Marketing Activities and Consumer Behavior Shifting of Generation Z in the Social Media Marketing Era

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Abstract

The changes in marketing activities on social media are increasingly diverse, adjusting to changes in user behavior. The generation Z that dominates social media tends to be less boring and more creative than older generations. This shows the need for interpersonal communication from consumers needs to be improved, such as the features available on social media platforms that persuade direct feedback from other users. This phenomenon shows that the use of social media is an important part of improving marketing strategies via online, especially social media platforms. Social media marketing is the process of getting people's attention to engage with the content presented. Digital marketing activities on social media platforms consist of: entertainment, interaction, trend phenomena, adjustments, and word of mouth activities. Social media activities of generation Z indicate different treatments of shopping activities. Generation Z is considered to tend to choose time that is fast, more interactive and sensitive to information on social media. Important things that need to be considered by business actors regarding changes in consumer behavior of generation Z include: brand image, buyer perceived risk, attitudes towards product, buying intention and post purchase satisfaction. The research method used is a quantitative approach, with a questionnaire as a research instrument. Based on the results of the hypothesis testing, it can be concluded that social media activity has the greatest influence on behavior with respect to the product offered; next is perception of brand image and purchase intent behavior. The lowest level of social media activity influences post-purchase behavior, and above it, the perceived risk of a purchase is affected.

Keywords: *Changes in Social Media Marketing; Changes in Consumer Behavior; Generation Z*

Introduction

The use of social media for marketing has increased in recent years, based on the 2021 e-commerce survey data as many as 63% of business actors carry out digital marketing through social media [1]. These changes greatly affect marketing activities, both from the level of SMEs, medium industries to large and even multinational industries. Social media platforms are diverse and have different characteristics, requiring companies to make changes and adapt to trends on the platforms used. The social media data that was widely used until May 2022 were Facebook, YouTube, Instagram, Twitter and Tiktok (Table 1) [2] . The increasing number of social media users is an opportunity for companies to convey the right information to potential consumers. This shows the need for interpersonal communication from consumers needs to be improved, such as the features available on social media platforms that persuade direct feedback from other users. This phenomenon shows that the use of social media is an important part of improving marketing strategies via online, especially social media platforms [3]. Therefore it is necessary to have further research on how to shifting digital marketing activities to increase consumer involvement so that information can be right on target. Social media marketing is the process of getting people's attention to engage with the content presented. According to [4] digital marketing activities on social media platforms consist of: entertainment, interaction, trend phenomena, adjustments, and word of mouth activities.

Users of social media are currently dominated by generation Z, which has now entered the workforce (figure 1). In other words, both entrepreneurs and consumers who participate in social media marketing are Generation Z [5]. Generation Z is the generation born from 1995-2010, and has a different character from the previous generation. Essentially, Generation Z was born at the time when the internet and social media started to be widely used, as internet access and devices were becoming easier and more accessible [6]. The changes in consumer behavior of generation Z on social media activities show differences in treatment of shopping activities. Generation Z is considered to tend to choose time that is fast, more interactive and sensitive to information on social media. According to [7], generation Z currently represents 40% of potential consumers from social media marketing activities. So, it is important to know the characteristics of generation Z which includes what they want and how they make purchasing decisions. According to Rodica (2009), important things that need to be considered by business actors regarding changes in consumer behavior for generation Z include: brand image, buyer perceived risk, attitudes towards product, buying intention and post purchase satisfaction [8]

Theoretical Framework And Empirical Studies

Social media marketing

Social media marketing is a marketing process carried out through social media, namely Facebook, Instagram or Twitter. Social media marketing is all about content creation. This content will later attract public attention. Meanwhile, according to Neil Patel, social media marketing is the process of attracting people's attention to engage with the content presented. When linked, the possibility of sharing content is definitely higher [9]. The place where marketing activities reside in the hearts and minds of users has the most valuable impact from the user's continued use. Currently, some fashion brands such as Louis Vuitton provide live broadcasts of fashion shows via Facebook. Many brands also create their own Twitter account or post on Facebook, so the communication between brands and customers has no boundaries in terms of time, location and medium (N Azizah, 2019).

Consumer Behavior

Consumer behavior theory enables businesses to understand more about their target audience so as to create products, services, and corporate culture to influence customer buying habits and value. The

concept of customer "value" assesses both the benefits derived from product consumption (utility offers to customers) and the costs incurred in obtaining and using them (customer costs). The cornerstone in understanding a company's opportunity to make its offerings successful in the marketplace is the value it can offer clients. Value is created by meeting the customer's needs, solving problems, helping him achieve a goal, in other words, by providing certain benefits to the customer (Solomon, 2008).

Generation Z Consumer Behavior Changes

The characteristics of Gen Z consumers tend to reflect their pragmatic approach to money and education. Other key influences are their affinity for technology, their belief in social causes, and their strong individualistic nature. There is still some confusion about what they like, how they act, and what businesses need to do to attract them. In general, Generation Z displays the following consumer behavior: first, they tend to be 'informed consumers', and will often research and consider options before making a purchase decision. Second, They tend to be less attached to a particular brand, preferring to shop instead for the best deals. Third, They attach great importance to brand ethics and corporate responsibility, even more than Millennials (Andika, 2022) .

Research Methods

The research method used in this study is the quantitative method. This research variable has two main variables, namely: first, social media marketing, including all forms of activity in the digital marketing process on social media platforms. In this study it was measured by five dimensions including: entertainment, interaction, trendness, customization, and word of mouth, each dimension was measured by an item indicator based on Kim & Ko's research (2012). Second, the consumption behavior of Generation Z, namely the changes made by Generation Z during activities in social media and leading to shopping behavior, in this study were measured by five dimensions consisting of: brand image, buyer perceived risk, attitudes toward the product, buying intention, and post purchase satisfaction. Indicator items for each dimension of Gen Z consumer behavior refer to Rodica's research (2019). Each variable was measured by item indicators that were tested for validity and reliability, then test the relationship between variables using smartPLS 3.0 software.

Data Analysis and Discussions

The total number of respondents who participated in the research were Generation Z who studied at the East Java Veterans National Development University (UPN Jatim) with a total of 190 and Arilangga University (UNAIR) with a total of 47 students. Based on gender, there were 75 men and 162 women. Respondents who filled out the questionnaire mostly in semester II, amounting to 124 or more than 50%, while the rest from semester IV were 55, semester VI were 25, and semester VIII were 24 and 7 others from semester 10 and above. 48% of respondents have had a social media account for more than 8 years, 29% have had it for 5-7 years, 42% have had an account for 3-5 years and the remaining 1-3 years. The average use of social media is 3-5 hours by 39%, while others are 5-7 hours by 27%, and 21% are around 1-3 hours, the rest are more than 8 hours by 9.5% and less than 1 hour 2.2%. The most dominant activity mostly answered entertainment by 62.8%, the rest were references to buying by 9.5%, communicating by 3.6%, and doing business by 2.2%.

Demographics of Respondents based on a questionnaire as a research instrument

Gender	Total	Percentage
Men	75	32%
Women	162	68%
Total	237	100%
University		
Pembangunan Nasional Veteran Jawa Timur University	190	80%
Airlangga University	47	20%
	237	100%
Semester		
II	124	52%
IV	55	23%
VI	25	10%
VIII	24	10%
Others	7	3%
	237	100%
Time to have a social media account		
< 1 year		0
1,1 – 3 years	12	5.1%
3,1 – 5 years	42	17.5%
5,1 – 7 years	69	29%
>8 years	114	48%
	237	100%
Social media accounts that are most often accessed		
Facebook	3	1.5%
Instagram	112	47%
You Tube	16	6.6%
Twitter	32	13.9%
Line	0	0
Tik Tok	69	29.2%
Others	5	2.2 %
	237	100%
Time spent on social media in a day		
< 1 hour	5	2.2%
1.1 – 3 hours	50	21.2%
3.1 – 5 hours	93	39.4%
5.1 – 7 hours	66	27.7%
>8 hours	23	9.5%
	237	100%
The most dominant activity in social media		
Education	53	21.9%
Entertainment	149	62.8%
Buying references	22	9.5%
Communications	8	3.6%
Business	5	2.2%
Other	0	0
	237	100%

Source: data processed by researchers (2023)

The algorithm test phase on the outer loading of all indicator items for each variable has been proven to have a validity level with an outer loading value above 0.5. In this study, all indicator items have outer loading values over 0.5, so no indicator items are omitted. In the next algorithm test stage, namely the reliability test by looking at Cronbach Alpha (CA), Rho-A, Composite Reliability (CR) and Average Variance Extracted (AVE). Each indicator has a stress hold value (minimum limit) of 0.5, so if the value of each indicator is more than 0.5 it can be concluded that the variables tested can be declared reliable.

The results of the Smart-PLS test on the bootstrapping feature showed that the results of each variable indicator item obtain all outer loading numbers above 0.5 so it can be concluded that all indicator items can be declared valid. This means that it is very possible to proceed to the next stage of reliability testing by looking at the Cronbach Alphas (CA), Rho-As, the Composite Reliability (CR) and the Average Variance Extracted (AVE).

Outer loading of each variable indicator

No	Variable	Brand Attitude Behavior (BAB)	Buyer Brand Behavior (BBB)	Brand Image Behavior (BIB)	Brand Post Purchase Behavior (BPB)	Buyer Perceived Risk Behavior (BPR)	Social Media Activity (SM)
1	BAB1	0.871					
2	BAB2	0.766					
3	BAB3	0.501					
4	BAB4	0.822					
5	BBB1		0.874				
6	BBB2		0.884				
7	BBB3		0.718				
8	BIB1			0.903			
9	BIB2			0.885			
10	BIB3			0.890			
11	BPB1				0.944		
12	BPB2				0.762		
13	BPB3				0.944		
14	BPR1					0.770	
15	BPR2					0.745	
16	BPR3					0.873	
17	SMC1						0.747
18	SMC2						0.660
19	SMI1						0.607
20	SMI2						0.600
21	SMI3						0.621
22	SMW1						0.627
23	SMW2						0.671

Source: data processed by researchers (2023)

The Cronbach Alpha (CA) on all variables produces values above 0.5, indicating that all variables are valid. In Rho-A, Composite Reliability (CR) and Average Variance Extracted (AVE) all variables have a value of more than 0.5 so that it can be concluded that all variables are declared valid. These

results suggest that the existing variables can be used for testing the hypothesis or model using the existing framework.

Reliability Level based on Cronbach Alpha, rho-A, Composite Reliability and Average Variance Extracted (AVE) indicators

Variable	Cronbach alpha	Rho-A	Composite reliability	Average variance extracted (AVE)
BAB	0.718	0.785	0.818	0.536
BBB	0.718	0.789	0.824	0.547
BIB	0.777	0.843	0.866	0.684
BPB	0.740	0.781	0.852	0.659
BPR	0.780	0.815	0.877	0.711
SM	0.756	0.822	0.846	0.677

Source: data processed by researchers (2021)

This study has successfully tested the validity and reliability of each indicator item and variable using the SmartPLS algorithm. In the next step, SmartPLS bootstrapping was used to test the correlation between variables. At this stage the correlation test indicators for each hypothesis. The correlation between variables is stated as significant if the P value is <0.10, which means the probability error is 10%, the p value is <0.05, which means the probability error is 5%, and the p value is <0.01, which means the probability error is 1%. Using the critical values for the two-tailed test (derived from the normal distribution values) are 2.57, 1.96, and 1.65. Based on table 4.3.2, it can be seen that hypotheses 1a, 1b, 1c, 1d and 1e were accepted with a p value of 0.000 <0.01, which means that they are strongly correlated with a 1% chance of error.

Hypothesis path coefficient between variables

Hypothesis	Original Samples	Standard Deviation	T statistics	P values
SM → BIB	0.640	0.052	12.223	0.000
SM → BAB	0.657	0.054	12.261	0.000
SM → BPR	0.618	0.064	9.639	0.000
SM → BBB	0.613	0.060	10.201	0.000
SM → BPB	0.464	0.087	5.337	0.000

Source: data processed by researchers (2023)

Social media marketing activities have an influence on generation Z consumption behavior on brand image perceptions.

The first hypothesis in this study is the correlation test of social media activity variables on the behavior of Gen Z in brand image on social media (SM → BIB) where the results of the correlation test have a T_statistics value of 12,223 and a P value of 0,000, so that it supports Ho. This shows that activity on social media has a significant effect on brand image awareness of a product that is advertised or appears on social media. These findings are supported by previous research by (Hanna Suci Ramadhani, Helni Mutiarsih Jumhur , Soeparwoto Dharmoputr, 2019) Ramadhani (2019) which states that marketing activities on social media influence the formation of a brand image. The study took namely Lazada e-commerce followers on Instagram. Other supporting research, namely (Hapsawati Taan, Djoko Lesmana Radji, Herlina Rasjid, Indriyani, 2021) Taan *et al*., (2021) found that social media marketing was able to increase the brand image of studies on MSMEs, namely cakes and cookies, Gorontalo district.

Social media marketing activities have an influence on the consumption behavior of Generation Z on buyer perceptions of perceived risk.

The first hypothesis in this study is the correlation test of social media activity variables on the behavior of Gen Z on the perception of buying risk on social media (SM ➜ BPR) where the results of the correlation test have a T_statistics value of 9.639 and a P value of 0.000, so that it supports Ho. This shows that activity on social media has a significant effect on the perception of the risk of purchases made through social media. These findings are supported by previous research by (ASHUR, 2016) Ashur (2016) who examined risk perceptions influenced by consumer interactions on social media studies on s-commerce media. Other research states that perceptions of purchase risk are influenced by activity in an e-commerce store (Heksawan Rahmadi , Deni Malik, 2016) (rahmadi dan malik, 2016).

Social media marketing activities have an influence on the consumption behavior of Generation Z on perceived attitudes toward the product.

The first hypothesis in this study is the correlation test of social media activity variables on the behavior of the Z gene on the urge to take action on products on social media (SM ➜ BAB) where the results of the correlation test have a T_statistics value of 12,261 and a P value of 0,000, so that it supports Ho. This shows that activity on social media has a significant effect on the urge to take action on social media when a product appears or is reviewed or advertised. These findings are supported by previous research by (Ratih Indriyani, Atita Suri, 2020) Indriyani and Suri (2020) who conducted research related to the influence of social media on encouraging motivation to make purchases of fast fashion products.

Social media marketing activities have an influence on the consumption behavior of Generation Z on the perception of buying intention.

The first hypothesis in this study is the correlation test of social media activity variables on the behavior of Gen Z in buying interest in a product on social media (SM ➜ BBB) where the results of the correlation test have a T_statistics value of 10,201 and a P value of 0,000, so that it supports Ho. This shows that activity on social media has a significant effect on encouragement to purchase a product on social media. These findings are supported by previous research by (Nafisah, Evi rosalina widyaynti, 2018) Nafisah (2018) who conducted research on promotional strategies on social media influencing consumer buying interest in a study product on wholesale Aris women's clothing products in Bantul Regency.

Social media marketing activities have an influence on generation Z consumption behavior on the perception of post purchase satisfaction.

The first hypothesis in this study is the correlation test of social media activity variables on the behavior of the Z gene on the urge to take action related to post-purchase satisfaction with products on social media (SM ➜ BPB) where the results of the correlation test have a T_statistics value of 5.337 and a P value of 0.000, so that it supports Ho. The results indicate that activity on social media has a significant effect on the desire to take an action on social media following a purchase. These findings are supported by previous research by arifianti (2019) who conducted research on social media having an influence on encouraging word of mouth in pure honeycomb products.
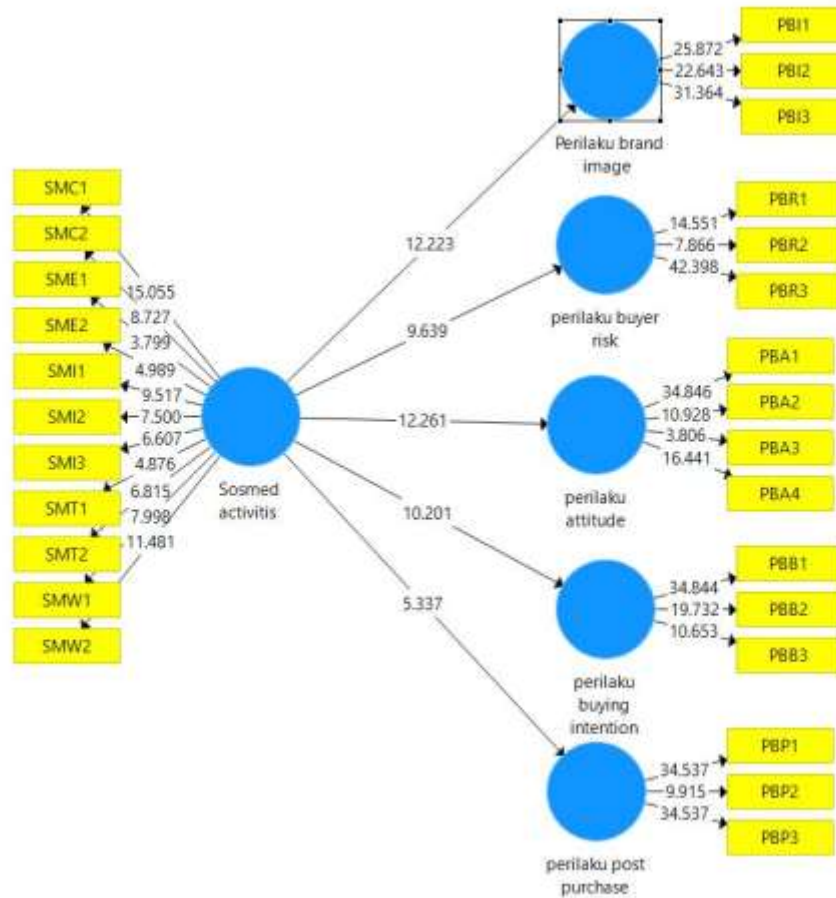
hypothesis testing between variables

Overall, the results of the hypothesis testing suggest that social media is the largest influencer of the urge to take action by 12,261, followed by brand awareness behavior by 12,223. The effect of social media activities on buying interest behavior on social media was 10,201. Social media activity had a relatively low impact on perceived purchase risk, which was 9,639, and on post-purchase behavior, which was 5,337. So that it can be concluded that marketing activities on social media have a lot of influence on brand image awareness, encouraging action on social media and the emergence of purchase intention.

Conclusion, Suggestion, and Limitation

Based on the results of this study, social media activities previously aimed at self-existence and reminiscing about family and personal events are now shifting towards educational activities, news portals, advertising and shopping media, a shift toward social commerce. Social commerce activities have developed into several activities such as: entertainment, interactions, trendyness, customization, and worth of mouth. These activities are parts of the strategy used in marketing management. All of these activities also change consumer behavior, especially in generation Z, which is seen as the native generation of social media. The changes in Generation Z in social media activities include: showing perceptions of brand image, perceptions of purchase risk, perceptions of behavior towards the products offered, perceptions of purchase interest, and post-purchase behavior. Based on the results of the

hypothesis testing, it can be concluded that activity on social media has the greatest influence on the behavior that will be carried out on the product offered, the next level is perception of brand image and purchase intention behavior. The lowest level of social media activity affects post-purchase behavior and above it there is an influence on perceived purchase risk. Based on the results of this study, results can be obtained on the Z generation sample at two Surabaya State Universities originating from various regions in Indonesia. Therefore, all active social media users can be included in this study in the future, so it can be maximized by including samples from generation Z as well. Shifting in social media user activity influence behavior toward social media as well. Because currently social media offers many business features that allow someone to use social media to generate income. Therefore, future research can optimize how to do marketing strategies in social commerce. Marketing activities in social commerce are seen as more complex than manual marketing in general, because you have to keep trying to keep consumers engaged and loyal to the products offered.

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