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**The Factors of Social Media Advertising that Influence
Behavioral Purchase Intention of Generation Y and
Generation Z in Pakistan**



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I certify that the research work presented in this thesis is to the best of my knowledge my own, All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or any other institution.

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ABSTRACT

This research paper presents some significant findings about generational cohorts and their buying behavior in Pakistan. Since a long time ago, marketing has depended on the utilization of market segmentation strategies. While birth age has been a valuable method to make groups, it determines sections, yet does not comprehend segment motivations. However, there is a significant commonality among the groups coming from same age bracket due to experience of same external events and this creates an unmatched value. Such qualities make a typical bond among those in that age group, or generational accomplice. Generations are one way to group age cohorts. A generation typically refers to groups of people born over a 15-20-year span. Generations provide a chance to look at consumers both by their place in the life cycle and by their membership in a cohort of individuals who were born at a similar time. (Dimock, 2018) Segmenting by 'coming of age' age provides a richer segmentation approach than birth age (Parment, 2013). This study examines two critical cohorts: Gen Y and Generation Z, regarding their buying behavior and purchase intention.

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DEDICATION

This work is dedicated to my parents, who believed in me and supported me in all respects.

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