



UNDERSTANDING THE PURCHASE DECISION MAKING OF GENERATION Z IN INDIA FOR ELECTRONIC GADGETS

KVS Naveen Krishna, Dhruvin Chauhan
Student, Associate Head- Placements
MBA- marketing (4th Semester),
Parul University, Vadodara, India

Abstract: This research study aims to explore the purchase decision making of generation z in India for electronic gadgets. with rapid growth of the electronic gadgets market in India, understanding the decision-making process of generation z is crucial for business to develop their business strategies. The study uses qualitative data collection method mainly experimental research. This method employs a survey by asking questions like what, why, how to collect data on the factors influencing the purchase decision making process of generation z. By understanding the preferences and decision-making process of this generation, business can develop their marketing strategies to effectively target and engage with generation z consumers. Overall, this study contributes to the consumer behaviour and provide valuable insights into the purchase decision making process of generation z in India for electronic gadgets.

Keywords: Generation Z, Influencer marketing, electronic word of mouth, Purchase decision.

1. Introduction

When buying any product, the actions and decision of the customer is known as the purchase behaviour (Asshidin, Abidin, & Borhan, 2016) Prepurchase behaviour is one of the distinct phases which relates to what to buy and when to buy. The second phase is post-purchase behaviour that includes expectation about the purchased product with the reality which comprises of satisfaction and dissatisfaction. Price, brand, functionality, usability design aesthetics are the factors user may consider while making a purchase (Fileri & Lin, 2017). User reviews, digital and social media, word of mouth (electronic/non-electronic), found to influence purchase decision recently. (Chatterjee, 2019). Someone who attracts many followers on social media and be as a source of advice for them is an influencer (Leung et al., 2022a; Vrontis et al., 2021). 70% of generation Z follows at least one influencer on YouTube and Instagram (Kantar, 2020). According to (Martinez-Lopez et al., 2020) gen z views influencers as peers and view them as more dependable and trustworthy than celebrities. Furthermore, as per Kantar (2020), 44% of gen z customers rely on influencer recommendations for their purchase decision. Influencer marketing has booming on different social media platforms such as Instagram, Facebook, YouTube, twitter. Compare to traditional advertising 92% of consumers worldwide trust an individual's recommendation (Nielsen, 2015). Now a days series of brands connect and interact with more customer segmentation through this kind of marketing. Although Gen Z is aware of the Influencer marketing strategies used by brands, but still, they have expectations for both brands and influencers to conduct themselves responsible while sharing information (Leung et al., 2022b). Numerous research has been conducted on generation z, however there's been lack of research on purchase decision of generation on electronic gadgets. mainly this electronic gadget sector hasn't explored much in respect to this generation z. herein this study we will find out how EWOM and influencer marketing will affect generation z during their prepurchase behaviour.

2. Literature review

2.1 Generation Z

According to (Bencsik, Horvath-Csikos, & Jubasz, 2016) Generation z are intrinsically motivated and technology innovators then they rely on technology for knowledge sourcing, communication and for efficiency (Desai & Lele, 2017). They are brought up with the idea of a connected world and want to share and connect their accomplishments with all. They are most connected with their friends, peers, family, relatives and acquaintances (Desai & Lele, 2017).

While Ahn and Ettner (2014) agreed that generation z found that one of the most valued leadership traits was honesty and many of them are currently student leaders and graduating into the workforce. According to Salahuddin (2010), generation z is known as an up-and-coming workforce. They identify determination, self-control, forward looking, competency as the most admirable characteristics of a leader. Generation z believes in teamwork and knowledge sharing, but on a virtual level (Bencsik, Horvath-

Csikos, & Jubasz, 2016). (Desai & Lele, 2017) believes that they are the first real global generation, using technology and the internet to capture knowledge and share it. They aren't scared of continuous change or challenges. They are formally more educated and use the speed of knowledge sharing with the internet (Bencsik, Horvath-Csikos, & Jubasz, 2016). As per (Mladkova, 2017) the first members of the generation z are studying at universities and soon will be an important part of the workforce and they are viewed as self-confident, self-directed, and globally integrated. They have exceeding expectations about their knowledge, skills, careers, and future. This generation had grown up surrounded by modern technology, the internet and digital communication. There are such features that this generation specifically has that includes high interactivity and also exceptional impatience (ŠTIMAC et al., 2022). The attention retained by them is approximately 8 minutes for the piece of content posted on social media which was not unusual (ŠTIMAC et al., 2022). This generation already comprises a third of the global population, so that's why it is important to understand and to predict their behaviour.

There are different year spans for generation z referred by various authors but for the purpose of this paper it will consider those who were born after 1995 to 2010 as a part of generation z (Lanier, 2017). This generation is quite proficient in online shopping compared to earlier generations (Sladek and Grabinger, 2014). "By 2020 gen z is projected to become the largest market segment as the number of members has been growing. They will affect the business strategies; compounded by the presence of a fourth industrial revolution (industry 4.0), which encourages the companies to change their business models", as pointed out by Ayuni (2019), so the majority of companies are turning to selling their products online.

This generation "can spend hours surfing social networks, watching online videos, but will not be able to sit and watch ads even if they are 30 seconds long" Pham et al. (2021:1), that speaks about their attitude towards ads. Research shows that in future Facebook or Instagram's place may be occupied by Tik Tok or any other social network (ŠTIMAC et al., 2022), so this is the reason why it is important to predict the behaviour of generation z in order to define their goals and marketing strategies better. According to Generation z "social media is a space where the users can share opinions, comments, create new goods and services, manifest their attitude, comment, get necessary information and make purchase decisions" (Thangavel, P.; Pathak, P.; Chandra, B, 2019). There's consumer research conducted in Poland in 2020, where almost half (44%) of this generation made a purchase decision based on an influencer's recommendation, as compared to 26% of general population and in the same study it was found that 70% of them follows at least one influencer on youtube and Instagram. They are open minded and use multiple social networking applications, compared to 15% of the general population, 39% of generation z are having four or more social media accounts (Kanta, 2022). According to the study conducted by LTK (like to know), the largest creator-powered marketing platform in June 2021, indicates that influencers are ranking higher than advertising by brands or retailers, celebrities and store associates because 92% of generation z adults, aged 18-25, make purchases based on influencer recommendations (LTK Study Reveals, 2022).

Generation z has a greater power of influencing their parents in the buying process of many products and services, even if they are not buyers, they play an important part of nowadays consumers. So, focused marketing campaigns should be on this generation of youngsters, "they are creative and want to be perceived as unique and early adopters of newly launched products. This generation weighs the pros and cons of both physical retail stores and e-commerce sites if the advantages of virtual stores are more compared to physical stores, they end up buying from it. According to Wang et al., (2015), young consumers today's trends say that they are spending more than ever before on online shopping and it has become very common.

2.2 Purchase Decision

For any purchase scenario there are two phases: the pre purchase behaviour, which relates what to buy and when to buy [K. N. Lemon and P. C. Verhoef, 2016], and post purchase behaviour that includes steps which customers take to compare their expectations about the purchased product to the reality, that includes satisfaction, dissatisfaction along the concerns [D. Pal, S. Funilkul, and V. Vanijja, 2020]. user may consider several factors such as: price, brand, functionality, usability, esthetics [R. Filieri and Z. Lin, 2017]. Recently social media, word of mouth (electronic/non-electronic) and user reviews have also been found to influence the purchase decision [S. Chatterjee, 2020].

2.2.1 Influence marketing

The development of social networks gave the raise of influence marketing. Brands started using social networks as communication channels. Initially the purpose of social networks was not commercials, their most important feature was networking with connections. Further this leads us to the concept of marketing, that includes channels, like google ads, banners and search engine optimization." The primary objectives of online marketing communication usually include Creating brand awareness, generating consumer demand, providing information, stimulating traffic, building relationships, promoting two-way communication, establishing brand loyalty, generating leads, creating WOM, increasing sales" (Duffet, 2017:21 according to Thomas, 2011 & Stokes, 2013).

Influencers can be separated into micro and macro influencers groups. Macro influencers are people who have large followers and are trusted trend-setters (De Veirman et al., 2016:1). On the flip side, micro-influencers are ordinary internet users who accumulate huge following on blogs and social media with the digital and physical spaces and monetize their following through integrating ads into blogs or social media posts and making physical appearances as paid guests at events (Abidin, 2016:3). As per Levin (2020) three levers of influence are there. Initially the size of the audience (number of followers), Secondly, affinity of influencers (for instance: beauty brands associate with beauty influencers), and finally the relationship strength focuses on the engagement of the audience (for example: does the influencer audience really pay attention to his/her content?). Brands are now understanding the potential of influence marketing, which is proven by the fact that "Brands set to allocate 5 and 10 billion dollars on media to influence marketing, over the next couple of years" (Levin, 2020:18).

There's a logical conclusion that young people can't be reached initially through traditional digital communication channels such as homepage takeovers, rich media formats, programmatic display banners and others and as AdReaction (2017) stated blocking of such ads are done by half of millennials, while 70% of generation z completely ignores them. A Janrain research from 2018 confirms this claim because such ads are overly aggressive and intrusive according to respondents. So, this is the reason generation z has a greater effect on such native ads, including influence marketing. Ad blockers are used by internet users to prevent display ads, but these blockers can't stop native channels from getting recommended by simply using social networks, as there is no such software to identify and block the ads. Influence marketing is considered as a type of branded digital content (AdReaction, 2017). Investigation done by Jacobsen & Barnes (2020) regarding the effect of social media on generation z on shopping and influence by influence marketing, as such " 81% respondents felt pressured while buying latest technology and 47% felt for buying latest clothing lines. This research also indicates that compared to other social networks (twitter, facebook, snapchat, YouTube, and others) Instagram

plays the most significant role". Wolf (2020) research has confirmed that effective method for targeting gen z is by influence marketing and it has also determined that most trust has been placed on micro influencers by gen z as they consider them to be more authentic. Therefore, influence marketing can establish reliability and a connection with the ad provider, two things that are challenging to achieve through all other communication methods. Consumers trust social media influencers more than traditional celebrities because "an endorsement by transitional celebrities could be perceived as a business transaction with the sponsoring brand without any emotional attachment to the brand, whereas Instagram celebrities would be perceived as having higher standards in choosing their endorsed brands to which emotional attachment is present" (Bailey, 2007).

2.2.2 Electronic word of mouth

Word-of-mouth(wom) advertising is now increasingly significant to marketers because it is less expensive than marketer-initiated advertising and more trustworthy to consumers. This type of communication, which is informal and not like the way complaints or promotions are made between customers and businesses, is between consumers regarding the product or services (Polyorat, 2011). According to Jason, Georgiana and Dongwoo (2010), word of mouth refers to customer interpersonal communication regarding their individual evaluations and experiences interacting with a firm or product. Wom is now commonly regarded as having a strong impact on the consumer market, particularly when customers are looking for information and making decisions. Communication has changed as a result of the internet's explosive growth giving rise to "electronic communication" which is now recognised as a crucial phenomenon in marketing. The internet enables users to share their opinions and post their thoughts on blogs, discussion forums, product review websites, news groups, and social media. Armelini and Villanueva (2006) claim that the rise in internet usage, particularly on social networks, has facilitated the spread of knowledge by "electronic word of mouth" (e wom). This knowledge, whether favorable or unfavourable, may alter the success of an organization.

According to Hennig-Thurau, Gwinner, Walsh and Gremler (2004, p. 39), E-WOM is any positively or negatively comment made by a customer about a brand or business and is accessible to a large audience online. Following this idea, Duana, Gu, and Whinston (2008) define e-wom as an online forum for current users and potential customers to submit positive or negative feedback. They also think that e-wom, which is the process of passing along thoughts and viewpoints from one person to the next, is one of the most effective ways for customers to share information. Finally, Stephanie et al. (2011) said all informal consumer communications made possible by internet-based technologies are referred to as "e-wom" and are defined in reference to certain products or services and their distributors. It should be mentioned that wom has a significant impact on consumer purchase decision since it gives customers a platform to express their opinions about brands, products, and services. This claim is supported by (Nielsen in 2007) founded that 78% of consumers take recommendations from the e-wom into account when making decision (Severi, Ling, & Nasermoadeli, 2014). Therefore, as e-wom becomes more significant, it makes it necessary and useful for marketing managers and experts to evaluate customer behaviour. As mentioned, wom can come from a variety of sources and can therefore be either positive or negative. In general, it has been demonstrated that extensive information influences consumer behaviour (Bickart & Schindler, 2001). According to studies, e-wom may have a significant impact on consumer loyalty and purchase intent (Bataineh, 2015; Thomas, Brunner & Opwis 2006). By promoting the dissemination of consumer opinions and providing access to their remarks, various websites have a significant impact on the purchasing decisions of consumers (Zhang, Law & Li, 2010). Additionally, such advertising significantly influences consumer communications, buying behaviour, and ultimately, the marketability of a product. As a result, e-wom both positive and negative, influences customer's buy intentions (East, Hammond, & Lomax, 2008), and it is one of the most effective factors in influencing brand image and consumers purchase intention in consumer marketplaces (Jalilvand et al., 2012).

3. HYPOTHESIS

H1: EWOM helps Gen z, while purchasing electronic gadgets?

H2: Influencer Marketing has Impact on Gen z, while purchasing electronic gadgets?

4. RESEARCH METHADODOLOGY

In This study **primary data** is collected through conducting an online survey with 202 respondents who belong to India generation z. To understand their purchase decision making on electronic gadgets. for this survey I am going to use Qualitative research then in it mainly going to use **Experimental research as the research strategy**.

Experimental: Here I am going ask questions like **what, why, how** to explore deeply into the research to identify the purchase behaviour of generation z.

- **Research approach:** Inductive research approach is used, here from data that we gathered we conclude theories.
- **Sampling:** Convenient sampling approach is used for the data collection and it is a non-probability approach.
- **Sampling size:** Big samples provide more trustworthy findings than small sample, but due to time and financial constraints end up doing small sample, that is 202.

5. LIMITATIONS OF THE STUDY

While the study aims to provide the insights into purchase decision- making process of Generation Z in India for electronic gadgets, there are some limitations to consider:

- The study may have limited sample size which could affect the generalisability of the findings.
- The study may also have sample size bias, as participants may not be representative of the entire generation z population in India.
- The study may be limited by time constraints, which could limit the scope of the research and the depth of analysis.
- There may be Self reporting bias, as the participants may not be aware of their decision-making process.

6. DATA ANALYSIS AND INTERPRETATION

Table:1 Demographic data

Variables		Frequency	Percentage
Age	15-18	11	5.4%
	18-21	81	40.1%
	22-25	82	40.6%
	26-30	19	9.4%
	30 and above	9	4.5%
Gender	Binary	1	0.5%
	Female	104	51.5%
	Male	89	44.1%
	Prefer not to say	8	4.0%
Present Education	10	1	0.5%
	12th	9	4.5%
	B.tech	1	0.5%
	Bachelors	88	43.6%
	Btech	1	0.5%
	Completed!	1	0.5%
	Employee	8	4.0%
	Entrepreneur	3	1.5%
	Graduation	1	0.5%
	NA	2	1.0%
	Post-Graduation	87	43.1%
	Occupation	Business owner/Entrepreneur	14
Self-employed		7	3.5%
Student		119	58.9%
Unemployed		10	5.0%
Working Professional		52	25.7%
Monthly income	10,000 - 30,000	31	15.3%
	30,000 - 50,000	38	18.8%
	50,000 - 70,000	19	9.4%
	70,000 and more	16	7.9%
	Less than 10,000	59	29.2%
	prefer not to say	39	19.3%
Total		202	100%

Here we have collected 202 responses in India to understand the demographics of participants. According to table 1 age 22-25(40.6%) years and 18-21(40.1%) years got almost same responses compared to other age category. The female participants (51.5%) are more compared to other gender category. Participants doing their bachelors(44.6%) which includes btech are slightly higher than post-graduation participants(43.1%). Majority of the respondents are students(58.9%), so most of their monthly income is less than 10,000(29.2%). Finally, we can interpret that female bachelor students whose age is between 18-25 with less than 10,000 monthly incomes are given more contribution to the questionnaire.

Table 2: Social media usage

Variables		Frequency	Percentage
A	All	83	41.1%
	Facebook	12	5.9%
	Instagram	44	21.8%
	LinkedIn	7	3.5%
	Snapchat	17	8.4%
	Twiter	12	5.9%
	WhatsApp	12	5.9%
	Youtube	15	7.4%
B	1-2 hours	60	29.7%
	10+ hours	17	8.4%
	3-5 hours	88	43.6%
	6-9 hours	37	18.3%

A: Please select the social media platforms you are using

B: How much time do you spend on social media per day

According to this data we can interpret that 41.1% of respondents are using all the social media platforms that are mentioned then mainly 21.8% of respondents are using Instagram and majority of them are spending 3-5 hours (43.6%) per day on social media platforms.

Table:3 Social media Influencer Impact

Variables		Frequency	Percentage
How influential are social media influencers when making a purchase decision for electronic gadgets?	Influential	62	30.7%
	Neutral	65	32.2%
	Not at all influential	14	6.9%
	Not influential	20	9.9%
	Very influential	41	20.3%
Have you ever made a purchase decision based on the recommendations of social media influencers?	Maybe	26	12.9%
	No	65	32.2%
	Yes	111	55.0%
How important is the authenticity of the influencer's content when making a purchase decision?	Important	56	27.7%
	Neutral	60	29.7%
	Not at all important	6	3.0%
	Not important	19	9.4%
	Very important	61	30.2%
Have you ever been disappointed with a product that you purchased based on the recommendations of a social media influencer?	No	71	35.1%
	Yes	131	64.9%

From this data we can analyse that in 202 respondents 111 which is 55% of them have make the purchase decision based on the recommendation of the social media influencers but when making any purchase decision for the electronic gadgets they were influential which combines [influential and very influential(20.3%+30.7%=51%)] . They also believe that the authenticity of the influencers content is important which combines of [important and very important (30.2%+27.2%=57.9%)]. 64.9% of the participants are disappointed with the purchase based on the recommendations of social media influencers. So over all we can interpret through this table influencer marketing has impact on generation z buyers.

Table :4 Electronic word of mouth (EWOM)

Variables	Frequency	Percentage	
How often you rely on online reviews when making a purchase decision for electronic gadgets	Always	67	33.2%
	Never	10	5.0%
	Often	50	24.8%
	Rarely	25	12.4%
	Sometimes	50	24.8%
How likely are you to trust online reviews	Likely	65	32.2%
	Neutral	58	28.7%
	Unlikely	15	7.4%
	Very likely	57	28.2%
	Very unlikely	7	3.5%
Do you tend to read both positive and negative reviews before making a purchase decision?	No	31	15.3%
	Yes	171	84.7%
When reading an online review, what factors do you consider to be most important?	The credibility of the reviewer	24	11.9%
	The date of the review	6	3.0%
	The detail of the review	61	30.2%
	The number of reviews for the product	42	20.8%
	The overall rating of the product	69	34.2%
Have you ever changed your mind about purchasing a product after reading negative online reviews?	No	38	18.8%
	Yes	164	81.2%

From this data we can interpret that 33.2% of participants **always** rely on online reviews 24.8% of participants **often** rely on purchase decision for electronic gadgets. combining likely(32.2%) and very likely (28.2%) that is 60.4% of respondents are trusting online reviews. 84.7% of participants are tend to read both positive and negative reviews. Majority of the participants (34.2%) consider the overall rating of the product when reading online reviews. Almost 81.2% of participants changed their mind about purchase decision after reading negative online reviews.

7. FINDINGS

Here our hypothesis what we have taken is correct

H1 : EWOM helps Gen z, while purchasing electronic gadgets?

Through table 4 we can justify that electronic word of mouth will help generation z when making any purchase online especially electronic gadgets.

H2: Influencer Marketing has Impact on Gen z, while purchasing electronic gadgets?

From table 3 we can interpret that influencer marketing has a huge impact on gen z when making their purchase decision for electronic gadgets.as our participants are mostly gen z we can interpret this.

8. CONCLUSION/ SUGGESTION

The purpose of the study is to understand generation z purchase decision for electronic gadgets. As per the findings and analysis of the data gathered, Instagram, YouTube and WhatsApp social media platforms where most of the generation z spends their time. In India generation z are having influence on their purchase decision mostly by social media influencers and they also change their decision based on the reviews given electronically by their peers. Before conclude the study here are few suggestions, there is vast scope so in future if anyone want to do their study, they can concentrate mostly on primary data that will helps in drawing the interpretation for hypothesis and can explore more compared to secondary data, so that the entities can also change their marketing strategies accordingly. we also come to understanding that generation z is very much in to internet and technology as many researchers previously mentioned. They are very dynamic to understand but they trust the social media influencers and suggestions given by their peers in the form of electronic reviews.

9. REFERENCES

- Asshidin, N. H., Abidin, N., & Borhan, H. B. (2016). Perceived quality and emotional value that influence consumer's purchase intention towards American and local products. *Procedia Economics and Finance*, 35, 639-643. doi:10.1016/s2212-5671(16)00078-2
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139-150. doi: 10.1016/j.chb.2016.09.057
- Chatterjee, S. (2019). Internet of things and Social Platforms: An empirical analysis from Indian consumer behavioural perspective. *Behaviour & Information Technology*, 39(2), 133-149. doi:10.1080/0144929x.2019.1587001
- Nielsen. (2015). Recommendations from friends remain most credible form of advertising. [online] Available at: <<http://www.nielsen.com/eu/en/press-room/2015/recommendations-from-friendsremain-most-credible-form-of-advertising.html>>
- Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 50(2), 226-251. doi:10.1007/s11747-021-00829-4
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social Media Influencer Marketing: A systematic review, Integrative Framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644. doi:10.1111/ijcs.12647
- Kantar, (2020 September 10). Building brands with Gen Z: new Kantar research on Gen Z's brand preferences. <https://forbusiness.snapchat.com/blog/building-brands-with-gen-z-kantar>
- Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: Key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7-8), 579-607. doi:10.1080/0267257x.2020.1738525
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022b). EXPRESS: Influencer marketing effectiveness. *Journal of Marketing*, 00222429221102889.
- J. Ahn, M., & W. Ettner, L. (2014). Are leadership values different across generations? *Journal of Management Development*, 33(10), 977-990. doi:10.1108/jmd-10-2012-0131
- Bencsik, A., Juhász, T., & Horváth-Csikós, G. (2016). Y and Z generations at workplaces. *Journal of Competitiveness*, 6(3), 90-106. doi:10.7441/joc.2016.03.06
- Desai, S. P., & Lele, V. (2017). Correlating internet, social networks and workplace – a case of generation Z students. *Journal of Commerce and Management Thought*, 8(4), 802. doi:10.5958/0976-478x.2017.00050.7
- Salahuddin, M. M. (2010). Generational differences impact on leadership style and organizational success. *Journal of Diversity Management (JDM)*, 5(2). doi:10.19030/jdm.v5i2.805
- Mládková, L. (2017). Learning habits of generation Z students. Paper presented at the 698-703. Retrieved:<http://arktos.nyit.edu/login?url=https://search-proquest.com.arktos.nyit.edu/docview/1967756545?accountid=12917>
- Seaman, C., LaPerla, J., Schwartz, E., & Bienstock, J. (2018). Common leadership characteristics, personality traits, and behaviors that generations X, Y, and Z leaders find effective for shared leadership: A formal, informal, and rational approach. *Journal of International Management Studies*, 18(3), 5-20. doi:10.18374/jims-18-3.1
- ŠTIMAC, H., BILANDŽIĆ, K., & KELIĆ, I. (2022). WHO REALLY SHAPES GENERATION Z? *FEB Zagreb International Odyssey Conference on Economics & Business*, 4(1), 1077-1088
- Lanier, K. (2017). 5 things HR professionals need to know about generation Z. *Strategic HR Review*, 16(6), 288–290. <https://doi.org/10.1108/shr-08-2017-0051>
- Sladek, S. & Grabinger, A. (2014). Gen Z. Introducing the first Generation of the 21st Century.
- Stokes, R. (2013). eMarketing: The Essential Guide to Marketing in a Digital World (5th ed.). Cape Town:Quirk Education.
- Ayuni, R. F. (2019). The online shopping habits and e-loyalty of gen Z as natives in the Digital Era. *Journal of Indonesian Economy and Business*, 34(2), 168. <https://doi.org/10.22146/jieb.39848>
- Pham, M., Dang, T. Y., Hoang T. H. Y., Tran, T. T. N., & Ngo, T. H. Q. (2021). The effects of online social influencers on purchasing behavior of generation z: An empirical study in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(11), 179-190.
- Thangavel, P.; Pathak, P.; Chandra, B. Consumer decision-making style of gen Z: A generational cohort analysis. *Glob. Bus. Rev.*2019, 23, 710–728. [CrossRef]
- Kantar: Pokolenie Z Polega na Influencerach Podejmuj ąc Decyzje Zakupowe. Available online:<https://www.wiadomoscikosmetyczne.pl/artykuly/kantar-pokolenie-z-polega-na-influencerach-podejmu,61442> (accessed on 19 July 2022).
- LTK Study Reveals: Influencers Are the Single Most Important Online Purchase Driver for Gen Z Adults. Available on-line: <https://www.businesswire.com/news/home/20211019005053/en/LTK-Study-Reveals-Influencers-are-the-Single-Most-Important-Online-Purchase-Driver-for-Gen-Z-Adults> (accessed on 22 July 2022).
- Zatwarnicka-Madura, B., Nowacki, R., & Wojciechowska, I. (2022). Influencer marketing as a tool in modern communication—possibilities of use in green energy promotion amongst Poland's generation Z. *Energies*, 15(18), 6570. <https://doi.org/10.3390/en15186570>
- Puiu, S. (2016). Generation Z -- A New Type of Consumers. *Young Economists Journal / Revista Tinerilor Economisti*, 13(27), 67-78.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96. doi:10.1509/jm.15.0420
- Pal, D., Funilkul, S., & Vanijja, V. (2018). The future of smartwatches: Assessing the end-users' continuous usage using an extended expectation-confirmation model. *Universal Access in the Information Society*, 19(2), 261-281. doi:10.1007/s10209-018-0639-z
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139-150. doi:10.1016/j.chb.2016.09.057

- Chatterjee, S. (2019). Internet of things and Social Platforms: An empirical analysis from Indian consumer behavioural perspective. *Behaviour & Information Technology*, 39(2), 133-149. doi:10.1080/0144929x.2019.1587001
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19-39. https://doi.org/10.1108/yc-07-2016-00622
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828. https://doi.org/10.1080/02650487.2017.1348035
- Abidin, C. (2016). "aren't these just young, rich women doing vain things online?": Influencer selfies as subversive frivolity. *Social Media + Society*, 2(2), 205630511664134. https://doi.org/10.1177/2056305116641342
- Levin, A. (2020). Influencer marketing for Brands. https://doi.org/10.1007/978-1-4842-5503-2
- AdReaction (2017). Engaging Gen X, Y and Z. Kantar Millward Brown. Retrieved from: https://www.mm.be/userfiles/media/Kantar_Millward_Brown_AdReaction_GenXYZ_Global%20(2).pdf
- Jacobsen, S. L., & Barnes, N. G. (2020). Social Media, gen Z and consumer misbehavior: Instagram made me do it. *Journal of Marketing Development and Competitiveness*, 14(3). https://doi.org/10.33423/jmdc.v14i3.3062
- Wolf, A. (2020). Gen Z & Social Media Influencers: The Generation Wanting a Real Experience. Retrieved from: https://scholarworks.merrimack.edu/cgi/viewcontent.cgi?article=1050&context=honors_capstones
- Bailey, A. A. (2007). Public information and consumer skepticism effects on celebrity endorsements: Studies among young consumers. *Journal of Marketing Communications*, 13(2), 85-107. https://doi.org/10.1080/13527260601058248
- Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), 1336-1341. https://doi.org/10.1016/j.jbusres.2009.12.011
- Polyorat, K. (2011). The influence of brand personality dimensions on brand identification and word-of-mouth: The case study of a university brand in Thailand. *Asian Journal of Business Research*, 1(1). https://doi.org/10.14707/ajbr.110004
- Armelini, G., & Villanueva, J. (2006). what do we know about this Electronic word of mouth powerful marketing tool. *E-Business Center PricewaterhouseCoopers & IESE*, 11(2), 38-47.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52. https://doi.org/10.1002/dir.10073
- Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter? — an empirical investigation of panel data. *Decision Support Systems*, 45(4), 1007-1016. https://doi.org/10.1016/j.dss.2008.04.001
- Severi, E., Choon Ling, K., & Nasermoadeli, A. (2014). The impacts of electronic word of mouth on brand equity in the context of social media. *International Journal of Business and Management*, 9(8). https://doi.org/10.5539/ijbm.v9n8p84
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31. https://doi.org/10.1002/dir.1014.abs
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of Corporate Image. *International Journal of Marketing Studies*, 7(1). https://doi.org/10.5539/ijms.v7n1p126
- Thomas, A., Brunner, M., & Opwis, K. (2006). Satisfaction, image and loyalty: new versus experienced customers. *European Journal of Marketing*, 42(9/10).
- Zhang, Z., Ye, Q., Law, R., & Li, Y. (2010). The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management*, 29, 694-670. https://doi.org/10.1016/j.ijhm.2010.02.002
- Jalilvand, M., Samiei, N., & Mahdavinia, S. H. (2012). The Effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Journal of Marketing Intelligence and Planning*, 30(4), 5-5. https://doi.org/10.1108/02634501211231946
- East, R. Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *Intern. Journal of Research in Marketing*, 25, 215-224. <https://doi.org/10.1016/j.ijresmar.2008.04.001>
- Vahdati, H., & Mousavi Nejad, S. H. (2016). Brand personality toward customer purchase intention: The intermediate role of electronic word-of-mouth and brand equity. *Asian Academy of Management Journal*, 21(2), 1-26. https://doi.org/10.21315/aamj2016.21.2.1