

Considering different aspects of digital and social media marketing to attract Generation Z and Alpha as the primary customer

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Abstract

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Abstract <p>With the development of technology and the rise of information technology. Digital marketing has evolved and opened numerous opportunities for marketers to explore and improve. Businesses can use digital marketing to promote their goods or services and connect with their target market. Although a traditional marketing campaign aims to achieve that, digital marketing enables firms to focus on a more specialized or niche market. We are at a generational crossroads as Generation Z (born 1995-2009) enters the labor force, and Generation Alpha (born 2010-2024) completes their schooling. This thesis will research the behavior of Generation Z and Alpha on the Internet.</p> <p>Research modern digital marketing to answer the question of maximizing the affective of digital and social media marketing on Generation Z and Alpha. The author of this thesis focuses on quantitative data while using qualitative data for additional insight. This study used both quantitative and qualitative research methods. In this thesis, both primary and secondary data are used. An online survey was sent to Generation Z consumers between the ages of 14 and 28 and Generation Alpha consumers starting at under 13 to collect the primary data. To collect responses from questionnaires and survey data, the author uses Google Forms. Excel was used to analyze the data and reflect the find back on the research themes. The secondary data are collected from various books, online articles,...</p>		
Keywords Digital marketing, Generation Z, Generation Alpha, Social media marketing		

Contents

1	Introduction.....	1
1.1	Research Background	1
1.2	Thesis Objectives, Research Questions, and Delimitation	1
1.3	Theoretical Framework	1
1.4	Research Methodology and Data Collection	2
1.5	Thesis Structure	4
	4
2	Generation Z and Generation Alpha	5
2.1	Generation Z.....	5
2.2	The Relationship of Gen Z with The Internet.....	5
2.3	Generation Alpha.....	5
2.4	Why Generation Z and Alpha Suitable for the Research.....	6
3	Digital Marketing.....	7
3.1	What is digital marketing?.....	7
3.2	Content Marketing	7
3.3	Search Engine Optimization (SEO).....	7
3.4	Email Marketing.....	7
3.5	Viral Marketing.....	8
3.6	Search Engine Marketing (SEM).....	8
3.7	Affiliate Marketing	8
3.8	Social Media Marketing	9
4	Empirical Research and Data Analysis	10
4.1	Empirical Research.....	10
4.2	Data Collection	10
4.3	Analyzing the Data.....	11
4.3.1	Interview the Business Owners.....	11
4.3.2	The Behavior of Generation Z on the Internet.....	12
4.3.3	The Behavior of Generation Alpha on the Internet.....	25
4.4	Discussion	36
5	Conclusion.....	38
5.1	Answer the Research Problem	38
5.2	Validity and Reliability	39
5.3	Suggestions for further research.....	40
	References	41

Appendix 1. Generation Z and Alpha behaviour and attitude toward digital and social media marketing campaigns.

1 Introduction

1.1 Research Background

Over the past decade, everyone packs with a supercomputer in their pocket, and almost every person of this Generation uses social media. According to Statista, 2022, the global smartphone user population will be 6.92 billion in 2023, representing 86.34% of the world's population. The current number of global social media users is 4,75 billion, more than half of the world's population. (Statista 2022.) With access to social media, digital and social media marketers have a massive field to work in, and it will bring tremendous success if they know how to utilize it. This thesis studies the importance and potential of digital and social media marketing for a business and tries to improve them.

The thesis will discuss how digital marketing and e-commerce influence business. How to maximize the affection of its to contract new customers and advertising the business. The thesis also helps to recognize the importance of digital marketing and e-commerce in today's business world for both the customer and the company itself. The thesis goes through various aspects of digital marketing and e-commerce, such as data analysis, SEO marketing,...

We are at a generational crossroads as Generation Z (born 1995-2009) enters the labor force, and Generation Alpha (born 2010-2024) completes their schooling. 98% of Generation Z own a smartphone. 91% of Gen Z get their first mobile device before age 16; as a group, Gen Z has even more cell phones than their older millennial peers. (Kedet 2023.) With the newest Generation, the alpha, Gen Alpha started using intelligent devices at six and could use a tablet before the age of four: 61% of these children own a tablet, and 49% own a smartphone. The thesis discusses the behavior of the focus group on online purchases and social media. The thesis learns their online shopping habit and how they react to the marketing campaign of businesses on social media.

This thesis will help marketers understand more about social media and digital marketing and how to utilize it fully. It will give the reader a great view of the different perspectives of this marketing area and can apply it to their benefit.

1.2 Thesis Objectives, Research Questions, and Delimitation

With the rise in Internet users among the two youngest generations. The advantage of being able to access the Internet at an early age. Generation Z internet users are also considered with the most purchasing will after their previous Millennial peers. In addition, the number

of Internet users of Generation Alpha has increased dramatically based on the fact that the Generation is getting more ages. The main subject of this thesis is to understand how online behavior of those two generations of the Internet and how the marketer uses that to maximize the affection of their digital and social media marketing campaign.

This question usually refers to a problem or issue, and the study's conclusion delivers a response based on data analysis and interpretation. In most studies, the research question is prepared to include information about the population, factors, and problem the study intends to solve. (Bouchrika 2023.) The thesis will follow that statement to set a straightforward and effective question for this research.

How can the marketer access all the potential of digital and social marketing to attract customers to the target group, which are Generation Z and Generation Alpha?

Following the main question are the sub-questions. Sub-questions are part questions connected to the primary research question to deconstruct and further investigate a specific component of the significant issue. They support clarifying the core question and offer more specific aspects of the investigation.

- What are generation z and generation alpha, and why are they suitable for the research?
- How are the two generations' online behavior and reactions toward digital and social media marketing?
- How does the business approach those target group customers?

Delimitations are the boundaries of the research study defined by the investigation's findings. The study's scope narrows to make it more manageable and relevant to the researchers' point. (DiscoverPhDs 2020.) With this statement, This thesis narrows down the research by only focusing on the two generations.

1.3 Theoretical Framework

The thesis explores the possibility of using digital marketing to attract customers within the target group, which is Generation Z and Alpha, by researching the behavior of those targeted groups on the Internet and their reaction of them to digital media marketing campaigns.

The theory parts of this thesis are discussed in the following three parts. Part 2, with the name "Generation Z and Alpha," will focus on researching the definition of the two target groups and why exploring their shopping behavior on the Internet is essential. The next

part, which is "Digital marketing," this part will describe the definition of what is digital marketing and research some of the worth mentioning aspects of it. The thesis will study the definition of digital and social media marketing and all the vital aspect of the topic.

1.4 Research Methodology and Data Collection

Research is a systematic inquiry process that includes data gathering, documentation of important information, analysis, and interpretation of that data and information following appropriate procedures established by particular academic and professional disciplines. (Hampshire College)

There are two ways to approach the research reasoning: deductive and inductive. The deductive method focuses on the research that has been done in a given field to create a hypothesis, and it ends by either supporting or refuting the theory. The opposite of deductive reasoning is inductive reasoning. It emphasizes empirical facts, and the study's conclusions are based on the findings from observations. (Streefkerk 2023.)

This thesis uses inductive reasoning for its idea. The process of this thesis includes observing and analyzing the behavior of Generation Z and Generation Alpha on the Internet, alongside with that is Interviews with businesses owner. The conclusion of the thesis shows the findings relating to the research problem.

In this thesis, primary and secondary data are the two main forms of data considered. By conducting surveys, interviews, and experiments, primary data is gathered. The collection of existing data through published books, articles, and journals is referred to as secondary data.

With this thesis, the writer chooses both qualitative and quantitative methods. Qualitative and quantitative methods offer different perspectives on the research problem. Qualitative methods, such as interviews or focus groups, allow the thesis to explore the experiences, perceptions, and motivations of the target audience in depth. This can provide rich and nuanced insights into how Generation Z and Alpha interact with digital and social media marketing. On the other hand, quantitative methods, like surveys or experiments, provide numerical data that can be analyzed statistically to identify patterns, correlations, and trends. By combining both methods, the thesis can gain a comprehensive understanding of the target audience's behavior, preferences, and attitudes toward marketing strategies.

1.5 Thesis Structure

The figure below describes the structure of this thesis. Chapter 1 of the thesis includes The topic introduced in the introduction section. It covers background information on the research, the thesis's objective, the primary research question, subquestions, and delimitations. The chapter also describes the research methodology that the writer chose for the thesis.

The next chapter, 2 and 3, are used to give the reader a general idea of all the central concepts of the thesis. In Chapter 2, the author describes the general idea about Generation Z and Generation Alpha and why they are suitable for the research. Chapter 3 describes modern digital marketing.

Finally, the last two chapters are chapters 4 and 5. Chapter 4 includes empirical research along with data analysis for both two Generation surveys and the business owner interview. The final is the conclusion chapter; this chapter presents all the answers to the main question of the thesis. Furthermore, the author also gives their personal thought and suggestions for further research.

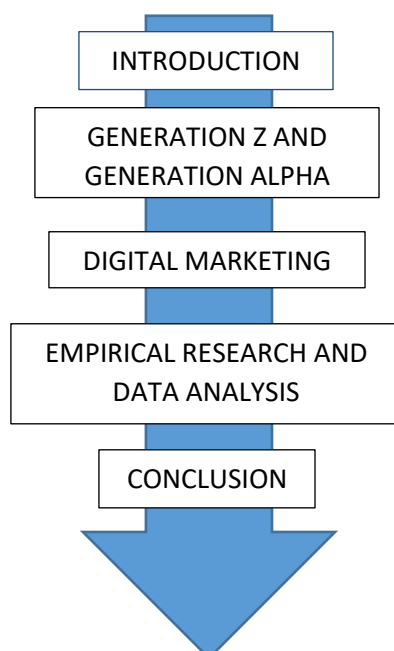


Figure 1. Thesis structure

2 Generation Z and Generation Alpha

2.1 Generation Z

Francis and Hoefel (2018) discuss in their article:“ ‘True Gen’: Generation Z and its implications for companies.” called the young people who were born within the 1995-2010 period are "digital natives" Many demographic analysts refer to the current generation of young people as Gen Z. The Pew Research Center defines Generation Z as persons who were born between 1997 and 2012. The eldest members of this Generation are now around 25 years old, and many have finished college, are settling down, and are starting families. They come after the millennials (those who were born between 1981 and 1996).

2.2 The Relationship of Gen Z with The Internet

Based on the research of Morning Consult (2022) made by Ellyn Briggs. Generation Z, born between 1997 and 2012, is the first Generation to have grown up entirely in the digital age. Their top five brands are all from the information technology sector. They are choosing content creation over typical corporate occupations, and they have even created a new terminology based on computational rules.

A recent Morning Consult study of Americans between the ages of 13 and 25 reveals how extensively young people utilize social media in particular. (Briggs 2022.)

Fifty-four percent of Generation Z claimed to spend at least four hours daily on social media, while thirty-eight percent claimed to spend even longer. Alphabet Inc.'s YouTube is the Generation's most-used social media, with nearly 9 in 10 (88%) users reporting using it. The second-placed platform was Instagram from Meta Platform Inc., which is used by 76% of Gen Zers.

2.3 Generation Alpha

According to Winter (2023), Generation Alpha, which comes after Generation Z, includes all children who were born in or after 2010, which is the year the iPad was released. The oldest of this group will become teenagers in 2023, despite the fact that almost all of them are under 13 years old. The phrase "Generation Alpha" was first mentioned by Mark McCrindle and his consultancy company McCrindle in a report on the subject in 2008. According to the company's most current projection, this Generation will have a population of over two billion people by 2025, making it the largest generation in history.

2.4 Why Generation Z and Alpha Suitable for the Research

Generation Z, who were born between the middle of the 1990s and the middle of the 2010s, is known for being socially conscious, pragmatic, and digital natives. While Generation Alpha, those who were born after 2010, are the first Generation of the twenty-first century and have grown up in a time when social media and technology are everywhere. (PostcardMedia). Generation Z and Alpha are also known for their extensive internet and social media usage. They spend a significant amount of time online, engaging with various digital platforms such as social networking sites, video-sharing platforms, and messaging apps. This high level of online presence provides ample opportunities for marketers to reach and engage with them through targeted digital marketing strategies. Generation Z and Alpha are highly active on social media platforms. They use social media not only for connecting with friends and family but also for discovering products, engaging with brands, and seeking recommendations. In summary, this thesis focuses on Generation Z and Alpha because they are suitable for digital marketing due to their familiarity with technology, extensive online presence, and active engagement on social media.

3 Digital Marketing

3.1 What is digital marketing?

According to Barone (2023), Digital marketing is The use of digital channels to promote goods and services to customers is referred to as "digital marketing." This kind of marketing uses web pages, smartphones, social networks, search engines, and other channels with similar functions. With the introduction of the Internet in the 1990s, digital marketing gained popularity.

Businesses frequently see Digital marketing as an additional strategy to reach customers and comprehend their behavior. It has some of the same ideas as traditional marketing. Companies often combine traditional and digital marketing strategies. However, unconscious prejudice is a unique issue facing digital marketing.

3.2 Content Marketing

According to Thakur (2023), any content about goods or services published online, including tweets, blogs, and YouTube videos, falls under the content marketing term. This is indirect digital marketing when a company produces high-quality content to drive online sales. While surfing the web, users might find the content helpful and informative. The fundamental goal of creating content is to answer customers' many questions about the product so they can interact by reading, sharing, or commenting. Building brand awareness, trust, and equity among consumers is another objective of this ongoing marketing process.

3.3 Search Engine Optimization (SEO)

Search engine optimization, or SEO, is a set of techniques to enhance the look and placement of web pages in natural search results. Since natural search is the most common way for users to find and reach online content, having a solid SEO strategy is crucial for increasing the quality and volume of visitors to your website. (Moz)

3.4 Email Marketing

Based on an article on the Sendinblue webpage by Drew Harper. Businesses can update their clients' contact lists about upcoming offerings, sales, and other information by email marketing, a direct marketing method.

Instead of focusing on mass mailings everyone customers the same marketing email, modern email marketing instead emphasizes consent, segmentation, and personalization. Although it may seem time-consuming, marketing automation does the most labor-intensive work for you. In the long term, a successful email marketing approach increases sales and develops brand community.

3.5 Viral Marketing

Viral marketing aims at spreading knowledge about a specific product or service from one person to another through email or online sharing. Viral marketing seeks to encourage people to spread marketing messages among their friends, family, and others to increase the number of its recipients exponentially. (Kagan 2022.)

Viral marketing also refers to creating a humorous or current form of article, email, video, meme, or brief material that quickly travels over the Internet like a virus. It can have a disastrous impact quickly, but to be successful, a marketer must disseminate identical emails, articles, or videos on various platforms, including all social media platforms. (Thakhur 2022.)

3.6 Search Engine Marketing (SEM)

As Lyons (2022) defines search engine marketing as:

The goal of SEM (search engine marketing), a digital marketing technique, is to make websites more visible online and on search engine results pages (SERPs).

Another power of search engine marketing, which charges a fee in exchange for the right to place sponsored advertisements on a website. The marketer can buy space for advertisements on the user's search engine results page. Bing Ads and Google Adwords are the two most used paid search engines. These search engines offer a platform to display advertisements by charging a set fee. SEM is an efficient model because it shows a marketing message to the intended audience. Because the majority of search engines use a pay-per-click (PPC) advertising model where businesses are charged based on how often their advertisements are clicked. (Thakhur 2022.)

3.7 Affiliate Marketing

Publishers can make money through affiliate marketing by using an affiliate marketing link to promote goods or services other businesses sell. The affiliate partner receives payment for helping the shop or advertiser reach their goal.

Usually, the sale is the outcome. New marketers don't have to worry about expensive setup charges because most affiliate marketing programs are typically free to join. If done correctly, an efficient affiliate marketing approach can transform from a side gig into a lucrative online company concept by bringing in a respectable amount of money. (Hayes 2022.)

3.8 Social Media Marketing

The definition of social media marketing, also known as digital marketing and e-marketing, is to utilize social media platforms where users construct social networks and share information to build a company's brand, increase sales, and improve website traffic. Social media marketing (SMM) allows companies to engage with current customers and draw in new ones. Additionally, it has data analytics tools that were created expressly to assist marketers in keeping track of the success of their campaigns and identifying new opportunities for interaction. (Hayes 2023.)

Because social media marketing is one of the primary concerns of this thesis, Generation Z and Alpha are extremely online and active on social media, making all social platforms become one of the most extensive fields of digital marketing. To be more specific, the thesis will go into more detail about social media marketing.

4 Empirical Research and Data Analysis

4.1 Empirical Research

Knowing the definition of empirical research is to find the conclusion for the study of the thesis base on solid evidence. With the gathered information using quantitative and qualitative, the empirical research method proves it is trustworthy and verifiable. The quantitative method shows the collecting information under numbers and static. In contrast, qualitative gathers information about the subject to show opinion, meaning, and reason for it. This thesis applied both quantitative and qualitative to collect needed information for the writing process of the author. The author used the survey to collect all the quantitative information. The writer worked on the desktop study and interviewed the business owner to collect information for the qualitative method.

With the purpose of finding out the behavior of Generation Z and Alpha on the Internet and their reaction toward marketing campaigns. The writer shared the survey among their own friends and acquaintances through social media and email. The survey contains eight multiples choices questions and seven rating questions.

With the purpose of learning about how important digital marketing and social media marketing are. The interview method was processed through Zoom with two business owners that have the same target customers, which is the young Generation. Both of the interviews were processed through Zoom and were recorded for thesis purposes.

4.2 Data Collection

The data collection process for the thesis was done in March 2023. After working on the theoretical part of the writing about the vital aspects of digital marketing and giving the reader a general idea of what are Generation Z and Alpha and why they are suitable for the research. The author continued to work on the empirical part of the thesis. The interview and survey method was used to collect the information the writer needed for their writing process.

The survey was created by Google form in English and was sent to the target group on 3rd March 2023 and was closed on 7th May 2023. The total of answers is 108, with 83 answers coming from people in the Generation Z age group, which is around 13 to 29-year-old. Despite the average age of Generation Alpha nowadays still being extraordinarily young and out of reach, the survey also managed to collect 12 answers came for that particular age group.

The interview with the business was conducted via the Zoom application on 8th May 2023 with Dung Pham and Tu Mai. Both of them have been working in the online business industry for over five years and have achieved accomplishments with their business. The online business of Tu Mai was established around 2012 and still expands to this day, with more than 24000 followers and likes on their principal Facebook page. The business owner gave the writer some valuable insight into digital and social media marketing. The other business owner, Phuong Dung, represents the entrepreneur of Generation Z. With their knowledge and skill set with the customer, they also gain more than 5000 followers on their Instagram shop page. The interviews help the writer gain knowledge of digital marketing and social marketing areas alongside Generation Z and Alpha as customers.

4.3 Analyzing the Data

4.3.1 Interview the Business Owners

After conducting interviews with two business owners, the thesis gained insight into a business's relationship with digital and social media marketing. All of the business the interviewees is working on is the fashion industry. Still, Tu Mai and Dung Pham have different ways of approaching and have different experiences with digital and social media marketing.

- What is their business, and how long have they been working on that?

For the first question. The interviewer asked about their business and how long they have worked on it. Tu Mai has worked in her store for 11 years, while Dung Pham only started five years ago. They both began as online stores on social media, but Tu Mai started to open a physical store not long after launching her business on Facebook.

- How do they use digital marketing?

Both business owner uses social media marketing for their business. With Tu Mai's tragedy, she uses content marketing to attract customers with her content posts on social media. She also collabs with social media influencers to gain attraction for her store. With Dung Pham, the primary social media use is Instagram. She also uses content marketing by building her store on a specific aesthetic concept to gain attraction. Tu Mai also builds her website and promotes it by working with an SEO expert. Tu Mai uses Instagram, Facebook, and a website to promote her business, while Dung Pham only works on Instagram. With Tu Mai, she spends more than 500\$ per month to promote her business online, while Dung Pham only spends 50\$.

- What is the primary generation consumer of their business?

Both of the interviewees said that Generation Z is their target consumer. Because they are working in the fashion industry, they want to target the young Generation since they think the age group has a strong purchasing will. Phuong Dung said she built her online store in a way that attracts Generation Z. Mai Tu said she wants to find a way to keep the customer attached to her brand and grow with the business and also attract new customers by following the latest trend. Both of them pointed out some of the characteristics of Generation Z that they noticed. Generation Z individuals are very visual; exciting pictures and concepts easily attract them. They are also likely to follow the trend that influencers or celebrities started. To gain more of the focus, the business also always need to update the need of their customer to full fill it.

- How much does the business satisfy with the resulting gain by digital and social media marketing?

Both of the interviewees said they were satisfied with the result they gained from digital and social media marketing. They thought that it is extremely important for a business nowadays to promote their services and products on the Internet because the customers are extraordinarily online and active on the Internet. Tu Mai pointed out that the way to be more stand out on the Internet is by having more interesting campaigns and keep learning about the upcoming trend and customers.

4.3.2 The Behavior of Generation Z on the Internet

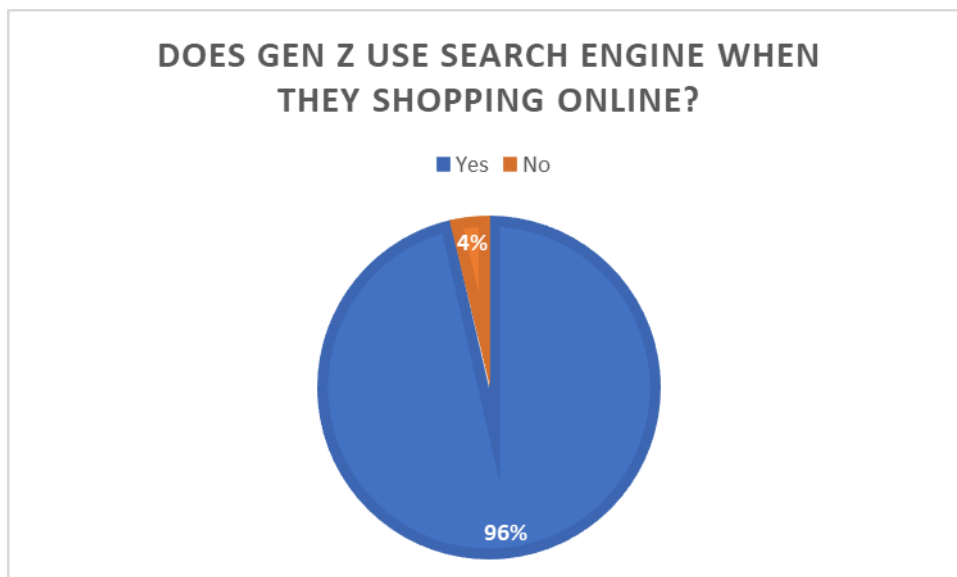


Figure 2. Does Gen Z use search engines when they shop online? (n=83)

Figure 2 describes the relationship between Generation Z and search engines. A search engine is a group of programs working together to find and identify things in the database that meet specific requirements. On the World Wide Web, search engines are used for obtaining information. (Lutkevich 2023). According to the chart above, most of the respondents answers the question with the yes option. Unsurprisingly, the young Generation depends on search engines such as Google, Bing!,... The reason why most all the answers are yes is comfortable that Generation Z has with the Internet and the convenience and personalization of search engine technology.

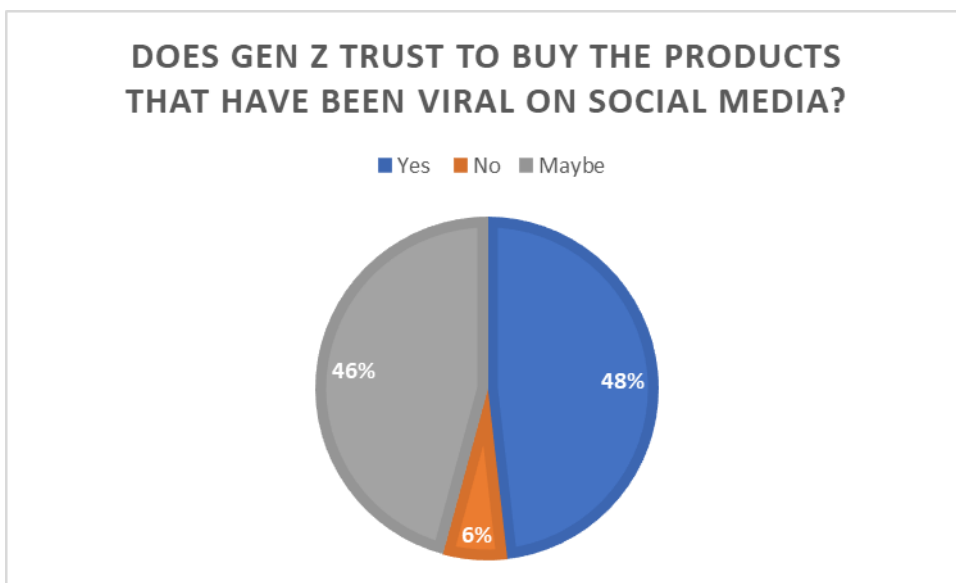


Figure 3. Does Gen Z trust to buy the products that have been viral on social media? (n=83)

Figure 3 shows the answers to this question show the positive attitude of Generation Z toward the content they watch on social media. Almost 50% of the respondents were the yes option. This is the most apparent evidence for the statement that it is incredibly effective to use social proof to attract Generation Z. (Patel 2017). The second group that takes the majority of this pie chart is the neutral answer. The individual who chooses the maybe question is the one who either trust or don't trust social media marketing content. Their opinion is not just as positive or as negative as the other two groups. One of the details of social proof is making a decision base on society's opinion and actions. The answers survey has for this question domain with positive answers and neutral answers, leaving an insignificant amount of 6% of the negative answer.

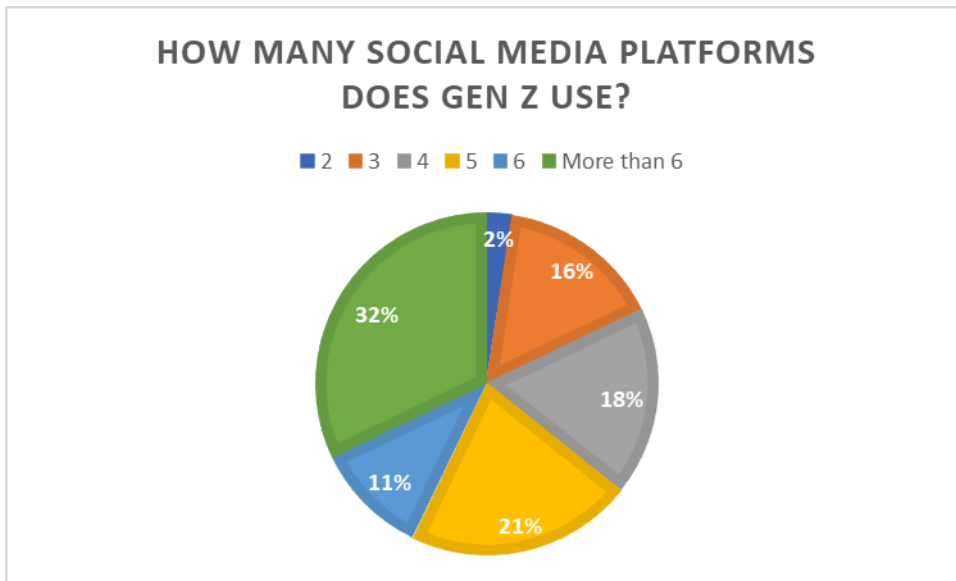


Figure 4. How many social media platforms does Gen Z use? (n=83)

Figure 4 discovers how the impact of social media on the life of Generation Z. This question asks how many social media platforms a Generation Z person uses. Most responders said they use more than six social media platforms, which takes 32% of the chart. Along with that, the number of people who said they use six social media platforms is 11%, which took the fifth place. The respondents said they have used 3, 4, and 5 social media platforms are 16%, 18%, and 21%, respectively. Only 2% of the people of Generation Z who joined the survey answered that they only use two social media platforms.

The number has been shown and analyzed. That is the most significant evidence that Generation Z is highly online. With a strong sense of connection, Generation Z has used social media as a place to make friends and connect with people around them. Social media are also the places for them to express themselves online.

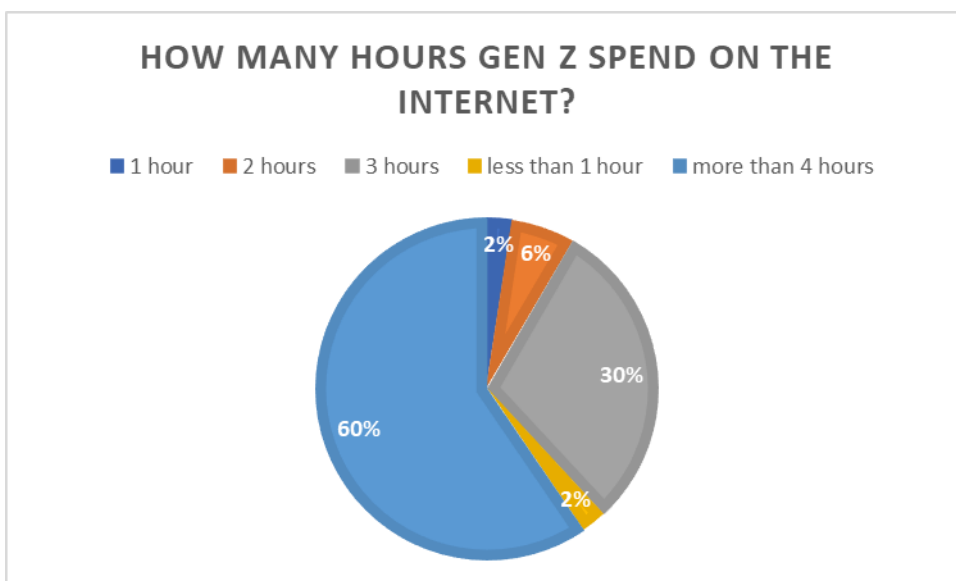


Figure 5. How many hours does Gen Z spend on the Internet? (n=83)

Figure 5 shows how many hours Generation Z spends on the Internet. 60% of the respondents said they spend more than 4 hours online. The second popular answer is 3 hours, with 30% of the respondents choosing that option. One hour and less than 1-hour share an insignificant amount of the answers, which is only 2%, followed by 6% of respondents who said they only spend 2 hours a day on the Internet.

Screen time of more than 4 hours and 3 hours took the majority percentages of the responders, 90%. The chart shows the most unmistakable evidence to support the statement that Generation Z is highly active on the Internet.

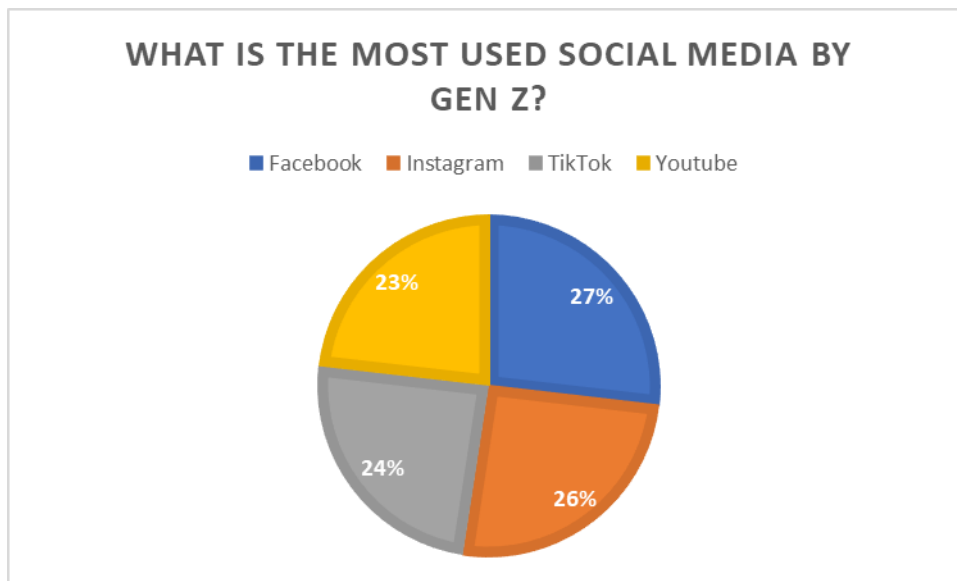


Figure 6. What is the most used social media by Generation Z? (n=83)

Figure 6 shows which social media Generation spends their time on the most to answer which is the most effective marketing field for the social media marketing campaign for the business. Surprisingly, the answers the responders gave for this answer were almost even and fair share for all four social media platforms, which are Facebook, YouTube, TikTok, and Instagram. Facebook is slightly higher than the rest of the other social media, which is 27%. TikTok is the one that has the most negligible share of these three, which is 24%.

With this result, it is challenging to find out which is the most used social media of Generation Z since it is almost balanced.

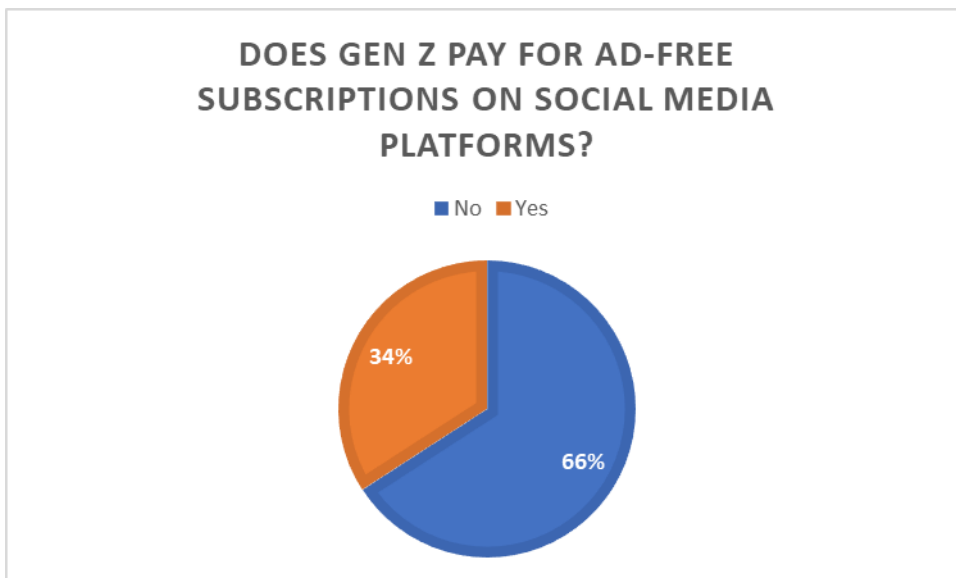


Figure 7. Does Generation Z pay for Ad-free subscriptions on social media platforms? (n=83)

Figure 7 shows the answer to the question does Generation Z pay for ad-free subscriptions on social media platforms? To find out how tolerant this Generation is toward the content of advertising they are forced to watch while they are online. To answer this question, the majority of the group of responders said No to the question is 66%. The reason why Generation Z does not willing to pay for subscriptions on social media platforms may come from the tight budget since most of the Generation is in the early age of their career or still sitting through college. The other reason to explain is that the ability to approach technology from an earlier period of life made them become tolerant of marketing campaigns and adverts on the Internet.

The group of survey participants who choose yes takes 34% of the chart. It is not surprising that one of the third people in this age group prefers to pay for ad-free subscriptions. The people who use their money to buy a subscription on social media platforms want to control the content they catch, and they don't want to catch unnecessary content on their feeds. Plus, forcing people to sit through and watch all of the advertising content is considered annoying in some people's opinion. (Mullen 2021)

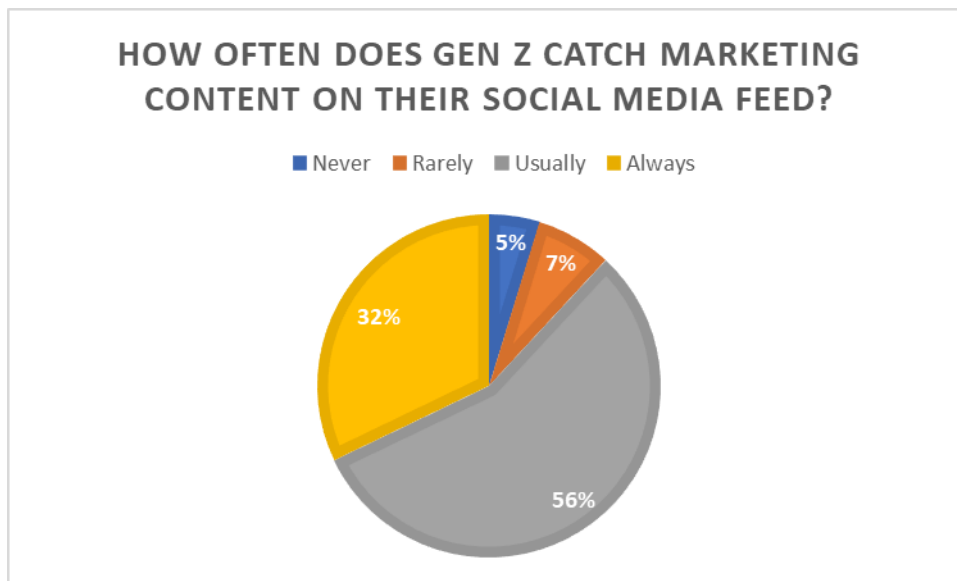


Figure 8. How often does Generation Z catch marketing content on their social media feed? (n=83)

Figure 8 shows the answer to the question of how often Generation Z catch marketing content on their social media feed. Major of the chart pointed out that almost every respondent caught marketing content on their social media feed. 32% of the survey participants said they always catch marketing content on their news feed, and 56% of them said they usually catch that kind of content.

A small percentage (7%) of Gen Z respondents stated that they rarely come across marketing content on their social media feeds. This indicates that for these individuals, marketing content is infrequently seen during their social media browsing. A small portion (5%) of Gen Z respondents claim to never encounter marketing content on their social media feeds. This suggests that these individuals have managed to curate their feeds or use ad-blocking techniques effectively to avoid seeing marketing content entirely.

Overall, figure 8 illustrates the varying degrees of exposure that Gen Z has to marketing content on their social media feeds. While a significant portion encounters marketing content frequently or typically, there is still a notable number who encounter it rarely or never.

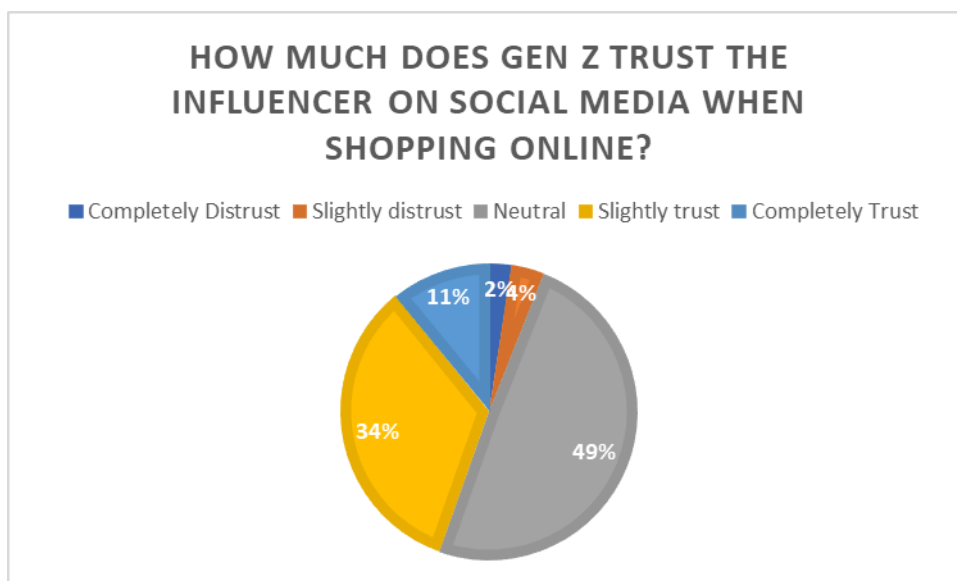


Figure 9. How much does Generation Z trust the influencer on social media? (n=83)

We can draw the following conclusions from the supplied Figure 9, illustrating how Generation Z relies on social media influencers while purchasing online. Generation Z's (49%) attitude about trusting influencers for online purchases is neutral. They show a degree of skepticism or a propensity for performing their own research before making purchasing decisions, showing neither a strong trust nor a great distrust of influencers' ideas and suggestions. When shopping online, a more considerable fraction of Generation Z (34%) has a moderate level of trust in influencers. They believe recommendations from influencers to be somewhat trustworthy, though perhaps not to the same extent as those in the "Completely Trust" category. This shows that, when it comes to online shopping, a tiny proportion of Generation Z (11%) places a high value on influencers. These people primarily rely on the advice and viewpoints of influencers and are inclined to base their purchases on their suggestions.

A small percentage of Generation Z that participated in this survey has a mild level of distrust in influencers' recommendations when shopping online, and they took 4% of the whole total. These individuals may view influencer endorsements cautiously or skeptically, considering other factors before purchasing. And finally, only 2% of the responders said they completely distrust the influencer on social media when they shop online.

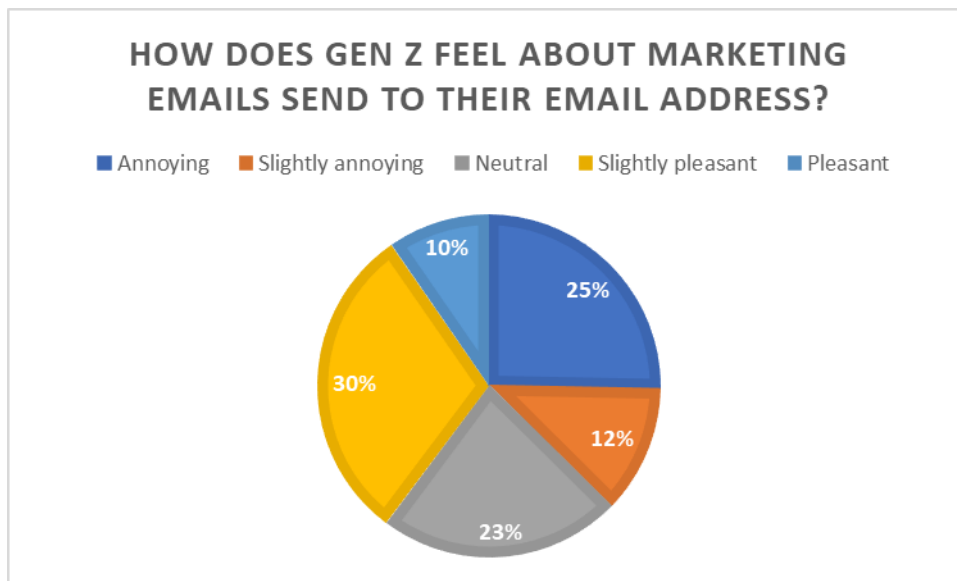


Figure 10. How does Generation Z feel about marketing emails sent to their email address? (n=83)

Figure 10 shows a quarter of Generation Z in this survey (25%) finds marketing emails sent to their email address to be pleasant. These individuals have a positive perception of marketing emails, possibly enjoying the promotional content, discounts, or relevant information they receive. Following the positive response about marketing emails, A slightly more significant portion of the group took 30% of the chart feels slightly pleasant about marketing emails. While not as strongly positive as the "Pleasant" category, these individuals generally have a favorable attitude towards marketing emails and may find them mildly enjoyable or beneficial.

Twenty-three percent of Generation Z are ambivalent about marketing emails. These people don't intensely experience a favorable or unfavorable reaction to marketing emails, indicating that they are either unaffected by them or only mildly indifferent.

Only 12% of Generation Z participants in the survey perceive marketing emails to be somewhat bothersome. These people might experience a minor intrusion or inconvenience from the promotional emails they receive. However, it will be manageable. Finally, a notable percentage of Generation Z took 10% of the chart and considers marketing emails sent to their email address annoying. These individuals negatively perceive marketing emails, likely finding them intrusive, irrelevant, or overwhelming.

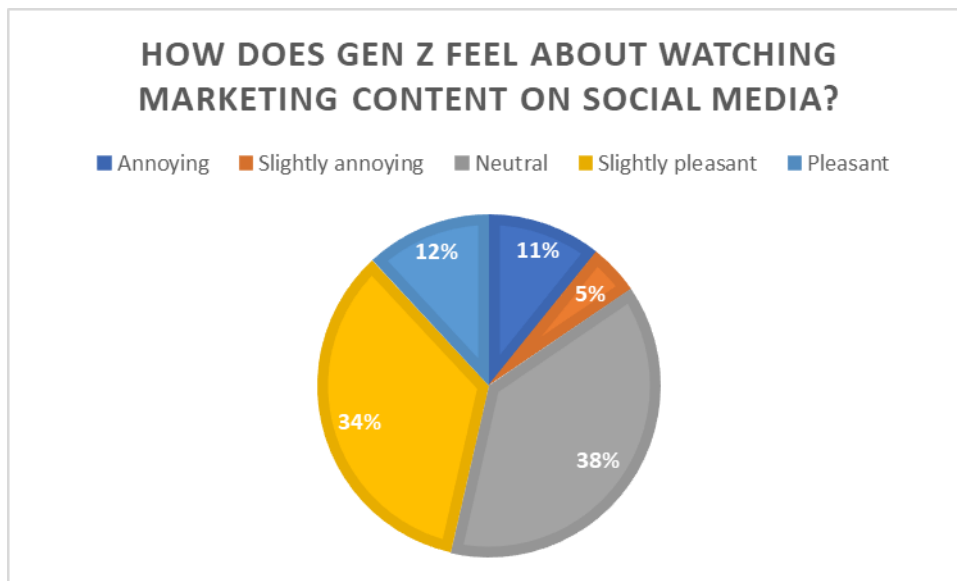


Figure 11. How does Generation Z feel about watching marketing content on social media? (n=83)

Figure 11 shows how Generation Z feels about watching marketing content on social media. First, with the positive response to this question. A small percentage of Generation Z (11%) finds watching marketing content on social media to be pleasant. These individuals have a positive perception of marketing content, possibly enjoying the creative and engaging nature of the advertisements or finding value in the content being promoted. A more significant portion of Generation Z (34%) feels slightly pleasant about watching marketing content on social media. While not as strongly positive as the "Pleasant" category, these individuals generally have a favorable attitude towards marketing content and may find it somewhat enjoyable or exciting.

The largest segment of Generation Z (38%) is neutral about watching marketing content on social media. These individuals neither strongly like nor dislike marketing content, indicating a relatively indifferent or moderate reaction to such content.

A small percentage of Generation Z (5%) finds watching marketing content on social media slightly annoying. These individuals may feel a mild level of irritation or disturbance by the presence of marketing content, but it does not significantly impact their overall experience. Finally, another portion of Generation Z (11%) finds watching marketing content on social media to be annoying. These individuals negatively perceive marketing content, likely finding it intrusive, repetitive, or disruptive to their social media experience.

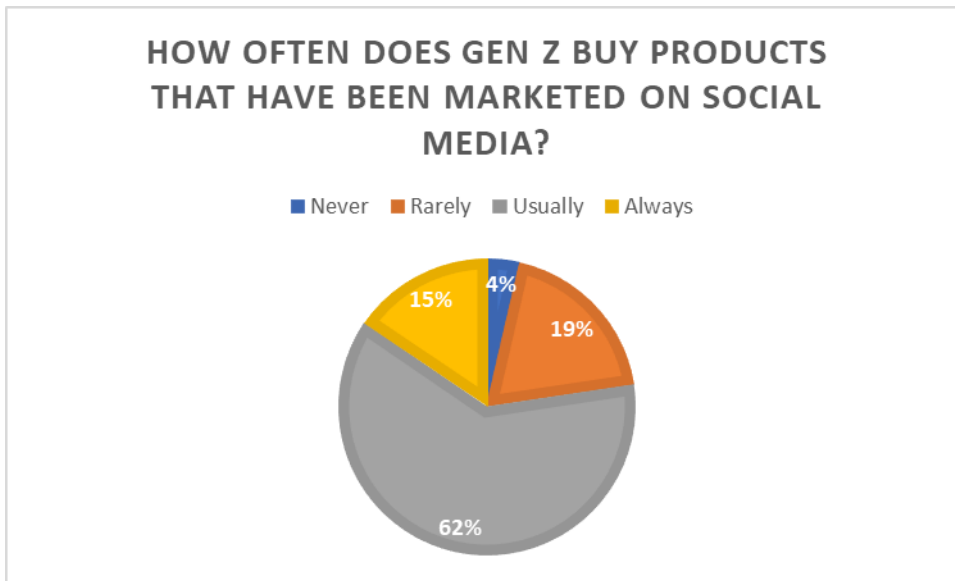


Figure 12. How often does Generation Z buy products that have been marketed on social media? (n=83)

Figure 12 shows most Gen Z (62%) frequently buy products that have been marketed on social media.

Marketing campaigns regularly influence them, and they are inclined to purchase based on the products and services they encounter on social media platforms. Follow by that, the positive response that said always takes 15% of the chart. This indicates that a small percentage of Gen Z consistently buys products that have been marketed on social media. Marketing efforts highly influence these individuals, and they are more likely to make purchases based on social media advertisements and promotions.

A notable proportion of Gen Z (19%) rarely buys products marketed on social media. They are less likely to be swayed by social media marketing efforts and may rely more on other sources of information or recommendations before making a purchase. A small percentage of Gen Z (4%) claims to never buy products marketed on social media. These individuals are highly resistant to social media marketing and prefer alternative purchasing options.

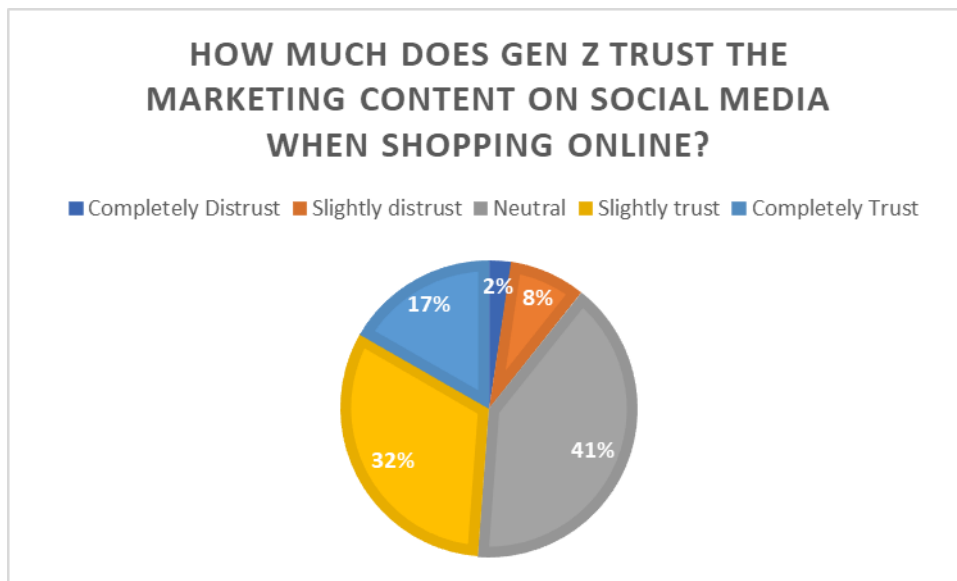


Figure 13. How much does Generation Z trust the marketing content on social media when shopping online? (n=83)

The author asked this question to the survey participants to find out how much Generation Z trust the marketing content on social media when they do online shopping. The result is that the author collects through Figure 13 is a small percentage of Gen Z (17%) has a high level of trust in marketing content on social media when it comes to shopping online. These individuals will likely rely heavily on social media marketing content and endorsements from influencers or brands. Follow by that, a more significant proportion of Gen Z (32%) has a moderate level of trust in marketing content on social media when shopping online. They consider marketing content on social media to be reliable, although their belief may be weaker than those who ultimately trust it.

The majority of Gen Z (41%) hold a neutral stance regarding their trust in marketing content on social media when shopping online. These individuals neither firmly trust nor distrust marketing content, indicating a level of skepticism or a preference for conducting further research before purchasing.

When making purchases online, a small fraction of Gen Z (8%) slightly mistrust marketing content on social media. Before making a purchase, they could evaluate marketing content with skepticism or caution, considering other variables or looking for more details. Only a tiny percentage of Gen Z (2%) shows total mistrust in social media marketing content while purchasing online. These people rely on other information sources or personal recommendations for purchasing.

Overall, figure 13 illustrates the faith level of Generation Z in marketing content on social media when shopping online. While a significant portion holds a neutral stance, there are different levels of trust, ranging from complete trust to complete distrust, with the majority falling into the categories of slight trust or neutrality. Marketers should strive to build trust and credibility with Gen Z by providing authentic, relevant, and transparent marketing content on social media platforms.

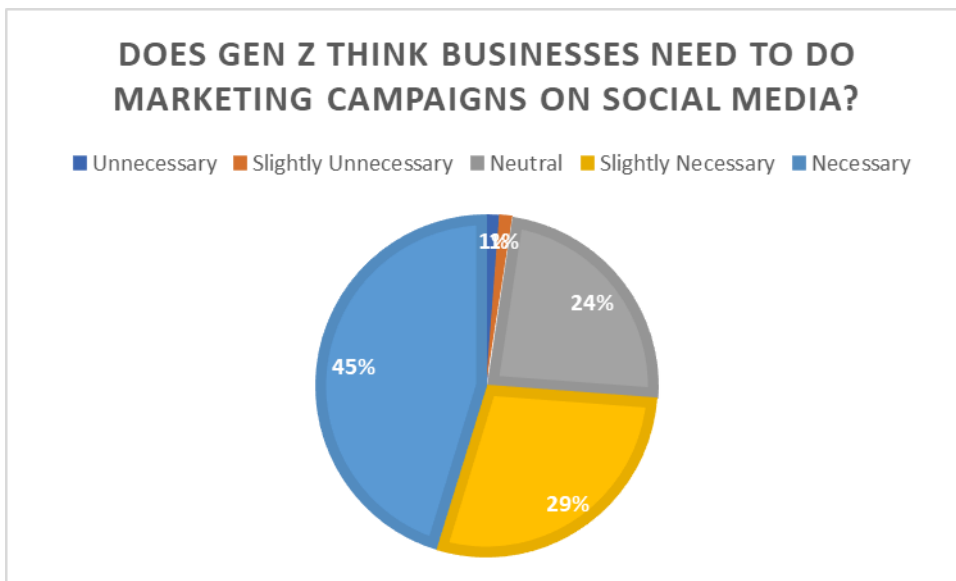


Figure 14. Does Generation Z think businesses need to do marketing campaigns on social media? (n=83)

By analyzing Figure 14, a significant portion of Gen Z (45%) believes that marketing campaigns on social media are necessary for businesses. These individuals recognize the importance of leveraging social media platforms to promote products, engage with customers, and reach a wider audience. A notable percentage of Gen Z (29%) considers marketing campaigns on social media to be slightly necessary for businesses. They acknowledge the value of social media marketing but may not view it as crucial as those in the "Necessary" category.

Nearly a quarter of Gen Z (24%) holds a neutral stance regarding the necessity of marketing campaigns on social media for businesses. They neither strongly believe nor disbelieve in the importance of social media marketing, indicating a moderate or indifferent position.

A very small portion of Gen Z (1%) perceives marketing campaigns on social media as slightly unnecessary for businesses. They may hold the opinion that businesses can achieve their marketing goals through other means or that social media marketing is of limited value. Another small percentage of Gen Z (1%) believes that marketing campaigns on social media are unnecessary for businesses. They may think that other marketing channels or strategies can effectively meet businesses' needs without relying on social media platforms.

Overall, figure 14 shows that the majority of Gen Z believes social media marketing strategies are somewhat or absolutely vital for organizations. Gen Z continues to have a positive perception of social media marketing, despite the indifferent or skeptical views of some. Businesses should take into account how important social media marketing is for connecting with and interacting with this Generation, but they should also be aware of individual tastes and adjust their plans as necessary.

4.3.3 The Behavior of Generation Alpha on the Internet

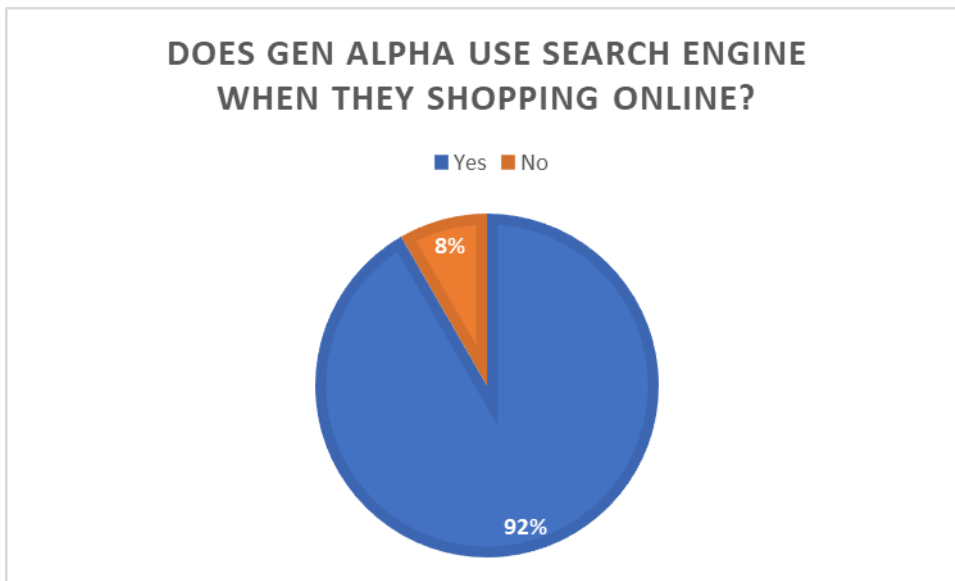


Figure 15. Does Generation Alpha use search engines when they shop online?

We can infer from Figure 15 shown that Generation Alpha shops online mostly using search engines. A total of 12 people made up the sample size, and 92% of them admitted to using search engines when doing their online shopping. This suggests that they have a strong predilection for using search engines when they shop online.

Only 8% of the respondents, on the other hand, said they never use search engines when they shop online. Comparing this percentage to the number of people who really use search engines, it is far smaller.

In general, figure 15 indicates that the majority of Generation Alpha, as seen by the 92% number, uses search engines as an important tool when they shop online.

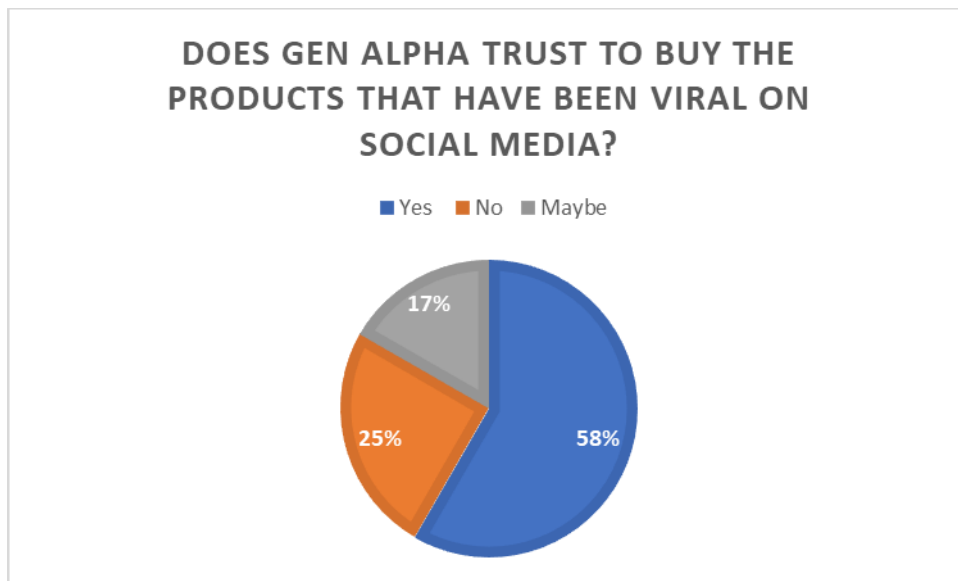


Figure 16. Does Generation Alpha trust to buy the products that have been viral on social media? (n=12)

With the number of information from Figure 16, 12 individuals from Generation Alpha. The majority of the participants (58%) said they trust to buy the products that have been viral on social media. This percentage represents the largest group of respondents and indicates a high level of trust in the goods that become well-known via social media platforms. In addition, 25% of the respondents said they don't trust using social media to buy viral products. This suggests a significant amount of doubt or lack of faith in the excellence or reliability of such products. Lastly, 17% of the respondents showed a level of uncertainty or ambivalence toward purchasing products that have gone viral on social media.

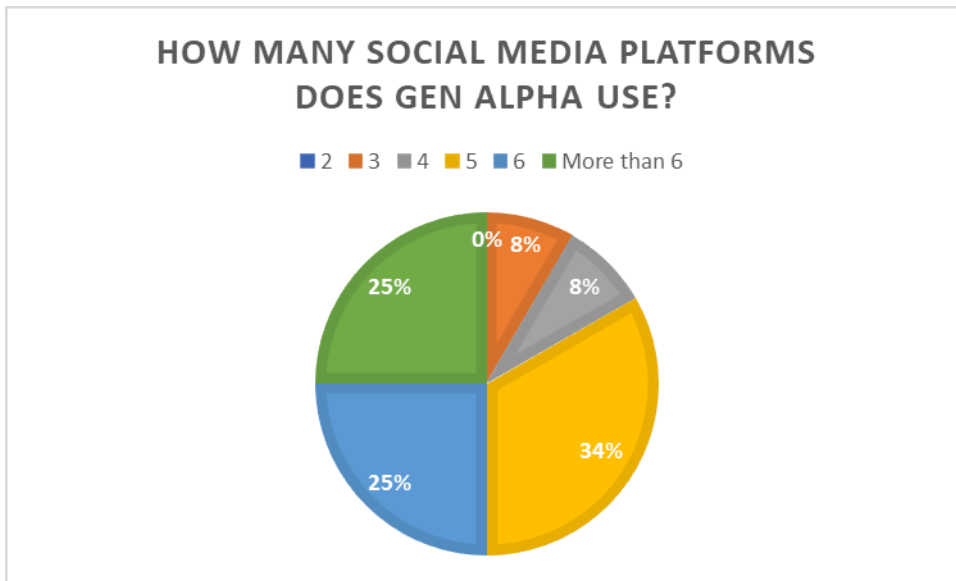


Figure 17. How many social media platforms does Generation Alpha use? (n=12)

Figure 17 shows the respondents from Generation Alpha how many social media platforms they use to find out how much this Generation invests in social media. The majority of the responders said they have five social media accounts. A quarter of the chart is taken by the responder who said they use more than six social media platforms. Another quarter of the chart is dominated by the responder said they use exactly six social media platforms. Finally, the percentage of people who use 3 and 4 social media platforms is 8%. Through the analysis of this chart, the data reveals that Generation Alpha also invests a lot in social media. The reason why they included themselves on many social media is to connect and gain information.

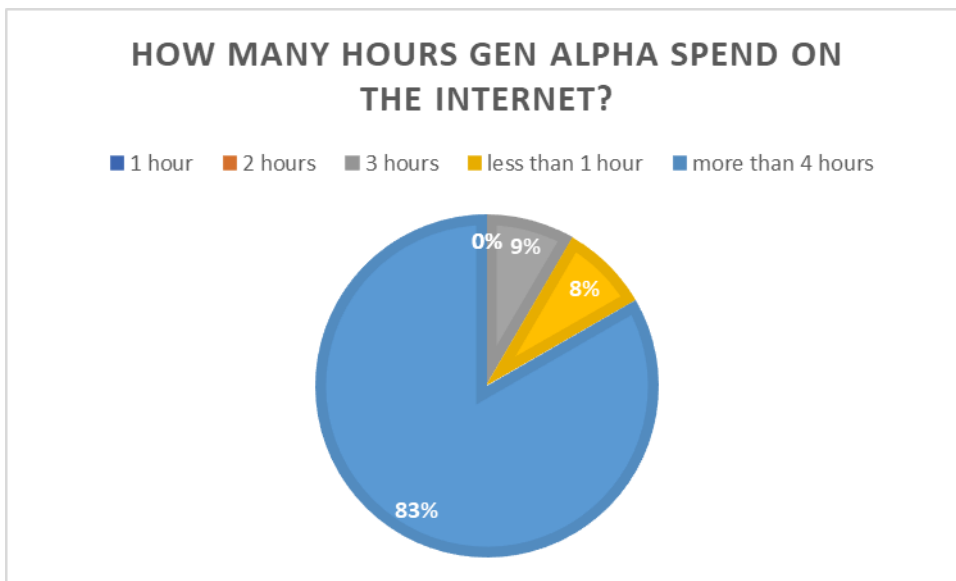


Figure 18. How many hours does Generation Alpha spend on the Internet in a day? (n=12)

To investigate the screen time of Generation Alpha, the question of how many hours Generation Alpha spends on the Internet has been asked by the author. Figure 18 answers contain 83% of the respondents who said they were online more than 4 hours per day. Followed by the group of people who said they are online about 3 hours a day which takes 9% of the chart. Finally, only 8% of the people who joined the survey said that they were online for less than 1 hour a day. With the chart's information, we can say that Generation Alpha is also extremely online and active on the Internet. The amount of time they spend on the Internet

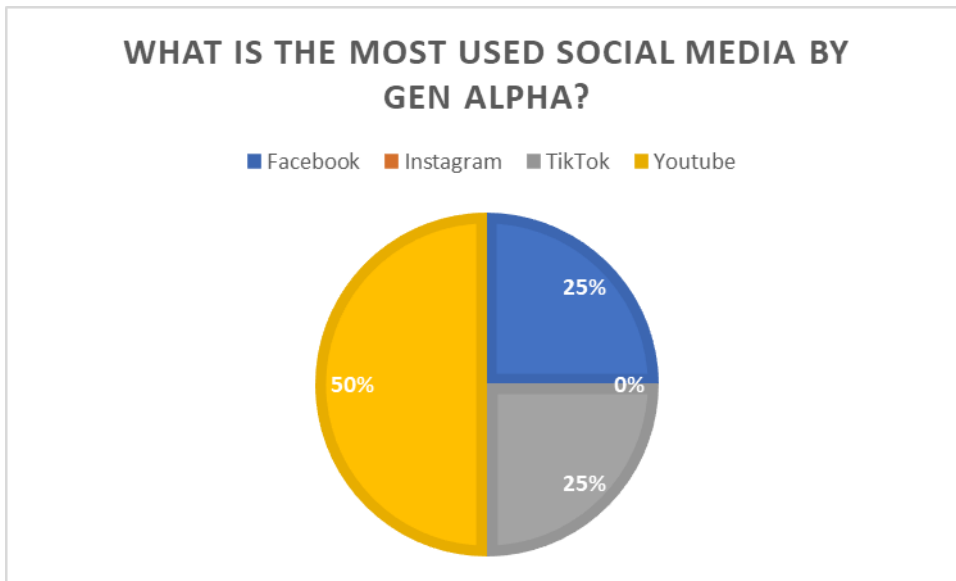


Figure 19. What is the most used social media by Generation Alpha (n=12)

Differently from the previous survey with Generation Z. Figure 19 shows that the answer of Generation Alpha is not as balanced as Generation Z. With the majority of individuals from Generation Alpha said their most used social media platform is Youtube. Tik Tok and Facebook both take a quarter of the pie and not leaving any for Instagram. By the survey, the consumption the writer can make in this Generation is more visual than the previous one. The information they rather accept is the one with a video and a short video.

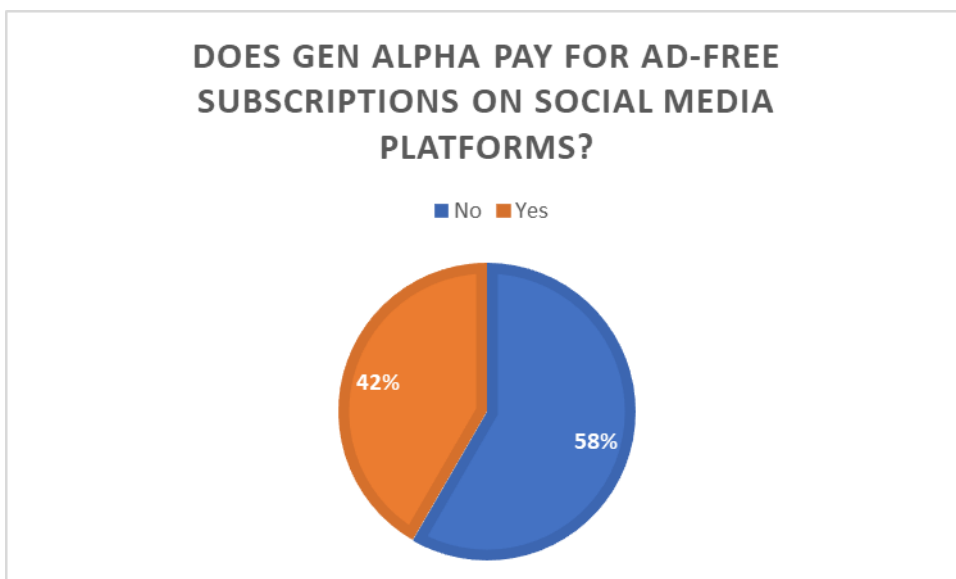


Figure 20. Does Generation Alpha pay for ad-free subscriptions on social media platforms? (n=12)

Out of the 12-person sample size, 42% of Generation Alpha respondents said they pay for ad-free subscriptions on social media sites. This implies that a sizeable section of Generation Alpha is willing to spend money on ad-free experiences, showing a preference for uninterrupted browsing and content consumption. However, the other 58% of the survey participants said they do not pay for ad-free memberships. This majority figure implies that a higher proportion of Generation Alpha either does not prioritize or does not see the need to spend money on ad-free social media networks.

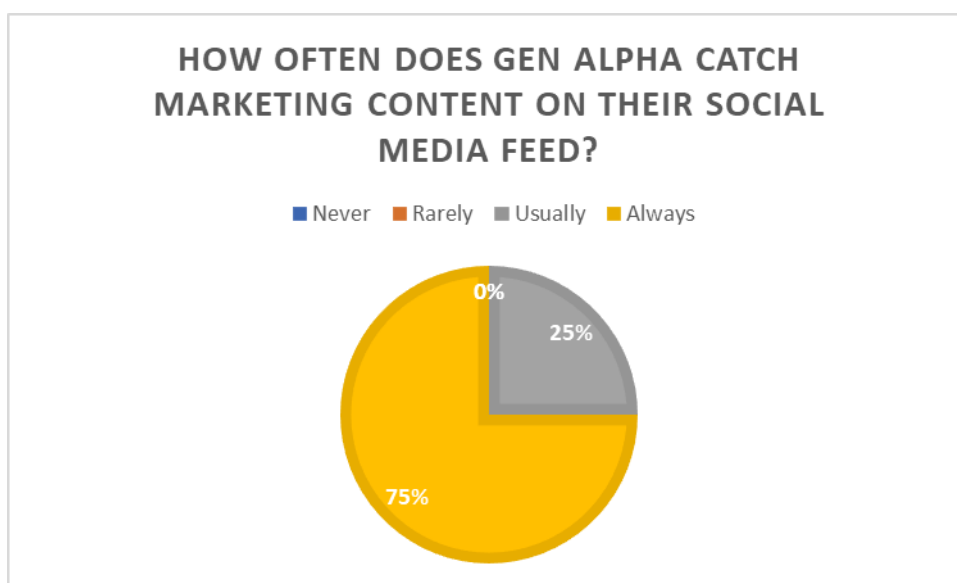


Figure 21. How often does Generation Alpha catch marketing content on their social media feed? (n=12)

75% of respondents from the Generation Alpha group said they regularly see marketing-related content on social media. This shows that a sizable portion of Generation Alpha interacts with marketing materials when using social media networks. 25% of those surveyed said they frequently saw marketing-related information in their social media feeds. This implies that a smaller percentage of Generation Alpha is exposed to marketing materials more frequently but less consistently than the majority.

It is important to note that no respondents chose the "rarely" or "never" alternatives, showing that the Generation Alpha respondents reported the marketing content frequently appeared on their online time.

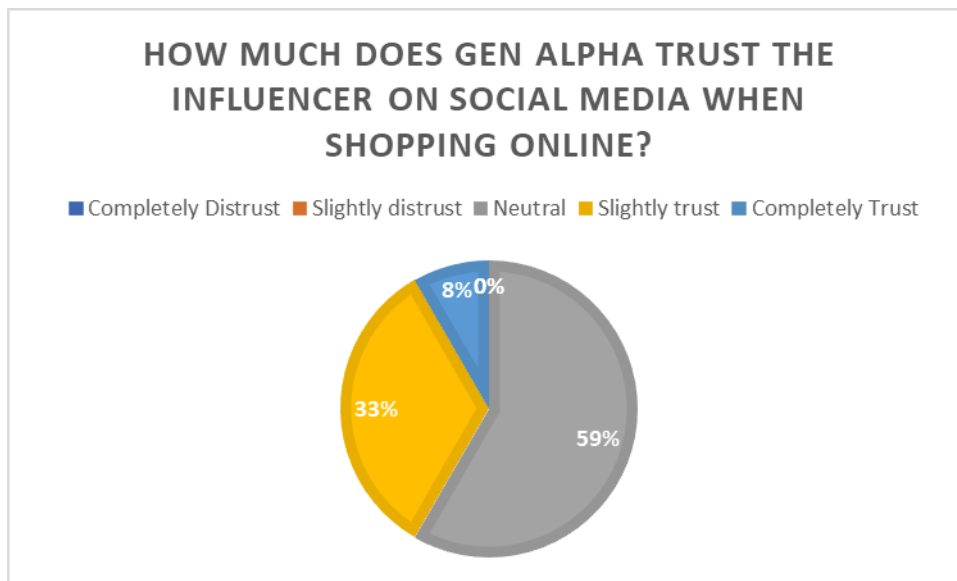


Figure 22. How much does Generation Alpha trust the Influencer on social media when shopping online? (n=12)

The "neutral" option was chosen by 59% of respondents and took the majority of the pie chart. This suggests that most Generation Alpha people still determine whether they should believe social media influencers while purchasing online. It implies that individuals may rely on other information sources or their judgment and neither fully trust nor entirely distrust influencers. On the other hand, 33% of respondents said they had some faith in influencers while making purchases online. This suggests that a significant portion of Generation Alpha sees influencers as a somewhat reliable source of information or recommendations for their online shopping experiences.

Only 8% of those surveyed said they absolutely trust social media influencers when making online purchases. While this percentage is relatively smaller, it still represents a notable portion of Generation Alpha that has a high level of trust in influencers' recommendations for online shopping.

It is also noteworthy that no respondents indicated complete distrust (0%) or slight distrust (0%) in influencers on social media when shopping online. This suggests that none of the surveyed Generation Alpha individuals expressed a negative level of trust toward influencers in the context of online shopping.

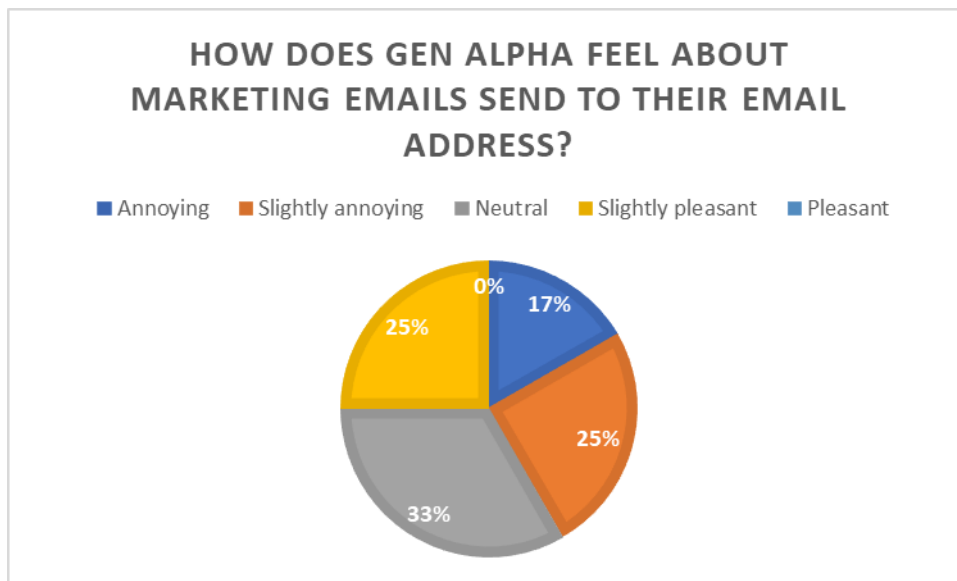


Figure 23. How does Generation Alpha feel about marketing emails sent to their email address? (n=12)

As the information had been informed. There is no respondents indicated that they find marketing emails annoying. This shows that none of the surveyed Generation Alpha individuals expressed any negative sentiment toward marketing emails. The largest group is the "neutral" option, which was chosen by 33% of respondents. This suggests that most Generation Alpha people must be more committed to marketing mailings. They don't find them enjoyable or irritating, so they definitely do not have any strong feelings about this kind of digital marketing.

25% of the respondents said they find marketing emails mildly enjoyable, while 25% said they find them mildly irritating. This implies that Generation Alpha has a reasonably even attitude regarding marketing emails regarding both positive and negative sentiments. The emails' offers or content may be appreciated in some way by some people, while they may be perceived as a little intrusive or unpleasant by others.

Finally, 17% of respondents said they enjoy reading marketing emails. This shows that a lower proportion of Generation Alpha actually appreciates and considers marketing emails useful or fascinating.

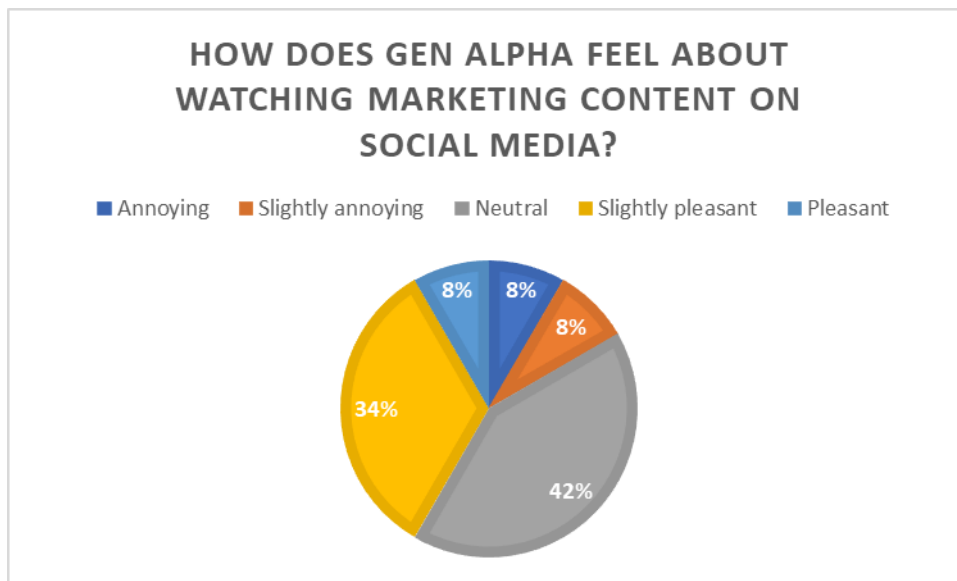


Figure 24. How does Generation Alpha feel about watching marketing content on social media? (n=12)

Analyzing the chart, 8% of the respondents show that they find watching marketing content on social media pleasant. This suggests that a small portion of Generation Alpha genuinely enjoys consuming marketing content on social media platforms. Watching marketing-related information is a rather enjoyable experience, according to 34% of the respondents. This suggests that, while not entirely, a bigger proportion of Generation Alpha is positive or somewhat positive toward commercial content on social media.

The biggest portion of the chart falls into the neutral option (42%). This suggests that a sizable portion of Generation Alpha is unclear about viewing marketing-related content on social media. They don't find it particularly enjoyable or irritating, suggesting a neutral opinion or lack of interest in similar content.

Interestingly, only 8% of the respondents chose the slightly annoying or annoying option. This suggests that a small portion of Generation Alpha has a negative sentiment toward marketing content and perceives it as bothersome or intrusive.

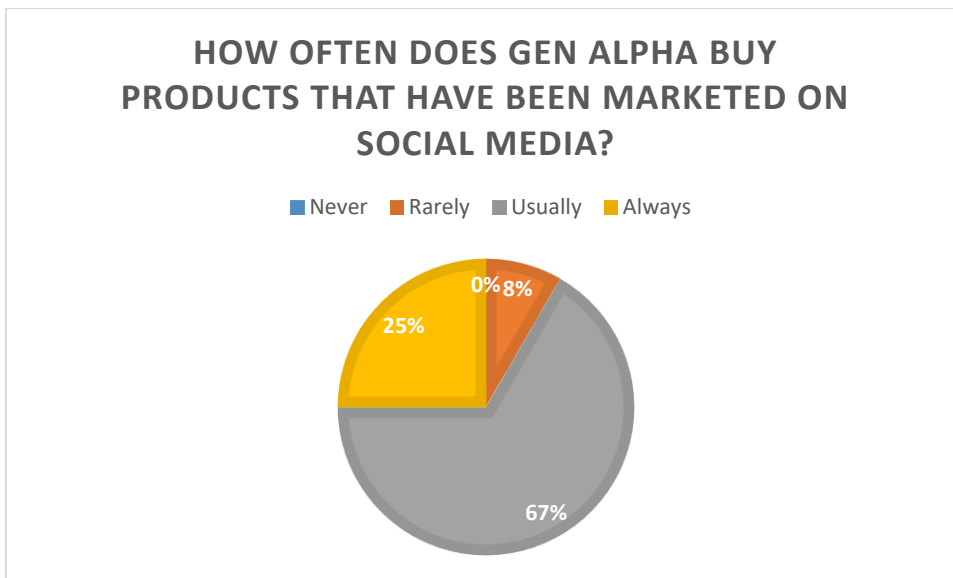


Figure 25. How often does Generation Alpha buy products that have been marketed on social media? (n=12)

A quarter of the chart was taken by the individuals of Generation Alpha, that said they always buy the products that have been marketed on social media. It represents a number of people that took marketing content on social media in a positive way and somewhat consider those content worth trusting. The biggest portion of the pie is taken by the one who chooses the usual option (67%). This information suggests that Generation Alpha usually buy products that have been marketed on social media; a significant majority of Generation Alpha frequently makes purchases based on the marketing efforts they encounter on social media platforms.

Significantly, only 8% of the responders said they rarely purchase the products that have been marketed on social media, and none of the responders said they never buy the same products.

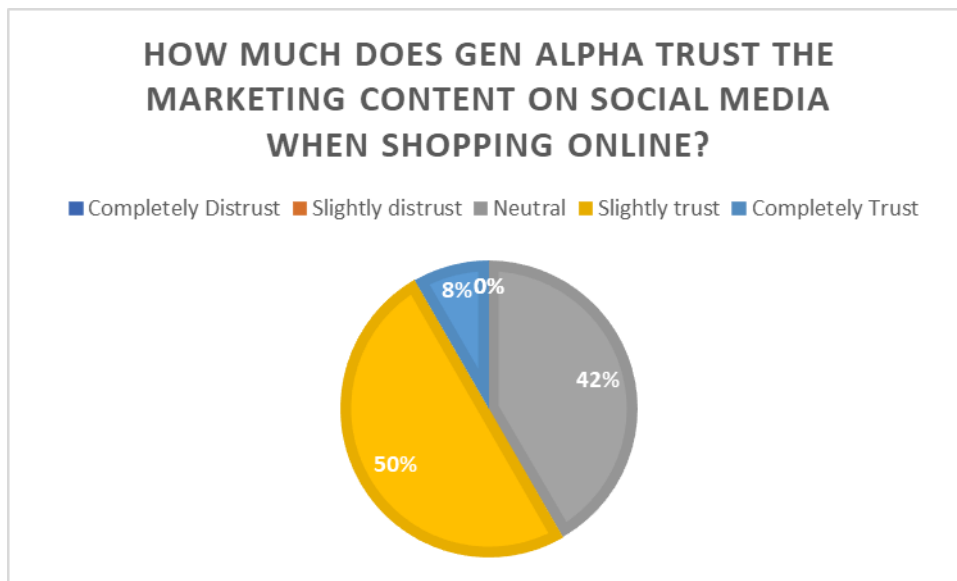


Figure 26. How much does Generation Alpha trust the marketing content on social media when shopping online? (n=12)

No respondents from the entire study showed either complete or slight mistrust (both 0%) in social media marketing content for online purchasing. It suggests that none of the Generation Alpha respondents to the survey have unfavorable opinions or low levels of trust about social media marketing content in this situation.

On the other hand, 8% of the responders show the most positive option of the survey-completely trust. While this percentage is relatively smaller, it still represents a notable portion of Generation Alpha that has a high level of trust in the marketing messages they encounter on social media platforms.

The majority of the responders choose to slightly trust the marketing content they catch on social media (50%). This suggests that a significant portion of Generation Alpha has a moderate level of trust in the marketing messages and promotions they encounter on social media platforms while making online purchase decisions.

Finally, 42% of respondents chose the "neutral" response, showing they are unsure whether they trust social network marketing content for their online buying activities. This shows that people may depend on other sources of information or their judgment, as they neither fully trust nor entirely distrust the marketing content.

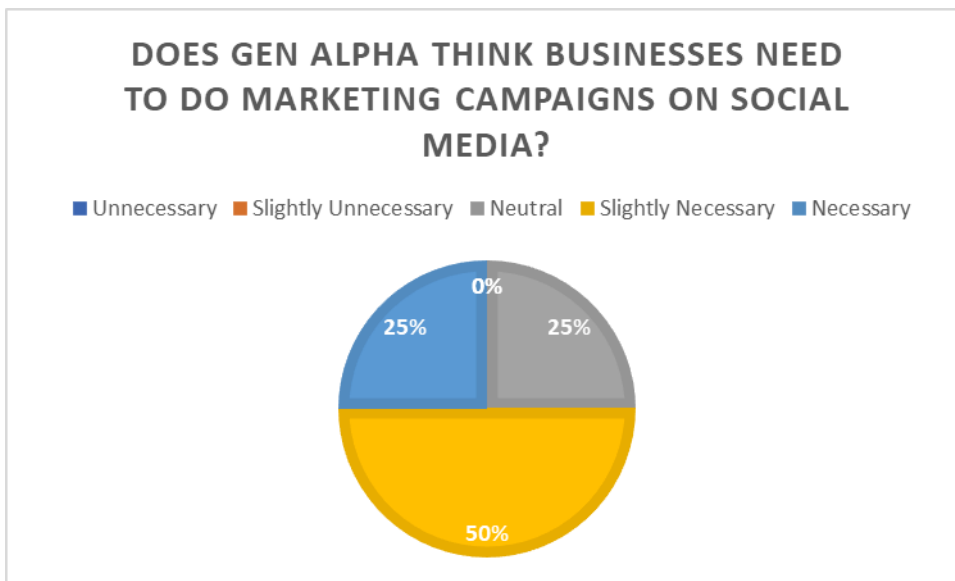


Figure 27. Does Generation Alpha think businesses need to do marketing campaigns on social media? (n=12)

Both of the “Necessary” and “neutral” takes a quarter of the chart. While the ones who choose the “necessary” option think that business campaigns are extremely important to the business since they help the business approach their customer and express themselves to the customer. While the ones who choose “Neutral” show their lack of interest in the subject, they do not sure whether it is necessary or unnecessary for the business to do marketing campaign on social media.

The largest portion of the chart goes with the option “Slightly Necessary” (50%). Although they see the benefits of social media marketing, they might not think of it as being as important as those in the "Necessary" group.

With the options “Unnecessary” and “Slightly Unnecessary”, no responder chooses those options.

4.4 Discussion

Considering the behavior of Generation Z and Generation Alpha on the Internet and their reaction toward digital and social media marketing. The survey pointed out that Generation Z and Generation Alpha are deeply involved with the Internet. They are likely using the

Internet when they need to buy something. They use their time on the Internet for a significant amount of hours daily. Social media plays a very important part in their lives, and they use it for different purposes.

Interestingly, both generations react positively toward digital and social media marketing when it comes to trusting a social media campaign or trusting the influencer on the Internet. The result comes out surprisingly positive. However, there is still a noticeable amount of responders who come with negative answers or show lack of interest in the subject.

Overall, the survey shows that digital and social media marketing significantly affects e-commerce and online business. The interview with the business owner also gave the same result. And to attract Generation Z and Generation Alpha as customers, the business needs to enhance the quality of its marketing content and customer service.

5 Conclusion

5.1 Answer the Research Problem

- -How are the two generations' online behavior and reactions toward digital and social media marketing?

With the Generation Z characteristic, the survey pointed out that on social media sites like Instagram, Snapchat, TikTok, and YouTube, Generation Z is very engaged. They utilize social media to express themselves, keep in touch with their peers, and find new stuff. Social media personalities whom Generation Z admires have a significant influence on them. They are open to brands that work with relevant and genuine influencers because they trust the recommendations and opinions of influencers. Generation Z can be effectively reached and engaged with the help of influencer marketing. The attitude of Generation Z toward digital marketing is somewhat positive or neutral. They are likely to watch marketing content and appreciate it.

Generation Alpha is currently growing in a highly technological environment. They typically grow up around technology and are accustomed to using digital devices. They have a high level of digital literacy and are eager to adopt new digital platforms. Generation Alpha consumes a significant amount of video content, with YouTube and TikTok being popular platforms for entertainment and learning. The result of the survey pointed out the positive attitude of Generation A toward digital and social media marketing content.

- -How does the business approach those target group customers?

To approach Generation Z and Generation Alpha. The business needs to be highly active on social media platforms. Establish a strong presence on popular platforms that they frequent, such as Instagram, Snapchat, TikTok, and YouTube. Engage with them by sharing relevant and compelling content, participating in conversations, collaborating with influencers they follow, and encouraging user-generated content. Use the influencers on social media to connect and engage with Generation Z and Alpha. Work with influencers who share the brand's values and are influential among the business target market. Genuine influencer collaborations can encourage participation, build credibility, and raise awareness among these generations. Learning about the need of those Generation to find what is the products or services they want and following the trend of young customers also help in approaching the target customer. These generations also appreciate personalized experiences. Working on the marketing messages, products, and services to align with their in-

terests, preferences, and individuality. Leveraging data and technology to deliver personalized recommendations, targeted offers, and customized content that resonates with their unique needs is also a great way to connect with the target group of customer.

- -How to maximize the impact of digital and social media marketing on Generation Z and Alpha?

To maximize the impact of digital and social media marketing on Generation Z and Alpha. The research pointed out that the business has to focus on the content they feed their customer. Be authentic, transparent, and genuine in brand communications. Avoid overly promotional messaging and instead focus on building meaningful connections. Share the brand values, engage in honest conversations, and demonstrate a genuine commitment to the causes and issues that matter to these generations. Since Generation Z and Alpha are incredibly visual, creating visually appealing and interactive content will capture their attention. Utilize videos, images, infographics, and interactive elements to make the business content more engaging and shareable. Create marketing campaign messages, offers, and experiences to align with the taste of Generation Z and Alpha. Using data-driven insights to deliver personalized recommendations, targeted promotions, and customized content that resonates with their unique interests and needs. Partner with the influencers who have a strong presence and influence among Generation Z and Alpha. Collaborating with famous and positive influencers can help spread the business message, increase brand awareness, and drive engagement. Need to make sure that the influencers align with the business brand values and have a genuine connection with Generation Z and Alpha. Continuously analyze data and measure the performance of digital marketing campaigns. Use insights from analytics tools to understand audience behavior, preferences, and engagement patterns. Optimize the marketing strategies based on data-driven decisions to enhance the impact and effectiveness of the marketing efforts. Keep up with the latest trends in Generation Z and Alpha's mindsets, desires, and behaviors. Keep an eye on new digital platforms, trends, and technology that appeal to these generations. Stay flexible and adjust the marketing techniques to fit the target audience's preferences.

5.2 Validity and reliability

The main goal of the study is to answer the research question and any related sub-questions. All answers are found and logically presented to satisfy the thesis' goal on the basis of the theoretical framework. Secondary data is gathered from the literature and used in the thesis. The survey provides primary data collection. 108 people participated in the survey session, where questionnaires on social media and digital marketing were given to get their

opinions. After that, the thesis has enough data to reach a decision after obtaining enough responses.

5.3 Suggestions for further research

The research forms a survey to investigate the behavior of Generation Alpha on the Internet. The early process of this thesis is based on the fact that the oldest of Generation A is only 13 years old. It has a long way for the Alpha Generation to grow and form their online personality. Therefore, future research on this age group will be more detailed and significant.

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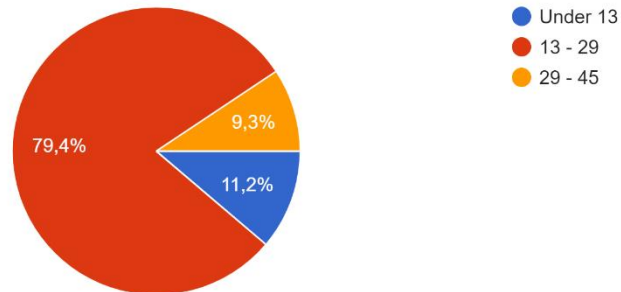
Warren, K. 2022. Generation Z (Gen Z): Definition, Birth Years, and Demographics. Retrieved on 25 April 2023. Available at <https://www.investopedia.com/generation-z-gen-z-definition-5218554>

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Appendix 1. Generation Z and Alpha behaviour and attitude toward digital and social media marketing campaigns.

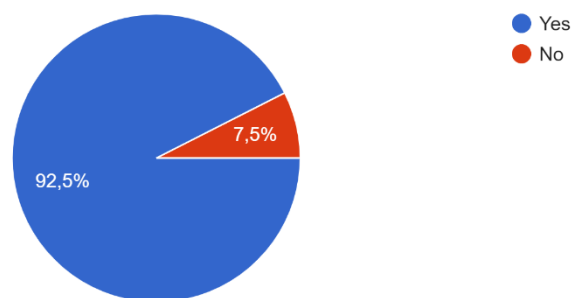
Choose your age group

107 câu trả lời



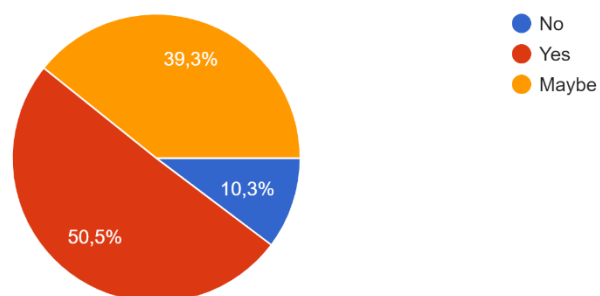
Do you use Google or another search engine to find what you need to buy?

107 câu trả lời



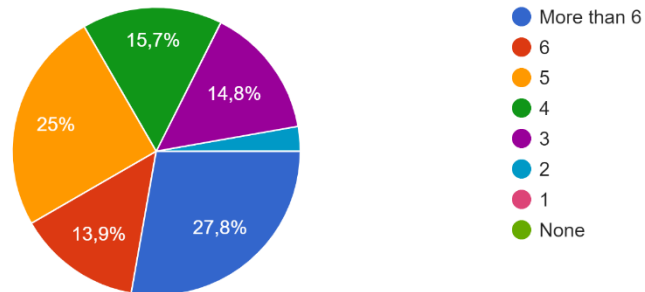
Do you trust to buy the products that had been viral on the social media?

107 câu trả lời



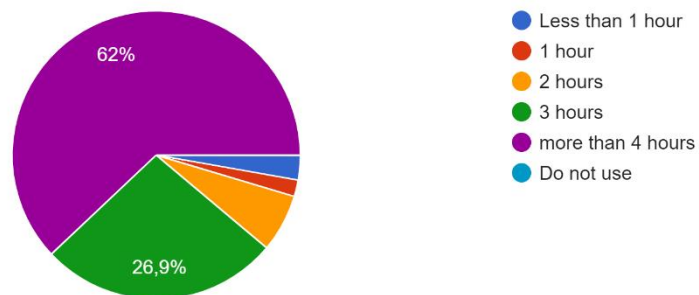
How many platforms of social media application do you have in your phone? (Facebooks, Snapchat, YouTube, Instagram, TikTok, Pinterest,..)

108 câu trả lời



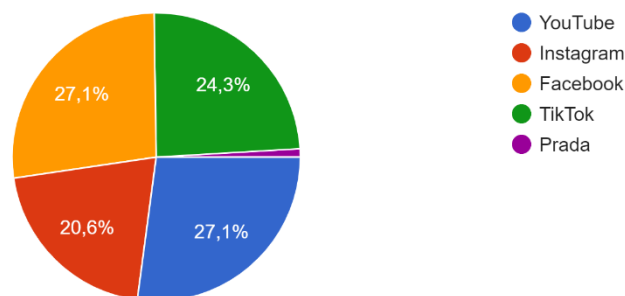
How many hours do you spend on social media?

108 câu trả lời



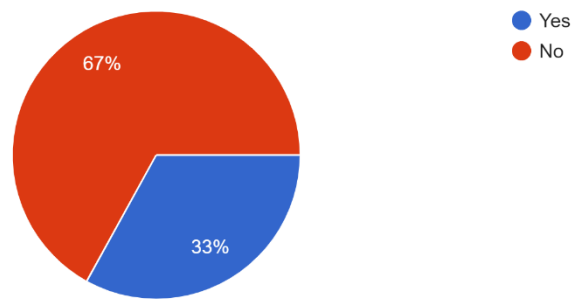
Which social media platform in here you use the most?

107 câu trả lời



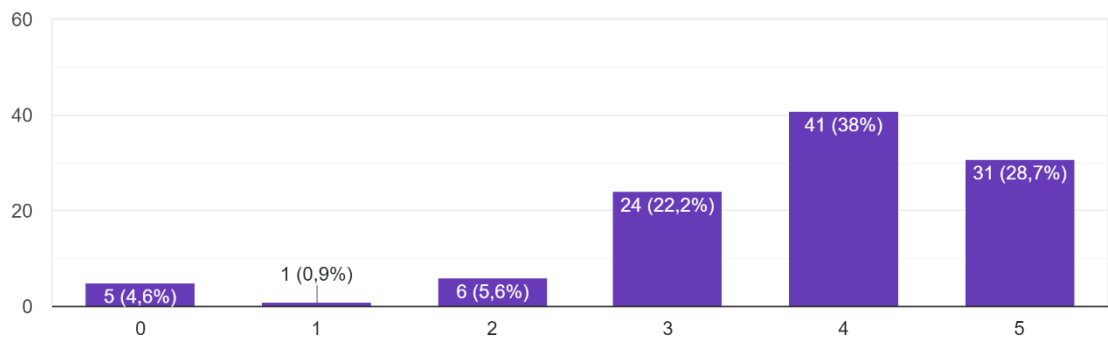
Do you pay for ad-free subscriptions on the social media platform?

106 câu trả lời



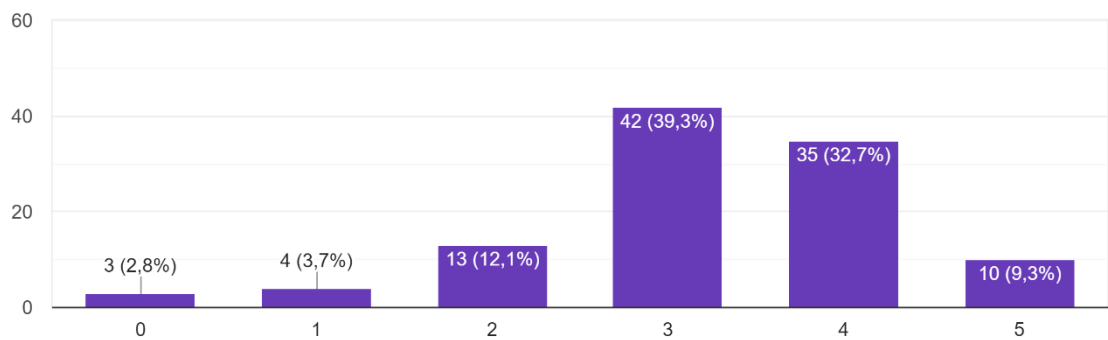
How often do you catch marketing content on your social media feeds?

108 câu trả lời



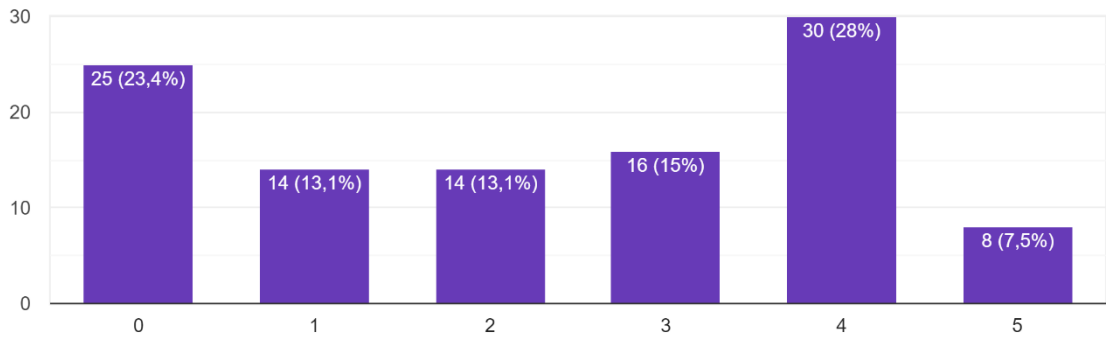
How much do you trust the influencer on social media when you buy something?

107 câu trả lời



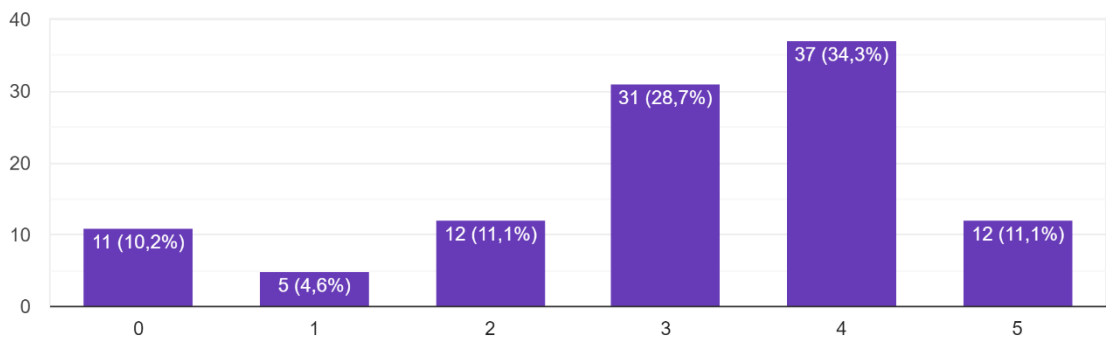
How do you like the marketing email sent to your email address?

107 câu trả lời



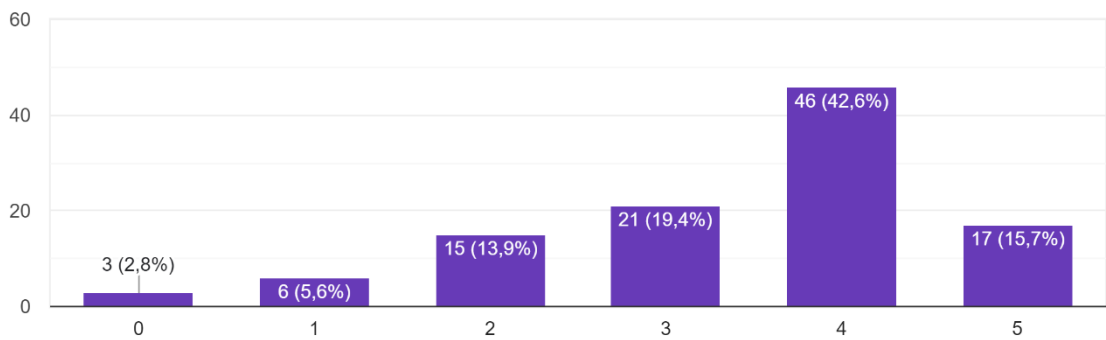
How do you feel about watching marketing content on social media?

108 câu trả lời



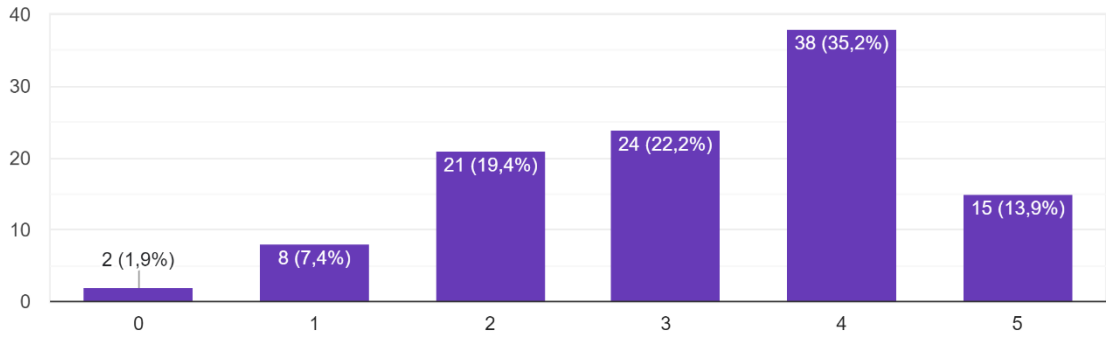
Do you often buy products that have been marketed on social media?

108 câu trả lời



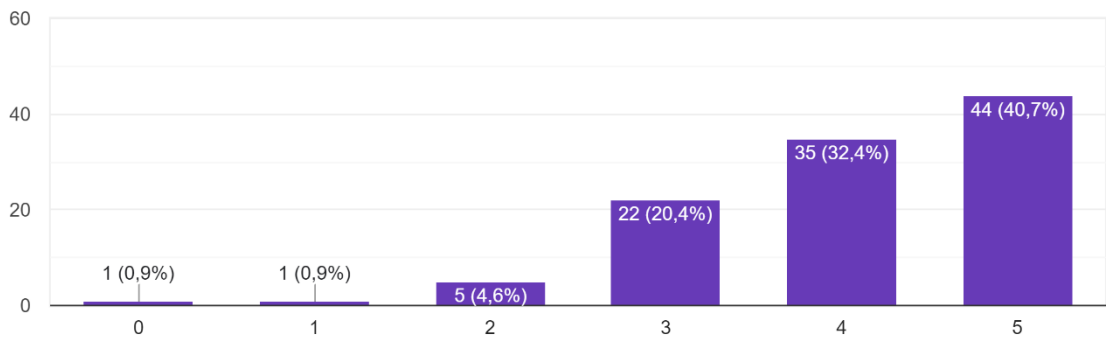
Do you trust the marketing content you've seen on social media feeds?

108 câu trả lời



Do you think businesses need to do marketing campaigns on social media?

108 câu trả lời



Which products do you usually buy on social media platforms?

107 câu trả lời

