



“THE EVALUATIVE STUDY ON THE DIFFICULTIES IN COMPREHENDING & INFLUENCING GEN Z CONSUMERS”

Raman Kumar

MBA, ITM University Gwalior, India

Dr. Gaura Chauhan

Asst. Professor, ITM University Gwalior, India

ABSTRACT

Individual's born between the middle of the 1996s and the beginning of the 2010s are known as Generation Z (Gen Z), and they make up a sizable consumer group with unique traits, tastes, and habits. Being the first generation to have grown up exclusively in the digital era, Gen Z is socially conscious, adept with technology, and has a significant influence on consumer trends and behaviour (Twenge, 2020). As a result, marketers now prioritise knowing how to effectively engage and influence Gen Z customers.

Keywords

Gen Z Consumer Behaviour, Decision Making, Influence, Purchase Decision, Marketing, Consumer Satisfaction, Purchasing Behaviour, Factors Affecting Consumer Behaviour, Attitude Towards marketing

INTRODUCTION

Gen Z may not be receptive to traditional marketing techniques because they are constantly exposed to commercials. This makes it difficult for marketers to come up with creative approaches to grab their focus and change their perspective. The practice of producing and disseminating worthwhile information, or content marketing, has become more popular recently as a result of Gen Z's inclination towards genuine, tailored brand interactions. The purpose of this study is to investigate how well content marketing may affect Gen Z's perception of a product. A thorough grasp of Gen Z's values, preferences, and thinking is necessary to meet the research objectives. Growing up in a hyperconnected society where social media, online content, and peer pressure were constants, Gen Z is known for its digital nativity (Seemiller & Grace, 2016). According to Zollo

et al. (2018), their attitude is shaped by a need for social responsibility, authenticity, and customised experiences. Comprehending these variables is essential to customising content marketing tactics that appeal to Generation Z.

This article will examine different approaches to using content marketing to influence Generation Z. These tactics

Additionally, this study will examine best practices and offer practical advice based on effective content marketing initiatives targeted at Generation Z. Marketers may learn a great deal about the components that make these kinds of campaigns successful by examining real-world examples. They can then use these insights to inform their own marketing strategies.

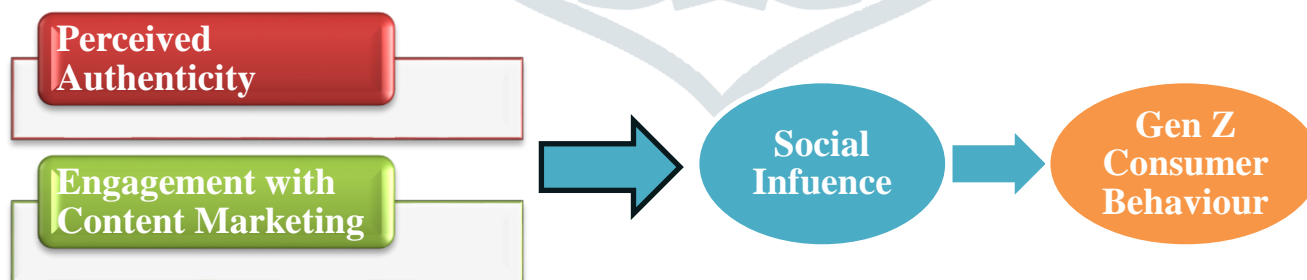
This study examines how content marketing might affect Generation Z while addressing issues like information overload and ad fatigue. It offers a thorough examination of how Gen Z views products, tactics, best practices, moral issues, and return on investment. The goal of the paper is to provide guidance to marketers on how to interact with and impact Generation Z, which should lead to favourable opinions and purchases.

All generations have been impacted by the digital revolution, but GenZ have been particularly affected. The advent of the Internet, smart devices, and social media introduced novel perspectives on life and transformed interpersonal interactions and purchasing behaviour (Iorgulescu, 2016; Singh, Chaudhuri, & Verma, 2017; Turner, 2015). The purpose of this study is to create a profile for each member of Gen Z, the generation that came after the Millennials, and divide them into several shopping orientation groups. The purchasing habits of the younger generation of today are typically very different from those of previous generations due to the ongoing political, cultural, and socioeconomic changes that take place in. It is important to comprehend why younger consumers choose to make their purchases online as e-commerce usage and popularity grow. Furthermore, it has been demonstrated by recent studies by Puiu (2016) and Desai and Lele (2017) that Gen Z consumers have distinct beliefs, preferences, and concepts from previous generations; for this reason, it is critical to determine the consumption characteristics of this generation. Furthermore, for academics and marketing professionals alike, figuring out who shops online and why has proven to be a difficult and vital task. It has been discovered that, in physical retail formats like mall shopping and catalogue shopping, shopping orientations or shopping style inventory are accurate indicators of consumers' purchasing behaviour (Gehrt & Shim, 1998). Furthermore, a number of studies (e.g., Girard, Korgaonkar, & Silverblatt, 2003; Loureiro & Breazeale, 2016; Vijayasathy & Jones, 2000) have been conducted in the past to predict the shopping behaviour of Gen Z consumer. Even with this strong potential, there remains a dearth of research on Generation Z. Thus, it is anticipated that the investigation of Gen Z, a growing consumer generation, and their shopping orientation on e-commerce platforms would reveal new implications for practitioners and add to the body of existing knowledge. The structure of this article is as follows: Following the introduction, the paper conducts a critical analysis of the literature on Gen Z, internet shopping in Asia and India, existing research on shopping

style inventories, and generational cohort theory (GCT). The study's assumptions and justification are covered in the second section. After that, we go over our research design and conclusions. Ultimately, a conclusion is reached along with management implications.

Environmental challenges have only recently come to light, despite China's recent decades of tremendous economic growth (Wong, 2003). Due to their willingness to spend their disposable income (Fogel & Schneider, 2011) and perception of having an active social responsibility that takes into account both the present and future effects, the younger Chinese generation has demonstrated sustainable behaviour and environmental protection as a large consumer group (R. Y. K. Chan & Lau, 2000). People under the age of 24 make up over one-third of the Chinese population, according to the Chinese population report (The Statistics Portal, 2018). According to generation theory, this young adult consumer group is known as Generation Z. They have demonstrated a greater interest in actively participating in social issues, particularly when compared to Generation Y. They also have a higher propensity to be socially and economically involved in society (Xinhua, 2019). To be more precise, Generation Z is the term used to describe the generation that comes after millennials and before Generation Alpha, and it is a concept that is shared by both Eastern and Western cultures (Dabija et al., 2019; Kadić-Maglajlić et al., 2013). The mid-to-late 1990s are used as the beginning birth years and the early 2010s as the ending birth years by researchers (Dabija et al., 2019; Turner, 2015; Williams & Page, 2011) and the popular media (Xinhua, 2019).

CONCEPTUAL MODEL



REVIEW OF LITERATURE

Characteristics and Preferences of Generation Z: The so-called "digital natives" (Seemiller & Grace, 2016) have grown up in an era of continual connectedness and information overload. This generation's unique

traits and tastes influence their purchasing habits and way of thinking. According to Brennan et al. (2019) and Seemiller & Grace (2016), Gen Z is drawn to immersive experiences, social responsibility, personalisation, and authenticity. According to Zollo et al. (2018), consumers are more.

Content Marketing as an Effective method: To draw in and keep the interest of a target audience, content marketing is a strategic method that entails producing and disseminating worthwhile and pertinent information (Kumar & Bhatia, 2019). This strategy fits in well with Gen Z's tastes since it gives marketers a chance to connect with this generation through relevant, personalised, and authentic content (Zollo et al., 2018). According to Twitchell (2020), organisations can cultivate brand loyalty, develop thought.

Content Marketing Techniques to Influence Generation Z:
Authenticity and Transparency: Gen Z expects brands to communicate in an authentic and transparent manner. Their ability to swiftly identify false or excessively promoted content causes them to become disengaged (Brennan et al., 2019). In order to connect with Generation Z, brands must be sincere and open in their content marketing activities (Zollo et al., 2018).

Storytelling and Emotional Appeal: Gen Z can be effectively engaged with content through the use of storytelling. You may build a solid rapport with this generation by telling captivating stories that make people feel something (Twenge, 2020). In order to connect with Gen Z's yearning for meaningful interaction, brands can use storytelling tactics to communicate their values and mission (Brennan et al., 2019).

User-Generated Content and Co-Creation: Gen Z values the chance to actively interact with brands and co-create content. They can take part, share their stories, and experience a sense of ownership through user-generated content (UGC) (Kumar & Bhatia, 2019). By incorporating Gen Z in product development, asking for input, and showcasing their content in marketing campaigns, brands can promote UGC and co-creation (Zollo et al., 2018).

Influencer Partnerships and Collaborations: Gen Z's choices and behaviors are greatly influenced by their peers. The reach and impact of content marketing initiatives can be increased by working with influencers who share the values of Generation Z and have a genuine fan base (Brennan et al., 2019).

Measurement of Impact and ROI: Determining the impact and return on investment of content marketing campaigns is essential to determining their efficacy. Campaign performance can be gleaned from metrics like sentiment analysis, reach, engagement, and conversions (Kumar & Bhatia, 2019). Brand sentiment tracking and customer satisfaction surveys are useful tools for measuring the long-term effects on brand perception and loyalty (Zollo et al., 2018). **Challenges and Future Directions:** Content marketing to Gen Z faces challenges such as ad fatigue, information overload, and the ever-evolving digital landscape. Gen Z is

exposed to a vast amount of content daily, making it crucial for brands to cut through the noise and deliver compelling and relevant content (D'Hulst&Schellens, 2019). Marketers need to continuously adapt their content marketing strategies to keep up with the changing preferences and platforms favored by Gen Z (Qualman, 2013). Difficulties and Prospects: The Gen Z audience presents a number of hurdles for content marketers, including ad fatigue, information overload, and the constantly changing digital landscape. Because Gen Z consumes so much content on a daily basis, it is critical for brands to stand out from the crowd and provide interesting and timely content (D'Hulst&Schellens, 2019). According to Qualman (2013), marketers must constantly modify their content marketing strategies to accommodate Gen Z. With Generation Z being a major consumer generation born between the mid-1990s and the early 2010s, marketing techniques have gotten more complex in today's digital landscape. This generation, known as "digital natives," offers marketers particular chances and problems because of their unusual shopping tendencies and technological prowess. In order to tackle these issues, this study intends to carry out an exhaustive examination of the inclinations of Generation Z consumers and efficient marketing tactics for establishing long-lasting connections with them. In order to get insight into the tastes and behaviors of Generation Z, this study uses a systematic review technique, drawing on a plethora of qualitative investigations conducted between 2010 and 2024. Through the application of thematic analysis and the synthesis of qualitative data, the study reveals recurrent themes, new developments, and sociocultural influences. The study also looks at how consumers' preferences are changing from tangible goods to experiences and the value that businesses bring to the table. Key findings show that Gen Z is more likely to purchase products from firms that prioritize sustainability, social values, and environmental issues. They also tend to rely on social media influencers and want individualized experiences. The research findings are anticipated to yield significant insights that will offer vital assistance to organizations aiming to customize their marketing strategies to effectively connect and resonate with Generation Z, while maintaining their competitiveness in the ever-evolving consumer market.

It is now more important than ever to understand how to sell to Generation Z, as this group of consumers is gradually growing in size. We can learn more about their purchasing habits by analysing their internet shopping behaviour patterns. It is anticipated that Gen Z would make up around 40% of the consumer market by 2020. As a generation that was raised entirely digitally, Generation Z has grown up surrounded by technology. The majority of the information they consume comes from social media. The objective of this research is to ascertain certain online shopping behaviours exhibited by Generation Z. Additionally, it seeks to uncover relevant correlations that may benefit marketers and other researchers examining Gen Z behaviour. The findings indicate that Gen Z prefers to conduct in-depth research before making an online purchase. They are more receptive to discounts on Instagram than any other social media platform. Their internet spending is unrelated to their household income, and celebrities have no impact over them.

Gen Z refers to those who were born between 1995 and 2010. AKA Digital Natives as well. They have been exposed to the internet and a variety of social networks since they were young children. Technology is almost imperceptible to Generation Z; it's simply a part of their environment and how they engage with it. The smartphone is the most common gadget among Generation Z. According to 75% of respondents in an IBM survey, their cell phone is the gadget they use the most, and the majority have had a phone since they were 12 years old. It should come as no surprise that Generation Z is even less able to focus than millennials. They lack patience greatly. Gen Z's attention span is reported to be 8 seconds due to their extreme impatience (Arthur Rachel, 2016). According to Watson Heather (2019), 55% of them spend more than five hours a day on their phones. This generation looks for information about things they want to buy via search engines and social media. They are adept at conducting thorough research and selecting products from a variety of sources.

Social networking has emerged as a crucial instrument for building relationships in the personal, professional, and consumer spheres, particularly for the younger members of generation Z. Customers in the generation Z demographic are becoming more and more picky. They are unaware of the time before smartphones and the Internet were commonplace. Since they have been utilizing these technologies since they were little children, they are frequently referred to as "digital natives." The potential for social media to be used for marketing on a business level led to the creation of the community manager position. He or she responds to emails, fans' inquiries, and frequently holds lengthy conversations to keep fans interested, fortify the brand's relationship with prospective buyers, and cultivate a favourable impression of the business.

This paper aims to explore the duties and issues that community managers face as a result of the unique characteristics of members of Generation Z and their social media behaviour. In addition to a review of the literature, 233 students who are members of generation Z were polled. The research hypotheses were validated through the analysis of the empirical data collected, which led to the conclusion that consumers in generation Z are not brand or company loyal; that is, they typically do not develop an attachment to a product or service, and that they are not inclined to defend a company's reputation on social media. Furthermore, the degree to which a respondent's sex and place of residence were correlated with the variables under analysis was confirmed.

Social media are "a group of applications based on Internet solutions that rely on ideological and technological bases of Web 2.0 and enable creation and exchange of user-generated content," according to A.M. Kaplan and M. Haenlein. Social media are defined as "all activities, practices, and behavior of a community of people who connect online to share information, knowledge, and opinions". This definition

differs from the previous one. Ref. contend that social media's capability opens up new channels for two-way contact between customers and businesses. To effectively utilize social media for creating a communication system, one must become proficient in both information presentation and communication techniques as well as stakeholder engagement methods. References also emphasize that a seller's response to a customer's demands (advice, help, queries, etc.) appears to be the determining element in the customer's satisfaction.

RATIONALE OF THE STUDY

The extract that is supplied highlights the traits and inclinations of Generation Z, highlighting their affinity for immersive experiences, social responsibility, absorption in digital technology, personalization, and authenticity in their brand interactions. The research snippet ends abruptly, though, so it seems incomplete. The research gap is caused by the absence of.

The generalization regarding Gen Z's tastes is devoid of details. It's critical to investigate their unique content consumption patterns, preferred forms, and values in addition to simply being "relevant, personalized, and authentic". The model talks about grabbing and holding attention, but it doesn't include any explicit calls to action or quantifiable objectives. How are you going to measure success and make sure material produces the desired results? More is needed to develop brand loyalty than just interesting content. A number of factors are important, including brand values, product quality, and customer experience. The ethical ramifications of content marketing are not covered by the model, particularly with relation to data privacy and manipulation techniques.

While the technique is discussed in each point, there are no specific examples of how marketers might use them to effectively target Generation Z. It would be helpful to include examples of genuine material, gripping narratives, user-generated content forms, and Gen Z-relevant influencer relationships. The study doesn't go into detail on the particular requirements and preferences of Gen Z subsegments, instead concentrating on basic strategies. Deeper insights may be obtained by investigating how these methods might vary for various age groups, hobbies, or cultural backgrounds. Although the methods are discussed, it is not explained how to assess their efficacy or monitor their effects on desired results or brand engagement. Although transparency and authenticity are emphasized, there is no discussion of potential ethical difficulties, such as disclosures about influencer marketing or concerns about data privacy when it comes to user-generated material.

The Gen Z generation is diverse. For messaging that is more effective and targeted, it is imperative to segment the audience according to their demographics, interests, and online behavior. The authenticity preference of Generation Z is mentioned in the model; nonetheless, it would be beneficial to investigate how businesses may truly match with Gen Z's specific beliefs (such as social justice and sustainability). The methodology does not specifically address issues like data protection, manipulation, and representation that raise ethical questions when using content marketing to reach Generation Z. Taking care of these issues is essential to establishing

confidence. Although the model addresses conversions and engagement, it should also look into other measures like brand advocacy, community development, and social impact that might be used to gauge success with Generation Z.

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General trends and preferences of Generation Z consumers, it does not take into account differences between the various groups within this generation, such as differences in socioeconomic level, geographic location, cultural background, or other identifying markers. Comprehending these subtleties is essential to crafting focused marketing approaches that appeal to various segments of the Generation Z demographic.

The deficiency in this research report is the absence of investigation into the more comprehensive socio-cultural elements that impact the online buying habits of Generation Z. The study did not explore how cultural, economic, or environmental elements might influence Generation Z's purchase decisions, although acknowledging the significance of comprehending their digital upbringing and reliance on social media for information consumption. Further investigation into the impact of peer networks, brand loyalty, and the function of user-generated content on platforms other than Instagram would be beneficial for the research. Future studies may be able to fill in these gaps and offer a more thorough picture of Generation Z's online shopping habits, which would be helpful information for marketers looking to successfully reach this market.

Generation Z's attitudes and behavior toward companies and social media represents a study gap. The research may undervalue the complexity and diversity of Generation Z, even though it indicates that this generation is generally not brand- or company-loyal and may not aggressively defend a company's reputation on social media. When making assumptions regarding the social media behavior of Generation Z, it's important to take into account that they are a diverse group of people with a range of tastes, values, and behaviors. A deeper examination of the elements—such as peer relationships, cultural influences, and personal experiences—that shape Generation Z's perceptions of brands and social media would also be beneficial to the study. The study might also go more deeply into the ways in which community managers use social media platforms to effectively engage Generation Z and the particular tactics they use to manage interactions and build

connections. Future studies may fill in these gaps by examining how Generation Z interacts with businesses and social media in more detail. This will help community managers and marketers better understand how to engage this group of consumers.

OBJECTIVES

- To Evaluate the impact of Perceived Authenticity on Consumer Behaviour.
- To Evaluate the impact of Engagement with Content Marketing on Consumer Behaviour.
- To evaluate the collaborative impact of perceived authenticity and content marketing on social influence.
- To evaluate the impact of social on influence on Gen Z consumers.

HYPOTHESIS

H1: Perceived Authenticity has significant Impact on Consumer Behaviour.

H2: Content Marketing has significant Impact on Consumer Behaviour.

H3: Perceived authenticity and content marketing collaboratively has significant impact on social influence.

H4: Gender, Occupation, Status, Employment has significant Impact on Consumer Behaviour.

H5: Social influence has significant Impact on Consumer Behaviour.

RESEARCH METHODOLOGY

Data source

The study: This study is causal study. Survey method was used to collect the data.

Sample Design

Population: Data was collected from individual social media users.

Sample Frame: Social media users (Gen Z Consumers).

Sampling Technique: Random Sampling method was used.

Sampling size: 200 social media users.

Tools used for Data Collection: Partial least square - Structural Equation Modelling method Regression Test was used.

Tool used for Data Analysis: Cronbach alpha reliability test, Exploratory factor analysis, MANOVA was applied to evaluate the effect to demographic variable (Age Gender and Education) and Regression Test modelling will be used to test the variables of the study(Perceived Authenticity, Engagement with Content Marketing, Social Influence, Gen Z Consumer Behaviour).

RESULT & DISCUSSION

Analysis

Exploratory Factor Analysis

The Survey Questionnaire consisted 20 statement and 3 demographic measures. In the examination of Gen Z consumer Behaviour, the data collected from student, Employed and Self Employed. It was necessary to perform an exploratory factor analysis, or EFA. The inter-item correlations were thus examined to determine whether the items under a construct are significantly correlated (>0.30), as the lower correlation (<0.30) suggests items that are unreliable and have weaker relation with the rest (Churchill Jr., 1979). This was done in order to ensure the factorability of the selected data. Many higher-to-moderate correlations were found in the correlation matrix, indicating the factorability of the matrix. The data were then also put through the "Bartlett's test of sphericity" and the "Kaiser-Meyer-Olkin" (KMO) metric for sample adequacy (Kaiser, 1974). The KMO measure yielded a value of 0.745. The excellent KMO value combined with According to the significance level of "Bartlett's test of sphericity," they provided dataset is appropriate for factor analysis.

Table 1. Case Processing Summary

	N	%
Valid	200	100.0
Cases Excluded ^a	0	.0
Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

The amount of cases examined in a data collection and any exclusions performed during the analysis are disclosed in the case processing report.

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.934	.934	20

Cronbach's Alpha is a metric used to assess the reliability of internal consistency. It shows the degree of relatedness among a group of things. Higher values on the scale of 0 to 1 denote increased reliability. For research purposes, a Cronbach's Alpha of 0.70 or above is generally regarded as appropriate, however higher values are preferred. Cronbach's Alpha Based on Standardized Items: This is computed using the standardized values of the items, making it comparable to Cronbach's Alpha. In order to standardize the items, the scores must be changed to have a mean of 0 and a standard deviation of 1. This makes it possible to compare each item's proportionate contribution to the total reliability in a more straightforward manner.

N of Items denotes how many items are in the scale or questionnaire that is being evaluated for dependability. The scale's elements appear to have a very high degree of internal consistency based on these values.

The questionnaire's items show a significant correlation with one another, suggesting strong reliability, in this case Cronbach's Alpha of 0.934. This implies that the items are consistently assessing the same underlying construct, which is a desired attribute in social scientific research and psychological measurement. Based on the Cronbach's Alpha value of 0.934, the set of variables demonstrate a strong level of reliability. This indicates that the variables are consistently measuring the same underlying construct and can be considered reliable for further analysis of interpretation.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.934
Bartlett's Test of Sphericity	1930.341
df	190
Sig.	.000

The KMO test evaluates if the sample size is sufficient to carry out a factor analysis. It evaluates your dataset's variables to see if they are appropriate for structure discovery. A low KMO value (near to 0) implies that factor analysis might not be suitable for your dataset, whereas a high KMO value (closer to 1) shows that the variables are well-suited for factor analysis. Test for Sphericity by Bartlett test looks for the identity matrix, which would show that there is no association between the variables, in the correlation matrix of your variables. Stated differently, it determines if the correlations between the variables are strong enough to support a factor analysis.

Factor analysis may be suitable if the Bartlett's test p-value is less than the selected significance level, which is usually 0.05. This suggests that there are substantial correlations between the variables.

The KMO statistic assesses the sample's suitability for factor analysis. It ascertains whether the dataset's variables are appropriate for deriving significant factors. Higher values indicate better fit for factor analysis. The KMO value goes from 0 to 1. KMO numbers closer to 1 suggest higher appropriateness, with values above 0.6 generally being regarded as acceptable. The KMO value in my instance is 0.934, which is very good. It implies that there is strong correlation between the variables in your dataset, suggesting that factor analysis is appropriate and likely to produce insightful findings.

The purpose of Bartlett's test is to determine whether there is a substantial difference between the variables' correlation matrix and identity matrix, which would suggest that the variables have no relationship. The correlation matrix being an identity matrix, which suggests that the variables are uncorrelated and so unfit for factor analysis, is the null hypothesis of Bartlett's test. A p-value and a chi-square statistic are generated by the test. The data are suitable for factor analysis when the p-value is minimal (usually less than 0.05), which shows that the correlation matrix differs considerably from an identity matrix. In this instance, the significance level (p-value) is 0.000, and the estimated chi-square value is 1930.341 with 190 degrees of freedom. Given that the p-value is less than 0.001, high significance is indicated. As a result, the null hypothesis is disproved, indicating a substantial difference between the correlation matrix and an identity matrix. This suggests that the variables can be used in a factor analysis because they are correlated.

Table 4. Regression Test

Regression testing is done to make sure that modifications to the code haven't adversely affected already-existing functionalities. It functions as a sort of safety net to identify regressions, which are essentially problems that are brought about by changes.

Descriptive Statistics			
	Mean	Std. Deviation	N
SI + GZCB	40.67	8.770	200
PA + ECM	27.85	5.852	200

Correlations			
		SI + GZCB	PA + ECM
Pearson Correlation	SI + GZCB	1.000	.867
	PA + ECM	.867	1.000
Sig. (1-tailed)	SI + GZCB	.	.000
	PA + ECM	.000	.
N	SI + GZCB	200	200
	PA + ECM	200	200

All of the variable pairs had high positive correlations, according to the test results. SI and GZCB show a high positive association with PA and ECM, while SI and GZCB have a perfect correlation with each other. The statistical significance of these connections is supported by the p-values.

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df2	Sig. F Change	
1	.867a	.752	.751	4.377	.752	600.797	1	198	.000	2.020
a. Predictors: (Constant), PA + ECM										
b. Dependent Variable: SI + GZCB										

Table 5. Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.962	44.812	44.812	8.432	42.162	42.162	4.728	23.640	23.640
2	1.213	6.065	50.877	.698	3.490	45.652	4.403	22.013	45.652
3	.940	4.701	55.578						
4	.932	4.659	60.237						
5	.805	4.026	64.264						
6	.758	3.790	68.054						
7	.737	3.687	71.740						
8	.688	3.440	75.181						
9	.617	3.083	78.264						
10	.580	2.900	81.163						
11	.553	2.763	83.927						
12	.527	2.633	86.560						
13	.432	2.158	88.718						
14	.414	2.070	90.788						
15	.382	1.912	92.700						
16	.359	1.795	94.494						
17	.324	1.618	96.113						
18	.288	1.442	97.555						
19	.258	1.288	98.843						
20	.231	1.157	100.000						

Extraction Method: Principal Axis Factoring.

In this table 44.812% of the variance at initial rotation and 42.162% after rotation are explained by factor 1. It makes the biggest contribution to the explanation of the data variance. After rotation, factor 2 accounts for 3.490% of the variance, as opposed to the initial 6.065%. The "Cumulative %" columns display the total percentage of variance explained by the factors.

This table shows the extent to which each factor identified by factor analysis accounts for the variance in the original variables. It aids in figuring out the most important elements and comprehending the data's underlying structure.

Table 6. Rotated Factor Matrix

	Factor	
	1	2
prioritize authenticity when interacting with brands or purchasing a product	.301	.560
brands are more trustworthy when they share their principles and ideas in an honest manner?	.338	.526
make a purchase from a company that interacts transparently and honestly with its customers on social media?	.606	.388
brands should prioritize being authentic even if it means being less profitable?	.548	.372
engage with content marketing targeted at your age group?	.206	.581
trust the information provided in the content produced by brands?	.412	.411
brand content has influenced your decisions to buy?	.543	.522
you see content from a brand, do you decide to buy from them?	.289	.627
Social media influence your purchasing decisions?	.383	.437
you trust recommendations from friends or peers when making a purchase?	.304	.649
you trust product recommendations made by influencers?	.311	.371
recommendations influence your purchasing decisions the most?	.527	.459
prefer shopping online for clothing and accessories over in-store shopping?	.394	.565
brands accurately understand the preferences and behaviours of Gen Z consumer?	.295	.669
social media has a significant impact on your buying behaviour?	.559	.358
you frequently shop for products online?	.624	.311
Price influence your decision to purchase a product online?	.676	.245
inclined to recommend a product or service to others after a positive online shopping experience?	.549	.414
options influence your decision to purchase a product online?	.716	.254
Problem solving product motivates you to make a purchase?	.660	.324

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

In this particular instance the survey questionnaire's statements and questions are arranged in rows. The two elements that were recovered using factor analysis are factors 1 and 2. The strength of the correlation between each factor and each statement is indicated by the values in the cells. A stronger association is shown by higher absolute values. Positive values signify a favourable correlation

between the component and the statement, whilst negative values suggest an unfavourable link. A given factor is more strongly connected with statements that have higher factor loadings for that factor.

For Ex.

With a high factor loading (0.669) on Factor 2, the statement "Brands accurately understand the preferences and behaviours of Gen Z consumers" is strongly correlated with this component.

As an illustration of a stronger correlation with Factor 2 than Factor 1, the phrase "prioritize authenticity when interacting with brands or purchasing a product" has a higher loading (0.560) on Factor 2. All things considered, the rotational factor matrix aids in comprehending how the variables (questionnaires) cluster together under various factors, which can reveal underlying constructs or dimensions in the data.

Table 7. Factor Transformation Matrix

Factor	1	2
1	.722	.692
2	-.692	.722

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

Factor Transformation Matrix is the original factors that were identified using factor analysis are shown by each row. After rotation, each column shows the factors that have been rotated. The coefficients that were used to convert the original factors into the rotated factors are represented by the values in the matrix's cell values. Factor extraction technique: Principal axis factoring is the technique employed in this instance. The process of extracting factors based on the shared variance between variables is called principal axis factoring. In this particular instance: Two rotational factors, Factor 1 and Factor 2, are created from the original Factor 1. Additionally, Factor 2 is converted into Factor 1 and Factor 2, which are two rotating factors. The original factors' distribution among the rotated factors is shown by the values in the matrix. For instance, a substantial correlation between these two factors remains after rotation, as evidenced by the value of 0.722 in the cell corresponding to the original Factor 1 and the rotated Factor 1. Similar to this, a negative correlation between the two components after rotation is indicated by the value of -0.692 in the cell that corresponds to the original Factor 2 and the rotated Factor 1. All things considered, the factor transformation matrix aids in comprehending the process by which the initial factors derived from factor analysis are converted into the rotated factors following rotation. This conversion helps to make the factor structure more comprehensible and relevant while also streamlining the interpretation of the factors.

Table 8. Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.707	2416 9.009 _b	20.000	20016 9.000	.000	.707	4833 80.174	1.000
	Wilks' Lambda	.293	2416 9.009 _b	20.000	20016 9.000	.000	.707	4833 80.174	1.000
	Hotelling's Trace	2.415	2416 9.009 _b	20.000	20016 9.000	.000	.707	4833 80.174	1.000
	Roy's Largest Root	2.415	2416 9.009 _b	20.000	20016 9.000	.000	.707	4833 80.174	1.000
Age	Pillai's Trace	.191	1056. 921	40.000	40034 0.000	.000	.096	4227 6.846	1.000
	Wilks' Lambda	.815	1076. 163 ^b	40.000	40033 8.000	.000	.097	4304 6.517	1.000
	Hotelling's Trace	.219	1095. 438	40.000	40033 6.000	.000	.099	4381 7.519	1.000
	Roy's Largest Root	.175	1749. 521 ^c	20.000	20017 0.000	.000	.149	3499 0.421	1.000
Gender	Pillai's Trace	.055	584.2 84 ^b	20.000	20016 9.000	.000	.055	1168 5.684	1.000
	Wilks' Lambda	.945	584.2 84 ^b	20.000	20016 9.000	.000	.055	1168 5.684	1.000
	Hotelling's Trace	.058	584.2 84 ^b	20.000	20016 9.000	.000	.055	1168 5.684	1.000
	Roy's Largest Root	.058	584.2 84 ^b	20.000	20016 9.000	.000	.055	1168 5.684	1.000
Eduqual	Pillai's Trace	.144	774.0 10	40.000	40034 0.000	.000	.072	3096 0.416	1.000
	Wilks' Lambda	.860	782.4 10 ^b	40.000	40033 8.000	.000	.073	3129 6.393	1.000
	Hotelling's Trace	.158	790.8 16	40.000	40033 6.000	.000	.073	3163 2.628	1.000
	Roy's Largest Root	.122	1216. 935 ^c	20.000	20017 0.000	.000	.108	2433 8.709	1.000

age * Gender	Pillai's Trace	.321	1915.289	40.000	400340.000	.000	.161	76611.567	1.000
	Wilks' Lambda	.703	1929.768 ^b	40.000	400338.000	.000	.162	77190.731	1.000
	Hotelling's Trace	.389	1944.265	40.000	400336.000	.000	.163	77770.593	1.000
	Roy's Largest Root	.253	2532.988 ^c	20.000	200170.000	.000	.202	50659.757	1.000
	Pillai's Trace	.330	1235.445	60.000	600513.000	.000	.110	74126.691	1.000
	Wilks' Lambda	.699	1267.700	60.000	597195.581	.000	.112	75616.932	1.000
age * eduqual	Hotelling's Trace	.389	1298.854	60.000	600503.000	.000	.115	77931.232	1.000
	Roy's Largest Root	.228	2280.659 ^c	20.000	200171.000	.000	.186	45613.180	1.000
	Pillai's Trace	.118	1342.372 ^b	20.000	200169.000	.000	.118	26847.440	1.000
	Wilks' Lambda	.882	1342.372 ^b	20.000	200169.000	.000	.118	26847.440	1.000
	Hotelling's Trace	.134	1342.372 ^b	20.000	200169.000	.000	.118	26847.440	1.000
	Roy's Largest Root	.134	1342.372 ^b	20.000	200169.000	.000	.118	26847.440	1.000
Gender * eduqual	Pillai's Trace	.000	. ^b	.000	.000
	Wilks' Lambda	1.000	. ^b	.000	200178.500
	Hotelling's Trace	.000	. ^b	.000	2.000
	Roy's Largest Root	.000	.000 ^b	20.000	200168.000	1.000	.000	.000	.050

a. Design: Intercept + age + Gender + eduqual + age * Gender + age * eduqual + Gender * eduqual + age * Gender * eduqual

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

The statistical method known as MANOVA, or Multivariate Analysis of Variance, is used to examine the equality of means for two or more groups across a number of dependent variables at the same time. The univariate analysis of variance (ANOVA), which analyzes means across groups on a single dependent variable, is extended by this method. Multivariate hypotheses regarding the mean vectors of the dependent variables are tested using MANOVA. Usually, the alternative hypothesis asserts that at least one group differs from the others on a set of dependent variables, while the null hypothesis claims that there are no differences between the groups. ANOVA offers multiple test statistics, including Wilks' Lambda, Pillai's trace, Hotelling's trace, and Roy's biggest root, to assess the significance of the group differences. Various viewpoints on the group differences are offered by these test statistics. In order to estimate the size of the group differences, MANOVA also offers effect size measurements. Partial eta-squared and generalized eta-squared are common measurements of effect size

All test statistics yield highly significant findings for the intercept (baseline), suggesting that the model is significant overall. The dependent variables are significantly impacted by age and its relationships with gender and educational attainment, as seen by the low p-values (Sig.) and comparatively large effect sizes (Partial Eta Squared). In comparison to age, gender and educational attainment also have noteworthy impacts, but to a lesser degree.

Based on the available data, the interaction between age, gender, and educational attainment does not have a significant impact (shown by "Sig." and "Observed Power" values). The precise interpretation of these findings would be contingent upon the particular research question, study variables, and context. Nonetheless, it seems that age influences the dependent variables the most, followed by gender and educational attainment, with certain interactions among these variables also affecting the results.

Table 9. Levene's Test of Equality of Error Variances

	F	df1	df2	Sig.
You see content from a brand, do you decide to buy from them?	1394.181	11	200188	.000
brand content has influenced your decisions to buy?	2208.468	11	200188	.000
trust the information provided in the content produced by brands?	2120.835	11	200188	.000
engage with content marketing targeted at your age group?	1262.863	11	200188	.000
brands should prioritize being authentic even if it means being less profitable?	1333.341	11	200188	.000
make a purchase from a company that interacts transparently and honestly with its customers on social media?	2052.484	11	200188	.000

brands are more trustworthy when they share their principles and ideas in an honest manner?	2234.527	11	200188	.000
prioritize authenticity when interacting with brands or purchasing a product	1371.438	11	200188	.000
Social media influence your purchasing decisions?	1724.781	11	200188	.000
you trust recommendations from friends or peers when making a purchase?	2080.107	11	200188	.000
you trust product recommendations made by influencers?	1122.633	11	200188	.000
recommendations influence your purchasing decisions the most?	1821.085	11	200188	.000
prefer shopping online for clothing and accessories over in-store shopping?	1521.979	11	200188	.000
brands accurately understand the preferences and behaviors of Gen Z consumer?	1775.391	11	200188	.000
social media has a significant impact on your buying behavior?	1595.222	11	200188	.000
you frequently shop for products online?	1610.383	11	200188	.000
Price influences your decision to purchase a product online?	1064.646	11	200188	.000
inclined to recommend a product or service to others after a positive online shopping experience?	1810.190	11	200188	.000
options influence your decision to purchase a product online?	2517.793	11	200188	.000
Problem solving product motivates you to make a purchase?	1380.940	11	200188	.000
BART factor scores 1 for analysis 1	1656.903	11	200188	.000
BART factor scores 2 for analysis 1	1173.141	11	200188	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + age + Gender + eduqual + age * Gender + age * eduqual + Gender * eduqual + age * Gender * eduqual

The Levene's test, also known as the Test of Equality of Error Variances, is a statistical test that determines if the variances of the dependent variable or variables are roughly similar among various groups in a dataset. Before conducting some parametric statistical analyses, such Analysis of Variance (ANOVA) or t-tests, which assume equal variances among groups, this test is frequently used as a first step.

A statistical test called Levene's Test of Equality of Error Variances is used to determine whether the dependent variable's variability, or variance, is consistent across various conditions or groups. It appears to be used in this context to address a number of issues pertaining to customer behaviour and perceptions of brands and internet purchasing.

Interpretation

For every question or statement in this table, the p-values (Sig.) are all incredibly small (very near to 0), providing compelling evidence to reject the null hypothesis of equal variances across groups. This shows that for every question or statement pertaining to the behaviour and views of consumers, there are notable variations in variability between groups. This test is part of a wider analysis that incorporates numerous independent variables (intercept, age, gender, educational qualification, and their interactions) as factors impacting consumer behaviour and attitudes, as shown by the "Design" section at the bottom of the page. In this more comprehensive examination, the equality of error variances is evaluated using the Levene's test.

In general, the findings indicate that there exist notable distinctions in the range of answers from various cohorts about every query or assertion concerning consumer conduct and perspectives regarding brands and e-commerce.

IMPLICATION

In this research Understand the tastes and actions of Gen Z consumers may change depending on the age group within the Gen Z cohort due to the substantial influence of age on consumer behaviour. You might investigate how Gen Z consumers' perceptions of brand authenticity and their level of engagement with content marketing are influenced by age. Age seems to have a greater influence than gender and educational attainment, despite the fact that they both exhibit noteworthy effects. Examine the relationship between perceived authenticity and engagement with content marketing and gender and educational background, particularly as it relates to influencing Gen Z customer behaviour. The importance of perceived authenticity in influencing Gen Z consumer behaviour is shown by the significant effects found in the multivariate tests, which align with the focus of your dissertation on the subject. You might investigate further how Gen Z customers view authenticity in brand material and how this affects their choice to buy and brand loyalty. The findings highlight how important it is to interact with content marketing in order to comprehend Gen Z consumer behavior. Examine the effects of various content marketing strategies on the attitudes and actions of Gen Z customers, including influencer partnerships and user-generated content.

LIMITATION

The results of the study might only apply to the particular sample or setting that was examined. Make sure the dissertation you're writing addresses the limitations of extrapolating the findings to a larger group of Gen Z consumers. Make that the metrics used to analyse the behaviour of Gen Z consumers, such as perceived authenticity, engagement with content marketing, and other characteristics, are accurate and valid. The tests show a strong correlation between the variables, but they cannot prove causation. Recognize the limitations of

using correlational data to infer causality. The examinations revealed information about customer behaviour in certain areas as well as age, gender, and educational background. On the other hand, it's possible that other aspects of Gen Z purchasing behaviour, such cultural influences and individual values, haven't been thoroughly investigated.

Conclusion

With a focus on perceived authenticity and engagement with content marketing as independent variables, social influence as an intermediary variable, and Gen Z consumer behaviour as the dependent variable, the study examined the complex dynamics of Gen Z consumer behaviour. Using multivariate tests and exploratory factor analysis, important new information about the connections between these variables was discovered. The results indicate that age, rather than gender or level of education, has a significant impact on how Gen Z consumers behave. It's important to segment the Gen Z audience based on age for focused marketing strategies because younger age groups within the Gen Z cohort may show different preferences and habits from their older counterparts. Strong relationships were found between statements pertaining to perceived authenticity and components found through factor analysis, indicating that perceived authenticity emerged as a major influencer of Gen Z consumer behaviour. Gen Z customers are more likely to connect with brands that value authenticity in their interactions and marketing, which will boost customer trust and loyalty. Gen Z consumer behaviour has also been found to be significantly influenced by engagement with content marketing. Gen Z's hobbies and preferences can be catered for in content, especially on social media platforms, which can significantly influence consumer choices and brand views. It was determined that social influence functions as an intermediary variable to mediate the relationship between Gen Z consumer behaviour, engagement with content marketing, and perceived authenticity. In the digital age, recommendations from friends, classmates, and influencers are very important in forming the attitudes and habits of Generation Z. It is imperative to recognize the limits of the research, particularly with regard to the applicability of the findings to populations outside of the study group. Furthermore, even if there were significant correlations between the variables, correlational evidence by itself cannot establish causality. Subsequent studies could examine cultural influences, personal values, and other unidentified elements in greater detail in an effort to better understand Gen Z consumer behaviour.

The study concludes by highlighting the importance of interaction with content marketing and perceived authenticity in shaping Gen Z customer behaviour. In today's quickly changing digital market, brands who value authenticity, produce interesting content, and use social influence wisely will be in a good position to win over Gen Z consumers' attention and allegiance.

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- 1 School of Design, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong 2 School of Journalism and Communication, Anhui Normal University, Wuhu, China 3 School of Energy and Environment, City University of Hong Kong, Kowloon, Hong Kong, China
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