



A Study on The Role of Digital Platform on the Purchase Behavior in Gen Z

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ABSTRACT:

The increase of in the business of the digital platforms can be seen in the recent times and consumers also opting different platform for purchase of products and services. The digital platforms are booming up and Gen Z being one of the nearest people to understand and work with the technology can see having a bigger hold and are the major consumer base. This research paper focusses on the impact of the digital platform and understanding the purchase behaviour in Gen Z.

Introduction

From the traditional advertising through the television, posters, banners etc. the digital advertising market has captured more importance in the recent times. Even though it's not a new platform but the increase in the market share for digital advertisement is tremendous, wide spread internet usage, access to internet in remote places, initiating digitalisation, nations development, cost effectiveness, etc. Search engines, social media channels, content marketing, email marketing, etc are some of the digital advertising methods supporting the digital platforms. Digital platforms like websites, apps, social medias are booming because of the people's engagement with it. Data analytics have pushed it in personalised ways the people want, enabling the reach of right content for the people. It packs with a global reach and the convenience of online shopping from any part of the world. This in-terms gave the existing and sprouting business a platform and a chance for reaching towards the customers.

The 1990s to 2010 the generation of the Gen Z, who are more connected to the digital world and can be seen and understood as people who are a part of this digital era, they are mostly engaged with brands and would like to get their recommendations a personalised. In this case the analytics and AI is playing a huge role in getting things right for the consumers.

The things that connect the generation Z with the digital era is because of the high connectivity with social media, smartphones, and the access to information and their preference to the easy access, visual appealing, personalised, authentic of the services or the product.

Generation Z with its constant distractions, and the amount of information and the small attention span than the generation before. Hence the digital media needs to capture the attention and get hold of the customers with influenceable short timed content connecting with the generation z.

They have also inculcated the practice of consumption of services and products aligning the values and believes. Things like sustainability, social and environment cause for example vegan leathers, recycled products, path towards social responsibilities and trends are necessary to attract the Generation Z consumers.

The influence over the Generation Z highly relies on the recommendations made by the peers and the proof before making the purchasing decision. And mostly trust their friends, influencers, peers over the advertisements and campaigns.

Generation Z has a desire for the personalization, expecting an experience that gives easy and right products or services, with better experience filtering out the right product or services for them and build a connection and value the transparency, authentications and appreciates the connection to be kept open, genuine engaged between them.

The inclusion of the brand and the consumers is a good gesture and making them feel included with like, content generation for example tagging the company in their posts, posting their products, keep them engaged.

Literature Review

(Dr. Anusha Kanagala, Ms. Sabineni Poojitha and Dr. Venkanteswararao Podile, 2020)

Online and social media promotions play a significant role in the purchase decision of the Generation Z consumers, the Generation Z consumer base holds the reviews and opinions in marginal regard that is left out by other like-minded consumers in the online forums\communities hence the concept of 'Brand Loyalty' is slightly difficult to inculcate in this generation of consumers

(Ekta Lalwani, Uday Kumar and Meena Rani, 2021)

Social media platform of Instagram is the most predominant among the other social media platforms out there, here the population used for conducting the test was taken from the metropolitan cities of Bengaluru, Hyderabad, and New Delhi, where it was concluded that the consumers of the generation Z find the online promotions immensely useful and the need for exploration in the same space is in the need of the hour.

(Mohamed Fazith and Dr. A. R. Nithya, 2023)

Emphasis on five factors seems to influence the reviews left out by the consumers: price and discounts, transparency regarding the product\service, awareness about the product \service newly introduced into the market, identifying the fraudsters\scammers and taking steps to educating the rest of the community regarding the same.

(Dr. M. Bhuwaneshwari and Hemasuruthi S, 2023)

The generation Z consumers are influenced by the relatively classical factors such as product\service characteristics, cost awareness, family and friends' recommendations and the words of social media influencers have an advantageous effect on the buying decision of the Generation Z consumers, the study also highlights the prominence of tactical information sources like family and friends recommendations, social media platforms such as Instagram and YouTube, adding to these are the capability of the Generation Z population in the field of computer literacy.

(Ashish Kumar Dandpat, 2021)

Emphasis on the nature of social media advertisements to be non-distractive and non-invasive.

(Fillip Schutte and Tshikani Chauke, 2022)

Addresses the issue of potential issues in the social media marketing that could act a hindrance in adopting this practise of marketing mainly the issue of invasion of privacy.

(Sujith Wijerathne and Suren Peter, 2023)

Highlights the gender gap in the Generation Z population where the male population were less inclined to shop online when compared to the female population the enjoyment and the ease of shopping online were discerned as the major factors between the two sections, the traditional factors accepted norms, product\service unique selling propositions (USPs), the blind trust were of less significant when it came to influencing the buying behaviour of the Generation Z consumers.

(Ramzan Sama, 2019)

The mediums of marketing and their impact on the five stages of buying behaviour of consumers viz, Awareness, Interest, Conviction, Purchase, and Post purchase, televised advertisements and promotions and the same done via internet had high chances of creating awareness, interest, and conviction; magazines and newspapers had good chances of influencing the purchase and the post-purchase decision and finally newspapers was the only means of promotions and marketing that checked all the five stages of buying behaviour

(Bandara D. M. D., 2020)

Elements prominent in the social media marketing: Entertainment, Familiarity, Social Imaging, and Advertisement spending.

(B. S. SHIJU, 2022)

Emphasis on the consumers in the process of not just making purchases with the online platforms but also wanting to the create a dialogue with the same people, hoping if there could be a tailor-made promotions according the past purchases instead of generalising the product\service promotions.

(Bukunmi Weke and Tunmise Owoade)

The paper attempts at analysing the gen Z purchasing behaviour derived from the social media marketing and its effects on the other preceding generations' purchase intent, the authors also compare the traditional marketing practises with the newly discovered marketing methods of online marketing, social media marketing with much more efficacy than any other marketing methods.

Research Gap

This research paper is concerned about the seamless digital marketing experience determining the purchase behaviour of the Gen Z through digital platforms, in the aspects determining to Personalized ads, Brands influence, Influencer endorsement etc. and specifically is trying to understand the mindset of the Gen Z on the digital platforms and how it affects or have an effect on their purchasing behaviour.

Objectives

1. To understand the purchasing behaviour,
2. Determining the aspects that push Gen Z the purchase through digital platforms.
3. To understand the buying behaviour of the Gen Z.

Methodology

The factors contributing the Gen Z's behaviour are many and mostly the preference of self-touch of the service is something they are looking for a better purchase experience, and creates the loyalty and come back to purchase again.

The following factors are considered in determining the impact of digital platform on the purchase behaviour in Gen Z.

1. **Visual appeal:** The visual experience of a digital platform is one of the factors that attracts the consumers and especially Gen Z, who are different considering the older generation.
2. **Live chat or live support:** As digital platforms are basically run without interactions basically run by AI preset programs and data driven system a and live support from the company in the website or from social media or the platform should be available to the consumers or the users.
3. **Easy check out:** The convenience of the purchase and checkout process should be given with minimal process enabling a smooth process for the people and when considering the Gen Z who are having a short attention span time and want to move the process quickly.
4. **Stock Availability:** The desire to purchase is high and can be changed anytime and the need too can be changed and also the similar products and services will be available and the AI and the data analysis will make things easy to find the needed things for the consumers.
5. **Information and description:** This is a crucial factor that should be given as there is no physical interactions or any sort of communication between the seller and the buyer it is essential to put the required details for better understanding what the consumers are getting into.
6. **Customer review:** Customer review is a factor that consumers rely on before buying anything and large majority of consumers look forward to purchase based on the purchase experience of others and it is an essential factor.
7. **Sustainable:** The future is supporting sustainability and looking forward to grow sustainable and companies are also planning to go sustainable and even a small change counts in the matter of sustainability and impact the decision of the consumers especially Gen Z.
8. **Personalized ads:** Consumers often would like to get things personalised is an easy catch for them to get what they desire and are looking for.
9. **Brands influence:** Influence of the brand creates a sense attention and pride with the consumers and especially Gen Z where the influence of the brand is high.
10. **Influencer endorsement:** Celebrities and influencer endorsers are a huge part of promotions and preferred endorsers are followed by most because of the trust that goes along.
11. **Discounts:** Digital platforms main attractions can go without looking at the attractive discounts that cannot be offered by any stores or offline purchase outlets and consumers will be attracted towards this factor and one of the essentials for the business.
12. **Digital experience:** a factor that can be put for an overall experience of the consumers mattering in their further use of digital platform or even the digital platform so the experience should be viable for everyone and the people should be pulled in to uses especially Gen Z who are the present and future consumers.
13. **Buying behaviour:** Analysing the buying behaviour of the Gen Z is the main factor the Digital platform to run and Gen Z being complex and needs things to be done for them and wants a lot of expertise and an overall look out for the factors of the digital platform.

This study is run on understanding the buying behaviour of the Gen Z and it consists of factors like digital experience, influencer endorsements, brand influence etc. and the questionnaires were put out for 120 Gen Z respondents.

Hypothesis is given bellow:

H0: there is no impact of digital platform on buying behaviour of the Gen Z

H1: there is an impact of digital platform on buying behaviour of the Gen Z

Questionnaires are given below

Sl No.	Factors	Questionnaire
1	Buying behaviour	The overall buying behaviour depends on how well the digital platform promotes
2	Live chat support	The purchase of service or products depends on the live enquiry and support that is given
3	Easy checkout	Convenience in checking out in the process is necessary for my purchase behaviour
4	Stock availability	Stock availability is a factor for my purchasing behaviour
5	Information and Discription	The purchase will depend on how well the the description and information is available
6	Customer review	My purchase decision depends on the review of previous customers
7	Sustainable packaging	Sustainability is a factor for my purchase
8	Personalised ads	I would prefer personalised ads for and personal touch for the digital purchase
9	Brand influence	Brands does influence my purchase decision
10	Influencer endorsement	I trust my purchases of the digital endorsers
11	Discount	Discounts is a factor for my purchase decision
12	Visual appeal	Visual appeal of the digital platform influence my purchase desion
13	Digital experience	Digital experience of the platform does influence my purchasing decision

ANALYSIS

REGRESSION ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	N
Buying behaviour	3.64	.848	120
live chat support	3.92	.784	120
easy checkout	3.73	.820	120
stock availability	3.78	1.094	120
information and discription	3.87	1.061	120
customer review	3.87	.925	120
sustainable packaging	3.85	.837	120
personalised ads	3.52	.850	120
brand influence	2.82	1.021	120
influencer endorsement	2.90	.965	120
discount	3.59	.912	120
Visual Apeal	3.43	.707	120
digital experience	3.41	.948	120

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	digital experience, Visual Apeal, influencer endorsement, stock availability , live chat support, brand influence, easy checkout, discount, customer review, sustainable packaging, information and discription, personalised ads ^b	.	Enter

a. Dependent Variable: Buying behaviour

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.630	.588	.544	2.442

a. Predictors: (Constant), digital experience, Visual Apeal, influencer endorsement, stock availability , live chat support, brand influence, easy checkout, discount, customer review, sustainable packaging, information and discription, personalised ads

b. Dependent Variable: Buying behaviour

The R, or the correlation, shows the relationship between the dependent and the independent variables. A value above 0.4 would be considered fair. Here, R=0.793, which means that there is a fair relationship between the variables.

The R² value, or the regression, is 0.630, meaning 63% of the dependent variable can be explained by the independent variables. This means that digital advertising makes a huge impact on the buying behaviour of GenZ. This might happen due to many factors like changes in trends, and digitalization.

The Durbin Watson test examines the presence of the autocorrelation in residuals. The values usually range from 0 to 4, and a range of 1.50 to 2.50 is acceptable. Here, the value is 2.442, which means the residuals have neutral autocorrelation.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.881	12	4.490	15.150	<.001 ^b
	Residual	31.711	107	.296		
	Total	85.592	119			

a. Dependent Variable: Buying behaviour

b. Predictors: (Constant), digital experience, Visual Appeal, influencer endorsement, stock availability, live chat support, brand influence, easy checkout, discount, customer review, sustainable packaging, information and discription, personalised ads

It is advised in an analysis for the significance value to be less than 0.05. Here, the significance is <0.001. This means that the result is significant.

Hence, we can say that advertising digitally makes a huge impact on the buying behaviour of gen z. This is because GenZ have a lot of access to devices and gadgets, because of which it is easier to influence their minds from apps and websites. We can say that up to 63% of their buying behaviour is based on digital advertising

CONCLUSION

We can conclude by saying that digital marketing In the current era plays a tremendous role in deciding the purchasing behaviour of the GenZ. With the rise in online shopping, Social media, Gaming, etc, GenZ are very dependent on these devices. Influencers and youtubers also, have a huge role in influencing the minds of people, and all these come into picture when a company wants to go for digital pathway. It also affects their behaviour because of the personalized ads that they receive which makes their experience more relevant online. All the ads are made specifically keeping in mind the algorithm of the user, and hence, they can relate to it on a personal level. The power of digital marketing is such that it can influence the decisions of any generation, specially the GenZ.

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