

Laughing, Loving, And Clicking: The Impact Of Animation, Humour, Celebrity Endorsement And Caring Video Content On Gen Z Purchase Intention

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ABSTRACT

This research delves into the profound influence of social media on Generation Z's purchasing behavior, focusing on platforms such as Instagram, Facebook, Twitter, Pinterest, Snapchat, and YouTube. Born after 1996, Generation Z represents the first cohort to grow up entirely in the digital age, shaped by technology, social media, and rapid advancements. Despite their dominance in online searches for post-millennial information, the specific impact of social media advertising content on Generation Z's consumer decisions remains a critical gap in understanding. This study seeks to bridge this gap by examining the intricate relationship between social media advertising content and purchase intentions within Generation Z. A simple random sampling was employed for data collection, encompassing a cohort of 162 respondents. Multiple regression analysis was then applied to investigate the intricate relationship between social media advertising content and purchase intentions within Generation Z. Through a comprehensive exploration of unique characteristics, experiences, and preferences, the research aims to provide actionable insights for businesses and marketers to tailor strategies that effectively engage and resonate with this digitally native demographic.

1 Introduction:

In the dynamic landscape of contemporary consumerism, the influence of social media on purchasing decisions has become a phenomenon of paramount significance. As technology continues to evolve, the rise of the Generation Z (Gen Z) cohort has marked a pivotal shift in consumer behavior, steering the course towards a digital-centric marketplace. Born into a world where connectivity and information are at their fingertips, Gen Z individuals exhibit distinct characteristics that differentiate them from their predecessors. This generation, often dubbed as digital natives, navigates the intricate web of social media platforms with unparalleled adeptness, making their interactions with online content particularly influential in shaping their purchase intentions.

With the omnipresence of social media platforms like Instagram, TikTok, and Snapchat, Gen Z is not merely consuming content passively; they are active participants in shaping and reshaping the narrative. The barrage of advertisements, endorsements, and sponsored content on these platforms has become an integral part of their online experience. This paper aims to delve into the nuanced relationship between social media advertising content and the purchase intentions of Gen Z consumers. By exploring the unique characteristics of this generation and dissecting the strategies employed by marketers on social media, we seek to uncover the intricate dynamics that underlie the decision-making process of Gen Z in the realm of online commerce.

As we embark on this exploration, it is imperative to recognize the fluidity and adaptability that characterize Gen Z's engagement with technology. Their preferences, fuelled by a desire for authenticity, visual appeal, and a sense of community, shape the effectiveness of social media advertising content. Understanding the intricate interplay between these elements is essential for businesses striving to connect with and cater to this influential demographic. Through a comprehensive analysis, this research aims to contribute valuable insights that can

inform marketing strategies, enabling businesses to navigate the digital terrain with acumen and resonate with the purchasing inclinations of Generation Z.

Various social media platforms are globally accessible to people, with the most prevalent ones being Instagram, Facebook, Twitter, Pinterest, Snapchat, and YouTube. Furthermore, the utilization of social media platforms has surged among Generation Z, a demographic group defined by the author (Dimock, 2019). According to Dimock, individuals born before 1997 fall into the Millennial generation, encompassing those born between 1981 and 1996. On the other hand, those born after 1996 constitute the new generation known as Generation Z. This generation dominates online searches for information on the post-millennial era.

In the crucible of the digital age, Generation Z stands as the first to be entirely molded by the rapid evolution of technology, social media, and 21st-century advancements. This generation, succeeding Generation Y (Millennials), possesses unique characteristics and experiences that position them as harbingers of transformative change. As we delve into the profound impact of social media on this burgeoning demographic, we unravel the intricate threads that tie Generation Z to the digital tapestry, exploring not just how they consume information but also how they contribute to the ever-evolving narrative of the connected world.

2 Literature Review:

(Akayleh, 2021) look into the impact of e-marketing on customers in Riyadh City, Saudi Arabia. The research methodology opted for was quantitative, simple random sampling. A questionnaire was distributed to 1,425 social media customers to collect data. Consumer purchasing decisions are a dependent variable in the study, while social media advertising is an independent variable. Income, education level, gender, age, and culture were all considered as moderating variables. The study's findings reveal that social media advertising has a major influence on customer purchasing decisions. Consumer gender, age, and culture have strong moderating impacts, but income and education have minimal influence on the link between consumer purchasing decisions and social media advertising.

(Li, Xu, Cuomo, Purushothaman, & Mackey, 2020) Li, Xu, Cuomo, Purushothaman, and Mackey (2020) studied the early COVID-19 outbreak in Wuhan using Weibo. They used both quantitative and qualitative methods. In the quantitative part, they analyzed daily COVID-19 cases and found a positive correlation with Weibo posts. For every 40 social media posts, there was an increase of about 10 COVID-19 cases ($P < .001$). The research provides initial insights into the outbreak's origins by examining Chinese social media data. The study's strength is its comprehensive approach, combining both quantitative and qualitative methods to understand the early epicenter in Wuhan.

(Alalwan, April 2018) In this study, the escalating use of social media as a marketing and advertising platform is acknowledged, with organizations investing significant time, money, and resources in social media ads. The research aims to identify and test key factors related to social media advertising that can predict purchase intention. Drawing on the extending Unified Theory of Acceptance and Use of Technology (UTAUT2), the conceptual model integrates performance expectancy, hedonic motivation, and habit, in addition to interactivity, informativeness, and perceived relevance. Through a questionnaire survey involving 437 participants, the study utilized structural equation modeling (SEM) to analyze the data. The results largely supported the validity of the proposed model, highlighting the significant impact of performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance on purchase intentions. The findings of this study are anticipated to offer theoretical and practical insights, providing marketers with guidelines on how to effectively plan and implement advertisements across social media platforms.

(Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018) studied the impact of demographics and personality on social media use motives, site preferences, and problematic use in 1008 college students. Their analysis, using multiple linear and hierarchical regression, found that motives like meeting new people, presenting a popular self, and passing time were linked to problematic social media behavior.

(Vicario, Gaito, Quattrociocchi, Zignani, & Zollo, 2017) investigated the rise of fake news and rumors on social media, driven by confirmation bias. Their study focused on the Italian Constitutional Referendum, using quantitative analysis from Facebook and Twitter. The research revealed spontaneous community formation on both platforms, highlighting natural segregation without predefined content categories. The findings contribute to understanding content dynamics and narratives on social media, especially in the context of the Italian Referendum, with implications for detecting and addressing viral misinformation promptly.

Ferreira, Carlos (2017) this study investigates potential factors influencing consumers' decisions to avoid controversial adverts on social media. A conceptual model of social media ad avoidance antecedents was tested using data from 273 consumers via structural equation modeling. The findings suggest that perceptions of advertisements as controversial lead to ad avoidance, although this effect is mitigated by individual.

(Dehghani, Niaki, Ramezani, & Sali, 2016) Mr. A identified four elements—entertainment, informativeness, customization, and aggravation—in YouTube advertising that potentially impact advertising value, brand awareness, and customer buying intention. The conceptual model posits a positive connection between advertising value techniques and brand recognition, influencing perceived usefulness and sustained buying behavior on YouTube. Data for this study were collected from students at Sapienza University in Rome, with 315 valid questionnaires used for data analysis. The findings highlight that entertainment, informativeness,

and customization positively drive YouTube advertising, while aggravation is negatively associated. Moreover, the advertising value on YouTube has an impact on both brand awareness and brand recognition.

(Colby & Ortman, 2014) provided a comprehensive categorization of generations spanning from World War II to Generation Z. The classifications are as follows: Generation WWII encompasses individuals born between 1922 and 1927, Post-war for those born from 1928 to 1945, Boomers I for the period 1946 to 1954, Boomers II for 1955 to 1964, Gen X for the years 1965 to 1980, Millennials for 1981 to 1996, and Gen Z for those born from 1997 to 2012.

(Ezumah, 2013) conducted research on college students' social media site preferences, considering factors such as staying in touch with friends, sharing images, connecting with relatives, and entertainment. The findings revealed that Facebook ranked as the most preferred social media site, followed by Twitter, with LinkedIn being the least popular among the surveyed college students.

The study investigates the role of media interactivity and the consequences it has on customer reactions to social media ads. Furthermore, the study explores the conditional role of message relevant elements such as message vividness and anthropomorphism, and investigates the intervening effect of flow experience. A between-subjects study found that interaction harmed consumer ad reactions. It also implies that appropriate utilisation of message-relevant characteristics can offset these negative impacts. Thus, the study makes a substantial contribution to the literature and practise on the consequences of social media interactivity, which is relatively new and has been disregarded by previous studies.

Conceptual Model and Hypothesis Development:

Based on above literature review following model is formulated to measure the effect of social media on purchase intention. Additionally, based on literature review following hypothesis are also formulated to test the objective behind the study.

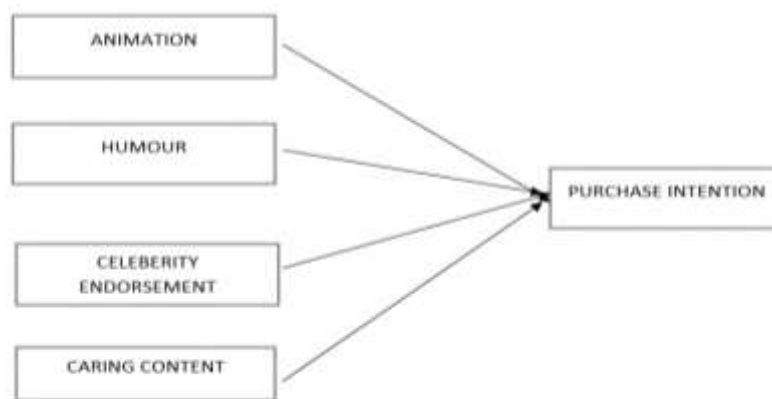


Figure 1 Researcher own generated table

- 1 **H₀**: Animation has no significant influence on Gen Z purchase intention
H₁: Animation has significant influence on Gen Z purchase intention
- 2 **H₀**: Humour has no significant influence on Gen Z purchase intention
H₁: Humour has significant influence on Gen Z purchase intention
- 3 **H₀**: Celebrity Endorsement has no significant influence on Gen Z purchase intention
H₁: Celebrity Endorsement has significant influence on Gen Z purchase intention
- 4 **H₀**: Caring Content has no significant influence on Gen Z purchase intention
H₁: Caring Content has significant influence on Gen Z purchase intention

3 Problem Statement:

Despite the undeniable influence of social media on the shaping of Generation Z's worldview, there remains a critical gap in understanding the nuanced dynamics between social media advertising content and the purchase intentions of this digitally native demographic. While various social media platforms such as Instagram, Facebook, Twitter, Pinterest, Snapchat, and YouTube serve as conduits for connectivity, self-expression, and community development, the specific impact of advertising content on consumer behavior within the Generation Z cohort remains insufficiently explored.

As Generation Z emerges as a dominant force in online searches for information on the post-millennial era, businesses and marketers are confronted with the challenge of deciphering the unique characteristics and preferences that drive this generation's purchasing decisions. The pressing question is how social media advertising content, with its potential to amplify voices, showcase creativity, and foster community engagement, influences the intricate and evolving landscape of consumer purchase behaviour within Generation Z.

This research aims to address this critical gap by delving into the multifaceted relationship between social media advertising content and the purchase intentions of Generation Z. By exploring the distinctive features of various social media platforms and dissecting the preferences of this digitally adept generation, we seek to provide valuable insights that can inform targeted marketing strategies, enabling businesses to effectively navigate and harness the power of social media in reaching and resonating with Generation Z consumers.

4 Research Design:

The study utilized a survey-oriented approach to collect information on the preferences of Generation Z regarding specific social media platforms. Surveys prove to be a reliable means of obtaining quantitative data and eliciting diverse responses from a sizable sample. The research methodology incorporated both exploratory and descriptive components to fulfill its goals. The analysis of the data was conducted through the utilization of SPSS software.

Data Collection:

The target population is Gen Z individuals from Gujarat state. A representative sample was selected using non-probability sampling techniques. The sample size was determined to ensure statistical significance. To collect the data a structured questionnaire was designed to collect data on Gen Z preferences. The questionnaire had included closed-ended questions. The following variables were taken into consideration while creating the questionnaire:

- Genz Social Media Platform Preference
- Humour
- Animation
- Celebrity Endorsement
- Caring content

This research adopts a survey-based approach, focusing on primary data acquired from Generation Z social media users in the state of Gujarat. The study employs a modified Likert scale questionnaire to assess various dimensions, with participants providing responses on a 5-point scale. A convenient sampling method was utilized to collect data from 180 respondents, of which only the data from 162 respondents proved usable and complete.

The questionnaire, designed to gather information from Generation Z individuals using social media in the Gujarat region, was administered through both online and offline channels. A content validity check was performed by a panel of experts, and suggested modifications were incorporated into the questionnaire. The constructs were measured using a five-point Likert-type scale ranging from strongly disagree to strongly agree.

Data Analysis:

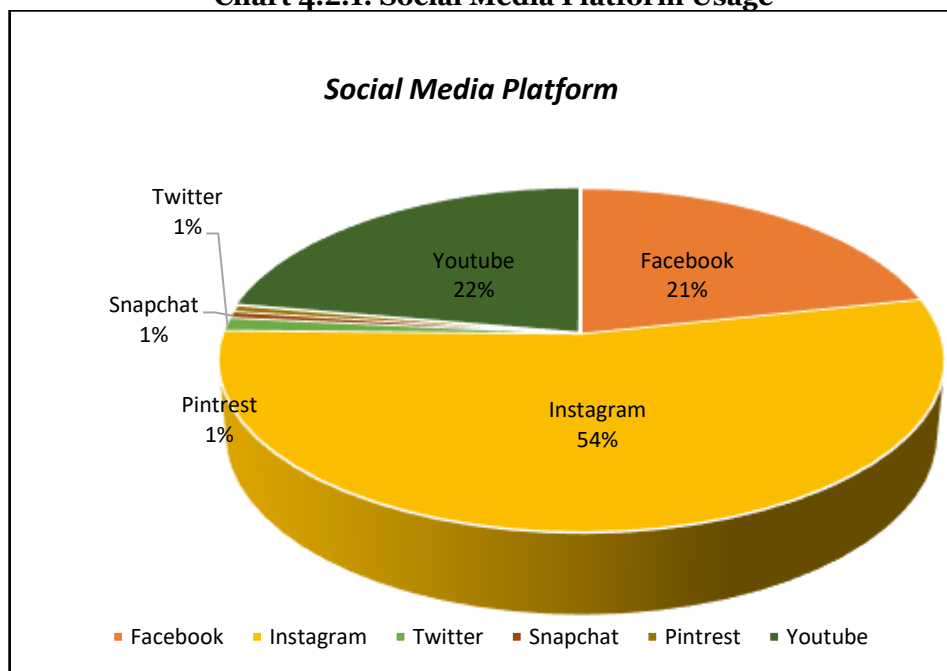
To achieve the objective, Descriptive analysis, Anova and multiple regression were used to gain insight into the data. Quantitative data from the survey will be analysed using statistical techniques like frequency analysis and for a better understanding, visualizations have been created through Tableau software. In following table 4.1.1, descriptive analysis is shown.

Table 4.1.1: Respondents Demographic Details

VARIABLE		Frequency	Percent	Valid Percent	Cumulative Percent
GENDER	Male	85	52.5	52.5	52.5
	Female	77	47.5	47.5	100
	Total	162	100	100	
AREA	Rural Area	124	76.5	76.5	76.5
	Urban Area	38	23.5	23.5	100
	Total	162	100	100	

Table 4.1.1 summarises the respondent's gender and area. There are 162 respondents in total, with 52.5% being male and 47.5 being female. The majority of respondents (76.5%) live in rural, while the rest of them live in urban areas.

Chart 4.2.1: Social Media Platform Usage



The distribution of social media platform users is depicted in chart 4.2.1. Instagram is used by more than half of all respondent. Instagram is the most popular social media platform, followed by YouTube and Facebook.

Table 4.1.2: Gender * Social media Platform Cross tabulation

			Facebook	Instagram	Twitter	Snapchat	Pinterest	YouTube	Total
Gender	Female	Count	19	48	0	1	1	16	85
		% of Total	11.7%	29.6%	0.0%	0.6%	0.6%	9.9%	52.5%
	Male	Count	16	39	2	0	0	20	77
		% of Total	9.9%	24.1%	1.2%	0.0%	0.0%	12.3%	47.5%
Total		Count	35	87	2	1	1	36	162
		% of Total	21.6%	53.7%	1.2%	0.6%	0.6%	22.2%	100.0%

The table 4.1.2 shows the crosstabulation between gender and social media platforms, indicating that there are no observable differences in the data concerning gender.

Table 4.1.3: Area * Social media Platform Cross tabulation

			Social media Platform					Total	
			Facebook	Instagram	Twitter	Snapchat	Pinterest	YouTube	
Area	Urban	Count	24	69	2	0	0	29	124
		% of Total	14.8%	42.6%	1.2%	0.0%	0.0%	17.9%	76.5%
	Rural	Count	11	18	0	1	1	7	38
		% of Total	6.8%	11.1%	0.0%	0.6%	0.6%	4.3%	23.5%
Total		Count	35	87	2	1	1	36	162
		% of Total	21.6%	53.7%	1.2%	0.6%	0.6%	22.2%	100.0%

The table 4.1.3 shows the correlation between area and social media platforms, indicating that there are no observable differences in the data concerning area. In terms of popularity, Instagram occupies the leading position, with Facebook following closely behind.

Table 4.1.4: Chi-Square Test

Name of Variable Association	Pearson Chi Square	P - Value
Gender and Animation Association	3.521a	0.475
Gender and Humour Association	3.881a	0.422
Gender and Celebrity Endorsement Video Association	8.380a	0.079
Gender and Caring Video Association	1.480a	0.83

The table 4.1.4 presents the associations between gender and various video types, along with their corresponding Pearson Chi-Square values and significance levels.

1. Gender and Animation Association: The Pearson Chi Square value is 3.521 with a p-value 0.475. This suggests that there is no significant association between gender and preference for animation videos, as the significance value is higher than the conventional threshold of 0.05.

2. Gender and Humour Association: The Pearson Chi Square value is 3.881 with a p-value 0.422. Similar to the previous association, there appears to be no significant relationship between gender and preference for humor videos, as the significance value exceeds 0.05.

3. Gender and Celebrity Endorsement Video Association: The Pearson Chi Square value is 8.380 with a p-value 0.079. Here, the significance value is close to the conventional threshold, suggesting a marginal level of association between gender and preference for celebrity endorsement videos. Further investigation might be warranted to ascertain the significance of this association.

4. Gender and Caring Video Association: The Pearson Chi Square value is 1.480 with a p-value 0.83. Once again, the high significance value indicates that there is no significant association between gender and preference for caring videos.

In summary, while there seems to be no significant association between gender and preference for animation, humor, or caring videos, there may be a potential marginal association between gender and preference for celebrity endorsement videos.

Table 4.1.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.651	.610	.67798

a. Predictors: (Constant), Celebrities physical presence, Caring videos, Humour, Animation

The correlation coefficient (R) is 0.796a. This value represents the strength and direction of the linear relationship between the dependent variable and the predictors. In this case, it suggests a strong positive correlation among the Animation, Humor, Caring Videos and Celebrity Endorsement. The coefficient of determination (R Square) is 0.651. This value represents about 65.1% of the variability in the dependent variable is explained by the predictors in the model. The standard error of the estimate is 0.67798. It is a measure of the accuracy of the regression predictions. Lower values indicate a better fit. In summary, this model suggests a reasonably good fit with a strong positive relationship between the dependent variable and the specified predictors.

Table 4.1.6 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.785	4	6.696	8.687	.000 ^b
	Residual	121.024	158	.771		
	Total	147.809	162			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Celebrities physical presence, Caring videos, Humour, Animation

For the Regression component, the sum of squares is 26.785. This represents the variability in the dependent variable that is explained by the regression model and for the Residual component, the sum of squares is 121.024. This represents the unexplained variability, i.e., the difference between the actual values and the values predicted by the model. The total sum of squares is 147.809, representing the total variability in the dependent variable. Here the value of F-statistic is 8.687. It is the ratio of the variance explained by the model (Regression Mean Square) to the variance not explained by the model (Residual Mean Square). As the value of F-Statistics is greater than 1, it suggests that the model is a good fit.

The significance level associated with the F-statistic is 0.000, which is less than the commonly used threshold of 0.05. This suggests that at least one of the predictors in the model is statistically significant in explaining the variance in the dependent variable.

In summary, this ANOVA table provides information about the statistical significance of the regression model as a whole, indicating that at least one predictor in the model is contributing significantly to explaining the variance in the dependent variable.

Table 4.1.7 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.815	0.126		8.11	0.00
	Humours	0.169	0.029	0.288	7.012	0.00

Animation	0.079	0.035	0.117	2.324	0.017
Caring Content	-0.031	0.037	-0.038	-0.703	0.53
Celebrity Endorsement	0.059	0.043	0.089	2.119	0.043
a. Dependent Variable: *					

By using regression analysis, it is found that Humour has significant effect on purchase intention of Gen Z. The coefficient is 0.169 ($p < 0.001$). A one-unit increase in the "Humour" predictor is associated with an estimated increase of 0.169 units in the dependent variable. In case of Animation, the coefficient is 0.079 ($p = 0.017$). A one-unit increase in the "Animation" predictor is associated with an estimated increase of 0.079 units in the dependent variable. Whereas in case of Caring Content, the coefficient is -0.031, but it is not statistically significant ($p = 0.530$). This suggests that the "Caring Content" predictor may not have a significant impact on the dependent variable. While the Celebrity Endorsement, the coefficient is 0.059 ($p = 0.043$). A one-unit increase in the "Celebrity Endorsement" predictor is associated with an estimated increase of 0.059 units in the dependent variable.

The results indicate that humor and the presence of animation positively contribute to consumer engagement, as evidenced by the significant coefficients and associated low p-values. However, the impact of caring content appears to be negligible, as the coefficient is not statistically significant. Notably, celebrity endorsement also demonstrates a positive influence on consumer engagement, with a statistically significant coefficient.

These findings suggest that when crafting content strategies, marketers should prioritize the incorporation of Humour, Animation, and Celebrity Endorsements to enhance consumer engagement. The non-significant impact of Caring Content warrants further investigation or consideration of alternative strategies.

5 Discussion: Unraveling the Dynamics of Content Factors in Consumer Engagement

The findings from the regression analysis shed light on the nuanced interplay between various content factors and consumer engagement. The discussion explores the implications of each predictor and their collective impact on the dependent variable, offering insights for marketing strategies and future research directions.

1. The Power of Humor:

The statistically significant positive coefficient for humor suggests that incorporating humorous elements in content positively influences consumer engagement. Humor has long been recognized as a potent tool for capturing audience attention and fostering positive associations. Marketers should leverage this insight, strategically infusing campaigns with humor to enhance overall consumer engagement.

2. Animation's Allure:

Similarly, the presence of animation emerges as a significant contributor to consumer engagement. Animated content has the capacity to captivate audiences, providing a visually stimulating and memorable experience. This finding underscores the importance of multimedia elements in content creation, particularly in the context of digital marketing where visual appeal plays a pivotal role.

3. The Enigma of Caring Content:

Surprisingly, the coefficient for caring content does not attain statistical significance. This unexpected result prompts a deeper reflection on the nature of caring-themed content and its perceived impact on consumer engagement.

4. Celebrity Endorsement's Influence:

The positive and statistically significant coefficient associated with celebrity endorsement affirms the enduring appeal of influencer marketing. Celebrities bring a pre-established aura and fan base, translating to heightened consumer engagement. Marketers can strategically align with influencers to amplify their brand messaging and establish authentic connections with consumers.

6 Conclusion: Insights and Implications for Marketers

In concluding this study, the identified content factors—humor, animation, caring content, and celebrity endorsement—each wield distinct implications for marketers aiming to optimize consumer engagement. Leveraging humor and animation in content creation aligns with consumer preferences, fostering positive associations and increasing the likelihood of audience interaction.

However, the non-significant impact of caring content suggests a need for refinement in content strategy or a reevaluation of the metrics used to assess its influence. Marketers should exercise caution in assuming a direct correlation between caring-themed content and heightened consumer engagement, recognizing the need for a nuanced understanding of audience expectations.

The positive influence of celebrity endorsement underscores the enduring effectiveness of influencer marketing. Collaborations with well-known figures can elevate brand visibility and foster a sense of authenticity, fostering stronger connections with consumers.

This study contributes to the growing body of knowledge on content marketing by offering actionable insights for practitioners. As the landscape of digital marketing continues to evolve, understanding the dynamics of content factors becomes paramount for brands seeking to establish a meaningful and enduring relationship with their target audience.

Future Directions: Exploring Uncharted Territories

As with any study, there are limitations that beckon further investigation. Future research endeavors may delve into the intricacies of specific content themes within the broader categories explored here. Additionally, examining the temporal aspects of consumer engagement and the evolving nature of online content consumption could provide a more detailed understanding.

Furthermore, the study could be extended to different demographic groups, exploring how the impact of content factors varies across diverse audience segments. Longitudinal studies tracking changes in consumer engagement over time could illuminate trends and shifts in preferences.

In summary, this research serves as a foundation for future explorations, inviting scholars and marketers alike to delve deeper into the multifaceted realm of content marketing, where the fusion of creativity and strategic insight shapes the narrative of consumer engagement.

Limitation and Future Scope:

The survey's sample might not accurately represent the diverse population of Generation Z, leading to potential bias towards specific demographics or geographical regions. This limitation could restrict the applicability of the study's findings. It's important to note that the research primarily concentrated on the North Gujarat region. The study specifically targeted certain social media platforms such as Facebook, Instagram, Pinterest, Snapchat, Twitter, and YouTube.

Given these constraints, future research endeavors could address these limitations to enhance the overall comprehension of Generation Z's social media preferences. This may involve employing larger and more varied samples, incorporating emerging platforms into the study, and conducting longitudinal research to capture changes over time and variations in culture.

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