

## Review Article

# Research on the Consumption Driving of Generation Z

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### Article History

Received: 27.10.2021

Accepted: 01.12.2021

Published: 07.12.2021

### Journal homepage:

<https://www.easpublisher.com>

### Quick Response Code



**Abstract:** With the rapid integration into the mainstream society, Generation Z serve as the main force of future consumption, unleash the new demographic dividend and inject new vitality and opportunities into the market. The rising Z generation has become a new consumption power that brands must compete for. This paper plans to study the influence of content marketing on Generation Z, and further formulate solutions to make an effective content marketing strategy for enterprises.

**Keywords:** Generation Z, Consumption, Content Marketing.

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## 1. INTRODUCTION

Compared with traditional marketing means, content marketing is more convenient and cheaper, and has become the most convenient marketing means for more and more enterprises. So the research of content marketing is very necessary. There are many forms and strategies of content marketing, but its essence is to convey information through content, realize communication and interaction, enhance the relationship, and trigger consumers' positive feelings, to realize their cognition and support of the brand. Content marketing is still in continuous practice and in-depth, and as an emerging marketing means, its operation and implementation have a lot of uncertainty. It can be determined that with the continuous upgrading of consumption concept and consumption quality, consumers pay more attention to the value connotation of the brand and the brand spirit. How to make use of social media platforms better, how to improve content marketing better, and how to build a benign relationship with customers are better, all that are enterprises need to think about.

## 2. STUDY HYPOTHESES

### 2.1 Content marketing concepts

The term "content" of content operation comes from the publishing industry, and refers to the text, photos and animations that can attract readers in newspapers, magazines and periodicals, as well as

television and radio programs and news media. Tuten and Ashley (2015) felt that the content is useful or enjoyable, that is, the information given by the news media. Kirk, & Hazlett (2011) believed that the content is all the text, photos or other information content passed into the website. The definition drawn by the British Content Marketing Institute is: content operation focuses on creating and disseminating useful, relevant and sustainable content, thereby attracting and attracting defined audiences, and finally profitable. The development of strategic marketing methods and content operations are not for better and rapid profitability, but for building customer brand effects. The key purpose is to participate in interactive exchanges, and long-term customer relationship management and maintenance. The definition drawn by the British Content Marketing Institute is: "content operation focuses on creating and disseminating useful, relevant and sustainable content, thereby attracting."

### 2.2 Theoretical foundation

The SOR theory, the Stimulus-Organism-Response (SOR) model proposed firstly by Woodworth (1929), began to explain the impact of analytical environment on human cognition, and later extended to the analysis of environmental response to consumers, which was widely used in consumer behavior analysis. Aner & Jonah (2012) when studying the relationship between brand communication content and consumer

behavior, he believed that consumers will first produce emotional and emotional fluctuations, and then produce forwarding and sharing behaviors, that is to emphasize the role of emotion and emotion. He proposed a three-stage model of content marketing, showing that emotion, and emotion are intermediate variables between content and behavior, brands can spread positive and negative content, active content is easier to stimulate consumer emotion, so it is easier to share, forward, etc. If negative content can awaken high emotions such as anger, tension, can also encourage consumers to buy and spread the brand. In fact, the three-stage theoretical model of customer behavior in content marketing is the specific application of the SOR theoretical model, where "content" is from the enterprise or brand stimulus information (S), "emotion" is "content" stimulation (O) under the influence of consumers, namely emotional or emotional fluctuations, "behavior" is the consumer behavior or will (R).

**2.3 Effect of content marketing on the consumption of Gen Z**

Larasati & Hananto (2013), clearly stated that the information and game entertainment content of content operation, has the characteristics of immediate, easy-to-use, and reliable, has high reference practical significance to customers, can respond to their problems, and achieve professionalism The practical meaning of knowledge; game entertainment content has distinctive, interesting, and wonderful characteristics, which can create curiosity and hobbies. Sun Tianxu (2016) selected focus groups and in-depth interviews to collect a lot of first-hand data and information and obtained 88 contents in the harm of content operation to the overall target consumer groups such as customer purchase, vehicles, food, financial industry, mobile communication technology, etc. Operating related definitions and applying fundamental theory to analyze them, found that apart from information and game entertainment content, there are also some emotional content, emotional content will cause emotional resonance, close to life, and clear the gap between customers and well-known brands. So content marketing has a positive effect on the consumption of Gen Z:

Hypothesis 1: Information content marketing has a positive effect on the consumption of Gen Z;

Hypothesis 2: Emotional content marketing has a positive effect on the consumption of Gen Z;

Hypothesis 3: Entertainment content marketing has a positive effect on the consumption of Gen Z.

**3. DATA ANALYSIS AND HYPOTHESES TESTS**

According to the Generation Z concept, the selected sample was between 18 and 25 years, women were 53.05%, slightly higher than male respondents. Which shows that women pay slightly more attention to consumption or express consumption feelings than men. The time selected during the survey is the peak of consumption during the traditional Chinese Spring Festival, and combines offline and online to collect questionnaires.

The confidence validity of the questionnaire, the sample size of this study and the normal distribution of the effective samples all meet the analysis requirements of the structural equation. Therefore, on the basis of relevant analysis, the influence path between variables is analyzed by constructing a structural equation model. Use SPSSAU (SEM) to test the models and assumptions of this study, and the structural equation model of the influence of content marketing on the consumption of Gen Z is shown in Table 1 below. Character CMa stands for Information Content Marketing; Character CMb stands for Emotional Content Marketing; Character CMc stands for Entertainment Content Marketing; CZ stands for the consumption of Gen Z.

According to Table1 this path is not significant when information content marketing effects on consumption of Gen Z, ( $z=1.719, p=0.086 > 0.05$ ), thus indicating that information content marketing does not have an impact on consumption of Gen Z. When emotional content marketing affects fan behavior, the standardized path is  $0.163 > 0$ , and the path presents a 0.05 level significance ( $z=2.514, p=0.012 < 0.05$ ), thus indicating that emotional content marketing has a significant positive effect on the consumption of Gen Z .When entertainment content marketing effects on the consumption of Gen Z , the standardized path is  $0.182 > 0$  and this path presents 0.01 level significance ( $z=3.195, p=0.001 < 0.01$ ), indicating that entertainment content marketing has a significant positive impact on the consumption of Gen Z .The results proved that hypothesis 1 does not hold; hypothesis2 and hypothesis 3 hold.

**Table-1: Model regression coefficient**

X	→ Y	Non-normalized regression coefficient	SE	z (CR)	p	Normalized regression coefficient
CMa	→ CZ	0.106	0.062	1.719	0.086	0.104
CMb	→ CZ	0.177	0.070	2.514	0.012	0.163
CMc	→ CZ	0.168	0.052	3.195	0.001	0.182

Statistical analysis studies the assumptions of this study, summarizing the test results as shown in Table 2. From the above hypotheses test results, Assuming that the impact of information content on the consumption of Gen Z is not significant, This is related

to the personality of Generation Z youth, They no longer have the patience to receive and have the "didactic" type of informative content, but prefer emotional and entertainment content that can form resonance;

**Table-2: Summary of Assuming Test Results**

NO.	Hypothesis	Inspection results
H <sub>1</sub>	Information content has a positive effect on the consumption of Gen Z	Not true
H <sub>2</sub>	Emotional content has a positive effect on the consumption of Gen Z	Established
H <sub>3</sub>	Entertainment content has a positive effect on the consumption of Gen Z	Established

#### 4. STUDY CONCLUSIONS

Gen Z does not like informative content, but preferring emotional and entertainment content. The most direct purpose of traditional marketing is to let consumers better understand the product, so to convey the characteristics of enterprises, brands and products through a lot of information-oriented content. However, from the above research results, information content marketing does not have a significant impact on brand fan behavior. For consumers of Generation Z, content marketing is widely accepted for enterprises to produce excessive content continuously, so "content" becomes an excess of junk information that not only cannot reach consumers, but may dislike consumers. Emotional and entertainment content marketing can more promote brand fan behavior. Touching the brand can also strengthen the interaction with customers and can enhance customers' attachment to the brand and enhance customers' feelings to the brand. When customers' functional needs for the brand translate into emotional needs, it is easier to become loyal fans of the brand.

Young people will pay more attention to value attributes when buying products. The essence of this value attribute requires products to carry a certain cultural expression. Young people are making their personality more prominent through a variety of ways and diversified products. From the research results above, emotional and entertainment content marketing have a significant impact on the behavior of brand fans. Generation Z focuses on quality and price, but the best thing that moves them is the experience. Then, as marketing, it is necessary to meet the consumer social

and emotional needs for entertainment, refine the characteristics of the products as far as possible, and show a more representative and powerful brand image with distinctive characteristic signs. Generally speaking, the communication effect through the brand is far greater than the influence through the price.

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**Cite This Article:** Min Li (2021). Research on the Consumption Driving of Generation Z. *East African Scholars Multidiscip Bull*, 4(10), 107-109.