

INTEGRATING DIGITAL TECHNOLOGIES INTO GENERATION Z MARKETING STRATEGIES: STUDYING VALUES, CHANNEL EFFECTIVENESS, AND CONSUMER TRENDS

INTEGRAÇÃO DAS TECNOLOGIAS DIGITAIS NAS ESTRATÉGIAS DE MARKETING PARA A GERAÇÃO Z: ESTUDO DOS VALORES, EFICÁCIA DOS CANAIS DE COMUNICAÇÃO E TENDÊNCIAS DE CONSUMO

INTEGRACIÓN DE TECNOLOGÍAS DIGITALES EN LAS ESTRATEGIAS DE MARKETING DE LA GENERACIÓN Z: ESTUDIO DE VALORES, EFICACIA DEL CANAL Y TENDENCIAS DEL CONSUMIDOR

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ABSTRACT

Objective – The purpose of this study is to identify Gen Z values and related communication channels and consumer trends when integrating digital technologies into marketing campaigns.

Methodology – The systematic literature review was the main methodology of the literature, during which it was possible to identify 12 studies in the databases Scopus and Google Scholar that could help achieve the objective of the study.

Originality/relevance – This study helped identify the most effective marketing strategies for Generation Z and the related characteristics of advertising activities.

Results – As a result of the analysis, it became clear that the most appropriate communication channel was social networks, based on the consumer preferences and values of the target consumer group, combined with neuromarketing.

Contribution – The results may be useful to marketers as they conduct digital advertising activities targeting members of Generation Z.

Keywords: Digital natives, marketing strategies, digital technologies, communication channels, consumer trends.

RESUMO

Objetivo – O objetivo deste estudo é identificar os valores da Geração Z e os canais de comunicação relacionados e as tendências de consumo aquando da integração das tecnologias digitais nas campanhas de marketing.

Metodologia – A revisão sistemática da literatura foi a principal metodologia da literatura, durante a qual foi possível identificar 12 estudos nas bases de dados Scopus e Google Scholar que poderiam ajudar a alcançar o objetivo do estudo.

Originalidade/relevância – Este estudo ajudou a identificar as estratégias de marketing mais eficazes para a Geração Z e as características relacionadas com as actividades publicitárias.

Resultados – Como resultado da análise, ficou claro que o canal de comunicação mais adequado são as redes sociais, com base nas preferências de consumo e valores do grupo de consumidores-alvo, combinados com o neuromarketing.

Contributo – Os resultados podem ser úteis para os profissionais de marketing na realização de actividades de publicidade digital dirigidas aos membros da Geração Z.

Palavras-chave: Nativos digitais, estratégias de marketing, tecnologias digitais, canais de comunicação, tendências de consumo.

RESUMEN

Objetivo: el propósito de este estudio es identificar los valores de la Generación Z y los canales de comunicación relacionados y las tendencias de los consumidores al integrar las tecnologías digitales en las campañas de marketing.

Metodología – La revisión sistemática de la literatura fue la principal metodología de la literatura, durante la cual fue posible identificar 12 estudios en las bases de datos Scopus y Google Scholar que podrían ayudar a lograr el objetivo del estudio.

Originalidad/relevancia: este estudio ayudó a identificar las estrategias de marketing más efectivas para la Generación Z y las características relacionadas de las actividades publicitarias. Resultados – Como resultado del análisis, quedó claro que el canal de comunicación más adecuado eran las redes sociales, en función de las preferencias y valores del grupo de consumidores objetivo, combinado con el neuromarketing.

Contribución: los resultados pueden ser útiles para los especialistas en marketing a medida que realizan actividades de publicidad digital dirigidas a miembros de la Generación Z.

Palabras clave: Nativos digitales, estrategias de marketing, tecnologías digitales, canales de comunicación, tendencias de consumo.

1. INTRODUCTION

In recent years, processes such as digitalization and globalization have influenced the increasing spread of digital technologies in various industries. Marketing activities of companies are no exception (Riabova et. al., 2022, Kovalevskaet. al., 2022). Digitalization has greatly influenced the marketing strategies of various companies. Nowadays, more and more attention is paid to the appropriateness of dividing consumer groups into generations, to which different marketing tools should be applied, as each generation acts differently based on values that influence their purchasing behavior. Generation Z as of 2024 is the youngest generation among all possible generations that consume a significant amount of goods (Israfilzade & Guliyeva, 2023). Every day, a large number of representatives of Generation Z spend their free time on their mobile phones, reviewing the content offered to them on different platforms and in different social networks, which makes this group of people quite an attractive audience for marketers (Duffett, 2020). At the same time, online shopping is more convenient than traditional offline shopping, and digital technologies offer great advantages, including rapid awareness and access to knowledge about a product or service (Muliarevych, 2022, Rakhimov & Mukhamediev, 2022, Sanakuiev, 2022).

Expanding in the demographic pyramid, Generation Z is becoming a larger consumer target group in the world every year. The best marketing strategy is to market to the generation of people who are most engaged with digital technologies, i.e. to target "digital natives" when implementing digital tools in marketing. But the problem is that Generation Z is not influenced by the effectiveness of traditional advertising like previous generations were. Values have

changed and therefore the approach to marketing activities must change (Harari, Sela & Bareket-Bojmel, 2023). Therefore, marketers need to adapt their marketing strategies to accommodate the aspect of generational change.

Therefore, the purpose of this study is to investigate the most effective integration of digital technologies into marketing strategies and communication channels that target members of Generation Z based on their values and consumer preferences. The objective can be achieved by conducting a systematic literature review.

2. THEORETICAL FRAMEWORK

This chapter serves as an introduction to the theoretical area of the study. First, it explains the concept of Generation Z and how it differs from other generations. In addition, this chapter presents modern marketing strategies using digital technologies.

Generation Z and their characteristics

A generation refers to an identifiable group born in the same years in a particular society, sharing life events at critical stages of development, and living according to certain values (Figure 1).

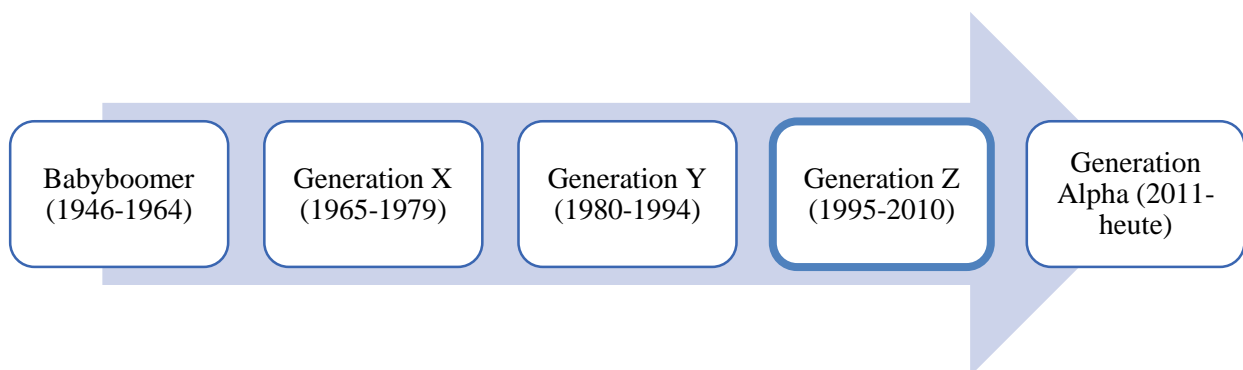


Figure 1 – Population Generations

Source: Elaborated by the author based on Israfilzade & Guliyeva, (2023), 2024

This study will focus on people born between 1995-2010 who belong to Generation Z. Researchers also refer to this generation as Digital Natives, Post Millennials, Gen Tech, App Generation, Online Generation. All of these names are accurate and synonymous (Jayatissa, 2023). This target group of consumers today is less influenced by traditional advertising and more influenced by digital advertising as it comes from their values and way of life. This generation has grown and evolved in parallel with digital technology, so they spend most of their lives on their smartphones, simplifying their work with digital tools. Gen Z loves to discover and learn new things online. They are thoughtful shoppers, weighing all the pros and cons of a product or service. At the same time, they value freedom of choice, personalization of their space, honesty, verification, and speed. Also, important characteristics of this generation are innovation, which can increase self-esteem, as well as the entertainment aspect, which is observed in this generation in studies, work and daily life (Jayatissa, 2023, Vieira, 2020). But in parallel, the members of the studied generation are green consumers and social activists, which strongly influences their consumer preferences (Jayatissa, 2020).

Digital Technologies in Marketing Strategies

The rapid development and penetration of digitalization in people's lives has led to global changes and digital marketing. Digital marketing should be understood as the promotion of products or services by marketers using digital technologies or tools with the goal of engaging audiences and increasing sales and conversions (Chaffey & Ellis-Chadwick, 2019). Digital marketing strategies use social media and platforms, websites, email, and mobile applications to interact with potential customers. In the current context, marketing strategies using digital tools include (Chaitanya et. al., 2023):

- Search engine optimization (hereafter referred to as SEO), which is the technical aspects of improving the visibility of websites in search engines by increasing their rankings;

- Content marketing, which involves the creation and distribution of valuable content, including videos, images, and infographics, to increase brand awareness;
- Social media marketing, which involves using social media platforms or mobile applications such as Instagram, Facebook, LinkedIn, TikTok, YouTube to distribute content;
- Promotional Mailing, which is the sending of personalized advertisements via email, including promotions, information alerts, reminders and purchase of a specific product in the shopping cart or favorite product;
- Influencer marketing, which involves promoting products through influencers to a targeted audience of consumers, where the key aspect is the influencer's authority among their own subscribers;
- Remarketing, which involves reminding potential customers about the product
- Mobile marketing, which involves sending advertisements to mobile phone users based on their location.

Therefore, it is important to determine which of the above marketing strategies will be most effective in practice for Generation Z, given their values and lifestyle.

3. MATERIAL & METHODS

In order to study the integration of digital technologies in the marketing strategies of Generation Z, a systematic literature review was chosen as the most appropriate method. For the study of this topic, it is the systematic literature review that has the greatest advantages: no limitations in analyzing different types of sources, detailed study of a problem from different angles, and ease in achieving the goal of this study (Page et. al., 2021).

The study was carried out in two stages. In the first stage, articles were selected for analysis and then screened against the inclusion criteria to find as many relevant studies as possible. In the second stage, all the selected literature was analyzed to achieve the purpose of the study. The literature search was conducted from February 2024.

The search string used to find relevant articles was: ("Generation Z" or "youth") AND ("marketing strategies" or "marketing campaigns" or "advertising strategies" or "advertising") AND ("digital technologies" or "electronic devices") AND ("qualitative research" or "quantitative research") OR ("implementation" or "integration") AND ("empirical research" or "review article"). The search strategy was designed to include literature published in the searchable databases Google Scholar, PsycInfo, Scopus, and Web of Science.

The following inclusion and exclusion criteria were applied to each study. First, the searched studies and articles were published and peer-reviewed. Articles that were not peer-reviewed were not included in the analysis. Second, the study period was 2019-2024. Therefore, any articles prior to 2019 were not included in the systematic literature review. Third, only articles describing Generation Z were included in the analysis. Otherwise, articles were excluded from the analysis. If an article included a multigenerational analysis, only results for Generation Z were included. The entire process of searching for studies is shown in the PRISMA flowchart (Page et. al., 2021).

4. RESULTS

The purpose of this chapter is to analyze the results of the systematic literature review. First, the articles selected during the course of the work are presented, and then the data obtained are analyzed.

Featured Articles

As a result of the systematic literature review conducted, 12 articles were found in the Google Scholar and Scopus search databases that fully met the inclusion criteria and could help further explore the challenges of integrating digital technologies into marketing strategies for Generation Z (Figure 2).

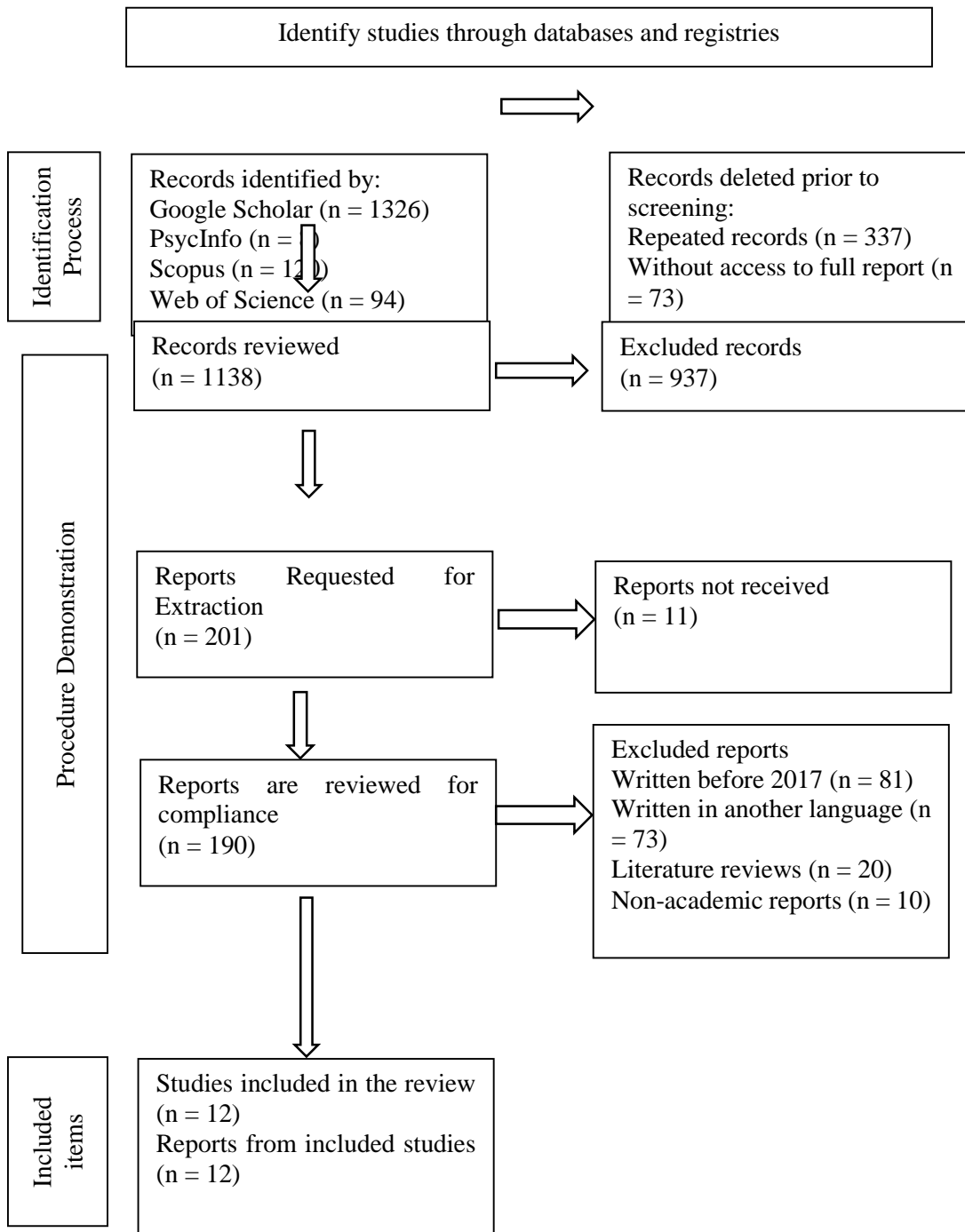


Figure 2 – PRISMA Flowchart of the Systematic Literature Search Process

Source: Elaborated by the author, 2024

These studies were selected due to the need to examine the adoption of digital technologies in marketing strategies for Generation Z. It is important to note that the selected articles refer to the opinion of the international research community, meaning that the researchers are from different countries. Studies from different countries can provide a broader view of what marketing strategies are most effective. Including studies published in different years also makes it possible to assess the dynamics of research on the topic and possible changes in findings over time (Table 1).

Table 1
Articles included in the analysis

Author	Year	Country	Methodology
Munsch	2021	USA	Interview
Smith	2019	USA	Survey Interview
Fathinasari, Purnomo & Leksono	2023	Indonesia	Survey Interview
Nguyen	2019	Korea	Pilot study and interview
Thangavel, Pathak & Chandra	2022	India	Online survey
Dobre et. al.	2021	Romania	Online survey
Kleinjohann & Reinecke	2020	Germany	Literary Analysis
Nalbant & Aydin	2023	Turkey	Literary Analysis
Hurzhyi et. al.	2023	Ukraine	Survey Interview
Israfilzade & Guliyeva	2023	Lithuania	Online Interview
Lee	2021	Korea	Online Survey
Ayuni	2019	Indonesia	Online survey

Source: Elaborated by the authors, 2024

From a scientific point of view, each research study is considered a valuable source of information from which ideas can be extracted. The next chapter discusses the results of the analysis and the achievement of the research objective.

Results

Value perception analysis

Thangavel, Pathak & Chandra (2022) found that Gen Z consumers love to shop, but are more savvy than other generations in the product selection process due to the time and environment in which they grew up. When it comes to the values that are most important to this

audience when they shop, we can broadly categorize Gen Z into four subgroups: economic quality consumers, convenience consumers, quality consumers, and brand and convenience consumers (Thangavel, Pathak & Chandra, 2022).

Quality and Brand Consumers are guided only by these two aspects and are convinced that only expensive brands can provide a high level of quality of a product or service. There is little or no difference in the gender aspect (Thangavel, Pathak & Chandra, 2022). By purchasing goods of this level, this target group increases their social value and personal value (Dobre et. al., 2021).

Comfort shoppers are another subset of Gen Z consumers who focus on convenience. They put all other long-term aspects of the purchase on the back burner. For this subset of shoppers, loyalty systems that will eventually kick in are not as important as promotions and discounts offered at the time of purchase. Given that they value convenience, this also translates into a preference for working with simple product purchase schemes and easy-to-use websites (Thangavel, Pathak & Chandra, 2022).

Consumers looking for a bargain when purchasing a product or service are another subset of digital natives. Economic quality seekers are Gen Z consumers who compare and contrast price and quality before purchasing a product or service. These consumers easily switch from brand to brand in search of better value for money. In other words, Generation Z is value conscious when it comes to choosing a product or service. Thus, it can be concluded that perceived value and convenience are the determining factors in choosing a product or service to purchase (Thangavel, Pathak & Chandra, 2022).

Gen Z is a multi-tasker by nature. Therefore, the goal of marketers in this generation's digital behavior is to capture and hold the attention of future buyers. There are three main stages to stimulating a consumer to make a purchase and capture their attention: exposure, awareness of the stimulus, and comprehension of the stimulus. This means that for Gen Z, marketers who use only one of these three aspects will not result in a purchase. It is important to understand the psychological underpinnings of purchase. Exposure happens all the time when consumers encounter an advertising context, but that exposure goes unnoticed in most cases if the consumer does not have an incentive to buy. Consumers are less likely to be interested in purchasing a product or service when an ad appears during a movie. An advertisement is more

likely to be noticed when the consumer is specifically looking for something to purchase (Munsch, 2011).

Members of Generation Z primarily pay attention to advertisements that reflect their values and cultural aspects (Smith, 2019). It is important for them to feel valued as consumers. Very often, they identify with a particular brand and want to be recognized by the brand (Fathinasari, Purnomo & Leksono, 2023).

The life stage of the consumers is an important aspect. It is important for the representatives of Generation Z that the product or service they purchase is the most effective for the life stage they are in at the time of purchase (Smith, 2019). In other words, aspects such as the usefulness of the product play an important role in the purchase (Nguyen, 2019).

Furthermore, it is important to note that members of Generation Z value social and environmental sustainability in brands' marketing strategies (Kleinjohann & Reinecke, 2020). The production of goods from ecological ingredients and zero emissions to the environment during production, eco-friendly and recycled packaging, and charitable contributions to the local community. All of these clearly show brands' commitment to the community and therefore attract the attention of potential consumers (Fathinasari, Purnomo & Leksono, 2023).

Effectiveness of various digital communication channels and trends in digital consumption

When we talk about social media, all of them have their certain functions that marketers can use for their own purposes (Fathinasari, Purnomo & Leksono, 2023). However, a systematic literature review was able to identify the greatest effectiveness of two communication functions - the use of influencers to promote products or services and SMM. Munsch (2011) notes that the target audience will pay more attention to advertising that comes from a source they can trust. In most cases, such a source is the influencers that digital natives follow on social media sites such as Instagram, YouTube, LinkedIn, and Facebook. Through interviews, Munsch (2011) found that it is the opinion leaders that cause Generation Z potential buyers to pay more attention to an advertisement for a product or service than any other advertisement. Gen Z is more trusting of the truthfulness of influencers and their believable ads than celebrities, for example. The transparency of the purchase process and the availability of credible information is one of the key factors influencing a purchase. The effectiveness of influencers also depends

on the aspect of authenticity, i.e. the credibility of the information about the product or service to be purchased and not fabricated for the purpose of a bigger sale, as is often seen in traditional advertising (Fathinasari, Purnomo & Leksono, 2023, Kleinjohann & Reinecke, 2020). A similar conclusion was reached in an empirical study by Nguyen (2019), which highlights the fact that it is social media that has more trust in the quality of the product. In addition, consumers feel more value when buying goods through social media, especially luxury goods. First of all, it is social value, i.e. the feeling of uniqueness, and also personal value, which implies hedonic attitudes, i.e. pleasure from the process of buying goods. That is, the advantages of social networks in the choice of goods correlate with the advantages of the purchased goods in them (Dobre et. al., 2021, Kleinjohann & Reinecke, 2020, Israfilzade & Guliyeva, 2023). Taking into account all these characteristics, Instagram and TikTok are the most suitable of all social platforms (Kleinjohann & Reinecke, 2020).

Given the value orientations of digital natives, it can be noted that digital technologies in marketing strategies should target consumers' emotions (Munsch, 2021, Smith, 2019, Kleinjohann & Reinecke, 2020). For example, humor in the context of advertising can significantly increase consumers' attention and interest in purchasing a product or service. This directly applies to viral marketing, which is marketing in which the content of the advertisement is funny and creative. However, at the same time, the advertisement should be entertaining and informative at the same time, as well as simple enough in its presentation (Smith, 2019). In other words, the advertisement should be unique, interesting, and different from other similar advertisements in the market (Fathinasari, Purnomo & Leksono, 2023).

The use of popular music in a marketing strategy increases consumer interest in the advertisement itself. This means that even if members of Generation Z are performing multiple tasks at the same time, hearing popular music in an advertisement will make them stop and pay attention to the promotional video or just the advertisement (Munsch, 2021, Smith, 2019). Musical accompaniment of advertisements is a very important element of marketing strategy because it evokes emotions in consumers (Smith, 2019, Kleinjohann & Reinecke, 2020, Hurzhyi et. al., 2023).

Speaking about websites, as a result of the analysis it was possible to determine that the most important thing for the studied target group is the simplicity of the website and the absence of an online salesperson, the availability of all necessary information not on the website without

the need for additional contact with a consultant (Smith, 2019, Israfilzade & Guliyeva, 2023). In this case, it is advisable to use chatbots for customer support and consumer education (Kleinjohann & Reinecke, 2020). Therefore, it is important to implement such aspects in the marketing strategies of brands (Nalbant & Aydin, 2023). This makes SEO important, especially through the Google platform (Fathinasari, Purnomo & Leksono, 2023). Coming back to attention and stimuli, an important attention-grabbing factor for Gen Z advertisers is the constant repetition of ads. Usually, digital natives do not notice advertisements, but this is not always the case when they observe the same thing a large number of times. In such a case, the advertisement creates an incentive and interest to look at and explore the product or service (Munsch, 2011). However, it is important to consider that this target group is extremely irritated by advertisements that interrupt their digital activities on mobile (Smith, 2019). This is due to the techno-stress factor of the generation under study. The constant exposure to advertisements through digital tools, such as mobile phones and personal computers, puts cognitive and emotional strain on the consumers of the digital generation, resulting in stressful situations. Therefore, it is important for marketers to consider the fact that while emphasizing the emotions of consumers, moderate advertising can attract many more customers among this generation than annoying and intrusive advertising (Lee, 2021).

It is also important to consider the low effectiveness of video advertising. Of course, marketers can use video to show the product, talk about its features, benefits (Fathinasari, Purnomo & Leksono, 2023). However, the small effectiveness of such communication channel is mainly due to the fact that video advertising takes a lot of time to watch compared to other types of advertising (Smith, 2019). A similar reason is the lack of attention of Generation Z to live broadcasts in social networks (Fathinasari, Purnomo & Leksono, 2023). The strategy of selling a product or service through video content, such as YouTube, is feasible only for large companies that can take into account all aspects of Generation Z's consumption and design such video content that can create an incentive to buy. However, there are many nuances in such a process, and any deviation from them will not make video advertising an effective method of promoting products or services (Kleinjohann & Reinecke, 2020). The attention of Generation Z to digital communication strategies in the marketing campaign process is more likely if it is not too long (Munsch, 2021). By conducting an empirical study in the form of interviews,

Munsch (2021) concluded that for Generation Z, digitally supported ads should not be longer than 15 seconds. Ads longer than 15 seconds are unlikely to be interesting enough for members of the digital native generation. Other researchers have concluded in an empirical study that digital natives will not wait more than 8 seconds for an ad to respond. In some cases, such a number refers to 5 seconds (Smith, 2019).

With all the possible incentives that can increase Gen Z's attention to advertising, interactive advertising, which involves direct two-way interaction between the seller and the buyer, is not popular with Gen Z (Smith, 2019). Clear examples of interactive advertising include taking a survey, using an online cost calculator, etc.

Direct sales mailing is the least effective (Fathinasari, Purnomo & Leksono, 2023). Mailing is used to send special offers to consumers. But its least effectiveness compared to other communication channels is due to one main reason. When talking about marketing and mailing, it is important to first mention the aspect of personalization, which has no weight in advertising for Generation Z (Smith, 2019).

The above-mentioned aspects and characteristics of marketing communication between brands and the digital generation should be integrated into the overall strategy of promoting products or services in terms of planning, organization, culture and information. It is important to consider all brand touch points with Generation Z customers, taking into account their value orientations and the needs that need to be met at a particular life stage of this generation (Kleinjohann & Reinecke, 2020). Therefore, it is important for brands to implement neuromarketing to members of Generation Z in order to achieve their marketing goals (Hurzhyi et. al., 2023).

5. DISCUSSION

Given the increasing digitalization of the marketing field every year, it can be argued that marketers will increasingly resort to digital tools in the course of promoting a product or service in order to generate as much revenue as possible and attract the attention of the audience. However, the problem of this study was to identify the values of Generation Z and their impact on the effectiveness of communication channels and consumer trends when integrating digital technologies into brands' marketing strategies.

The results show that Generation Z is currently the most loyal to social media marketing strategies. At the same time, all consumers in this generation are pursuing one of three purchasing goals: increasing social value through the purchase, looking for a good deal, or looking for a product that meets their "value for money" needs. At the same time, advertisements should be non-intrusive, interesting and relevant, but not personalized, and should evoke positive emotions, which is confirmed by the results of the study by Mude and Undale (2023). In addition, they should not techno stress the purchase or search, product selection. Such beliefs are predetermined by the values shared by digital natives. The results of the study showed that it is important to pay great attention to neuromarketing in the process of marketing activities for Generation Z, as confirmed by Mariani, Perez-Vega & Wirtz, (2022) and Yadete and Kant (2023). To achieve these results, it is important to combine digital marketing through social media with neuromarketing. By combining the methods in this way, it is possible to minimize the disadvantages of both methods and increase the effectiveness of the implemented measures many times over.

As expected in the study. the results of the analysis confirmed the fact that the effectiveness of marketing strategy with the help of digital tools for the representatives of Generation Z is important that advertising should be included in the system of coordinates and perception of the world on the part of the consumer, and therefore attract the attention of multitasking consumers of the studied target group. In addition, as anticipated in the theoretical part of the work, advertising should be filled with information. As expected, the study confirmed the assumption that entertaining and interesting content is the most effective for Generation Z. Entertainment content alone is not enough to attract consumers of this target group. As consumers take product quality seriously, it is important that the benefits of a product or service are described in detail, but in a short and concise manner in the advertising message.

The findings contradict the result of Razak's (2022) study, as the researcher concluded that authentic, personalized promotional activities are best suited for Gen Z. At the same time, the content should be interesting and appealing with elements of entertainment aspects, which was also confirmed by the study. The results obtained by Razak (2022) are consistent with the findings of the study on the fact of social and environmental sustainability of Generation Z, which is reflected in their values and predetermines their choice when buying a product.

An unexpected result was the duration of the advertisement at 15 seconds. It is noteworthy that, for example, watching a 30-second advertisement discourages Generation Z from buying a product (Munsch, 2021). It can be assumed that this characteristic is related to the clip-based thinking of this target group. Another unexpected result was the fact that despite the personalization of their own lives and space, which is characteristic of digital natives, personalized information is not an effective communication channel for marketing activities by brands with this generation. However, the findings about video marketing as an ineffective communication channel are not supported by the findings of Duffett (2020), as the researcher states that communication through YouTube is quite high in terms of ulterior motivation to purchase a product in Generation Z. The use of YouTube for brands' marketing strategies is therefore an important element for the generation under study. The inclusion of influencers in advertising campaigns is a particular feature of the study. Duffett (2020) attributes this to the fact that influencers are perceived as friends by the digital generation, which increases the credibility of their opinions. This can be used by brands in their marketing strategies. This was also confirmed in the course of this study (Duffett, 2020).

The results have opened a new perspective on marketing strategies using digital tools for the digital generation. For the first time, the results show that it is not enough to attract the attention of members of this generation to buy, it is important to create incentives to buy, but at the same time not to impose the product on the potential buyer, so as not to associate the brand's product with the negative emotions that annoying advertising causes in the digital generation. Considering the previous findings of the researchers, a new perspective on the attitudes of digital natives towards advertising is obtained. It is important that mobile ads last no longer than 5 seconds and video ads no longer than 15 seconds. This also applies to video retargeting and is consistent with the findings of Guérin (2021) and Yildirim (2021). However, even when the timing of the ad is respected, it is not effective in all cases. In this case, if such advertisements are introduced through music listening platforms or in movies while interrupting the movie viewing, there is minimal likelihood that Generation Z consumers will be interested in purchasing such a product. That is, the marketing strategies of brands using digital tools should take place "in the language of Generation Z", without the slightest attempts to position customers to brands, only through good quality, creating trust among potential customers.

The results of the work represent scientific and practical values. The scientific value is the contribution of knowledge to the international scientific community. This study can be a starting point and a basis for other studies on the topic of digital marketing for Generation Z. The practical value is justified by the fact that the results of this study can be taken into account by marketers while improving their marketing activities for the target audience of Generation Z and increasing the effectiveness of their activities.

Critical reflection on this scholarly work encompasses several areas. This study has several limitations. The reliability of the findings was affected by the methodology of the various studies. Due to methodological problems, many studies that initially seemed suitable for inclusion in the present study did not meet all the inclusion criteria. The analysis revealed that the studies belonged to different time periods, ranging from 2019 to 2023. The critical considerations here can be explained by three aspects. First, there is the change in context. The evolution of marketing under the influence of digitalization has changed significantly over time. Different studies conducted in different time periods may reflect different contexts and circumstances, making it difficult to directly compare results and generalize. Second, the process of analysis revealed that researchers use different methods and approaches to measure and study the problem, such as interviews and surveys, and literature reviews. As a result, the methods of data analysis also differ and may affect the results of this study. This may lead to differences in data collection, sampling, and analysis, making it difficult to compare and generalize the results. Third, the marketing strategies and communication channels themselves may change as knowledge and the living conditions of Gen Z change. Research conducted in the past may not reflect the current conditions and usage trends of the target audience being studied.

6. CONCLUSION

The study found that Generation Z is a promising consumer target group for marketers today, but at the same time, their values and beliefs make it difficult to execute marketing strategies using digital tools. As a result of the study, it was found that in order to gain attention

and create an incentive to buy a product or service, it is important for marketers to focus on the emotions of consumers through neuromarketing, and marketing strategies to conduct through social networks, because it is this channel of communication is the most effective for representatives of Generation Z, taking into account consumer preferences and trends.

The broad topic of integrating digital tools into marketing strategies for Generation Z presents many starting points for further research. Based on this study, the following further research is important. First, it is interesting to explore neuromarketing in more detail and whether it can be effectively applied not only in social media, but also in other communication channels between brands and Gen Z consumers. Second, this study has always drawn a line between the effectiveness of the proposed measures and their ROI and the cost of providing them. Well-known brands and large companies can implement these types of marketing strategies, but for SMEs the advertising budget is limited. Therefore, it is also interesting to know which of the marketing strategies and communication channels identified in this study are most suitable for SME brands.

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