

TALLINN UNIVERSITY OF TECHNOLOGY

School of Business and Governance

Department of Business Administration

Rakhim Zhakupov

**ENGAGING GENERATION Z THROUGH SOCIAL MEDIA  
MARKETING**

Bachelor's thesis

Programme TVTB, specialisation marketing

Supervisor: Kati Tillemann, MSc

Co-supervisor: René Arvola, PhD

Tallinn 2021

I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

The document length is .....7488..... words from the introduction to the end of conclusion.

Rakhim Zhakupov .....16.12.2021.....

(signature, date)

Student code: 184080TVTB

Student email address: rakhim.zhakupov@tkvg.ee

Supervisor: Kati Tillemann, MSc:

The paper conforms to requirements in force

.....

(signature, date)

Co-supervisor: René Arvola, PhD:

The paper conforms to requirements in force

.....agreed to add next week.....

(signature, date)

Chairman of the Defence Committee:

Permitted to the defence

.....

(name, signature, date)

# TABLE OF CONTENTS

ABSTRACT	4
INTRODUCTION	5
1. THEORETICAL BACKGROUND	7
1.1. Characteristics of all generations	8
1.1.1. Generation X	9
1.1.2. Generation Y	10
1.1.3. Generation Z	10
1.2. Consumer behaviour of Generation Z	12
1.3. Marketing communication channels	16
1.3.1. YouTube	17
1.3.2. Facebook	18
1.3.3. Instagram	18
1.4. Impact of social media platforms	19
2. METHODOLOGY AND RESULTS	21
2.1. Research method	21
2.2. Results of the research	22
2.3. Findings and discussion	29
CONCLUSION	32
LIST OF REFERENCES	34
APPENDICES	39
Appendix 1. Survey questions	39
Appendix 2. Non-exclusive licence	43

## **ABSTRACT**

This thesis aims to identify what factors help to effectively attract Generation Z representatives and what drives them when they choose brands and products in social media. Moreover, this research helps to form a portrait of a representative of Generation Z as a consumer of digital communications and develop recommendations for attracting this consumer in brand communications. In addition, the task of this research is to acquire a comprehension of Generation Z qualities and customer conduct and obtain extensive data on the personality characteristics of Gen Z. To understand their consumer behavior, perception in purchasing decisions, information on the different trends in social networks among them.

The research problem is that the previous research lacks additional content. Because the commercial footprint of Generation Z will continue to evolve as they enter the market in the coming years, it is therefore necessary to supplement previous research and validate existing conclusions. As marketers, we need to understand in more detail how to engage with this generation as their buying power and influence grows.

The theoretical part of this thesis includes theory of Maslow hierarchy of needs, purchasing process that driven reasoning and acting for writing this research study. There are a total of 4 subtopics that provide the necessary information for the study.

The practical part of this thesis consists of an online survey including 17 questions in English. This study used quantitative research methods and the number of respondents for this research was 111 people.

Keywords: Generation Z, consumer behavior, social media marketing, Maslow hierarchy of need

## **INTRODUCTION**

According to Cherry, D (2017), people belonging to Gen Z were brought into the world during the 1990s and were brought up in the 2000s. Gen Z is likewise called the “i-Generation” which is a term started because of this age fragment's successive utilization of the web and its high communication levels inside the virtual spot. The researchers have started to investigate qualities related with this populace portion and observed that they are fully absorbed in digital communication and mostly develop relationships between others through social media. Generation Z starts using gadgets even before they learn to read and write. Because of their high-tech upbringing, they will bring a new set of consumer behaviors, expectations, and preferences (Kick, A.L., Contacos-Sawyer, J., Thomas, B, 2015).

Throughout the long term, business organizations have realized the significance of social media both as advertising and marketing tools to promote their various products or services. The decision making interaction of a buyer has essentially modified since the time of the event of the web and social media platforms. Today different companies market their items or services through cooperation with social media platforms like Facebook, Tik Tok, WhatsApp, Instagram, YouTube etc. This social media promotion strategy is called social media marketing. Various businesses pick this strategy over the other method of selling since it empowers them not exclusively to hold their clients yet in addition to communicate with them in a further developed way. It further advantages them in drawing in clients by presenting their new items onto the clients screen. It has rolled out an exceptional improvement inside the market, building it extreme to hold a customer in an online market. The digital social media stages made clients more remarkable than any time in recent memory. (Kick, A.L. Contacos-Sawyer, J. Thomas, B, 2015).

This thesis aims to identify what factors help to effectively attract Generation Z representatives and what drives them when they choose brands and products. In addition, this research helps to

form a portrait of a representative of Generation Z as a consumer of digital communications and develop recommendations for attracting this consumer in brand communications.

The research problem is that the previous research lacks additional content. Because the commercial footprint of Generation Z will continue to evolve as they enter the market in the coming years, it is therefore necessary to supplement previous research and validate existing conclusions. As marketers, we need to understand in more detail how to affect this generation as their buying power and influence grows. The main research questions: RQ1: How does social media influence the purchasing decisions of Generation Z? RQ2: What is the most appropriate social media platform for engaging Generation Z?

The theoretical framework takes a significant part in this thesis. The theoretical part includes theory of Maslow hierarchy of needs, Purchasing process that driven reasoning and acting for writing this research study. There are a total of 4 subtopics that provide the necessary information for the study.

The practical part of this thesis consists of an online survey including 17 questions in English. This study used quantitative research methods. The survey was distributed among the employees of the company where the author works, because this company has a rather young team and most of them belong to Gen Z which means that they were born after 1996. The total number of respondents to this online survey was 111 people.

# 1. THEORETICAL BACKGROUND

To begin with, it is necessary to dissect the concept of generation and how people relate themselves to a common generation. The investigation of ages as independent social units started somewhat as of late - the German social scientist Mannheim, who presented the idea in his exposition "Das Problem der Generationen" in 1928, is viewed as the originator of this pattern. At first the term was utilized to allude to the social science of society and different socio-social indications, however towards the finish of the twentieth century it turned out to be exceptionally well known to utilize this hypothesis in relations between the individual, society and the media (Mannheim, K. 1928).

According to William Strauss & Neil Howe (1991), in the twentieth century they created "theory of generations" which thought about the entire history of the United States in the system of generational cycles, which in its turn depended on the possibility that individuals brought into the world in a similar time stretch (15-2 years) because of quirks of authentic occasions that occurred during their arrangement as people additionally got comparable financial and social inclinations in future. Likewise, they ought to be joined by comparative qualities and thoughts regarding their general surroundings, and they ought to likewise believe themselves to be of a similar age.

Hence, the most important of present day understandings of the idea "generation" is the accompanying: "generation are networks (accomplices) of individuals joined by comparative age, yet additionally by normal qualities shaped before the age of 10-12 years affected by a specific social and authentic setting." (Howe N. & Strauss W, 1991)

On the other hand, it is the small number of attributes necessary to assign people to a particular generation that was the main problem in the study. A second critical point is the lack of empirical data in the work and the generality of judgments and conclusions. But in spite of numerous criticisms of the obvious unscientific nature of Strauss & Howe's theory (1991), this work has

created an entire academic field, and many contemporary authors use its bases to create books, articles and textbooks that describe how to interact with certain generations.

### **1.1. Characteristics of all generations**

As per the William Strauss & Neil Howe (1991) generational hypothesis, the whole populace of the globe is partitioned into bunches that have special arrangements of qualities and inclinations that should be considered when making content. Understanding your interest group qualities makes it conceivable to create drawing in content and viably cooperate with your crowd. The generational theory, William Strauss & Neil Howe (1991) assists us with better comprehending our interest group and discussing it adequately with it. All things considered, it merits recollecting that clients brought into the world at the intersection of two ages can show characteristics of both. This gives advertisers a tremendous space for trying different things with content and correspondence channels. Although one ought to always remember that individuals are distinctive in any event, when they have a place as old as, characterizing individuals by age range is turning out to be increasingly more popular. (Steinerowska-Streb, Wzietek-Stako, 2016). It most likely outcomes from an endeavor to comprehend individuals whose character and mentality might be made under various ecological circumstances. Those conditions are regularly *signum temporis*, and they do impact people groups character and ways of life (Steinerowska-Streb, Wzietek-Stako, 2016). The study of generations cannot predefine each individual, but it does rely on generalizations (Miller, 2018).

Pew Research Center (2020) stated that generational research may be studied by different factors counting socioeconomic background. In some situations, a historical event can have a disproportionately large impact on members of a single generation. This could be due to the fact that it occurs at a critical stage in the life cycle, such as adolescence and young adulthood, when knowledge of the larger world grows and personal identities and value systems are forming.

In view of this, we will get acquainted with the three most innovatively progressed ages: Generation X, Generation Y, (Millennials) and Generation Z.



### **1.1.1. Generation X – 1965 – 1980**

According to Pew Research Center (2020), the birth years of Gen X are 1965-1980. This date might shift contingent upon the establishment, yet what is concurred is that Gen X was brought into the world during an unique time in history. Their adolescence was characterized by numerous things, for example, space investigation, extraordinary pressure between the United States and the Soviet Union, and the improvement of the advanced PC (Parker, K., Igielnik, R., 2020).

Generation X were affected significantly from globalization, whose effects had started to be felt during the 1980s, which implied the end of the territorial borders. They were the original to have a worldwide perspective as every place was considered to be accessible. With respect to their personality they are open to change and incline towards various structures. They like varieties at the organizations they work for and can think universally (Reeves and Oh, 2008). Accordingly it causes the Gen Xs to be original to zero in on working abroad or lean toward working for worldwide organizations. The individuals from the Generation X couldn't bring in as much cash that their folks could do due to the stale business sectors. The absence of cash causes loss of inspiration however its presence is certainly not a persuasive element (Karp and Fuller and Sirias, 2002). One of the most outstanding persuasive devices for Generation X, who like the opportunity, might be to clarify a task with its subtleties and assumptions and let him be in doing it. This age does not care for letters and composed correspondence however favor email. They likewise like using cell phones at their work and public activities. The individuals from Generation X, who were naturally introduced to a reality where the innovation just had begun to create, are more fortunate than the ages before them yet have less information than the ages after them, needed to comprehend and utilize the innovation. In their functioning life they frequently find support from innovation, utilize cell phones and PCs, check their messages, use the Internet for different explorations just as an advantage from the conveniences of the innovation that change each day (Karp and Fuller and Sirias, 2002),

### **1.1.2. Generation Y (Millennials) – 1982 – 1996**

Millennials brought into the world between 1979 and the most recent 1990s. Millennials are otherwise called the computerized natives, in light of the fact that in their time, the innovative advancement had reached foundation. Millennials have experienced childhood in a period of fast change, providing them with a bunch of needs and assumptions strongly unique in relation to the Generation Z (Turner, A.R., 2013).

According to Turner, A.R. (2013) during the 1990s, innovation was presently all over and it started to associate individuals all throughout the planet. Around this century, the development of innovation turned out to be quick and dangerous, however this was not an issue since the new age was rapidly adjusting to it. Millennials have grown up during a period of technical change, globalization and monetary disturbance, which has provided them with an alternate arrangement of practices and encounters than their folks. The web and smartphones in a consistently advanced world, has given the Millennials a stage to reach the world and innovation turned out to be completely incorporated into people groups day to day routines. (Turner, A.R., 2013).

The Nielsen Company report (2019) likewise recognizes the way that 60% of Millennials read online reviews before purchasing a product and spend considerable time on researching the product, this generation are heavy Internet users.

### **1.1.3. Generation Z – 1996 – 2010**

Who is generation Z? Individuals born from 1995 to 2010 (loosely) and they are the true digital natives and have been exposed to technology from their earliest youth. Gen Zers grew up with the internet, social media, and mobile systems. Generation Z is the first of its kind to have entirely grown up in the post-digital era (Francis and Hoefel, 2018).

According to Elmore (2015) review thought about Gen Zs qualities with those of the Generation Y age portion and portrayed them as being youthful people, who long for a delightful and satisfying proficient life, what is more, more humble while showing their contemplations, and have more certainty than those people having a place with Gen Y. Gen Z is additionally called the Pluralist Generation since they address the age group having the most variety with identities and strict gatherings portrayed Gen Z as being commonsense, logical and having future-oriented inclinations (Elmore, 2015).

By and large, Gen Z shows the accompanying customer conduct: They will quite often be educated purchasers, and will frequently investigate and weigh up choices prior to settling on a purchasing choice. They will quite often be significantly less appended to explicit brands, rather liking to look for the best arrangement. They place high significance on brand morals and corporate obligation, considerably more so than Millennials Out of the multitude of ages, they are probably going to shop by means of online media. (Elmore, 2015).

Name	Generation X	Generation Y	Generation Z
Time period	1965-1980	1982-1996	1996-2010
Affects, influences	Globalization, The first generation of technological innovation.	Worldwide, Monetary disturbance A period of technical change	Entirely grown up in the post-digital era.
Key attributes	Realistic Reactive Creative Independent Work oriented Financially engaged	Group-oriented Global Optimistic Risk-taking Collaborative	Logical Rational Future-oriented Educated purchasers Tech savvy Multi-taskers

Table 1. Overview of characteristics of each generation.

Source: Made by author (2021)

To summarize, it is impossible to control and influence all generations using the same approach because they are all significantly different from each other.

## 1.2. Consumer behaviour of Generation Z

Refer to Johnson (2005), Consumer buying behavior is an expansive term that covers a customer's perspectives, inclinations, and choices in the marketplace. A big part of concentrating on consumer behaviour conduct depends on psychological and sociological factors. Motivation plays a significant role in psychological and sociological approaches of the theories. It is possible to glean information about the motivations behind customer behavior from these theories. Abraham Maslow's (1943) hierarchy of human needs is one of the most well-known motivational theories. Human needs can be structured in a hierarchical manner, according to Maslow, with lower level requirements being a prerequisite for higher order needs. The hierarchy of human needs is divided into five categories: physiological, safety, love or belonging, esteem, and self-actualization (Figure 1).

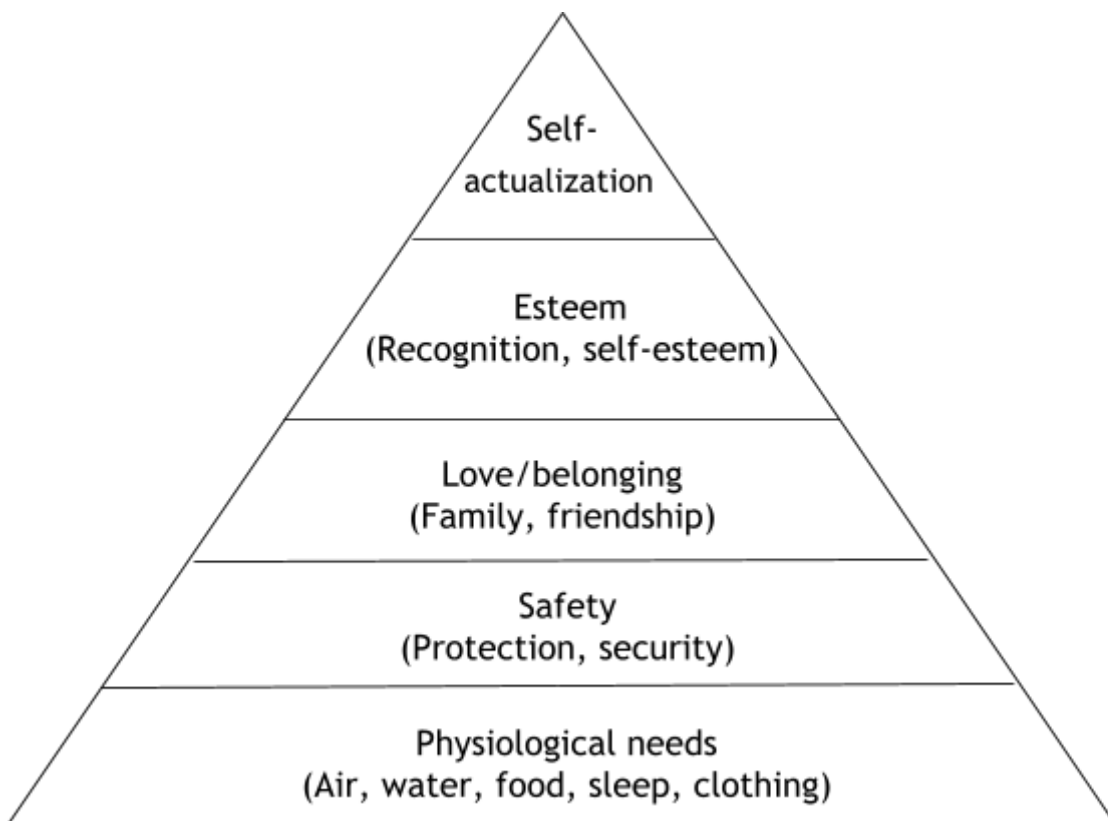


Figure 1. Maslow's hierarchy of human needs

Source: Maslow (1943), drawn by author

J.G. Hanna (1980) applied Maslow's hierarchy of needs to offer the following instances of items or services that meet specific needs:

- Physiological Needs: Hunger, thirst, and other basic drives of living beings.
- Safety Needs: Security and protection from physical and emotional harm are among the safety requirements. For instance, insurances, pensions, and investments, as well as products that provide physical safety to prevent damage.
- Social Needs: Belongings, friendship. Items make the purchaser resemble a remarkable individual according to others, for example luxury items, new clothes, beverages.
- Esteem Needs: Includes inward factors like sense of pride, independence and outer factors like status, acknowledgment, and consideration. Items "helping" gain the acknowledgment of the others by making the individual look affluent, for example luxury cars and furniture.
- Self-actualization: Refers to the desire to achieve one's full potential, e.g. as growth, achievement, and self-improvement. Education, hobbies.

Hence, in order to motivate someone, we need to understand at what level of the hierarchy this person is at the moment, and focus on satisfying the need at this level or higher.

The study of consumer behavior is a fundamental concern for marketers and marketing academics, a vast topic that covers a lot of material (Solomon, Bamossy and Askegaard, 2006). As a result, it is a tough term to define. Consumer behavior is defined as "the dynamic interaction of affect and cognition, behavior, and the environment through which human beings conduct the exchange portions of their life" (Ekström, 2010) by the American Marketing Association.

Khan (2007) defines consumer behavior as the many decision-making processes involved in acquiring, evaluating, utilizing, and finally disposing of a commodity or service. Khan (2007) explains the entire process and how consumer behavior is formed in great detail (Figure 2). The diagram illustrates how consumer behavior begins much earlier, in the mind of the buyer, than the process of acquiring a commodity or service (Khan, 2007).

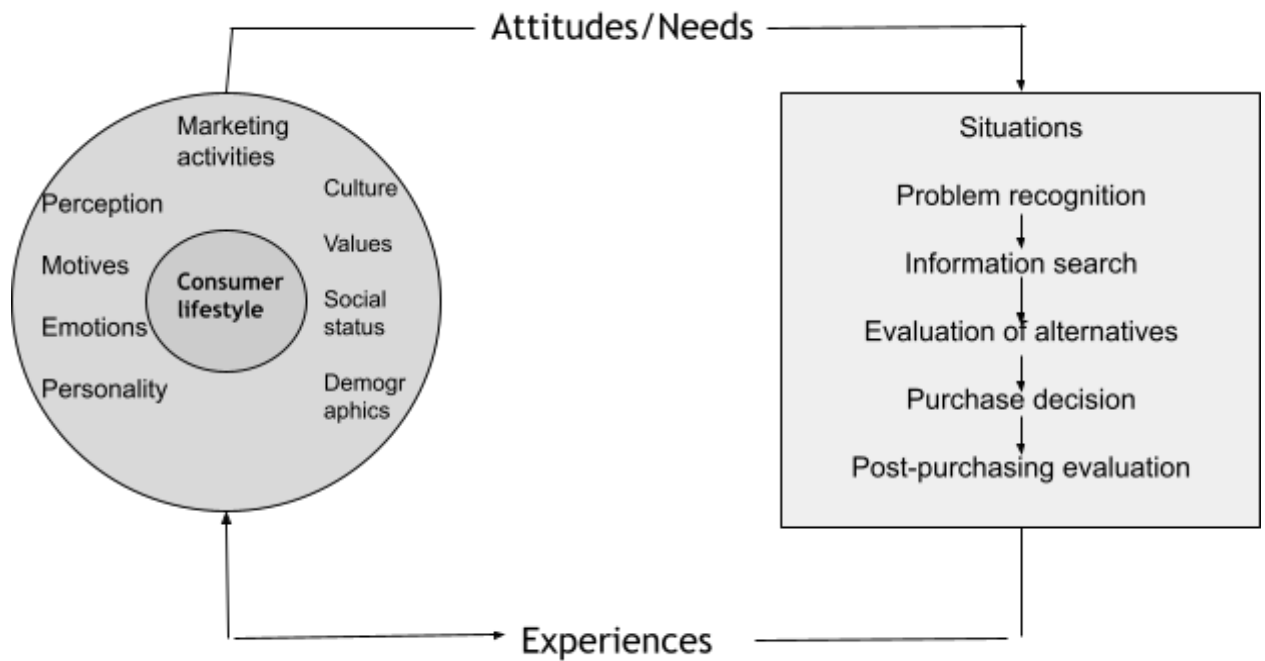


Figure 2: Purchasing process.

Source: Khan, M., (2007), drawn by author

Based on Figure 2, the circle depicts the lifestyle of consumers who are influenced by a variety of internal and external variables that determine their attitudes and demands (Khan, 2007). Consumers react in a specific way based on these internal and external elements, altering their decision-making process. The problem recognition, information search, evaluation and selection, outlet selection and purchase, and finally the post-purchase process are all depicted in the square. Solomon et al. (2006), on the other hand, argue that consumers do not always go through the complete choice process, and that most purchases are made on the spur of the moment, without prior planning or contemplation.

Consumer behavior refers to the process that customers go through when making purchases, and it includes a variety of aspects that impact their decision. Purchase decisions for many items and services are the result of a lengthy, in-depth process that may include a broad information search, brand comparison, and evaluation. Marketers' ability to influence purchasing behavior is largely determined by how well they understand consumer behavior. Marketers must understand the exact demands that customers are attempting to meet and how they translate these needs into purchasing criteria. They must comprehend how consumers obtain knowledge about various

options and use that information to choose amongst rival brands (Belch G. & Belch M., 2009). To investigate consumer behaviour of Generation Z some past research is required to fill in as a state of reference. Each generation is contemplated in contrast with the past generation to make a few derivations about in what ways the generation under study is unique and what are its new emanant qualities. We currently have a more clear comprehension of Gen Z than we completed before. There is still a touch of disarray around what they like, how they act, and how different business organizations need to deal with appealing to them. (Hazlett J., 1992)

Another study on generation z showed that they make educated online purchase decisions faster than millennials (Lauring and Steenburg, 2019). Generation Z people are more liberal than ages prior to them. They are ultrafast in searching out and absorbing data, just as additionally pondered over political, financial and social issues. One more review on age z showed that they settle on taught online buy choices quicker than twenty to thirty year olds (Lauring and Steenburg, 2019). They will devour more, travel more, make more and work in more positions in their lifetime than their archetypes and won't resign before 2074 (Madden, 2019). Social media influencers persuasion has been broadly labelled trustworthy and viewed as being more powerful on their followers' behaviours (Lim et al., 2017) and moreover Instagram micro-influencers have positively proven credible on consumer behaviour (Gupta and Mahajan, 2019). This was additionally expressed that Gen Z shoppers look for suggestions from family and peers and furthermore draw motivation from online media bloggers prior to choosing what to purchase (Accenture, 2017). They will quite often be educated shoppers, and will regularly explore and weigh up choices prior to settling on a purchasing choice. They will generally be considerably less connected to explicit brands, rather than search for the best arrangement. They place high significance on brand morals and corporate obligation, significantly more so than Millennials. Moreover, Generation Z prefer going to shop through web-based media. While Gen Z'ers are cost cognizant, they are not as cost driven as some past ages. Products and brands need to show a mixture of value, quality and ethical practices to tap into the Gen Z wallet (McKinsey, 2019).

### 1.3. Marketing communication channels

Marketing communications consists of strategies and activities aimed at reaching the target market with the required marketing messaging. Marketing communications are usually goal-oriented, and every activity has a purpose. The purpose is to elicit a change in the intended consumer's knowledge or attitude, as well as a purchase decision. The goal of marketing communication is to communicate with potential customers and have a favorable impact on the products or services sold, either directly or indirectly (Anttila & Iltanen, 1993).

Marketing communication channels	Description
Social media networks	Network through web-based media approved people to illuminate their own site pages and get associated with friends independently or in gatherings to share content for correspondence
Blogs	It is an online journal; and it is pre-eminent arrangement of social media
Wikis	Wikis are web based reference book which guides individuals to post their subject or edit facts on themselves or through databases
Podcasts	Provides audio and video files on subscription basis
Forums	Forums are a valuable platform that offers online discussion on explicit interest or themes which are available to all individuals
Micro blogging	This kind of web-based media network imparts a small size of substance which is dispersed online through the network

Table 2. Marketing communication channels

Source: Made by author (2021)



Social media marketing is another propensity and a quickly developing technique to arrive at designated shoppers easily and proficiently. Also, online media promoting can be unassumingly characterized as utilizing web-based media channels to support a business and its items (Bansal et al., 2014). This sort of showcasing can be considered as a subset of internet promoting exercises that supplement conventional electronic limited time systems, for instance, email pamphlets and web based publicizing efforts (Omar and Atteya, 2020). Hence, with this new effort and showcasing approach, new channels are being set up and improved for organizations. Web-based media advertisers are presently improving and more effective bits of knowledge by presenting examination applications by the authority informal communication site stage (Nur, 2021). At long last, web-based Media demonstrates any product channel that permits and empowers commitment in conversations. In this way, general types of web-based media involve Facebook, Twitter, LinkedIn, and YouTube. As of now, web-based media are a stage for advertisers to have discussions with shoppers. Besides, a brand is presently drawing in purchasers through web-based media (Budiman, 2021). At long last, Kaplan and Haenlein (2010) see that online media is a gathering of Internet-put together applications developed with respect to top of philosophy and essentials of web 2.0 innovation and empowers making and trading content. Online media likewise investigated sites and applications intended to allow clients to share content quickly, productively, and continuously.

### **1.3.1. YouTube**

YouTube is an online video sharing web-based media, which is its essential limit, yet, the stage is functioning as a web file and an advancing correspondence channel also (Duffett, Petrosanu, Negricea and Edu, 2019). As a promoting correspondence channel, YouTube is a multi-decision stage where associations can either share video content on their own channels, by video publicizing as a business on various channels content, with banners and by exploiting site plan improvement. Now, YouTube is the third greatest site on earth and it is the greatest stage for sharing accounts. YouTube is said to attract its customers by offering its substance and enlistment for nothing, which could be the inspiration driving why over 1.5 million people visit and use the stage consistently where the colossal use and group is an inspiration for associations to coordinate promoting through this stage (Duffett, Petrosanu, Negricea and Edu, 2019). YouTube is the second biggest internet searcher after Google (the proprietor of YouTube); the third most visited site; and the biggest of the video content sharing and creation sites on the

planet. YouTube is free as far as participation, transferring, and additionally seeing substance, which implies that this advanced stage draws in a colossal crowd. YouTube has 1.5 billion month to month clients; 66% of the clients are matured 18–44; more than 400 hours of video are transferred each moment; 1 billion hours of video content are seen consistently; and more than half of YouTube transferred records are seen by means of cell phones (Stokes, R., 2017).

### **1.3.2. Facebook**

While talking about social media promotion, Facebook is one of the biggest publicizing stages (Sanne and Wiese, 2018). By utilizing Facebook, organizations can collaborate with their customers in a viable way since there are a huge measure of informational indexes with respect to socioeconomics and different insights that are valuable for advertisers when hoping to focus on a specific crowd. By publicizing on Facebook, organizations can utilize two techniques, in particular; natural publicizing that is for nothing and paid promoting. The natural technique includes posts on the landing page of the organization though the paid technique includes ads and posts organizations pay for (Sanne and Wiese, 2018).

### **1.3.3. Instagram**

Instagram is one of the biggest social media in regards to sharing of pictures (Colliander and Marder, 2018). The stage draws in an enormous crowd where the stage had more than 600 million dynamic clients worldwide by late 2016 (Munoz and Towner, 2017). Instagram promotes open doors in two principal ways, in particular; brand claimed pages and advanced brand posts Instagram is a popular social media platform where users share photos and video content. With a five-year growth, Instagram has over one billion active users, which indicates that 20 percent of the world's population can be reached on this social media platform. Based on the 2021 digital global report, every quarter Instagram's audience increases by 5.4 per cent, meaning that within three months, Instagram has over 63 million new users. (Hootsuite Inc., 2021)

## **1.4. Impact of social media platforms**

Social media platforms alludes to "“online tools where content, opinions, perspectives, insights, and media can be shared and at its core social media is about relationships and connections between people and organizations" (Nair, M., 2011). These instruments incorporate gadgets, websites, wikis, conversation sheets, video vlogs, podcasts, customer item evaluating locales, and informal community destinations. Along these lines informal organizations are characterized to be sites which connect a large number of clients from everywhere in the world with the same interests, sees and leisure activities. Instagram, YouTube, Tik Tok, Facebook are instances of social media that are well known among all levels of consumers. (Sin S., Nor K. M., Al-Agaga, A. M., 2012). The expression “social networking sites” is regularly utilized reciprocally with web-based media. Nonetheless, social media is diverse in light of the fact that it permits members to join by producing in

Social media websites permit clients to make profiles on the site, to post data and offer that data and speak with different users of the site. (Kaplan, A., Haenlein M., 2010). On online networks, (Laroche, M, Habibi, M. R, Richard, M. O, Sankaranarayanan, R., 2012) brought up that individuals like contributing, making, and joining networks to satisfy necessities of belongingness, being socially associated and perceived or just appreciating cooperations with other similar individuals. Online media — or all the more precisely, the substance that is not difficult to spread by means of web-based media — can make individuals act in quite certain ways that are positive to entrepreneurs. Clients foster relationships with one another by content sharing and communication through taking an interest in new social networks (Henning-Thurau, T. Malthouse, E.C, Friege C, Gensler, 2010).

A report by Deloitte Touché' USA (2017) reveals that 62% of US purchasers read shopper produced online surveys and 98% of them find these audits sufficiently solid; 80% of these customers said that pursuing these surveys has impacted their purchasing goals (Pookulangara, S. Koesler, K., 2011). According, to Chan, N., Guillet, B. (2011) this study explored 23 web-based media destinations and examined that the most generally utilized were Twitter (56.7%) and Facebook (53.7%) and other critical social locales were YouTube (38.8%), Flickr

(26.9%), and TripAdvisor (23.9%). Cha, J. (2009) infers that security is a main consideration influencing a shopper's perspectives toward long range informal communication locales and can at last effect trust. Forbes led research in 2012 to perceive how shoppers draw in with various associations and organizations like retail, neighborliness, diversion and monetary business through web-based media networks. They tracked down that an incredible 81 percent of respondents conceded that suggestions and posts from family and friends directly impacted on their buying purchasing decisions, while 78% of individuals said that online media posts of organizations impact their purchasing decisions (Ahmed, M, 2015).

## **2. METHODOLOGY AND RESULTS**

This chapter explains which research method was used and other information about how the study was conducted. The practical part consists of the research method, the results of the research, findings and discussion of the completed research and providing recommendations for further studies.

### **2.1. Research method**

To qualify to be called research the process must have certain characteristics and fulfill some requirements (Bhattacharyya, 2006). This part of my article that is methodology segment will give definite depictions of how the review has been attempted to accomplish the research destinations and reveal factors included which could have an immediate or roundabout connection to Generation Z purchasing conduct.

In order to obtain additional data and some insights into the current state of Generation Z, the author chose a quantitative research method, in this regard, an online survey was administered. The survey was distributed among the employees of the company where the author works, because this company has a rather young team and most of them belong to Gen Z which means that they were born after 1996. A questionnaire was developed using Google Forms and sent via private messages to Teams. To participate in the questionnaire it was necessary to follow the link in the Google Forms. It was assumed that not all employees would answer the questionnaire, and the sample size would not be sufficient for the study. Therefore, the questionnaire time was extended and the author had to send the survey to former employees. In the end, the number of respondents was deemed sufficient, as the answers provided enough information to conduct the analysis. The total number of respondents to this online questionnaire was  $n=111$ . The online questionnaire included 17 questions in English.

According to a previous study conducted by Google, “Generation Z. New insights into the mobile-first mindset of teens”, (2017) survey ought to be intended to be as exact and as easy to

reply as could be expected, and open-ended inquiries ought to empower researchers to have a wide range of replies. They likewise advocate for picking one choice from numerous close-finished inquiries, which are more straightforward to answer on the grounds that they make the response process easier. However, the author chose to use single- and multi-response questions, scale questions, Likert scale questions in his questionnaire to allow respondents to express their own views.

## **2.2. Results of the research**

As mentioned above, the sample size was  $n=111$ . From the respondents, about 65% were women and 35% men. (Table 3.). Next, the author is going to bring out of his study the age distribution between the respondents, also shown in Table 3. The age of the oldest Generation Z respondents were 23 years old and the youngest were 18 years old. The leading age group for the respondents was 18 (25.23%) as shown in Table 3. The ages were conveyed as follows: 21 year old's (18.02%), 20 year old's (17.12%), 23 year old's (16.21%), the answers of 22 year old's and 19 year old's were the same with 11.71%. As the percentage of respondents' age ranges is quite similar and everyone belongs to Generation Z. In addition, Table 3. describing the occupation of respondents. The majority of participants were studying and working at the same time (63.06%), working (27.02%), neither working nor studying (5.4%), studying, (4.5%). This finding is in line with the previous research (KPMG 2017; Deloitte 2017) suggesting Generation Z are more entrepreneurial, they will start earning money at a young age and even go straight to the workforce. The following questions helped the study find out how much time they usually spend using the Internet. For most participants, social media is a significant part of their lives and they generally spend more than 7-9 hours a day online (43.24%), 4-6 hours (28.83%), 10+ hours (18.02%), 1-3 (9.9%).

<b>Demographic variables</b>	<b>Answers</b>	<b>%</b>
<b>Gender</b>		
Male	72	64.86
Female	39	35.14
<b>Age group</b>		
18	28	25.23
19	13	11.71
20	19	17.12
21	20	18.02
22	13	11.71
23	18	16.21
<b>Occupation</b>		
Studying	5	4.5
Working	30	27.02
Studying and working	70	63.06
Neither studying nor working	6	5.4
<b>Hours spend online per day</b>		
1-3	11	9.9
4-6	32	28.83
7-9	48	43.24
10+	20	18.02

Table 3. Demographic variables of respondents (n=111)

Source: Zhakupov (2021), author's calculations

For this part, the author will continue analysing the data of the respondents using Likert scale. It means that the question was based on a 5-point scale (1 – the least preferable at all to 5 – the most preferable). This question wanted to figure out the preference of what participants of the research are following on social media. These results are shown in Figure 4, showing that results of following friends or family members are bigger than following influencers, brands or celebrities.

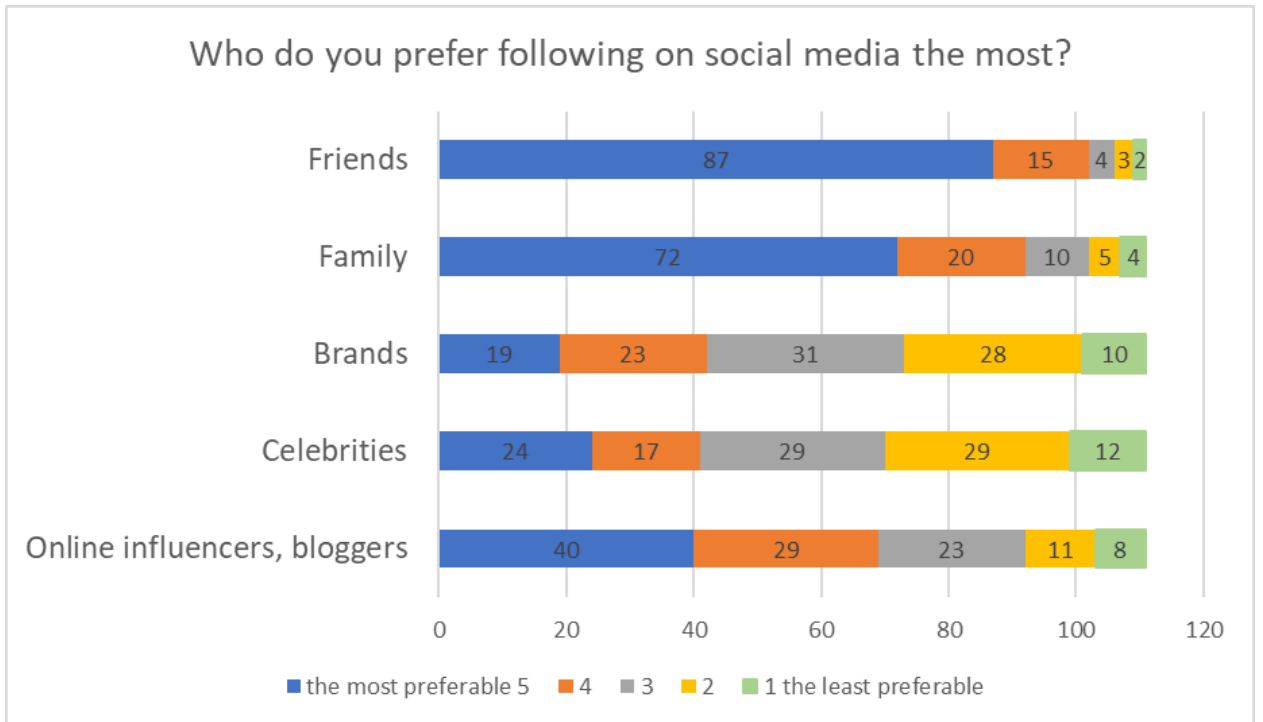


Figure 4. Preferences of following on social media. (n=111)  
 Source: Zhakupov (2021)

Following next, in Figure 5. participants which social networks they prefer to use. The most famous and the regularly utilized social media network is Youtube (96.40%). The usage of social media were distributed as follows: Instagram (93.96%), Facebook (80.18%), WhatsApp (77.48%), Tik Tok (72.92%), Twitter (61.26%), Linkedin (54.95%), Pinterest (53.15%) and Others (83.78%) where participants could specify manually and add their answer.



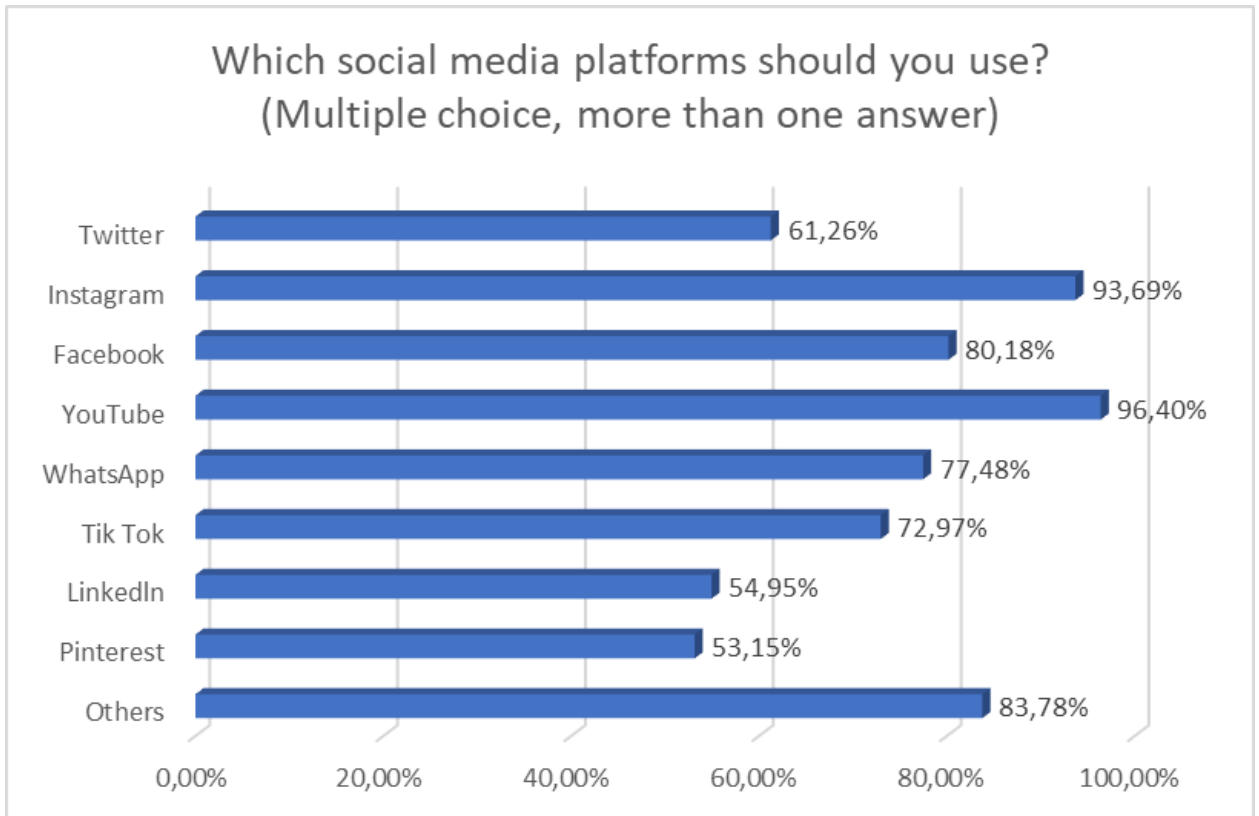


Figure 5. Preferences on social media usage. (n=111)  
Source: Zhakupov (2021)

The next section was shown in Figure 6, including that participants were given a multiple choice question to express their purpose of using social media for. The graph shows that texting and chatting takes the leading part (95.50%). The purpose of using social media were distributed as follows: Entertainment purposes (81.08%), Following the news (77.48%), Learning new things (73.87%), Sharing own life updates (73.87%), Shopping recommendations (67.57%), Following favourite brands, celebrities, bloggers etc (48.56%).

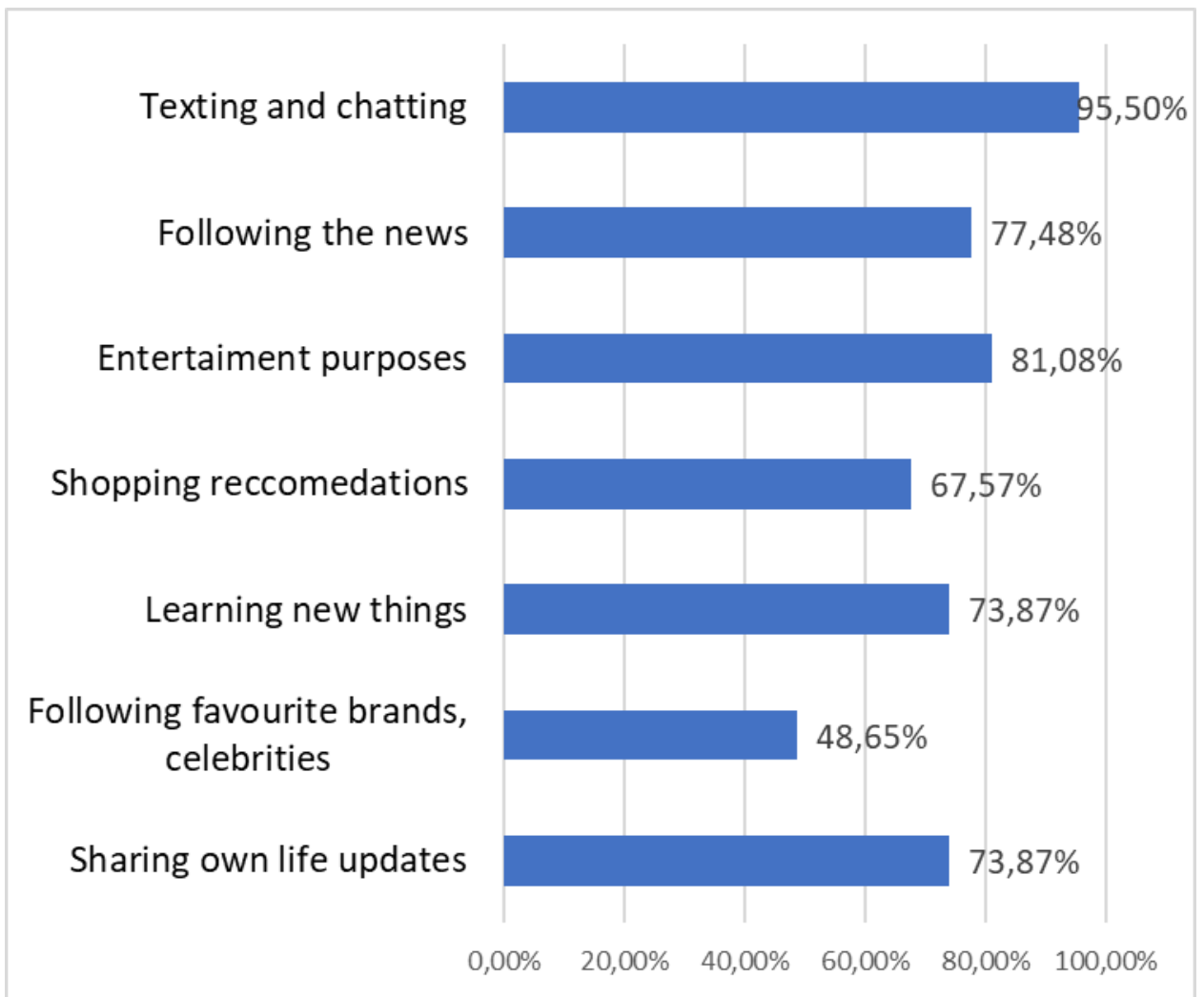


Figure 6. What do you use these social media platforms for? (n=111)  
 Source: Zhakupov (2021)

The author wanted to find out the most or least trusted and reliable advertising sources for the Generation Z consumer, which would then also be the most effective sources of marketing with the results shown in Figure 7. The question was based on a 5-point Likert scale (1 – strongly negative at all to 5 – strongly positive).

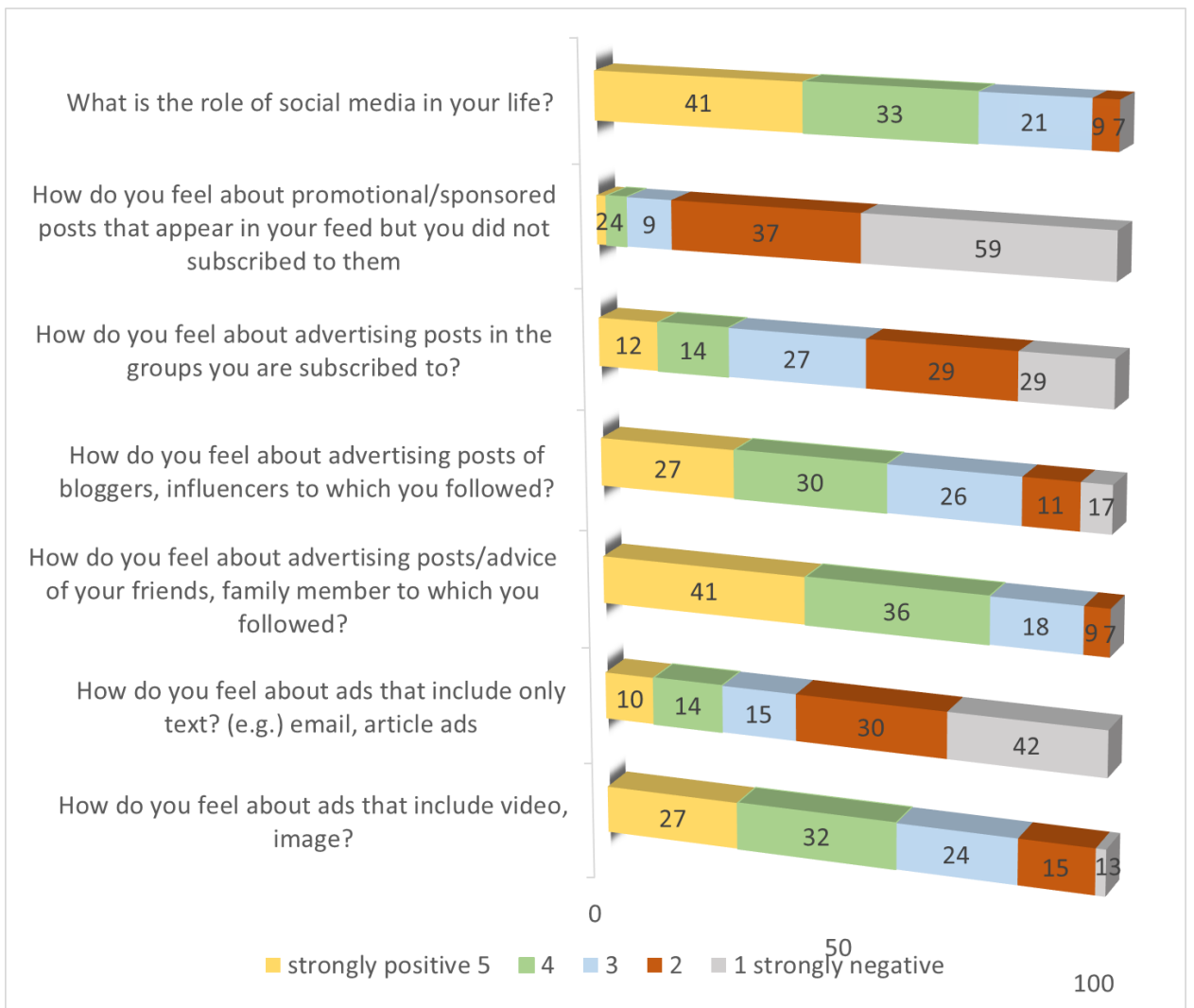


Figure 7. Scale questions of survey (n=111)  
 Source: Zhakupov (2021), author's calculations

It came out that the advertising from friends or family is the most powerful influencer for themselves when it comes to deciding their consumer purchasing decision. A total of 41 people answered strongly positive and 36 people positively with this option, meaning they selected five or four. Influencers were the second most influential people with 27 people answering strongly positive. The least likeable advertisement is from promotional posts that responders do not subscribe, it came out to be with 59 people answering strongly negative and with 37 people answering negative.

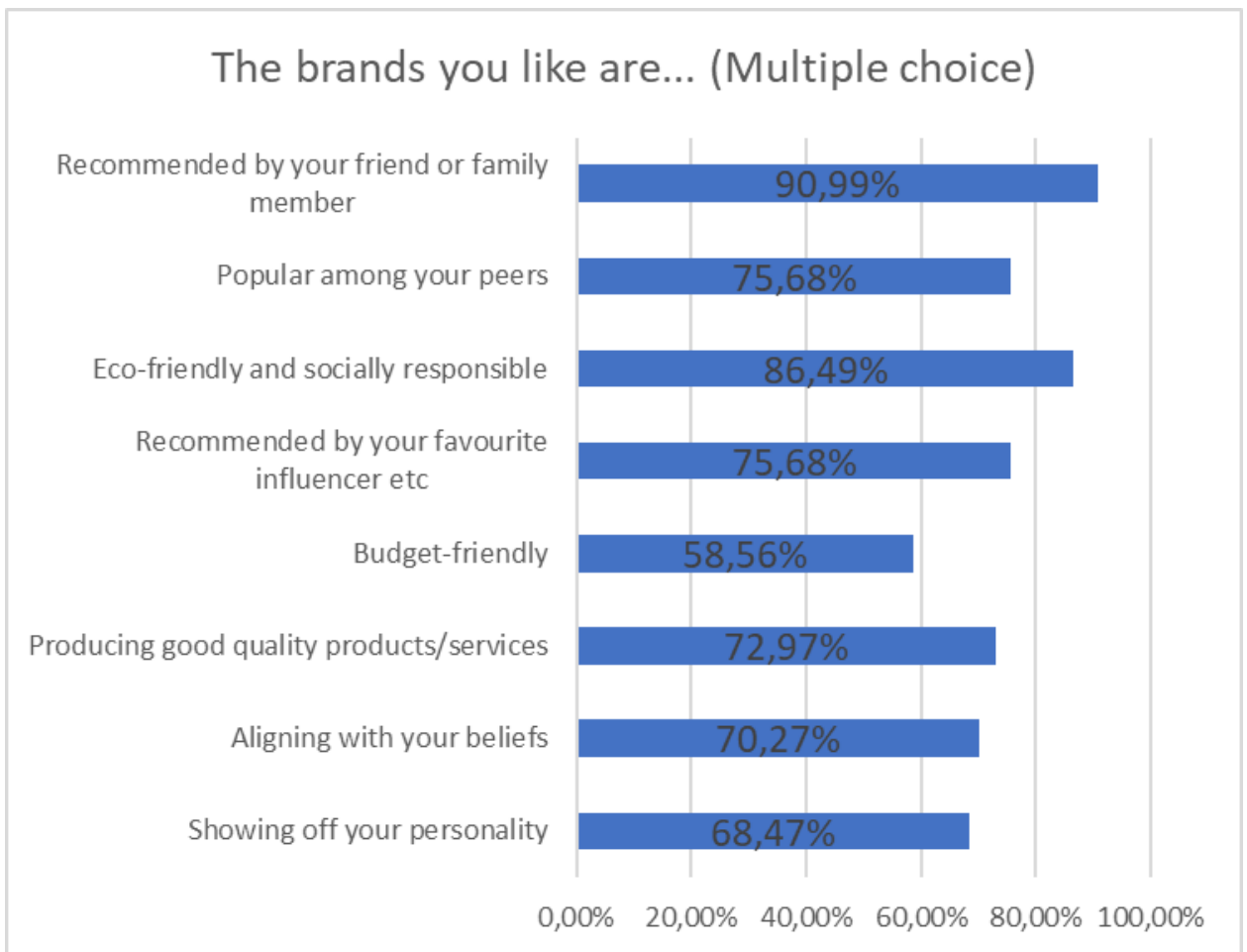


Figure 8. The brands you like are? (n=111)  
 Source: Zhakupov (2021)

The last Figure 8. is describing what respondents prefer when choosing a brand. Recommended by your friend or family member the most selected answer (96.40%). The preference of liking brands distributed as follows: Instagram (90.99%), Eco-friendly and socially responsible (86.49%), Popular among your peers (75.68%), Recommended by your favourite celebrity, blogger etc (75.68%), Producing good quality products/services (72.97%), Aligning with your beliefs (70.27%), Showing off your personality (68.47%) and Budget-friendly (58.56%).

In the end, it is also important to parse the last question of the questionnaire:

“17. Please give an example of the most preferable advertisement for you?”

This was the only open-ended question and participants could write in their own text. To summarize the examples provided, the most popular answers were Tik Tok Stories and Instagram Stories (short promotional picture with active links or video 10-15 sec).

### **2.3. Findings and discussion**

This research study examined which social media are best suited when targeting Generation Z to induce purchase. As Generation Z differs in terms of characteristics compared to other generational cohorts, marketing strategies should be designed accordingly when targeting these individuals. These recommendations ought to be seen as accurate as this study has been conducted and investigated Generation Z. Based on this study, the implementation of several integrated communication channels ought to be considered. Since the findings present that this induce purchases as certain communication channels correlates to various stages of the purchasing process model and the Hierarchy of effects model. Moreover, regarding the establishment of brand awareness which in this study was appreciated, companies should use YouTube as a means to initiate first engagements with Generation Z. Since it provides video content that is more interesting to Gen Z. In addition, it turns out what members of Generation Z use these social media platforms for. Based on Figure 4 and Figure 6, the results show that Gen Z prefers to follow their friends and family and texting and chatting on social media belong to the section of social needs that is love/belonging in Maslow's pyramid Maslow, A. H. (1943), because respondents most often use social media to feel not alone and to keep in touch with friends and family. This is coupled with beliefs and attitudes that shape relationships, communication, and friendships. The theory presented in this study also supports this statement with motives of consumption (Figure 1). Research has previously shown that recommendations of friends or family members have far more influence over purchase decisions than influencers or celebrities (Figure 7). Consequently, the study results indicate that word-of-mouth still matters in the digital age, with many brands striving to become 'talkworthy.

Khan (2007) states that customer conduct includes something other than the acquisition of a buying product as he contends that the buying system begins in a previous stage in the consumer's psyche in regards to requirements and perspectives, for example towards a brand or an item (Figure 1: Purchasing process, Khan, M. 2007). This theory was affirmed by respondents

from the survey assortment as they selected that their necessities and interests had a vital influence in their decision-making process. (Figure 8). The majority of the respondents had gathered previous experiences, depending on their beliefs and personalities that were developed into attitudes towards certain brands.

Refer to Solomon et al. (2006) additionally clarifies how by essentially being important for the purchaser culture, shoppers structure sentiments and perspectives towards specific brands and items. Moreover, Pew Research Center (2020), states that Generation Z are aware and concerned with social questions and issues that have an impact on their perception of brands. Hence, one may contend that the detesting toward specific brands emerge from the suppositions and perspectives developed in the shopper culture, showing the significance and weighty impact of trends that exist. Author believes that Generation Z is more aware of societal questions and issues; companies today should be more careful and mindful of being moral as it otherwise might have would contrarily affect brand liking, subsequently influencing the level of purchases.

Solomon et al. (2006) clarify how accidental learning assumes a significant part in the buying system, and that data from commercials regularly is put away subliminally. The methodology findings presented that marketing left a subconscious imprint and impression. For instance, from survey answers of Figure 7, we found out that respondents prefer video content in ads, this happens because nowadays today we receive lots of information on Internet, especially text ones, so even though they did not actively watch a video of commercial as they still heard the sound and music from it and this is why they prefer this kind of promotion. However, author believe that the information is subconsciously being processed and stored from social media, which later will have an impact on their decision-making process, especially regarding the evaluation and selection phase of the purchasing process model and the conviction stage in the Hierarchy of effects model. Although not actively watching, advertisements can still have an impact subconsciously. This is something we believe is lacking mostly in social media communication channels and therefore limits the marketing possibilities and its potential.

Solomon et al. (2006) add that consumers do not always follow a model of the buying process, and the process tends to be spontaneous, without planning or prior thought.

The last open-question survey described about preference in ads such as Tik Tok and Instagram Stories (short promotional picture with active links or video 10-15 sec) It showed that this is more obvious through social media communication channels because of the simplicity of interactive marketing and how a simple click on a single link acts as an inducement and enabler for impulse purchases. Consequently, the author proposes that effortless and straightforward entry energize drive buys. The more systematic and simple the method involved with purchasing something and following a notice, the less consideration is paid to the different phases of the purchasing system. Straightforwardness and simple entry are predominantly identified with promoting via Instagram, Facebook and Tik Tok online media.

## CONCLUSION

The findings from this study have given further information and added to theory, subsequently this can go about as a reason for future exploration. As generations are continually developing, just as innovation continually propels, future exploration is not just expected to improve comprehension of these factors yet in addition to continue to exist research refreshed. According to a survey, online influencers have been broadly labelled trustworthy and viewed as impact on Generation Z consumer behaviours but it has previously shown that recommendations of friends or family members have far more influence over purchase decisions than influencers or celebrities. The survey showed that members of Generation Z view videos or stages with images more than they read textual information. In this regard, YouTube or Instagram are the most appropriate used social media platforms for engaging Generation Z. Brands that address Generation Z through enlightening, fun, and motivating recordings subsequently have a superior potential for success of being shared and in this way slicing through the noise. Brands need to fabricate their online media promoting abilities, regardless of whether ongoing or arranged, to draw in with customers in an unexpected way. The brands that are winning are more inventive, more legitimate, and quicker to advertise with their substance. Creating the right video requires creative abilities in comparison to posting the right photograph or the right tweet. Marketers need to have prompt admittance to creation groups that can make an account and can make advertising videos that move individuals and propel them to observe completely through rather than tapping the skip button. Another interesting finding is that the detesting toward specific brands emerge from the suppositions and perspectives developed in the shopper culture, showing the significance and weighty impact of trends that exist. Generation Z is more aware of societal questions and issues; companies today should be more careful and mindful of being moral as it otherwise might have would contrarily affect brand liking, subsequently influencing the level of purchases. Moreover, how to market and connect with customers will change appropriately with the new generation. Consequently, the author stresses the indispensable part of refreshed exploration in this field. For recommendations for future research, it would be judicious and



adequate to control this concentration again to Generation Z as they enter their experienced mature life stage. This would permit a gander at how materialism changes through the existence stages and expand on the theory that materialism decays with age. Conducting the survey instrument to Gen Z presently would give a similar premise later on. It likewise would be fascinating to play out a comparative report on Generation Z and contrast their material principles with Generation Y. An examination between the two investigations would demonstrate generally most advantageous for marketers in the new thousand years. Scientific and practical significance of the study lies in the possibility of using the results in the activities of marketers in the study of the impact of social media on the consumption of Generation Z. In addition, to investigate diverse communication channels as they are essential in the present advertising situation and since new methods for marketing are continually arising with new social media platforms.

## LIST OF REFERENCES

- Accenture (2017). 'Gen Z And Millennials Leaving Older Shoppers And Many Retailers In Their Digital Dust', Available online: [https://www.accenture.com/t20170503T114448Z\\_w\\_us-en\\_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf](https://www.accenture.com/t20170503T114448Z_w_us-en_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf)
- Adiri, F. (2018). Overview of characteristics of each Generation, The scholarly publication of the UNESCO chair of Bioethics GLOBAL BIOETHICS ENQUIRY Editorial Board,
- Ahmed, M. (2015) Social Media the Biggest Influencer of Buying Decisions? Available online: <https://www.socialmediatoday.com/marketing/masroor/2015-05-28/social-media-biggest-influencer-buying-decisions>
- Anttila, M. & Iltanen, K.: (1993) Markkinointi. 5th edition; WS Bookwell Oy; Porvoo Finland
- Bansal, R., Masood, R., & Dadhich, V. (2014). Social media marketing- a tool of innovative marketing. Journal of Organizational Management, 3(1), 1–7.
- Bhattacharyya, D.K. (2006) Research Methodology. 2nd edn. New Delhi: Excel Books
- Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. Spanish Journal of Marketing - ESIC, 23(1), 69–94. Available online: <https://doi.org/10.1108/sjme-09-2018-0042>
- Belch G. & Belch M. (2009) Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th ed. Homewood, IL: Irwin
- Budiman, S. (2021). The effects of social media on brand image and brand loyalty in generation y. Journal of Asian Finance, Economics and Business 8(3), 1339
- Chan, N., Guillet, B., (2011). "Investigation of Social Media Marketing: How Does the Hotel Industry in Hong Kong Perform in Marketing on Social Media Websites?," Journal of Travel & Tourism Marketing, vol. 28, no. 4, pp. 345-368, 2011.
- Cha, J. (2009) "Shopping on Social Networking Websites: Attitudes towards real versus virtual items." Journal of Interactive Advertising, vol. 10, pp. 77-93, 2009.
- Cherry, D. Generation Z & the Workforce, Available online: <https://www.nclm.org/meetings-training/Documents/AlphabetSoup.pdf>
- Colliander, J. , & Marder, B. (2018). 'Snap happy' brands: increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on instagram, Comput. Hum. Behav., 78(1), 34–43.

- Deloitte, KPMG. (2017). Deloitte holiday retail survey  
<https://www2.deloitte.com/us/en/insights/industry/retail-distribution/holiday-retail-sales-consumer-survey.html>
- Duffett, R, Petrosanu, D-M, Negricea, I-C & Edu, T,. (2019) Effect of YouTubeMarketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence from South Africa and Romania. Multidisciplinary Digital Publishing Institute. 11, 1-24.
- Ekström, K-M. (red.) (2010). Consumer behaviour: a Nordic perspective. 1. ed. Lund: Studentlitteratur
- Elmore, T. (2015). Six defining characteristics of generation Z. Peachtree Corners, GA: Growing Leaders. Available online:  
<https://growingleaders.com/blog/six-defining-characteristics-of-generation-z/>
- Francis, T., & Hoefel, F. (2018). ‘True Gen’: Generation Z and its implications for companies. McKinsey&Company. Available online:  
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-generation-z-and-its-implications-for-companies>
- Johnson G, Scholes K, Whittington R (2005). Exploring Corporate Strategy Gerry Johnson Kevan Scholes Richard Whittington. Text and Cases, 7th Ed. Prentice Hall.
- Google, (2016). Generation Z. New insights into the mobile-first mindset of teens. Available online: [https://storage.googleapis.com/think/docs/GenZ\\_Insights\\_All\\_teens.pdf](https://storage.googleapis.com/think/docs/GenZ_Insights_All_teens.pdf)
- Gupta, S. and Mahajan, R. (2019) ‘Role of Micro-Influencers in Affecting Behavioural Intentions’, Research Gate. December. Available online:  
[https://www.researchgate.net/publication/339552651\\_Role\\_of\\_Micro-Influencers\\_in\\_Affecting\\_Behavioural\\_Intentions](https://www.researchgate.net/publication/339552651_Role_of_Micro-Influencers_in_Affecting_Behavioural_Intentions)
- Hanna, Janice G. (1980), "A Typology of Consumer Needs," Research in Marketing, Vol. 3, 83-104.
- Hazlett, J. (1992). Generational Theory and Collective Autobiography. American Literary History, 4(1), 77-96. Available online:  
[https://www.academia.edu/903501/Generational\\_Theory\\_and\\_Collective\\_Autobiography](https://www.academia.edu/903501/Generational_Theory_and_Collective_Autobiography)
- Henning-Thurau, T. Malthouse, E.C, Frieger C, Gensler (2010).”The Impact of New Media on Customer Relationships” Journal of Service Research, Vol. 13, pp. 311-329, 2010
- Hossain, M. (2018). Understanding the attitude of generation z consumers towards advertising avoidance on the internet. European Journal of Business and Management, 10(36), 86-96. Macharia, H., & Cheng, Y. (2021).

- Hootsuite Inc. (2021). Digital Trends 2021. Available on:  
<https://www.hootsuite.com/pages/digital-trends-2021>
- Howe N., Strauss, W. (1991). *Generations: The History of America's Future, 1584 to 2069*. New York: William Morrow & Company, 1991.
- Jones, V.; Jo, J.; Martin, P. (2007). Future Schools and How Technology can be used to support Millennial and Generation-Z Students. In *Proceedings of the 1st International Conference of Ubiquitous Information Technology, Dubai, UAE, 12–14 February 2007*; pp. 886–891
- Kaplan, A., Haenlein M., (2010). “Users of the world unite! The challenges and opportunities of social media”,. *Business Horizons*, Vol. 53, pp.59—68, 2010
- Karp, H., Fuller, C., & Sirias, D. (2002). *Bridging the boomer xer gap: Creating authentic teams for high performance at work*. Davies-Black Pub.
- Khan, M. A. (2007). *Consumer Behaviour and Advertising Management*, New Age International (P) Limited.
- Kick, A.L.; Contacos-Sawyer, J.; Thomas, B. (2015). How Generation Z's Reliance on Digital Communication Can Affect Future Workplace Relationships. *Compet. Forum* 2015, 13, 214.
- Laroche, M, Habibi, M. R, Richard, M. O, Sankaranarayanan, R., (2012). “The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty”, *Computers in Human Behavior*, vol. 28, no. 5, pp. 1755-1767, 2012
- Lauring, K. and Steenburg, E.R. (2019). ‘What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior’ Research Gate. Available online:  
[https://www.researchgate.net/publication/333999262\\_What\\_Drives\\_Young\\_Shoppers\\_Comparing\\_Millennial\\_and\\_Generation\\_Z\\_Online\\_Consumer\\_Behavior](https://www.researchgate.net/publication/333999262_What_Drives_Young_Shoppers_Comparing_Millennial_and_Generation_Z_Online_Consumer_Behavior)
- Lim, X.J, and Radzol, A.R. and Cheah, J.H. and Wong, M.W. (2017) ‘The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude’ *Asian*
- Madden, C. (2019) *Hello Gen Z: Engaging the Generation of Post-Millennials*. Sydney: Hello Clarity.
- Mannheim, K. (1928). *Das Problem der Generationen*. In: *Kölner Vierteljahrshefte für Soziologie*, 7, 2: 157–185; 3: 309–330.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-96.
- McKinsey Asia–Pacific Generation Z Survey, November 2019

- Miller, J. (2018). ‘A 16-Year-Old Explains 10 Things You Need to Know About Generation Z, Society for Human Resource Management. Available online: <https://www.shrm.org/hr-today/news/hr-magazine/1118/pages/a-16-year-old-explains-10-things-you-need-to-know-about-generation-z.aspx>
- Munoz, Towner, (2020). Instagramming Issues: Agenda Setting During the 2016 Presidential Campaign.
- Nair, M., (2011.) “Understanding and measuring the value of social media”, The Journal of Corporate Accounting & Finance, vol. 22, no. 3, pp. 45 – 51, 2011.
- Ninan, N., Roy, J. C., &Cheriyana, N. K. (2021). How do marketing through social media activities influence customer equity and purchase intention: An empirical study of the hotel industry based on Y-Generation.
- Nur, E. (2021). The impact of social media on firm value: A case study of oil and gas firms in Indonesia. Journal of Asian Finance, Economics and Business 8(3), 0987–0996.
- Omar, A., & Atteya., N. (2020). The impact of digital marketing on the consumer buying decision process in the Egyptian market. International Journal of Business and Management, 15(7), 120–132
- Parker, K., Igielnik, R. (2020). Pew Research Center. On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far. Available online: <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>
- Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2021). Influence of Marketing through social media on the Purchase Intention of Gen Z.
- Priporas, C., V., Stylos, N. Anestis K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. Computers in Human Behavior, 77, 374-381.
- Pookulangara, S. Koesler, K., (2011). Cultural Influence on Consumers’ Usage of Social Networks and its’ Impact on Online Purchase Intentions.” Journal of Retailing and Consumer Services, vol.18, pp. 348-354, 2011
- Reeves, T. C. & Oh, E. (2008). Generational Differences. Spector, J.M. Merrill, M.D. Merrienboer, J. V. & Driscoll, M. P. (Eds.). Handbook of Research on Educational Communications and Technology (pp. 295-303)
- Sanne, P. C., & Wiese, M. (2018). The theory of planned behavior and user engagement applied to Facebook advertising. SA Journal of Information Management, 20(1), a915.
- Schmidt L., Hawkins P. Children of the tech revolution // Life & Style. Available online: <http://www.smh.com.au/news/parenting/children-of-the-tech-revolution/2008/07/15/1215887601694.html>

- Steinerowska-Streb, I., Wziątek-Staško, A. (2016). Effective Motivation of Multi-generational Teams-Presentation of own Research Results. Proceeding of the Management International Conference, Pula, Croatia, 1–4 Jun
- Solomon, M, Bamossy, GJ, Askegaard, S & Hogg, MK. (2006). Consumer Behaviour: A European Perspective (3rd Edition). Prentice Hall, London.
- Sezin, B. Berkup. (2014). Working With Generations X And Y In Generation Z Period: Management Of Different Generations In Business Life. Available online: [https://www.researchgate.net/publication/272708404\\_Working\\_With\\_Generations\\_X\\_And\\_Y\\_In\\_Generation\\_Z\\_Period\\_Management\\_Of\\_Different\\_Generations\\_In\\_Business\\_Life](https://www.researchgate.net/publication/272708404_Working_With_Generations_X_And_Y_In_Generation_Z_Period_Management_Of_Different_Generations_In_Business_Life)
- Sin S., Nor K. M., Al-Agaga, A. M., (2012). “Factors Affecting Malaysian young consumers’ online purchase intention in social media websites”, Procedia - Social and Behavioral Sciences, vol. 40, pp. 326-333, 2012.
- Schmidt L., Hawkins P. (2017). Children of the tech revolution // Life & Style. Available online: <http://www.smh.com.au/news/parenting/children-of-the-tech-revolution/2008/07/15/1215887601694.html>
- Stokes, R. eMarketing: The Essential Guide to Marketing in a Digital World, 6th ed.; Quirk Education and Red & Yellow: Cape Town, South Africa, 2017;
- The Nielsen Company (2019) ‘Game Changer: Rethinking Sports Experiences For Generation Z’. Available online: <http://www.bentham.org/open/toeconsj/openaccess2.htm>
- Turner, A.R. (2013). Generation Z: Technology's Potential Impact in Social Interest of Contemporary Youth. A Research Paper Presented to The Faculty of the Adler Graduate School, 1-79

# APPENDICES

## Appendix 1. Online survey questions in English

1. How old are you?

—

2. What is your sex?

- Male
- Female
- Other

3. What is your occupation?

- Studying
- Working
- Studying and working
- Neither studying nor working
- Other

4. How much time do you spend online per day?

- 1-3 hours
- 4-6 hours
- 7-9 hours
- More than 10

5. What is the role of social media in your life? (1 = not significant and 5 = most significant)

6. How do you feel about ads that include only text? (e.g.) email, article ads? (1 = strongly negative and 5 = strongly positive)

7. How do you feel about ads that include video, image? (1 = strongly negative and 5 = strongly positive)

8. Who do you prefer following on social media the most?

- Friends
- Family
- Brands
- Celebrities
- Online influencers (bloggers, vloggers etc.)
- Other \_\_\_\_

9. Which social media platforms should you use?. (Multiple choice, more than one answer)

- Twitter
- Instagram
- Facebook
- YouTube
- WhatsApp
- Snapchat
- LinkedIn
- Pinterest
- Other \_\_\_\_

10. What do you use these social media platforms for? (Multiple choice)

- Texting and chatting
- Catching up on the news
- Entertainment purposes
- Shopping recommendations
- Playing games



- Learning new things
- Following favourite brands, celebrities, bloggers etc.
- Sharing own life updates

11. How do you feel about promotional/sponsored posts that appear in your feed but you did not subscribe to them? (1 = strongly negative and 5 = strongly positive)

12. How do you feel about the advertising posts in the groups you are subscribed to? (1 = strongly negative and 5 = strongly positive)

13. How do you feel about the advertising posts of bloggers, influencers to which you followed? (1 = strongly negative and 5 = strongly positive)

14. How do you feel about the advertising posts/advice of your friends, family members to which you followed? (1 = strongly negative and 5 = strongly positive)

15. What sort of content do you discover the most interesting?

- Images
- Videos
- Live streaming
- Articles
- Podcasts
- Email newsletters
- Blog posts
- Webinars
- Other \_\_\_\_

16. The brands you like are... (Multiple choice)

- Popular among your peers
- Eco-friendly and socially responsible
- Recommended by your favourite celebrity, blogger etc.

- Budget-friendly
- Producing good quality products/services
- Recommended by your friend or family member
- Aligning with your beliefs
- Showing off your personality

17. Please give an example of the most preferable advertisement for you?

—

## Appendix 2. Non-exclusive licence

### A non-exclusive licence for reproduction and publication of a graduation thesis<sup>11</sup>

I \_\_\_\_\_ Rakhim Zhakupov \_\_\_\_\_ (*author's name*)

1. Grant Tallinn University of Technology free licence (non-exclusive licence) for my thesis  
\_\_\_\_\_ Engaging generation Z through social media marketing  
\_\_\_\_\_  
\_\_\_\_\_

(*title of the graduation thesis*)

supervised by \_\_\_\_\_ Kati Tillemann \_\_\_\_\_,  
(*supervisor's name*)

- 1.1 to be reproduced for the purposes of preservation and electronic publication of the graduation thesis, incl. to be entered in the digital collection of the library of Tallinn University of Technology until expiry of the term of copyright;
- 1.2 to be published via the web of Tallinn University of Technology, incl. to be entered in the digital collection of the library of Tallinn University of Technology until expiry of the term of copyright.
2. I am aware that the author also retains the rights specified in clause 1 of the non-exclusive licence.
3. I confirm that granting the non-exclusive licence does not infringe other persons' intellectual property rights, the rights arising from the Personal Data Protection Act or rights arising from other legislation.

\_\_\_\_\_ 16.12.2021 \_\_\_\_\_ (date)

---

<sup>1</sup> The non-exclusive licence is not valid during the validity of access restriction indicated in the student's application for restriction on access to the graduation thesis that has been signed by the school's dean, except in case of the university's right to reproduce the thesis for preservation purposes only. If a graduation thesis is based on the joint creative activity of two or more persons and the co-author(s) has/have not granted, by the set deadline, the student defending his/her graduation thesis consent to reproduce and publish the graduation thesis in compliance with clauses 1.1 and 1.2 of the non-exclusive licence, the non-exclusive license shall not be valid for the period.