

PROJECT REPORT
**“SOCIAL MEDIA INFLUENCE ON CONSUMER BUYING BEHAVIOR BASED ON
GENERATION Z VIA INSTAGRAM”**

Submitted By

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **Varun Katti** bearing USN **4AL19MBA81**, is a bonafide student of the Master of Business Administration program of the Institute 2019-21, affiliated to Visvesvaraya Technological University, Belagavi, Mangalore, Karnataka.

He underwent Summer Internship Training from 15th March- 30th April 2021 at **Indian Institute of Information Technology-Allahabad, Prayagraj, Uttar Pradesh.**

The Research Project report on “**Social Media Influence on Consumer Buying Behavior based on Generation Z via Instagram**” is prepared by him under the guidance of **Dr. Pragya Singh, Assistant Professor, Department of Management Studies, Indian Institute of Information Technology- Allahabad**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Mangalore, Karnataka.

Varun is a Hardworking and sincere Student, I wish him All the Best for his Future Endeavors.

Pragya Singh

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CERTIFICATE

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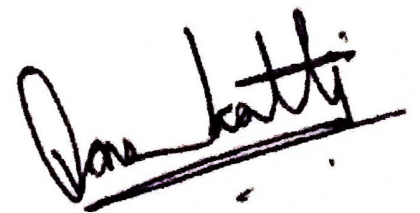
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DECLARATION

I, **VARUN KATTI**, hereby declare that the internship report entitled "Social Media Influence on consumer buying behaviour based on generation Z via Instagram" prepared by me under the guidance of **Mrs. Priya Sequeira**, Assistant Professor - Post Graduate Department of Business Administration, Alva's Institute of Engineering & Technology, and external assistance by **Dr. Pragya Singh**, Assistance Professor - Department of Management Studies, Indian Institute of information Technology, Allahabad.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other university /institution



Signature of the student

Place- Mijar

Date- 22-07-2021

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It's my honest duty to acknowledge all who have helped me to complete this project work. I couldn't complete project work if **IIIT, Allahabad** had not allowed me to do work on the topic.

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LIST OF ABBREVIATIONS

1.	Gen Baby Boomers	57 to 75 - Generation After WWII
2.	Gen X	41 to 56 - Generation X
3.	Gen Y	25 to 40 -- Generation Y
4.	Gen Z	6 to 24 - Generation Z (6 years old in 2015)

EXECUTIVE SUMMARY

The study of social media influence on consumer buying behaviour based on Generation Z via Instagram's related explanation are the outlined reports which exposure the marketing outcomes relating to the position of a business for a specific timeframe.

The exploration gives you the exact information about the profitability, dissolvability, and oline virtual business patterns. The systematic study of how social media works and the money revenue being generated in these platforms is accessible in actual resources of the Instagram server.

With different kind of perception and statistical data and the relationship built between the customer and the businesses with the help of social media bringing in their business online and expanding the existence of virtual world where people tend to buy products and services. The study of social media influencer. All the data being collected about Instagram and social media platforms are accurate and up to the mark of the reality of social media the cyber security and analytical data of those concerned profiles have been taken care and no data is being breached or any secret information of the company is not being delivered in this research project.

Throughout the research project the Instagram quality improvement and what they have been doing and how the social media can turn into a business platform and the near future plans of how social media can just be one platform and where lot many people access different things in different pattern of their own perception is being analysed and depicted in this research project.