Impact of Social Media Marketing Activities on Consumer Purchase Intentions Among Gen Z Consumers in Delhi NCR

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INTRODUCTION

1 Background of the Study

Social media platforms have changed the way consumers discover products, seek information, compare alternatives, and communicate with brands. Unlike traditional one-way advertising, social media supports a mixture of brand-created content, user-generated content, creator recommendations, peer comments, community discussion, short-form video, live demonstrations and direct messaging. Consumers may encounter marketing messages while browsing for entertainment or while actively searching for products.

Marketing activity on social media is not limited to paid advertisements. It includes the quality and creativity of content, the responsiveness of brands, the use of current trends, the visibility of consumer reviews, and the degree to which information is tailored to audience interests. These activities may help build awareness, perceived value, trust, and consideration. However, exposure alone does not guarantee purchase. Consumers may be sceptical of sponsored posts, distrust exaggerated claims, compare prices, or postpone decisions.

2 Generation Z as a Consumer Segment

Generation Z is commonly used to refer to people born approximately from the late 1990s through the early 2010s, although exact boundaries vary across sources. In this study, the term is operationally defined by the age eligibility specified in the survey rather than by a universal birth-year rule. Gen Z consumers may be familiar with mobile-first media, online shopping interfaces, creator content, and digital communities. Their behaviour is nevertheless diverse and should not be treated as uniform.

For marketing researchers, this group is relevant because social media may be part of both everyday communication and the shopping journey. Consumers can see a product in a video, ask questions in comments, check reviews, compare brands, and move to a retailer's website or app within a short period. Studying purchase intention helps explore the consumer's stated likelihood of buying, while acknowledging that intention is not identical to actual purchase.

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3. Delhi NCR Context

Delhi National Capital Region (NCR) is a diverse urban and suburban market comprising multiple cities and districts, with differences in lifestyle, income, access, culture, shopping preferences, and media use. The study's geographic scope is Delhi NCR, and respondents should be screened for residence in the region. The setting is useful for examining social media marketing responses in a metropolitan consumer environment, but findings from a convenience sample cannot automatically be generalised to all residents.

4 Social Media Marketing Activities

Entertainment: content that is enjoyable, humorous, engaging, visually interesting, or emotionally appealing.

Interaction: opportunities for two-way communication, replies, polls, Q&A, community engagement, and feedback.

Trendiness: content that communicates current information, popular topics, styles, product developments, or relevant trends.

Electronic word-of-mouth (e-WOM): online opinions, reviews, recommendations, comments, and experiences shared by consumers.

Personalization: content or offers perceived as relevant to an individual's interests, preferences, or needs.

5 Purchase Intention

Purchase intention refers to a consumer's stated likelihood, willingness, or plan to purchase a product or service. It is an outcome frequently used in consumer research because it can be measured through survey items. Purchase intention may be influenced by attitude, social norms, perceived control, trust, perceived value, product involvement, and marketing communication. It is a useful indicator, but it does not guarantee future behaviour.

6 Rationale

The rationale for the study is to understand which perceived social media marketing activities may be associated with Gen Z consumers' intention to purchase products in Delhi NCR. Businesses often invest in content, creators, campaigns, social listening and targeted advertising, but the value of these activities depends on audience response. A structured research approach can help marketers move beyond assumptions and assess consumer perceptions.

RESEARCH PROBLEM, GAP AND SIGNIFICANCE

1. Statement of the Problem

Brands increasingly use social media to attract and engage younger consumers. Yet consumers are exposed to a large volume of content and may react differently to entertaining posts, brand interactions, trends, peer recommendations, and personalised promotions. It is therefore not sufficient to assume that all social media activity has the same effect on purchase intention. This study proposes to examine the relationship between selected perceived social media marketing dimensions and purchase intention among Gen Z consumers in Delhi NCR.

2 Research Gap

Existing research broadly discusses social media marketing, consumer engagement, brand attitude, electronic word-of-mouth and purchase intention. The proposed student study focuses on combining five activity dimensions within a single

localised survey framework. The research gap is framed cautiously as a context-and-model gap: the study will assess these dimensions together in a defined sample of Gen Z social media users in Delhi NCR. A formal claim that the literature is absent or that this is the first study should only be made after a systematic search of databases and recent papers.

3 Significance of the Study

Significance to marketers

The study may help marketers understand which content and engagement features respondents perceive as persuasive, and may support decisions about content design, creator partnerships, response management, review practices, and audience targeting.

Significance to consumers

The study may encourage marketers to create more useful, transparent and respectful content, while highlighting the importance of credibility, privacy, and responsible promotion.

Significance to students and researchers

The research provides an example of operationalising constructs, preparing a questionnaire, choosing a sampling method, coding data, and reporting limitations. It may serve as a starting point for future studies with larger and more diverse samples.

4 Scope of the Study

Geographic scope: Delhi NCR.

Target population: Gen Z consumers who use social media and encounter brand or product content.

Core variables: entertainment, interaction, trendiness, e-WOM, personalization and purchase intention.

Method: quantitative survey using a structured questionnaire. Time scope: a cross-sectional snapshot of perceptions at the time of data collection.

Products: respondents may consider products or brands they have encountered through social media; product category can be recorded as a demographic/contextual variable.

REVIEW OF LITERATURE

1. Social Media and Marketing Communication

Social media creates communication environments where users can create, share, respond to and circulate content. Kaplan and Haenlein (2010) describe social media through the relationship between web-based applications and user-generated content. In marketing, the platform environment enables brand communication while also allowing consumers to publicly respond and influence other users. This means a brand's message is not always fully controlled after publication.

Social media marketing can support brand awareness, customer service, community building, content distribution, product education and consumer research. The effectiveness of a campaign may depend on the match between platform, audience, content format, objective and measurement approach. Engagement metrics such as views, likes and comments should be interpreted carefully because they do not necessarily indicate purchase behaviour.

2 Entertainment

Entertainment reflects whether consumers find content enjoyable, interesting, amusing or emotionally engaging. Content that entertains may encourage users to spend more time with a brand message, share it, or remember it. Yet entertainment can also distract from product information if creative content does not communicate the brand or product clearly. Its relationship with purchase intention may therefore depend on the relevance of entertainment to the product and the consumer's needs.

3 Interaction

Interaction is associated with two-way communication. Consumers may value the ability to ask questions, receive prompt responses, participate in polls, comment on posts, or engage in community discussion. Responsive communication can reduce uncertainty and make a brand seem accessible. However, superficial responses, unanswered complaints or manipulative engagement tactics may negatively affect perceptions.

4 Trendiness

Trendiness concerns the perception that brand content is current, timely and connected to relevant topics, formats or developments. Trend-oriented content may attract attention and help brands participate in cultural conversations. Trend adoption should be relevant and sensitive; an unsuitable trend can appear forced, damage credibility or create reputational risk.

5 Electronic Word-of-Mouth

Electronic word-of-mouth includes online comments, reviews, ratings, recommendations and shared experiences. Consumers may use such content to reduce uncertainty and compare products. e-WOM can be persuasive because it may be perceived as coming from fellow consumers, but credibility varies. Fake reviews, undisclosed sponsorship, biased testimonials and manipulated ratings can undermine trust. Marketers should not treat all online comments as authentic or representative.

6 Personalization

Personalization may make content, product suggestions and promotions more relevant to consumers' interests. Relevance can reduce search effort and help consumers discover products. At the same time, overly intrusive targeting may cause privacy concerns, discomfort or perceptions of manipulation. Personalization should be transparent, proportionate and respectful of data rights.

7 Purchase Intention

Purchase intention is a behavioural intention and not a completed transaction. The Theory of Planned Behaviour (Ajzen, 1991) explains intention through attitude, subjective norm and perceived behavioural control, offering a broader theoretical context for consumer intentions. In social media settings, content perceptions may affect attitude or beliefs, while social recommendations may influence perceived norms. Practical constraints such as affordability, availability, delivery, or consumer control may prevent intention from translating into purchase.

8 Theoretical Perspective: Theory of Planned Behaviour

The Theory of Planned Behaviour proposes that behaviour is influenced by intention, with intention shaped by attitude toward the behaviour, subjective norm and perceived behavioural control. The current study does not test the complete theory. Instead, it uses the theory as a conceptual background to explain why marketing communication may contribute

to beliefs, attitudes or social influence that are associated with purchase intention. A full TPB test would require additional measures and a more explicitly theory-based model.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

The proposed model treats the five social media marketing activity dimensions as predictor variables and purchase intention as the outcome variable. This is a correlational framework for a cross-sectional survey.

Entertainment
Interaction
Trendiness ——> **Purchase Intention**
e-WOM
Personalization

1 Hypotheses

H1: Perceived entertainment in social media marketing activities is positively associated with purchase intention among Gen Z consumers in Delhi NCR.

H2: Perceived interaction in social media marketing activities is positively associated with purchase intention among Gen Z consumers in Delhi NCR.

H3: Perceived trendiness in social media marketing activities is positively associated with purchase intention among Gen Z consumers in Delhi NCR.

H4: Perceived electronic word-of-mouth is positively associated with purchase intention among Gen Z consumers in Delhi NCR.

H5: Perceived personalization in social media marketing activities is positively associated with purchase intention among Gen Z consumers in Delhi NCR.

H6: The five social media marketing activity dimensions jointly explain variation in purchase intention among Gen Z consumers in Delhi NCR.

2 Variables and Operationalisation

Variable	Role	Measurement approach
Entertainment	Independent	Mean score of Likert-scale items about enjoyment and engaging content.
Interaction	Independent	Mean score of items about responses, dialogue and engagement.
Trendiness	Independent	Mean score of items about current and timely content.
e-WOM	Independent	Mean score of items about reviews and recommendations.
Personalization	Independent	Mean score of items about relevance and tailored content.

Purchase intention	Dependent	Mean score of items about likelihood, consideration and intention to purchase.

RESEARCH OBJECTIVES AND QUESTIONS

1. Objectives

1, To examine how Gen Z consumers in Delhi NCR perceive social media marketing activities.

2. To assess the association between entertainment in social media marketing and purchase intention.

3. To examine the relationship between interaction and purchase intention.

4. To evaluate the association between trendiness and purchase intention.

5. To assess the relationship between electronic word-of-mouth and purchase intention.

6. To examine the association between personalization and purchase intention.

7. To identify which of the selected dimensions may explain purchase intention in a proposed regression model.

8. To provide practical recommendations for social media marketing strategies targeting Gen Z consumers.

2 Research Questions

1. How do Gen Z consumers in Delhi NCR perceive social media marketing activities?

2. Is entertainment associated with purchase intention?

3. Is interaction associated with purchase intention?

4. Is trendiness associated with purchase intention?

5. Is e-WOM associated with purchase intention?

6. Is personalization associated with purchase intention?

7. Which dimensions appear most strongly associated with purchase intention in the sample?

RESEARCH METHODOLOGY

1 Research Design

The proposed study adopts a quantitative, descriptive and correlational research design. A cross-sectional survey will collect data from eligible participants at one point in time. This design can describe respondent perceptions and examine associations, but it cannot establish that social media marketing activities cause purchase intention.

2 Population and Eligibility

The target population is Gen Z consumers residing in Delhi NCR who use social media and have encountered brand-related social media content. The questionnaire should include screening questions for age eligibility, location and social media use. The age range should be stated consistently in the final protocol. For a student study, a practical age definition may be selected, justified and reported.

3 Sampling Technique

A non-probability convenience sampling technique is proposed, potentially supplemented by snowball sharing. Participants may be recruited through student networks, community groups and online channels. This method is feasible for a student project but can create selection bias and limit generalisation. The researcher should not imply that the sample is statistically representative of all Gen Z consumers in Delhi NCR.

4 Sample Size

A target of approximately 150 valid responses is proposed as an illustrative student-level target. The final sample size should be determined based on feasibility, research objectives, expected model complexity, and guidance from the supervisor. A larger sample may improve precision and stability, but sample size alone does not remove bias.

5 Data Sources

Primary data: responses collected through a structured questionnaire.

Secondary data: academic articles, books and reputable research sources on social media marketing, consumer behaviour, e-WOM, purchase intention and research methods.

6 Questionnaire Design

The questionnaire is divided into screening questions, respondent profile questions, social media use questions, five predictor scales and a purchase intention scale. Items are written in straightforward language and use a five-point Likert scale. The final instrument should be piloted to check clarity, length, ambiguity and response burden.

6.7 Likert Scale

Response	Score
Strongly disagree	1
Disagree	2
Neither agree nor disagree	3
Agree	4
Strongly agree	5

8 Pilot Testing

A pilot test with a small group of eligible respondents (for example, 10–20) may identify confusing questions, repetitive items, technical issues or survey fatigue. Pilot responses should not automatically be merged into the main dataset; this depends on whether the questionnaire changes and the protocol.

9 Data Collection Procedure

1.Provide a brief information statement explaining the purpose and voluntary nature of participation.

2. Obtain consent before presenting survey questions.

3. Avoid collecting unnecessary identifying information.

4. Use screening questions to verify eligibility.

5. Distribute the survey through permitted channels.

6. Monitor duplicate, incomplete or suspicious responses using transparent criteria.

7. Export and securely store the dataset for analysis.

8. Report the actual collection period, sample size and exclusions.

10 Data Analysis Plan

Analysis	Purpose
Frequency and percentage	Describe respondent profile and categorical responses.
Mean and standard deviation	Summarise scale responses and composite scores.
Reliability (Cronbach's alpha)	Assess internal consistency of multi-item scales, with interpretation based on context.
Pearson correlation	Examine linear associations between composite scores, subject to assumptions.
Multiple regression	Estimate associations between five predictors and purchase intention while considering predictors together.
Diagnostic checks	Examine multicollinearity, residual patterns, outliers and assumptions.

11 Regression Model

A proposed model is: Purchase Intention = $\beta 0 + \beta 1$(Entertainment) + $\beta 2$(Interaction) + $\beta 3$(Trendiness) + $\beta 4$(e-WOM) + $\beta 5$(Personalization) + ε. Coefficients represent associations conditional on the other variables in the model. Statistical significance, confidence intervals and effect sizes should be reported, rather than relying only on p-values.

12 Ethical Considerations

1. Participation should be voluntary and informed.

2. Respondents should be able to stop at any time before submitting.

3. Avoid collecting names, phone numbers, addresses or other identifiers unless necessary and approved.

4. Use data only for the stated purpose and protect it from unauthorised access.

5. Do not fabricate, alter or selectively omit responses.

6. Clearly disclose sponsored or creator content when discussing marketing ethics.

7. Follow institutional guidance for student research and any applicable privacy rules.

PROPOSED QUESTIONNAIRE

The questionnaire below is a proposed instrument. It should be piloted, reviewed by the supervisor and adapted as necessary before fieldwork.

Section A: Screening

Q1. Are you within the age range defined for this study? (Yes/No)

Q2. Do you currently reside in Delhi NCR? (Yes/No)

Q3. Do you use at least one social media platform? (Yes/No)

Q4. Have you encountered brand or product-related content on social media in the past three months? (Yes/No)

Section B: Respondent Profile

Q1. Age group

Q2. Gender (optional; include prefer not to say)

Q3. Current status (student, employed, both, other)

Q4. City/area within Delhi NCR (broad category; avoid exact address)

Q5. Most-used social media platform

Q6. Approximate daily social media usage

Q7. Product categories most often discovered through social media

Section C: Statements

Q1. Please indicate your level of agreement with each statement from 1 (Strongly Disagree) to 5 (Strongly Agree).

Q2. Entertainment

Q3. I find brand-related social media content entertaining.

Q4. Creative social media posts make brand content enjoyable to view.

Q5. I am more likely to notice brands that create engaging social media content.

Interaction

1. Brands that respond to users' questions on social media seem more approachable.

2. I value opportunities to interact with brands on social media.

3. Brand replies and engagement help me understand products better.

Trendiness

1. I notice brands that share timely and relevant social media content.

2. Social media trends can make me curious about a product or brand.

3. I find current and informative brand content useful.

e-WOM

1. Online reviews and comments influence how I evaluate a product.

2. I consider other users' experiences before making a purchase.

3. Positive online recommendations can increase my interest in a product.

Personalization

1. Relevant product suggestions on social media can help me discover products.

2. I appreciate social media content that matches my interests.

3. Personalized offers can make me consider a product.

Purchase Intention

1. I may purchase a product after learning about it through social media.

2. Social media content can lead me to consider buying a product.

3. If a product promoted on social media meets my needs, I would consider purchasing it.

Section D: Optional Open-ended Question

Q1. What makes social media marketing content trustworthy or untrustworthy to you? (Optional response)

ILLUSTRATIVE DATA ANALYSIS AND INTERPRETATION

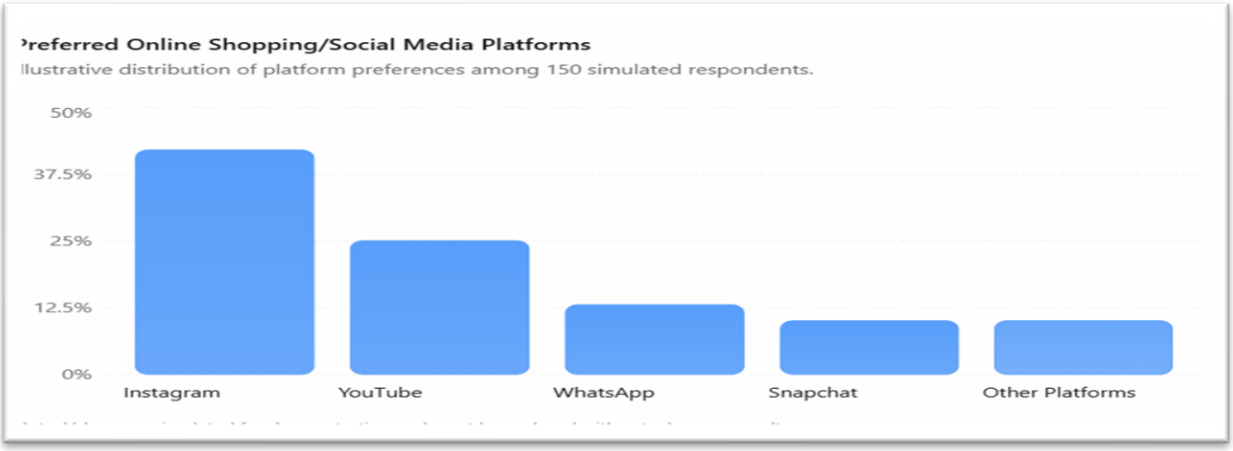
IMPORTANT: The numerical values in this chapter are simulated solely to demonstrate the presentation and interpretation of research analysis. They are not real survey results. Replace every simulated table and interpretation with output from actual collected data before submission or publication.

1 Illustrative Sample Profile

Profile characteristic	Illustrative distribution
Total responses	150 simulated cases
Age	Eligibility screening assumed
Location	Delhi NCR assumed
Social media use	All respondents assumed to be users
Sampling	Convenience sampling assumed

2 Illustrative Platform Usage

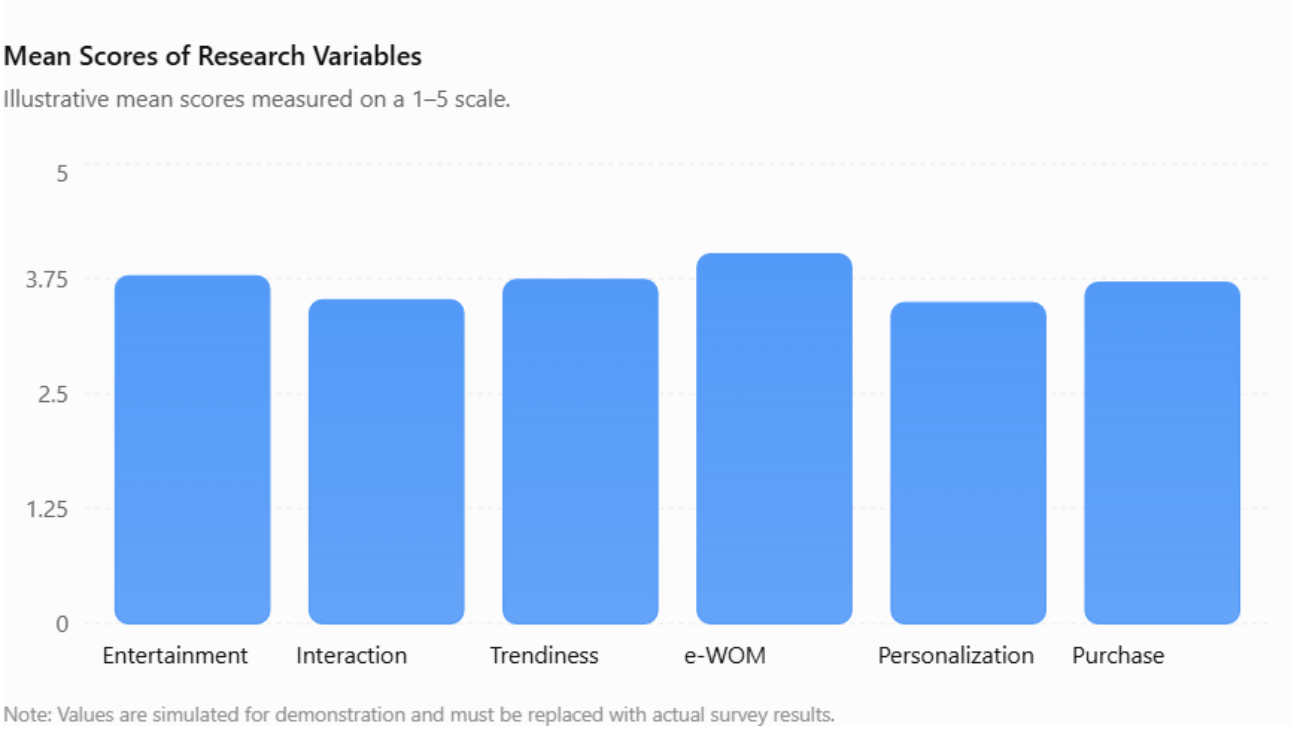
Platform category	Illustrative share (not empirical)
Instagram	42%
YouTube	25%
WhatsApp	13%
Snapchat	10%
Other platforms	10%



In a real study, platform percentages should be calculated from respondents' answers. If respondents select more than one platform, the percentages may sum to more than 100%, and the questionnaire must clarify that multiple responses are permitted.

3 Illustrative Descriptive Statistics

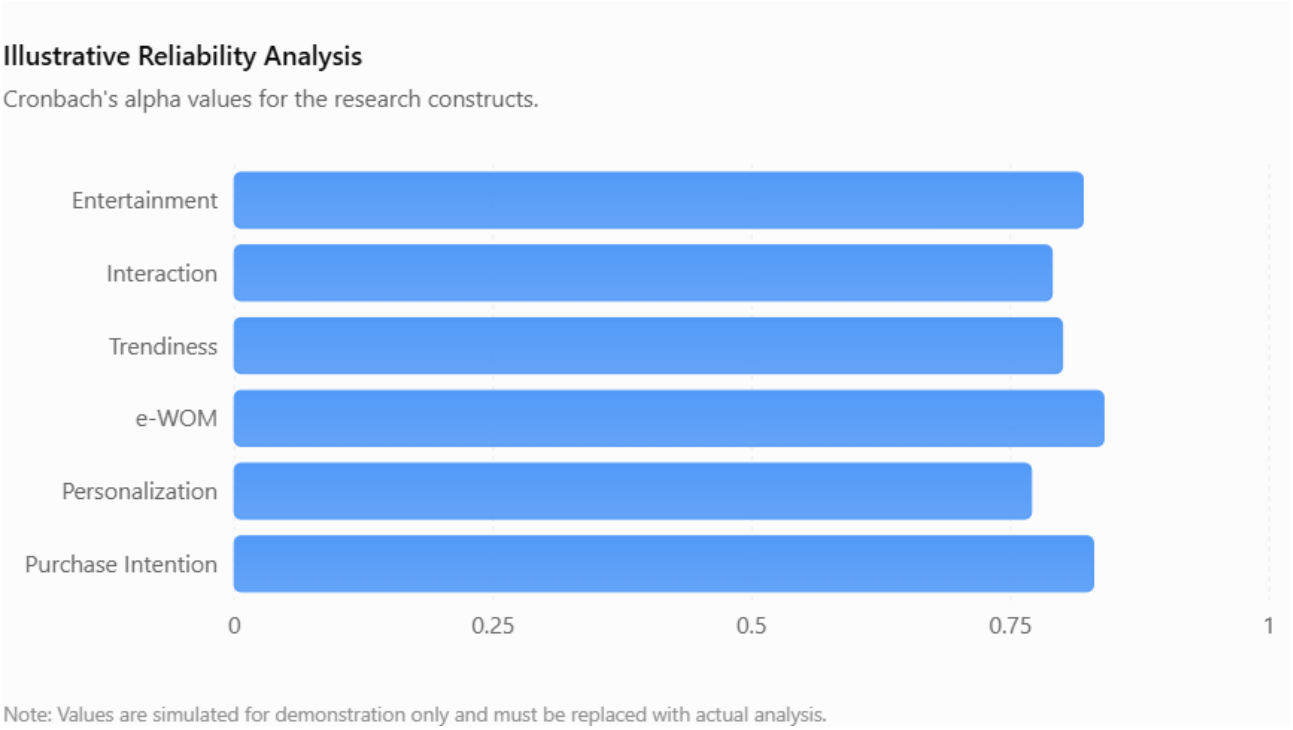
Construct	Illustrative mean (1–5)	Illustrative SD
Entertainment	3.78	0.81
Interaction	3.52	0.87
Trendiness	3.74	0.83
e-WOM	4.02	0.76
Personalization	3.49	0.90
Purchase intention	3.71	0.84



Illustrative interpretation: in this fictional example, e-WOM has the highest mean score, followed by entertainment and trendiness. Personalization has the lowest mean. This would suggest comparatively stronger stated agreement with review-related statements than with tailored-content statements. The interpretation is only a demonstration and must not be reported as a real result.

4 Illustrative Reliability Table

Scale	Illustrative Cronbach alpha
Entertainment	0.82
Interaction	0.79
Trendiness	0.80
e-WOM	0.84
Personalization	0.77
Purchase intention	0.83



Reliability estimates should be calculated using the actual dataset. Alpha is not proof of validity, and a high alpha may partly reflect item redundancy. Report the number of items and any changes to the scale.

5 Illustrative Correlation Table

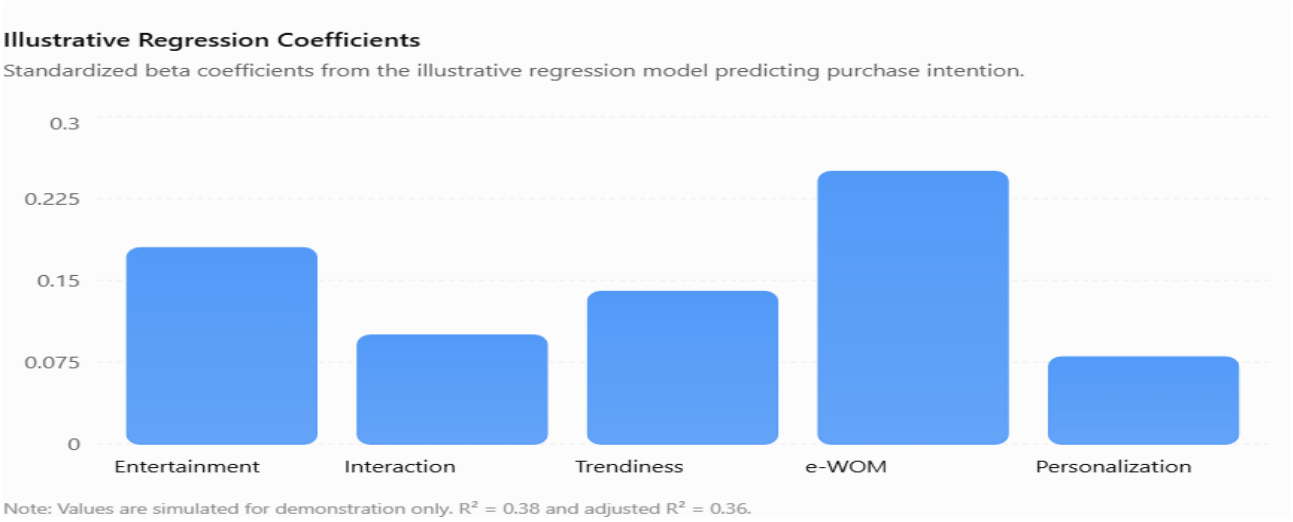
Predictor	Illustrative correlation with purchase intention
Entertainment	0.42
Interaction	0.36
Trendiness	0.40
e-WOM	0.48
Personalization	0.31



Illustrative interpretation: these fictional correlations show positive associations of varying strength. Correlation does not establish causation, and correlations among predictor variables should also be inspected.

6 Illustrative Regression Results

Predictor	Illustrative standardized β	Illustrative p-value
Entertainment	0.18	0.030
Interaction	0.10	0.120
Trendiness	0.14	0.045
e-WOM	0.25	0.001
Personalization	0.08	0.190



Illustrative model summary: $R^2 = 0.38$; adjusted $R^2 = 0.36$; F-test $p < 0.001$. These values are fictional and are included to show a reporting format.

Illustrative interpretation: in the hypothetical model, e-WOM, entertainment and trendiness are statistically significant at a 5% level, while interaction and personalization are not. These interpretations depend on the fictional values and should not be carried into the final research report. In actual analysis, report coefficient confidence intervals, assumptions, the full model output and sample size.

7 Hypothesis Reporting Template

Hypothesis	Decision template
H1 Entertainment	Supported / not supported based on actual statistical test.
H2 Interaction	Supported / not supported based on actual statistical test.
H3 Trendiness	Supported / not supported based on actual statistical test.
H4 e-WOM	Supported / not supported based on actual statistical test.
H5 Personalization	Supported / not supported based on actual statistical test.
H6 Joint model	Assess the overall model using actual regression results.

8 Recommended Graphs for Actual Results

1. Bar chart for respondent platform preferences (if single-choice).

2. Bar chart of construct mean scores with appropriate scale and clear labels.

3. Correlation heatmap, if suitable for the dataset.

4. Regression coefficient plot with confidence intervals, if analysis software permits.

DISCUSSION

The discussion chapter should connect actual results to the research questions, hypotheses and literature. It should explain what the findings mean in context rather than repeating tables. The researcher should distinguish statistical significance, practical significance and causal interpretation.

1 Entertainment and Purchase Intention

If entertainment is positively associated with purchase intention, a possible explanation is that enjoyable content may encourage attention and favourable engagement. Marketers may consider using storytelling, demonstrations, humour or interactive formats where they fit the product and audience. If the association is weak, entertaining content may be more useful for awareness or engagement than purchase-related outcomes.

2 Interaction and Purchase Intention

If interaction is positively associated with intention, it may indicate that respondents value dialogue, customer service and brand accessibility. Brands could respond clearly to questions, provide useful information and handle complaints respectfully. A weak association would not mean interaction is unimportant; it may affect satisfaction or trust more than purchase intention in this sample.

3 Trendiness and Purchase Intention

If trendiness is positively associated with intention, timely content may help product discovery or relevance. Marketers should use trends selectively and maintain brand fit. If trendiness is not associated, consumers may prioritise product usefulness, credibility or price over trend participation.

4 e-WOM and Purchase Intention

If e-WOM is associated with intention, reviews and peer experiences may help consumers assess quality, value or risk. Brands should encourage genuine feedback, respond to criticism and avoid deceptive review practices. A result must not be interpreted as proof that positive reviews directly cause purchases.

5 Personalization and Purchase Intention

If personalization is associated with intention, relevant content may reduce search effort or help consumers identify products. Marketers should balance relevance with transparency and respect for privacy. If personalization is weak or negative, the sample may be wary of targeting or may not perceive recommendations as useful.

6 Integrated Interpretation

The five dimensions may overlap. For example, a trend-based video can be entertaining, interactive and personalised through platform targeting. Regression estimates the association of each predictor while accounting for the others, but measurement overlap and multicollinearity may complicate interpretation. The study should report diagnostics and avoid treating each marketing activity as fully independent.

RECOMMENDATIONS

1. Create useful, enjoyable content

Use formats that combine entertainment with product information. Ensure the message remains understandable and relevant.

2. Respond meaningfully

Answer consumer questions, acknowledge complaints and provide reliable information rather than relying on generic engagement replies.

3. Use trends selectively

Participate in trends only when they align with brand values, audience expectations and product relevance.

4. Support authentic reviews

Encourage genuine customer feedback, disclose incentives and avoid fake or manipulated reviews.

5. Personalize responsibly

Use clear value propositions and privacy-respecting practices; avoid intrusive targeting.

6. Measure beyond likes

Track relevant outcomes such as product-page visits, saves, qualified enquiries, conversions and repeat purchases where data access and privacy rules permit.

7. Test campaigns

Use controlled A/B tests or comparable campaign experiments when possible to evaluate content rather than relying on survey associations.

8. Adapt to context

Consider product category, price, audience, platform and customer journey; one strategy may not suit every consumer.

9. Maintain ethical communication

Clearly identify paid partnerships, avoid misleading claims and respect consumer choice.

LIMITATIONS AND FUTURE RESEARCH

1 Limitations

1. A convenience sample may not represent all Gen Z consumers in Delhi NCR.

2. Cross-sectional data cannot establish temporal order or causality.

3. Self-reported purchase intention may differ from actual purchase behaviour.

4. Responses may be influenced by recall bias, social desirability or respondents' interpretation of statements.

5. Social media platforms and marketing formats change rapidly.

6. The five dimensions do not capture all influences, such as price, product quality, brand familiarity, trust, income, peer pressure or platform algorithms.

7. Results may vary by product category, platform, age, location and shopping experience.

2 Future Research

1. Use stratified or probability-based sampling where feasible.

2. Compare age subgroups within Gen Z or compare Gen Z with other cohorts.

3. Study product categories separately, such as fashion, beauty, electronics, food or services.

4. Include additional variables such as brand trust, perceived authenticity, privacy concern, attitude and perceived value.

5. Use longitudinal data to examine whether intentions change over time.

6. Use behavioural measures, such as verified purchase or conversion data, when ethically and practically available.

7. Test causal effects through controlled experiments or campaign A/B testing.

8. Compare platform formats and creator types while considering disclosure and audience fit.

CONCLUSION

This research paper proposes an examination of the relationship between social media marketing activities and purchase intention among Gen Z consumers in Delhi NCR. It focuses on entertainment, interaction, trendiness, electronic word-of-mouth and personalization as five dimensions of social media marketing activity. A quantitative survey approach is proposed, with screening, construct measures and an analysis plan involving descriptive statistics, reliability, correlation and multiple regression.

The framework offers a practical way to examine consumer perceptions, but the study's conclusions must be based on actual collected data. The illustrative statistics in this document are simulated and should not be presented as empirical results. The researcher should conduct the survey, clean and analyse the dataset, update the results and discussion, verify references, and obtain supervisor approval before academic submission or publication.

Social media marketing should be evaluated not only by engagement metrics but also by credibility, relevance, consumer experience, ethical practice and appropriate outcomes. A carefully conducted study can provide useful evidence for marketers while developing the researcher's skills in measurement, analysis and academic reporting.

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APPENDIX A: QUESTIONNAIRE

Study title: Impact of Social Media Marketing Activities on Consumer Purchase Intentions Among Gen Z Consumers in Delhi NCR

Researcher: Archana Bagaria, BBA Third Semester (Evening), Tecnia Institute of Advanced Studies.

Participation is voluntary. This survey is intended for academic research. Do not enter identifying information. Responses should be used only for the stated research purpose. Please continue only if you meet the eligibility criteria.

Eligibility

1. I meet the age eligibility criteria defined by the researcher.

2. I reside in Delhi NCR.

3. I use social media.

4. I have encountered brand-related content on social media in the past three months.

Profile questions

1. Age group: ____

2. Gender (optional): ____

3. Status: Student / Employed / Both / Other

4. City or broad NCR area: ____

5. Most-used platform: ____

6. Approximate daily usage: ____

7. Product category most frequently discovered: ____

8. Likert scale statements

- 1 = Strongly disagree;
- Disagree;
- Neither agree nor disagree
- .Agree
- Strongly agree.

9. Entertainment

- I find brand-related social media content entertaining.
- Creative social media posts make brand content enjoyable to view.
- I am more likely to notice brands that create engaging social media content.

10. Interaction

- Brands that respond to users' questions on social media seem more approachable.

- I value opportunities to interact with brands on social media.
- Brand replies and engagement help me understand products better.

11. Trendiness

- I notice brands that share timely and relevant social media content.
- Social media trends can make me curious about a product or brand.
- I find current and informative brand content useful.

12. e-WOM

- Online reviews and comments influence how I evaluate a product.
- I consider other users' experiences before making a purchase.
- Positive online recommendations can increase my interest in a product.

13. Personalization

- Relevant product suggestions on social media can help me discover products.
- I appreciate social media content that matches my interests.
- Personalized offers can make me consider a product.

14. Purchase Intention

- I may purchase a product after learning about it through social media.
- Social media content can lead me to consider buying a product.
- If a product promoted on social media meets my needs, I would consider purchasing it.

15. Optional open-ended response

What makes social media marketing content trustworthy or untrustworthy to you?

Response: _____