

IMPACT OF INSTAGRAM ADVERTISEMENTS ON ONLINE PURCHASING INTENTION OF GENERATION Z IN SRI LANKA

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ABSTRACT

As Instagram is one of the most popular social media platforms, it can also be used as a strong digital marketing tool for businesses, enabling them to expand their reach and connect to a massive customer base. Instagram has emerged as a powerful platform for online businesses, offering immense potential for building brand identity and enhancing overall business performance. This study aims to identify the impact of Instagram advertisements on Generation Z's online purchasing intentions in Sri Lanka. According to the Morgan table, 384 Instagram users from Generation Z in Sri Lanka were selected for this study. Data were collected using a structured online questionnaire and a simple random sampling technique was employed to select the sample. To measure the independent variables, consumer trustworthiness, ease of use, informativeness, and social influence were tested using Pearson's correlation and multiple regression analyses. SPSS software was used to analyze the data and test the hypotheses of the study. The findings revealed that consumer trustworthiness, informativeness, and social influence had significantly positive impacts on online purchasing intentions, with significance values of 0.002, 0.003, and 0.000, respectively. The value of ease of use was 0.132, indicating that it did not have a significant impact on online purchasing intentions. The findings of this study may assist businesses and marketing managers in adapting their Instagram advertising tactics to effectively reach their target audiences and drive growth in the digital landscape. In conclusion, the researcher affirms that the results of the study clearly demonstrate that Instagram advertisements have a positive and significant influence on online purchasing intentions.

Keywords: Customer ease of use, informativeness, instagram advertisements, online purchasing intention, social influence, trustworthiness