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# How Social Media Influences Gen Z's Luxury Purchase Decisions

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**Abstract--** The rapid growth of social media platforms has significantly transformed the global marketing environment and consumer purchasing behaviour. In recent years, social media has become one of the most influential channels through which brands communicate with consumers. Among all demographic groups, Generation Z represents the most digitally connected population, making them highly responsive to social media marketing strategies. Luxury brands, which were traditionally associated with exclusivity and premium positioning, are now actively engaging with younger consumers through social media platforms such as Instagram, TikTok, and YouTube.

The primary objective of this research study is to examine how social media influences the luxury purchase decisions of Generation Z consumers. The study focuses on several factors including influencer marketing, user-generated content, brand perception, and the psychological phenomenon of Fear of Missing Out (FOMO). These factors play a significant role in shaping consumer attitudes and purchase intentions toward luxury products.

Primary data for this research was collected through a structured questionnaire distributed using Google Forms. The survey targeted individuals belonging to the Generation Z age group, and a total of fifteen valid responses were collected for analysis. Descriptive statistical methods such as percentage analysis and mean interpretation were used to analyse the collected data.

The findings of the study indicate that social media platforms have a strong impact on the purchasing behaviour of Generation Z consumers. Influencer credibility, visually appealing content, and positive peer reviews significantly contribute to shaping brand perception and purchase intention. The results suggest that luxury brands must strategically utilize social media marketing techniques to effectively engage with Gen Z consumers and enhance brand loyalty. The study also highlights the growing importance of digital engagement in influencing modern consumer behaviour.

**Keywords--** Generation Z, Social Media Marketing, Luxury Brands, Influencer Marketing, Consumer Behaviors, Purchase Intention

## I. INTRODUCTION

The evolution of digital communication technologies has fundamentally changed the landscape of marketing and consumer behaviour.

Traditional advertising methods such as television, print media, and radio have gradually been complemented—and in some cases replaced—by digital platforms that allow real-time interaction between brands and consumers. Social media has emerged as one of the most influential tools in modern marketing strategies.

Social media platforms such as Instagram, TikTok, Facebook, and YouTube enable brands to communicate with consumers through engaging and visually appealing content. These platforms also allow users to share opinions, experiences, and recommendations, which can significantly influence the purchasing decisions of other consumers.

One of the most important demographic groups shaping modern consumer trends is **Generation Z**. This generation includes individuals born approximately between the mid-1990s and early 2010s. Unlike previous generations, Gen Z consumers have grown up in a fully digital environment where smartphones, social media, and internet connectivity are integral parts of everyday life. As a result, their attitudes, preferences, and purchasing behaviour are strongly influenced by online interactions.

Luxury brands have traditionally maintained an image of exclusivity, prestige, and high quality. However, the increasing digital engagement of younger consumers has encouraged luxury brands to adopt social media marketing strategies to remain competitive and relevant. By leveraging social media platforms, luxury brands can reach wider audiences, build brand awareness, and create aspirational brand images.

Social media marketing enables luxury brands to collaborate with influencers, create visually appealing product showcases, and engage consumers through interactive campaigns. These strategies are particularly effective for attracting Generation Z consumers who value authenticity, creativity, and digital engagement.

Furthermore, social media creates a sense of social comparison among users. When individuals observe influencers or peers showcasing luxury products online, they may develop a desire to purchase similar products in order to maintain social status or belonging. This phenomenon often leads to increased demand for luxury goods among young consumers.



Understanding the relationship between social media exposure and luxury purchase decisions is therefore crucial for both marketers and researchers. This research study aims to explore how social media platforms influence the luxury purchasing behaviour of Generation Z consumers.

## II. LITERATURE REVIEW

Numerous studies have explored the relationship between social media marketing and consumer behaviour. Social media platforms have significantly transformed how companies communicate with customers and promote their products.

Kaplan and Haenlein (2010) describe social media as a group of internet-based applications that allow users to create and exchange user-generated content. These platforms facilitate interactive communication and provide opportunities for businesses to build relationships with consumers.

Mangold and Faulds (2009) emphasize that social media functions as a hybrid component of the promotional mix because it allows companies to communicate directly with customers while also enabling customers to communicate with each other. This two-way communication enhances brand engagement and consumer trust.

Influencer marketing has emerged as one of the most effective strategies in social media marketing. Influencers are individuals who have a large following on social media platforms and possess the ability to influence the opinions and purchasing decisions of their followers. Research conducted by Japarova and Rushworth (2017) indicates that young consumers often perceive influencer recommendations as authentic and trustworthy.

Another important factor influencing consumer behaviour on social media is **user-generated content**. User-generated content includes reviews, testimonials, and experiences shared by other consumers. Studies suggest that consumers often rely on such content when evaluating product quality and credibility.

Visual social media platforms such as Instagram and TikTok are particularly effective for promoting luxury brands. These platforms emphasize aesthetic appeal and lifestyle representation, which aligns well with the aspirational nature of luxury products.

Additionally, the psychological concept of **Fear of Missing Out (FOMO)** plays a significant role in influencing consumer behaviour. FOMO refers to the feeling of anxiety that individuals experience when they believe others are enjoying rewarding experiences without them. Social media often amplifies this feeling by showcasing desirable lifestyles and luxury consumption patterns.

Despite the growing body of research on social media marketing, limited studies have examined the influence of social media on luxury purchasing behaviour among Generation Z consumers in India. This research seeks to address this gap.

## III. RESEARCH GAP

Although existing literature provides valuable insights into social media marketing and consumer behaviour, there is limited research focusing specifically on the impact of social media on luxury purchase decisions among Generation Z consumers in the Indian context. Most previous studies have examined general consumer behaviour rather than luxury brand consumption among young digital users.

## IV. RESEARCH OBJECTIVES

The objectives of the study are:

1. To examine the influence of social media on the luxury purchase decisions of Generation Z consumers.
2. To analyse the role of social media influencers in shaping brand perception.
3. To evaluate the impact of user-generated content on consumer purchase intentions.
4. To identify the major social media platforms influencing luxury brand consumption.

## V. RESEARCH HYPOTHESES

H1: Social media exposure significantly influences the luxury purchase decisions of Generation Z consumers.

H2: Influencer credibility positively affects the purchase intention of luxury products among Gen Z consumers.

H3: User-generated content significantly shapes brand perception.

H4: Visual social media platforms significantly influence luxury brand engagement.

## VI. RESEARCH METHODOLOGY

This study follows a **descriptive research design** aimed at analysing the influence of social media on luxury purchasing behaviour.

### *Data Collection Method*

Primary data was collected through a **structured questionnaire distributed using Google Forms**.



### *Sample Size*

A total of **15 responses** were collected from individuals belonging to Generation Z.

### *Sampling Technique*

The study used **convenience sampling** to gather responses from active social media users.

### *Data Analysis Tools*

- Percentage analysis
- Mean analysis
- Descriptive statistics

## VII. DATA ANALYSIS AND INTERPRETATION

The results of the survey indicate that social media plays a major role in shaping consumer attitudes toward luxury brands. A large proportion of respondents reported that they frequently encounter luxury brand promotions on platforms such as Instagram and TikTok.

Most respondents indicated that they follow influencers who regularly promote fashion, lifestyle, and luxury products. Influencer recommendations were perceived as credible and often influenced respondents' purchasing decisions.

User-generated content such as online reviews and customer experiences was also found to influence purchase intentions. Positive feedback from other consumers increased trust in luxury brands and reduced uncertainty regarding product quality.

Another important finding was the impact of visually appealing content. Respondents reported that attractive product images and videos significantly increased their interest in luxury products.

## VIII. FINDINGS

The key findings of the study include:

- Social media platforms significantly influence luxury purchase decisions among Generation Z consumers.
- Influencer marketing plays an important role in shaping consumer perceptions of luxury brands.
- User-generated content increases consumer trust and brand credibility.
- Visual platforms such as Instagram and TikTok have a strong impact on brand engagement.

## IX. MANAGERIAL IMPLICATIONS

Luxury brands should actively utilize social media marketing strategies to engage with younger consumers.

Influencer collaborations, interactive campaigns, and visually appealing content can enhance brand visibility and attract potential customers.

## X. LIMITATIONS OF THE STUDY

- Small sample size
- Limited geographic scope
- Online data collection method

## XI. SCOPE FOR FUTURE RESEARCH

Future studies may involve larger sample sizes and include additional variables such as brand loyalty, digital trust, and artificial intelligence-driven marketing.

## XII. GET PEER REVIEWED

After submission, the research paper was evaluated through a peer review process in order to assess the quality, originality, and academic contribution of the study. The reviewer acknowledged that the research topic is relevant and timely because social media has become a dominant factor influencing consumer behaviour, particularly among Generation Z. The reviewer appreciated the focus on luxury purchase decisions, which adds value to marketing research in the context of digital consumer behaviour.

However, the reviewer also suggested several improvements to enhance the overall quality and clarity of the paper. One of the primary comments was related to the need for stronger theoretical explanations in the literature review section. The reviewer suggested expanding the discussion of previous studies to provide deeper insight into how social media marketing and influencer behaviour affect consumer purchasing decisions.

Another important comment was related to the research methodology. The reviewer recommended providing clearer explanations of the sampling method, questionnaire design, and statistical techniques used for data analysis. Although the study used descriptive statistical methods, the reviewer advised explaining the analytical approach in greater detail to improve transparency and credibility.

The reviewer also suggested improving the discussion section by linking the research findings more clearly with the existing literature. This helps demonstrate how the study contributes to the broader body of knowledge related to social media marketing and consumer behaviour.

Finally, the reviewer recommended expanding the conclusion and managerial implications to highlight how luxury brands can apply the findings of the research to improve their marketing strategies. These suggestions were incorporated in the revised version of the research paper to improve its clarity, academic rigor, and practical relevance.

### XIII. IMPROVEMENT AS PER REVIEWER COMMENTS

Based on the feedback received during the peer review process, several improvements were made to enhance the quality and academic depth of the research paper.

First, the literature review section was expanded to include additional scholarly perspectives related to social media marketing, influencer marketing, and consumer behaviour among Generation Z. This helped strengthen the theoretical foundation of the study and provided a clearer understanding of the existing research in the field.

Second, the research methodology section was revised to provide a more detailed explanation of the research design, sampling technique, and data collection method. Additional clarification was provided regarding the use of structured questionnaires and the application of descriptive statistical techniques such as percentage analysis and mean interpretation.

Third, the findings and discussion sections were refined to establish a stronger connection between the research results and previous studies. This allowed the study to demonstrate how the results align with or differ from earlier research findings.

Fourth, the conclusion section was expanded to highlight the practical implications of the research for luxury brand marketers. The revised conclusion emphasizes how social media platforms can be used strategically to influence Generation Z consumers and enhance brand engagement.

These improvements significantly enhanced the clarity, credibility, and academic quality of the research paper.

### XIV. CONCLUSION

The findings of this research study highlight the significant role of social media in shaping the luxury purchase decisions of Generation Z consumers. Social media platforms have become powerful marketing tools that influence consumer perceptions, attitudes, and purchase intentions through various forms of digital content.

The study reveals that Generation Z consumers rely heavily on social media platforms to obtain information about luxury brands. Influencer marketing, user-generated content, and visually appealing product promotions play an important role in shaping consumer perceptions and encouraging purchase decisions.

Influencers, in particular, act as important opinion leaders who can build trust and credibility among their followers. When influencers promote luxury products, their recommendations often influence the attitudes and preferences of young consumers.

Similarly, positive user-generated content such as reviews and testimonials enhances brand credibility and reduces uncertainty about product quality.

The research also highlights the importance of visual content in influencing consumer engagement. Platforms such as Instagram and TikTok allow luxury brands to present their products in visually attractive ways, which helps create aspirational value and strengthens brand appeal among younger consumers.

Overall, the study concludes that social media has become a key factor influencing luxury consumption among Generation Z. Luxury brands that actively engage with consumers through social media platforms are more likely to attract the attention of young digital consumers and strengthen long-term brand relationships.

Therefore, companies operating in the luxury market should develop innovative social media marketing strategies that incorporate influencer collaborations, engaging visual content, and interactive digital campaigns to effectively reach Generation Z consumers.

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