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## MAPPING IDEA &amp; LITERATURE FORMAT

## Gen-Z Marketing Strategies: Understanding Consumer Preferences and Building Sustainable Relationships

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**Abstract** In the contemporary digital landscape, marketing strategies have become increasingly intricate due to the influence of Generation Z, a significant consumer group born between the mid-1990s and the early 2010s. This generation, labeled as "digital natives," presents unique challenges and opportunities for marketers, given their adeptness with technology and distinct shopping behaviors. To address these challenges, this research aims to conduct a thorough analysis of Generation Z's consumer preferences and effective marketing strategies for building sustainable relationships with them. Drawing from a multitude of qualitative studies spanning from 2010 to 2024, this study employs a systematic review approach to extract insights into Generation Z's preferences and behaviors. By synthesizing qualitative data and employing thematic analysis, the research uncovers recurring patterns, emerging trends, and socio-cultural influences shaping Generation Z's consumer behavior. Furthermore, the study explores the shift in preferences from physical products to experiences and the added value provided by brands. Key findings highlight Generation Z's inclination towards brands prioritizing social values, environmental concerns, and sustainability, as well as their reliance on social media influencers and preference for personalized experiences. The insights gleaned from this research are expected to provide valuable guidance for companies seeking to tailor their marketing strategies to effectively engage and resonate with Generation Z, thereby remaining competitive in the dynamic consumer market.

**Keywords:** Generation Z, Consumer Preferences, Marketing Strategies, Digital Natives, Sustainable Relationships, Social Media Influencers, Personalization, Experiential Marketing, Qualitative Research, Thematic Analysis.

**JEL Classification Code:** M31, D12, D83, Q01, Z13, M39

### 1. INTRODUCTION

In the contemporary digital landscape, the emergence of Generation Z (Gen-Z), born between the mid-1990s and the early 2010s, has profoundly influenced marketing strategies. This cohort, often labeled as "digital natives," presents unique challenges and opportunities for marketers due to their distinct shopping behaviors and interactions with brands. Understanding the consumer preferences of Gen-Z and effectively building sustainable relationships with them have become imperative for companies striving to remain relevant and competitive in the ever-evolving market.

Gen-Z, growing up in an age of advanced technology, exhibits distinct consumer preferences compared to previous generations. They are not only accustomed to technology but also leverage it in every aspect of their daily lives, including shopping experiences. This phenomenon has led to the prioritization of certain values and characteristics in their consumer behavior. One prominent aspect of Gen-Z consumer preferences is their inclination towards brands that prioritize social values,

environmental concerns, and sustainability. Research indicates that this cohort tends to gravitate towards companies that demonstrate a commitment to social responsibility and environmental stewardship (Dragolea, 2023; Dabija, 2020). Furthermore, Gen-Z consumers are heavily influenced by social media and corporate social responsibility efforts, which significantly impact their purchase intentions (Raza, 2023). In addition to sustainability concerns, Gen-Z consumers value personalized experiences and authenticity in brand interactions. They seek brands that offer unique experiences tailored to their individual needs and preferences (Budac, 2014; Ameen, 2020). Moreover, the influence of social media influencers plays a crucial role in shaping their purchasing decisions, highlighting the importance of digital marketing strategies in reaching this demographic (Kahawandala, 2020). Effective marketing strategies for Gen-Z extend beyond understanding their consumer preferences to building sustainable relationships with this cohort. An omnichannel marketing approach has emerged as a critical component in meeting the digital expectations and needs of Gen-Z consumers (ПРОБЛЕМЫ, 2020). Companies must establish a presence across various online platforms and seamlessly integrate their marketing efforts to create a cohesive brand experience. Moreover, transparency and authenticity are key elements in fostering trust and loyalty among Gen-Z consumers. Brands that communicate openly and authentically, aligning with the values and preferences of this demographic, are more likely to establish long-term relationships (Ameen, 2020).

## 2. LITERATURE REVIEW PROCEDURE

In the ever-evolving digital era, marketing has become increasingly complex and dynamic. One of the primary consumer groups under the spotlight in current marketing strategies is Generation Z. This generation, born between the mid-1990s and the early 2010s, has emerged as a significant force in the consumer market. Growing up in an age of advanced technology, they exhibit unique shopping behaviors and interactions with brands. Hence, a profound understanding of consumer preferences and how to cultivate sustainable relationships with Generation Z is crucial for marketers' success. Generation Z, often referred to as "digital natives," has influenced the marketing landscape in unprecedented ways. They are not only accustomed to technology but also leverage it in every aspect of their daily lives, including shopping experiences. This phenomenon has created new challenges for companies in crafting effective marketing strategies to attract and retain the attention of Generation Z. To gain an in-depth understanding of Generation Z's consumer preferences and the factors influencing their purchasing decisions, comprehensive and detailed research is required. This study will conduct a thorough analysis of Generation Z's consumer preferences and the effective marketing strategies for building sustainable relationships with them, enabling companies to remain relevant and competitive in the ever-changing market. Generation Z, a highly influential and tech-savvy consumer group, is characterized by a strong preference for sustainable products and a positive perception of retailers' sustainability efforts (Dragolea 2023, Dabija 2020). They are also heavily influenced by social media and corporate social responsibility, which significantly impact their purchase intentions (Raza 2023). The implementation of an omnichannel marketing strategy is crucial in meeting their digital expectations and needs (ПРОБЛЕМЫ 2020). Brands must understand and cater to their unique needs and behaviors, such as their reliance on social media influencers and their risk-averse nature (Budac 2014, Ameen 2020). Lastly, their purchasing habits are influenced by factors such as product features, price consciousness, and social media identity (Kahawandala 2020).

One relevant phenomenon in this study is the shift in Generation Z's consumer preferences from physical products to experiences and added value provided by brands. Generation Z tends to gravitate towards brands that prioritize social values, environmental concerns, and sustainability. They also prefer brands offering unique experiences and personalization that cater to their individual needs and preferences. Therefore, marketing strategies focusing on creating positive experiences and highlighting the added value provided by brands are crucial in capturing attention and winning the hearts of Generation Z. The primary objective of this research is to identify Generation Z's consumer preferences in-depth and uncover the factors influencing their purchasing decisions. Through a quantitative approach, data will be collected from various relevant previous studies. This data will then be analyzed and interpreted to gain a better understanding of Generation Z's consumer preferences and behaviors.

Thus, the findings of this research are expected to provide valuable insights for companies in designing more effective. To elucidate the research methodology employing a qualitative approach, a systematic review of prior research spanning from 2010 to 2024 will be conducted. The qualitative method aims to delve into the nuanced aspects of Generation Z's consumer preferences and behavior, offering a comprehensive understanding beyond numerical data. This approach involves the analysis of textual data, thematic patterns, and underlying meanings extracted from previous studies.

The systematic review will commence with the identification of relevant academic literature through reputable databases such as PubMed, Scopus, and Web of Science. Keywords pertaining to Generation Z, consumer behavior, marketing strategies, and related themes will be utilized to refine the search results. Inclusion criteria will be established to select studies that directly contribute to understanding Generation Z's preferences and relationships with brands. Upon identifying potential studies, a rigorous screening process will be employed to ensure the inclusion of high-quality research. Studies will be assessed based on their relevance to the research topic, methodological rigor, and credibility of findings. Articles meeting the inclusion criteria will be thoroughly examined to extract pertinent information regarding Generation Z's consumer preferences, behaviors, and marketing strategies.

Data extraction will involve systematically organizing and categorizing key findings, themes, and insights derived from the selected studies. This process will enable the synthesis of qualitative data, facilitating the identification of recurring patterns, emerging trends, and discrepancies across different studies. Through a comparative analysis, common themes and divergent viewpoints regarding Generation Z's preferences and brand relationships will be elucidated. Furthermore, thematic analysis will be employed to uncover underlying meanings and interpretive frameworks embedded within the qualitative data. By scrutinizing textual data for recurring themes, implicit messages, and socio-cultural influences, a nuanced understanding of Generation Z's consumer behavior will be attained. This qualitative approach emphasizes the exploration of subjective experiences, motivations, and perceptions, providing rich insights into the complexities of generational dynamics in the consumer market. The qualitative methodology employed in this research entails a systematic review of prior literature, rigorous screening of relevant studies, data extraction, thematic analysis, and interpretation of qualitative findings. By synthesizing insights from a diverse range of qualitative studies, this approach aims to offer a comprehensive understanding of Generation Z's consumer preferences and facilitate the development of effective marketing strategies tailored to this demographic cohort.

### 3. CONCLUSION AND PROPOSITION

*Hypothesis 1:* There is a positive relationship between the prioritization of social values, environmental concern, and sustainability, and Generation Z consumers' preferences towards brands promoting these values.

*Hypothesis 2:* The influence of social media on the purchasing behavior of Generation Z will enhance their inclination towards brands endorsed by social media influencers they follow.

*Hypothesis 3:* Personalization of shopping experiences will increase engagement and loyalty among Generation Z consumers towards brands capable of providing tailored shopping experiences based on their individual preferences.

*Hypothesis 4:* The shift in Generation Z consumer preferences from physical products towards experiences and added value offered by brands will drive companies to adapt marketing strategies more focused on creating positive experiences and highlighting their added value.

Table 1: Mapping Literature

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
Determining factors in shaping the sustainable behavior of the generation Z consumer	L. Dragolea, G. Butnaru, S. Kot, C. Zamfir, A. Nuta, F. Nuță, D. Cristea, M. Ștefănică	Frontiers in Environmental Science	11	2023	Sustainable behavior of Generation Z consumers is a determining factor from the perspective of the task that this generation will naturally take on in terms of environmental responsibility.	The methodology used in the study is a quantitative approach, specifically using structural equation modeling with partial least squares (PLSSEM) to analyze the sustainable behavior of Generation Z consumers based on data collected through a survey.	The paper provides an overview of the importance of green marketing strategies, the profile of Generation Z consumers, and their sustainable behavior, with a positive relationship between sustainable behavior, satisfaction, and environmental protection activities.	The "Measurement" in L. Dragolea, G. Butnaru, S. Kot, C. Zamfir, A. Nuta, F. Nuță, D. Cristea, M. Ștefănică (2023) includes a 7-point Likert-type scale for measurement and 6 dimensions: green marketing practices, environmental protection attitude, environmental issues, green consumer identification, green product purchase, and environmental protection.	The main findings include a positive relationship between the sustainable behavior of Generation Z consumers and their satisfaction, as well as their environmental protection activities. However, there was no relationship found between their sustainable behavior and the green marketing practices of organizations, environmental issues, and their identification with the environmentally responsible consumer.
Understanding Digital Consumer: Generation Z Online Shopping Preferences	-	International journal of recent technology and engineering	4	2019	Social media is an alternative in online shopping.	The methodology used in the study involved data collection through a direct survey from 513 respondents, compilation of survey questions from previous research and focus group discussions, and qualitative data analysis using descriptive analysis to understand the preferences of	-	The measurement in (2019) is the survey questions, compiled from previous research questions and focus group discussions.	The main findings of the paper are that Generation Z's preference for online shopping is influenced by various factors, leading them to choose social media as a first choice but also appreciate marketplaces for their convenience features. The study is important for the world of digital marketing and can support the planning of effective and efficient digital marketing strategies.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
						generation Z in online shopping.			
A Qualitative Approach to the Sustainable Orientation of Generation Z in Retail: The Case of Romania	Dan-Cristian Dabija, Brândușa Mariana Bejan, Claudiu Pușcaș	-	24	2020	Retail networks making a useful and proactive contribution to resource preservation and environmental protection were preferred by respondents' preferred retailers.	Qualitative empirical research study using a semi-structured in-depth interview guide, developed based on the literature, and analyzed using qualitative data analysis procedures.	The paper aims to highlight how Generation Z perceives the sustainable dimensions of retailers in an emerging market, discussing the favorable orientation of retailers towards sustainability and specific strategies developed to satisfy target segments, while also identifying weaknesses in the analyzed companies and suggesting areas for improvement to be more successful with customers.	The "Measurement" in Dan-Cristian Dabija, Brândușa Mariana Bejan, Claudiu Pușcaș (2020) includes the variables of sustainability, sustainable development, environmental dimension of sustainability, and economic dimension of sustainability.	<ul style="list-style-type: none"> <li>- Generation Z members have a favorable perception of retailers' sustainability orientation and specify concrete measures implemented by their preferred retailers.</li> <li>- Retailers should change their business strategies to properly educate consumers towards the principles of sustainable development.</li> <li>- Future research could compare the sustainable behavior and attitude of other consumer generations when buying from retail stores.</li> </ul>
Role of Marketing Strategies to Generation Z in Emerging Markets	M. Raza, Sohaib uz Zaman, Sahar Qabool, Syed Hasnain Alam, Shafique -Ur-Rehman	Journal of Organisational Studies and Innovation	2	2023	Social media cognitive engagement and perceived corporate social responsibility have strong relation with generation Z purchase intention.	The methodology used in the study includes the selection of the target population, sampling method, validity and reliability measurement tests, discriminant validity	The paper provides a brief summary of the research methodology, including the use of an online survey questionnaire, the demographic profile of the respondents, and the reliability	The "Measurement" in M. Raza, Sohaib uz Zaman, Sahar Qabool, Syed Hasnain Alam, Shafique -Ur-Rehman (2023) includes the following variables and dimensions:	<ul style="list-style-type: none"> <li>- The study found that the four constructs played a partially significant role in Generation Z purchase intention.</li> <li>- The majority of respondents were in the age group of 23-25, with a higher percentage of male</li> </ul>

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						test, R-Square analysis, and model fit indices calculation. The study also utilized Smart PLS 4.0 for SEM analysis. The methodology involved a comprehensive approach to ensure the accuracy and reliability of the data collected.	and validity measurements of the data collected.	<ul style="list-style-type: none"><li>- Social Responsibility: The brand/company is socially responsible, helps civil society organizations, is committed to ecological issues, returns to society, acts thinking about society, integrates philanthropic contributions, behaves honestly with customers, and respects legal regulations.</li><li>- Brand Image: Your preferred brand is desirable, strong in character, and strong in personality.</li><li>- Generation Z Purchase Intention (PI): Statements related to the intention to buy products advertised on social media.</li></ul> These variables and dimensions are used to measure the concepts established	participants, and a significant number of respondents were engaged in e-shopping.



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								in the research model and ensure internal consistency and validity of the instrument.	
Generation Z: Consumer Behavior In Digital Ecosystem	ЭКОНОМИКА ПРОБЛЕМЫ, РЕШЕНИЯ И ПЕРСПЕКТИВЫ	Вестник университета	6	2020	The consumer expectations and consumer behavior of Generation Z are influenced by opinion leaders and reference groups.	The methodology used in the study is not explicitly mentioned in the provided passages.	The paper discusses the behavioral matters of Generation Z and their use of the Internet to meet their needs, emphasizing the absence of a universal digital format and the importance of omnichannel marketing strategy to meet their expectations and needs.	-	Identification of opportunities and barriers for omnichannel marketing implementation for Generation Z, definition of Generation Z's media preferences, and influence of opinion leaders and reference groups on Generation Z's consumer expectations and behavior.
Delineating the Effects of Social Media Marketing Activities on Generation Z Travel Behaviors	Juanita C. Liu, Chaohui Wang, T. Zhang, Haohao Qiao	Journal of Travel Research	4	2022	Social media marketing activities were more susceptible to Gen Z tourists when choosing destinations and were more likely to pay a premium for visiting than their generational counterparts.	-	The paper investigates the effects of social media marketing activities (SMMAs) on Gen Z travel behaviors, highlighting their susceptibility to specific traits of SMMAs and differences in influence between Gen Z females and	The "Measurement" in this paper is the varying effects of social media marketing activities (SMMAs) on Gen Z travel behaviors, specifically focusing on the four traits of SMMAs and the differences between male and female Gen Z tourists. The variables are the four	- Generation Z (Gen Z) has become a significant consumer group for destination marketers.  - Social media marketing activities (SMMAs) have varying effects on Gen Z travel behaviors, with Gen Z tourists being more susceptible to the traits of SMMAs and more likely to pay a premium for visiting destinations compared to

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							males. It aims to provide constructive directions for marketers to implement effective SMMA strategies for Gen Z travelers.	traits of SMMA (entertainment, trendiness, interaction, and word-of-mouth) and the dimension is the influence on Gen Z travel behaviors.	other generations.  - There are gender differences in the influence of SMMA on Gen Z travel behaviors, with females being more influenced by customization and word-of-mouth features, and males being more sensitive to entertainment features.
Generation Z in the United Arab Emirates: A Smart-Tech-Driven iGeneration	Nisreen Ameen, A. Anand	-	5	2020	Generation Z in the UAE has five main characteristics.	Not mentioned (the paper does not provide a specific methodology or a brief description of the methods used in the study)	The paper provides an overview of Generation Z in the UAE, including their characteristics and preferences, and emphasizes the importance of understanding their needs for companies to offer targeted products and services and a suitable workplace. The findings suggest that Generation Z in the UAE has five main characteristics: they are digital natives, highly influenced by social influencers, risk averse, emotionally mature, and highly	The "Measurement" in Nisreen Ameen, A. Anand (2020) is the characteristics and preferences of Generation Z in the UAE, including being digital natives, highly influenced by social influencers, risk averse, emotionally mature, and highly involved in political debates.	The main findings of the paper are that Generation Z in the UAE has five main characteristics: digital natives, highly influenced by social influencers, risk averse, emotionally mature, and highly involved in political debates.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
							involved in political debates.		
Profiling purchasing behavior of Generation Z	Nadeesha Kahawandala, S. Peter, Hiruni Niwunhella	International Conference on Software Computing and Software Engineering	2	2020	Marketers who want to capture the attention of this segment of the market need to know their customers.	The methodology used in the study is a survey using a structured questionnaire to gather data on the purchasing habits of Generation Z from the angle of social influence and technology.	The paper discusses the emergence of Generation Z as tech-savvy consumers, outlines the chief objective of the study, presents the unique shopping habits and preferences of Generation Z, and highlights the influential factors affecting their purchasing decisions.	The measurement in Nadeesha Kahawandala, S. Peter, Hiruni Niwunhella (2020) is the purchasing habits of Generation Z, specifically from the angle of social influence and technology. The influential factors include product features, price consciousness, family recommendations, computer literacy, peer and social influence, and social media identity.	<ul style="list-style-type: none"> <li>- Generation Z shoppers have unprecedented shopping habits and preferences.</li> <li>- Classical influential factors such as product features, price consciousness, and family recommendations significantly affect the purchasing habits of Generation Z.</li> <li>- Computer literacy, peer and social influence, and social media identity also have a significant influence on the purchasing decision of Generation Z.</li> </ul>
Generation Z in Pakistan: Individualistic and Collectivist in Orientation	Ahmad Jamal	-	8	2020	Generation Z consumers in Pakistan are active users of social media platforms connecting with local and international users, brands and exchanging information, photos, videos, ideas, and opinions with people inside and outside Pakistan.	Not applicable (the paper does not provide a specific methodology or research methods used in the study)	The paper provides an overview of the characteristics, consumption patterns, and preferences of Generation Z in Pakistan, highlighting their multilingualism, collectivist orientation with individualistic tendencies, and	The measurement in Ahmad Jamal (2020) includes the percentage of population under the age of 25 in Pakistan, information processing ability of Generation Z, cultural and social values underpinning consumption choices and social media preferences, and	<ul style="list-style-type: none"> <li>- Generation Z consumers in Pakistan are active users of social media platforms, connecting with local and international users and exchanging information, photos, videos, ideas, and opinions.</li> <li>- Generation Z in Pakistan consists of confident, able, and multilingual consumers who are largely collectivists in orientation but show</li> </ul>

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							engagement with brands via digital platforms. It also discusses the need for effective marketing strategies and work-related implications.	work-related implications for Generation Z in Pakistan.	strong individualistic tendencies.  - There is a need for providing transformational leadership and training programs to harness the intellectual skills of Generation Z in Pakistan, along with effective marketing strategies for handling Generation consumers in Pakistan.
Marketing Communication Strategies for Generation Y – Millennials	Ljupka Naumovska	-	25	2017	Marketers are interested in the characteristics of Generation Y.	The methodology used in the study involved conducting a quantitative survey of 172 Millennials from Macedonia, Bulgaria, and Greece in the summer of 2016. The respondents were between the ages of 25 and 34, with a distribution of 44% males and 56% females. The survey was distributed via email to 330 individuals, out of which 172 responded. The research method was presented with histograms in the	The paper provides a comprehensive overview of the distinctive characteristics and consumer behavior of Generation Y, emphasizing their heavy reliance on digital media for social interactions and purchasing goods, and the need for a deeper understanding of their buying habits and media preferences for effective marketing strategies.	The measurement in Ljupka Naumovska (2017) involves a quantitative research method and a survey conducted among 172 Millennials from Macedonia, Bulgaria, and Greece, focusing on individuals between the ages of 25 and 34. The survey included questions related to indicators and main hypotheses, centered around given variables such as preferred types of advertising and creative solutions that grab the attention of Millennials. The measurement also	Millennials prefer web portals and social platforms for advertising and messaging, with the use of graphics and strong visuals being the most effective marketing strategy. Additionally, honesty is a driving concept in packaging, design, PR, and slogans.

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						result section, and the questions from the survey were related to indicators with the main hypothesis and centered around given variables.		involved analyzing respondents' preferences for different forms of media and their choices related to packaging, design, PR, and slogans.	
Marketing Learning Communities to Generation Z: The Importance of Face-to-Face Interaction in a Digitally Driven World.	Julia Spears, S. Zobac, A. Spillane, Shannon J. Thomas	-	12	2015	The use of digital media coupled with face-to-face interaction is identified as an effective method of marketing learning communities to the newest population of incoming college students.	Qualitative research involving identification of marketing strategies used by Learning Community administrators at two large universities, with a focus on digital media and face-to-face interaction as effective methods for marketing to Generation Z students.	The paper discusses the marketing strategies utilized by Learning Community administrators at two large universities in the Midwest, emphasizing the effectiveness of using digital media and face-to-face interaction to market to Generation Z students, who are technologically savvy and expect to receive information through digital media. The findings suggest that current trends of conveying information through digital marketing strategies should be utilized to	The "Measurement" in Julia Spears, S. Zobac, A. Spillane, Shannon J. Thomas (2015) is the effectiveness of marketing strategies, particularly the use of digital media and face-to-face interaction, in recruiting Generation Z students into Learning Community programs. The variables include marketing strategies, digital media usage, face-to-face interaction, and recruitment success.	<ul style="list-style-type: none"> <li>- The combination of digital media and face-to-face interaction is an effective marketing strategy for Learning Communities targeting Generation Z students.</li> <li>- Generation Z students are technologically savvy and expect to receive information through digital media.</li> <li>- LC administrators should utilize current trends of conveying information through digital marketing strategies to recruit Generation Z students into LC programs.</li> </ul>

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
							recruit Generation Z students into LC programs.		
Marketing to Millennials: Improving Relationships with Millennial Consumers Through Online Advertising and Social Media Networking	S. Brown	-	6	2016	The millennial demographic is a difficult group for marketers.	The methodology involves interviews with industry experts and millennial consumers, as well as investigation of current literature.	The paper discusses the increased demand for effective marketing techniques to reach millennials, the changes in the advertising world due to the complexity of the millennial population, and aims to examine the effectiveness of traditional marketing tactics and the demand for digital marketing in reaching millennials, as well as marketing and advertising strategies for building stronger relationships with millennial consumers.	Not applicable (the paper does not discuss a specific measurement with variables and dimensions)	The study explores the effectiveness of traditional marketing tactics and the demand for digital marketing in reaching millennials. Conclusions drawn from current literature and interviews with industry experts and millennial consumers aim to help brands and marketing professionals improve their strategies for building and maintaining profitable relationships with millennial consumers.
Generation Z consumers' expectations of interactions in smart retailing: A future agenda	Constantinos-Vasilios Priporas, Nikolaos Stylos, Anestis K. Fotiadis	Comput. Hum. Behav.	250	2017	Smart technologies have a significant influence on generation Z consumers' experiences.	Qualitative approach using in-depth interviews with a non-probability purposive sample of	The paper explores Generation Z consumers' perceptions, expectations, and recommendations	The "Measurement" in Constantinos-Vasilios Priporas, Nikolaos Stylos, Anestis K. Fotiadis (2017) is the use of a	- Generation Z consumers are significantly influenced by smart technologies in their shopping experiences.  - They expect new devices



Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
						38 university students in the UK	in terms of their future interactions in smart retailing contexts, highlighting their significant influence on consumer experiences and expectations for new devices and electronic processes. It also defines smart retailing as an interactive and connected retail system that supports personalized customer experiences.	semi-structured interview guide consisting of 10 questions designed to gather information on the participants' personal experiences with smart retailing and their expectations for the future of smart retailing. The dimensions include years of smartphone use, shopping purposes, and use of smart technologies in stores.	and electronic processes to be widely available, providing more autonomy and faster transactions, as well as enabling more informed shopping decisions.  - There is a concern among some participants about the potential effects of further advancing smart retailing on the job market.
Understanding Generation Z Perceptions of Artificial Intelligence in Marketing and Advertising	Thomas R. Jeffrey	Advertising & Society Quarterly	2	2022	AI in marketing is generally perceived by young people.	Not mentioned (the paper does not provide a clear methodology or description of the methods used in the study)	The paper investigates Generation Z perceptions of AI in marketing, finding a contradiction in how AI in marketing is generally perceived versus how specific issues are perceived among Generation Z. Generation Z shows a low level of concern about the use of AI in	Awareness and understanding of AI in marketing, concern about data privacy, concern about psychological profiling, stereotyping, and manipulation	- The study highlights the lack of understanding of the potential negative impact of AI in marketing on individuals and society.  - It reveals a contradiction in the perception of AI in marketing, with a low level of general concern but higher levels of concern for specific issues related to personal data, psychological profiling, stereotyping, and manipulation.

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							marketing but higher levels of concern for specific issues regarding personal data, psychological profiling, stereotyping, and manipulation.		
Branded Content: A Bridge Building Gen Z's Consumer-Brand Relationship	Subhalakshmi Bezbaruah, Jay Trivedi	Vision: The Journal of Business Perspective	8	2020	Informative branded content videos have a more significant effect on brand attitude which further results into purchase intentions and negative information about the marketed product among consumers.	The methodology used in the study includes a descriptive research design, administration of a structured questionnaire on Facebook with 470 responses, and data analysis involving various statistical techniques.	Branded content videos are perceived as an effective form of communication to reach the Gen Z generation, and informative BCVs have a significant effect on brand attitude, purchase intentions, and resilience towards negative information about the marketed product.	Branded content videos (BCVs), Gen Z's attitude towards the brand (AB), Purchase intention (PI), Resilience towards the negative information (RNI), Celebrity endorsement (CE)	Branded content videos have a significant effect on brand attitude, leading to purchase intentions and resilience towards negative information about the advertised product among consumers. Informative BCVs have a more significant effect on brand attitude. Celebrity endorsements do not moderate the relationship between BCVs and brand attitude.
Generation Z - The Global Market's New Consumers- And Their Consumption Habits: Generation Z Consumption Scale	Asst. Prof. PhD. Mustafa Özkan	-	38	2017	The shopping mall culture that emerged with globalization is now taking its place to internet shopping.	The methodology used in the study involved applying questionnaires to 200 members of Generation Z and evaluating the data obtained through reliability and factor analysis.	The paper discusses the changing consumer structure and the differentiation of consumption habits, particularly focusing on the Generation Z's profile and its role in these habits.	The measurement in Asst. Prof. PhD. Mustafa Özkan (2017) is the Generation Z Consumption Scale, which was developed based on questionnaires applied to 200 members of	The study focuses on the changing general consumption habits and the role of the Generation Z's profile in these habits, emphasizing the shift from shopping mall culture to internet shopping and the preference for ads made via social media.

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								Generation Z and evaluated using reliability and factor analysis.	
Understanding the Attitude of Generation Z Consumers Towards Advertising Avoidance on the Internet	Madhobi Hossain	-	4	2018	Goal impediment, privacy concern, and negative experiences are positively related to advertising avoidance online.	The methodology used in the study involved investigating the determinants of advertising avoidance among Generation Z consumers in Bangladesh. The data from 280 respondents were analyzed using descriptive statistics, confirmatory factor analysis (CFA), and structural equation modeling (SEM) with the help of SPSS.24 and AMOS.17.	The paper investigates advertising avoidance among Generation Z consumers in Bangladesh and identifies goal impediment, privacy concern, ad clutter, and negative experiences as determinants of online advertising avoidance.	The "Measurement" in Madhobi Hossain (2018) includes the variables: goal impediment, privacy concern, ad clutter, and negative experiences.	The study fills a gap in the literature by investigating the reasons for Generation Z consumers in Bangladesh to avoid online advertisements. The findings suggest that goal impediment, privacy concern, ad clutter, and negative experiences are positively related to advertising avoidance online.
Move over, Millennials: Generation Z is changing the consumer landscape	J. Gutfreund	-	24	2016	Gen Z consumers are savvy consumers and do not trust brands.	Answer not found	The paper provides a brief summary of Generation Z, discussing their characteristics, preferences, and the challenges for brands in earning their loyalty.	The "Measurement" in J. Gutfreund (2016) is the characteristics and preferences of Generation Z, including their values, distrust of brands, preferences for real advertising and personalized customer	The paper discusses the characteristics and preferences of Generation Z, highlighting their distrust of brands, preference for real advertising, and the expectation of personalized and efficient customer service. It also emphasizes the need for companies to

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
								service, and their expectation for companies to use up-to-the-minute data to customize their shopping and buying experience.	use up-to-the-minute data to customize the shopping and buying experience for this generation.
Generation X versus Millennials communication behaviour on social media when purchasing food versus tourist services	Dan-Cristian Dabija, B. Bejan, N. Tipi	-	94	2018	Social media plays an increasingly important part in influence consumers and their consumption behavior.	The methodology involved conducting an empirical and exploratory study in Romania over a period of five months in 2016, using a questionnaire as a statistical tool. The results were validated using structural equation modeling in AMOS.	The paper emphasizes the importance of understanding the needs and preferences of Generation X and Millennials for companies, the increasing importance of online presence for retailers, and the reliance of Millennials on online information. It also discusses the role of social media in influencing the purchasing behavior of both generations.	The "Measurement" in Dan-Cristian Dabija, B. Bejan, N. Tipi (2018) involves statistical tests such as Cronbach's $\alpha$ coefficient, the KMO criterion, Bartlett's sphericity test, exploratory factor analysis, Eigen value, % variance, $\chi^2$ , and df to establish the stability and validity of the dimensions used to characterize each dimension. The measurement also includes the assessment of the respondents' use of social media to communicate information about food and tourist services, with a focus on the influence of online information, desire to be informed,	Answer not found

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								and characteristics expected from information.	
Generation Z's psychology and new-age technologies: Implications for future research	Nisreen Ameen, Sameer Hosany, Babak Taheri	Psychology & Marketing	1	2023	Gen Z consumers and global issues are areas for future research.	Not applicable (the paper does not provide a methodology or a brief description of the methods used in the study)	The paper provides an overview of Generation Z's consumer psychology and interactions with new-age technologies, highlighting gaps in understanding and proposing future research areas.	The proportion of Generation Z in the world's population, Gen Z's consumer psychology, and their interactions with new-age technologies	Not applicable (the paper does not present specific findings or conclusions)
Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration	Alison Munsch	-	76	2021	Digital marketing/advertising that is engaging, informative and influential to their consumer behavior is a challenge for marketers in the United States.	The methodology used in the study involved qualitative methods such as focus groups, an online bulletin board, and one-on-one in-depth interviews.	The paper discusses the challenges of developing effective digital advertising strategies for Millennials, their avoidance of digital advertisements, the need for new insights to hold their attention, and the positive impact of short digital marketing/advertising with music, humor, and social media influencers on both Millennials and Generation Z.	The impact of digital marketing/advertising on Millennials and Generation Z, with a focus on the characteristics of effective digital marketing/advertising. Variables: content of the digital marketing/advertising (short, with music, humor, and social media influencers) and the age cohorts (Millennials and Generation Z). Dimension: the impact or effectiveness of the digital	Millennials are likely to use digital distractions during advertisements and are unlikely to engage with digital advertisements in their entirety. Short digital marketing/advertising with music, humor, and the use of social media influencers has a positive impact on both Millennials and Generation Z.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
								marketing/advertising on consumer behavior for these age cohorts.	
The Emergence of Generation Z And Its Impact in Advertising	Duncan Southgate	Journal of Advertising Research	41	2017	Effective advertising is understanding the changing consumer.	Not applicable	The summary is that the paper focuses on Generation Z as the next generational focus in advertising research.	The measurement in Duncan Southgate (2017) is the understanding and analysis of the characteristics, behaviors, and preferences of Generation Z as a consumer group.	Not applicable (the paper does not present specific main findings or a summary of results)
Consumer Behavior in the Information Economy: Generation Z	E. Grigoreva, L. Garifova, E. Polovkina	-	5	2021	Social networks are becoming the main channel for delivering advertising information to a young audience.	The methodology used in the study involved conducting a social survey and interviewing 2,810 people, with a focus on Generation Z respondents.	The paper examines the features of consumer behavior of Generation Z, emphasizing their digital consumption habits, preference for online shopping, reliance on smartphones and tablets for information and purchases, and inclination towards co-creation with brands, collaboration, and innovation.	The "Measurement" in E. Grigoreva, L. Garifova, E. Polovkina (2021) includes the influence of social media on consumer behavior, such as the ability to create and share content, ease of use and personalization, low cost and language support, expansion of reach to links and resources, and the role of social media as a sensory extension for consumers.	Generation Z is characterized as digital consumers who are comfortable with online shopping and spend a significant amount of time online for various activities. They expect co-creation and innovation from brands and employers, indicating a desire for active participation and collaboration. Social media plays a crucial role in delivering advertising information to Generation Z, with a focus on visual content and short formats, reflecting their fragmented consumption of information.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
Analisis of the Study of Digital Marketing Potential on Product Purchase Decisions in Generation Z	Ayu Alfyya Fathinasari, Hery Purnomo, Poniran Yudho Leksono	Open Access Indonesia Journal of Social Sciences	0	2023	Sellers can share content, conduct paid advertising campaigns, interact with users, and build relationships with audiences through social media.	-	-	The "Measurement" in Ayu Alfyya Fathinasari, Hery Purnomo, Poniran Yudho Leksono (2023) is the potential of digital marketing for influencing the purchasing decisions of Generation Z.	<ul style="list-style-type: none"> <li>- Generation Z's extensive use of the internet presents significant opportunities for sellers to reach them through digital platforms.</li> <li>- Digital marketing can effectively attract the attention of Generation Z, help them make buying decisions, and enable better personalization in communication.</li> <li>- By leveraging digital technology and understanding the characteristics of Generation Z, sellers can create effective campaigns to influence their preferences and purchasing decisions.</li> </ul>
Millennials and Generation Z: a generational cohort analysis of Indian consumers	P. Thangavel, P. Pathak, B. Chandra	-	22	2021	Marketers need to customize their value offerings and marketing communications that resonate well with each generational cohort.	The methodology involved using the generational cohort theory as a framework, adapting questionnaire items from past research, conducting principal components factor analysis with promax rotation, and running ANOVA to examine mean	The paper aims to explore the consumer decision-making styles among Indian Millennials and Generation Z e-shoppers, revealing differences in dominant shopping orientations and enthusiasm for online shopping,	Frugality (Price), Convenience (Home), Social desirableness - Shopping orientations (decision-styles)	Frugality, convenience, and social desirableness are the most dominant shopping orientations among Indian Millennials and Generation Z e-shoppers. Generation Z are more enthusiastic about online shopping than their Millennial counterparts.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
						differences between the cohorts.	emphasizing the need for customized marketing strategies for each generational cohort.		
Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis	P. Thangavel, P. Pathak, B. Chandra	Global Business Review	45	2019	Gen Z online shoppers are economic-quality seekers, convenience shoppers, and deal hunting-convenience seekers.	Cluster analysis (K-means) and chi-square analysis were used to identify segments of online shoppers and profile them based on demographic data.	The paper examines the shopping orientation of Gen Z online shoppers using the generational cohort theory as a framework, identifies four segments of Gen Z online shoppers, and provides implications for online retailers and marketing practitioners.	The measurement in P. Thangavel, P. Pathak, B. Chandra (2019) is the cluster analysis of nine online shopping orientation factors to identify four segments of online shoppers. The specific variables and dimensions of the factors are not explicitly provided in the paper.	<ul style="list-style-type: none"> <li>- The study identified four segments of Gen Z online shoppers based on their shopping orientation factors.</li> <li>- Each segment was profiled based on demographic data through chi-square analysis.</li> <li>- The paper provides implications for online retailers and marketing practitioners.</li> </ul>
Generation Z and the tourist experience: tourist stories and use of social networks	Hamed Haddouche, C. Salomone	-	63	2018	Gen Z seems to show a great modesty during their tourist experiences.	The methodology used in the study involved semi-directive interviews and the narrative research technique, with the data being analyzed through content analysis.	The paper discusses the tourist experiences of Generation Z, their use of social networks, and their apprehension of sustainable tourism, highlighting their modesty during tourist experiences, lack of focus on sustainable tourism, and suspicion and	-	<ul style="list-style-type: none"> <li>- Generation Z demonstrates modesty during their tourist experiences, contrary to the perception of being a narcissistic generation.</li> <li>- Sustainable tourism is not a key concept for the young people interviewed.</li> <li>- Generation Z is more suspicious and vigilant with regard to social networks</li> </ul>

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
							vigilance regarding social networks.		and their use, compared to Generation Y.
GENERATION Z IN BRICK-AND-MORTAR STORES: A REVIEW AND RESEARCH PROPOSITIONS	K. Vojvodić	Poslovna izvrsnost - Business excellence	10	2019	The proper approach to Generation Z cohort seems to be essential to capture this market segment more effectively and to improve their overall in-store shopping experience.	The methodology involves a comprehensive review of academic and practitioner literature to identify the main features of Generation Z in brick-and-mortar retail settings, synthesizing current findings, providing insights for retailers, and suggesting future research propositions.	The paper aims to address the under-researched topic of Generation Z's retail-related behavior, identify the main features of Generation Z in brick-and-mortar retail settings, present the results of an extensive review of recent literature on Generation Z members and their consumer-related behavior, and contribute to the existing body of knowledge on the topic of Generation Z.	-	<ul style="list-style-type: none"> <li>- Generation Z consumers prefer shopping in physical stores despite being a digital native generation.</li> <li>- Generation Z consumers expect technology to help them make more informed shopping decisions.</li> <li>- Advanced technologies provide retailers with greater insights into the habits and needs of Generation Z consumers.</li> </ul>
Assessing the Online Purchasing Decisions of Generation Z	Anna Hidvégi	-	14	2017	A third of young people like to shop online.	The methodology used in the study is an online survey with 1055 participants to gather information about the online shopping habits and attitudes of Generation Z individuals.	The paper explores the shopping habits and attitudes of Generation Z individuals towards online shopping, highlighting their reliance on personal experience, consideration of quality and prices,	The "Measurement" in Anna Hidvégi (2017) is the online consumer behavior and shopping preferences of Generation Z, including their reliance on personal experience, consideration of	<ul style="list-style-type: none"> <li>- Generation Z individuals rely on personal experience, prioritize quality and prices, and mostly disregard other people's opinions when making purchasing decisions.</li> <li>- Despite the internet being their main source of information, they still seek</li> </ul>

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
							seeking input from others, and the limited applicability of online shopping preferences due to age and discretionary income (confidence: 90)	quality and prices, and their proportion who like to shop online.	input from others before making purchasing-related decisions.  - A third of Generation Z individuals like to shop online, but due to their age and discretionary income, the findings currently apply to only a small portion of this segment.
Understanding generation Z's travel social decision-making	C. Dimitriou, Emad AbouElgheit	Tourism and hospitality management	25	2019	The proposed model consists of five stages.				
Generation Z and Corporate Social Responsibility	S. Uche	-	10	2018	Brands should communicate corporate social responsibility to its stakeholders.	Not mentioned (the paper does not provide a specific methodology or description of the methods used in the study)	The paper explores Generation Z's attitudes and perceptions towards a brand's CSR communication efforts, evaluating various variables and examining how the influence of CSR communication efforts varies within Gen Z based on gender, race, and political ideologies.	The measurement in S. Uche (2018) includes variables such as progressive values, diversity, pro-social behaviors, attitude toward a brand, perceived credibility, ulterior motives, commitment, perceived trust, word of mouth intentions, and purchase intentions. It also examines how the influence of CSR communication efforts varies within Gen Z depending on	The main findings include the exploration of Generation Z's attitudes and perceptions towards a brand's CSR communication efforts, the influence of CSR communication efforts based on gender, race, and political ideologies within Gen Z, and the current characteristics of Gen Z and their involvement levels in CSR.

Title	Authors	Venue	Citation count	Year	Abstract summary	Methodology	Summary	Measurement	Main findings
								gender, race, and political ideologies.	



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