

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

This research aimed to analyze the role of Social Media Advertising (SMA) and Influencer Marketing (IM) on the impulsive buying tendencies of Generation Z in the Gambian West Coast Region while focusing on the e-commerce purchase decisions. Findings indicated that both Social Media Advertising and Influencer Marketing positively and significantly influence purchase decisions. Particularly, the first Hypothesis which tested the impact of Social Media Advertising on Purchase Decision, was confirmed. This illustrates that the Gen Z audience significantly responds to digital advertisements, especially those tailored to be visually attractive and engaging. Such targeted advertisements and interactive features motivate the audience to examine offerings and result in higher purchase volumes in the predominantly online fashion retail sector.

Hypothesis which examined the effect of Influencer Marketing on Purchase Decision, was also accepted. Data demonstrated that influencer marketing significantly impacts the buying behaviors of Gen Z. This demographic regards with trust those influencers whom they see as relatable and authentic, and they often utilize their endorsements as a basis for making purchase decisions. The purchase decision of consumers is also influenced by the social proof that credible influencers provide. Therefore, influencer marketing goes beyond simple product promotion to include perception alteration and the removal of decision-making barriers.

In addition to the direct effects, the research also indicated that impulsive buying has important mediating effects on the relationship of both independent variables (Social Media

Advertising and Influencer Marketing) and the decision to purchase. This indicates that beyond informing consumers, Social Media Advertising also emotionally and spontaneously ‘excites’ consumers to purchase which acts as mediation to the final purchase in a sequence of purchases — think of buying during flash sales or timed offers. Impulsive buying also serves as a conduit through which Influencer Marketing affects the decision to purchase as the research findings suggest. Gen Z consumers also make unplanned purchases in response to Influencers’ promotional strategies, which include limited-time codes and exclusive deals, and lifestyle content that promises instant provision of goods and services.

Overall, the effects of social media adversity, influencer marketing, and impulsive buying cumulatively impact the purchasing behavior of Gen Z consumers positively. This indicates Gen Z consumers do not make buying decisions exclusively based on the attributes or the quality of the product. There are emotional and social components activated within social media communication. Marketing techniques that fuse attractive advertisements, endorsements by trusted influencers, and promotions that are time-sensitive within a particular frame are effective in motivating consumers to purchase online. These findings, mindful of The Gambia’s increasing digital and e-commerce landscape, have tangible implications for businesses wanting to engage Gen Z. This aims to show the need for businesses to focus on the psychological and emotional dimensions in their digital marketing strategy to boost engagement and conversion rates.

5.2 SUGGESTION

Based on the conclusions obtained, researchers can make the following suggestions:

Considering the average score of 3.54 regarding trust in social media ads, a focus on credibility and transparency within advertising strategies is essential. Marketers should note that while social media exposure and engagement are high, a sizable cohort of Gen Z consumers may still

be wary because of past disappointments with misleading advertisements, fake products, and inflated promises. Brands can improve the likelihood of visibility translating into actual purchases by making trust a priority through the use of authentic customer testimonials, well-articulated, user-friendly return/refund policies, and honest product representations. Trust in social media advertisements can be bolstered by verifying advertised claims through reputable sources and adopting consistent messaging across platforms.

Marketers should take steps to encourage a long-term positive impact on partnership credibility. Advocates for brand discovery can take hold of partnerships with businesses for collaboration, but dispelling skepticism on purely sponsored endorsements means only working with brands that fit their values. This gray area of credibility can be addressed by ensuring sponsored partnerships are disclosed, offering honest reviews, and addressing negative attributes relative to the product. Consumed in a culture of engagement, brands can ensure that partnerships are long-term, sustained through influencers who build trust with their followers and actively show engagement.

Because the emotional triggers' aggregate score is 3.00, marketers should realize that emotional reactions still need to be taken into account. Not every consumer responds well to those responses that target emotional triggers. Some people may be influenced to buy on impulse by promotions that use time limits, such as flash discounts or limited-edition drops, while others require more logical and reasoned incentives. The marketing strategy in this case ought to balance the emotive and logical poles. For example, rather than targeting impulsive buyers, social evidence in the form of reviews and ratings combined with emotionally charged material could provide the necessary validation for rational consumers.

Finally, given frequency score for purchases, some Gen Z members enjoy the convenience of digital fashion purchases, while some still prefer the older, in-person shopping experience. To address this issue, a business could incorporate an omnichannel retailing approach providing the best of both digital and in-person shopping. Allowing customers the ability to order and pay for items online, and then try or return them in-person, can help address the many digital expectations. Lastly, more personalized suggestions can be made to help streamline the shopping apps to entice more users to engage in online shopping, while still leaving options for those who prefer to shop in-person.

Suggestions for further researchers:

a) Future studies should expand the scope of respondents by comparing Gen Z in different regions of The Gambia.

When it comes to purchasing decisions, West Coast Region, The Gambia could have distinct cultural, economic, and social impacts than other regions' urban and rural areas. By broadening the scope of the study, future research can offer a more comprehensive knowledge of how influencer marketing and social media advertising affect Gen Z consumers' decisions to buy nationwide.

b) Other relevant variables such as peer pressure, brand trust, or consumer self-identity should be integrated.

Although impulsive buying is a significant mediator, Gen Z's fashion e-commerce behavior is also significantly influenced by other psychological and social aspects. These factors can be used by future academics to create a more comprehensive framework that captures the intricacy of consumer decision-making in digital settings.

c) Longitudinal research is recommended to examine how advertising and influencer marketing shape long-term purchasing behavior.

Cross-sectional studies only record the immediate consequences of impulsive buying, but as cultural influences, technology, and trends change, so too may Gen Z's buy patterns. Researchers will be better able to comprehend how social media and influencers affect impulsive purchasing behavior over time and whether it leads to enduring loyalty or transient trends with the aid of longitudinal studies.