Analysis of the Study of Digital Marketing Potential on Product Purchase Decisions in Generation Z

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ARTICLE INFO

A B S T R A C T

Generation Z grew up with easy access to the internet. They tend to spend more time online than previous generations. This opens up great opportunities for sellers to reach them through various digital platforms. This study aimed to conduct an analysis of the study of the potential of digital marketing for product purchasing decisions in generation Z. This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. Platforms like Facebook, Instagram, Twitter, LinkedIn, and Snapchat are popular channels for digital marketing. Sellers can share content, conduct paid advertising campaigns, interact with users, and build relationships with audiences through social media. Company websites and blogs are the main channels in digital marketing. Sellers can create informative content, describe products or services, provide special offers, and drive traffic to their websites through SEO (search engine optimization) strategies and online advertising campaigns. Email is an effective channel for sending direct sales messages to audiences. Sellers can collect email addresses of customers or prospects and send them personalized content, special offers, product updates, or newsletters on a regular basis. Search engine marketing (SEM) includes the use of paid advertising on search engines such as Google Ads. Sellers can display their ads on search results pages or on partner websites relevant to their targeted keywords. Platforms like YouTube, TikTok, and Vimeo are popular channels for video content. Merchants can create promotional videos, product reviews, tutorials, or entertaining content to reach a wider audience.

1. Introduction

In this ever-evolving digital era, Generation Z has become a very significant consumer group. This generation consists of individuals born between the mid-1990s and early 2000s who grew up and lived amidst advances in digital technology. With high technological prowess, generation Z has a great influence on product purchasing decisions. One of the effective tools in influencing generation Z purchasing decisions is digital marketing. Digital marketing refers to sales strategies that use digital platforms such as social media, websites, email, and mobile applications to reach target audiences (Armstrong, 2015). The potential of digital marketing for purchasing decisions for generation Z products is very strong and needs to be understood in depth by sellers.

Generation Z grew up with easy access to the internet. They tend to spend more time online than previous generations. This opens up great opportunities for sellers to reach them through various digital platforms. With the right digital marketing campaign, sellers can attract the attention of generation Z and help them make buying decisions. In addition, Generation Z has a high level of trust in

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online recommendations and reviews. They tend to look for information online before deciding to buy a product. Digital marketers can take advantage of this by providing relevant and valuable content, such as user reviews, testimonials, and product recommendations. Thus, generation Z feels more confident in making purchasing decisions (Chaffey, 2019).

Furthermore, digital marketing also enables better personalization in communicating with generation Z. Through data analysis and the use of intelligent technology, sellers can better understand the preferences, interests, and buying behavior of generation Z. Thus, they can convey relevant and specific messages to the target audience, increase engagement and influence purchasing decisions. Not only that, digital marketing also allows direct interaction between brands and generation Z through platforms such as social media. Generation Z tends to value a close relationship with a brand and expects a quick response from the brand. With digital marketing, sellers can interact directly with generation Z, answer their questions, provide support, and create stronger relationships, which can ultimately influence their purchasing decisions (DeMers, 2016). This study aimed to analyze the study of the potential of digital marketing on product purchasing decisions in generation Z.

2. Literature Review
Digital marketing channels

Digital marketing channels refer to channels or platforms used by sellers to convey sales messages to target audiences digitally. This channel provides a communication tool that allows sellers to interact with audiences online and influence their purchasing decisions. Platforms like Facebook, Instagram, Twitter, LinkedIn, and Snapchat are popular channels for digital marketing. Sellers can share content, conduct paid advertising campaigns, interact with users, and build relationships with audiences through

social media. Company websites and blogs are the main channels in digital marketing. Sellers can create informative content, describe products or services, provide special offers, and drive traffic to their websites through SEO (search engine optimization) strategies and online advertising campaigns. Email is an effective channel for sending direct sales messages to audiences. Sellers can collect email addresses of customers or prospects and send them personalized content, special offers, product updates, or newsletters on a regular basis. Search engine marketing (SEM) includes the use of paid advertising on search engines such as Google Ads. Sellers can display their ads on search results pages or on partner websites relevant to their targeted keywords. Platforms like YouTube, TikTok, and Vimeo are popular channels for video content. Merchants can create promotional videos, product reviews, tutorials, or entertaining content to reach a wider audience. The mobile application provides a special channel for interaction with the audience. Merchants can leverage mobile applications to send notifications, provide special offers, enable in-app purchases, or provide unique user experiences (Ryan, 2016).

Social media

Platforms like Facebook, Instagram, Twitter, LinkedIn, and Snapchat are popular channels for digital marketing. Sellers can share content, conduct paid advertising campaigns, interact with users, and build relationships with audiences through social media. Merchants can share content that is informative, interesting, and relevant to their audience. These can be articles, images, videos, or infographics that grab attention and add value to users. Social media platforms provide options to carry out paid advertising campaigns. Merchants can target specific audiences based on certain demographics, interests, or behaviors and display their ads in the news feed or areas visible to the target audience. (Mangold, 2009; Safko, 2010). Sellers can use social

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media as a tool to engage with their audience. They can respond to comments, questions, or messages from users, provide customer service and build closer relationships with audiences. Through social media, sellers can build a more intimate relationship with their audience. They may run contests, surveys, or polls to engage users, gather feedback, or get to know their preferences and needs better (Smith, 2011). Each social media platform has specific features that sellers can take advantage of. For example, Instagram provides Stories, IGTV, and shopping features, while LinkedIn offers the ability to publish articles and participate in professional discussion groups. By tapping into the potential of these social media platforms, sellers can reach their target audience in a more personal way, interact with them directly and build strong relationships. This can help influence audience purchasing decisions and strengthen brand awareness and customer loyalty (Diamond, 2015; Duffett, 2017; Heinze, 2018).

Websites and blogs

Company websites and blogs are the main channels in digital marketing. Sellers can create informative content, describe products or services, provide special offers, and drive traffic to their websites through SEO (search engine optimization) strategies and online advertising campaigns. Merchants can use websites and blogs to present content that is informative and useful to their audience. These can be articles, guides, tutorials, infographics, or videos that provide knowledge and solutions to users. This content helps build authority and trust and attracts organic traffic to the website. A company website can be used to clearly and attractively describe the products or services offered. Sellers may provide detailed information, images, descriptions, features, and product benefits to help potential buyers understand and consider the product. Websites can be used to provide special offers to audiences. Sellers may present discounts, promotions, bundle plans, or other

exclusive offers that can drive conversions and purchases from website visitors.

SEO (search engine optimization) strategies are used to improve a website's ranking in the search results of search engines like Google. By implementing the right SEO techniques, sellers can increase the visibility of their website and attract relevant organic traffic. Apart from that, sellers can also use online advertising campaigns such as Google Ads to drive targeted traffic to their websites. Sellers can ensure that their website provides a good user experience. These include responsive designs, fast loading speeds, intuitive navigation, easy-to-fill forms, and visually appealing displays. A positive user experience will increase conversion opportunities and help build a positive image for the brand. By using company websites and blogs effectively, sellers can communicate important information, introduce products or services, offer attractive offers, and attract relevant traffic. Through SEO strategies and online advertising campaigns, sellers can increase the visibility of their websites and reach their target audience more effectively (Mangold, 2009; Fill, 2019).

Email marketing

Email is an effective channel for sending direct sales messages to audiences. Sellers can collect email addresses of customers or prospects and send them personalized content, special offers, product updates, or newsletters on a regular basis. Merchants may collect the email addresses of customers or prospects through registration forms on websites, discount coupons, contests, or through loyalty programs. By having a quality email list, sellers can contact their audience directly and with their permission. Merchants can send personalized email content to audiences. This could be a personal welcome, an offer tailored to a user's preferences or purchase history, or a relevant product recommendation based on past activity. Email can be used to send special offers to customers or prospects. Sellers may provide email

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recipients with exclusive discounts, promo codes, or bundle packages as an incentive to make certain purchases or actions. Email can be used to provide the audience with product or service-related updates. Sellers may notify you about new product launches, feature updates, policy changes, or relevant related information. Merchants can send newsletters or periodic content to their audience via email. This can be a summary of industry news, a recent article, a tip or walkthrough, or any other useful or interesting information for the recipient of the email. Merchants can use email automation tools to send a series of scheduled emails based on user actions or behavior. For example, a seller might send a new customer a welcome email, an upgrade or service improvement email, or a follow-up email after purchase. It is important to ensure that the emails sent are relevant, valuable, and not excessive so as not to offend the recipients of the emails. Through the strategic use of email marketing, sellers can forge closer relationships with customers, increase brand awareness, build loyalty, and influence purchase decisions (Strauss, 2014).

Search engine marketing (SEM)

Search engine marketing (SEM) includes the use of paid advertising on search engines such as Google Ads. Sellers can display their ads on search results pages or on partner websites relevant to their targeted keywords. Sellers can display their ads on search engine results pages. When a user performs a search with keywords relevant to the product or service being offered, the ad will appear above or below the organic results. Sellers can target specific keywords and show their ads to an audience looking for related information or products. As well as displaying ads on search results pages, merchants can also display their ads on partner websites that are relevant to their targeted keywords. For example, Google Ads provides a display network that includes a large number of partner websites where ads can be shown to users that are relevant to the products or services offered. Merchants can specify specific demographics, interests, or behavior targets to show ads to the most relevant audience. For example, they can target users based on specific geographic locations, age, gender, interests, or online activity. This helps ensure that ads are shown to the audience with the highest potential to become prospects or customers. Sellers can manage their advertising budget by setting limits on the daily or total costs they want to spend. In addition, they can also use suitable bidding strategies to fight for better ad spots on search results pages or partner websites. Through SEM, sellers can track and analyze the performance of their ads. They can monitor clicks, conversions, cost per click, or other metrics to gauge the effectiveness of their campaigns. Based on this data, sellers can optimize their campaigns, make bidding or keyword changes, and test new strategies to achieve better results. SEM can help sellers to gain greater exposure in search engines, target relevant audiences, and increase traffic to their websites. By leveraging paid advertising through Google Ads and a smart SEM strategy, sellers can increase brand awareness, drive quality traffic, and influence target audience buying decisions (Hoffman, 2010; Hollensen, 2015).

Video content

Platforms like YouTube, TikTok, and Vimeo are popular channels for video content. Merchants can create promotional videos, product reviews, tutorials, or entertaining content to reach a wider audience. Sellers can create attractive promotional videos for their products or services. These promotional videos can describe the features, benefits, or uniqueness of the product in a way that is interesting and captivates the audience. Promotional videos can be placed on a company's channel page or within an advertising campaign on the platform. Sellers can work with influencers or content creators to create product reviews in video form. Credible and informative

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product reviews can help build trust and lead users to consider the products offered. Sellers can create informative tutorial videos or product user guides. In these videos, sellers can demonstrate proper usage, provide tips and tricks, or answer common questions their audience may have (Kaplan, 2010).

Entertaining videos can also be an effective strategy for attracting attention and building engagement with your audience. Merchants can create funny, inspiring, or entertaining videos that can trigger positive emotions and connect brands with audiences on a more personal basis. Platforms such as YouTube and TikTok also provide live-streaming features. Merchants can take advantage of live streaming to host events, presentations, or live Q&A sessions with the audience. This can help build real-time engagement and interaction with your audience. In creating video content, sellers need to ensure that the video is of high quality, relevant to the target audience, and pays attention to the appropriate length to keep the user's attention. By leveraging these video platforms, sellers can reach a wider audience and inspire and influence purchasing decisions through creative and engaging video content (Kotler, 2016).

3. Methods

This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. This research was conducted online by utilizing various online communication features to obtain information from informants. The informants in this study are generation Z, aged more than 17 years. The informant's contact number has been obtained by the researcher through a legal process and does not violate applicable regulations, and reports have agreed to participate in this study. The sampling process was carried out until data saturation occurred from the informant interview process.

To collect data from information sources (informants), research requires assistance instruments, namely screening forms, informant data, interview guidelines, and recording equipment. In this research, primary data and secondary data are needed. Primary data is data directly from the original source. This data was collected at the time of conducting interviews through cellular communication channels or through various other communication media. While secondary data is data obtained through a review of documents and literature sources, journals, and research reports related to the theme of this research. Raw data is analyzed and organized by data collection date, data source, data type, data description, and data nature. All data must be read in order to find out what data has been obtained, the source of the data, and its meaning. After collecting data, researchers must know what information each informant conveys and compare it with other informants. By understanding all the data, the researcher will be able to select/reduce important, new data and data related to the research question. Furthermore, researchers can also classify or group, or create themes for the selected data. Coding is the process of marking the data that has been grouped. Groups of similar data are given the same code. Through coding, researchers can produce new categories or themes. Through coding, researchers produce themes or categorizations of research data which are findings. Based on the resulting themes, the researcher then makes brief and systematic descriptions so that the themes found become clearer. The next step is to look for relationships between one theme and another. The results of the construction of relationships between themes or categories then need to be interpreted so that other people understand them.

4. Results and Discussion

The results of interviews with 54 informants from generation Z showed a positive opinion from

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generation Z about the role of digital marketing in influencing product purchasing decisions by consumers. Informants agreed that the existence of digital marketing was very helpful and greatly influenced product purchasing decisions by generation Z. Qualitative analysis in the form of interviews with informants revealed many interesting things related to the potential of digital marketing in influencing product purchasing decisions. Generation Z tends to think of digital marketing as an easily accessible source of information. In this digital age, they have the ability to quickly search for information about the products or services they are interested in. Generation Z grew up with ever-evolving technology, and they have widespread access to digital devices such as smartphones and computers. Through digital platforms, such as search engines, e-commerce websites, and social media, they can easily search for the products they want and get information about available brands and options. Generation Z tends to trust reviews and recommendations from fellow users. They will seek product reviews from other users or influencers on social media to get mixed views before making a purchase decision. Transparent and trusted reviews provide a more real-world view of products and help Generation Z make informed-educated decisions (Schiffman, 2019). Generation Z has access to quickly and efficiently compare prices, features, and product choices. They can compare products from different brands easily to choose the best according to their needs and preferences. With this easily accessible information, generation Z feels more empathetic in making purchasing decisions. Digital marketing provides various forms of content that generation Z can consume, such as articles, videos, and images. In this form of content, they can learn more about brands, products, features, and benefits. Through this content, gen Z can shape their perception of brands and make more informed-educated buying decisions. Generation Z also tends to expect direct interactions with brands through digital platforms. They want to get responses and support from brands, such as responses to their questions or feedback. Through these interactions, gen Z feels more engaged and connected to brands, which can influence their purchasing decisions.

Generation Z tends to be more interested in user-generated content than traditional advertising. Generation Z values authenticity in the content they consume. User-generated content, created by casual users or influencers, is often seen as more authentic than direct selling messages from brands. They tend to believe that user-generated content is a real experience and not contrived for sales purposes. Generation Z values the opinions and experiences of fellow users or influencers they follow. They tend to trust the reviews and recommendations of other people who have good reputations in the relevant field. In some cases, they even prefer to listen to the views and experiences of other users instead of hearing direct sales messages from brands. Generation Z feels engaged and connected to user-generated content. They feel closer to other users or influencers they follow, and the content produced by them offers a viewpoint and experience that is more akin to their own. This sparks a greater sense of engagement and makes them more open to receiving recommendations and views from other users. User-generated content often displays creativity and uniqueness that appeals to Generation Z. They enjoy seeing content that is unique, innovative, and different from traditional advertising, which may seem monotonous or uninteresting to them. User-generated content often offers a fresh and more interesting point of view for generation Z. In dealing with the preferences of generation Z, brands can utilize user-generated content in their digital marketing strategy. Brands can engage users to share their experiences with products or services through the content they produce. This could include holding contests or inviting users to share brand-related photos, videos, or reviews. By strengthening authenticity and trust in user-

generated content, brands can build stronger engagement with generation Z and influence their buying decisions through recommendations and the influence of fellow users.

Generation Z wants to feel valued and cared for by brands. They expect direct interaction with brands through social media, comments, or private messages. By interacting directly, Generation Z feels that their opinions and needs are valued by the brand, and this can increase their sense of connectedness with the brand. Through active engagement with brands, gen Z can strengthen their identity. They often identify themselves with a particular brand or product and want to share their experiences or gain recognition from the brand. Through direct interactions, Generation Z feels more connected to brands and can strengthen their self-image associated with these brands. Generation Z expects a fast response from brands. They often ask questions, provide input, or express complaints via social media or private messages. Brands that respond quickly and provide good support can increase generation Z satisfaction and loyalty to the brand. Generation Z wants to participate in brand-generated content. They can interact with content posted by brands by commenting, liking, or sharing that content. By participating, they feel involved in the brand and can contribute to the brand narrative through their own experiences and perspectives, in dealing with these expectations of generation Z, brands need to maintain active engagement with their audience through direct interactions on social media, prompt responses to questions or feedback, and providing opportunities for Generation Z to participate in brand content. This can strengthen brand-audience bonds, build trust, and influence gen Z purchasing decisions through a more personal and engaged relationship.

Generation Z is looking for brands that demonstrate authenticity and transparency in their messages and actions. Brands that are honest about their values, sourcing ingredients, production practices, and their social impact are more likely to attract the interest and trust of generation Z. They want to support brands that have integrity and are committed to being transparent in all aspects of their business (Perea y Monsuwé, 2004). Generation Z tends to care about social and environmental issues such as climate change, gender equality, sustainability, and inclusion. Brands that actively engage with these issues, adopt responsible business practices, and convey messages related to these values will appeal to Generation Z. Brands that are consistent with their mission and values are more likely to gain support and loyalty from generation Z. Generation Z is attracted to brands that have a positive impact on society and the world. Brands that are involved in charity work, contributing to the community, or voicing social issues through digital marketing can attract generation Z attention and support. Brands that demonstrate a real commitment to humanity and positive change will be more attractive to generation Z (Lam, 2010; Pappas, 2016).

In dealing with the preferences of generation Z, brands need to build a mission and values that are consistent with issues that are considered important by generation Z. Brands must communicate clearly and consistently about their social and environmental practices through digital marketing. Through authentic brand stories, brands can attract the attention and support of Generation Z to a greater extent by demonstrating authenticity, engagement on social issues, and the positive impact they create.

5. Conclusion

The potential of digital marketing for purchasing decisions for generation Z products is enormous. By leveraging the capabilities of digital technology and understanding the characteristics of generation Z, sellers can create effective and measurable campaigns to influence their preferences and purchasing decisions. In this increasingly connected and digital world, digital marketing is an irreplaceable tool for

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reaching generation Z and winning over them as consumers.

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