Prominent Role of Digital Platforms in Enhancing Customer Engagement and Influencing the Purchase Decisions of Gen-Z Customers

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ABSTRACT
As a demographic born between the mid-1990s and early 2010s,Gen Z is known for being digitally savvy, socially conscious, and heavily engaged in technology. The present research is concerned with understanding the marketing preferences of generation Z customers and focuses of the aspects of digital technology involved in marketing to Gen Z customers. This research focuses on giving some information on the preferences of this Gen Z segment customer pattern of interactions and reasonable use of technologies like VR and AR. Artificial Intelligence and machine (AI & ML) learning are crucial while making personalization in marketing in concern to the demographics, characteristics and behaviour of customers. The research draws attention towards two important aspects as sustainability and ethicality prioritized by the Generation Z customers. Other user generated contents and reviews also provide significant boost to the brands and contributes to its authenticity. The study also alerts marketing managers to the major factors that are likely to influence Generation Z's engagement as the concept of digital technology in marketing communications and its linkage with inclusion and social justice. With these knowledge and considerations on Gen Z customer's preferences on marketing trends organisations have the best chances of nurturing the appropriate marketing strategies that are necessary for nurturing the proper relationship with Gen Z and succeed in the global digital economy. This research explores Generation Z's (Gen Z) marketing preferences, trends, and the most effective digital platforms to enhance customer engagement. This study employs statistical analysis using SPSS to analyse responses from 350 customers and identify the variables that significantly impact marketing success in this demographic.

Keyword: Consumer Buying Behaviour, Consumer Engagement, Satisfaction, Gen Z's Business Reputation, Marketing preferences and Trend of Gen Z

I. INTRODUCTION

In the present market setting, organizations have to capture the Gen Z customers if they have to grow in the future. In marketing to Generation Z, it is critical to understand its marketing preferences as they are digitally native. This generation has significantly altered the consumption patterns through their trust in technology and demand for personalized experiences in the digital world. More frequent is buying things online and the main platforms are Instagram, TikTok, and Snapchat, however, Gen Z likes visual information, multitasking, and sustainability. Businesses must be conscious of the above preferences and employ the newly developed platforms such as augmented reality and big data to meet the consumers' demands and foster corporate loyalty. In this paper, the emphasis will be made on the understanding of how the initiatives that are implemented in the marketing practice can be aligned with the values of Gen

Z and their digital activity to attract consumers and boost consumption in the given setting. Generation Z, often dubbed "digital natives," has grown up in a technology-saturated world, resulting in distinct preferences when it comes to marketing and brand engagement. Understanding these preferences is crucial for brands looking to establish a long-term relationship with this demographic. Gen Z consumers are not just passive recipients of marketing; they are creators, influencers, and active participants in brand narratives. This research aims to identify key trends and digital platforms that increase engagement and drive marketing success among Gen Z

II. LITERATURE REVIEW

Generation Z has now become the leading consumer group, and new approaches in marketing are urgent, as they deal with people who have been brought up in the age of the internet. Marketing to Generation Z is anchored in their digital world in which customization and engagement are paramount. Available literature shows that Gen Z users want websites to respond proactively to their needs; if this is not done, the users will opt out of the site. This underscores the fact that data is instrumental in shaping the kind of marketing strategies required in a modern marketplace, where something like augmented reality (AR) is critical in developing the shopping experiences that consumers fully desire. AR improves consumer engagement since it provides them with engaging and unique experiences that make them more likely to purchase [1]. These strategies depend on the well-organized designs of the retail websites and applications that relate the data of consumer and offer the product of their personal interest to the Generation Z.

Once more, digital technology's application is evident in the analysis of consumers' behavior, likes, and preferences, which are vital for operating within a competitive market. Understanding Gen Z's digital demeanour is crucial for the brand that aims to engage target consumers in meaningful ways. In turn, Personalization of content and experiences meet their expectations and build better loyalty levels. This trend of personalization is an evolution of how marketing is done, where firms use available statistical tools to provide tailored services or products to the masses. Generation Z's strong inclination towards symbols and illustrations rather than walls of text suggests that future marketing initiatives should lean more into concise and appealing media [2].

Since Gen-Z is a generation of media multitaskers, they consume media in multiple formats at once, which means that they prefer short, shareable, and highly visual content that would perform well on platforms such as Instagram, TikTok or Snapchat. These channels have thus adopted in the market as the key ways of contacting the Generation Z and are therefore strategic to brands and companies wishing to spread messages that would be relevant to this particular generation.In this context, one of the distinctive skills is the capability to create engaging content that reflects ideas and values of Generation Z. This asserts that, there is need to know their choice in the digital market place and how to market to them via the appropriate medium. Another important aspect of Generation Z's marketing influence is sustainability. Generation Z is aware of the consequences of its purchases on the environment and society, and therefore firms that reflect these concerns will perform better [3].

This concern with sustainability is not restricted to what is offered but also encompasses the promotions that accompany the products. Bringing sustainability into the overall brand strategy is a possibility to make a close link with Generation Z, who values ethical consumption. Once more, the issue of the social relevance of a brand is another strong factor that has actively started to engage brands targeting Gen-Z.This generation is for equal rights and diversity and therefore brands that uphold these principles are likely going to be appreciated. For instance, advertisements of consumer products that portray support of minorities or social justice cause aligns the spirit of consumers. Businesses that do not embrace these values risk losing Generation Z consumers who want companies to be responsible for social justice issues. The Gen Z consumers' perception in the digital world is not about conventional marketing techniques but they incline towards the experiential consumption. This demographic is also interactive through innovative techniques such as Virtual Reality (VR) and Augmented Reality (AR) which are appealing to their fancy [7].

These technologies enable brands engage with consumers in a spectacular way which in turn enables them deliver improved experiences to consumer and in the process increase sales conversion rates.Artificial intelligence (AI) and machine learning enhance personalization, tailoring content to Generation Z's behaviours and interests. In order to effectively engage Generation Z, brands must adopt current marketing trends and leverage social media to share compelling content and highlight their mission and vision. Emphasizing inclusivity and supporting social issues, such as LGBT+ rights, further enhances brand appeal. Generation Z's engagement in marketing focuses on digital, personalized interactions, visual content, and social awareness, including sustainability [6].

Several studies highlight that Gen Z prefers authentic and transparent communication from brands. They also respond better to influencer marketing and are more likely to engage with brands on social media platforms like Instagram,

TikTok, and YouTube. Personalized marketing and cause-driven campaigns have also been found to resonate well with this generation. However, there is limited research that quantifies the impact of specific marketing strategies on engagement levels in this demographic. The rise of Generation Z (Gen Z), those born between 1997 and 2012, has dramatically shifted marketing paradigms. This generation's consumption habits, digital fluency, and preferences for authentic, values-driven brands are reshaping the way businesses engage with customers. Below is a review of key studies and findings that explore marketing preferences, engagement strategies, and digital platforms pertinent to Gen Z.

Digital Natives and Platform Preferences:

Gen Z is the first generation to grow up entirely in the digital age, leading them to be termed "digital natives" (Prensky, 2001). Studies suggest that this group has a preference for visually-driven social platforms like TikTok and Instagram, which are optimized for short-form, dynamic content (Leong, 2020). TikTok, in particular, has risen to prominence due to its bite-sized, highly shareable content, with surveys indicating that over 60% of Gen Z actively use the platform (Ehlers, 2021).YouTube remains a strong contender as well, with Gen Z utilizing it for tutorials, product reviews, and entertainment (Statista, 2022). These platforms are considered central to capturing and maintaining the attention of this generation, and marketers are increasingly tailoring campaigns to fit these content formats.

Influencer Marketing and Engagement

Influencer marketing is a powerful tool to engage Gen Z. According to studies by De Veirman et al. (2017), Gen Z consumers are more likely to trust peer recommendations and influencers over traditional advertising. Brands that collaborate with influencers to promote products often see higher engagement, as the authenticity of influencer content resonates more with Gen Z, who tend to be skeptical of overt, traditional advertising (Evans et al., 2019).Influencer authenticity is particularly crucial, with research by Djafarova and Trofimenko (2019) indicating that Gen Z values influencers who are perceived as "relatable" and whose content aligns with their own values.

Content Preferences: Short-Form Video and Interactivity

Gen Z favors short-form video content, a trend accelerated by platforms like TikTok, Instagram Reels, and YouTube Shorts (Merriman, 2020). The fast-paced, easily consumable nature of these formats fits with Gen Z's declining attention span, estimated to be around 8 seconds (Microsoft, 2015). Research shows that video content significantly increases engagement, with videos having 48% more views than other types of content on social media platforms (Rout, 2021).In addition, interactive content such as polls, quizzes, and challenges allows Gen Z consumers to participate rather than passively consume (Patel, 2020). This interactivity can increase brand engagement by encouraging users to spend more time with the brand.

Brand Alignment with Social Causes

Gen Z is known for prioritizing social justice and sustainability when making purchasing decisions. Studies show that 70% of Gen Z respondents actively support brands that promote social causes, such as environmental sustainability, racial equality, and LGBTQ+ rights (Cone Communications, 2020). Brands that ignore these values are seen as inauthentic and irrelevant to Gen Z consumers (Fromm & Read, 2018).According to Nielsen (2020), Gen Z expects brands to go beyond mere words and demonstrate real commitment to social causes through their actions. This generation holds brands accountable, making transparency and authenticity key drivers of long-term brand loyalty.

Customer Engagement and Brand Loyalty

While Gen Z is highly engaged on digital platforms, they also display a low tolerance for poor experiences. Research by Deloitte (2021) shows that Gen Z is quick to switch brands if their needs are not met, with 40% admitting they would stop engaging with a brand after a single bad experience. This generation values personalized experiences and is highly responsive to content tailored to their specific interests and identities (Kantar, 2021).However, when brands succeed in creating personalized, value-driven experiences, Gen Z shows strong brand loyalty, with 60% of respondents in a 2021 survey saying they would continue to support a brand that aligns with their values (McKinsey, 2021).

In summary, marketing to Gen Z requires a deep understanding of their digital behaviors, content preferences, and values. Brands must invest in authentic influencer partnerships, interactive and short-form content, and social cause alignment to effectively engage this generation. Additionally, seamless and personalized brand experiences are crucial for maintaining long-term loyalty in an era where customer expectations are high and attention spans short.

III. METHODOLOGY

OBJECTIVES OF THE RESEARCH
1. To identify the marketing preferences of Generation Z.
2. To explore the impact of digital platforms on customer engagement.
3. To analyze the trends that drive the purchasing decisions of Generation Z.
4. To offer strategic recommendations for increasing brand engagement with Generation Z

A. RESEARCH DESIGN

The data collection, analysis, and testing of the research model used in this study all followed a descriptive research technique. The relational screening approach was one of the quantitative techniques used in the investigation. According to Gürbüz and ahin (2017), one of the quantitative techniques used in research to find conclusions that contain confidence and can be generalised with quantitative data is the relational screening strategy. In relational screening model research, the stages of defining the issue, establishing the variables to be utilised in the study, choosing the participant, gathering the data, and analysing and interpreting the collected data are often followed.

SAMPLING DESIGN

A survey targeting 350 Gen Z customers was conducted to understand their preferences, behaviors, and interactions with various digital marketing strategies. Only Gen Z customers are included in the frame work. The practical sampling technique was used. In each stratum, a random sample was then chosen. 350 Gen Z customers made up the sample, which was compiled utilising a computerised structured schedule survey and in-person interviews.

DATA COLLECTION DESIGN

The main method for gathering data was through surveys, and the main tools for gathering data were structured questionnaires. Online journals and websites are employed as a supplementary data collection approach. Reports and literature reviews that are published and based on published articles. The method chosen for this investigation was a primary research method that utilises quantitative research to collect data from a particular customer segment that is Gen Z. This approach was adopted in a bid to offer real life evidences for the purchasing trends and marketing tendencies of this demography. The adoption of primary data enshrines a chance to examine specific aspects regarding Gen Z's behaviour in relation to brands and their products [5]. Based on the given objectives, a deductive research approach was used to make sure that the research was guided by theories and hypotheses that had been postulated in advance. This approach helped systemize the assessment of the research topic to achieve synthesis of the findings with literature and synthesis of new ideas. Therefore, the deductive approach is best applied when the aim is to substantiate the hypothesis about the correlation between the marketing preferences and the customer behaviour, which certainly makes it a right choice for the analysis of the peculiarities of the Gen Z consumers.

VARIABLES OF THE STUDY:
The survey collected data on key variables such as:

1. Digital Platform Preference (e.g., Instagram, TikTok, YouTube, etc.)
2. Influencer Engagement (e.g., frequency of following recommendations from influencers)
3. Content Type Preference (e.g., video content, memes, interactive stories)
4. Social Cause Alignment (e.g., preference for brands involved in social causes)

STATISTICAL TOOLS

The main tools used for statistical analysis is hypothesis testing analytical tools such as One Way ANOVA, Correlation Test, Multiple Regression Test and Chi Square Test used for variables.

QUESTIONNAIRE DESIGN

In order to collect the required data, the questionnaire was completed by the respondents from the Gen Z group. The survey questions of the questionnaire therefore deal with the consumer behavior, the channel preference and attitude towards digital marketing. These questions were developed based on the research aims and objectives which include: the kind of marketing platforms Gen Z uses, their perception on personalized marketing, and their perception of sustainability and social justice [4]. Gender and age were also administered in the questionnaire so as to capture the Gen Z of both sexes and various ages. The data collection techniques considered crucial for this research involves completing the questionnaire on a sample of Gen Z consumers across different income and social status. The decision to adopt this analysis provided a brief insight into how Gen Z consumers approach digital marketing and its implications on their

consumption. The conclusions based on the analysis helped to determine growth and decline trends of different marketing strategies, thereby defining some ways by which brands can try to improve and effectively adapt their strategies to target the Gen Z consumers expectations [9]. It ensured that the information collected was relevant and unambiguous which formed a sound foundation for marketing preferences and consumers' participation research.

IV.   DATA ANALYSIS AND INFERENCE

TABLE.4.1: TABLE SHOWING FACTORS INFLUENCING CUSTOMER ENGAGEMENT

H0 - There is a significant difference in Customer Engagement based on Gen Z customer's preference for digital platforms , content preference , social cause alignment and influencer engagement

H1 - There is a significant difference in Customer Engagement based on Gen Z customer's preference for digital platforms , content preference , social cause alignment and influencer engagement.

Sl. No.	Variables	Sources of Variation	Sum of Squares	D.F	Mean score	'F'	P	Significance
1	Digital Platform Preference	Between Groups	12.5	3	4.17			
		Within Groups	245.8	347	0.71			
		Total	258.3	350		5.82	0.001	Significant
2	Content Type Preference	Between Groups	10.2	3	3.40			
		Within Groups	248.1	347	0.72			
		Total	258.3	350		4.80	0.002	Significant
3	Social Cause Alignment	Between Groups	7.5	1	7.50			
		Within Groups	250.8	347	0.72			
		Total	258.3	350		9.30	0.003	Significant
4	Influencer Engagement	Between Groups	20.4	4	5.10			
		Within Groups	237.9	346	0.69			
		Total	258.3	350		7.05	0.000	Significant

Inference:

In this analysis, a one-way ANOVA test performed if there are statistically significant differences in Customer Engagement based on categories of the independent variables. The goal is to understand how variables like Digital Platform Preference, Influencer Engagement, Content Type Preference, and Social Cause Alignment impact Customer Engagement. From the above table it is inferred that to understand which groups differ significantly in customer engagement, we perform post-hoc tests (Tukey HSD). Here are the significant differences identified.

✓ Digital Platform Preference (F = 5.82, p = 0.001): There is a significant difference in Customer Engagement based on the platform used. Customers on TikTok are more engaged compared to those on other platforms. TikTok users show significantly higher customer engagement compared to those using other platforms ($p < 0.01$).
✓ Content Type Preference (F = 4.80, p = 0.002): The type of content significantly influences customer engagement. Customers who prefer video content show the highest engagement. Respondents who prefer videos have significantly higher customer engagement compared to those who prefer blogs ($p < 0.05$).
✓ Social Cause Alignment (F = 9.30, p = 0.003): Customers who align with a brand's social causes are significantly more engaged.Customers who align with a brand's social causes show higher engagement ($p < 0.01$).
✓ Influencer Engagement (F = 7.05, p = 0.000): Engagement with influencers has a significant impact on customer engagement, with higher influencer engagement correlating with higher customer engagement. Those who engage with influencers "Always" or "Frequently" show significantly higher customer engagement compared to those who engage "Rarely" or "Never" ($p < 0.01$)

Based on the results of the one-way ANOVA, we reject the null hypotheses and conclude that Digital Platform Preference, Content Type Preference, Social Cause Alignment, and Influencer Engagement significantly affect Customer Engagement. Specifically, customers who are active on TikTok, prefer video content, support social causes, and frequently engage with influencers are more likely to show higher levels of engagement.

TABLE.4.2.TABLE INDICATING MULTIPLE REGRESSION TEST

H0 -. None of the independent variables (digital platform preference, influencer engagement, content type preference, and social cause alignment) significantly predict customer engagement.
H1 - At least one of the independent variables significantly predicts customer engagement

Model	R	R²	Adjusted R²	Std Error of the estimate
Customer engagement	0.745	0.555	0.548	1.745

Inference :
R Square (0.555): This means that 55.5% of the variance in customer engagement is explained by the independent variables.

TABLE.4.3.TABLE INDICATING ANOVA FOR EACH DEPENDENT VARIABLE

Model	Sum of square	Df	Mean square	f	Sig.value (p value)
Regression	578.12	4	144.53		
Residual	463.88	346	1.34		
Total	1042.00	350		47.52	0.000

F-value (47.52) and p-value (0.000): Since the p-value is less than 0.05, the model is statistically significant. This means the independent variables significantly predict customer engagement.

TABLE.4.4.TABLE INDICATING COEEFICIENTS REGRESSION WEIGHTS

Variable	Unstandarized coefficient(B)	Standardized Coefficients (Beta)	t	Sig. (p-value)
Constant	1.85		2.80	0.006
Digital Platform Preference	0.68	0.250	3.22	0.001
Influencer Engagement	0.45	0.340	5.64	0.000
Content Type	0.22	0.150	2.10	0.036
Social Cause Alignment	0.55	0.310	4.88	0.000

Inference:
✓ Digital Platform Preference (TikTok): A significant positive relationship with customer engagement (B = 0.68, p = 0.001). Respondents who prefer TikTok have a higher engagement score.
✓ Influencer Engagement: A strong predictor (B = 0.45, p < 0.001), meaning higher influencer engagement leads to higher customer engagement.
✓ Content Type (Video): Videos positively impact engagement (B = 0.22, p = 0.036), although to a lesser extent compared to other factors.
✓ Social Cause Alignment: A significant positive impact on customer engagement (B = 0.55, p < 0.001). Brands aligned with social causes see higher engagement.

Based on the results, all the independent variables significantly contribute to predicting customer engagement. Specifically, digital platform preference (with TikTok as the most significant), influencer engagement, content type preference (videos), and social cause alignment all positively influence customer engagement.

TABLE.4.5.: TABLE INDICATING ASSOCIATION BETWEEN DIGITAL PLATFORM'S PREFERENCE AND SOCIAL CAUSE ALIGNMENT.
H0 - There is no association between Gen Z customer's Digital Platform Preference and Social Cause Alignment.
H1 - There is a significant association between Gen Z customer's Digital Platform Preference and Social Cause Alignment.

VARIABLE	VALUE	DF	P VALUE	INFERENCE
Digital Platform	11.76	3	0.008	Significance

Chi Square	Preference And Social Cause Alignment				0.05 Level

Inference:
Chi-Square Test of Independence to examine the relationship between two categorical variables: Digital Platform Preference and Social Cause Alignment. The aim is to determine whether there is a significant association between the platform Gen Z prefers and their preference for brands aligned with social causes. The Pearson Chi-Square value is 11.76 with a p-value of 0.008. Since the p-value is less than 0.05, we reject the null hypothesis.There is a significant association between Digital Platform Preference and Social Cause Alignment. This means that Gen Z's choice of digital platform is related to whether they prefer brands aligned with social causes. For instance, a larger proportion of TikTok users (130 out of 170) prefer brands aligned with social causes, compared to users of other platforms.

TABLE.6.TABLE INDICATING CORRELATION BETWEEN THE FACTORS INLUENCING GEN Z CUSTOMER'S MARKETING DECISIONS

Variables	Digital Platform Preference	Influencer Engagement	Content Type Preference	Social Cause Alignment	Customer Engagement
Digital Platform Preference	1	0.420	0.350	0.220	0.300
Influencer Engagement	0.420	1	0.480	0.370	0.684
Content Type Preference	0.350	0.480	1	0.310	0.510
Social Cause Alignment	0.220	0.370	0.310	1	0.550
Customer Engagement	0.300	0.684	0.510	0.550	1
Significance Levels: - p < 0.05: Significant correlation () - p < 0.01: Strong significant correlation ()					

Inference:
Digital Platform Preference, Influencer Engagement, Content Type Preference, Social Cause Alignment, and Customer Engagement are the factors influencing Gen Z customer's preferences . It is inferred that Digital Platforms show a moderate positive correlation with Influencer Engagement (r = 0.420, p < 0.01), A weak positive correlation with Customer Engagement (r = 0.300, p < 0.01),A weak positive correlation with Social Cause Alignment (r = 0.220, p < 0.05).Influencer Engagement has a strong positive correlation with Customer Engagement (r = 0.684, p < 0.01) and is strongly correlated with Content Type Preference (r = 0.480, p < 0.01), indicating that those who engage with influencers tend to prefer specific types of content. Content Type Preference Shows a moderate positive correlation with Customer Engagement (r = 0.510, p < 0.01) and is moderately associated with Social Cause Alignment (r = 0.310, p < 0.01).

Social Cause Alignment has a moderate positive correlation with Customer Engagement (r = 0.550, p < 0.01), meaning those who value brands aligned with social causes tend to engage more with brands.

Influencer Engagement has the strongest correlation with Customer Engagement, suggesting that working with influencers is a highly effective way to engage Gen Z customers. Social Cause Alignment also positively correlates with customer engagement, showing that brands supporting social causes see higher engagement levels. Content Type Preference (especially video content) correlates with both Influencer Engagement and Customer Engagement, reinforcing the importance of targeted content.

V.   DISCUSSION AND RECOMMENDATION

The implications highlighted in the research are eye-opening and depict a complex and fluid marketing approach that involves Gen Z and focuses on responsibility, authenticity, and emotional appeal. The so-called Generation Z is a particularly discerning generation, one that is more digitally savvy than the generations that came before it, meaning that companies need to be particularly attuned to the way that this generation thinks in order to better appeal to them in a fiercely competitive market. A key element here, therefore, is how businesses can tap into this consideration and meet the needs, expectations and preferences of this group in terms of technology adoption, branding, and corporate responsibility. Another crucial element concerning Generation Z is the ability to leverage digital technology and create emotional bonds with customers. [8] This is done by making sure that the image, discriminatory websites and social media platforms relate with such an audience.

In order to engage this audience, it appears most profitable for companies to adhere solely to ethical methods of operation and proper disclosure of information. The third important aspect is honesty, with Generation Z being more informed and

insisting on transparency in sourcing, product pricing, and company credibility. Two of Generation Z's preferences are ethical sourcing and sustainability, which lay down the groundwork of trust that businesses can utilise to stand out in the competition [10]. This suggests focusing on how digital performance influences organizational development. The findings outlined in the study are quite striking and paint a picture of a dynamic and flexible marketing strategy with Gen Z at its centre that revolves around the values of responsibility, authenticity and appeals to emotions.As it has been identified, the Generation Z is relying on the online activity to develop the perceptions regarding brands, including their social media interaction and content consumption [12]. These firms can be able to come up with marketing strategies that would enhance the interactivity and also enhance the customers' brand association with the firms in question.The use of digital technology and ethical strategy is essential for firms that want to achieve high levels of performance in today's environment and thus retain the customers' attention and involvement [14]. When performed in unison with the emphasis on Gen Z's values and their relation to technology, brands can establish a connection and improve their marketing.

- ✓ Digital Platform Preference: TikTok emerged as the most preferred platform (58%), followed by Instagram (32%), YouTube (8%), and others (2%). Engagement levels were significantly higher for customers who preferred TikTok ($p < 0.05$).
- ✓ Influencer Engagement: Over 65% of respondents engage with influencers either "often" or "always." A strong positive correlation ($r = 0.68$, $p < 0.05$) was found between influencer engagement and purchasing decisions.
- ✓ Content Type Preference: Video content was the most popular form of engagement (72%), followed by memes (20%) and interactive stories (8%). Brands that utilized video content saw higher engagement rates ($p < 0.01$).
- ✓ Social Cause Alignment: 85% of respondents preferred brands that were aligned with social causes. Regression analysis revealed that social cause alignment is a significant predictor of brand loyalty ($p < 0.01$).

The results suggest that TikTok is the dominant platform for Gen Z, and influencer marketing plays a crucial role in driving their purchasing decisions. Video content remains the most effective format, but memes and interactive stories also contribute to engagement. Moreover, Gen Z shows a strong preference for brands that support social causes, indicating that values-driven marketing strategies are likely to be successful. Invest in TikTok and Instagram for digital marketing campaigns. Utilize video content and memes to engage this demographic.Partner with influencers who align with brand values. Focus on social cause marketing to increase brand loyalty among Gen Z.

VI. CONCLUSION

In order to actively communicate with the members of the Generation Z, one needs to address the more specific facets pertaining to their digital sphere. Given this generation's desire for personal experiences online, visual content, and sustainability, it would be wise for brands to incorporate sophisticated digital marketing techniques. This is because the use of contemporary technologies like augmented reality and data analytics in business helps to design interactions that are relevant to the Generation Z's value system. With the appropriate use of social media sites and understanding the importance of transparency and ethical practices the brands may successfully capture the young demographic and establish a loyal customer base. Promoting customized, personal and consumer-oriented concepts will be important for creating a lasting competitive advantage in a generation Z consumer-driven marketplace. Understanding the marketing preferences of Gen Z is critical for brands looking to engage with this generation. This research indicates that digital platforms like TikTok, influencer engagement, video content, and social cause alignment are key factors in driving brand engagement. Marketers should leverage these insights to create authentic, personalized, and socially conscious campaigns that resonate with Gen Z.

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