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**ATTITUDES OF THE GENERATION Z IN THE CONTEXT OF
SOCIAL MEDIA MARKETING COMMUNICATIONS**

Bachelor's thesis

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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 8724 words from the introduction to the end of conclusion.

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ABSTRACT

This thesis is dedicated for discovering the attitudes of the generation Z in the context of social media marketing communications. As social media has become an important part of daily communication for many people, especially for the Generation Z, companies have realised the great impacts that social media marketing communication can bring.

Due to the lack of updated research on the attitudes of the Generation Z towards social media marketing communication, the author defines the aims as to reduce this knowledge gap and to draw possible social media marketing communication solutions for companies that are aiming to target this audience. To fulfil these aims, the author designs two research questions: how the Generation Z behaves on social media and what are their preferences in social media marketing communications.

The author uses survey method and convenience sampling for conducting the research. A questionnaire is drawn with different question formats and altogether 137 responses is collected from the representatives of the Generation Z. The data is mostly analysed with descriptive statistics.

The results of the survey show the behaviour of the respondents and their preferences in terms of social media marketing communications. It was found out that entertaining content on YouTube and Instagram that includes a meaningful message, music, facts, and positive emotions appeal to the respondents. Furthermore, video format in reels, stories, and posts was preferred. After that, suggestions for the companies were drawn, limitations discussed, and recommendation made for further studies.

Keywords: Generation Z, Attitudinal Studies, Social Media, Marketing Communications

INTRODUCTION

In marketing research, attitudes of consumers have been studied in multiple different contexts, was it then related to social media behaviour of consumers, effectiveness of communication, or advertising strategies. However, most of the time the sample of these studies has been Millennials, i.e., people born between the years of 1981-1996, or the study has focused on wider age range (Arora, Agarwal 2018; 2019; 2020).

Generation Z is the most recent generation, i.e., people born between the years of 1997-2012, and they are especially known for their digital upbringing and inclusive attitudes (Gyan, Jyotsna 2017, 111). Furthermore, Generation Z is a generation that uses social media more than any other generation, making them the most influential generation due to their ability to connect through social networks. Appealing to this generation through their natural mean, social media, would be a valuable asset for companies and their marketing teams (Francis, Hoefel 2018), especially in the context of marketing communications that has been previously little studied. The closest research conducted of this topic has concluded the type of digital marketing and advertising that keeps the attention of Generation Z is short, includes music, humour and influencers (Munsch 2021, 27).

In addition, the lack of up-to-date data in consumer attitudes towards social media marketing can prove as a challenge for companies. As social media is constantly changing, it provides new tools and methods for marketers to engage with their audience (Kemp 2020). Companies that fail to recognize this change may end up suffering from weak appeal and poor engagement among consumers, especially if younger audience is targeted (Williams 2011, 11).

Due to the little research conducted on Generation Z social media attitudes towards marketing communications (Gyan, Jyotsna 2017, 114), as well as the changing nature of social media (Kemp 2020), the research problem of this paper can be stated as the lack in previous and updated research when it comes to understanding the current attitudes of Generation Z towards social media marketing communications. Finding answers to this problem is especially important in the fast-digitalizing world, where social media has become an inevitable part of youths'

everyday life and companies fight for the short attention span of this audience (Munsch 2021, 11).

The aims of this thesis are to reduce the knowledge gap when it comes to the attitudes of the Generation Z towards social media marketing communications and to draw possible social media marketing communication solutions for companies that are aiming to target this audience. The author aims to obtain current information about the attitudes of the generation Z and to provide social media marketing communication recommendations based on the findings. To reach these aims, the author is going to concentrate on finding answers to two research questions.

RQ1: How the Generation Z behaves on social media?

RQ2: What are the preferences of the Generation Z in social media marketing communications?

By finding answers to these questions, it is possible to identify suitable social media marketing communication strategies companies could adopt for targeting the Generation Z. The habitual behaviour of the Generation Z on social media, accompanied with their preferences give comprehensive results for reaching the research aims.

The author is going to focus on quantitative method in this thesis, using cross-sectional survey for answering the research questions defined earlier. A questionnaire is going to be drawn and a convenience sampling is implemented. Due to the quantitative nature of the survey, the results are going to be analysed mostly with the help of descriptive statistics and a Chi-square test.

The thesis is divided into three main chapters besides abstract, introduction and conclusion. The first chapter is literature review where theoretical background is introduced. The sub-chapters are meant for gaining deeper understanding of the main areas of the topic: who are the Generation Z and what are their characteristics, definitions and strategies in social media marketing communications, and previous frameworks in attitudinal research. In the second chapter, the research method is introduced along with other components of the research design. The author is going to describe the data collection and analysis process. Furthermore, this part also aspires to explain the reasons for choosing certain research instruments. The last chapter is empirical analysis. It is dedicated for the results of the survey and their interpretation. In this chapter it is desired to write discussion and draw recommendations so that the aims of the thesis are going to be fulfilled.

1. LITERATURE REVIEW

The first part of the research paper is devoted to literature review. The chapter begins with an introduction to the Generation Z, who they are, what characteristics they possess, as well as the importance they have for companies. After that, different aspects of social media marketing communications are going to be explained with definitions and strategies. The following part is going to introduce previous attitudinal studies and frameworks that are an inevitable part of understanding consumer preferences.

1.1. Generation Z

The generational theory was introduced in 1991 in the book of Generations (Howe, Strauss 1991). In this book, the theory of generations focuses on a statement that historical events are associated with repeated generational personas. Each persona is held representative of a certain era, in which different macro-environmental climate exist, for instance, related to economics, politics, and technology.

Despite the criticism the publication of the book caused regarding the accuracy and empirical evidence, the generational theory gained recognized by other scholars and publics to the point in which it is widely used when referring to people born in certain eras (Giancola 2006).

Generation Z is also based on the generational theory, loosely referring to people born between the years 1997 – 2012 (Dimock 2019). This definition varies from source to source since a common agreement on the beginning and ending of the generations hasn't been established.

Also referred to as Gen Z, iGen, or centennials, they are defined by certain characteristics as the previous generation Millennials (1981 – 1996), Generation X (1965 – 1980), Boomers (1946 – 1964), and Silent Generation (1928 – 1945) (Dimock 2019).

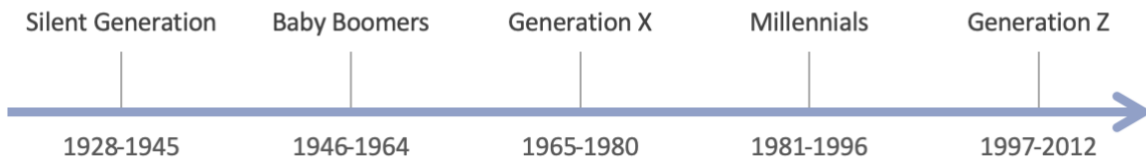


Figure 1. Generations timeline

Source: Author's adaptation (Dimock 2019)

Due to the changing external environment, e.g., political environment and economic environment, Generation Z has built up certain characteristics that differentiate them from other generations. This holds true in the areas of behaviour, attitudes, values, ethics, learning capabilities and lifestyle (Williams, Page 2011, 2). Generation Z, so far, the largest generation of 86 million people, is also the most diverse generation of all the time both ethnically and culturally (Gyan, Jyotsna 2017, 112). Due to the world open to travel and easy access to social networks, the generation has developed open and inclusive attitudes towards expressing individuals' identity (Francis, Hoefel 2018, 4).

Probably one of the most distinctive and known characteristics of Generation Z is their very digital and technologically advanced upbringing that has resulted in a nickname of "digital natives" (Fromm, Read 2018, 9). Naturally, this has led to fluent usage of social media. In fact, Generation Z is a generation that uses social media more than any other generation and a significant part of this digitally connected generation's socializing behaviour is characterised by interactions on social media websites (Gyan, Jyotsna 2017, 111). The ability to connect and share opinions to vast amounts of people in a short period of time has resulted in Generation Z being the most influential generation with their active usage of different platforms like Facebook, Instagram, You Tube, and Snapchat (Nielsen 2017).

The early access to internet has also shaped the areas of learning and education of people born in this generation. Due to the early exposure to internet and its endless amount of information, the generation has become comfortable collecting and using information from multiple sources. This has promoted the generation's self-learning abilities, but at the same time making them most multitasking generation in the history working on several projects at the same time (Munsch 2021, 22).

Despite the generation's liberal attitudes towards diversity and access to information, security still plays an important role in their lives. Learning from the previous generation, Generation Z acts more cautious and critical on the internet and individual's privacy is taken seriously, as only 10 to 15 percent of them state not to have issues with sharing personal data with companies (Francis, Hoefel 2018, 8). Another way the seek for security can be identified in the career decisions of these young individuals, aiming for secure positions that secures the future wealth.

Since not every generation is alike, companies should take the characteristics of each generation into account when it comes to building marketing strategies. This helps companies to target better their audience, making it easier to build relationships and gain trust, as well as increase awareness and engagement. Subsequently, well-planned targeted marketing actions of a company will result in higher profits (Williams, Page 2011, 12). Companies should take into consideration the characteristics of this young generation and try to build an appealing marketing communication plan based on these different behaviour and preferences compared with the previous generations (Fromm, Read 2018, 2).

As already known, the Generation Z uses social media more than any other generation, so companies appealing to them through their natural mean, social media, would be more effective way reaching the younger audience compared to other media channels. Furthermore, as the generation is known for its short attention span due to the amount of information they are exposed to, marketers should find suitable strategies to communicate the company's message in this fierce competition for attention. A previous study on marketing communication and advertising effectiveness for Millennials and Generation Z has indicated the kind of digital marketing and advertising that holds the attention of this audience by conducting interviews (Munsch 2021). The results pointed out that these generations prefer short content that is entertaining and possibly includes music.

Speaking of marketing messages, companies should familiarise themselves with the values and attitudes of this generations if they wish to appeal to them and gain important marketing insights (Williams, Page 2011, 2). In addition, as information about companies is extremely accessible and Generation Z accustomed to using the internet, companies should be cautious about their statements and actions that spread rapidly online. Companies also face different demand from Generation Z in terms of service speed, as they expect everything to be available due to the variety of choices the digitally connected world offers (Francis, Hoefel 2018, 8).

1.2. Social media in marketing communications

Fastly evolving technologies has been a reason behind many great inventions in the history of humankind, and the genesis of social media isn't any different. Having its roots in the development of the Web 2.0, social media gained popularity in the early 2000s (Gáti, Markos-Kujbus 2012). Web 2.0, which can be simply defined as the functionalities of the internet allowing people interact online, was a new invention that changed the nature of the internet from one-way communication to back-and-forth communication (Constantinides 2014, 51). This new update in the internet technologies was an inception for the social media known today.

Due to the relatively new digital terms, social media hasn't obtained a clear definition on what it retains. Previous studies have defined social media as "a collective term for the various social network and community sites" (Charlesworth 2009, 1), or as "an internet- based applications that build on web 2.0 and promote online interaction among users to communicate with each other" (Gáti, Markos-Kujbus 2012).

Simply put, social media refers to the internet-based websites and applications that enable people to create and share content online, while supporting the natural human need for social interaction. The content ranges from opinions to discussions, taking many different forms, including text, images, video, and audio content on blogs, chat rooms, forums, and many others (Constantinides 2014, 42).

Since the digital world is in a constant change, social media included, the tools and platforms for online interaction tend to change over time. The transformation is well-presented in the Digital 2020: Global Digital Overview (Kemp 2020), where one can see how social media has become accessible for more and more people, having 9.2% increase in the active social media users compared to the previous year. Furthermore, the report demonstrates which platforms have gained the most popularity over the years. It indicates the most popular social media platforms in the world, Facebook holding the first place and is followed by YouTube and Instagram.

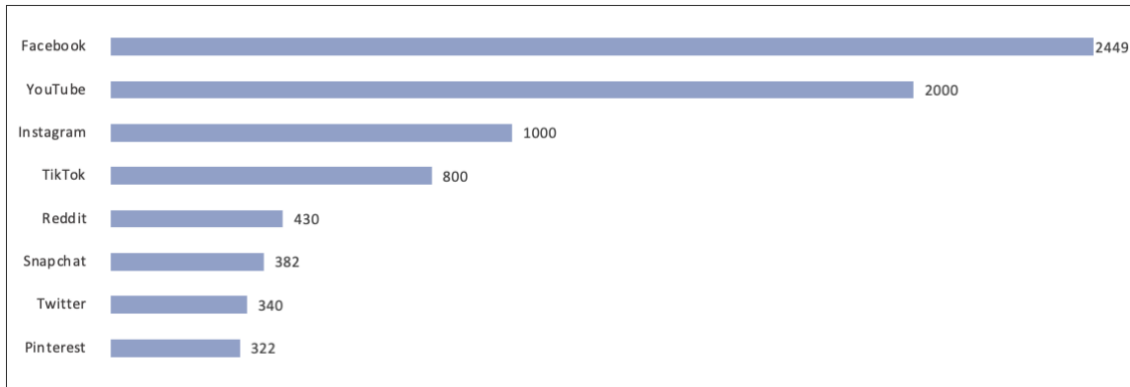


Figure 2. The most used social media platforms in the world based on monthly active users, active accounts, advertising agencies, or unique monthly visits (in millions)
Source: Author's adaptation (Kemp 2020)

As interacting with the digital communication technologies has become a great part of billions of people's daily lives, it has shaped the behaviour and preferences of its users (Stephen 2016, 17), and for marketers this has meant a new opportunity to communicate their brand by using social media marketing. Next, the author is going to cover social media marketing and its effects regarding marketing communications.

Social media marketing is marketing that uses social networks and its websites as a tool. It has become a popular part of marketing strategy by providing companies new ways to interact and engage with their target group (Du Plessis 2010, 4). Social media marketing provides a lot of options for brands to communicate their message to their audience, give information about a product or service, attain new customers, and increase awareness through digital word-of-mouth, as well as gain insight into consumer behaviour (Vij, Sharma 2012, 12). Furthermore, companies can freely choose the most suitable form and platform for implementing this, for instance, share pictures on Instagram, or use video advertising on Facebook among many other options.

Keeping up with the advanced technologies and implementing social media marketing into the daily operations has become crucial for companies (Constantinides 2014, 51). Besides the relatively low cost of social media marketing and the great amount of communication options it has to offer, the greatest advantage and difference of social media marketing is the two-way communication when compared with the traditional marketing communication tools (Hajli 2015, 361).

Social media provides marketers with an interactive environment where the audience isn't only consuming the content, but also participating in it (Vij, Sharma 2012, 7). This is something new

to the traditional marketing communication mix, a set of instruments that brands use for communicating to consumers (Todorova 2015, 368). No longer the instruments can be divided only according to the above the line (ATL), and below the line (BTL) strategy, that divides the communication mix tools based on how big of an audience it addresses at once (Pritchard 2011, 185). To adjust the communication mix to the social media marketing era, through the line (TTL) strategy, combining both ATL and BTL strategies, has been realised (Šehović *et al.* 2014, 1135).

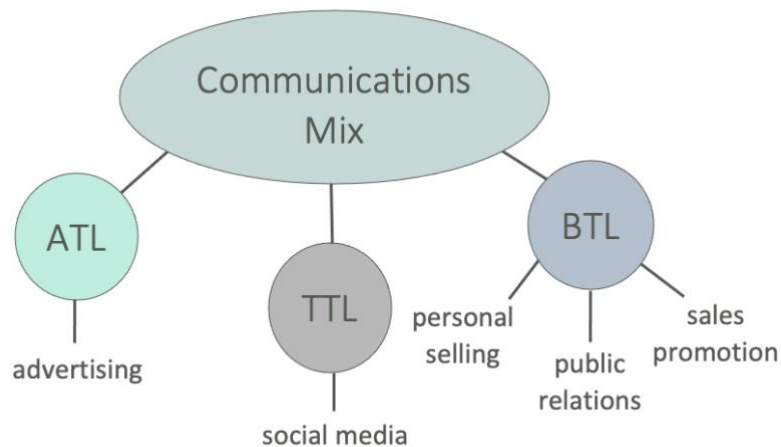


Figure 3. Marketing communications mix
Source: Author's adaptation (Todorova 2015, 369)

In terms of marketing mix formula that includes the most vital elements of marketing, social media marketing follows the later version 4C's. The 4P's model concentrates more on the marketing aspects for companies: product, price, place, promotion, while the newer model, 4C's, the elements are replaced with consumer, cost, convenience, and communication (Lauterborn 1990, 26). Contrary to the 4P's, the 4C's focuses on consumers and their experience, substituting promotion with communication. Due to the consumer-centric nature of social media, the 4C's model can be applied. This means consumers have more power and influence over companies' decisions when compared with the other communication strategies, for instance, traditional public relations and personal selling tools where the consumers are only at the receiving end of the message (Constantinides 2014, 42).

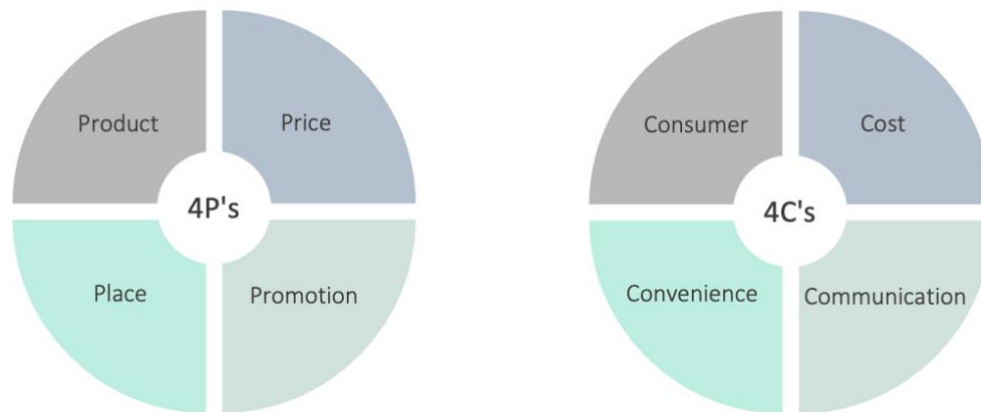


Figure 4. Marketing mix 4P's & 4C's

Source: Author's adaptation (Armstrong *et al.* 2014, 49-52)

The two-way communication that social media enables is also the reason why social media marketing provides marketers an access to understanding their audience and an opportunity to listen consumers' opinions on continuous basis. This has ultimately given companies an opportunity to enhance and strengthen the relationships with consumers. A previous study has found out that marketers who take the advantage of consumer-centric marketing on social media advertising create more favourable bond between brand and customers (Khanfar *et al.* 2010, 75).

Some of the benefits of social media marketing for companies are also listed in the report that has surveyed companies implementing social media marketing activities (Stelzner 2009). The study found out that 81% of the companies' social media strategy was generating increasing exposure, 45% reported decreasing marketing expenses, 56% of them gained new business partners, as well as 61% observed an increase in the customer traffic (Constantinides 2014, 43). Moreover, the effectiveness of social media has also been recognized by marketers, 90% of them agreeing that social media marketing is an essential part for their business (Vij, Sharma 2012, 5). The impact can especially be seen when marketing communication strategies like viral, guerrilla and influencer marketing are integrated through social media platforms (Castronovo, Huang 2012).

Companies making great financial investments in the development of social media marketing is also supporting the two-way communication and the power it gives to consumers. The empowered consumers are eager to have their say in the business processes, sometimes to an extent in which they work in collaboration with companies by creating user-generated content.

1.3. Attitudinal research

Multiple definitions have been given to describe attitudes. Previous studies have tried to simplify the complex concept into definitions, implying to attitudes as the way how people think, feel, and act toward some aspect of their surrounding (Petty *et al.* 1997), or as a learned tendency to react in a consistently favourable or unfavourable fashion regarding a given object (Fishbein, Aizen 1975). What is consistently agreed in the previous studies seems to be the statement that an attitude is an individual's expectations or beliefs about the attributes of an object, resulting in a response of favourableness or unfavourableness. This means that the more positive expectations or beliefs an individual has towards an object, the more favourable is the attitude (Ikechukwu *et al.* 2012). This also means that the attitudes are a reflection of individual's core values, and they can be shaped by the environment (Berkowitz *et al.* 2000; Hawkins *et al.* 2001). It has been observed that every individual has attitudes towards majority of objects, such as religion, politics, fashion, cuisine, and many more (Bearden *et al.* 1995; Kotler 2004).

Furthermore, previous studies have concluded that attitudes are the primary factor behind consumer behaviour (Ikechukwu *et al.* 2012, 48). Companies understanding consumer behaviour is essential for developing effective marketing strategies, segmentation, positioning, or regulating other marketing related practises. Companies are getting the best possible outcomes by implementing attitudinal studies in marketing, helping them to understand the needs and wants of consumers that could possibly be satisfied (*ibid.*, 48)

In terms of marketing, the definition of an attitude can be interpreted more as how well a product or service performs on different features based on consumers' expectations and beliefs of it (Berkowitz *et al.* 2000). Since it is often difficult to influence the behaviour of consumers directly, companies can attempt to influence consumer behaviour indirectly by provoking beliefs and expectations about a brand since the brand image is built on these factors (Bearden *et al.* 1995; Kotler 2004).

Multiple different models have been drawn about attitudes and used in previous studies. These attitudinal theories serve notable potential as a fundamental for identifying attitudes and preferences behind consumer behaviour (Bass, Talarzyk 1972, 95).

One of the most prevalently used model is the ABC model of attitudes. In this model, an attitude is thought to consist of three different elements: cognition, affect, behaviour (Breckler 1984).

Different from the functional theory of attitudes, in which different reasons for having attitudes are formed (Katz 1960), the ABC model of attitudes focuses on the main components that form individual's attitudes.

The cognitive element is about individual's beliefs about an object, while the affective element consists of individual's feelings and emotions towards an object. The last element is behaviour, meaning the intention or tendency to react in a given way towards an object. This is based on the knowledge and feelings that the individual has towards the object (Hawkins, Mothersbaugh 2010).

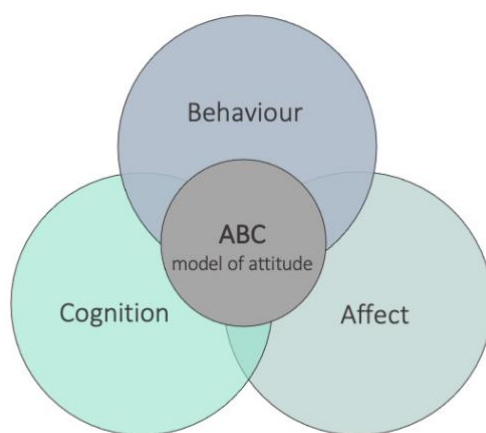


Figure 5. The ABC model of attitudes
Source: Author's adaptation (Breckler 1984, 1192)

Another popular model when it comes to attitudinal studies is the theory of planned behaviour (TPB), which derives from the previous Fishbein's theory that describes the individual's attitudes towards an object based on the belief about a certain attribute (Fishbein, Ajzen 1975). The TPB is an extension to the Fishbein's model and it is used for understanding how individual's intent to behave is formed. The intent to behave, which leads to behaviour, is influenced by three interconnected factors: attitude towards an act or a behaviour, subjective norm, and perceived behaviour control (Ajzen 1991).

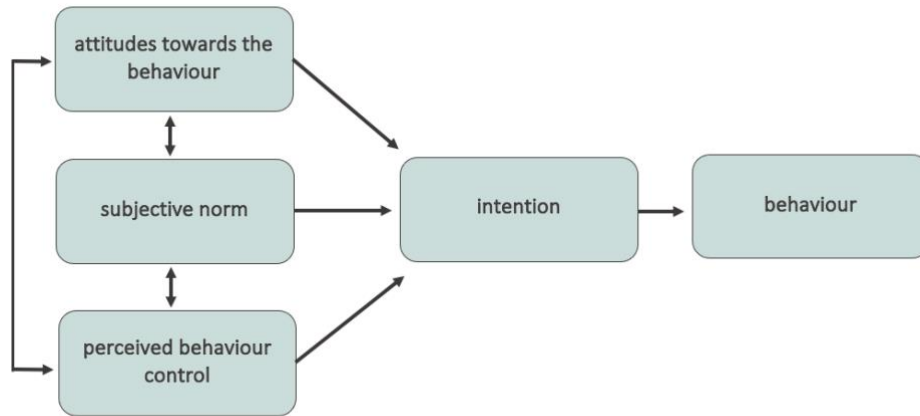


Figure 6. The theory of planned behaviour (TPB)
 Source: Author's adaptation (Ajzen 1991, 182)

The attitude towards an act or a behaviour is a component which consists of the individual's own beliefs and expectations, for instance, if an individual believes using social media is going to contribute positively to his/her life, the more likely it is going to result in behaviour intent (*ibid.*)

Another component of the model is subjective norm. The subjective norm takes the social aspect into play, making the individual consider what are the beliefs and expectations of other people and what they would think about a certain act or behaviour (Conner, Armitage 1998, 1431).

The last component is perceived behavioural control that signifies the individual's belief on how simple or challenging it is to manage certain behaviour or act in a certain way. If an individual believes that a certain behaviour is hard to manage, the less likely it is going to result in the intent to behave (Madden 1992, 4).

As with all the three elements, the more positive and stronger the belief is, the more likely it is going to lead into the intent to behave and the performance of the behaviour (Ajzen 1991). After combining these elements together and evaluating the degree of positive and negative beliefs of each, it is possible to indicate consumers' attitudes towards an object (Conner, Armitage 1998, 1448).

2. METHODOLOGY

In the methodology part of the study, the author introduces the research object and describes the research design, as well as the data collection and analysis with the help of a framework called the research process “onion” (Saunders *et al.* 2009). The author goes through the layers of the onion and gives justifications for the decisions before continuing with the definitions of the sample, the sampling method, and the formation of the questionnaire. In the final part, the author focuses on the last layer of the onion, data collection and data analysis process. These part focus on how the data was collected and the tools used for analysing the results.

2.1. Research design

The author uses a framework called the research process “onion” (*ibid.*) to go through the research design. The onion consists of different layers to build strong methodology for the research. The author starts with the “strategies” layer, referring to research methods, and moves through the “choices” layer and the “time horizons” layer to end in the data collection and data analysis layer.

As the aims of the thesis are to reduce the knowledge gap in the attitudes of Generation Z towards social media marketing communications and to draw possible social media marketing communication solutions for companies that are interested in appealing to this audience, quantitative methodology was chosen. Using quantitative methodology allows the author to gather numerical data that is obtained from a larger sized sample (Queirós *et al.* 2017, 370). Furthermore, gathering a large sample in a short period of time led the author to choose survey method as the strategy among other research methods. Further reasons for choosing to use a mono method in the “choices” layer were related to the fact that the survey method itself supports the collection of numerical data, it isn’t an expensive method, and the format of the survey is easy to use for the author and for the respondents (*ibid.*, 370) For the “time horizon” layer, the author chose a cross-sectional research as it is conducted at a certain point in time.

In the next step, the author focused on the sample and the sampling method. The author decided the sample to consist of people born between the years of 1997-2012. At the time of the study, it means people between the ages of 10-25 years old. This group drawn from the population

represents the Generation Z. For the process, through which the cases from the population are selected, the author uses non-probability sampling, more specifically convenience sampling. This sampling allows the data to be collected from the proximity of the author via different social media platforms, making it easy to reach possible respondents in a short period of time (Saumure, Given 2008, 124-125).

The formation of the methodology continued with the development of the questionnaire and the definition of the questions that reflect the attitudes of the sample towards social media marketing communications. The questionnaire was carried out in Google Forms due to the convenience of the platform and the questions were preceded with a cover letter. The cover letter introduced the respondent to the purpose of the research, author, and the terms of the survey, explaining the data collection and storage process. In the final part of the questionnaire, the author demonstrated her gratitude towards the respondents by thanking them of their participation.

In the questionnaire, 13 questions were drawn based on previous research and the different features of social media marketing communications. Also, the format of the questions was defined and the author focused on using multiple-choice questions with single and multiple responses, dichotomous questions, Likert scale questions, and one open-ended questions as these provided the most suitable format for the questions.

After defining the questions and their format, the sequence of these questions was determined based on three different categories. In the first category (questions 1-4), the author is concentrating on socio-demographic features of the sample, also including some basic information that would determine if the respondent is suitable for continuing with the rest of the survey. The questions in the second category (questions 5-8) focus more on the behaviour aspect of the thesis, trying to get answers for the first research question: How the Generation Z behaves on social media? On the other hand, the last category (questions 9-13) focuses on the preference aspect, the author wanting to get answers to the second research question: What are the preferences of the Generation Z in social media marketing communications?

In the last steps, the outlook of the survey was designed to match with the topic, using suitable colours and images that speak for the generation. After that, the author received feedback from her supervisor and conducted a pilot survey using representatives of the sample. This was the last

opportunity to make changes and detect any errors that might have occurred before distributing the questionnaire to the audience.

2.2. Data collection & analysis

In the final layer of the onion, the author focuses on data collection and data analysis. The data was collected through different social media platforms the author used, mainly Facebook, WhatsApp, and Instagram. Additionally, the questionnaire was spread with the help of the University's networks by using email, allowing the author to reach greater audience. A link to the survey was added in the survey invitation, giving people with an access to social media and internet the opportunity to participate. Altogether, the data collection lasted for 10 days from 14th March till 23rd March 2022. This time was enough for collecting a sufficient sample size with representative participants.

After closing the data collection, the author focused on data analysis. The results of the questionnaire were transferred from Google Forms to MS Excel. Due to the research questions and aims of the thesis, the author focused using descriptive statistics, e.g., frequency distribution, percentages, and central tendency for analysing the gathered data. Furthermore, a Chi-square test was used in one of the questions to assess the differences between observed results and expectations. Starting with structuring the data, the author organised the data in more understandable form and revised the data from possible errors. Lastly, the author created charts since visualising the data made it easier for getting a better understanding of the results.

Figures 7-10 were developed to present the general information collected from the respondents. The data was collected from 140 people during the 10 days, 137 belonging to the Generation Z. Also, a great majority indicated that they use social media. These factors determined if the respondent was appointed to continue to the next category. Furthermore, 82 respondents identified themselves as females, 53 as males, and the rest chose non-binary option. The data was collected from people with different nationalities, the most prevalent nationality being Finnish, followed by Czech and Estonian.

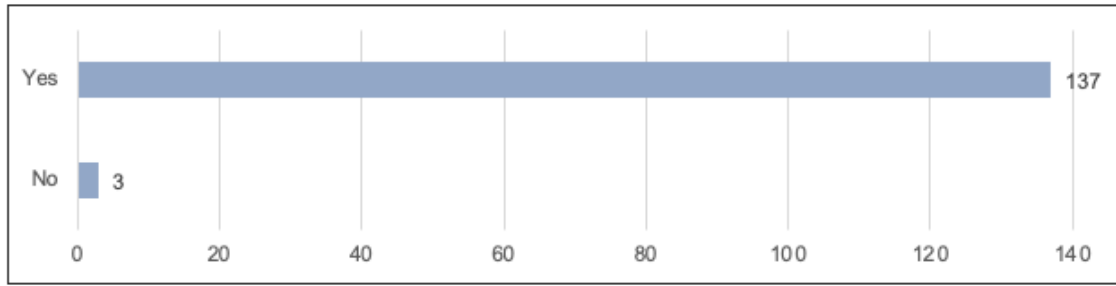


Figure 7. Were you born in the years 1997-2012, n=140
Source: Compiled by the author

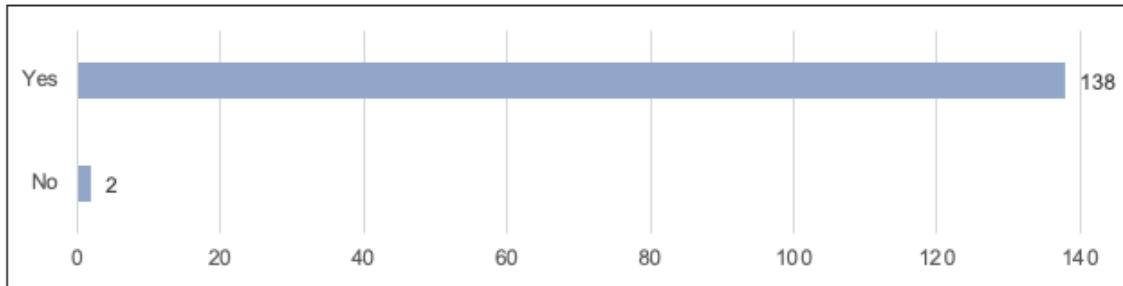


Figure 8. Do you use social media, n=140
Source: Compiled by the author

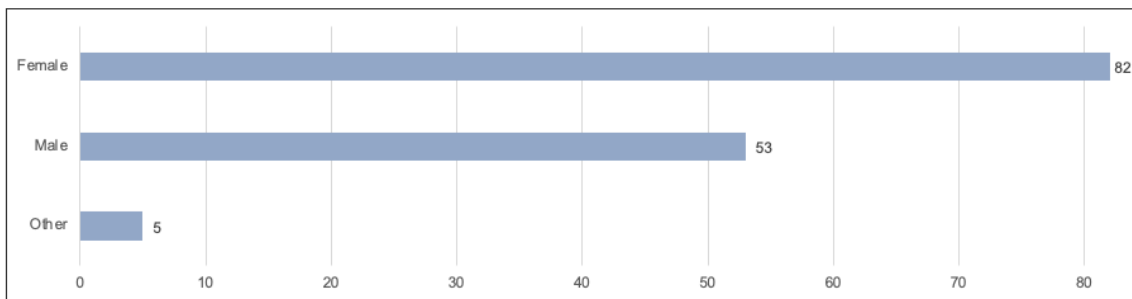


Figure 9. The gender of the respondents, n=140
Source: Compiled by the author

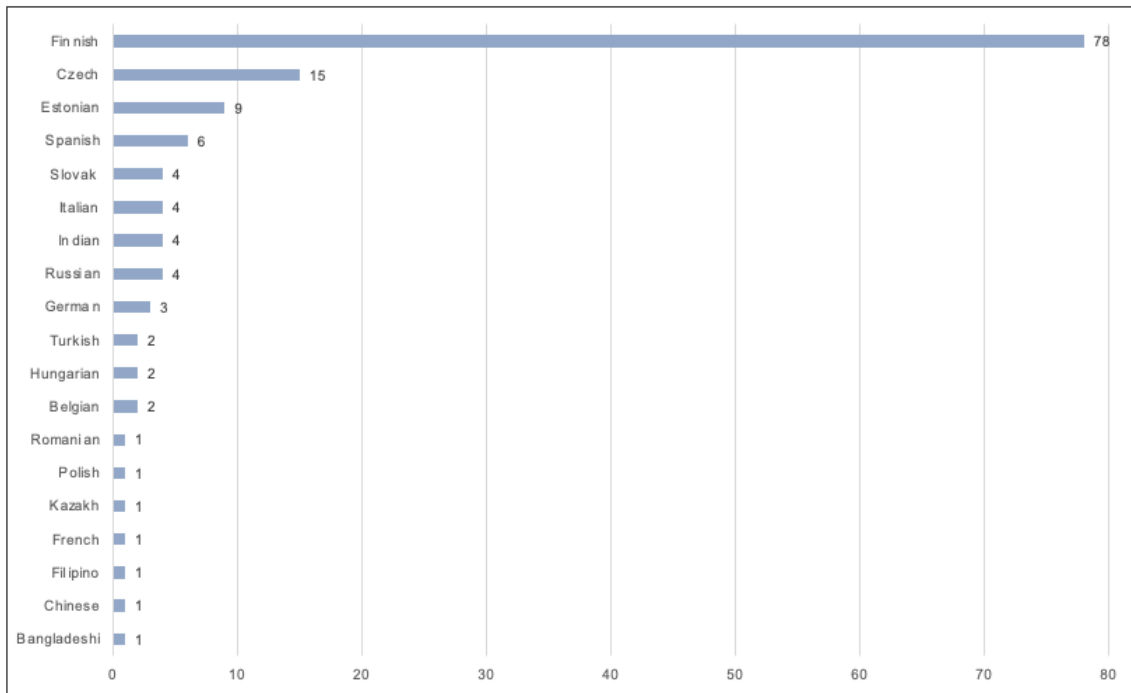


Figure 10. The nationality of the respondents, n=140
 Source: Compiled by the author

3. EMPIRICAL ANALYSIS

The empirical analysis part of the thesis is dedicated for the results of the conducted survey. Also, this part is going to focus on the analysis and understanding of the results with the help of descriptive statistics and a Chi-square test before the author is continuing to the discussion and recommendations. In the last part, the author is discussing the results, focusing on significant findings and possible limitations of the study, as well as drawing recommendations based on the results.

3.1. Research results & analysis

As the aims of the thesis are to reduce the knowledge-gap when it comes to the attitudes of the Generation Z towards social media marketing communications and to provide possible social media marketing communication solutions for companies targeting the Generation Z, the author drew the questionnaire to answer two research questions: how the Generation Z behaves on social media and what are their preferences in social media marketing communications? The results are presented in two parts, dividing them into behaviour and preferences.

3.1.1. Behaviour

In the first question, after the socio-demographic questions and general questions that evaluated the suitability of the respondent, the author poses a question regarding the respondents' purpose of using social media. The respondents were able to choose multiple responses, indicating all the purposes of using social media. The results, presented in the Figure 11, show that the most prevalent purpose of using social media among the Generation Z was entertainment (94,9%). This was closely followed by the response "to follow and stay in touch with friends" (94,2%). The third most popular purpose of using social media by the Generation Z was to follow news (85,4%), and then to use it for educational purposes (70,8%). 65,6% of the respondents indicated that they use social media for inspiration and 60,6% to follow content creators. The least popular answers were "to share my own content" (45,3%) and "to make new connections" (39,4%). An option "other" wasn't used.

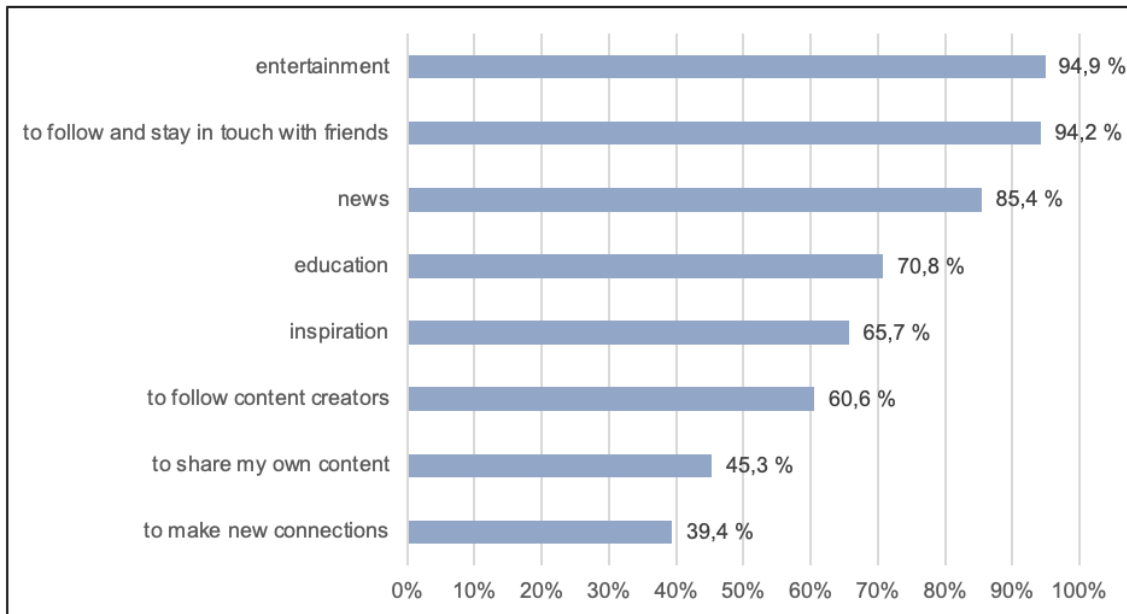


Figure 11. Purposes of using social media, n=137
 Source: Compiled by the author

In the next question, the author asked about the most used social media platforms from the representatives of the Generation Z. As in the previous questions, the respondents had the chance to choose multiple answers. These answers are presented in the Figure 12. The most used social media platform by the respondents was YouTube (92,7%), after which came Instagram (89,1%). The third most popular answer was Facebook, which gained 59,1% of the responses. This was followed by Snapchat (57,7%) and TikTok (44,5%). On the less popular side, Twitter gained 32,1% of the responses and LinkedIn 31,4% of the responses. Furthermore, Pinterest (23,4%) and Reddit (19,7%) got answered less, while the least used social media platforms were Twitch (15,3%) and Discord (2,2%). Despite the options were given for the respondents, they were able to indicate other social media platforms they use. The additions were Vkontakte and VSCO that altogether represented 2,8% of the responses.

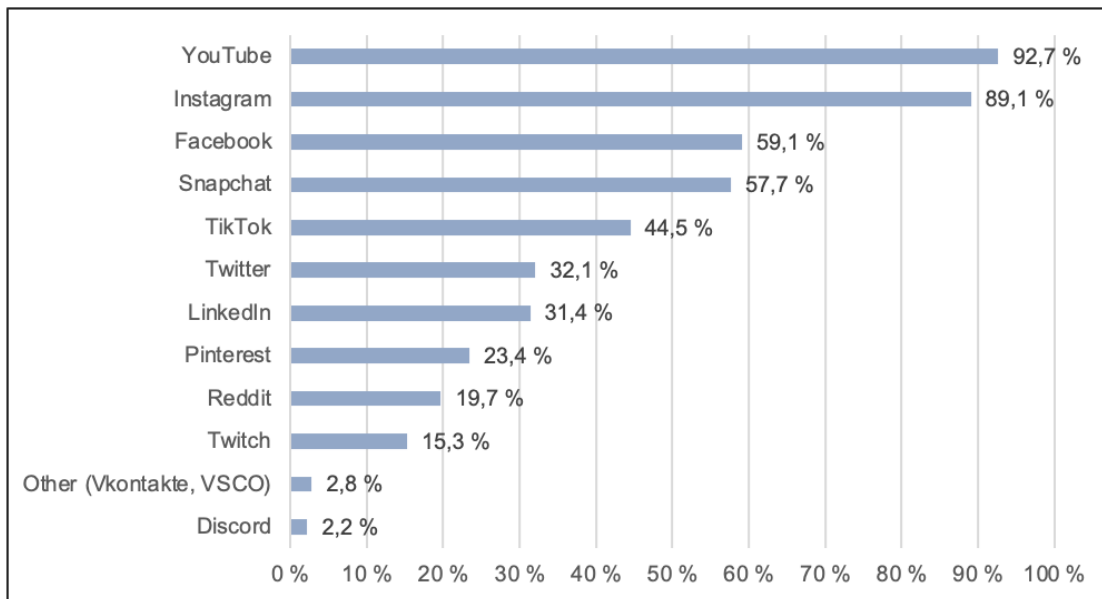


Figure 12. Most used social media platforms, n=137
Source: Compiled by the author

In addition, the author conducted a Chi-square test on the survey question no.6 to see if there are any significant differences in the responses between the genders by using the four most popular categories. As for hypothesis H₀, it was defined that there are no significant differences in the use of social media platforms between the genders. To conduct the test, the Chi-square formula $\chi^2 = \sum(O_i - E_i)^2/E_i$, was used, where O_i refers to observation and E_i to expectation. The calculated value was $\chi^2 \approx 45,39$ at $p < 0,001$. This result rejects the H₀, meaning that there are significant differences in the use of social media platforms between the genders.

OBSERVATION

	YouTube	Instagram	Facebook	Snapchat	
Male	94	83	52	54	283
Female	95	90	64	58	307
Other	75	50	25	75	225
	264	223	141	187	815

EXPECTATION

	YouTube	Instagram	Facebook	Snapchat	
Male	92	77	49	65	283
Female	100	84	53	70	307
Other	73	62	39	52	225
	264	223	141	187	815

Figure 13. Chi-square test on survey question no.6, (%)
Source: Compiled by the author

The results of the question “What device you use for accessing social media?” are shown in the Figure 14. The 137 respondents, as in the previous question, had the opportunity to indicate multiple answers. The possible responses were mobile, computer and tablet. The results showed that the most prevalent device used for accessing social media by the Generation Z was mobile (100%), all the respondents choosing this answer. The second most popular device used for accessing social media was computer (74,5%). The least popular device, tablet, got significantly less responses compared to the previous ones (8,8%).

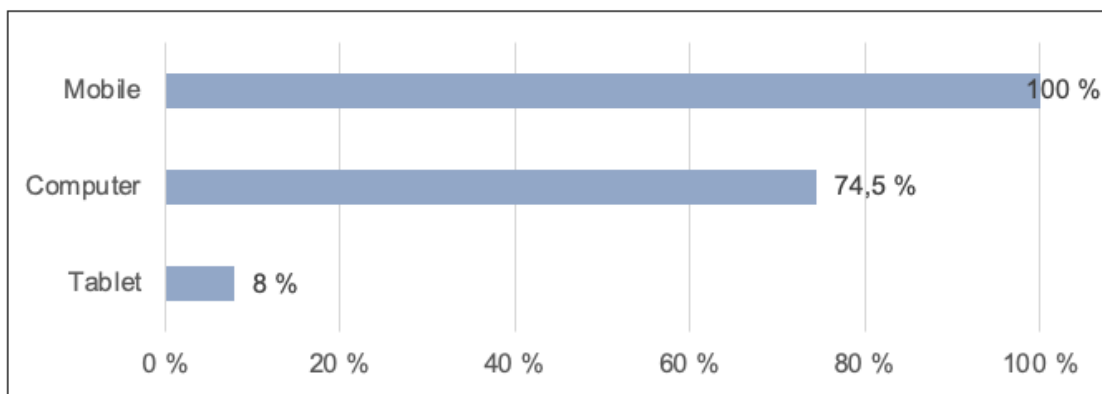


Figure 14. Devices used for accessing social media, n=137
Source: Compiled by the author

The fifth and the last question in the behaviour category looked for the frequency of the Generation Z watching advertisements on social media. The author used Likert scale, stating “I watch advertisements on social media...” where the respondents were given one choice to indicate. The statement was followed by options “always”, “often”, “sometimes”, “rarely”, and “never”. The results show, as indicated in the Figure 15, that the least responses got the option “always” (2,9%). The response “often” was more popular answer compared to the previous one, getting 12,4% of the responses. The most prevalent answers to the question among the respondents were “sometimes” and “rarely”. The option “rarely” was the most popular response having 39,4% of the responses, followed by “sometimes” by 34,3% of the responses. Lastly, the respondents were given the option to choose “never”. This option was as prevalent as 10,9%, making it the second least popular answer after “always”.

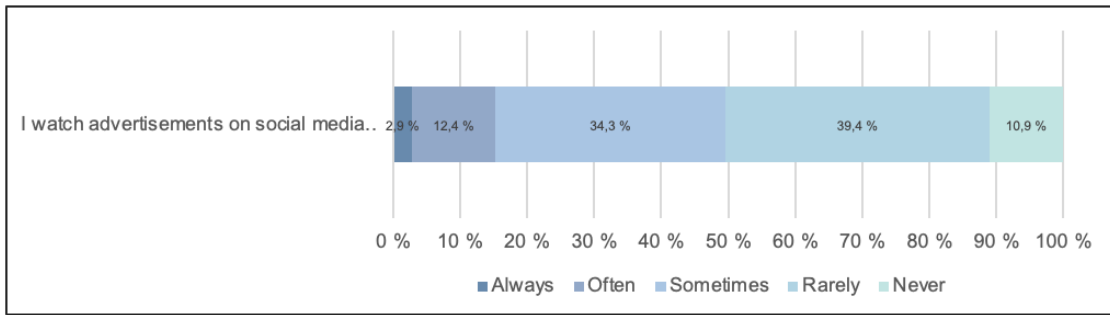


Figure 15. The mean frequency of watching advertisements on social media, n=137
Source: Compiled by the author

3.1.2. Preferences

The first question in the preference category was about the most appealing social media advertisement format for the Generation Z. Having only one category to choose, the respondents indicated if they would find video, image, text, or audio as the most appealing social media advertisement format. The results to this question are showed in the Figure 16. The most responses gained the option “video”, making it the most appealing social media advertisement format for the audience. This was followed by the answer “image” with 36,5% of the responses. The least responses got text and audio formats, text format gaining only 6,6% of the responses. The audio format option didn’t gain any responses, leaving it the least appealing social media advertisement format among the respondents.

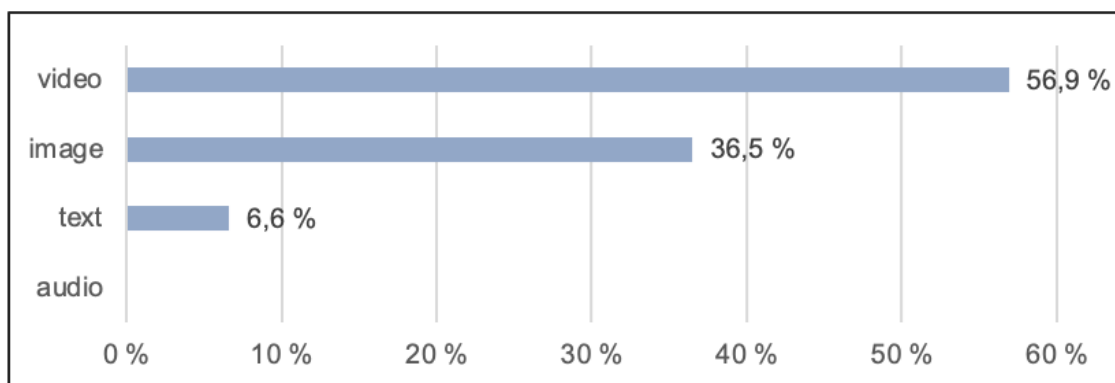


Figure 16. The most appealing social media advertisement format, n=137
Source: Compiled by the author

The topic of appealing to the Generation Z continues in the subsequent question. The author asked about the most appealing social media advertisement placements, forming the question as “What type of social media advertisement placement appeals you the most?”. The respondents

answered to a multiple-choice question, indicating a single answer. In the Figure 17, the responses show the most appealing and the least appealing social media placements. The option that got the most responses and notably more than the rest of the categories, is “advertisements in stories, posts, and reels” (51,8%). This makes the category the most appealing social media advertisement placement among the audience. The second most popular response was “in video stream advertisements, e.g., in YouTube videos”, having 28,5% of the total responses. Subsequently, the third most responses gained the option “banners on the side of the page” (14,6%), and a lot less the option “banners in the middle of the page” (2,2%). The least popular answer to the question was the option “pop-up banners”, making it the least appealing social media advertisement placement among the Generation Z.

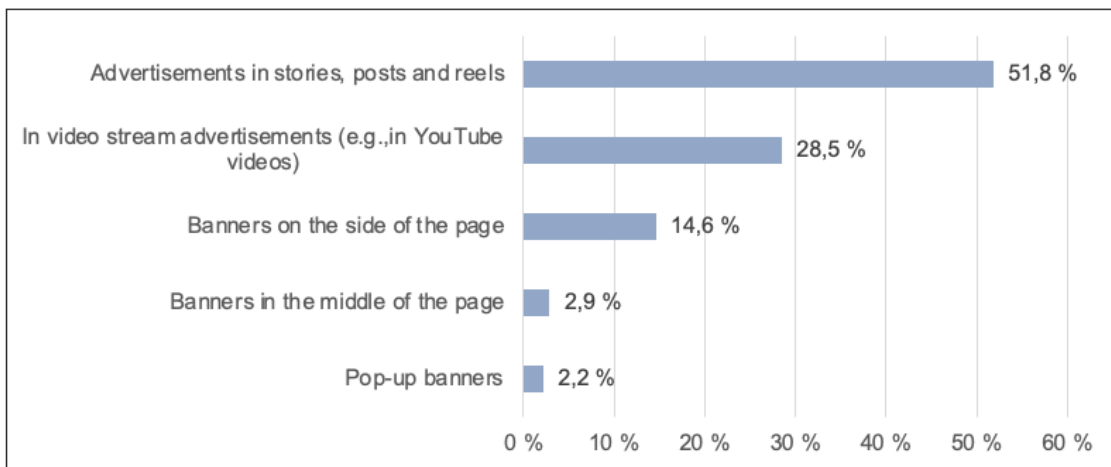


Figure 17. The most appealing social media advertisement placement, n=137
Source: Compiled by the author

In the next question, the author asked the respondents about the frequency they participate in the user-generated content. The statement was drawn as following: “I like to participate in making brand content (user-generated content) on social media...”, followed by five different options from which the respondents were able to choose one. The results are indicated in the Figure 18 with Likert scale categories “always”, “often”, “sometimes”, “rarely”, and “never”. The prevalence of the results moves according to the frequency of participation, the least answers gaining the option “always” and the most “never”. The option “always” got 0,7% of the responses, indicating that very little of them participate in user-generated content on social media. The second least answers had the option “often” (5,8%), which was followed by the option “sometimes” (20,4%). On the other hand, the second most popular response was the option “rarely” with 25,5% of the total responses. The most popular answer out of all the options

was “never” with 47,4% of the total responses, indicating that a great amount of the representatives of the Generation Z never participate in the user-generate content on social media.

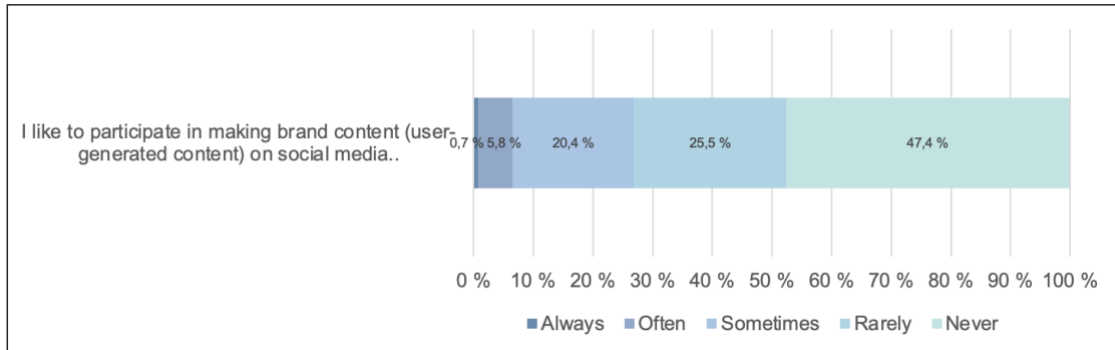


Figure 18. The mean participation rate in user-generated content on social media, n=137
Source: Compiled by the author

The questionnaire continued with a question that was dedicated for determining the reasons behind the respondents’ engagement with advertising posts on social media. The author set the statement as “I engage with (like/comment) advertising posts on social media if...”, that was followed by Likert scale responses “agree”, “partly agree”, “neutral”, “partly disagree”, and “disagree”. Each respondent had the opportunity to choose one response per row that would describe their opinion the best. As shown in the Figure 19, the most prevalent reason behind engaging with advertising posts on social media was a meaningful message. 21,9% of the respondents agreed and 40,9% of them partly with the statement “I find the message meaningful”. This option also got the least neutral responses (16,8%) and gained less partly disagree (7,3%) and disagree responses (13,1%). The next statement that received many “agree” answers was “I support the brand or influencer” with 20,4% of the respondents agreeing to it. However, the number of respondents partly agreeing (30,7%) with the statement was less than with the “I admire the creativity” statement. This received 19,7% “agree” responses, while getting 34,3% “partly agree” answers. The statements “I want to say my opinion” and “I can win something” received the least “agree” and “partly agree” responses, the previous receiving 16,1% “agree” responses and 16,8% “partly agree answers. The latter received 14,6% “agree” responses and 29,2% “partly agree answers. Similarly, these two statements gained the most responses that indicated disagreement, 27% of the respondents choosing “disagree” in the statement “I want to say my opinion” and 28,5% in the statement “I can win something”.

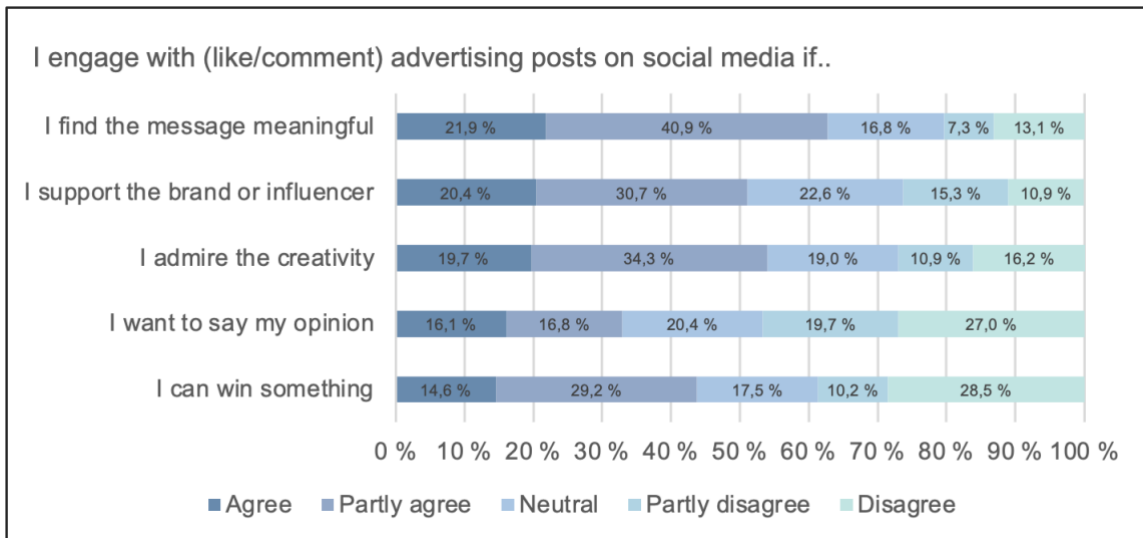


Figure 19. The reasons behind engagement with advertising posts on social media as means, n=137

Source: Compiled by the author

In the last question of the questionnaire, the author asked about the likability of social media advertisement posts based on different attributes. The same scale from “agree” to “disagree” was used in this question as in the previous one. The statement “I like a social media advertisement post more if it includes...” was followed by different attributes that the respondent formed an opinion. The results are presented in the Figure 20. The attribute that received the most “agree” responses was music (32,8%), followed by information and facts (29,2%), and positive emotions (27,7%). However, the two later attributes received more “partly agree” responses than music (29,2%), information and facts 49,6% and positive emotions 52,6%. Also, deeper purpose received 36,5% partly agree answers, as well as 21,2% of “agree” responses. The rest of the attributes gained less “agree” and “partly agree” answers, but more “neutral”, “partly disagree”, and “disagree” responses. The rest of the attributes received less than 5,8% in the “agree” answer and less than 20,4% in the “partly agree” answer individually, the least receiving the attribute “negative emotions” with 2,9% “agree” responses and 5,8% “partly agree” answers. Furthermore, these attributes gained neutral response between 29,2% and 33,6%. The negative emotions attribute also gained the most “partly disagree” responses (32,1%), while the emojis attribute received the most “disagree” answers (32,8%), making them the least likable attributes.

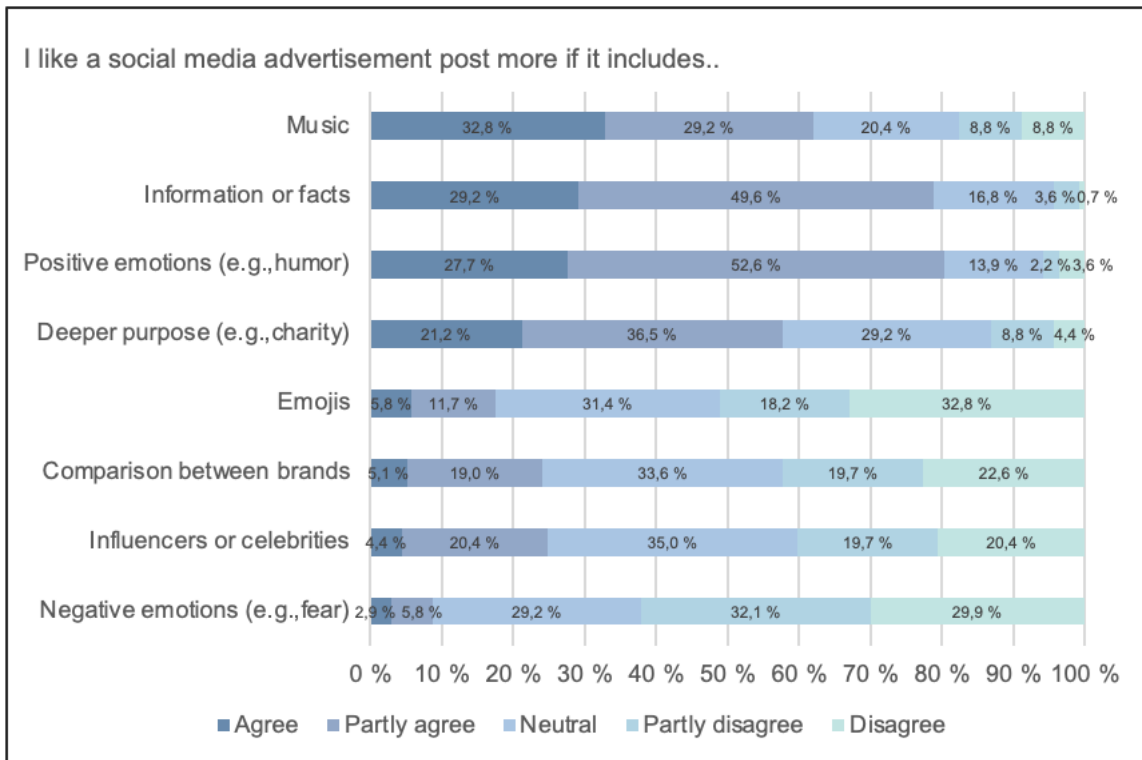


Figure 20. The likability of social media advertisement post based on different attributes as means, n=137

Source: Compiled by the author

3.2. Discussion & recommendations for companies

The results of the survey show the current attitudes and beliefs of the respondents belonging to the Generation Z by uncovering their behaviour and preferences towards social media marketing communications. As behaviour and preferences reflect individual's deeper attitudes and beliefs, the data that was collected can be used as an indicator of the attitudes of the Generation Z. This information can be especially beneficial for companies that are aiming to appeal to the particular generation through social media marketing communications.

By analysing the results, it can be concluded that a great majority of the respondents used social media and it would be considered as a rare occasion if an individual belonging to the Generation Z wouldn't use any type of social media at all. Not using social media can be especially challenging since a great part of modern communication is relying on online social networks.

The results related to the reasons behind the use of social media showed that people belonging to the Generation Z use social media mostly for entertainment purposes. Also, this can be realised in the preferred social media platforms of the respondents, YouTube and Instagram, as they are heavily dominated by entertainment content. On the other hand, Facebook gained the third most answers on the most popular social media platforms used by the Generation Z. This differs from the global research results (Kemp 2020) that studied all the users of social media.

For companies that are interested in targeting the Generation Z, the content type and the platform used should be carefully evaluated based on these results. For gaining the attention of the Generation Z, creating entertaining content on the most popular platforms can be suggested.

Furthermore, all the 137 respondents used mobile phones for accessing social media. This information can come useful for the companies when deciding the suitable content for communicating their message on social media so that it would fit the device. Also, this is a good indicator for companies to start designing all their social media content suitable for mobile devices as a standard.

When it comes to the preferences, the responses show that the most appealing social media advertising format is video, followed by image. The text and audio formats were the least preferred. However, the response “audio” gaining no answers can indicate that the respondents didn’t understand this option and the author could have explained it further. Moreover, despite the majority of the respondents not taking part in user generated content, a great portion of the respondents also answered “rarely” and “sometimes”, indicating that they’d be open to participate in some cases.

The appeal towards video formats among the respondents can also be detected in the results of the most appealing social media advertisement placement. The second most popular answer was in video-stream advertisements (e.g., in YouTube videos), and the most popular answer was advertisements in stories, posts, and reels. Stories, posts, and reels on the social media platforms can take different formats and combine several of them in one. Banners of any kind received the least answers.

The results also show the most prevalent reasons for the Generation Z to comment and/or like a social media advertisement post. “I find the message meaningful” being the most popular

response indicates that companies should focus on finding a greater purpose when drawing the campaign strategy. The Generation Z finds the brand more appealing if the company communicates a message that can have an impact beyond the company's own agenda. Another factor that has a positive impact on the Generation Z's social media engagement is creativity and influencers. The respondents indicated to engage with social media advertisement post more likely if the company can stand out with their creative expression and if they can collaborate with an influencer who resonates with the values of the audience.

The attributes that make a social media advertisement post more appealing to the respondents had some similarities, but also some differences with the previous research conducted on what keeps the attention of the Generation Z (Munsch 2021). The results of this survey discovered that the respondents like a social media advertisement post more if it includes music and positive emotions (e.g., humour), that was similar to the previous findings. In addition to these attributes, the responses also indicated that information/facts and deeper purpose increases the appeal. In the previous study, the use of influencers has had a great effect on the respondents, but gained the most neutral responses in the author's questionnaire. This could be due to the respondents finding influencers appealing only on a certain condition, e.g., only if they find the influencer's values aligning with their own.

Moreover, what the author found interesting is that the results showed how the second most popular reason behind the use of social media was to follow and stay in touch with friends, but the least popular answer being "to make new connections". This can be interpreted as the generation using social media for maintaining the already-existing relationships, but not necessarily viewing it as a place for making new connections. As the responses emphasized the importance of staying connected with friends, it can be recommended the companies to implement ways to increase interactions among social media friends by e.g., encouraging to share user-generated content.

As often people are subconsciously or forcedly exposed to advertisements on social media, it can be challenging to entirely avoid exposure to it. Despite the subjectivity of the answers, majority of the respondents reported to view advertisements on social media either rarely or sometimes. This can indicate that the average respondent views advertisements on a certain condition and otherwise prefers to pass or avoid it. For companies to take this into account, they could consider aligning their social media marketing communication with the preferences mentioned above.

The following summarises the social media marketing communication proposals for companies targeting the Generation Z:

- Design the social media content to always fit mobile device;
- Use YouTube, Instagram and/or Facebook to enables the message to reach a great audience;
- Explore opportunities that would encourage the Generation Z to interact with their online friends (e.g., sharing user-generated content);
- Create entertaining content to increases the appeal;
- Reach the audience by using reels, stories and posts, and focus on video formats over others;
- Engage the audience with communicating meaningful messages, use influencers that align with their values, and inspire with creative content;
- Use music, information and facts, as well as positive emotions to appeal to the Generation Z.

CONCLUSION

In the fast digitalised world, social media has become an inevitable part of many people's everyday communication. Especially the people born in the Generation Z are known for their digital upbringing and fluent use of social media. As many companies are fiercely fighting for the attention of the Generation Z, better social media marketing communication strategies should be assessed.

Since there is still little research conducted on this specific generation and due to the fact that social media is in a constant change, the author of the thesis focused on collecting updated data to decrease the existing knowledge-gap. Based on these research problems, the author defined the research aims as to reduce the knowledge-gap when it comes to the attitudes of the Generation Z towards social media marketing communications and to draw possible social media marketing communication solutions for companies that are aiming to target this audience. To reach these aims, the author drew two research questions:

RQ1: How the Generation Z behaves on social media?

RQ2: What are the preferences of the Generation Z in social media marketing communications?

For the research design and data collection, the author used survey method and convenience sampling due to their suitability. A questionnaire was drawn with different question formats and altogether 137 responses were collected from the representatives of the Generation Z within 10 days. The data was analysed by mostly using descriptive statistics in Microsoft Excel.

Additionally, a Chi-square test was conducted. The results of the test showed there are significant differences in the use of social media platforms between the genders, indicating that some platforms are more popular among representatives of a specific gender.

The results of the survey show the current attitudes of the Generation Z towards social media marketing communications that are based on behaviour and preferences. In terms of the behaviour of the Generation Z (RQ1), it can be concluded that the most prevalent reasons for

using social media were entertainment and the desire to stay in touch with friends. The most preferred social media platforms were YouTube and Instagram, followed by Facebook. Furthermore, all the respondents used mobile device for accessing social media, and majority stated viewing advertisements either rarely or sometimes.

When it comes to the preferences of the Generation Z (RQ2), the results indicated that the most appealing social media advertisement takes the format of a video that is placed in stories, posts, and reels, or in video stream. Furthermore, it can be concluded that the most popular reasons for engaging with a social media advertisement post is due to a meaningful message. Attributes that made the advertisement more likable were music, information or facts, positive emotions, and deeper purpose. The answers indicated that some of the respondents like to participate in user-generated content sometimes or rarely, but majority never.

Based on these results, the author was able to fulfil the aims of the research and draw recommendations for companies that are aiming to target the Generation Z. The author suggests the companies to make their content fit mobile devices, create entertaining content on the most popular platforms (YouTube and Instagram), and reach the audience by focusing on video formats in reels, stories, and posts. In addition, the author suggests engaging the audience with communicating meaningful messages and use music, information and facts, and positive emotions to appeal.

The author identified some limitations in the research. Due to the use of non-probability, convenience sampling, in the sampling method, the results of the questionnaire can't be generalised to the population. Since the results aren't representative, they can only be used as an estimate about the attitudes of the Generation Z. Also, as a great part of the sample consists of Finnish nationals, and most of the respondents identifying themselves as females, the answers are dominated by a certain nationality and gender.

Another limitation is related to the survey conducted online. As the respondents aren't monitored when answering the question, there isn't a guarantee that the respondents follow the guidelines set by the author and answer the questions truthfully. Furthermore, some of the questions ask the respondents' own estimate/own understanding of their behaviour that may not always represent the reality. For instance, the respondents may not be aware of how often they are exposed to advertisements on social media.

Further studies could address these limitations and use more representative sampling method. The author also recommends qualitative research to be conducted on the topic since it could offer deeper understanding about the attitudes and the underlying factors behind the current responses. Moreover, as social media is constantly changing and the representatives of the Generation Z being in their critical years of development and forming values, the author recommends a repeated study after some years.

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APPENDICES

Appendix 1. Questionnaire

Attitudes of Generation Z in the Context of Social Media Marketing Communications

Dear Respondent,

I, Susanna Castrén welcome you to participate in the survey on the attitudes of Generation Z towards social media marketing communications. This survey is part of my bachelor's thesis I conduct at Tallinn University of Technology and it is going to take approximately 5-10 minutes to complete.

In order to get meaningful results, I would kindly ask you to answer the questions sincerely by choosing the option that best describes your opinion. Your responses will be used anonymously, stored safely, and used only for the purpose of the thesis.

In case you have any questions regarding the survey, please contact [sucast@ttu.ee]

Thank you for your participation!

* Required

1. Were you born in the years 1997-2012? *

Mark only one oval.

Yes

No

2. Do you use social media? *

Mark only one oval.

Yes

No

3. Gender *

Mark only one oval.

- Female
- Male
- Other

4. Nationality *

Behaviour

5. For what purposes do you use social media? *

Check all that apply.

- entertainment
- education
- inspiration
- news
- to follow content creators
- to share my own content
- to follow and stay in touch with friends
- to make new connections

Other: _____

6. Which social media platforms do you use? *

Check all that apply.

- Facebook
- YouTube
- Instagram
- TikTok
- Reddit
- Snapchat
- Twitter
- Pinterest
- LinkedIn
- Twitch

Other: _____

7. What devices you use for accessing social media? *

Check all that apply.

- Mobile
- Tablet
- Computer

8. I watch advertisements on social media.. *

Mark only one oval.

- Always
- Often
- Sometimes
- Rarely
- Never

Preferences

9. What type of social media advertisement format appeals to you the most? *

Mark only one oval.

- video
- image
- text
- audio

10. What type of social media advertisement placement appeals you the most? *

Mark only one oval.

- In video stream advertisements (e.g., in YouTube videos)
- Advertisements in stories, posts and reels
- Banners on the side of the page
- Banners in the middle of the page
- Pop-up banners

11. I like to participate in making brand content (user-generated content) on social media... *

Mark only one oval.

- Always
- Often
- Sometimes
- Rarely
- Never

12. I engage with (like/comment) advertising posts on social media if... *

Mark only one oval per row.

	Agree	Partly agree	Neutral	Partly disagree	Disagree
I can win something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I admire the creativity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the message meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support the brand or influencer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to say my opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. I like a social media advertisement post more if it includes.. *

Mark only one oval per row.

	Agree	Partly agree	Neutral	Partly disagree	Disagree
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emojis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive emotions (e.g., humor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative emotions (e.g., fear)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information or facts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers or celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deeper purpose (e.g., charity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comparison between brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Source: Castrén (2022), author's calculations

Appendix 2. The results of the questionnaire

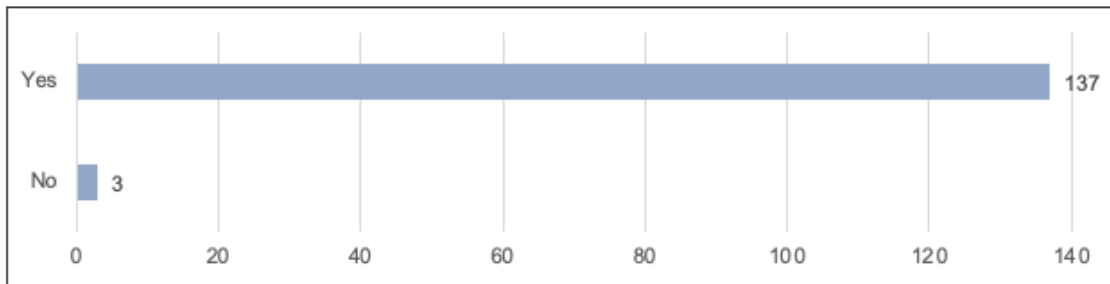


Figure 7. Were you born in the years 1997-2012, n=140
Source: Castrén (2022), author's calculations

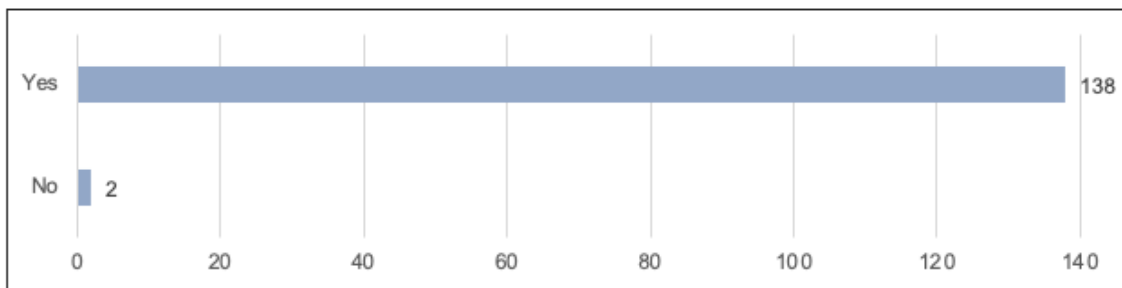


Figure 8. Do you use social media, n=140
Source: Castrén (2022), author's calculations

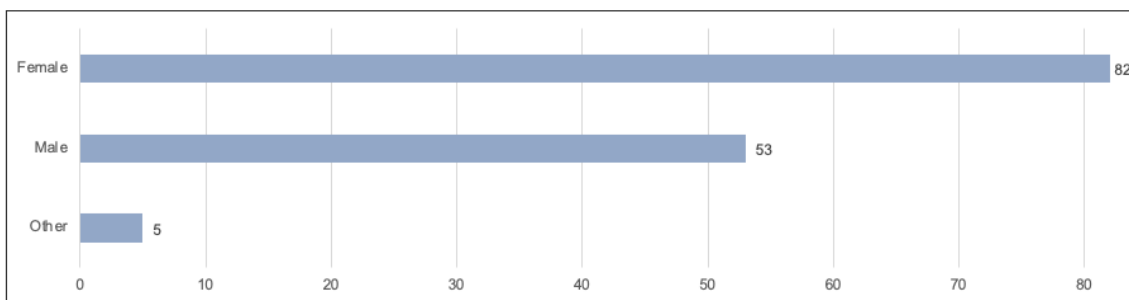


Figure 9. The gender of the respondents, n=140
Source: Castrén (2022), author's calculations

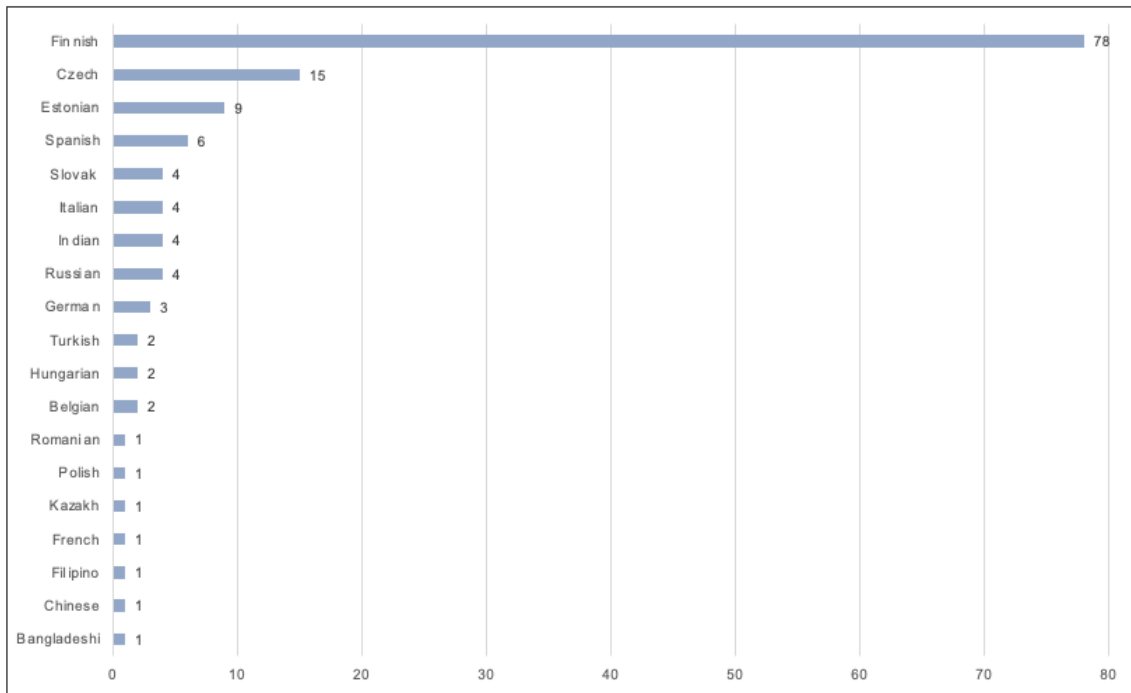


Figure 10. The nationality of the respondents, n=140
 Source: Castrén (2022), author's calculations

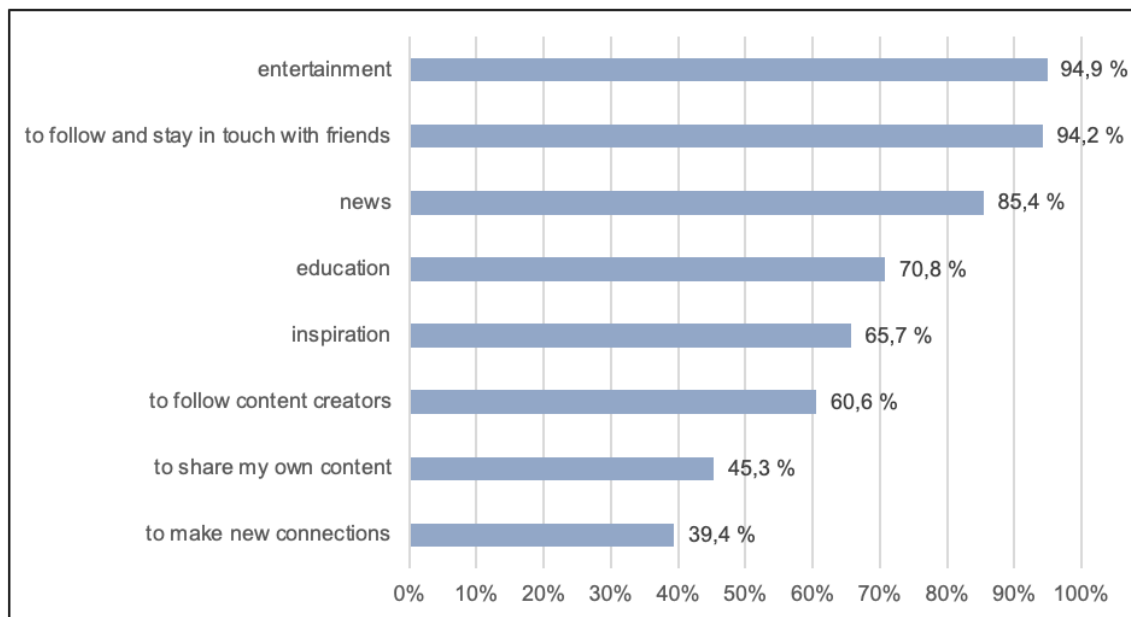


Figure 11. Purposes of using social media, n=137
 Source: Castrén (2022), author's calculations

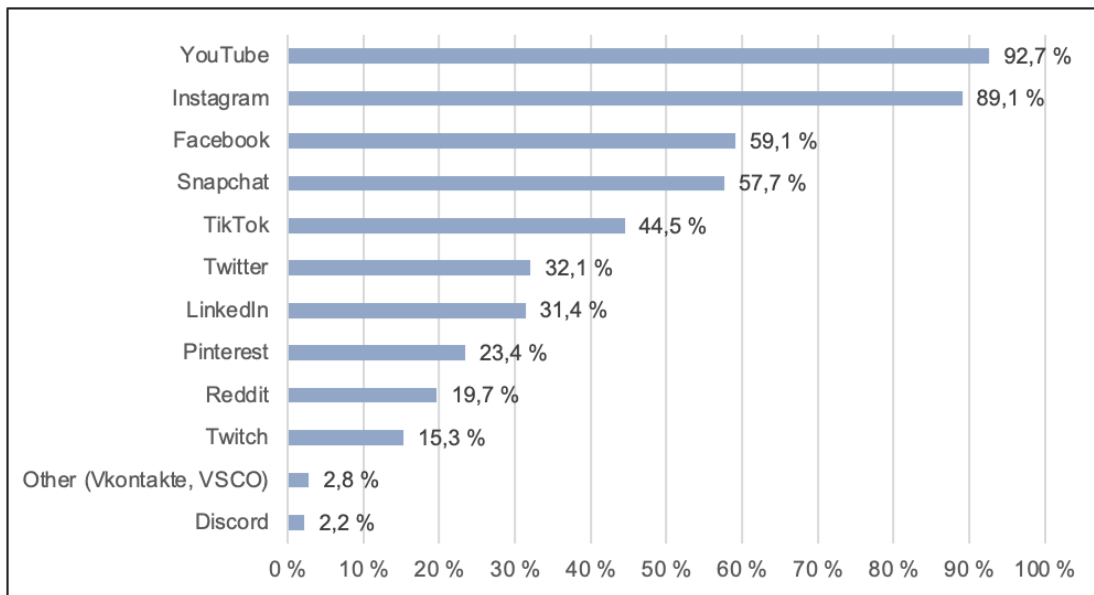


Figure 12. Most used social media platforms, n=137
Source: Castrén (2022), author's calculations

OBSERVATION

	YouTube	Instagram	Facebook	Snapchat	
Male	94	83	52	54	283
Female	95	90	64	58	307
Other	75	50	25	75	225
	264	223	141	187	815

EXPECTATION

	YouTube	Instagram	Facebook	Snapchat	
Male	92	77	49	65	283
Female	100	84	53	70	307
Other	73	62	39	52	225
	264	223	141	187	815

Figure 13. Chi-square test on survey question no.6, (%)
Source: Castrén (2022), author's calculations

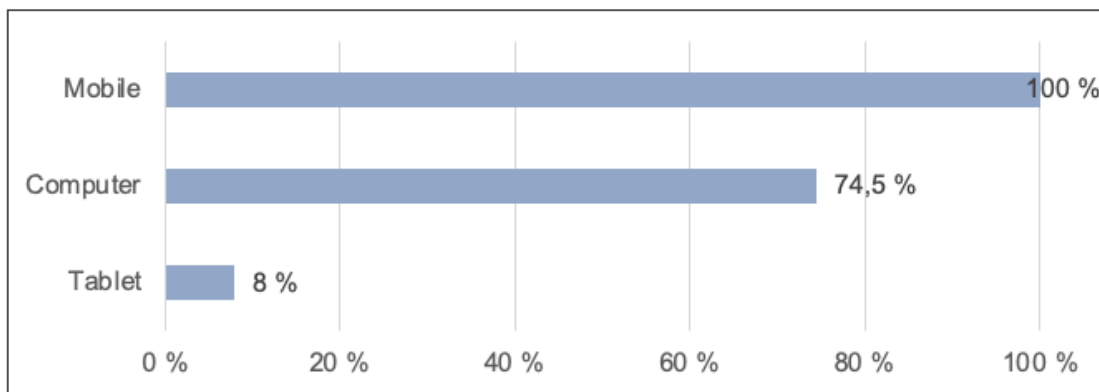


Figure 14. Devices used for accessing social media, n=137
Source: Castrén (2022), author's calculations

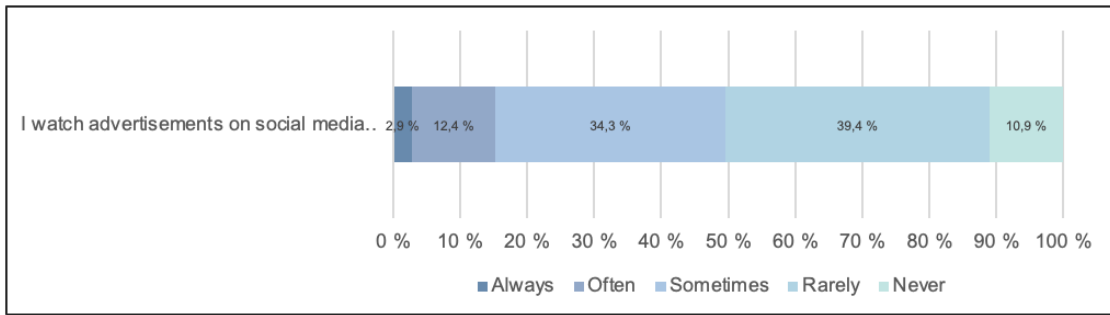


Figure 15. The mean frequency of watching advertisements on social media, n=137
 Source: Castrén (2022), author's calculations

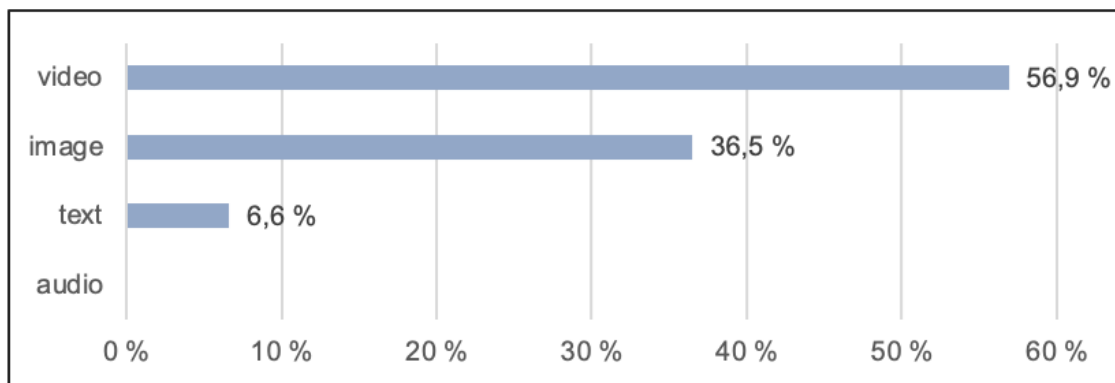


Figure 16. The most appealing social media advertisement format, n=137
 Source: Castrén (2022), author's calculations

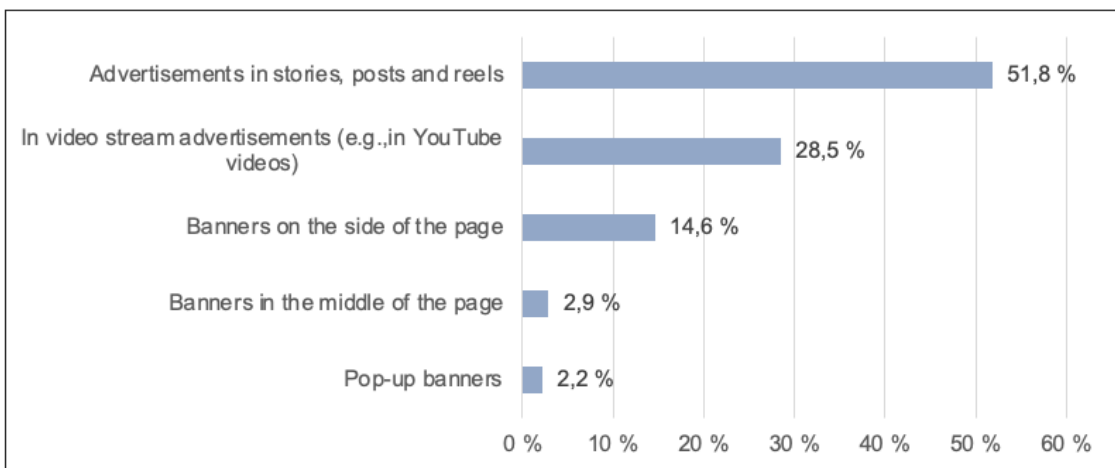


Figure 17. The most appealing social media advertisement placement, n=137
 Source: Castrén (2022), author's calculations

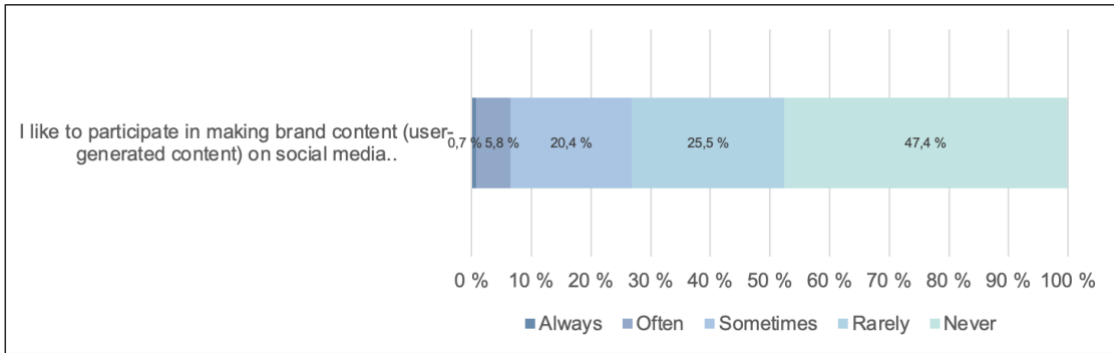


Figure 18. The mean participation rate in user-generated content on social media, n=137
 Source: Castrén (2022), author’s calculations

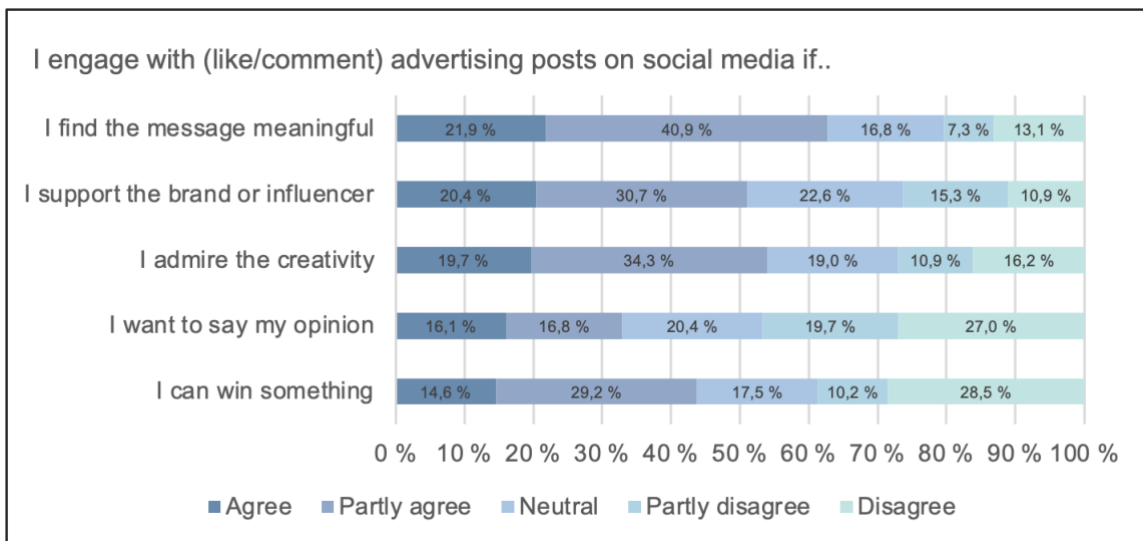


Figure 19. The reasons behind engagement with advertising posts on social media as means, n=137
 Source: Castrén (2022), author’s calculations

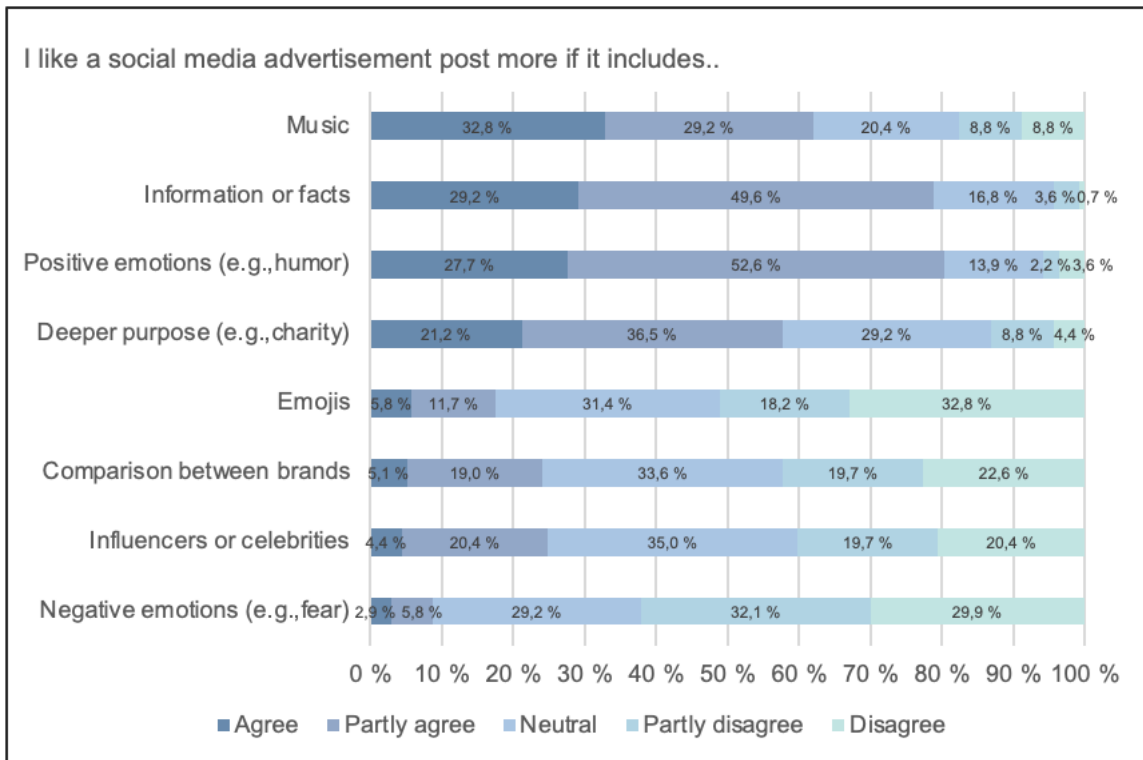


Figure 20. The likability of social media advertisement post based on different attributes as means, n=137

Source: Castrén (2022), author's calculation

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