

# Bachelor Thesis Introduction Example

**Title: The Influence of Social Media on Consumer Buying Behavior: A Study of Generation Z**

## **Introduction:**

Social media has become an integral part of our daily lives, revolutionizing the way we communicate, share information, and make purchasing decisions. With the rise of Generation Z, a tech-savvy and digitally connected cohort, understanding the influence of social media on their consumer buying behavior has become increasingly crucial for businesses. This bachelor thesis aims to investigate the impact of social media on the purchasing decisions of Generation Z consumers. By exploring the role of social media platforms, analyzing consumer engagement and interaction, and examining the effectiveness of influencer marketing, this research seeks to provide insights and recommendations for marketers targeting this influential consumer segment.