

Chapter 12

Role of Youtube and Instagram Advertising in Attracting Gen-Z Consumers in Delhi-NCR

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ABSTRACT

Similar to a rising global trend, Gen-Z consumers in Delhi-NCR are spending more time on social media sites such as YouTube and Instagram. Understanding how advertising on these sites affects their purchasing decisions is critical. This study investigates the influence of YouTube and Instagram advertising in recruiting Generation Z customers. Based on a recent study that highlighted entertainment, informativeness, customization, and irritation as important elements impacting advertising value on YouTube, this chapter analyzes how these features influence brand awareness and purchase intention among Gen-Z consumers in Delhi-NCR. The study predicts that, like YouTube, Instagram commercials that are entertaining, informative, and personalized will be more effective in attracting Gen-Z customers. In contrast, irritating advertisements will have a negative influence. By evaluating these aspects, the study provides useful insights for marketers looking to use YouTube and Instagram advertising to effectively attract Gen-Z consumers in Delhi-NCR.

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INTRODUCTION

The evolution of consumer behavior is in a constant state of flux, and the emergence of Generation Z (Gen-Z), a cohort deeply ingrained in digital platforms, born from the late 1990s to the early 2010s, poses a distinct challenge for marketers. In contrast to previous cohorts, Generation Z consumers are bombarded with advertisements from a young age, leading them to approach traditional marketing tactics with a sense of doubt, and instead, prioritize genuineness, social responsibility, and brand principles in their buying choices. This shift necessitates a revision of marketing approaches, focusing on actively engaging Generation Z through their preferred channels and fostering genuine relationships.

Conventional marketing strategies, such as slick advertisements and celebrity endorsements, frequently fall flat with Generation Z. They see these approaches as impersonal, sales-oriented, and devoid of the interpersonal interaction they long for. Gen-Z places a high importance on social responsibility and authentic brand narratives. They are drawn to companies that support issues close to their hearts, encourage diversity, and push for constructive change. According to studies, 73% of Gen-Z buyers are prepared to pay more for environmentally friendly goods. This demonstrates their willingness to work with companies that share their beliefs and represent something more significant than just financial gain.

Moreover, while making selections about what to buy, Gen-Z customers actively search out user-generated content (UGC). More than traditional advertising messages, they believe the opinions and experiences of their peers. Gen-Z is able to investigate items, compare pricing, and find new businesses through the eyes of real people thanks to social media platforms like YouTube and Instagram, which serve as a fertile ground for user-generated content.

For Generation Z, YouTube and Instagram have become the main social media channels. Every channel has unique benefits for marketers looking to reach this audience.

YouTube has approximately 2 billion monthly users, most of whom are Generation Z. The platform specializes in providing a wide variety of content, from in-depth tutorials and product reviews to engaging videos, blogs, and entertainment skits. This differentiation allows businesses to tailor messaging to an individual's unique interests and capture the ongoing interest of Gen Z. Additionally, creating long-form content on YouTube is more interactive, giving marketers the opportunity to share their values, goals, and the human element within them.

Instagram has captured the interest of Generation Z with its emphasis on visually stunning material. The platform facilitates the utilization of influencer marketing, short-form films (Reels and Stories), and high-quality photos by marketers to provide an immersive and interactive visual experience. Visual communication is highly

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