

Introduction



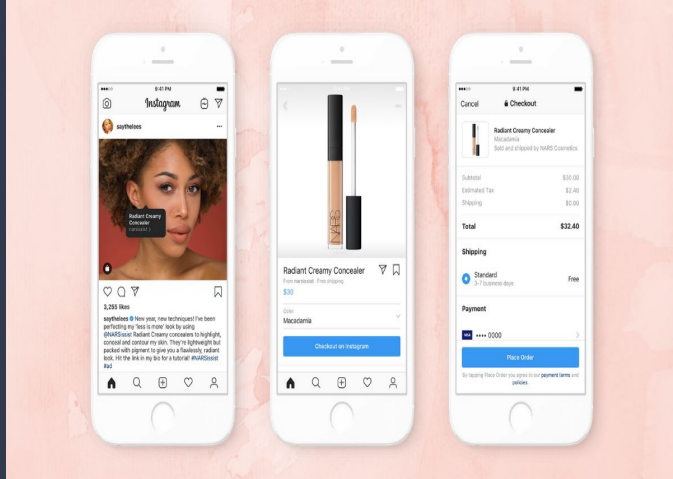
Social media are platforms that enable users to create and share content and to network and communicate.

They have become the core of marketing for many international brands such as Nike, Glossier, and Starbucks

Out of the rise of social media use, the population of social media influencers has started to increase.

Brands are using social media as a main tool of marketing so as these strategies have become more effective, users start to base their own lifestyle decisions on what they see on their feed.

Introduction



Research Question:

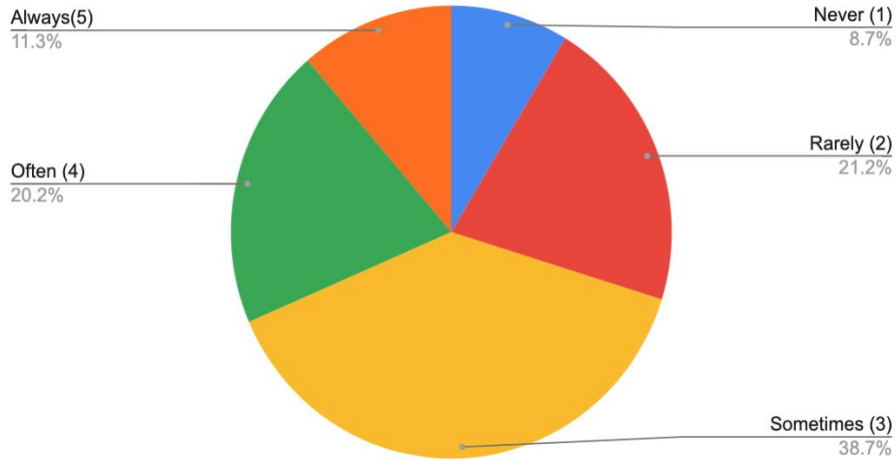
How do Millennials and Gen z'ers differ when it comes to their purchasing behavior on social media in terms of being persuaded by targeted advertisements and influencers?

Hypotheses:

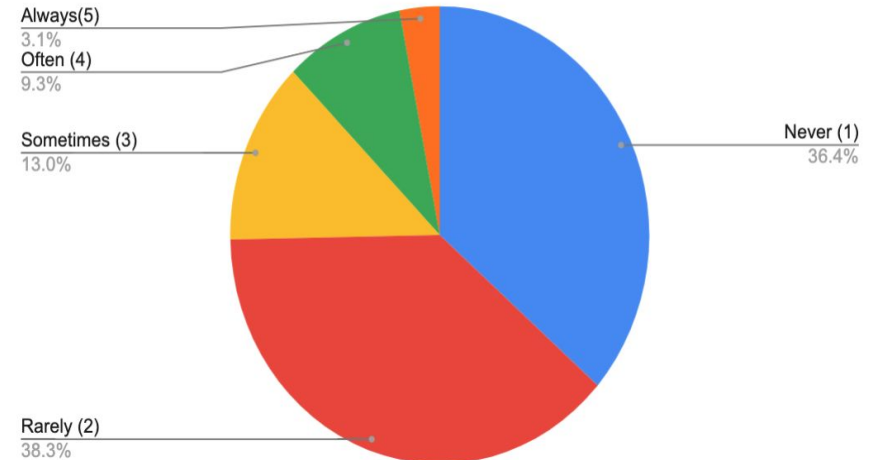
1. Millennials have more active purchasing habits on social media than Generation Z'ers.
2. Millennials will be more easily influenced by advertisements and social media influencers in terms of purchasing than Gen Z'ers
3. The more influencers one follows, the more ads one will receive.

Results

Millennials Purchasing Habits Based on If They See an Ad For a Desired Product



Gen Z Purchasing Habits Based on If They See an Ad for a Desired Product

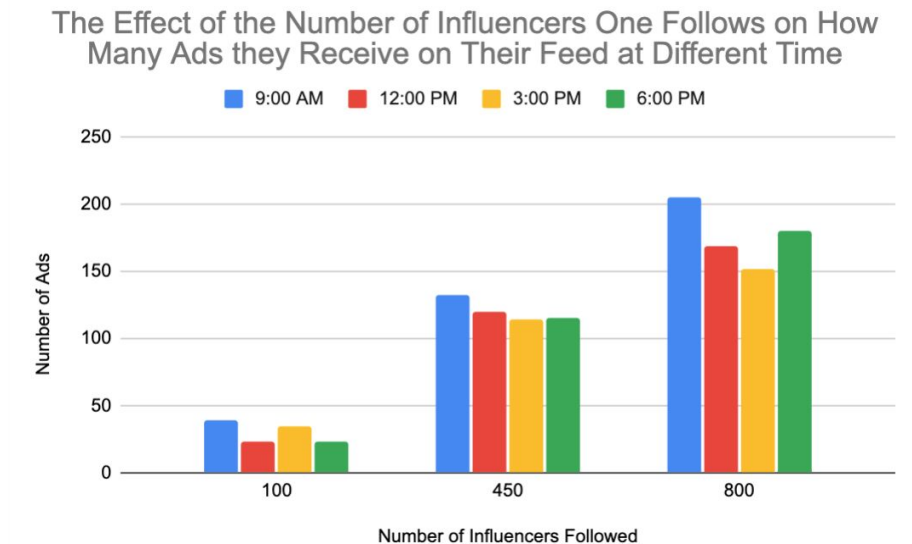
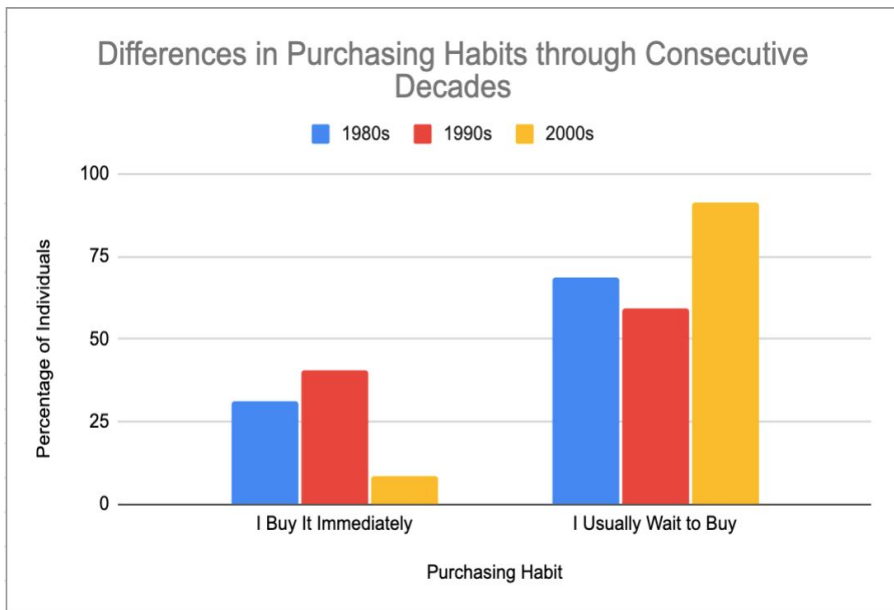


Discussion

Part 1: First Survey

- Pie Charts: when comparing these two charts, they actually show the differences between the positive and negative purchasing habits of millennials and gen z'ers. This supports the hypothesis that millennials have more positive purchasing habits on social media. Gen z'ers tend to show that they have negative attitudes towards purchasing items based on social media influences.
 - Relevance: shows brands that they would need to cater their advertising specifically to different demographics and especially to gen z, their persuasion in their advertising need to be much stronger and convincing because they are more careful with their money.
- Decades vs. Purchasing Habits: Figure 1 confirms gen z's (2000s) hesitations with purchasing items based off of social media which means that they have more negative purchasing habits. The same pattern is followed with the groups born in the 80s but the group born in the 90s seems to be more willing to spend their money.
 - Relevance: brands can know who to target in terms of their marketing and can define which groups are easy to convince to try their products.

Results



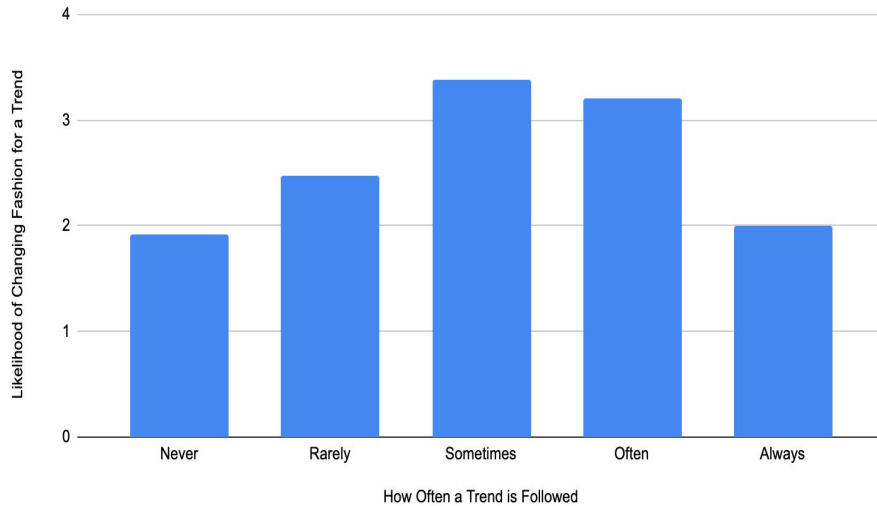
Discussion

Part 2: Accounts on Instagram

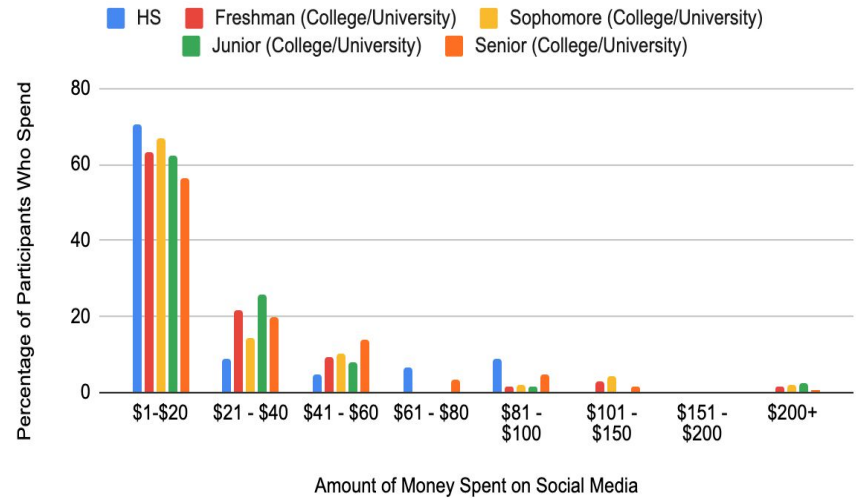
- # of Influencers vs Ads: the more influencers you follow, the more ads one gets on their feed which mathematically makes sense. The relationship between the increments of influencers is that the ads that would come up on the feed and on the stories, they mainly pertained to the companies and brands the influencers/celebrities were promoting.
 - Relevance: defines the instagram algorithm, shows how ad heavy social media is, shows the manipulation of social media in a certain sense. Falling into the trap of social media and how easy it is to persuade based on ad saturation.

Results

The Influence of How Often a Trend is Followed on the Likelihood of Changing Fashion Style to Follow a Trend



The Distribution of Participants in High School and in College That Spend Money on Social Media



Discussion

Part 3: Second Survey

- HS vs. College Spending: The number of high schoolers combined spend around the same as each level of students in college. The unevenness of the distribution of high schoolers is not only account for from the fact that high schoolers don't make the same income college students do and the lack of a large sample size. The differences in the population of college students and how much they spend on social media trends come from income differences.
 - Relevance: When a brand launches a specific "trend" that stems from their product, they need to up their marketing to ensure they being persuasive and create a price point that can be attractive to all ages of Gen Z'ers.
- Trends & Fashion Influence: As the commonality following a trend increases, the likelihood of one changing their fashion style according to that trend also increases. The decrease in the "often" and "always" categories stems from that there were very people who answered them. When a chi-square test was performed, the critical value was greater than the sum of the total meaning that the null hypothesis was supported
 - Relevance: Trends have as much power as we think they do over ourselves. If Gen Z'ers are willing and able to change their style according to no matter what is trending, then is confirms that this generation is easily influenced.

Future Directions

- Passing this research down to a future student in the program for them to be able to use my data to their advantage and make the project their own
- Further analysing my data and making conclusions about the power social media has over Generation Z'ers
 - Presenting at the Mercer County Science Fair
- Completing my research paper within the coming months