

The Impact of Digital-Based Marketing Strategies on Gen Z's Shopping Interest

^{1F} Figo Alimbel, ² Syintia Mega Putri

^{1 2} Digital Business Study Program, Department of Business and Communication, Caltex Riau Polytechnic- Indonesia

E-mail:

¹ figo@pcr.ac.id

² svintia@pcr.ac.id

ABSTRACT

Continuing the limitations of the study in confirming the influence of the shopping interest antecedents, especially Generation Z, is the expected contribution of this study. Thus, this study aims to examine the influence of social media, e-commerce and influencers on the shopping interests of generation z. For this reason, this study uses a quantitative design involving 100 samples selected with a purposive sampling technique, where data is collected through a questionnaire with a google form and distributed to gen z users. The respondents' responses were analyzed by descriptive analysis and statistical analysis using the SEM method on WarpPLS. The results of the analysis show that social media has a positive effect on shopping interest, e-commerce has a positive effect on shopping interest, and influencers have a positive effect on Gen Z shopping interest

Keywords: Gen Z, shopping interests, social media, ecommerce, influencers.

BACKGROUND

Generation Z, which consists of individuals born between 1997 and 2012, is a generation that grew up in the digital age and is very familiar with technology. Companies must adapt to the preferences and lifestyles of this generation in order to attract their interest in shopping. Digital-based marketing strategies are the main key in reaching the generation Z market.

This study aims to analyze the impact of digital-based marketing strategies on the shopping interest of Generation Z and identify the factors that affect the effectiveness of these strategies. This study uses a quantitative method. Quantitative data was obtained from in-depth interviews with the gen z generation from the age of 17-25 years

Digital marketing strategies that involve influencers and strong visual content have proven to be effective in increasing Gen Z's interest in shopping. Social media, especially Instagram, YouTube, and TikTok, are the most effective channels for reaching Gen Z. Authentic, relevant, and entertaining content is essential for capturing Gen Z's attention and interest. Generation Z's shopping interest is an important consideration for Generation Z in choosing a product or brand.

An effective digital-based marketing strategy can increase Gen Z's interest in shopping by leveraging influencers, engaging visual content, popular social media, personalization, and values that match the preferences of this generation. However, companies must also pay attention to factors such as authenticity, relevance, shopping experience, transparency, and sustainability to ensure the effectiveness of digital marketing strategies against Gen Z.

LITERATURE REVIEW, RESEARCH FRAMEWORK AND HYPOTHESIS

The R

ole of Social Media on Gen Z's Shopping Interest

According to a report by Kadence, 75% of Gen Z consumers worldwide rely on social media to make purchasing decisions, and 61% of them have purchased a product after seeing an ad on social media. shows that social media is not only a communication tool, but also an integral part of the Gen Z lifestyle that shapes their behavior and purchasing decisions. (Liu, 2023) (Jeanete Saununu & Yanto Rukmana, 2023)

Additionally, social media allows for easier product discovery and direct interaction with brands. A study by the International Council of Shopping Centers shows that 85% of Gen Z state that social media influences their purchasing choices. Social media provides an opportunity for brands to showcase their products in a way that is engaging and relevant to Gen Z, as well as allowing consumers to seek reviews and recommendations from their trusted peers or influencers (Liu, 2023) (Martiyanti & Rahmayana , 2024)

The influence of social media on brand loyalty is also significant. Social media allows Gen Z to connect with their favorite brands and develop brand loyalty through personalized experiences. According to an Accenture report, 65% of Gen Z consumers globally feel that brands should offer personalized experiences, and social media allows for this in a more personalized way. Thus, social media not only influences purchasing decisions but also

strengthens the relationship between consumers and brands. (Jeanete Saununu & Yanto Rukmana, 2023)

Hypothesis 1: Social Media has a significant positive effect on Shopping Interest

The Role of E-commerce in Gen Z Shopping Interest

E-commerce has changed the way Generation Z shops by providing easy access to a wide range of products and services. Research shows that Gen Z is more likely to read customer reviews before making an online purchase, demonstrating the importance of trust in the e-commerce buying process. E-commerce provides a platform where reviews and recommendations can be easily accessed, assisting Gen Z in making more informed purchasing decisions. (Martiyanti & Rahmayana , 2024)

In addition, e-commerce offers convenience and flexibility that Gen Z highly appreciates. A study from the International Journal of Economic Literature found that online shopping preferences among Gen Z consumers are influenced by ease of access and a seamless shopping experience. Features such as fast payments, fast delivery, and in-person product availability are essential elements in the online shopping experience for Gen Z (Hoang-Long Nguyen & Que- As Yang, 2024) (Liu, 2023)

E-commerce also allows for personalization of the shopping experience through technology such as data-driven product recommendations. Research shows that emotional engagement with brands through e-commerce can increase purchase intent among Gen Z [4]. By leveraging customer data to offer a customized shopping experience, e-commerce can increase brand appeal to these young consumers.

Hypothesis 2: Social Media Marketing has a significant positive effect on Shopping Interest

The Role of Influencers on Gen Z Shopping Interest

Influencers play an important role in shaping Generation Z's buying behavior. According to research by the Influencer Marketing Hub, the global influencer marketing industry is expected to grow to \$22.3 billion by 2025. (Student , 2022.)

Studies show that influencers have a significant impact on Gen Z's online buying behavior. In Indonesia, the study found that 85% of participants acknowledged the great influence of social media influencers on their purchasing decisions. Authentic and transparent sponsored content is highly effective in building trust and driving consumer engagement with brands. (Angmalisang et al., 2024)

Influencer influence is not only limited to product promotion but also includes social and political values. Influencers who support issues such as sustainability or mental health can increase brand credibility in the eyes of Gen Z. Thus, collaborating with influencers who align with Gen Z values can be a powerful marketing strategy to attract the attention and loyalty of these young consumers. (Hoang-Long Nguyen & Que- As Yang, 2024)

Hypothesis 3: Influencers have a significant positive effect on Shopping Interest

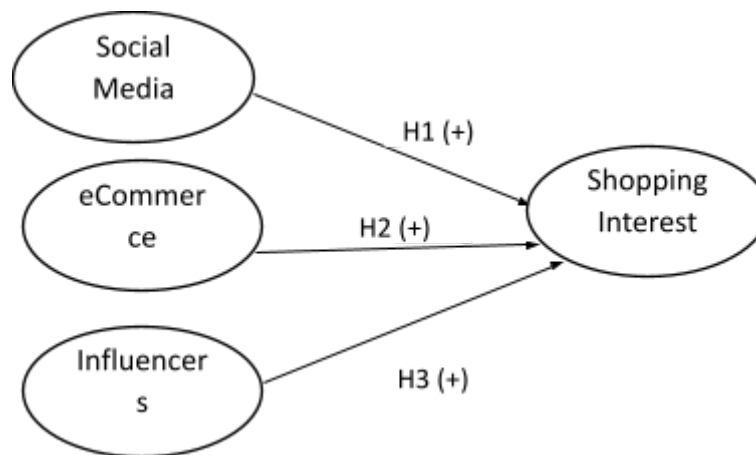


Figure 1
Framework of Thought

Software Reference

The Google Form platform was chosen as the primary data collection tool, allowing researchers to effectively reach Gen Z. Targeting respondents aged 17-25, the online questionnaire is designed to capture the first-hand perspective of the generation group most familiar with digital technology.

Once the data is collected, Warp PLS 8 acts as an "analysis engine" that transforms raw data into meaningful research insights. The Partial Least Square Structural Equation Modeling (PLS-SEM) method allows researchers to: Examine the complex relationships between variables, Analyze the influence of digital marketing strategies on shopping interests, Identify the key factors that influence Gen Z consumer behavior. This research does not just collect data, but seeks to understand the dynamics of digital marketing through the perspective of Generation Z, who happens to be the original digital generation. To understand the complexity of Gen Z consumer behavior, the team needed cutting-edge references. Mendeley helped them access: the latest international journals, empirical studies on digital marketing publications on the characteristics of millennials and Gen Z.

Mendeley is a digital reference management platform developed for researchers, academics, and students. Founded in 2008 and acquired by Elsevier in 2013, Mendeley offers a wide range of features for academic literature management.

METHOD

This research uses a questionnaire or survey method, which is interpreted as a series of questions designed to test several variables. The questions are compiled into a systematic and structured list.

The researcher used an online questionnaire through Google Form which will be distributed via social media for respondents to fill out. Only respondents who meet the

sample criteria set by the researcher are entitled to fill out the questionnaire. This research is quantitative, which is defined as a research method that uses instruments or tools to collect data, such as questionnaires, with the aim of testing a predetermined hypothesis (Sugiyono, 2018).

The measurement of variables in this study will be carried out using the Likert 7 scale. The answers from the questionnaire that have been filled out by the respondents will be analyzed and concluded. The data used in this study is primary data, namely data collected directly by researchers for specific research purposes. Primary data collection can be done through interviews, surveys, questionnaires, and other methods.

The smallest sub or the smallest part of an existing population is called a sample. According to Sugiyono (2018), a sample is defined as the characteristics and number possessed by a population. This sample will later replace or represent the population used as the object of research. The viable sample in the study ranged from 30 to 500 samples (Sugiyono, 2018). In this study, researchers will take 100 respondents from Gen Z as a sample.

Then statistical analysis in this study will be carried out using software called WarpPLS. Through WarpPLS, a hypothesis test will be carried out using Partial Least Square Structural Equation Modelling (PLS-SEM). According to Ghozali (2015), structural model measurements are carried out by testing the relationships between latent constructs simultaneously

Table 1.
Sample Description

| Category | Sub-Categories | Frequenc y | Percent | Cumulativ e |
|----------|-------------------|---------------|---------|----------------|
| Gender | Man | 57 | 57 | 57 |
| | Woman | 43 | 43 | 100 |
| Age | 17-25 Years | 93 | 93 | 93 |
| | >25 Years | 7 | 7 | 100 |
| Work | Students | 84 | 84 | 84 |
| | Private Employees | 9 | 9 | 93 |
| | Self employed | 2 | 2 | 95 |
| | Civil servants | 1 | 1 | 96 |
| | Housewives | 1 | 1 | 97 |
| | Other | 3 | 3 | 100 |

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Type Measurement Applied to judge quality Instruments research , Especially at items statement at every variable Latent . Instruments Said valid if have Correlation Significant with value p-value less from 0.05. Deep development Construct Measurement , scale that Used have factor Loading Minimum 0.4-0.5 which Considered enough (Ghozali , 2015). Test Reliability Done to know whether Items question deep questionnaire Reliable or not . Tool research Said Reliable if result answer Respondents consistent and stable .Test Reliability Considered Reliable jika nilai Cronbach alpha lebih besar dari 0.6 (Sugiyono, 2018). Pengukuran pada uji reliabilitas dilakukan satu kali dan jawaban responden dibandingkan dengan pertanyaan lain atau diukur korelasi atau hubungan antar jawaban dari responden. Pengujian ini digunakan juga untuk menguji item tersebut bisa digunakan secara berkali kali atau tidak

Table 2.
Validity and Reliability Test

| Construct | Code | BC | EC | PI | MB |
|----------------------------|------|---------|---------|---------|---------|
| Social Media | BC | (0.715) | 0.638 | 0.505 | 0.638 |
| Ecommerce | EC | 0.638 | (0.837) | 0.489 | 0.742 |
| Influencers | PI | 0.505 | 0.489 | (0.840) | 0.661 |
| Shopping Interest | MB | 0.638 | 0.742 | 0.661 | (0.864) |
| Composite Reliability | CR | 0.879 | 0.934 | 0.935 | 0.936 |
| Cronbach Alpha | A | 0.839 | 0.914 | 0.916 | 0.915 |
| Average Variance Extracted | AVE | 0.511 | 0.701 | 0.706 | 0.746 |
| FC VIF's | VIF | 1.923 | 2.480 | 1.817 | 3.138 |
| Number of Questions | | 7 | 6 | 6 | 5 |

Based on the previous description, it is proven that the AVE, Composite reliability, and Cronbach alpha indicators have met the set standards. This shows that the research instrument, or rather the statement items in the instrument, has been able to produce consistent and measurable data. The fulfillment of the validity and reliability statistical test gives confidence that this instrument can produce reliable and feasible data for hypothesis testing. In other words, the measurement results obtained through this instrument can be relied on to support or boost the conclusion of the research.

Influence Test Results

The results of this study were measured using WarpPLS, where WarpPLS is a measuring tool and is a method where for model construction using many factors and colinear relationships. The results of the data that have been obtained are then processed using WarpPLS 7 as follows.

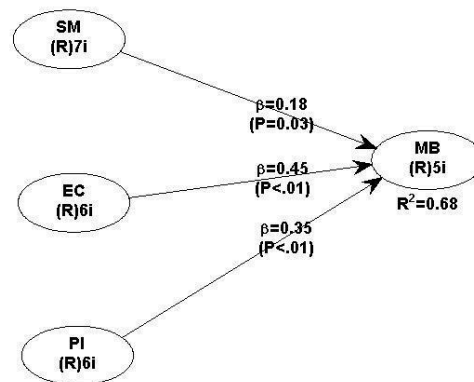


Figure 2.
Analysis Test Results

1. The Influence of E-commerce on Shopping Interest

From the figure, it can be seen that e-commerce (EC) has the greatest influence on shopping interest (MB) with a beta coefficient of 0.45 and a significance of $P < 0.01$. This shows that e-commerce plays an important role in shaping Gen Z's shopping interests.

2. The Role of Influencers in Increasing Shopping Interest

Influencers (PIs) also have a significant influence on shopping interest with a beta coefficient of 0.35 and a significance of $P < 0.01$. This topic can discuss how influencers can build trust and authenticity, as well as their impact on Gen Z's purchasing decisions.

3. The Impact of Social Media on Shopping Interest

Social media (SM) showed a smaller influence compared to the other two variables with a beta coefficient of 0.18 and a significance of $P = 0.03$. Nonetheless, social media remains an important channel for reaching Gen Z. Discussions can include strategies for using social media to increase brand engagement and loyalty, as well as how platforms like Instagram and TikTok can be used to promote products effectively.

These three topics can be explored further to understand how the combination of these three independent variables affects Generation Z's overall spending interest.

CONCLUSIONS AND SUGGESTIONS

E-commerce has the greatest influence on Gen Z's shopping interest. This shows that e-commerce platforms are crucial in shaping Gen Z's purchasing decisions, especially because of the ease of access and personalization it offers. Influencers also have a significant impact. This confirms that influencer marketing is effective in building trust and influencing Gen Z's shopping interests through authentic and relatable content.

Although social media has a smaller influence, these platforms remain an important channel for increasing brand awareness and consumer engagement. Social media serves as a supporting tool that strengthens other digital marketing strategies.

Companies should focus on improving the user experience on e-commerce platforms by providing better personalization features, reliable product reviews, and an easy buying process to attract more Gen Z consumers. Developing strategic partnerships with relevant influencers can increase brand appeal among Gen Z. Choose influencers who have values and audiences that align with the brand to maximize marketing impact. Although their influence is smaller, social media is still important for building community and increasing brand loyalty. Interactive and authentic content on platforms like Instagram and TikTok can be used to keep consumers engaged.

By following these suggestions, companies can be more effective in reaching Generation Z and increase their shopping interest through an integrated digital marketing strategy.

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