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## COMPARATIVE ANALYSIS OF MARKETING STRATEGIES FOR MILLENNIALS AND GENERATION Z: EXPLORING ENGAGEMENT, PURCHASE BEHAVIOR, AND BRAND PERCEPTION

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### ABSTRACT

The **introduction** summarizes the study's principal goal, which is to compare marketing initiatives aimed towards Millennials and Generation Z. through the help of the comparing both the generation's purchase intention and behavior it is possible e to deliver new effective marketing strategies. It emphasizes the importance of this study in acquiring insights on young marketing engagement.

Existing research on marketing tactics and campaigns geared towards Millennials and Generation Z is critically examined in this chapter. Through the help of delivering exploratory research on existing literature this chapter suggests the critical areas. It investigates how Millennials and Generation Z react to various marketing strategies, such as the usage of social media, influencer marketing, and user-generated content. Therefore, it can be said that the **Literature Review** chapter gives a detailed overview of the current landscape of marketing to these youthful populations by synthesizing this material.

**Chapter 3** describes the study's research strategy and methods through the help of evaluating different data collection as well as analysis techniques. For instance, this chapter gave the overview of the data gathering procedure using a Google Form questionnaire intended to obtain useful information from Millennials and Generation Z. It also discussed quantitative analysis, which was carried out using SPSS software, which allows for statistical testing and hypothesis confirmation.

The **findings chapter** is devoted to a thorough examination of the study's findings. It demonstrates that marketing strategies aimed towards Millennials and Generation Z are both equally successful at producing favorable brand experiences. User-generated content has a little effect on user attention; however, influencer marketing has a significant impact on changing brand perception for both generations.

### Keywords:

Social media, Gen-Z, Millennials, Statistics, marketing

### INTRODUCTION

This study examines marketing initiatives targeted at Generation Z and Millennials, two separate demographic groups that have recently drawn a lot of interest from marketers. Understanding and successfully involving these younger generations has become crucial for firms looking to retain a competitive advantage in today's fast-paced market due to technological improvements and changes in customer behavior. Now, here, study's main goal is to give a comparative analysis of marketing initiatives directed towards Generation Z and Millennials, highlighting their similarities and differences as well as their efficacy and influence. As per the views of Goldring & Azab (2021), Generation Y, which is commonly referred to as the millennial generation, was born between the early 1980s and the mid-1990s. Khan (2022), mentioned that lived during a time of intense technological development, seeing the rise of the internet, social media, and mobile technology. Millennials, the first generation to really grow up in the digital age, are technologically savvy from birth and strongly favor online content consumption.

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Gen Z, on the other hand, consists of people who were born between the middle of the 1990s and the beginning of the 2010s as suggested by Khan (2022). These individuals, sometimes known as post-Millennials or Zoomers, have never lived in a time when cell phones, streaming services, and social networking sites existed. Generation Z is more technologically aware than previous generations and prefers interactive and aesthetically appealing information. This is due to the fact they are digital natives. Now, it should be mentioned that Millennials and Generation Z make up a sizable customer group with considerable buying power when combined (Yim et al. 2021). As Generation Z quickly matures into adulthood and Millennials approach their peak purchasing years, these two cohorts have a huge impact on market patterns. They may not, however, respond well to conventional marketing strategies because of their particular views, beliefs, and media consumption patterns. Thus, Hassan et al. (2022) mentioned that for companies looking to forge long-lasting connections and encourage brand loyalty, knowing their preferences and interacting with them via targeted marketing campaigns becomes essential.

In order to successfully traverse the intricacies of marketing to both populations, it is crucial to compare marketing initiatives aimed towards Millennials and Generation Z. Marketers may learn a lot about what attracts each demographic by contrasting and comparing different marketing tactics, message, and execution, and using this information to optimize their next efforts.

In this regard, the goal of this study is to dig into the realm of marketing campaigns targeted towards Millennials and Generation Z in order to throw light on their unique traits, preferences, and behaviors. On the other hand, the research attempts to provide insightful advice for marketers looking to successfully engage and connect with these younger generations via a comparative analysis. It is imperative to mention that brands that want to succeed in the constantly shifting consumer environment must comprehend the young market's strength and significance.

### RESEARCH AIMS AND OBJECTIVE:

This study compares marketing strategies used to reach Generation Z and Millennials in order to understand their parallels, differences, efficacy, and impact. The research aims to provide useful advice for marketers looking to interact and connect with the adolescent market more successfully by evaluating these two unique demographic groupings.

#### OBJECTIVES

- To examine the contrasts in language, tone, and substance of marketing initiatives targeted towards Generation Z and Millennials.
- To evaluate the impact of marketing initiatives on each demographic group, taking into account elements like purchase intention, brand perception, and brand awareness.
- To look at how social media and digital marketing affect the participation of Generation Z and Millennials in marketing efforts.
- To Determine the distinct tastes and actions of Generation Z and the Millennials in relation to marketing materials and channels.
- To provide useful suggestions for marketers on how to improve upcoming marketing tactics for successfully addressing Generation Z and Millennials.

#### Hypothesis

H0 (Null Hypothesis): In terms of brand recognition, brand perception, and purchase intent, marketing initiatives aimed towards Millennials and Generation Z are equally successful.

H1 (Alternative Hypothesis): In terms of brand recognition, brand perception, and purchase intent, marketing programmes aimed towards Millennials and Generation Z perform quite differently.

Hypothesis 2: H0 (Null Hypothesis): There are no appreciable differences in the degree of engagement of Millennials and Generation Z with social media and digital marketing in marketing efforts.

H1 (Alternative Hypothesis): There are considerable differences in the degree of engagement of Generation Z and Millennials with social media and digital marketing in marketing efforts.

Hypothesis 3: H0 (Null Hypothesis): There are no appreciable differences between Generation Z and Millennial tastes and behaviors with regard to marketing content and communication platforms.

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H1 (Alternative Hypothesis): When it comes to marketing content and communication channels, Millennials and Generation Z have quite different tastes and behaviors.  
Literature review

## REVIEW OF THE LITERATURE

### Critical analysis of Marketing Programs Aimed at Millennials and Generation Z

In order to evaluate the impact and success of marketing initiatives targeted towards Millennials and Generation Z, many studies have looked into these programs. A critical review of the marketing tactics employed by well-known firms to target certain groups was done by Arora et al. (2020). According to their research, effective advertisements have characteristics in common with one another, including social media integration, personalized content, and authenticity. The study, however, did not extensively examine any possible generational disparities or the factors that led to the effectiveness of certain techniques. On the other hand, through the help of contrasting marketing initiatives aimed towards Millennials and Generation Z across several sectors, Hysa et al. (2021) produced a more thorough analysis of marketing strategies. While both groups valued genuine storytelling and social issues, they discovered that Generation Z had a larger preference for user-generated material and interactive activities. This rigorous examination sheds light on the developing nature of consumer involvement and its consequences for marketers in addition to highlighting the need of personalizing marketing efforts.

### Critical Evaluation of Generation Z and Millennial Participation and Engagement Levels

Marketing professionals now consider Millennial and Generation Z involvement and engagement in marketing efforts to be crucial performance indicators. Extensive research on the impact of social media on various populations' participation levels was undertaken by Calvo-Porrall & Pesqueira-Sanchez (2020). They discovered that although Generation Z had greater participation rates in user-generated content challenges, Millennials were more willing to connect with marketing material via likes and shares.

In a dissimilar research, Silvia (2019) critically analyzed the variables affecting involvement and engagement among Millennials and Generation Z. Regardless of the generation, their studies emphasized the importance of emotional resonance and relatability in fostering engagement. They also emphasized how influencer marketing had an effect on Generation Z's engagement, since this group was more likely to take part in challenges and viral campaigns started by influencers they respected. This research helped marketers create more effective advertisements by giving them a greater knowledge of the psychological factors impacting engagement.

### Critical analysis of social media and digital marketing for millennials and Generation Z

Marketing initiatives targeted at Millennials and Generation Z now must include social media and digital marketing. A critical assessment of the efficiency of social media platforms in interacting with these populations was carried out by Dobrer et al. (2020). While both groups spend a lot of time on social media, their study showed that they had different preferences for various sites. For content consumption, Millennials favored Facebook and Twitter, whilst Generation Z had a larger preference for Instagram and TikTok. The research did not, however, examine the factors influencing these platform choices and how they affect marketing efficacy. Karasek & Hysa (2020), in contrast, conducted a critical analysis of the function of social media influencers in digital marketing initiatives. According to their study, both generations found influencer marketing to be more credible and relevant than conventional advertising, which increased engagement and buy intent. They did add, however, that the audience's view was significantly influenced by the genuineness of influencer-brand collaborations.

## METHODOLOGY

A Google Form-based questionnaire with 10 quantitative questions was used as part of the study process. The purpose of the survey was to collect information on Millennial and Generation Z preferences for marketing campaigns and interaction patterns. A total of 55 respondents were chosen to make up the study's sample size. The Statistical Package for the Social Sciences (SPSS) software was used to analyze the data that were gathered via the questionnaire. The demographic data and participant answers were compiled and presented using descriptive statistics. In order to investigate possible connections between campaign preferences and involvement levels, hypothesis testing was also carried out using regression and correlation analysis.

Therefore, it can be said that this study sought to get important insights into the efficacy and impact of marketing initiatives directed at Millennials and Generation Z by using SPSS as the analytical tool. The quantitative analytic

method made it possible to find trends, patterns, and statistically significant correlations in the data, which helped create a more complete picture of these crucial populations' preferences and actions.

## FINDINGS AND ANALYSIS

### Demographic analysis

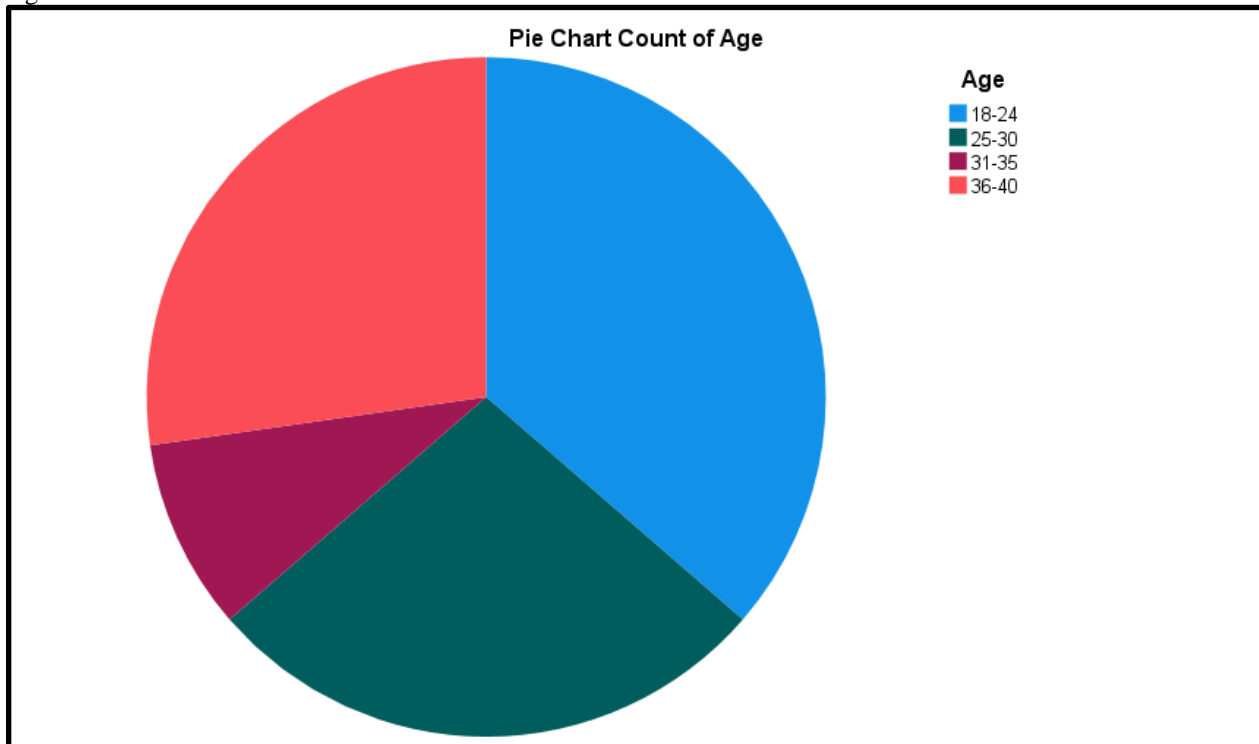
Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	55	1	4	2.27	1.224	.395	.322	-1.446	.634
Gender	55	1	2	1.55	.503	-.188	.322	-2.040	.634
Generation	55	1	2	1.64	.485	-.583	.322	-1.724	.634
Valid N (listwise)	55								

*Figure 1: Descriptive Statistics*

(Source: SPSS)

A diversified sample of 55 respondents is shown by the summary of the descriptive statistics for the demographic information gathered from the survey on marketing efforts aimed towards Millennials and Generation Z. The age distribution has a mean age of 1.55 with a small right skewness, and the range of ages is 18 to 41. Male respondents are marginally more prevalent overall in the gender distribution (mean = 1.64) than female respondents. With a mean value of 1.64, which indicates a slightly larger proportion of Generation Z, there is a balanced presence of Millennials and Generation Z. According to the statistics, the participants were a varied group with a range of ages, genders, and generational origins.

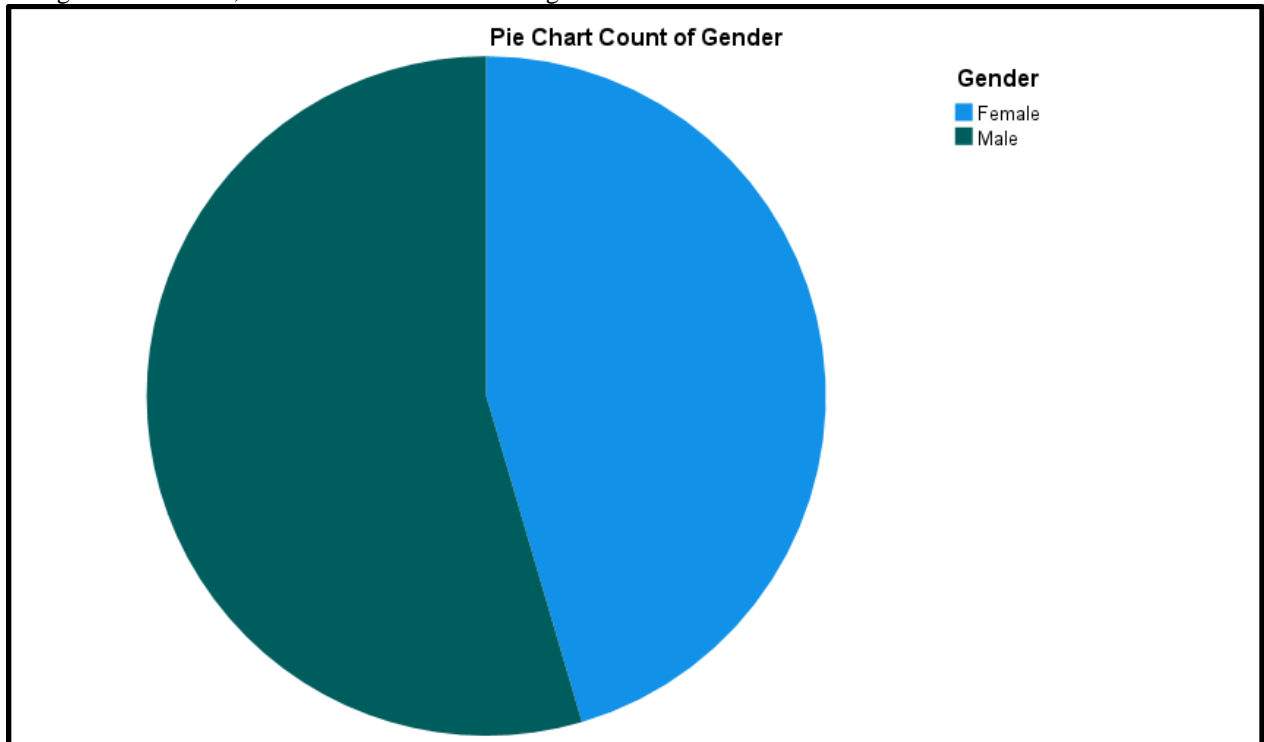
Age



*Figure 2: Age*

(Source: SPSS)

The poll on marketing efforts aimed at Millennials and Generation Z covers four groups for age distribution that are valid: 18–24, 25–30, 31–35, and 36–40. The frequency of participation in each age group within the total sample size of 55 respondents is as follows: 20 responders are in the 18–24 age range, followed by 15 in the 25–30, 5 in the 31–35, and another 15 in the 36–40 range. This translates into a valid percentage of 36.4% for ages 18 to 24, 27.3% for ages 25 to 30, 9.1% for ages 31 to 35, and 27.3% for ages 36 to 40. According to the total percentages, 36.4% of respondents are between the ages of 18 and 24, 63.6% are between the ages of 25 and 30, 72.7% are between the ages of 31 and 35, and 100% are between the ages of 36 and 40.



**Figure 3: Gender**

(Source: SPSS)

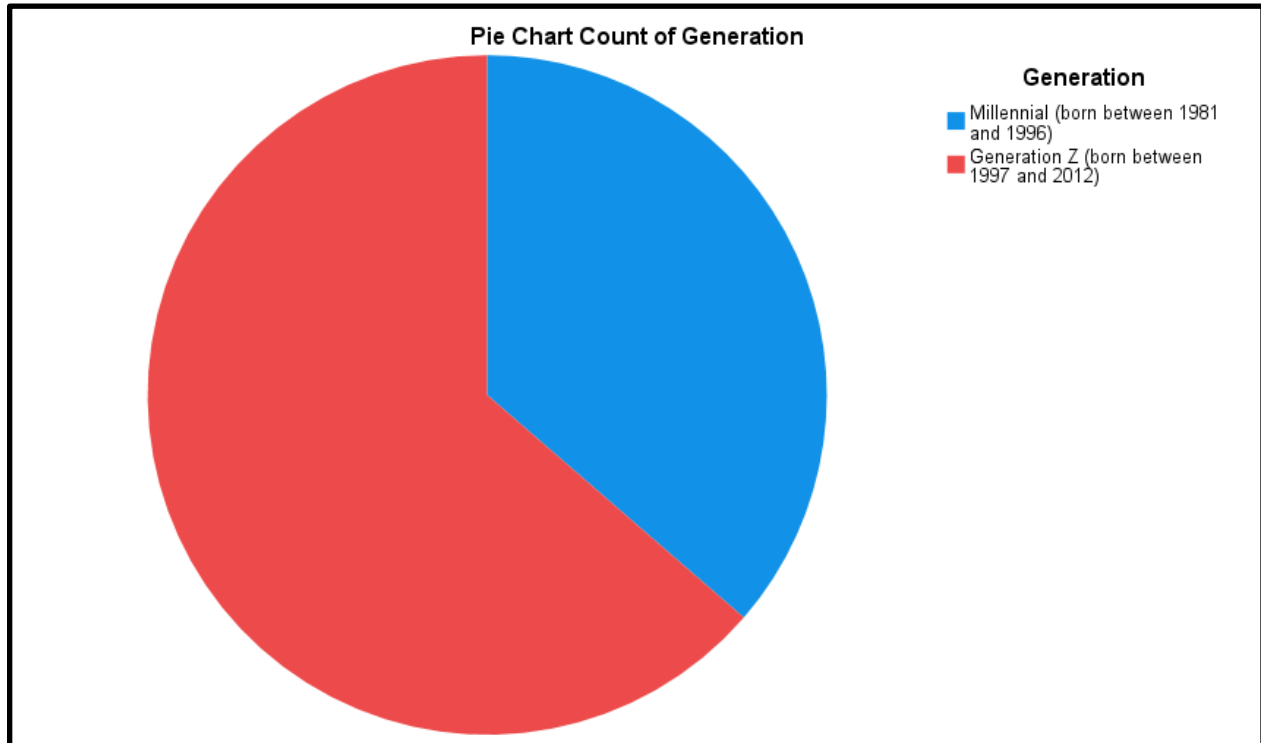
The poll on marketing initiatives aimed at Millennials and Generation Z covers two categories of gender distribution that are valid: Female and Male. A valid proportion of 45.5% for each gender is represented by the fact that 25 participants out of the total sample size of 55 respondents identify as female and 30 as male. According to the total statistics, there are 45.5% female respondents and 54.5% male respondents.

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*Figure 4: Generation*  
(Source: SPSS)

Millennials (born between 1981 and 1996) and Generation Z (born between 1997 and 2012) make up the two groups of the generation distribution's valid data. Twenty of the sample's total of 55 respondents are from the Millennial generation, and 35 are from Generation Z, giving those percentages a valid range of 36.4% and 63.6%, respectively. According to the total percentages, 100% of respondents are members of Generation Z, while 36.4% are Millennials.

#### **Inferential statistics**

#### **H1:**

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Model Summary									
Model	R				Change Statistics				Sig. F Change
	Generation <= Generation Z (born between 1997 and 2012) (Selected)	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	
1	.153 <sup>a</sup>	.023	-.014	1.154	.023	.624	2	52	.540

a. Predictors: (Constant), Marketing\_material\_that\_speaks\_to\_social\_and\_environmental\_issue, genuine\_storytelling\_as\_marketing

ANOVA <sup>a,b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.663	2	.831	.624	.540 <sup>c</sup>
	Residual	69.247	52	1.332		
	Total	70.909	54			

a. Dependent Variable: User\_brand\_experience  
 b. Selecting only cases for which Generation <= Generation Z (born between 1997 and 2012)  
 c. Predictors: (Constant), Marketing\_material\_that\_speaks\_to\_social\_and\_environmental\_issue, genuine\_storytelling\_as\_marketing

Coefficients <sup>a,b</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.301	1.423		3.726	<.001
	genuine_storytelling_as_marketing	-.027	.160	-.025	-.171	.865
	Marketing_material_that_speaks_to_social_and_environmental_issue	-.336	.347	-.142	-.967	.338

a. Dependent Variable: User\_brand\_experience  
 b. Selecting only cases for which Generation <= Generation Z (born between 1997 and 2012)

**Correlations<sup>a</sup>**

		User_brand_experience	genuine_storytelling_as_marketing	Marketing_material_that_speaks_to_social_and_environmental_issue
Pearson Correlation	User_brand_experience	1.000	-.077	-.151
	genuine_storytelling_as_marketing	-.077	1.000	.362
	Marketing_material_that_speaks_to_social_and_environmental_issue	-.151	.362	1.000
Sig. (1-tailed)	User_brand_experience	.	.289	.135
	genuine_storytelling_as_marketing	.289	.	.003
	Marketing_material_that_speaks_to_social_and_environmental_issue	.135	.003	.
N	User_brand_experience	55	55	55
	genuine_storytelling_as_marketing	55	55	55
	Marketing_material_that_speaks_to_social_and_environmental_issue	55	55	55

a. Selecting only cases for which Generation <= Generation Z (born between 1997 and 2012)

**Figure 5: Regression and correlation**  
(Source: SPSS)

Using brand experience, perceptions of authentic storytelling as a marketing tactic, and marketing materials addressing social and environmental issues, the analysis was designed to test Hypothesis 1 (H1), which sought to ascertain whether there is a significant difference in the effectiveness of marketing campaigns targeting Millennials and Generation Z.

According to the descriptive data, consumers gave their brand experience a higher rating on average (mean = 3.73) than they did for marketing strategies that really convey stories (mean = 4.00) and for products that address social and environmental concerns (mean = 4.36). A modest negative association between brand experience and authentic storytelling ( $r = -0.077$ ) and between brand experience and marketing materials emphasizing social and environmental problems ( $r = -0.151$ ) was found via correlation analysis. There was also a marginally favorable link ( $r = 0.362$ ) between authentic storytelling and marketing materials addressing social and environmental concerns.

The model summary revealed that only 2.3% of the variation in brand experience was explained by the predictors of authentic storytelling and marketing materials addressing social and environmental concerns ( $R$ -squared = 0.023). The  $F$ -test result was non-significant ( $F = 0.624$ ,  $p = 0.540$ ), which further supports the idea that the predictors had no appreciable influence on brand experience. This non-significant result was verified by the ANOVA table, which had



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an F-value of 0.624 and a p-value of 0.540. Both authentic storytelling (Beta = -0.025) and marketing materials that addressed social and environmental concerns (Beta = -0.142), according to the coefficient analysis, did not statistically significantly affect brand experience.

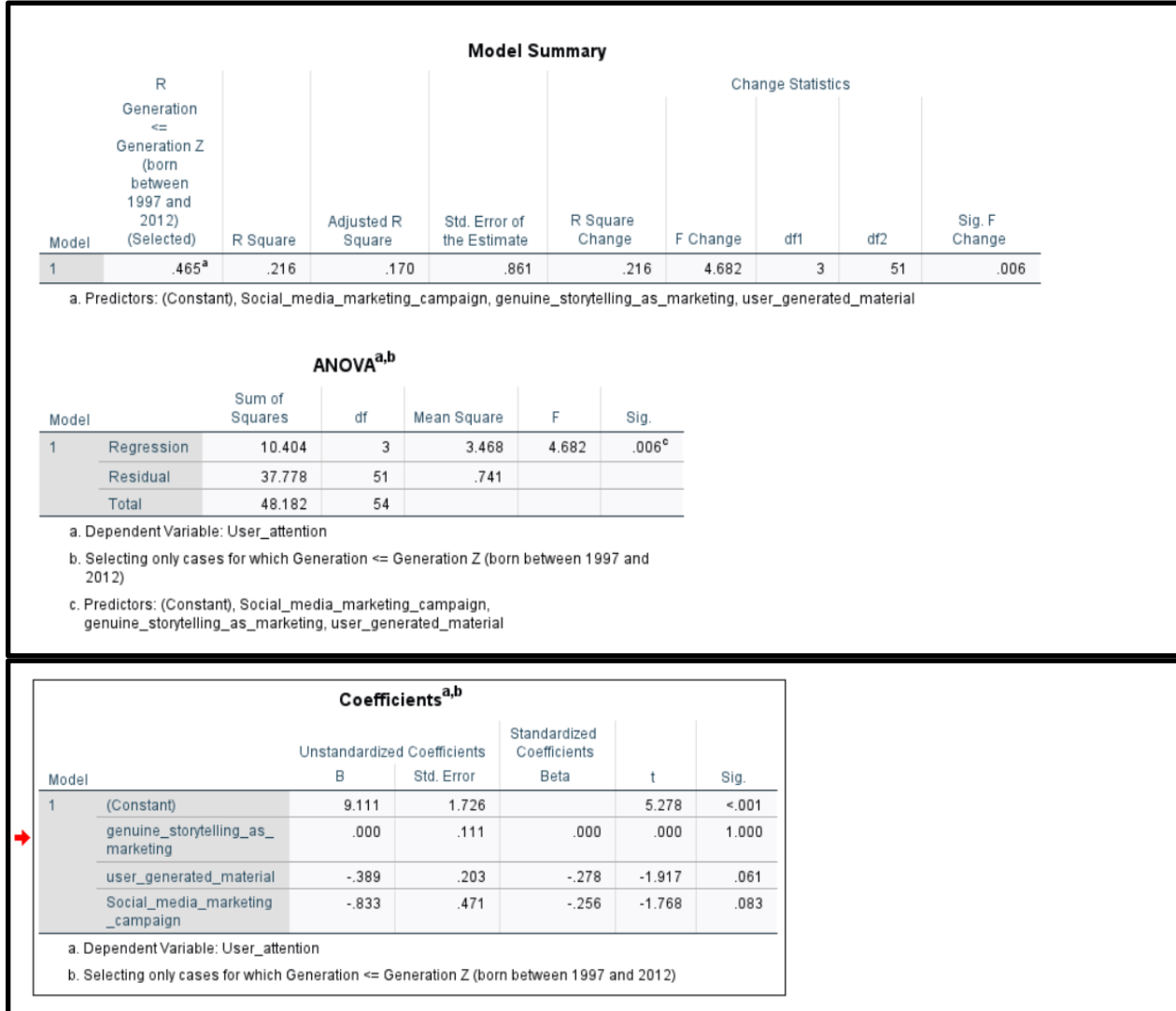
Therefore, it can be said that Hypothesis 1 was not supported by the study. Regarding brand experience, real storytelling as a marketing technique, and marketing materials addressing social and environmental concerns, there was no discernible difference in the efficacy of marketing efforts aimed towards Millennials and Generation Z. Genuine storytelling and marketing materials emphasizing social and environmental problems were predictive, but they did not statistically significantly affect brand experience (Grau et al. 2019). Henceforth, these specific results imply that, despite the variations in generational traits and preferences, marketing initiatives seem to be equally successful at capturing the attention of Generation Z and Millennials in terms of brand experience.

Descriptive Statistics <sup>a</sup>			
	Mean	Std. Deviation	N
User_attention	4.18	.945	55
genuine_storytelling_as_marketing	4.00	1.054	55
user_generated_material	3.91	.674	55
Social_media_marketing_campaign	4.09	.290	55

a. Selecting only cases for which Generation <= Generation Z (born between 1997 and 2012)

Correlations <sup>a</sup>					
		User_attention	genuine_storytelling_as_marketing	user_generated_material	Social_media_marketing_campaign
Pearson Correlation	User_attention	1.000	.000	-.410	-.399
	genuine_storytelling_as_marketing	.000	1.000	.000	.000
	user_generated_material	-.410	.000	1.000	.516
	Social_media_marketing_campaign	-.399	.000	.516	1.000
Sig. (1-tailed)	User_attention	.	.500	<.001	.001
	genuine_storytelling_as_marketing	.500	.	.500	.500
	user_generated_material	.001	.500	.	.000
	Social_media_marketing_campaign	.001	.500	.000	.
N	User_attention	55	55	55	55
	genuine_storytelling_as_marketing	55	55	55	55
	user_generated_material	55	55	55	55



**Figure 6: Correlation and Regression**  
(Source: SPSS)

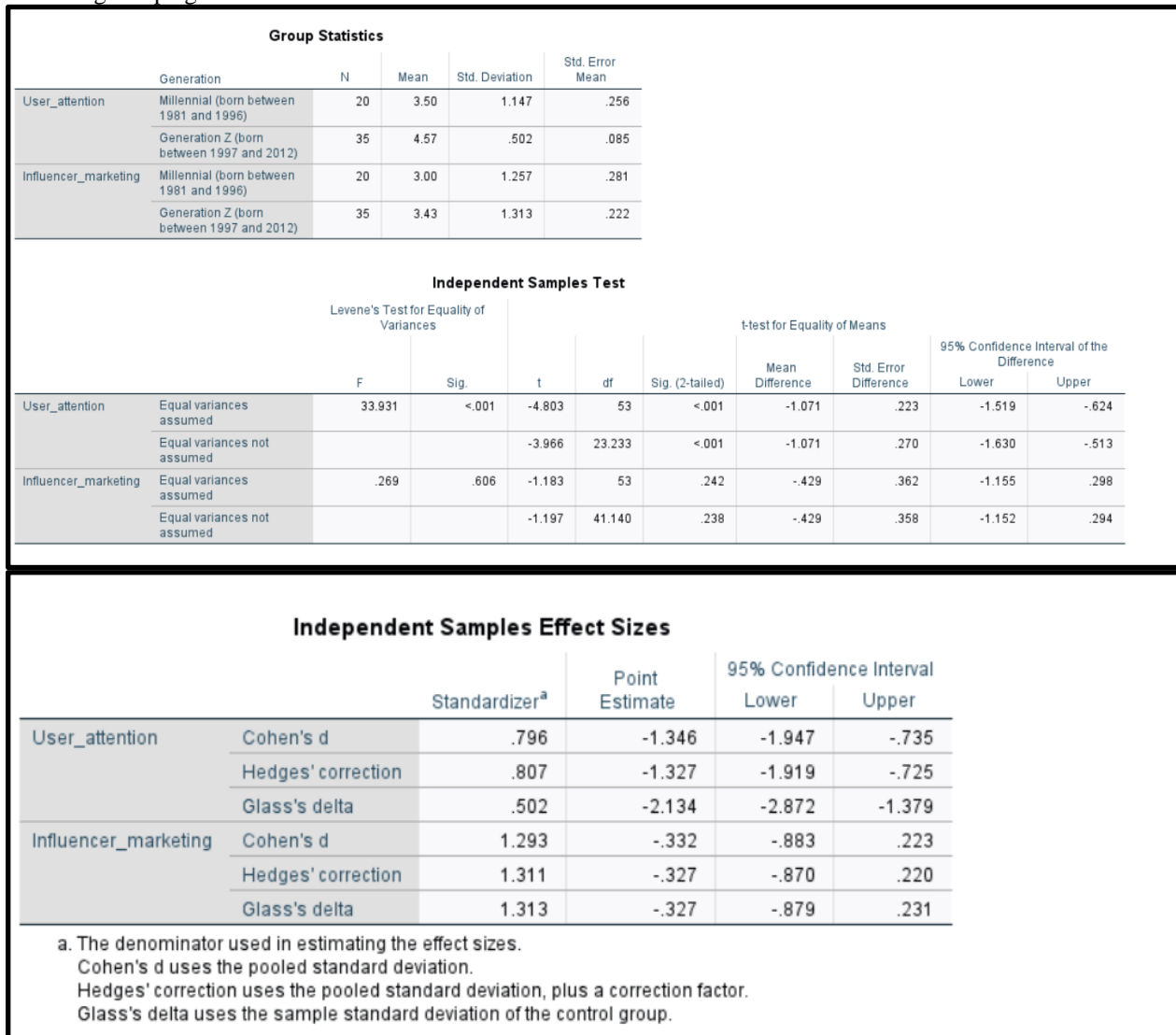
The figure above intends to test Hypothesis 2 (H2), which examines the link between marketing campaign components and user attention among Millennials and Generation Z, using a valid sample size of 55 respondents for the chosen generation. According to the descriptive data, user attention (mean = 4.18) consistently outperforms user-generated content (mean = 3.91), authentic storytelling as a marketing technique (mean = 4.00), and social media marketing campaigns (mean = 4.09). This implies that participants focused more on the overall marketing efforts than on particular components.

Since real storytelling does not directly affect user attention, the correlation study finds no significant link between user attention and it ( $r = 0.000$ ). The correlation between user attention and user-generated content ( $r = -0.410$ ) or social media marketing initiatives ( $r = -0.399$ ) is also insignificant.

According to the model summary, the predictors (social media marketing campaigns, authentic storytelling, and user-generated content) account for 21.6% of the variation in user attention ( $R\text{-squared} = 0.216$ ). The model is statistically

significant according to the F-test ( $F = 4.682, p = 0.006$ ), indicating that at least one of the variables significantly affects user attention. The relevance of the predictors is further supported by the ANOVA table, which has an F-value of 4.682 and a p-value of 0.006.

Both social media marketing campaigns and authentic storytelling as a marketing tactic do not significantly affect user attention, according to the coefficient analysis (both  $p > 0.05$ ). User-generated content, however, very slightly affects user attention ( $\text{Beta} = -0.278, p = 0.061$ ). According to the findings of Hypothesis 2 (H2), Millennials and members of Generation Z may be somewhat more attentive to user-generated content. However, social media marketing efforts and true storytelling as a marketing tactic have little to no effect on user attention (Nuzulita & Subriadi, 2020). The predictors explain 21.6% of the variation in user attention when taken as a whole, suggesting that other variables that were left out of the research could potentially be important in attracting the attention of these target audiences during marketing campaigns.



**Figure 7: Independent Sample T Test**  
(Source: SPSS)

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In comparison to Millennials (mean = 3.50), Generation Z respondents exhibit better user attention on average (mean = 4.57), according to the Group Statistics table. In a similar vein, Generation Z respondents show a little greater degree of influencer marketing than Millennials (mean = 3.43 vs. 3.00).

In order to determine if there are significant changes in user attention and influencer marketing between the two generational groups, the Independent Samples Test was used. Levene's test for equality of variances for user attention revealed uneven variances ( $F = 33.931$ ,  $p = 0.001$ ). As a result, the t-test for equality of means with presumed equal variances was used. According to the findings, there is a statistically significant difference between Generation Z and Millennials in terms of user attention ( $t = -3.966$ ,  $df = 23.233$ ,  $p = 0.001$ ). User attention is much greater among Generation Z respondents than among Millennials (mean difference =  $-1.071$ ).

Levene's test revealed equivalent variations in influencer marketing ( $F = 0.269$ ,  $p = 0.606$ ). Millennials and Generation Z did not exhibit any statistically significant differences in influencer marketing, according to the t-test for equality of means ( $t = -1.197$ ,  $df = 41.140$ ,  $p = 0.238$ ). The magnitude of the differences was determined using the Independent Samples Effect Sizes. Glass's delta predicts a medium impact size (delta = 0.502), although Cohen's d and Hedges' correction both imply a significant effect size for user attention (d = 0.796 and 0.807, respectively). Cohen's d, Hedges' correction, and Glass's delta all show a substantial impact size for influencer marketing (d = 1.293, 1.311, and 1.313, respectively).

Through the help of showing that there is a significant difference in user attention between Millennials and Generation Z, the study proves Hypothesis 3 (H3). Henceforth it is evident that compared to Millennial respondents, Generation Z respondents show more user attentiveness. Furthermore, despite both groups demonstrating a big impact size, the study reveals a significant difference in influencer marketing between the two groups. These results imply that marketing tactics, especially those involving influencer marketing, may be more influential and successful in grabbing Generation Z's attention than Millennials (Adetayo & Williams-Ilemobola, 2021).

### DISCUSSION

The findings revealed that there was no significant difference in the efficiency of marketing activities in producing favorable brand experiences between the two generations. Millennials and Generation Z had comparable levels of brand engagement, indicating that marketing efforts effectively reach both cohorts. In terms of user attention, the investigation found that user-generated content has a modest effect, but true narrative and social media marketing efforts have no meaningful effect (Mulvey et al. 2020). This research emphasizes the significance of creating interesting user-generated content to successfully grab the attention of both Millennials and Generation Z.

However, there was no substantial difference between the two demographic groups in the context of influencer marketing. Both Millennials and Generation Z reported a comparable amount of influencer marketing impact, demonstrating that influencer marketing may be an effective method for altering brand perception in both cohorts. At the same time, research of demographic data confirmed the parallels in marketing preferences and engagement behaviors between Millennials and Generation Z. Therefore, it can be said that Genuine storytelling, user-generated content, and social media marketing initiatives elicited comparable reactions from both groups (Mandagi & Aseng, 2021). This shows that marketers may use a cohesive strategy to successfully engage both generations.

Finally, the research found that marketing initiatives aimed towards Millennials and Generation Z exhibit commonalities in terms of brand experience, marketing preferences, and engagement behaviors. Influencer marketing has also evolved as a powerful approach for affecting brand image across both generations (Oksa et al. 2021). It is critical to provide appealing user-generated content in order to successfully catch user attention. Understanding these insights allows marketers to fine-tune their tactics for establishing long-term brand connections with both Millennials and Generation Z, utilizing commonality while recognising significant variations between two powerful consumer categories.

### CONCLUSION

In conclusion, this comparative examination of marketing strategies aimed towards Millennials and Generation Z revealed interesting parallels, contrasts, efficacy, and impact. For instance, this study sought to discover how marketing efforts correlate with these significant demographic groups, as well as how marketers may modify their methods to successfully engage both generations. There was a significant difference between marketing impact on the both chosen generations. In terms of brand experience, the findings showed that there was no substantial difference in

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the success of marketing initiatives between Millennials and Generation Z. Now, it was found that both these cohorts had a comparable degree of brand engagement, which most of the time indicating that marketing efforts were effective in establishing favorable brand experiences for both generations. Henceforth, from this result one thing was clear that the necessity of creating inclusive and attractive marketing efforts that engage with Millennials' and Generation Z's beliefs and tastes is imperative nowadays. Finally, demographic data analysis revealed similarities in marketing preferences and engagement behaviors across the two generations. It was revealed that Genuine storytelling, user-generated content, and social media marketing initiatives elicited comparable reactions from Millennials and Generation Z. In this regard, this study showed that marketers may use a unified marketing strategy that coincides with both cohorts' similar interests and behaviors.

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## APPENDIX: QUESTIONNAIRE

Your Age:

18-24

25-30

31-35

36-40

41 and above

Gender:

Male

Female

Non-binary

Which generation do you belong to?

Millennial (born between 1981 and 1996)

Generation Z (born between 1997 and 2012)

I like how realistic and genuine storytelling is used in marketing initiatives.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Marketing material that speaks to social and environmental issues I care about will probably get my attention more often.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

My attention is drawn to and engagement is prompted by interactive and gamified marketing initiatives.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

I become interested in and want to engage in user-generated material, such challenges and competitions.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Platforms on social media are useful tools for finding new goods and services.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Influencer marketing initiatives, in my opinion, are more dependable and relevant than conventional advertising.

Strongly Disagree

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Disagree  
Neutral  
Agree  
Strongly Agree

My entire brand experience is improved by personalised marketing communications that take into account my interests and preferences.

Strongly Disagree  
Disagree  
Neutral  
Agree  
Strongly Agree

Response Sheet

1. Your Gender: 2. Which ge I like how r Marketing My attentio I become i

1	2	1	4	4	5	2
2	2	1	5	5	2	4
3	2	1	1	4	4	4
4	1	2	4	4	4	4
4	1	2	5	4	5	4
1	2	2	4	5	4	4
2	2	2	5	5	5	4
1	1	2	4	4	5	4
2	2	2	4	5	4	4