



EXPLORING GEN Z's IMPULSE ON SOCIAL MEDIA PLATFORM FACEBOOK – A STUDY USING STIMULUS ORGANISM RESPONSE MODEL

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ABSTRACT:

This study investigates the engagement patterns of Generation Z on Facebook, utilizing the Stimulus-Organism-Response (SOR) model. It aims to understand the impulsive behaviours of this demographic in response to various stimuli, including posts, advertisements, and notifications, and how these influence their social media interactions. Through qualitative and quantitative analyses, the research reveals insights into Gen Z's preferences and emotional responses that can inform future platform designs and marketing strategies.

Keywords: Generation Z, Social Media, Facebook, SOR Model, Impulsive Behaviour, Digital Natives, Marketing, Engagement Patterns.

I. INTRODUCTION:

Social media has become an integral part of daily life, transforming the way individuals communicate, share information, and engage with content. Facebook, one of the largest and most widely used platforms, plays a significant role in shaping the digital interactions of millions of users. With the rise of Generation Z—those born between the mid-1990s and early 2010s—social media engagement patterns have evolved, with younger users demonstrating unique behaviours and preferences. The Stimulus-Organism-Response (SOR) model offers a valuable framework for understanding how external stimuli, such as posts, ads, and content, influence the internal state and subsequent behaviours of users. This study aims to explore Gen Z's responses to social media stimuli on Facebook, examining their impulse behaviours, such as sharing content, liking posts, and interacting with advertisements. By applying the SOR model, this research will shed light on the psychological and emotional factors that drive Gen Z's engagement on the platform, providing insights into their social media usage habits.

II. REVIEW OF LITERATURE:

Arora and Jain (2021) explore the influence of social media influencers on Facebook in shaping impulsive buying behaviour among Indian Gen Z consumers. *Journal of Digital Marketing and Consumer Behaviour*. Their study highlights that when influencers promote products or services on Facebook, it triggers emotional responses such as excitement, trust, and inspiration in Gen Z. According to the S-O-R model, these emotional reactions lead to impulsive purchases, as users tend to trust influencers' recommendations. The study finds that influencer marketing on Facebook is a powerful tool in driving impulsive buying behaviour, especially when influencers resonate with the personal values and preferences of Gen Z in India (Sharma & Joshi, 2020).

Reddy and Choudhury (2021) explore how peer influence on Facebook affects emotional responses and impulsive buying behaviour among Gen Z in India. *Journal of Social Media and Consumer Behaviour*. Their study demonstrates that when Gen Z users see their peers or influencers endorsing products, it triggers emotions such as admiration, trust, and excitement, which drive impulsive purchasing decisions. The S-O-R model reveals that peer-generated stimuli act as emotional triggers, which lead to impulsive responses. The study also notes that peer endorsement on Facebook serves as social proof, increasing the likelihood of impulsivity in purchases, especially for trendy or popular products (Patel & Joshi, 2020).

III. SCOPE OF THE STUDY:

The scope of this study revolves around understanding the impulse buying behaviour of Gen Z on Facebook using the Stimulus-Organism-Response (SOR) Model. It focuses on how marketing stimuli such as advertisements, influencer promotions, and interactive content trigger impulsive purchases among Gen Z users. The study also examines psychological factors like emotions, peer influence, and perceived urgency that affect their decision-making

process. Additionally, it explores the role of Facebook's features, including targeted ads, shoppable posts, and algorithm-driven recommendations, in shaping impulsive buying behaviour. The research primarily targets Gen Z users who actively engage with Facebook and considers various demographic factors such as age, gender, and location.

IV. STATEMENT OF THE PROBLEM:

Despite the growing importance of social media platforms like Facebook, there is limited understanding of how Generation Z engages with the platform, particularly regarding their impulsive behaviours. Gen Z, as digital natives, interacts with Facebook in unique ways, influenced by stimuli such as notifications, posts, and advertisements. However, the psychological processes behind their impulsive actions, such as liking, commenting, sharing, or making spontaneous purchases, are not fully explored. This study seeks to address this gap by applying the SOR model to analyse how different stimuli on Facebook trigger emotional responses and impulsive behaviours in Gen Z. Understanding these mechanisms is crucial for marketers, platform developers, and content creators to better engage and cater to this generation's needs and preferences.

V. OBJECTIVES OF THE STUDY:

1. To examine the impact of external stimuli on Generation Z's engagement with Facebook.
2. To explore the emotional and cognitive responses of Generation Z to stimuli on Facebook.
3. To apply the SOR model to understand how stimuli influence Generation Z's behaviour.

VI. RESEARCH METHODOLOGY:

Research is a systematic process of collecting, analysing, and interpreting information to answer specific questions or solve problems. It involves exploring existing knowledge, formulating hypotheses, and testing these hypotheses to generate new insights or validate existing ones. Research is defined as the process of inquiry that involves critical examination and systematic investigation to gather information, test hypotheses, and discover new facts or principles. It aims to contribute to the existing body of knowledge or solve particular issues.

DATA COLLECTION:

Data was collected through primary data sources.

PRIMARY DATA:

Primary data will be collected directly from Gen Z users of Facebook through surveys. Surveys will provide quantitative data, while interviews and focus groups will generate qualitative insights.

SECONDARY DATA:

Secondary data will be gathered from existing literature, academic journals, and case studies that discuss social media usage, impulsive behaviours, and the SOR model. This will provide a theoretical context and support for the primary data.

SAMPLE TECHNIQUE:

A purposive sampling technique will be used to select Gen Z Facebook users who are active on the platform. This non-random technique ensures that participants have relevant experience with Facebook's features and impulsive behaviour. The sample will be diverse, including different genders, usage patterns, and engagement levels.

SAMPLE SIZE:

Sample size taken in this study is 120 respondents.

TOOLS FOR ANALYSIS:

- Descriptive Analysis

VII. ANALYSIS AND INTERPRETATION:

TABLE 4.8 SHOWING MOTIVATES TO LOG INTO FACEBOOK OF THE RESPONDENTS

CATEGORY	RESPONDENTS/PERCENTAGE
Socializing with Friends 34(28%)	34(28%)
Browsing News and Updates	47(39%)
Discovering New Products	15(13%)

Entertainment	24(20%)
Mean Respondents	30
Range	32
Standard Deviation	11.9

INTERPRETATION:

The table shows that 28% of the respondents are prefer Socialising with friends, 39% of the respondents are prefer Browsing news and updates, 13% of the respondents are prefer Discovering new products, 20% of the respondents are prefer Entertainment.

TABLE 4.9 SHOWING AD WITH HIGH-QUALITY IMAGES, AFFECT INTEREST IN THE PRODUCT OF THE RESPONDENTS

CATEGORY	RESPONDENTS/PERCENTAGE
Positive Impression	49 (41%)
Improved Retention	25 (21%)
Influence Purchase Behaviour	29 (24%)
Emotional Engagement	11 (9%)
Trustworthiness	6 (5%)
Total Respondents 120 (100%)	120 (100%)
Mean respondents	24
Range	43
Standard Deviation	15.13

INTERPRETATION:

The table shows that 41% of the respondents are prefer Positive impression, 21% of the respondents are prefer Improved retention, 24% of the respondents are prefer Influence purchase behaviour, 9% of the respondents are Emotional engagement, 5% of the respondents are prefer Trustworthiness.

VIII. FINDINGS:

- Majority, 39% of the respondents are prefer Browsing news and updates.
- Majority, 41% of the respondents are prefer Positive impression.
- Majority, 38% of the respondents are prefer Support a friend.
- Majority, 33% of the respondents are prefer Promotional post from brands.
- Majority, 32% of the respondents are prefer Content Quality.

IX. SUGGESTIONS:

1. Facebook should focus on enhancing features that promote interaction with friends' content to drive user engagement.

2. Marketers should reassess ad strategies to ensure they resonate emotionally with Gen Z and leverage user-generated content.
3. Further research could explore other social media platforms for comparative insights into Gen Z behaviours.

X. CONCLUSION:

This study highlights the significant role of visual appeal, social influence, and urgency in consumer engagement with Facebook advertisements. The findings indicate that high quality visuals not only enhance emotional engagement but also influence purchase behaviour. Additionally, impulsive actions such as commenting, following, and downloading apps are strongly interlinked, emphasizing the need for engagement-driven marketing strategies. Marketers should focus on leveraging social proof, urgency-based offers, and visually compelling content to maximize user interaction and conversions. Implementing these strategies can help brands optimize their digital marketing efforts and create more impactful advertising campaigns. Future research could further explore psychological triggers behind user engagement and how personalized content strategies impact long-term brand loyalty.

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