

## THE INFLUENCE OF MOBILE MARKETING STRATEGIES ON GEN Z BUYING BEHAVIOR

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### ABSTRACT

*This dissertation examines how social media, e-commerce, and m-commerce affect Generation Z smartphone purchases. Brand engagement is changing due to digital native customers, pushing marketing innovation. The desire for transparency, personalization, and social conscience is forcing businesses to adapt. They're reinventing marketing with digital engagement and authenticity due to their influence and buying power. This research examines their qualities, preferences, and how marketing advances effect their purchases. The descriptive study utilised a survey questionnaire to collect data from 204 people. Data were analyzed and interpreted using Frequency and Percentage, Weighted mean, Standard Deviation, Mann-Whitney, Kruskal-Wallis, and Dunn's pairwise tests. The 20-21-year-old female respondents had a Bachelor of Science in Business Administration majoring in marketing management with a weekly allowance of Php801–Php1, 200. The respondents felt or agreed that self-esteem, mood, and trends influenced their Generation Z purchasing behavior. Sex and course do not affect respondents' buying behavior, so the hypothesis is accepted. Age and allowance, however, do affect self-esteem, mood, and trends. Future research should include Generation Z students from various colleges, including student leaders, and include year level and religion. Brand perception may be coupled to mood, trends, and self-esteem to illustrate how digital advertising and dependability affect brand loyalty. A future research might compare Generation Z's purchase tendencies to Millennials or Generation Alpha to see how consumer behavior is changing.*

**Keywords:** Consumer Behavior, Gen Z, Marketing Innovation, gen z buying behavior

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## 1. INTRODUCTION

Our lives are significantly impacted by smartphones. Between 2007 and 2020, smartphones saw significant change. Smartphones have not only transformed the product but also the global economy, culture, and society. Everyone started adding a plethora of functions as cellphones transformed their everyday lifestyle. These days, smartphones can take DSLR-quality photos, have up to six cameras, a 6.5-inch screen, a long battery life of up to two days, fast charging technology that can charge a smartphone in an hour, Wi-Fi charging, Wi-Fi speedy charging, greater storage, extremely fast processing power, and 5G-compatible high-speed internet. We link worldwide and have the whole globe in it. Many people believe that IBM's Simon Personal Communicator, which debuted was the first "smartphone" ever made. The IBM Simon was far ahead of its time, with a touchscreen display and several pre-installed programs, such as a virtual notepad, calendar, calculator, book, and world clock, among others. Even though the AnTuTu Benchmark phone was only available for six months, IBM was nevertheless able to sell 50,000 of them. When we can connect with the people we need—coworkers, friends, family, and more—a smartphone becomes indispensable. When we need to go to a place or lose our route, it helps us to find our way back. Having a smartphone makes things more convenient since it allows us to hire a car or get meals from anywhere. We may see that under the new normal, individuals are buying items online and are well-informed about them. Secondary data has been gathered for this investigation. The sample businesses' monthly stock prices from 2010 to 2014 were sourced from the KSE website. Additionally, data on the macroeconomic factors is gathered throughout a five-year period from the SBP website. For five years, time series monthly data on relative macroeconomic factors and stock prices for sample companies are gathered. The timeframe of data collecting spans January 2010 to December 2014. Yahoo Finance provides the KSE-100 Index's monthly pricing.

### 1.1 Type Style and Fonts

The time series monthly data is collected on stock prices for sample firms and relative macroeconomic variables for the period of 5 years. The data collection period is ranging from 2010 to 2014. Monthly prices of KSE -100 Index is taken from yahoo finance.

## 1.2 Population and Sample

Based on market capitalization and industry leadership, 100 businesses were chosen from 580 companies to make up the KSE-100 index. It accounts for over 80% of the KSE's entire market capitalization. It displays the productivity and performance of various industry companies. It serves as the standard or performance indicator for all KSE-listed businesses. Thus, it may be thought of as the study's world. The study's universe consists of the financial enterprises listed on the KSE-100 Index (74 entities based on the KSE website viewed on 20.5.2015), from which a sample was chosen. Thirty actively traded firms were chosen based on market capitalization, and the research included non-financial enterprises listed on the KSE-100 Index. Additionally, the KSE-100 index uses 2015 as its base year.

## 2. LITERATURE REVIEW

**Stefko et al (2022)** examined eleven buying behavior components by gender and generation, as well as the influence and differences between generations (X and Y) and gender. Methods: The sample included 765 Slovaks. The Wilcoxon Test tested differences. Partial Least Squares? Path Modelling (PLS-PM) determined the overall effect and the permutations-based technique assessed gender and generation differences. Results and value: Most examples showed substantial gender and generation differences in buying behavior, with the most significant difference being e-shop Visual Appeal. Hedonic Browsing and Urge to Buy, Portability, and Utilitarian Browsing had the most general impacts. These results show that businesses may engage customers in purchase processes by communicating about goods, sustainable practices, and beliefs. Proper marketing process optimization for impulsive and thought-through purchases improves user experience and buyer happiness. These facts may boost the sale and boost the e-commerce company's competitiveness and worth. Long-term value for customers is also important, since the approach improves customer happiness and stabilizes organization and economic development.

**Salam et al (2024)** analyzed Generation Z's customer preferences and develop sustainable marketing methods. This systematic evaluation of qualitative research from 2010 to 2024 examines Generation Z's preferences and behaviors. The study finds patterns, trends, and socio-cultural

impacts on Generation Z's consumer behavior by synthesizing qualitative data and using theme analysis. The report also examines the transition from physical things to experiences and brand value. Generation Z prefers companies that priorities social ideals, environmental issues, and sustainability, relies on social media influencers, and wants personalized experiences. This study should help organizations customize their marketing techniques to Generation Z to be competitive in the shifting consumer market.

**Puiu et al (2022)** connected and have access to knowledge and a large selection of items thanks to fast technological progress. Desktop computers and the newest tablets and phones provide this capability. This article examines Romanian customers' views towards m-commerce, taking into consideration its recent expansion, notably among younger generations. The study's major goals are to determine Generation Z's m-commerce preferences, what devices and methods they use to research and purchase items and services, and what variables influence their usage. An empirical study employing a dispersed survey of Romanian Generation Z youth is the research technique. We employed descriptive statistics including frequency and mean analysis, artificial neural network analysis (ANN), and MANOVA. Generation Z prefers m-commerce, according to study. The data help organizations adapt their marketing efforts to increase m-commerce sales among younger consumers.

**Iványi et al (2019)** personalized information, allow customers share offline experiences online, and facilitate two-way conversation between local and touristy consumers. This article reviews smartphone marketing literature and local tourist experiences, as well as a quantitative questionnaire on Generation Z's application function demands. K-means cluster analysis divides Generation Z into three categories based on quantitative data. Different groups have different functional needs for city marketing apps, and depending on group size, there are three primary application kinds and two main software development methods. The findings also suggest that consumers' demands are linked to four key function groups. Analyzing and comparing the related data shows that there are only small demographic and device-usage differences between the groups defined by the k-means cluster analysis, requiring more research based on the results of this exploratory survey research.



### **3. METHODOLOGY**

This study used descriptive research. To examine Santiago City Generation Z purchasing behavior. Descriptive research collects, analyses, and presents data to characterize a phenomena, group, or situation. The behavioral science, health, and education fields have widely used this study strategy. The "what", "where", "when", and "how" were mostly answered via descriptive study".

#### **3.1 Research Design**

Descriptive research approaches summarized respondents' demographic profiles and examined self-esteem, mood, and trends using standardized measures to determine target market or population behaviors. Survey questionnaires were used to collect data for this research due of their many advantages. Survey questionnaires are vital to current research. Questionnaires are fast and cheap. Researchers used a Google form to seek online responders.

#### **3.2 Study Site and Population**

A top Santiago City university, hosted the research. The Philippine Accrediting Association of Schools Colleges and Universities and the Philippine Association of Colleges and Universities Commission on Accreditation accredit the university. The University has been a leading university for 72 years. The institution located in Santiago City, Isabela's commercial center and entrance to the Cagayan Valley. The research included Generation Z university students in several majors. They were chosen randomly by respondents.

#### **3.3 Population, Sampling Size and Sampling Techniques**

430 students from different business administration degrees attend the College of Business Education. This research includes 18–27-year-old Generation Z BSBA students from the University Of La Salette College Of Business Education. Students were selected for research via random sampling. 204 program students were randomly chosen from the roster. Research biases like sampling and selection bias are less likely using this strategy. Each sample frame member guaranteed that each population member had an equal chance of selection.

### **3.4 Data Gathering Procedure**

The researchers accomplished the study with the following procedures:

- The researchers request title permission from the University Research Director and College Dean.
- Researchers wrote to the Dean of Student Services to seek permission to distribute the survey questionnaire to students.
- Researchers consulted manuscripts, journals, and books for the study.
- Researchers approved and presented the study, then issued the survey form to students.
- Survey participants had enough time during their break to complete the questionnaire.
- Researchers used a statistical machine to analyses acquired data under the supervision of a statistician and consultant.
- Data was tabulated and analyzed under consultant supervision.

### **4. DATA ANALYSIS**

Data analysis comprises gathering, cleaning, preparing, examining, analyzing, and interpreting data. It starts with collecting pertinent data from diverse sources, then cleaning and organizing it for correctness and consistency. Using statistical methods, the data is normalized and post hoc evaluated to determine the degree of difference.

1. For demographic profile answers, frequency and percentage were utilised to quantify shares.
2. The weighted mean measured respondents' judgements of purchasing behavior in connection to self-esteem, mood, and trends.
3. Generation Z respondents' self-esteem, mood, and trends were measured using a Standard Deviation compared to the mean.
4. A Mann-Whitney U Test was used to evaluate whether demographics and purchase behavior differed.
5. The Kruskal-Wallis test was employed to assess whether Generation Z respondents' purchase behavior means varied statistically.

6. Dunn's pairwise test was used to determine whether Generation Z's age group's self-esteem, mood, and trends varied substantially.

**Table 1: The quantitative results were interpreted using a four-point scale, as shown below:**

| Scale | Range       | Qualitative Description | Interpretation         |
|-------|-------------|-------------------------|------------------------|
| 4     | 3.27 – 4.02 | Strongly Agree          | Extensive              |
| 3     | 2.52 – 3.26 | Agree                   | Extent                 |
| 2     | 1.77 – 2.51 | Disagree                | There is slight extent |
| 1     | 1.02 – 1.76 | Strongly Disagree       | No Extent              |

Many ethical questions are addressed in this work. Participants gain understanding of Generation Z consumer behavior and contribute to research that improves promotional methods and customer engagement. Risks include psychological distress, privacy issues, and small inconveniences. Participants were advised of their rights, including the opportunity to withdraw at any moment without penalty. To reduce hazards, the questionnaire was developed to minimize commitment and time. The research avoided leading or biased survey questions to maintain neutrality and respect participants' autonomy in offering real replies. Given these safety precautions, the study's findings may improve marketing tactics and Gen Z customers' experiences.

## 5. RESULTS

The findings and comments of a Generation Z consumer purchasing behavior survey are presented here. It has three components under statistician and adviser supervision.

**Table 2 – Frequency and Percentage Distribution of Respondents  
(Demographic Profile) N=205**

| <b>Variables</b>          | <b>Categories</b>         | <b>Frequency</b> | <b>Percentage</b> |
|---------------------------|---------------------------|------------------|-------------------|
| <b>Age</b>                | 19 Years Old and Below    | 47               | 22.9%             |
|                           | 20 – 21 Years Old         | 102              | 49.7%             |
|                           | 22 – 23 Years Old         | 41               | 20%               |
|                           | 24 Years Old and Above    | 15               | 7.3%              |
| <b>Sex</b>                | Male                      | 86               | 41.9%             |
|                           | Female                    | 119              | 58%               |
| <b>Major</b>              | Marketing Management      | 115              | 56%               |
|                           | Financial Management      | 72               | 35.1%             |
|                           | Human Resource Management | 18               | 8.7%              |
| <b>Allowance per week</b> | ₱ 650 and Below           | 33               | 16%               |
|                           | ₱ 651 – 800               | 16               | 7.8%              |
|                           | ₱ 801 – 1,200             | 86               | 41.9%             |
|                           | ₱ 1,201 – 1,500           | 33               | 16%               |
|                           | ₱ 1,501 and above         | 37               | 18%               |



As gleaned on Table 2 about the demographic profile of the respondents, 102 or 49.7 percent belong to 20 to 21 years old, 47 or 22.9 percent belong to age bracket of 19 years old and below, 41 or 20 percent of the population belong to 22 to 23 years old and 15 or 7.3 percent of the population belongs to 24 years old and above. With regard to sex 119 or 58 percent were female respondents and 86 or 41.9 percent were male respondents. From the total respondents, 115 or 56 percent enrolled in the Bachelor of Science in Business Administration major in Marketing Management, 72 or 35.1 percent enrolled in the Bachelor of Science in Business Administration major in Financial Management, 18 or 8.7 percent enrolled in the Bachelor of Business Administration major in Human Resource Management. As to the allowance per week by the respondents, 86 or 41.9 percent receive an allowance ranging from ₱ 801 to ₱ 1,200, 37 or 18 percent receive an allowance ranging from ₱ 1,501 and above, 31 or 16 percent receive an allowance ranging from ₱ 1,201 to ₱ 1,500 and ₱ 650 and below, 16 and 7.8 percent receive an allowance ranging from ₱ 651 to ₱ 800. It implies that the majority of the respondents are 20 to 21 years old, female, with a Bachelor of Science in Business Administration major in Marketing Management and a weekly allowance of 801 to 1,200.00. According to the study "Women at the Leading U.S. & Global MBA Programs: Why the Numbers Keep Rising" by Business School has the highest percentage of female students in its Business Administration program among all European universities, which highlights a trend of female dominance in business-related courses.

### 5.1 Level of Buying Behavior

The following tables show Generation Z's self-esteem, mood, and trends in purchasing behavior. It displays respondents' ratings on purchasing behavior indicators.

**Table 3: Mean Responses of the Respondents on the Level of Buying Behavior as to Self Esteem**

| Indicator                           | SD   | Mean | Qualitative Interpretation |
|-------------------------------------|------|------|----------------------------|
| I have a hard time liking products. | 0.60 | 2.81 | Agree                      |

|   |      |      |                |
|---|------|------|----------------|
| Other people's opinions about a product/service Count more to me.     | 0.73 | 2.94 | Agree          |
| I hesitate to buy a product because of what others might think        | .87  | 2.49 | Disagree       |
| I take a positive attitude towards buying something.                  | 57   | 3.24 | Agree          |
| I am not confident about the quality of products that I buy.          | 77   | 2.43 | Disagree       |
| I am afraid of trying new products/services.                          | 88   | 2.58 | Agree          |
| I always search for relevant information about the Products/services. | 63   | 3.48 | Strongly Agree |
| Category Mean   |      | 2.85 | Agree          |

Strongly Disagree = 1.00 – 1.76

Agree = 2.50 – 3.26

Disagree = 1.75 – 2.51

Strongly Agree = 3.25 – 4.02

Table 3 shows that respondents strongly agree that they always seek for appropriate product/service information ( $M=3.48$ ) when shopping for self-esteem. They agreed that they have a positive attitude towards buying something ( $M=3.24$ ), that other people's opinions about a product/service matter more to me ( $M=2.94$ ), even though they have a hard time liking products ( $M=2.81$ ) and are afraid of trying new ones ( $M=2.58$ ). The remainder of the respondents disagreed that they hesitate to purchase a product because of what others think ( $M=2.49$ ) and are not confidence in its quality ( $M=2.43$ ). It indicates that respondents believe and agree on their buying behavior as to self-esteem with a category mean of 2.85, which means their level of buying behavior is extensive because their confidence in purchasing decisions is influenced by others' opinions, their hesitation to try new products, and their need for relevant information before buying. The study "I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption" supports this conclusion by arguing that consumers buy goods to validate their self-image.

## 6. DISCUSSION

This part discusses the research after presenting the data from the previous section. The majority of college or generation z responders were 20–21 years old, with a handful over 24. The research "Gen Z Statistics 2025 By Natives, Age, Population" found that 18–21-year-olds attended two- or four-year universities. The "Best Business Schools for Women" analysis shows that business school enrolment for women is growing for professions and responsibilities historically occupied by males. This verifies our analysis that more women are attending business classes. Marketing management majors dominated the replies. The Graduate Management Admission "Women in Business School" report found more women in marketing programs. This indicates that marketing

management majors are mostly male and female, with a significant rise in female enrolment. Our data demonstrates that all genders are taking marketing management-focused business courses. The study "The Financial Literacy and Practices found that of students in the province area received a weekly allowance of 801-1,200, which covered their weekly expenses. A significant number of students pay between ₱700 and ₱1,000. It means the respondents were 20–21-year-old women, marketing management majors, and earning 801–1,200.

## 7. CONCLUSION

Study discussion yielded the following conclusions:

1. The respondents were 20-21 years old, female, and had a Bachelor of Science in Business Administration majoring in marketing management with a weekly allowance of Php801–Php1,200.
2. The respondents felt or agreed that self-esteem, mood, and trends influenced their Generation Z purchasing behavior.
3. The idea is supported since sex and course do not affect respondents' purchasing behavior, but age and allowance do affect self-esteem, mood, and trends.

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