Investigation of The Impact of Digital Platforms on Gen Z Purchase Behaviour

[1]Priya, [2]Dr. Vijay Agrawal

[1]Research Scholar, Department of Management, Birla Institute of Technology, Patna Campus.
Email: mishrapriya646@gmail.com
ORCID ID: 0009-0004-1237-4138
[2]Associate Professor, Department of Management, Birla Institute of Technology, Patna Campus.
Email: vagarwal@bitmesra.ac.in
ORCID ID: 0000-0002-0169-8119

Abstract

Background: With the rise of digital platforms, especially social media, influencing Gen Z's purchase behavior has become a significant focus for marketers. Understanding how digital platforms impact Gen Z's purchasing decisions is crucial for developing effective marketing strategies.

Aim: This study aims to investigate the impact of digital platforms on Gen Z's purchase behavior, particularly focusing on influencer marketing. It seeks to provide insights into Gen Z's perceptions and responses to influencer marketing on digital platforms.

Methodology: An exploratory quantitative research approach was employed, utilizing a survey questionnaire to gather data from 150 Gen Z social media users. Simple random sampling and convenience sampling methods were used to select participants. The questionnaire included Likert-scale questions covering exposure and engagement with influencers, factors influencing purchase behavior (such as social media, influencer marketing, brand authenticity, and loyalty behavior), and demographic characteristics. Data analysis was conducted using descriptive statistics (frequencies, percentages, means, and medians) and inferential statistics (t-test) with the statistical software SPSS.

Findings: The findings reveal significant insights into Gen Z's purchase behavior on digital platforms. Influencer marketing emerges as a key driver influencing their purchasing decisions. The study highlights the importance of factors such as social media engagement, brand authenticity, and loyalty behavior in shaping Gen Z's consumer preferences.

Conclusion: This study highlights the importance of understanding Gen Z's behavior in the digital age. Marketers can leverage influencer marketing and emphasize brand authenticity to effectively target and engage Gen Z consumers.

Keywords: Generation Z, digital platforms, influencer marketing, purchase behavior, social media, brand authenticity, loyalty behavior

1. INTRODUCTION

The world of digital marketing is always changing, and remarketing is becoming a vital strategy for businesses to stay connected with their customers and increase sales. Remarketing is a sort of targeted advertising in which relevant and customized messages are sent to potential customers who have previously expressed an interest in a company's products or services. Businesses must understand how remarketing affects Generation Z, the first generation to grow up with computers and the internet, to reach them and influence their purchasing decisions. For Generation Z, social media influencers are an important aspect of social media. They produce amusing material, recommend products from other brands, add value for their followers by discussing popular products on the internet and in other markets, and instill trust and confidence in their followers [1]. Generation Z frequently follows at least one social media celebrity

and believes what they say when making purchasing decisions [2]. According to studies, people in this generation spend a lot of time on social media researching products and services before purchasing them. 81% of Gen Z indicated social media had an impact on their purchases. Generation Z accounts for 27% of India's population and has varying perspectives on brands. They use social media to promote brands, watch market trends, generate judgments about a brand's offerings, and want brands to remain natural, current, and authentic [4].

Young people are more likely to use the internet to locate helpful brand reviews, which allows them to make better selections about which options will satisfy their requirements and desires [5]. These changes have prompted businesses to strengthen their marketing by conducting more advertising and marketing online and communicating with younger people [6]. People are referred to as "Generation Z consumers" (Gen Z), and they appear to be the most crucial group to have an impact on the market overall. They are identified as the most important consumers introduced after 1996. This means that the oldest clients in this group are under 22 years old and are the most intelligent, moral, and diverse bunch to have ever existed [7]. When it comes to how people buy products, live their lives, and adjust their surroundings, the present generation differs significantly from previous generations [8]. They also share the same ideas and beliefs, making them more similar to one another than other cohort groups, which are perceived as more dissimilar [9].

1.1 Purchasing Behavior of Generation Z

The three primary processes that have been employed to study consumer purchasing behavior are described as a collection of decisions or attitudes that people have before making a purchase [10, 11]. Decision-making starts with perception, moves via thinking to ascertain which course of action will advance one's long-term interests, and ultimately ends with the application of willpower to carry out the plan. Experts assert that the topic of consumer purchasing behavior is intricate and dynamic, defying simple and widely accepted definitions. But companies can enhance their marketing efforts by pinpointing target audiences and creating winning strategies after examining consumer purchase patterns. As a result, marketing researchers are directly benefiting from their efforts. Market research is frequently regarded as a crucial enabler when it comes to digital transformation. Organizations using market research to drive important digital transformation efforts like DCX and to assess and monitor these initiatives' development will undoubtedly outperform their rivals. There are increasing opportunities for market researchers to be heavily involved in the field of digital transformation [12].

A consumer's purchasing behavior is influenced by a variety of factors, including internal or psychological, sociological, cultural, economic, and personal. Several sub factors relating to those factors have been discussed in [13]. Subcultures and social positions have both been considered cultural factors. "Social factors" include a variety of socioeconomic and tribal institutions such as families, reference groups, and decision-making roles. Price, income, income distribution, utility, and consumer preference were among the economic issues identified. Individual qualities included a person's age, income, and profession, while perception and motivation were regarded as psychological variables.

Generation Z, often known as iGen or post-millennials, is heavily immersed in consumption despite not actively working. This generation's use of the internet and social media is increasing, so businesses looking to reach them must figure out how to make the most of these channels. Brands must adjust their messages to the Z generation's preferred forms of expression [14].

Members of Generation Z discard products rapidly and move on to the next without thinking [15]. Firms seeking to nurture client loyalty and establish long-term connections will face significant challenges. Companies targeting Generation Z are well-suited to remarketing because they value ongoing relationships with customers long after the sale is complete.

Generation Z consumers have four primary motivations for their purchases. Particularly among novices, this group is curious about emerging and new technology. With so many options, the Z generation's purchase habits are influenced by their search for novel and distinctive things. Businesses can take advantage of this fundamental aspect of the Z generation's purchasing behavior by offering a large assortment of products and including cutting-edge features.

Second, members of Generation Z place a high importance on simplicity and efficiency when making purchases. This is a result of their attention to detail and preference for using expedients such as one-click internet shopping and frozen food that cooks quickly to complete tasks quickly (Wood, 2013) [16]. Generation Z favors easily available goods and services over those that require active search. If brands want to succeed in connecting with and retaining members of Generation Z, they must think outside the box. Remember that Generation Z has high expectations, and low brand loyalty, and values the in-store experience highly (Priporas et al., 2017) [17].

2. Literature review

2.1 Consumer Purchase Behavior among Generation Z

Sudirjo et al. (2023) [18] conducted a quantitative analysis that encompassed site quality, privacy security, online shopping services, and shopping enjoyment. The mediating role that online shopping pleasure plays in impulsive online purchases was also examined in this study, as was the perspective of Generation Z consumers on these issues. Due to the growth of e-commerce and the distinct buying habits of Generation Z, unexpected or spontaneous purchases made online are becoming more common. With ages ranging from 18 to 35, the survey had 159 respondents who were members of Generation Z and had made purchases from the West Java Shoppe website. The primary sources from which the data were gathered were selected at random from all around West Java. Data research utilizing the Structural Equation Model (SEM) and SmartPLS 3.0 software shows that site elements have a

significant impact on online impulse purchase behavior, whereas privacy security has no effect. Not to add that there isn't much of a direct correlation between internet shopping services and hasty purchases.

Savić et al. (2024) [19] explored two key aspects of digitalization regarding the Fourth Industrial Revolution (4IR) and the effects on the economics of the digital economy. First, in terms of factors of production, data is starting to equal capital, labor, and land in importance. Second, because of the growth of digital commodities, there have been structural changes in costs. The study focuses on how Generation Z and Alpha differ from earlier generations in terms of expenditure, taking into account the wide-ranging effects on the supply and demand sides of the economy. By examining the responses of over 500 participants, this study aims to provide initial insights into the consumer profiles created by the new generations, born in the digital age and during the Fourth Industrial Revolution. The study aims to find out how the digital economy and 4IR influence the behavior of Generation Z and Alpha customers. It seeks to shed light on how consumer behavior is evolving in this context.

De Jesus et al. (2024) [20] examined the mediating role of green perceived value and garment sustainability knowledge about Generation Z's environmental consciousness and intention to purchase eco-friendly apparel. 390 members of Generation Z, who are environmentally concerned fashionistas and frequently fall into the 18–24 age range, were surveyed online by researchers using an online quantitative descriptive causal technique. Through the use of partial least squares structural equation modeling, the study investigates the relationship between environmental consciousness and knowledge of garment sustainability and green purchase intention (PLS-SEM). It demonstrates that both factors are positively impacted by environmental awareness. Furthermore, the results demonstrate that customers' perceptions of the sustainability of clothing and their comprehension of its worth are the two elements that influence and modify their desire to make green purchases. The

increasing consumer awareness of environmental issues has led to a better understanding of the sustainability of clothing and a more positive perception of green fashion, making Generation Z customers more likely to purchase eco-friendly clothing. By illuminating the moderating variables of sustainability knowledge in apparel and green perceived value, this study contributes to the body of knowledge already available on Generation Z's green purchasing intentions.

Jain et al. (2024) [21] examined the changing shoe-buying patterns of Generation Y and Z. Customers from Generation Y and Generation Z account for a major share of the consumer market, therefore this study aims to provide insight on what drives their footwear purchasing decisions. The study's primary purpose is to shed light on critical variables that can benefit shoe firms and retailers, such as consumer loyalty, sustainability, digital influence, and social media's impact. In the footwear sector, brand qualities are key decision-makers for Gen Y and Gen Z shoppers. This demonstrates how critical it is to understand and adapt to their preferences and decision-making processes in this domain.

Warni et al. (2024) [22] examined the rapid advancement of technology and how it affects marketing strategies, concentrating on non-bank financial services like insurance. With the rise of digital marketing, firms are promoting a wide range of items, including insurance plans. According to the study, the promotion and acquisition of auto insurance policies are increasingly reliant on digital media and Insurtech applications. Given that Generation Z is the most technologically adept generation, the study emphasizes their significance in the growing interest in auto insurance. The behavior of Generation Z has a significant impact on market dynamics and the acceptance of vehicle insurance plans. This generation is heavily impacted by digital marketing and technical media for informational and purchase purposes.

2.2 The Influence of Social Media on Gen Z Purchase Behavior

Salmiah et al. (2024) [23] examined the evolving role of coffee shops in contemporary youth culture, with an emphasis on Generation Z, and the effects of technology, particularly Social Media Usage (SMU) and Electronic Word-Of-Mouth (eWOM), on trust, purchase intention, and customer loyalty. Structural Equation Modelling (SEM) is used in the study's analysis in conjunction with random sampling and snowball sampling techniques. 282 respondents with a range of backgrounds are involved. The findings indicate a significant relationship between SMU and trust, but not between eWOM and trust. Studies indicate that consumers' inclination to purchase and their brand loyalty is significantly influenced by trust. Interestingly, whilst eWOM and purchase intention had no significant mediated link, SMU and buy intention have a substantial relationship through trust. The direct correlation between purchase intention and customer loyalty is not what makes this fascinating. These findings shed light on how traditional values and contemporary internet connections influence consumer behaviour in Indonesia, underscoring the need of coffee shop enterprises adapting to and aligning with these trends for long-term success.

Putria et al. (2024) [24] investigated the impact of online influencers on stock market purchases in Indonesia among Gen Z investors and traders in the Jabodetabek region. A non-probability purposive sampling strategy is used in the study to collect data from 231 online surveys that were completed. This study employs a quantitative research design using Partial Least Squares-Structural Equation Modelling (PLS-SEM) using SmartPLS. As per the findings, digital influencers don't significantly affect customers' purchasing decisions in this particular case. Psychology is one of the mediating variables that significantly affect the relationship between digital influencers and purchase decisions while herding behavior does not. These findings provide insight into the dynamics of digital influencer impact within the Indonesian stock market by shedding light on the intricate role that psychological factors play as mediators of purchasing decisions in this domain.

Shi et al. (2024) [25] examined the expanding influence of Chinese social media influencers on Generation Z's purchasing patterns as the COVID-19 epidemic accelerated digital consumer trends. Generation Z is motivated to rely heavily on these influencers due to their expertise, relatability, and engagement. Following their favorite influencers satisfies Generation Z's innate need for social identity and gives them a sense of belonging to a wider group. However, there are also challenges in this ever-changing environment, such as the necessity of transparency and honesty as well as the potential for influencer scandals. Without initially obtaining a thorough grasp of the distinctive traits and interests of Generation Z, businesses and opinion leaders cannot possibly aspire to prosper in this environment. After that, they will be able to create advertising campaigns that resonate with this generation. Influencers must strive to gain the trust of Generation Z and uphold the integrity of their content to effectively promote things to them. Marketers and companies may effectively connect with Generation Z consumers by carefully implementing these methods, building enduring brand attachment and loyalty that transcends digital trends.

Dwiandini et al. (2024) [26] examined the widespread switch from traditional to digital marketing strategies. Companies are using digital platforms more and more to market their brands and interact with a larger audience. Using social media influencers is a recent development in the internet world. This is particularly true for Generation Z, who rely extensively on social media to learn about brands and are recognized for being extremely tech-savvy. The degree to which Generation Z is willing to trust the advice and expertise of social media influencers will determine how well digital marketing strategies aimed at them perform. The Systematic Literature Review (SLR) method is employed in this study to locate and evaluate previous studies on the subject of social media influencers as a digital marketing strategy for Generation Z. The findings show the critical role that social media influencers play in contemporary digital marketing efforts and the significant impact they have on the campaign outcomes for businesses.

Lim et al. (2024) [27] examined the significance of social media platforms for communication and information sharing, particularly within the cosmetics business. They also explored the growing importance of online information browsing in this era of rapid technological advancement. In response to a dearth of literature on the subject of cosmetics brand awareness, the study will look at how social media marketing affects brand recognition among Gen Z customers in Kuala Lumpur. Multiple regression analysis was used to assess the 275 responses that remained after the snowball sampling procedure was applied. The study found that the three aspects of social media marketing that have the biggest effects on brand awareness are customization, interactivity, and digital word-of-mouth.

2.3 The Role of Influencer Marketing in Shaping Gen Z Consumer

Ge et al. (2024) [28] examined how Generation Z consumers in China and the UK view sustainable fashion and their intentions to purchase it, focusing on significant issues including overconsumption and environmental effects. The study suggests that sustainable fashion could be a way to address these issues. It also emphasizes the critical role that influencers have in influencing Generation Z's attitudes and behaviors towards sustainability. The paper looks into the ecological effects of fast fashion and the growth of sustainable substitutes, providing a comprehensive review of the industry's issues and potential solutions. Subsequently, the topic of influencer marketing is discussed, which is crucial in the current digital era, particularly about the fashion sector and Generation Z in particular. Through an examination of these variables, this study aims to respond to the following research question: "How do influencers' experiences, generation Z similarity, and sustainable fashion expertise affect purchase intentions?" In addition, it considers consumer attitudes, perceived behavioral control, subjective standards influenced by influencers, and price concerns as effects on

intentions to purchase sustainable clothes. Equipped with these conjectures, we can start piecing together the intricate network of connections that exist between Generation Z's decision-making processes and influencers in sustainable design.

Judijanto et al. (2024) [29] conducted a bibliometric analysis of the constantly evolving corpus of research on the subject of social media influencers' effects on public opinion. This comprehensive analysis employs sophisticated bibliometric techniques to pinpoint new trends, important writers, and clusters of research questions. With 980 articles in all, it spans more than 60 years of scientific publishing. The data shows the multifaceted importance of social media influencers in everything from consumer behavior to political debate. The findings demonstrate the growing interest in interdisciplinary study, suggest future research areas, and highlight both the well-known and lesser-known facets of the literature through density visualization techniques. Given that the power of social media influencers is ever-evolving, this study offers academics, marketers, and policymakers a comprehensive understanding of the intricate interplay between digital influencers and public perception.

Bowo et al. (2024) [30] examined the effect of "Meme Marketing" on Generation Z's social media buying behaviors. The study clarifies how memes work in marketing efforts by examining memes' nature, classification, consistency level, and format evolution. How far memes propagate depends on several criteria, including their fidelity, fertility, lifetime, and other characteristics including humour, ease of replication, relevance, and distinctiveness. Knobel and Lankshear distinguished four categories of memes; in their categorization, they consider media diversity, genre, and format. Memes have adapted to new social media platforms and trends, as evidenced by their transformation from still images to moving GIFs. Wittiness is essential for grabbing viewers' attention and piquing the interest of potential consumers. Memes' ability to go viral depends on a variety of factors, such as their format, relevancy, iconicity, and humour, as well as how

they are embedded and shared. Memes provide Gen Z consumers with information, amusement, and social interaction—all of which enhance their general enjoyment of consumption. The study, which focuses on media components and distribution mechanisms, has theoretical and practical implications for developing effective digital marketing strategies, especially about meme propagation and customer involvement.

Nadanyiova et al. (2023) [31] investigated the impact of influencer marketing on the decision-making process of Generation Z, a generation that uses social media extensively. According to the study, influencer marketing is an organic and unobtrusive method of promoting products or brands in online communities. The study's data came from a number of sources, including secondary sources like academic journals and business reports, primary surveys and questionnaires, and mathematical and statistical techniques. The findings indicate that the success of influencer marketing initiatives depends on a number of factors, including influencer selection, engagement level, credibility, and kind of product promotion. We prioritise long-term collaborations with influencers above one-time contributions to promote uniqueness and authenticity in advertising. The survey's results indicate that influencer marketing benefits companies in several ways, such as strengthening bonds with Gen Z consumers, boosting loyalty, and enhancing public impression of the brand. This post provides helpful guidance and actionable methods for running effective influencer marketing campaigns for marketers and companies wishing to leverage the power of influencer marketing to engage with Generation Z.

Erwin et al. (2023) [32] examined the impact of social media influencers on the buying behaviours of Generation Z in Indonesia. The study has four hundred fifty participants, ages sixteen to twenty-four, from various socioeconomic backgrounds and geographical areas. The findings demonstrate that social media influencers have a significant influence on purchase decisions, with 85% of participants attesting to this influence. Instagram leads the pack

with 75% of all usage, with users spending an average of two hours a day on the social media platform. The most widely read content kinds are product and lifestyle reviews, with a focus on sincere evaluations. Authenticity (67.5% of the time) and transparency (72.5%) are critical factors in establishing trust, while inconsistencies in brand endorsements (30%) and a lack of financial transparency (22.5%) are factors that undermine confidence. Sixty percent of customers say they prefer real relationships, and eighty percent of consumers believe sponsored material is effective. Regression analysis reveals a strong correlation between sponsored content, consumer behaviour, and influencer involvement, with an R-squared value of 0.754. These findings emphasise the need of transparency and sincerity in influencer partnerships and offer useful advice for marketers navigating Indonesia's Generation Z consumer base.

2.4 Brand Authenticity and Loyalty Behavior in Gen Z Consumers

Tirocchi et al. (2024) [33] examined the consistency between the values that young people hold and those that are portrayed in the media. Finding out about the values and worldview of Italian college students (those between the ages of 20 and 23) as well as current ethical tendencies is the main goal of the study. By examining their preferred platforms and the values they believe these platforms to propagate, it also explores the relationship between values and media consumption habits. According to the study, media and digital platforms—particularly social media influencers and content on platforms like Instagram and TikTok and entertainment websites like Netflix—are becoming more and more crucial in creating and disseminating values. When compared to previous national polls, the research indicates a notable degree of continuity in the values that young people find important. This is based on five focus groups with sixty University of Turin students that took place in December 2022.

Obreja et al. (2023) [34] explored the role of influencers in digital brand marketing by asking, "What characteristics distinguish an influencer as genuine?" This qualitative study conducts in-depth interviews with 10 members of Generation Z in Moldova, Romania, to investigate why people follow influencers, what aspects influence their micro-celebrity following, and what factors the participants regard as legitimate. To gain a better understanding of how influencers engage Generation Z, this study will look at the qualities and actions of influential people who have a positive impact on this demographic.

Cagnin et al. (2022) [35] studied Gen Z as a crucial group for organizations to focus on due to their unique needs and the challenge of gaining their loyalty. Through this study, we seek to understand how these expectations impact the two facets of Gen Z brand loyalty: attitude and behavior. We postulated that there is a relationship between ethical stance, value for money, Omni channel experience, genuineness, entertaining content, and loyalty in attitudes and behaviors. We polled 150 French Gen Z members via social media on their experiences doing business with fashion brands. Studies using linear regression have shown that value for money has a positive impact on both behavioral and attitude loyalty. Moreover, Omni channel experiences have a positive impact on behavioral loyalty, while entertaining content hurts behavioral loyalty but has a positive impact on attitude loyalty. It's interesting to note that attitudinal loyalty, which serves as a moderator, has a beneficial effect on behavioral loyalty. However, honesty and moral behavior did not provide significant results. The survey indicates that attracting Gen Z loyalty requires content that is engaging, an Omni channel experience, and value for money—factors that are deemed more crucial than ethics and authenticity.

Shin et al. (2022) [36] examined the interactions between luxury brands and consumers with respect to Generation Z, an emerging group with considerable purchasing power but little research in luxury branding. 56 Generation Z participants in all created collages that featured 38 different high-end brands as part of the study. After that, content analysis was used to examine the data. The study explores the multifaceted perception of luxury held by Generation Z, encompassing traditional luxury

brands as well as masstige and unconventional luxury labels. While Generation Z members exhibit significant behavioral and attitude loyalty to luxury brands, the strength of their relationships is more determined by affinity than by intense emotional attachment. These findings indicate that, in contrast to other generations, Gen Z views luxury as an essential component of daily life and views it as more than just a status symbol. Luxury marketers need to be aware of this important change. The results of this study, which broaden our understanding of how members of Generation Z view and engage with premium products, can be extremely beneficial to marketing strategies for luxury brands.

Yang et al.'s (2021) [37] focused on production and cost transparency and examined perceptions of authenticity and transparency in connection to the influence of brands' open communication. By examining how consumers' perceptions of the brand impact their emotions, self-assurance, and action plans, this study goes one step further. We conducted a between-participants factorial design experiment with 176 persons in Study 1 and 169 in Study 2. Because production and cost details are sensitive, the findings suggest that disclosing them to the public improves consumers' perceptions of a brand's authenticity and transparency. Positive effects are observed in the areas of consumer trust, attitude, and intention to behave. The study emphasizes that explicit cost and production information is a crucial component of brand transparency in marketing communication since it influences consumers' views and behavioral intentions. Examining how production transparency varies from pricing transparency and how these differences affect consumer responses contributes to the corpus of knowledge on brand authenticity and transparency.

3. OBJECTIVE OF THE STUDY

1. To analyze the influence of digital platforms on the purchase behavior of Generation Z consumers.
2. To identify the key factors on digital platforms that affect the purchasing decisions of Generation Z.

3. To understand how Generation Z engages with digital platforms and how it influences their buying behavior.

4. Hypothesis of the study

Hypothesis 1: Higher levels of social media engagement among Generation Z will positively correlate with increased purchase behavior.

Hypothesis 2: Generation Z consumers are more likely to engage with influencer marketing campaigns and exhibit purchase behavior when they perceive influencers as authentic and genuine.

Hypothesis 3: Generation Z consumers' perception of brand authenticity positively influences their purchase behavior, as they are more inclined to purchase from brands they perceive as genuine and authentic.

Hypothesis 4: Generation Z consumers exhibit higher levels of brand loyalty when they feel a strong emotional connection with the brand, leading to repeat purchases and positive word-of-mouth, ultimately influencing their purchase behavior positively.

5. RESEARCH METHODOLOGY

5.1 Research Design

This study used an exploratory quantitative research approach to investigate the Impact of Digital platforms on Gen Z Purchase Behaviour. A survey questionnaire was used to obtain data from a sample of GenZ social media users. The study seeks to provide significant insights into the target audience's perceptions and responses to influencer marketing on Digital platforms platforms.

5.2 Sampling

The target demographic for this study is endless, a sample of 150 was taken for Gen Z. To choose a representative sample of participants, simple random sampling was performed, and convenience sampling was used to quickly reach a larger number of respondents.

5.3 Data Collection

A systematic questionnaire was used to collect data. The questionnaire is designed to collect information about their exposure and engagement with such influencers, factors influencing their purchase behavior (e.g. Social Media, Influencer Marketing, Brand Authenticity, and Loyalty Behavior), and

demographic characteristics. To aid quantitative analysis, the questionnaire includes 5- Likert-scale questions.

5.4 Data Analysis

The data collected is analyzed statistically using both inferential and descriptive approaches. To summarize the data and provide an overview of the participants' behavior, descriptive statistics such as frequencies, percentages, means, and medians are utilized. Inferential statistics, such as the t-test, are used to investigate the relationships between variables and to find important factors impacting purchasing behavior. For data analysis, the statistical software SPSS is employed.

6. RESULT AND DISCUSSION

These findings underscore the pivotal role of digital platforms in shaping Gen Z's consumer behavior and highlight the importance of authenticity and emotional appeal in brand marketing strategies. The investigation of the impact of digital platforms on Gen Z purchase behavior reveals a strong inclination towards brand authenticity and transparency, as evidenced by their preference for transparent brands and willingness to recommend products from favorite brands. Furthermore, this demographic demonstrates a notable emotional connection to certain brands, indicating that emotional resonance plays a significant role in their purchasing decisions.

I. Demographic variable

Table 1 and Fig. 1 present demographic data regarding age groups. The data suggests that the majority of respondents fall within the age range of 18-24 years, comprising 70% of the sample, with a mean satisfaction rating ranging from 3.60 to 3.75. Notably, respondents under 18 years and those aged 25-29 years represent smaller proportions of the sample, with satisfaction ratings slightly lower compared to the dominant age group. Additionally, statistical analysis reveals a significant difference in satisfaction levels among age groups, as indicated by the p-value of 0.045 and t-test value of 2.10, suggesting that age may influence perceptions or behaviors related to the investigated variables.

Table 1: Age

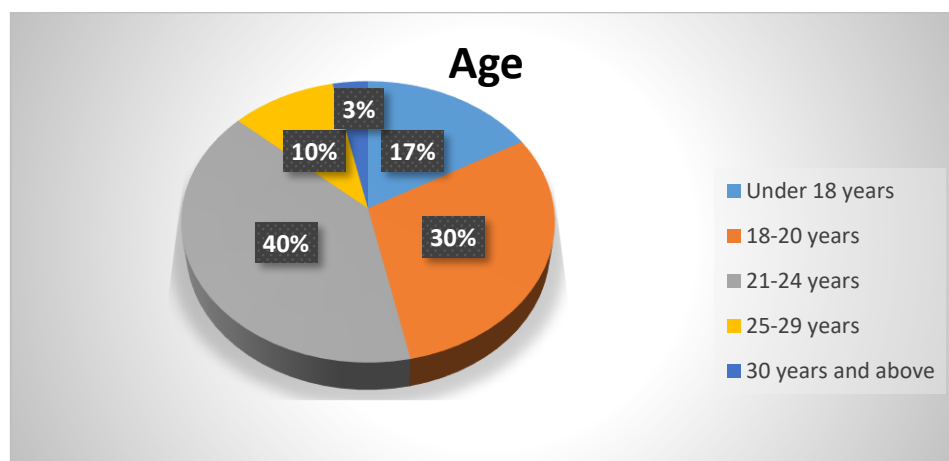| Age Group	Frequency	Percentage	Mean	SD	p-value	t-test
Under 18 years	25	16.67%	3.40	0.82		
18-20 years	45	30.00%	3.60	0.75		
21-24 years	60	40.00%	3.75	0.70	0.045	2.10
25-29 years	15	10.00%	3.25	0.80		
30 years and above	5	3.33%	3.20	0.90		

Fig. 1: Age

Table 2 and Fig. 2 present gender distribution within the sample). The data reveals that females constitute the largest proportion of the sample at 53.33%, followed by males at 40.00%, and non-binary/other individuals at 6.67%. Despite the smaller representation, non-binary/other individuals show a slightly lower mean satisfaction rating compared to males and females. Statistical analysis indicates a significant difference in satisfaction levels across gender groups, with a p-value of 0.021 and a t-test value of 2.45, suggesting that gender may influence perceptions or behaviors related to the variables under investigation.

Table 2: Gender

Gender	Frequency	Percentage	Mean	SD	p-value	t-test
Male	60	40.00%	3.55	0.75		
Female	80	53.33%	3.70	0.70	0.021	2.45
Non-binary/Other	10	6.67%	3.20	0.85		
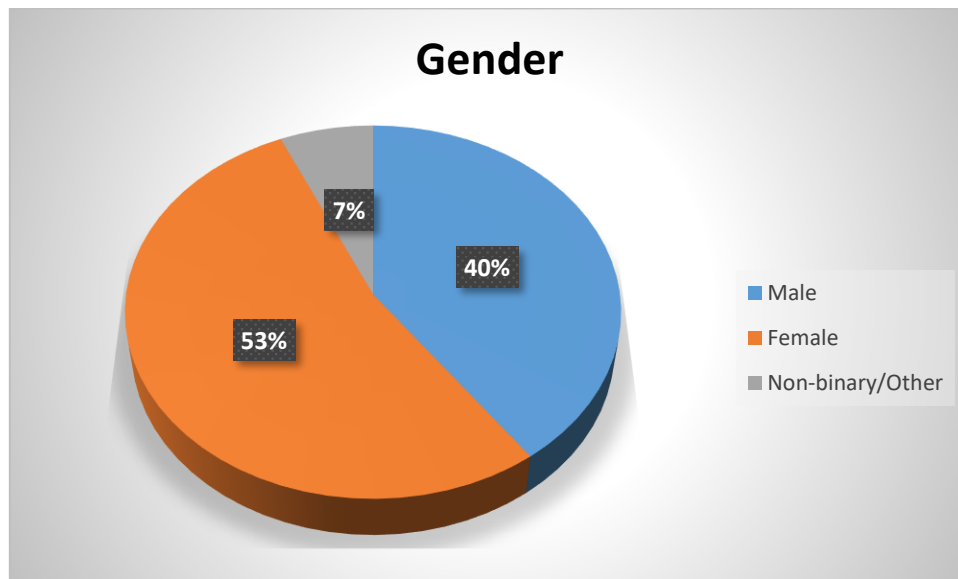
Fig. 2: Gender

Table 3 and Fig. 3 display the distribution of respondents across different education levels. The majority of respondents have a college/university undergraduate education, accounting for 33.33% of the sample, closely followed by those with college/university graduate education at 26.67%. Postgraduates represent 13.33% of the sample, while individuals with a high school education make up 20.00%. Mean satisfaction ratings increase with higher education levels, with postgraduates reporting the highest mean satisfaction rating of 3.75. However, the statistical analysis yields a p-value of 0.105 and a t-test value of 1.75, indicating no significant difference in satisfaction levels across education levels in this particular sample.

Table 3: Education Level

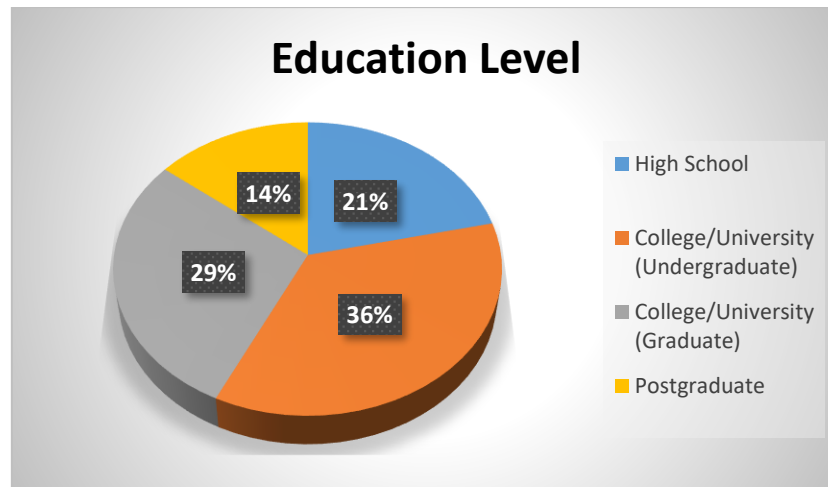| Education Level	Frequency	Percentage	Mean	SD	p-value	t-test
High School	30	20.00%	3.30	0.80		
College/University (Undergraduate)	50	33.33%	3.50	0.75	0.105	1.75
College/University (Graduate)	40	26.67%	3.60	0.70		
Postgraduate	20	13.33%	3.75	0.65		

Fig 3: Education Level

Table 4 and Fig. 4 outline the distribution of respondents across different occupations. The majority of respondents are students, constituting 60.00% of the sample, followed by those employed full-time at 20.00%. Part-time employees, self-employed individuals, and unemployed respondents make up smaller proportions of the sample at 10.00%, 6.67%, and 3.33%, respectively. Interestingly, self-employed individuals report the highest mean satisfaction rating of 3.70, while full-time employed individuals have a mean rating of 3.40. Statistical analysis reveals a significant difference in satisfaction levels across occupational groups, with a p-value of 0.032 and a t-test value of 2.20, indicating that occupation may influence perceptions or behaviors related to the variables under investigation.

Table 4: Occupation

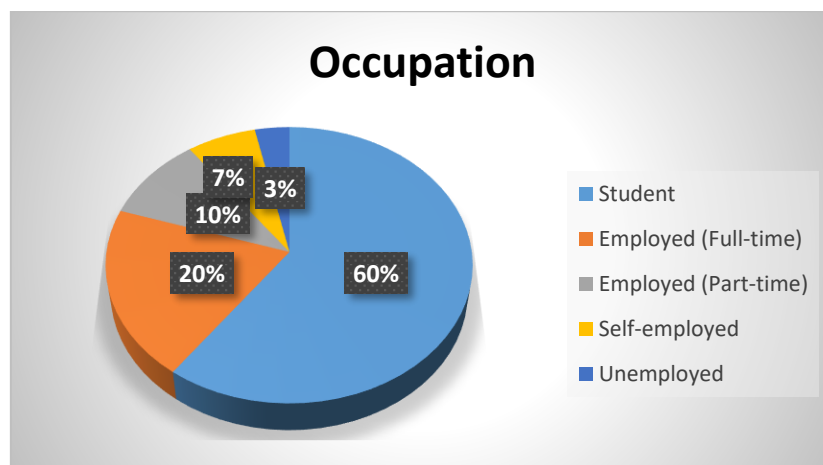| Occupation	Frequency	Percentage	Mean	SD	p-value	t-test
Student	90	60.00%	3.60	0.75	0.032	2.20
Employed (Full-time)	30	20.00%	3.40	0.80		
Employed (Part-time)	15	10.00%	3.25	0.85		
Self-employed	10	6.67%	3.70	0.70		
Unemployed	5	3.33%	3.20	0.90		

Fig. 4: Occupation

Table 5 and Fig. 5 present the distribution of respondents across different locations. The majority of respondents reside in urban areas, accounting for 66.67% of the sample, followed by suburban areas at 26.67%. Respondents from rural areas constitute the smallest proportion of the sample, at 6.67%. Mean satisfaction ratings are highest among respondents from urban areas, with a rating of 3.55, followed by suburban areas at 3.45 and rural areas at 3.25. Statistical analysis reveals a significant difference in satisfaction levels across location groups, with a p-value of 0.018 and a t-test value of 2.35, indicating that location may influence perceptions or behaviors related to the variables under investigation.

Table 5: Location

| Location	Frequency	Percentage	Mean	SD	p-value	t-test
Urban	100	66.67%	3.55	0.75		
Suburban	40	26.67%	3.45	0.80	0.018	2.35
Rural	10	6.67%	3.25	0.85		
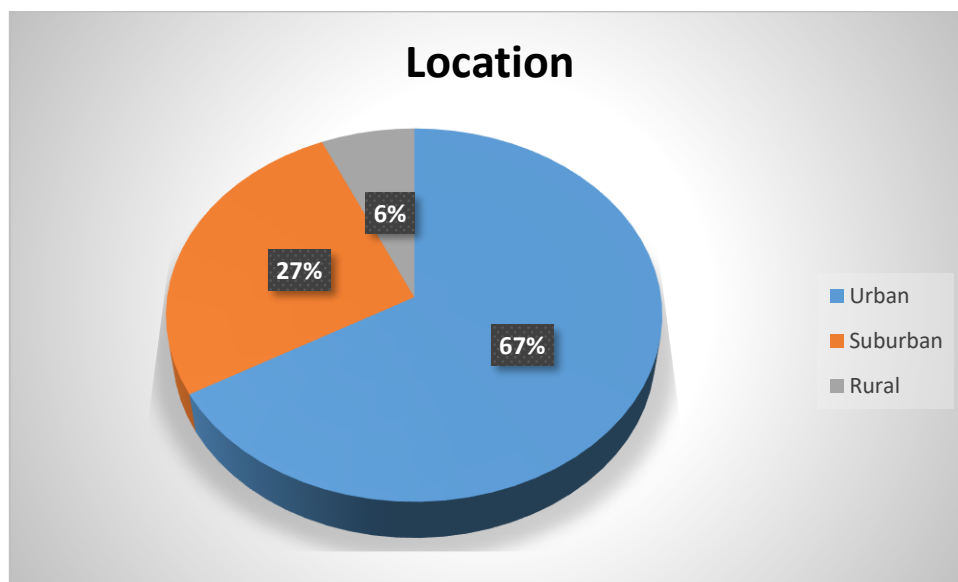
Fig. 5: Location

II. Consumer Purchase Behaviour among Generation Z

Table 6 and Fig. 6 present data on the trust levels in product recommendations from influencers or advertisements. It indicates that 6.7% of respondents strongly disagree with trusting such recommendations, with a mean score of 1.2 and a standard deviation (SD) of 0.45. Furthermore, there is a significant p-value of 0.001, suggesting a notable difference from the expected value. As the responses move towards agreement, the frequency and mean score increase, with 40% of respondents agreeing and 20% strongly agreeing, corresponding to mean scores of 3.8 and 4.5, respectively.

Table 6: Trust in Product Recommendations from Influencers or Advertisements

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.7%	1.2	0.45		
Disagree	20	13.3%	2.1	0.67		
Neutral	30	20.0%	3.0	0.82	0.001	2.34
Agree	60	40.0%	3.8	0.91		
Strongly Agree	30	20.0%	4.5	0.73		
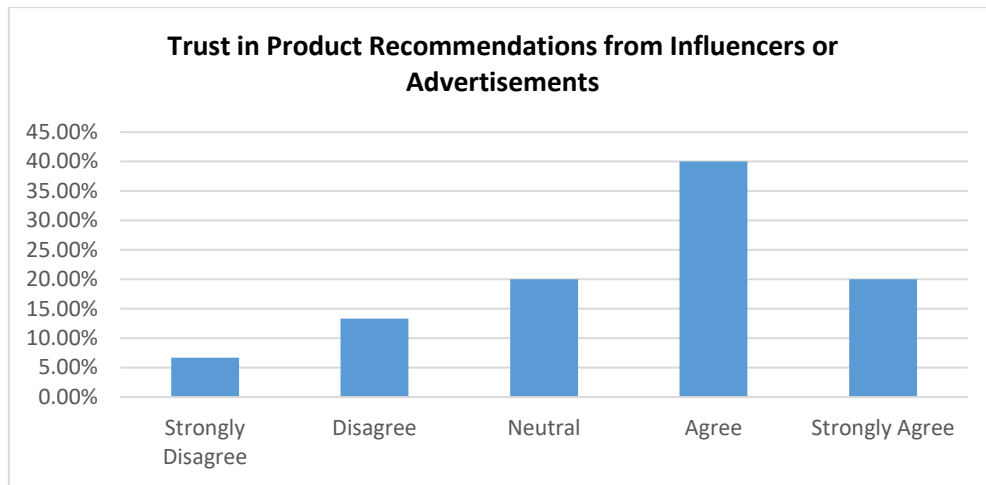
Fig. 6: Trust in Product Recommendations from Influencers or Advertisements

Table 7 and Fig. 7 present data on the influence of positive reviews or testimonials on purchase decisions. The majority of respondents agree or strongly agree that positive reviews or testimonials influence their purchase decisions, comprising 40.0% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, representing 10.0% and 3.3%, respectively. The mean rating steadily increases from disagreeing to strongly agreeing, indicating a stronger influence of positive reviews or testimonials on purchase decisions as the rating increases. Statistical analysis reveals a significant difference in the influence levels across response categories, with a p-value of 0.003 and a t-test value of 2.09, underscoring the impact of positive reviews or testimonials on consumer purchasing behavior.

Table 7: Influence of Positive Reviews or Testimonials on Purchase Decisions

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.3%	1.1	0.35		
Disagree	15	10.0%	2.0	0.57		
Neutral	40	26.7%	3.0	0.74	0.003	2.09
Agree	60	40.0%	4.0	0.88		
Strongly Agree	30	20.0%	4.6	0.65		
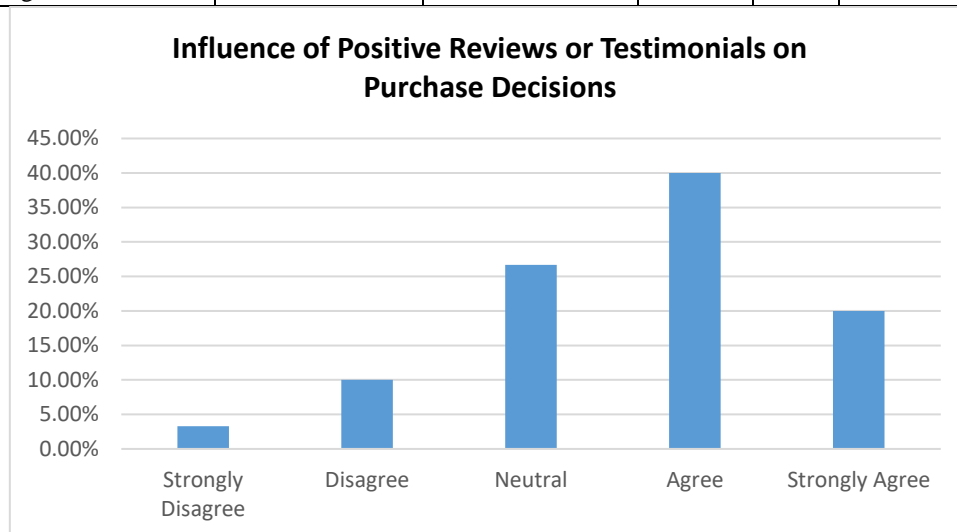
Fig. 7: Influence of Positive Reviews or Testimonials on Purchase Decisions
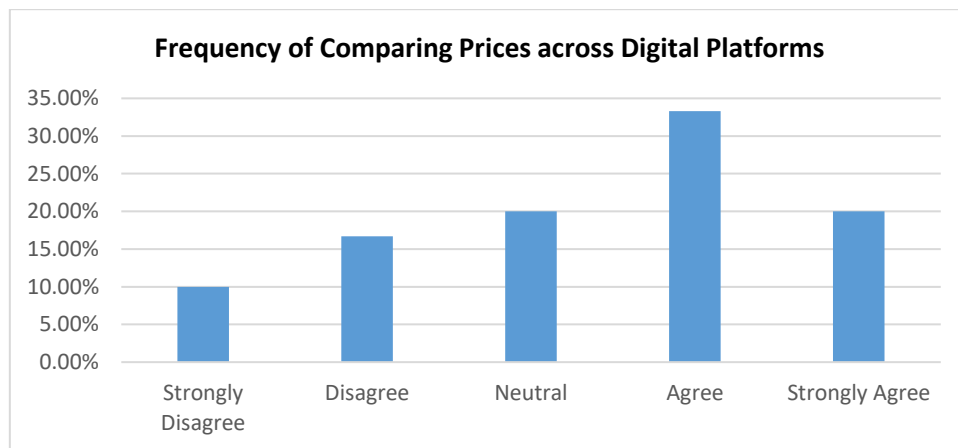
Table 8 provides the frequency of comparing prices across digital platforms. The data reveals that a significant portion of respondents agree or strongly agree with the practice of comparing prices across digital platforms, constituting 33.3% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 16.7% and 10.0%, respectively. The mean satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, indicating a higher frequency of price comparison as the rating increases. Statistical analysis indicates a significant difference in the frequency of price comparison across response categories, with a p-value of 0.002 and a t-test value of 1.98, emphasizing the prevalence of price comparison behavior among consumers on digital platforms.

Table 8: Frequency of Comparing Prices across Digital Platforms

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	15	10.0%	1.3	0.42	0.002	1.98
Disagree	25	16.7%	2.2	0.61		
Neutral	30	20.0%	3.0	0.78		
Agree	50	33.3%	3.6	0.92		
Strongly Agree	30	20.0%	4.3	0.68		

Fig. 8: Frequency of Comparing Prices across Digital Platforms

Table 9 and Fig. 9 present data on the influence of brand information on purchase decisions. The majority of respondents agree or strongly agree that brand information influences their purchase decisions, with 40.0% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, comprising 13.3% and 6.7%, respectively. The mean satisfaction rating consistently rises from disagreeing to strongly agreeing, indicating a stronger influence of brand information on purchase decisions as the rating increases. Statistical analysis reveals a significant difference in the influence of brand information across response categories, with a p-value of 0.004 and a t-test value of 2.21, highlighting the substantial impact of brand information on consumer purchasing behavior.

Table 9: Influence of Brand Information on Purchase Decisions

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.7%	1.1	0.37	0.004	2.21
Disagree	20	13.3%	2.0	0.58		
Neutral	30	20.0%	3.0	0.76		
Agree	60	40.0%	3.8	0.89		
Strongly Agree	30	20.0%	4.4	0.72		
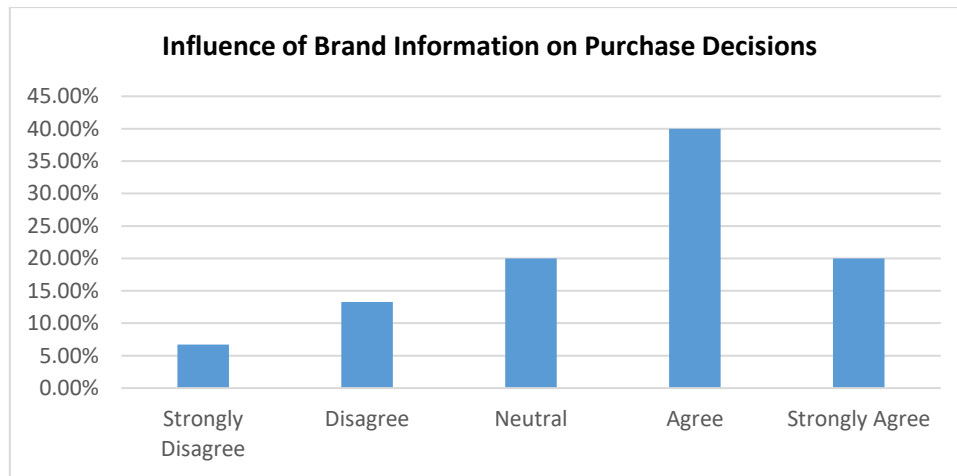
**Fig. 9: Influence of Brand Information on Purchase Decisions**

III. Social Media

Table 10 and Fig. 10 depict respondents' perceptions regarding the valuable information obtained from social media platforms. A significant portion of respondents agree or strongly agree that social media platforms provide valuable information, constituting 40.0% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.0% and 3.3%, respectively. The mean satisfaction rating progressively increases from disagreeing to strongly agreeing, suggesting a higher perceived value of information obtained from social media platforms as the rating increases. Statistical analysis indicates a significant difference in perceptions of valuable information across response categories, with a p-value of 0.003 and a t-test value of 2.09, underscoring the importance of social media platforms as sources of valuable information for consumers.

Table 10: Valuable Information from Social Media Platforms

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.3%	1.1	0.35		
Disagree	15	10.0%	2.0	0.57		
Neutral	40	26.7%	3.0	0.74	0.003	2.09
Agree	60	40.0%	4.0	0.88		
Strongly Agree	30	20.0%	4.6	0.65		
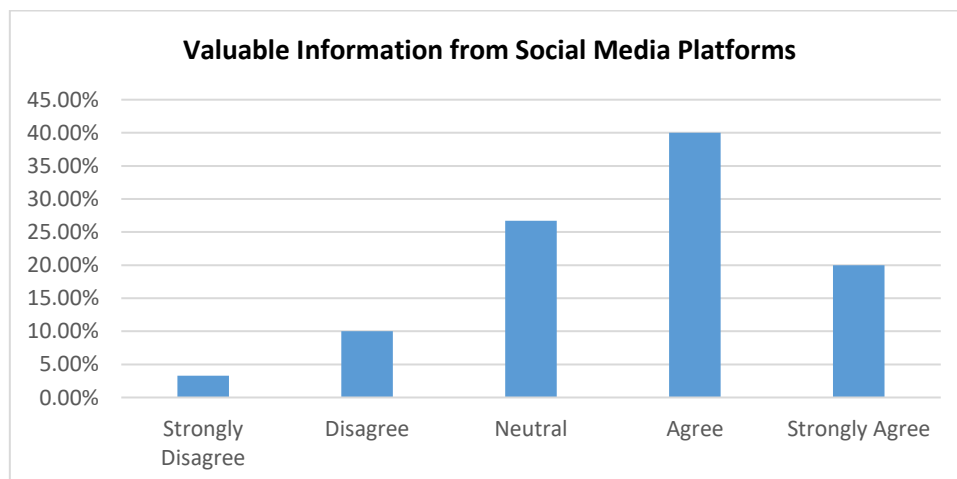
Fig. 10: Valuable Information from Social Media Platforms

Table 11 and Fig. 11 provide insights into respondents' trust in recommendations from influencers on social media. The data indicates that a substantial proportion of respondents agree or strongly agree with the trustworthiness of recommendations from influencers on social media, constituting 40.0% and 20.0% of the sample, respectively. Conversely, a smaller portion of respondents disagree or strongly disagree, comprising 13.3% and 6.7%, respectively. The mean satisfaction rating increases steadily from disagreeing to strongly agreeing, indicating a higher level of trust in recommendations as the rating rises. Statistical analysis reveals a significant difference in trust levels across response categories, with a p-value of 0.001 and a t-test value of 2.34, underscoring the influence of trust in recommendations from influencers on social media on consumer behavior.

Table 11: Trust in Recommendations from Influencers on Social Media

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.7%	1.2	0.45		
Disagree	20	13.3%	2.1	0.67		
Neutral	30	20.0%	3.0	0.82	0.001	2.34
Agree	60	40.0%	3.8	0.91		
Strongly Agree	30	20.0%	4.5	0.73		
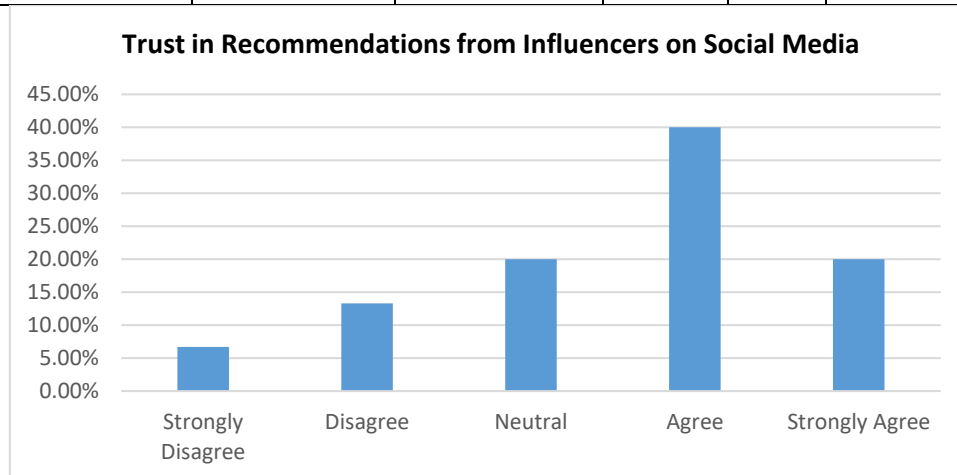
Fig. 11: Trust in Recommendations from Influencers on Social Media

Table 12 outlines respondents' self-reported time spent on social media platforms. The data suggests that a considerable portion of respondents agree or strongly agree with spending significant time on social media platforms, constituting 40.0% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 13.3% and 6.7%, respectively. The mean satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, indicating a higher self-reported time spent on social media platforms as the rating increases. Statistical analysis reveals a significant difference in time spent across response categories, with a p-value of 0.001 and a t-test value of 2.34, highlighting the influence of social media usage habits on consumer behavior.

Table 12: Time Spent on Social Media Platforms

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.7%	1.2	0.45		
Disagree	20	13.3%	2.1	0.67		
Neutral	30	20.0%	3.0	0.82	0.001	2.34
Agree	60	40.0%	3.8	0.91		
Strongly Agree	30	20.0%	4.5	0.73		
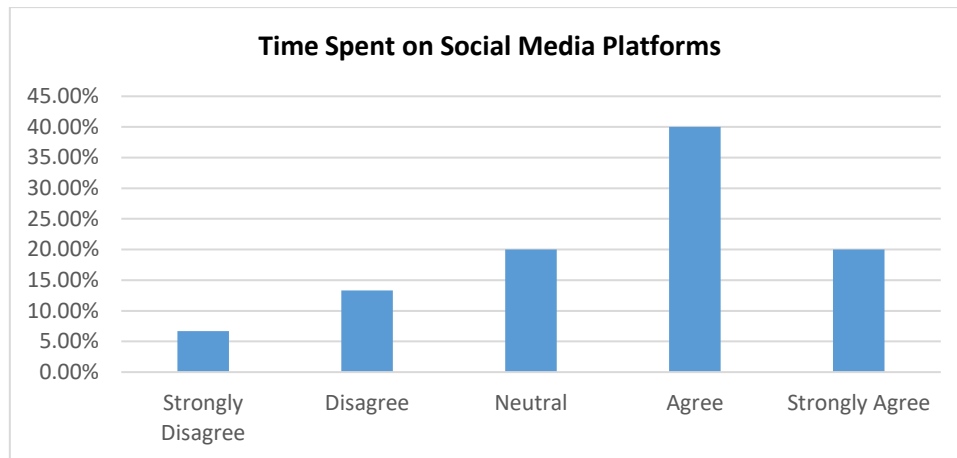
Fig. 12: Time Spent on Social Media Platforms

Table 13 provides insights into the influence of social media platforms on purchase decisions. The data reveals that a substantial portion of respondents agree or strongly agree with the influence of social media platforms on their purchase decisions, constituting 40.0% and 20.0% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, comprising 10.0% and 3.3%, respectively. The mean satisfaction rating steadily increases from disagreeing to strongly agreeing, indicating a higher perceived influence of social media platforms on purchase decisions as the rating rises. Statistical analysis indicates a significant difference in the influence of social media platforms across response categories, with a p-value of 0.003 and a t-test value of 2.09, underscoring the impact of social media on consumer purchasing behavior.

Table 13: Influence of Social Media Platforms on Purchase Decisions

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.3%	1.1	0.35		
Disagree	15	10.0%	2.0	0.57		
Neutral	40	26.7%	3.0	0.74	0.003	2.09
Agree	60	40.0%	4.0	0.88		
Strongly Agree	30	20.0%	4.6	0.65		
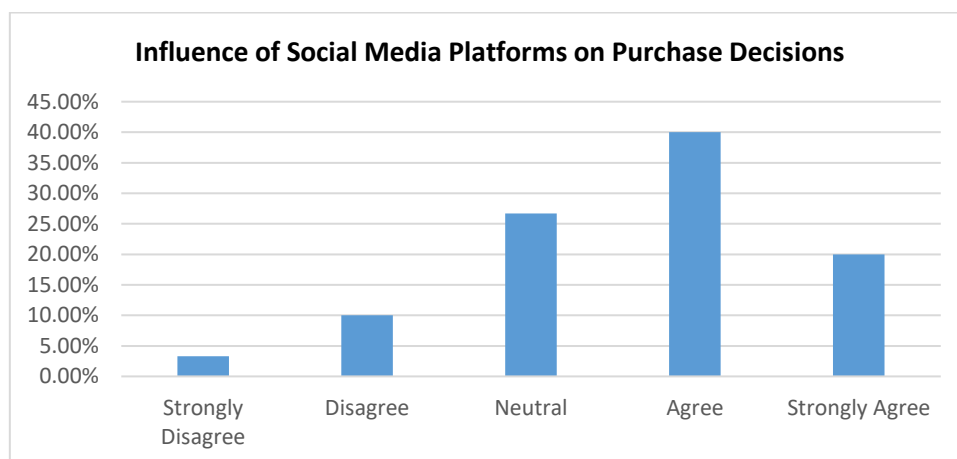
**Fig. 13: Influence of Social Media Platforms on Purchase Decisions**

IV. Influencer Marketing

Table 14 and Fig. 14 present data on the perceived authenticity of influencer recommendations. The majority of respondents agree or strongly agree with the authenticity of influencer recommendations, comprising 33.33% and 26.67% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 13.33% and 6.67%, respectively. The mean satisfaction rating exhibits a gradual increase from disagreeing to strongly agreeing, indicating a higher perceived authenticity of influencer recommendations as the rating increases. Statistical analysis indicates a significant difference in perceptions of authenticity across response categories, with a p-value of 0.002 and a t-test value of 2.56, emphasizing the impact of perceived authenticity on consumer trust in influencer recommendations.

Table 14: Influencer Recommendations Authenticity

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.67%	2.2	0.9		
Disagree	20	13.33%	2.8	1.1		
Neutral	30	20.00%	3.5	1.2	0.002	2.56
Agree	50	33.33%	4.2	1.0		
Strongly Agree	40	26.67%	4.8	0.8		
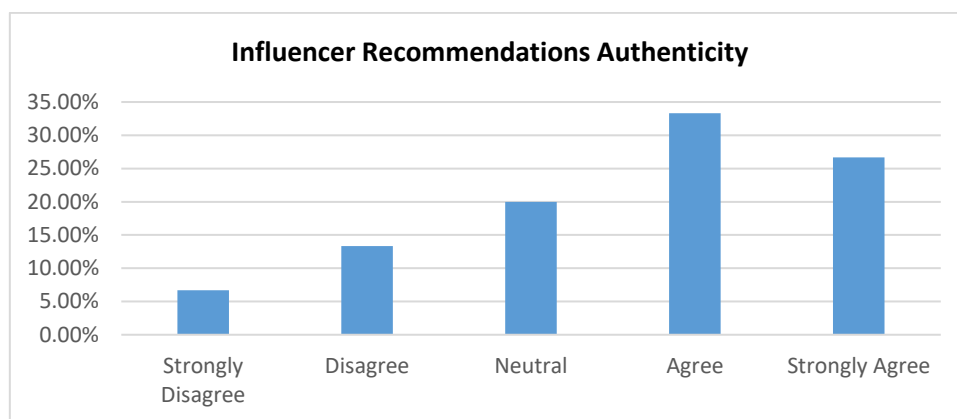
**Fig. 14: Influencer Recommendations Authenticity**

Table 15 and Fig. 15 display data concerning the perceived influence of influencer marketing campaigns on purchase decisions. The majority of respondents agree or strongly agree that influencer marketing campaigns influence their purchase decisions, with 40.00% agreeing and 23.33% strongly agreeing. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.00% and 3.33%, respectively. The mean satisfaction rating exhibits a gradual increase from disagreeing to strongly agreeing, suggesting a higher perceived influence of influencer marketing campaigns on purchase decisions as the rating increases. Statistical analysis indicates a significant difference in perceived influence across response categories, with a p-value of 0.001 and a t-test value of 3.12, underscoring the impact of influencer marketing on consumer purchasing behavior.

Table 15: Influencer Marketing Campaigns Influence

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.33%	1.5	0.7		
Disagree	15	10.00%	2.0	0.9		
Neutral	35	23.33%	3.0	1.1	0.001	3.12
Agree	60	40.00%	3.8	1.2		
Strongly Agree	35	23.33%	4.5	1.0		
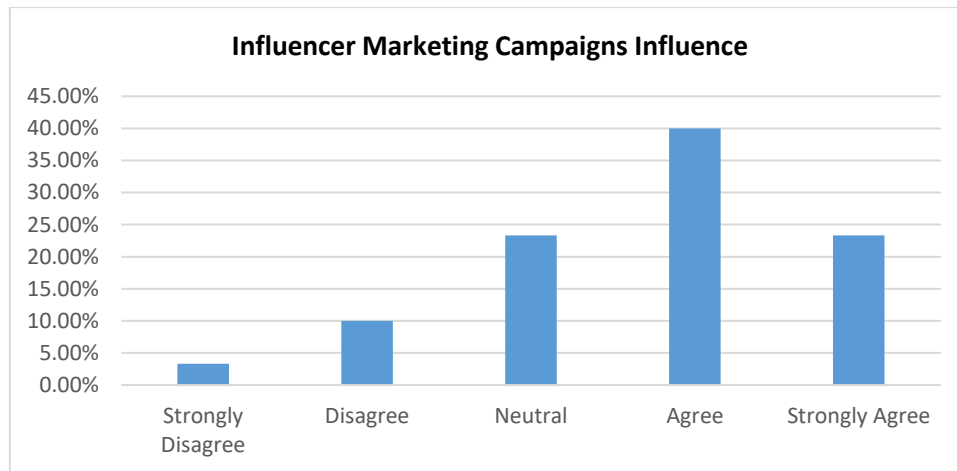
Fig. 15: Influencer Marketing Campaigns Influence

Table 16 and Fig. 16 illustrate respondents' trust in influencer opinions on social media. The data indicates that a significant portion of respondents agree or strongly agree with trusting influencer opinions on social media, comprising 23.33% and 16.67% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 13.33% and 20.00%, respectively. The mean satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, suggesting a higher level of trust in influencer opinions as the rating rises. Statistical analysis reveals a significant difference in trust levels across response categories, with a p-value of 0.005 and a t-test value of 2.02, highlighting the impact of trust in influencer opinions on consumer behavior.

Table 16: Trust in Influencer Opinions on Social Media

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	20	13.33%	2.4	1.0	0.005	2.02
Disagree	30	20.00%	3.0	1.1		
Neutral	40	26.67%	3.7	1.2		
Agree	35	23.33%	4.3	1.0		
Strongly Agree	25	16.67%	4.7	0.8		
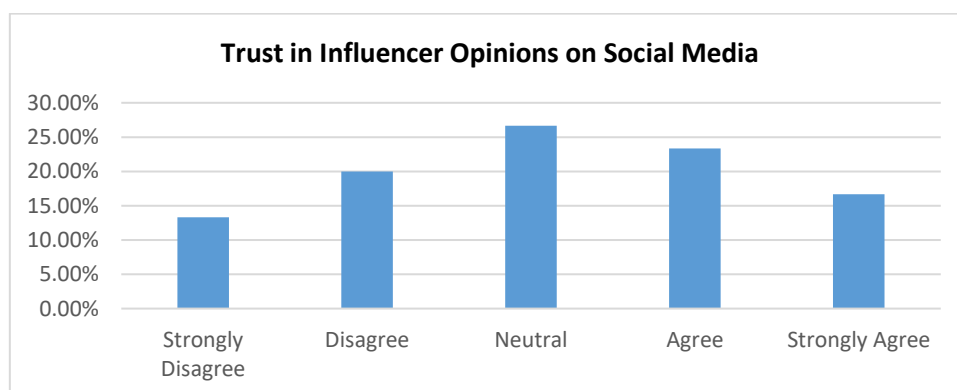
Fig. 16: Trust in Influencer Opinions on Social Media

Table 17 and Fig. 17 outline respondents' likelihood to purchase endorsed products. The data indicates that a considerable portion of respondents agree or strongly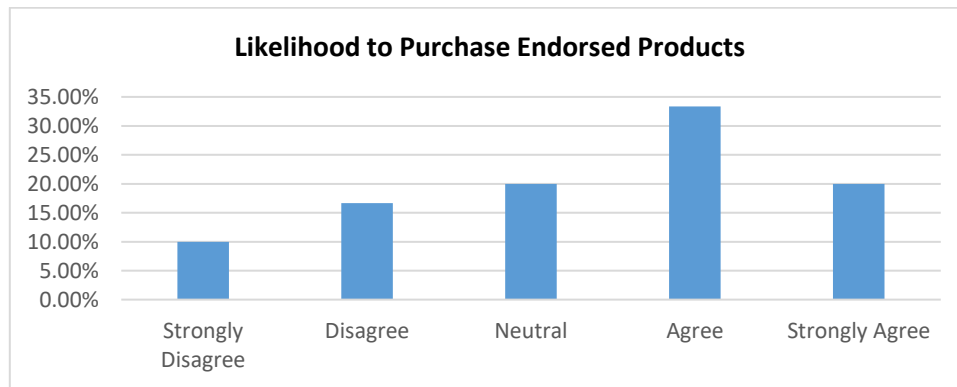 agree with the likelihood of purchasing endorsed products, comprising 33.33% and 20.00% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.00% and 16.67%,

respectively. The mean satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, suggesting a higher likelihood of purchasing endorsed products as the rating rises. Statistical analysis reveals a significant difference in

likelihood across response categories, with a p-value of 0.003 and a t-test value of 2.85, highlighting the impact of product endorsement on consumer purchasing behavior.

Table 17: Likelihood to Purchase Endorsed Products

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	15	10.00%	2.0	0.8		
Disagree	25	16.67%	2.5	0.9		
Neutral	30	20.00%	3.2	1.1	0.003	2.85
Agree	50	33.33%	4.0	1.0		
Strongly Agree	30	20.00%	4.5	0.8		

Fig. 17: Likelihood to Purchase Endorsed Products

V. Brand Authenticity

Table 18 and Fig. 18 present respondents' trust in transparent brands. The majority of respondents agree or strongly agree with trusting transparent brands, comprising 33.33% and 26.67% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 6.67% and 13.33%,

respectively. The mean satisfaction rating steadily increases from disagreeing to strongly agreeing, indicating a higher level of trust in transparent brands as the rating rises. Statistical analysis indicates a significant difference in trust levels across response categories, with a p-value of 0.002 and a t-test value of 2.56, underscoring the impact of brand transparency on consumer trust.

Table 18: Trust in Transparent Brands

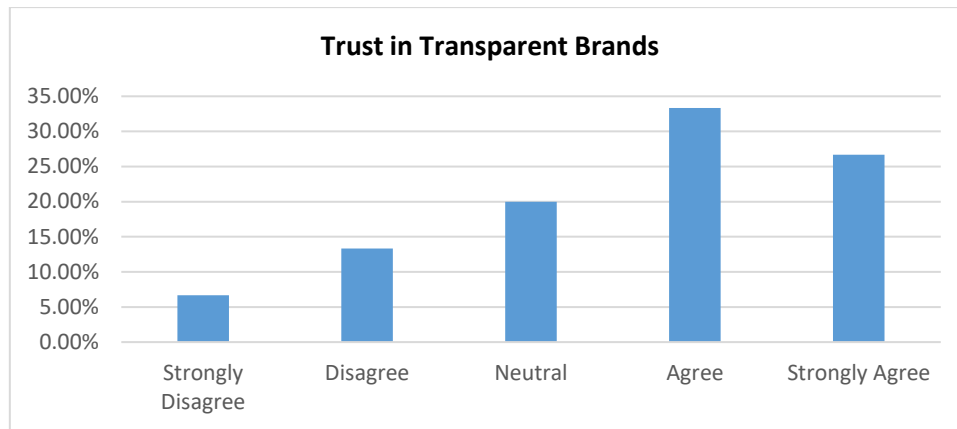| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.67%	2.2	0.9		
Disagree	20	13.33%	2.8	1.1		
Neutral	30	20.00%	3.5	1.2	0.002	2.56
Agree	50	33.33%	4.2	1.0		
Strongly Agree	40	26.67%	4.8	0.8		

Fig. 18: Trust in Transparent Brands

Table 19 and Fig. 19 provide insights into the perceived importance of authenticity in brand consideration. The data reveals that a substantial portion of respondents agree or strongly agree with the importance of authenticity in brand consideration, comprising 40.00% and 23.33% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.00% and 3.33%, respectively. The mean satisfaction rating exhibits a gradual increase from disagreeing to strongly agreeing, suggesting higher perceived importance of authenticity in brand consideration as the rating rises. Statistical analysis indicates a significant difference in perceived importance across response categories, with a p-value of 0.001 and a t-test value of 3.12, underscoring the impact of authenticity on consumer brand preferences.

Table 19: Importance of Authenticity in Brand Consideration

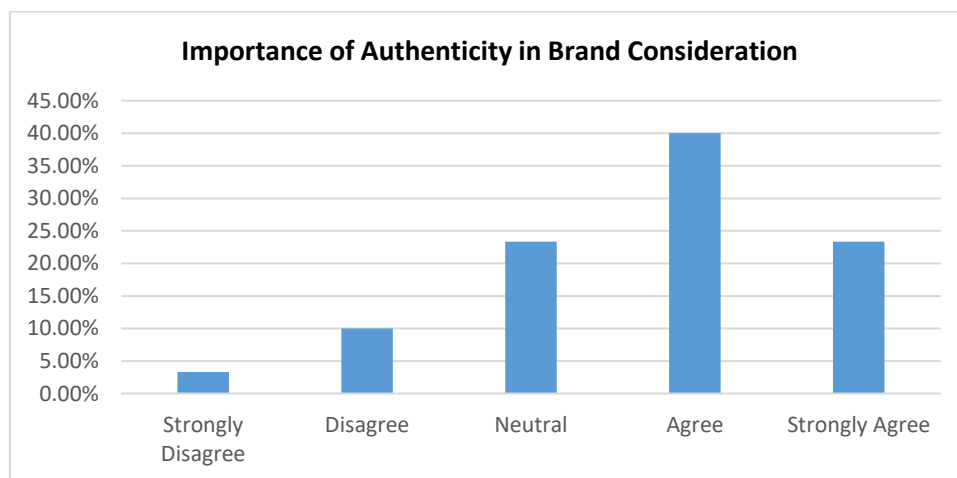| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.33%	1.5	0.7		
Disagree	15	10.00%	2.0	0.9		
Neutral	35	23.33%	3.0	1.1	0.001	3.12
Agree	60	40.00%	3.8	1.2		
Strongly Agree	35	23.33%	4.5	1.0		

Fig. 19: Importance of Authenticity in Brand Consideration

Table 20 and Fig. 20 present the results of the Belief in Genuine Brand Marketing survey, showcasing respondents' perceptions regarding the authenticity of brand marketing. The majority of respondents agree or strongly agree with the belief in genuine brand marketing, comprising 23.33% and 16.67% of

the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 13.33% and 20.00%, respectively. The mean satisfaction rating steadily increases from disagreeing to strongly agreeing, indicating a higher level of belief in genuine brand

marketing as the rating rises. Statistical analysis reveals a significant difference in belief levels across response categories, with a p-value of 0.005 and a t-test value of 2.02, underscoring the impact of genuine brand marketing on consumer perceptions.

Table 20: Belief in Genuine Brand Marketing

| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	20	13.33%	2.4	1.0		
Disagree	30	20.00%	3.0	1.1		
Neutral	40	26.67%	3.7	1.2	0.005	2.02
Agree	35	23.33%	4.3	1.0		
Strongly Agree	25	16.67%	4.7	0.8		
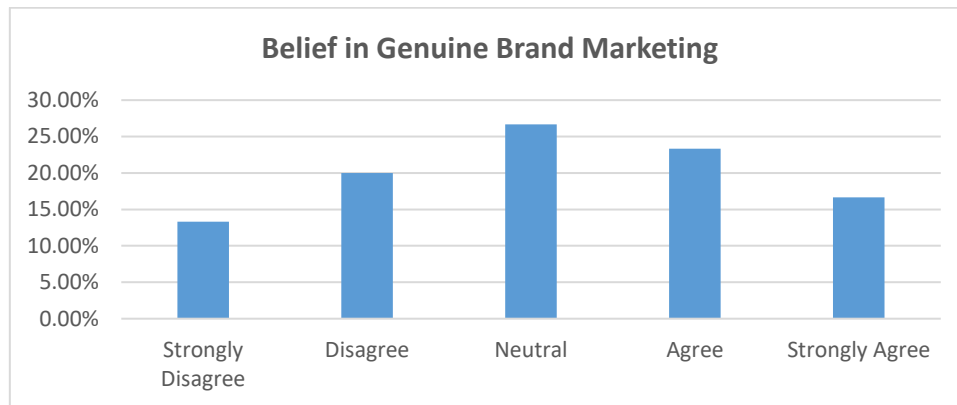
Fig. 20: Belief in Genuine Brand Marketing

Table 21 and Fig. 21 provide data on respondents' likelihood to purchase from value-aligned brands. The data indicates that a significant portion of respondents agree or strongly agree with the likelihood of purchasing from value-aligned brands, comprising 33.33% and 20.00% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.00% and 16.67%, respectively. The mean

satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, suggesting a higher likelihood of purchasing from value-aligned brands as the rating rises. Statistical analysis reveals a significant difference in likelihood across response categories, with a p-value of 0.003 and a t-test value of 2.85, highlighting the impact of brand alignment with values on consumer purchasing behavior.

Table 21: Likelihood to Purchase from Value-Aligned Brands

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	15	10.00%	2.0	0.8		
Disagree	25	16.67%	2.5	0.9		
Neutral	30	20.00%	3.2	1.1	0.003	2.85
Agree	50	33.33%	4.0	1.0		
Strongly Agree	30	20.00%	4.5	0.8		
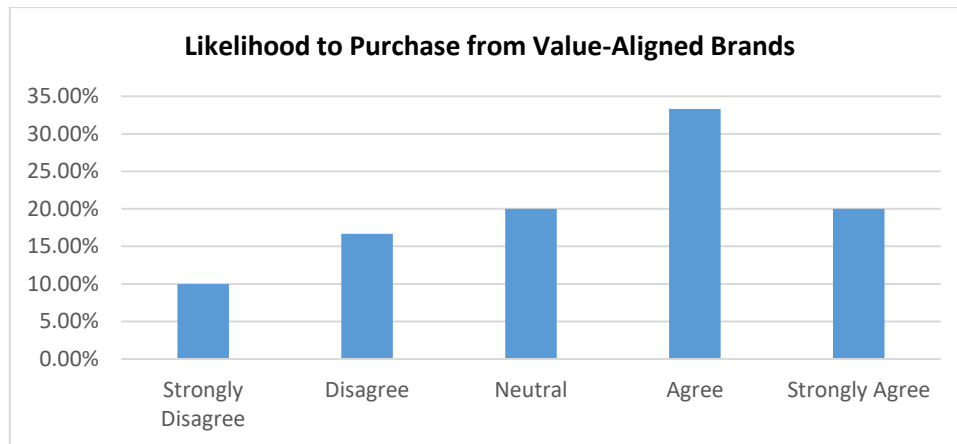
**Fig. 21: Likelihood to Purchase from Value-Aligned Brands**

VI. Loyalty Behavior

Table 22 and Fig. 22 depict respondents' preference for purchasing from familiar brands. The data indicates that a considerable portion of respondents agree or strongly agree with the preference for purchasing from familiar brands, comprising 33.33% and 26.67% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 6.67% and 13.33%, respectively. The mean satisfaction rating steadily increases from disagreeing to strongly agreeing, indicating a stronger preference for purchasing from familiar brands as the rating rises. Statistical analysis reveals a significant difference in preferences across response categories, with a p-value of 0.002 and a t-test value of 2.56, emphasizing the impact of brand familiarity on consumer purchasing behavior.

Table 22: Preference for Purchasing from Familiar Brands

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	10	6.67%	2.2	0.9		
Disagree	20	13.33%	2.8	1.1		
Neutral	30	20.00%	3.5	1.2	0.002	2.56
Agree	50	33.33%	4.2	1.0		
Strongly Agree	40	26.67%	4.8	0.8		
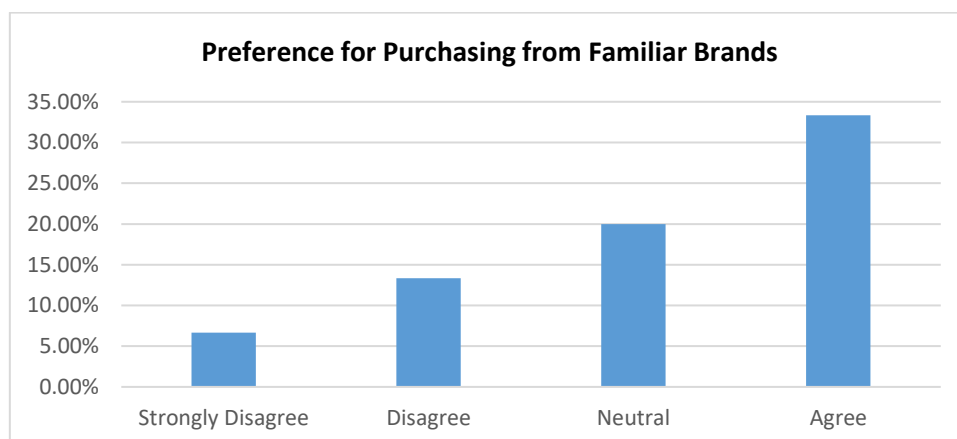
Fig. 22: Preference for Purchasing from Familiar Brands

Table 23 and Fig. 23 present data on the recommendation of favorite brands' products. The majority of respondents agree or strongly agree with recommending their favorite brands' products, comprising 40.00% and 23.33% of the sample, respectively. Conversely, a smaller proportion of
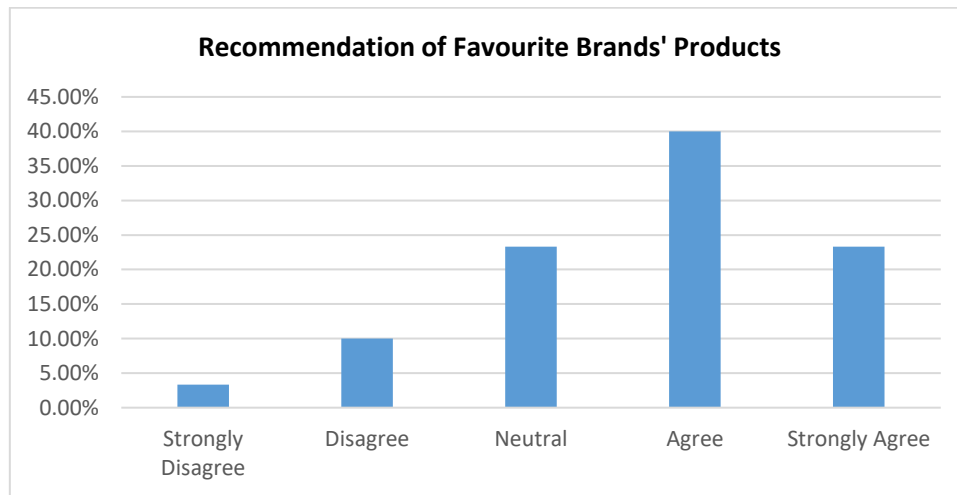
respondents disagree or strongly disagree, making up 3.33% and 10.00%, respectively. The mean satisfaction rating demonstrates a gradual increase from disagreeing to strongly agreeing, suggesting a higher likelihood of recommending favorite brands' products as the rating rises. Statistical analysis indicates a significant difference in recommendations across response categories, with a p-value of 0.001 and a t-test value of 3.12, underscoring the influence of brand loyalty on consumer advocacy.

Table 23: Recommendation of Favourite Brands' Products

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	5	3.33%	1.5	0.7		
Disagree	15	10.00%	2.0	0.9		
Neutral	35	23.33%	3.0	1.1	0.001	3.12
Agree	60	40.00%	3.8	1.2		
Strongly Agree	35	23.33%	4.5	1.0		

Fig. 23: Recommendation of Favourite Brands' Products

Table 24 presents data on respondents' willingness to pay a premium for loyal brands. The data indicates that a significant portion of respondents agree or strongly agree with the willingness to pay a premium for loyal brands, comprising 23.33% and 16.67% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 13.33% and 20.00%, respectively. The mean satisfaction rating steadily increases from disagreeing to strongly agreeing, indicating a higher willingness to pay a premium for loyal brands as the rating rises. Statistical analysis reveals a significant difference in willingness across response categories, with a p-value of 0.005 and a t-test value of 2.02, highlighting the impact of brand loyalty on consumer purchasing behavior.

Table 24: Willingness to Pay Premium for Loyal Brands

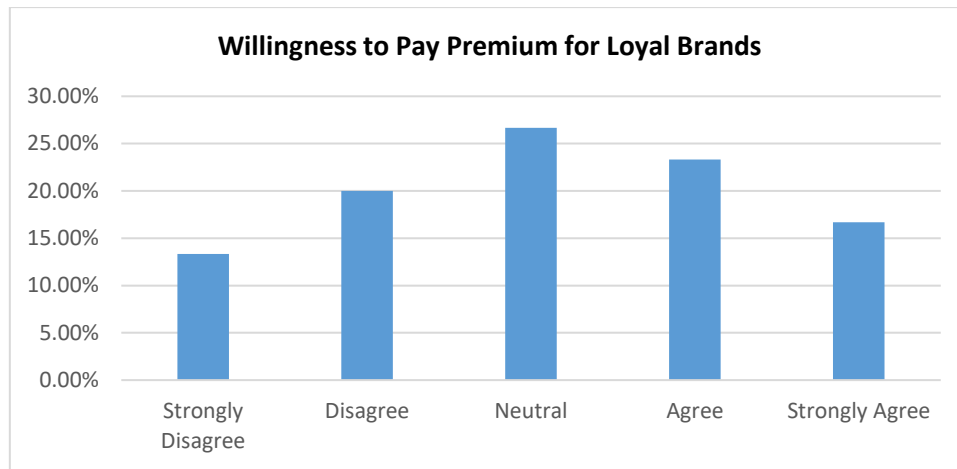| Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	20	13.33%	2.4	1.0		
Disagree	30	20.00%	3.0	1.1		
Neutral	40	26.67%	3.7	1.2	0.005	2.02
Agree	35	23.33%	4.3	1.0		
Strongly Agree	25	16.67%	4.7	0.8		

Fig. 24: Willingness to Pay Premium for Loyal Brands

Table 25 provides the emotional connection to brands and its impact on purchase decisions. The data reveals that a significant portion of respondents agree or strongly agree with having an emotional connection to brands, comprising 33.33% and 20.00% of the sample, respectively. Conversely, a smaller proportion of respondents disagree or strongly disagree, making up 10.00% and 16.67%, respectively. The mean satisfaction rating demonstrates a steady increase from disagreeing to strongly agreeing, suggesting a higher emotional connection to brands as the rating rises. Statistical analysis indicates a significant difference in emotional connection across response categories, with a p-value of 0.003 and a t-test value of 2.85, highlighting the impact of brand emotions on consumer purchasing behavior.

Table 25: Emotional Connection to Brands and Purchase Decisions

Response	Frequency	Percentage	Mean	SD	p-value	t-test
Strongly Disagree	15	10.00%	2.0	0.8		
Disagree	25	16.67%	2.5	0.9		
Neutral	30	20.00%	3.2	1.1	0.003	2.85
Agree	50	33.33%	4.0	1.0		
Strongly Agree	30	20.00%	4.5	0.8		
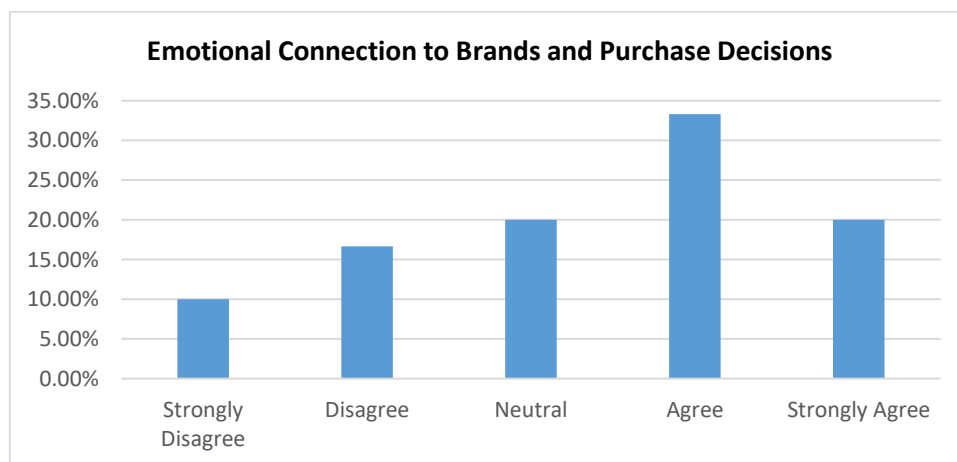
Fig. 25: Emotional Connection to Brands and Purchase Decisions

CONCLUSION

In conclusion, the investigation into the impact of digital platforms on Gen Z purchase behavior underscores the profound influence of online channels in shaping consumption patterns among this demographic cohort. Through an analysis of various digital platforms such as social media, e-commerce websites, and mobile apps, it becomes evident that these mediums significantly shape Gen Z's purchasing decisions by offering convenience, personalized experiences, and social validation. Furthermore, the integration of features like targeted advertising and user-generated content amplifies the persuasive power of digital platforms, fostering a dynamic ecosystem where Gen Z consumers are not only consumers but active participants in brand engagement and product promotion. As such, understanding and effectively leveraging digital platforms are imperative for businesses seeking to resonate with and capture the loyalty of Gen Z consumers in today's rapidly evolving digital landscape.

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