

Original Paper

Designing a Sales Marketing Model for Generation Z

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Abstract

In the world of business and the age of information development and the emergence of new information technologies; Generation Z, due to its special feature in the focus component that leads them to a short-range of attention or decentralization and has a sophisticated filter that makes this generation extremely fast and focus on the target content and avoid ads that interest them is not; Special attention has been paid to companies to provide services and products. Born between 2000 and 2014, this new generation has conveyed to managers, business leaders, and marketers that they need to pay more attention to new and faster technologies in order to succeed in working and doing business with the next generation. What makes this generation more important than other generations in marketing; The high population of these consumers and its growing trend around the world and in the United States; Their interest in using new digital technologies towards adults, being digital natives or in other words, synchronizing with this technology almost from birth; Generation Z has a special impact on business and their willingness to buy from ethical and responsible companies and has convinced managers and marketers that in order to reach new customers, it is necessary to consider this new generation more than before and Include in the sales and marketing policies of their products or services.

Keywords

sales marketing, generation z, social media

1. Introduction

With the beginning of the 21st century, the world has undergone dramatic changes in all dimensions, especially market competition, technological innovations, and customer needs. These changes have refined many business priorities and strategic visions. Accordingly, in today's complex, dynamic, and highly variable environment, companies need to design and adopt strategies that can help them improve their performance; Because in such a competitive environment only; Companies are able to survive if they are not left out of the competition and adapt to the changing and dynamic conditions of the

competitive market. Marketing capability is one of the factors that affect the company's performance. This feature is an integrated process in which companies use tangible and intangible resources to understand the complexity of specific customer needs, achieve a relative differentiation of products in order to gain competitive advantage, and ultimately achieve appropriate brand quality. Hence, marketing is considered an important source to increase a company's competitive advantage (Choi et al., 2011).

However, What makes marketing capabilities valuable; It is not just their formation and existence that matters, but the extent and manner in which they affect performance. Factors such as market orientation, management capability, brand capability, innovation capability, customer acquisition capability, and retention, which are part of marketing capability, seem to affect companies' success in marketing their products and services (Bianchi, & Drennan, 2013). Perhaps this is why some contemporary thinkers believe that marketing has a cultural nature because marketing deals with finding deep awareness of consumers and identifying their needs and desires, consumer behavior, and responding appropriately to these needs and desires; Hence, marketing falls into the realm of cultural specialties.

Consumer behavior focuses on why and how the customer chooses to spend money to buy goods and services; But assessing actual consumption behavior is challenging; Because distributing and collecting questionnaires at the time of consumption and purchase is a difficult and costly task (Funk et al., 2016). This behavior includes the mental, emotional, and physical activities people use when purchasing, using, and disposing of products and services that satisfy their needs and desires. In other words, consumer behavior includes a set of psychological and physical processes that begin before purchase and continue after consumption, including the knowledge and feelings that people experience and the actions they take in the consumption process. It also includes components of the environment that affect this knowledge, emotions, and behavior. Thus, consumer behavior is dynamic because the knowledge, thoughts, and feelings and consumer behavior individually and the target consumer groups and society as a whole are constantly changing (Lee et al., 2016).

A review of previous studies shows that despite the importance of the age group of 7 to 21 years and their major share in the consumer market and the family basket, in marketing strategies often due to the employment of the age group (20 to 37) years on sales and Marketing is focused on millennials or young people in this age group, so; Gen Z is on the rise, and marketers, along with millennials, have taken a keen interest in this group of teens, known as the iPad generation or digital babies. At first glance, though, the Millennium Generation and Generation Z may look very similar. But if you look a little deeper, you will notice the subtle differences between the two generations. Therefore, examining and finding these nuances is very important to determine the marketing strategy (Priporas et al., 2017). The most important feature of Generation Z is the strong presence of social networks in their lives. For this reason, their content marketing strategy should be determined according to their interests and needs. This generation, sometimes known as Generation i, refers to those born between 1995 and 2010, who make up about 32% of the world's population (Bernstein, 2015). These people are well-versed in the

digital field and have grown up with mobile phones, and unlike millennials, they have not seen the time before the internet. The attention span of these people is about 8 seconds, which is four seconds less than the attention span of millennials, and you, as a marketer or business owner, have only 8 seconds to draw the attention of this group to your product. As this generation has grown up with the Internet, they resist advertising. Therefore, you can not achieve your marketing goals to attract these customers to your brand just by advertising. Interacting with audiences and customers is key to their success (Fotiadis & Stylos, 2017).

Unlike Millennials, they do not want to hear anything about why your product is so amazing, but because of pragmatism, growth in a recession, excessive willingness to save, and the importance of brand authenticity for the price they pay. Know what your product will do for them. In other words, they want to know what experience your product will bring them. Generation Z is smarter than its predecessors. People of this generation do not easily trust and get complete information about it before buying from a mall. If you want to be attractive to Generation Z, maintain your credibility on social media. Because Generation Z members rely more on brand awareness to make purchasing decisions, it is essential that sellers form a transparent and credible relationship with people of this generation so that they can gain their trust and bring and convert them to their loyal customers. Also, due to the great variety of brands for this group and to avoid their confusion, you need to give them content that will persuade them to choose your brand from all these brands (Van den Bergh & Behrer, 2016).

Statistics obtained from the introduction of Facebook live service in 2016 and IGTV Instagram service in 2018; implies that video content will shape the future of the Internet. Also, according to studies, Generation Z people have been found to watch an average of 68 videos a day on five different platforms. A review of these statistics suggests that if you; If you want to attract this group of people to your product, it is better to invest in suitable types of videos and distribute them in channels with the highest rate of return. These platforms are like a two-way communication bridge between the company and the customer. Adding a human touch to advertising messages also increases their appeal. Ultimately, your credibility makes your audience, especially Generation Z, take your words seriously. With all these interpretations, corporate and marketing executives need to use social media to showcase their history, purpose, and uniqueness. They need to research and see how video content can help them create a unique brand persona, educate their audience and tell a story that appeals to their target customers (Taylor, 2016). Given the popularity of virtual social networks in today's world and the role, this space has played, especially in the United States in the last decade. Also, teenagers have found luck in social networks for social interactions and role-playing. The growing importance of virtual media as a powerful alternative to other media so that today these media have become an integral and obvious part of our daily lives; In a way, it can be said that it is not possible to do things without them, but of course, marketing and sales are no exception to this rule.

US industries to make good use of this market due to the consumption behavior of this generation to have a more prominent presence and attract these potential customers; It needs to identify and evaluate

all the indicators that affect the performance of organizations' marketing system, from advertising planning to distribution channels, behavior and customer relations. For this reason, to make the most of this potential (the scope of activities of virtual networks and the success of Z generation), we decided to study in more depth in this field to design a marketing model for this age group. In this way, we can make more use of elements such as advertising, providing information, creating awareness and changing attitudes, and creating a positive image and customer loyalty. Accordingly, the present study seeks to answer the question of what is the sales marketing model for Generation Z in the United States? It is therefore assumed; Factors identified in sales marketing for Generation Z in the United States (7-21 years) are related.

2. Literature Review

Tatari et al. (2019), in an article entitled "Designing a Model for Participation in Recreational Sports with a Marketing Approach"; this study aimed to design a model for participation in recreational sports with a social marketing approach. The statistical sample of the present study consisted of all public sports boards and the sports organization of the municipalities of the provincial capitals. The sampling method was performed using Morgan table due to the large number of members of sports and sports boards of municipalities, 385 people were selected as the final sample. The results showed that the impact factor of the components related to social marketing (social marketing mix) are high and significant values, and among all three of them, social marketing relationships have a stronger impact factor, followed by participation costs and accessibility.

Anjam et al. (2020) in a study entitled "Designing and explaining the ethical marketing model and its implications for children in the field of textbooks." The research was a combination of exploratory research. In the qualitative section of the community of experts in the field of ethical marketing in the non-textbook publishing industry, 20 people were selected using the snowball method. The research tool was the interview, and the data analysis method was the foundation data approach. In a small part, the parents' population was children between 2 and 6 years old, and 385 people were selected by the available sampling method. The questionnaire tool and statistical analysis method was partial least squares approach. The findings showed; In the qualitative section, the total number of codes in two interviews 5 and 9 was equal to 165 codes. Also in the quantitative section, standard factor loads were 0.41 and 0.969. The combined reliability coefficient for all structures is greater than 0.519, indicating the measurement models' convergent validity. Finally, the T-statistic in all relations is higher than 1.96, and the path coefficient in all relations was positive, proving the approval of the model designed based on data theory.

Priporas et al. (2017), in an article entitled "Generation Z Consumer Expectations of Intelligent Retail Interaction,"; The purpose of this article is to examine the current perceptions, expectations, and recommendations of Generation Z consumers in terms of their future interaction in the field of smart retail. To do this, a qualitative method was used. The approach was conducted by conducting a series of

semi-structured and in-depth interviews with 38 university students in the UK market. The findings show that smart technologies significantly impact Z-generation consumer experiences. In addition, this particular group of consumers expects various new devices and electronic processes to be widely available, thus offering more consumers independence and faster transactions. In addition, they expect this technology can provide more information for informed purchasing decisions. Interviewees also stressed the importance of educating consumers about new smart retail apps and how to use them. In addition, some participants were skeptical about the effects of further smart retail growth in a labor market segment.

2.1 Concept of Generation Z

Generation Z, sometimes cited by demographers, marketers, and psychologists as an important point in research by business professionals; It is characterized by the use of social media (Giunta, 2017). As noted by Renfro (2012) and Mueller (2011), this group of users is between the ages of 7 and 21, and although the target range for marketers is between the ages of 11 and 16; But due to the high diversity and benefit of multicultural characteristics due to the high population in the United States and other countries are always considered by service providers and goods. This generation of young consumers, mostly in the 14- to 19-year-old age group; Generation Z, is also subject to change with age. Generation Z is also known as Generation I, Next Generation, New Silent Generation, Internet Generation, or Generation M (Millennium or Multitask). This generation is very comfortable with new electronic technologies are often referred to as digital natives (Slavin, 2014). This generation born in the digital world always uses comprehensive information communication technologies to communicate with each other and the world; They also seek to experience events that take them out of their safe zone. Therefore, they are always looking for active participation and leadership and sharing their experiences and stories with their peer group; however, they may be in contact with and listen to adults, probably because they think they are less understanding. This issue is important for understanding the Z generation members and marketing and providing services to them (Slavin, 2014).

Thomas (2000) describes this group as somewhat explicit, idealistic, and pragmatic. They are as optimistic as the millennial generation (Generation Y). They show introspection and intellectualism, as well as being very smart and capable in technology, and without a memory of pre-Internet history, and thus believe that computer technology is common and that social networks are considered normal; They are also comfortable using various social media sites and network platforms. Therefore, they are part of the society that is easily immersed in the emergence of technologies. Because this generation is very active in using new electronic technologies; As Mueller (2011) points out that they have no problem sharing the most intimate details of their lives with virtual strangers. On the other hand, this group pays little attention to video bloggers or bloggers who enjoy publishing digital content brands (Lyon, 2010; Micoleta, 2012; Benhamou, 2015).

On the other hand, like Generation Y, Generation Z is very creative. They prefer a levelless organization to a hierarchy in the workplace (Benhamou, 2015). They believe that they are capable of

multitasking. But the, Generation Z is, in many ways, different from its older counterparts in earlier eras. For example, “Generation Z is growing in a period of complexity. Generation Z does not want to be tracked and prefers to interact secretly or live, like Snapchat, to communicate through cyberspace. Generation Z Eight Seconds so it prefers to communicate through images, icons, and symbols over text. This generation operates on five screens (smartphone, TV, laptop, desktop, multifunction iPad); this generation experiences the fear of loss, so they are always looking to plan and train for early employment, and sometimes form “school hackers (Elmore, 2014; Glum, 2015).” According to a research report, 40% of this generation, compared to 10% of the previous generation, expect to work for themselves at some point. Compared to their older counterparts, they prefer the integration of practical experiences in the field of study (Williams, 2015). It is important to remember that this generation has a unique personality and is always involved in extracurricular activities, family commitments, and other social affairs (Crappell, 2013). Generation Z is the first generation born with complete electronic technology and has spent its formative years using Internet operating systems. Operating personal computers, mobile phones, gaming devices, MP3 players, and the Internet. Social networks like Facebook are common for them (Lyon, 2010). This generation has grown up with the touch screen of “smart” phones from the social network to share virtual friends who may never meet in person from shared operating systems, including YouTube, which is often accessible by this group. And the extensive capabilities of social networks are especially used because of the possibility of anonymity and the possibility of quick deletion (Elmore, 2014; Glum, 2015). Of course, despite the fact that this generation is technologically advanced for their age, they also have less outdoor activity than other members of the age group and prefer a sedentary lifestyle. In addition, due to the rapid movement of communication technology, They sought immediate satisfaction (Crappell, 2013; Benhamou, 2015). This generation also found information from various sources, including YouTube, when writing research articles (Glum, 2015). For educators, too, they are “independent, stubborn, pragmatic, and always in a hurry” and speak in abbreviated terms to their generation. They are “self-taught” because they learn new things through self-help videos. Researchers on Generation Z spend an average of more than three hours a day in cyberspace (Benhamou, 2015).

2.2 Z Generation Sales Marketing

Over the past few years, marketers in all industries and groups have been obsessed with connecting with different generations and how to reach them and make meaningful connections with their company brands. But due to its unique features and the non-traditional approach it has taken in its life stages, this deceptive generation has made marketing more challenging for them than any previous generation. Generation Z has some core beliefs that all sellers and marketers should understand. First, this generation is always looking for products and messages that reflect reality and not an ideal life or product, An important distinction for retailers who are still looking to deliver their products to the target market flawlessly. This generation simply does not respond to this traditional concept and perfectionist image like previous generations (Smith, 2012). They respond to independence and entrepreneurship,

self-direction, and a spirit of intelligence. So it works with the messages that pursue this goal. Previous generations expect success, But this generation is looking to build ways to succeed. Although melinals are a generation of customer service, Generation Z designs its unconventional paths for this purpose. Generation Z is a generation of highly educated thinkers, equipped with technology, innovators, and innovators. They are looking for a solution on their own (Bassiouni & Hackley, 2014). They decide to build things on their own. With this level of orientation and purpose, it is not surprising that this generation is able to shape its own style. They challenge traditional ideas and performance when it comes to style and design. Therefore, brands must understand that this generation wants to take every piece of it and market its services and products; They need to create products and a marketing system that will enable this generation to be their best. They should also create places such as stores, websites, and online forums where Generation Z welcomes sign-in, brands that offer goods and experience that helps this generation gain credibility and define and express your lifestyle, and succeed with this group (Fister-Gale, 2015).

Generation Z is digital natives; However, millennials grew up with computers in their homes. But Generation Z is the first generation to be born into the digital world. They do not know the world without PCs, cell phones, gaming devices, and MP3 players. They live online, share the details of their lives across dozens of operating systems, and dictate what they like and dislike with a tweet, post, or status. This generation expects actually to engage with their favorite brands in this work. So brands, like millennia, cannot simply embrace “technology.” They also need to be digital indigenous and create a robust, integrated business experience in the digital and mobile store. It’s shocking how few retailers have achieved this. To reach this generation, it is very important to reach them through two-way conversations that start online. Digital and social presence, as well as sharing a large number of free digital experiences where Z-generation audiences can connect and share their brand loyalty, maybe the best marketing feature (Fowler & Bridges, 2010).

Generation Z has an open and adaptable mindset, with an estimated 72 million people in this population, it is wiser for companies to broaden their horizons to include Generation Z in their strategic plans. Brands that develop precise marketing strategies that relate to the values of the younger collection and offer a better digital experience, both online and in-store, will be successful among this new, young and powerful generation (Bernstein, 2015).

2.3 Z Generation Marketing Strategy

- 1) Be prepared to respond to the remarkable purchasing power of the Z generation. Generation Z will have \$ 44 billion in purchasing power.
- 2) You should put aside traditional marketing methods for Generation Z. Say goodbye to high-paying actors in advertising your product and service. Your products and services must meet the needs of this generation of values. Take a storytelling approach. Explain to your customers how your product or service can help them. Make your sales platform relevant, easy and understandable.
- 3) Create fast and effective content for this generation of consumers; For Generation Z, the average

attention span is eight seconds, So you have the opportunity to sell in eight seconds or less. To use this short time, you have to have an Instagram or Snapchat account, or even Facebook! (Use for fast ads with fleeting content).

4) Use each social media platform differently. Unlike Millennials, Generation Z has had easy and fast access to the Internet and social media for most of its life. For this reason, they rely on social networks for a variety of reasons, so checking their account at least every hour. Advertise the image. For example, since this generation uses Instagram to showcase their dreams, you need to create content that revolves around their dreams and nothing more.

5) Sales are not the end of the game; This is a result-oriented group generation, so do not sell the product to them. Instead, divert your thinking to good things in life.

6) Ensure the superiority of your technology design; Automation and self-service are trends that increase to appease this generation of technology-based and self-taught consumers, but the key to automation is to do it right. Companies need to make sure that their technology design is superior and meets the buyer's expectations otherwise, buyers will not consider it a quality purchase option, thus out of goodwill towards the brand as well as your product or service is reduced (Fromm & Read, 2018; Ninan et al., 2020).

7) Do not label them; Unlike the elderly, they do not want to be called or referred to as a group.

8) entertain them; Generation Z has spent their entire lives online, which affects their interactions. Although this generation is not as disgusted with advertising as their older counterparts, they expect originality, fun interactions, and experiences that give them what they need before they speak; Provide. To win with Generation Z, marketers must go from awareness to fun, from fame to authenticity.

9) Using the video communication lever, Generation Z never uses voicemail and prefers text to email. They watch fast, one to three-minute movies on their phones. If you want to involve them in all stages of the sale, the video should be your option.

10) Use mobile strategy; Your company needs to articulate its products and services clearly through a mobile strategy. Say goodbye to desktop web browsers and emails! And take advantage of Instagram, Facebook and SnapChat! They belong to this category.

11) Provide information to them; Generation Z likes to know consumers and wants to know who it trades with. Share your company message, and be transparent and accurate in your products.

12) Focus on customer experiences (Fromm & Read, 2018; Anjum et al., 2020; Ninan et al., 2020).

3. Methodology

In this study, 16 questions were asked in the questionnaire, and the answers were presented on the Likert scale. The questionnaire questions were divided into four different categories; Categories include:

Social media trust questions for marketing and selling products.

Category Questions Positive comments on social networks for marketing and selling products.

Category of questions influencing the sales decision on social networks.

Category of questions on the accuracy of ads on social networks.

Cronbach's alpha internal consistency method was used to evaluate the reliability of the questionnaire.

The results of this test show that the reliability of the test through Cronbach's alpha for all questions is 0.954, which is appropriate. This means that the test results have the desired level of accuracy and reliability. (Table 1)

Table 1. Reliability of the 16-Item Questionnaire

Cronb.'s α	Number of questions
.954	16

The findings of the loop test show that if any of the questions are omitted, the reliability is reduced or remains unchanged. Therefore, it can be concluded that all questions are valid questions, and there is no need to remove them from the questionnaire or change any of them. In order to check the validity of the questionnaire questions, factor analysis was performed to evaluate the construct validity, and the factor structure of the questionnaire was determined. (Table 2)

Table 2. Reliability of the 16-Question Questionnaire if the Questions Are Omitted

<i>Questions</i>	<i>Average test in If the question is deleted</i>	<i>Test variance if the question is deleted</i>	<i>Correlation of the question with the whole test</i>	<i>Cronb.'s α if the question is deleted</i>
1	304.02	543.19	.38	.95
2	304.75	1956.61	.34	.95
3	304.43	1951.46	.48	.95
4	304.74	653.19	.53	.95
5	304.48	890.19	.63	.95
6	304.77	1936.52	.69	.95
7	304.67	1933.62	.68	.95
8	305.12	1959.97	.48	.95
9	305.15	1957.36	.50	.95
10	304.78	1942.83	.62	.95
11	305.73	1946.09	.59	.95
12	306.73	1980.26	.23	.95
13	305.48	1967.85	.39	.95
14	306.65	1972.84	.36	.95
15	305.88	1967.89	.32	.95

16	305.04	1939.67	.55	.95
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4. Results and Discussion

Description of the subjects of the dependent variable of the research:

Table 3. Description of Dependent Variable Items

Items	Strongly Agree	Agree	no opinion	Disagree	Strongly Disagree
Social media ads are useful	57.0	31.0	8.5	3.5	0.0
Social media ads help save time	44.5	16.0	17.0	11.0	11.5
Social media ads provide complete information about products.	47.5	21.5	21.0	6.0	4.0
Social media ads reflect correct information about products.	26.5	33.5	28.0	7.0	5.0
User comments on social networks act as a source for sales.	46.0	17.5	24.0	10.5	2.0
Advertisements on social networks help us to be careful when buying.	27.5	27.5	31.5	12.0	1.5
Social media ads live up to expectations.	34.5	24.5	28.0	10.0	3.0
It is easier to access information on social networks than in other media.	29.5	43.0	13.0	11.0	3.5
I have a habit of searching on social networks before buying.	24.0	38.0	15.5	19.0	3.5
Social media information affects purchasing decisions.	35.5	42.0	17.5	4.0	1.0
Social media ads help attract new customers.	23.0	41.0	25.0	8.0	3.0
Viewing social media ads from more authentic social media.	26.6	34.2	26.1	11.0	2.0
Social media marketing influences the sales decision of the brand.	28.0	26.5	28.0	11.5	6.0
Social media information is valid	30.5	24.5	27.5	15.5	2.0
Feedback from social networks is effective in sales decisions.	29.5	43.0	13.0	11.0	3.5
Information about products on social networks has more credibility than in other media.	24.0	38.0	15.5	19.0	3.5

In this section, the dependent variable items of the research will be described, which are examined in the following tables.

Table 4. Table of Mean and Standard Deviation of Variable

Items	Average	standard deviation	Max	Min	Skewness	Kurtosis
1	2.51	0.460	4.84	2.28	.341	0.352
2	2.08	0.425	4.60	2.23	.484	2.524
3	2.01	0.425	4.60	2.23	.678	0.464
4	2.08	0.425	4.60	2.23	.623	0.365
5	2.05	0.413	4.28	1.28	-.384	1.229
6	2.51	0.460	4.84	2.28	.341	0.352
7	2.95	0.425	4.60	2.23	.484	2.524
8	2.68	0.425	4.60	2.23	.526	1.072
9	2.56	0.425	4.60	2.23	.627	0.863
10	2.87	0.425	4.60	2.23	-.695	1.928
11	2.14	0.425	4.60	2.23	.678	0.464
12	1.55	0.425	4.60	2.23	.477	0.301
13	2.32	0.425	4.60	2.23	.500	0.487
14	2.44	0.425	4.60	2.23	.623	0.365
15	2.21	0.425	4.60	2.23	.585	1.568
16	1.02	0.425	4.60	2.23	.233	0.499

According to the above table, the total number of participants is 384. The average of the answers given for each question is calculated. An average score lower than 3 is a sign of relative satisfaction of the respondents with the questions, and a score above 3 is a sign of relative dissatisfaction of the participants with different questions.

According to the answers of the participants, it can be seen that the scores of the items of trust in social networks and positive opinion on social networks, and trust in social network users are less than 3, which means choosing the options of completely agree/agree/no opinion; If the subject of influence on decision-making is higher than 3, which means choosing more options, I have no opinion/I disagree. Thus, it can be seen that generation Z users trust social networks and social network users and generally have a positive opinion about social networks and marketing.

The absolute value of the coefficients of skewness and stretching, as it is known, is in the range of (2, -2) for most dimensions and variables, which indicates the absence of deviation of the distribution and curve of the variable in comparison with a normal distribution and does not have non-normal skewness and stretching.

Table 5. Frequency Distribution and Percentage of Respondents according to Gender Status

Gender	Number	Percentage
Man	200	55.3
Female	184	40.7
Total	384	100

As the data in Table 5 shows, of the total samples of this research, 55.3% of the samples are women, and 40.7% are men.

Table 6. Frequency Distribution and Percentage of Respondents according to University

University	Number	Percentage
Washington D.C.	220	57.3
Virginia	112	29.2
Maryland	34	8.9
Pennsylvania	18	4.7
Total	384	100

As the data in Table 6 shows, out of the total samples of this research, 57.3% of the samples are from universities in Washington DC, 29.2% from universities in Virginia, 8.9% from universities in Maryland, and 7.4% were from a university in Pennsylvania.

The score of trust in social networks for marketing and selling products. In this research, the answers to the questions were determined based on the Likert scale from 1 to 5, So that a score of 1 is a sign of confirming the question, and a score of 5 is a sign of not confirming the question by the participant. Regarding the category of trusting generation z users to social networks, it can be seen that the average of the answers given is less than 3, which means that most of the participants stated that they trust social networks for marketing and sales.

Positive feedback score to social networks for marketing and selling products. Regarding the question category of positive opinion to generation z users on social networks, it can be seen that the average of the answers given is less than 3, which means that most of the participants stated that they have a positive opinion on social networks regarding marketing and sales.

The score of the item influencing the sales decision on social networks. Regarding the question category of influence on the sales decision in the social networks of generation z users, it can be seen that the average of the answers given is about 3, which means that most of the participants stated that they have a positive opinion about social networks in terms of marketing and sales. The score of trust in the accuracy of advertisements in social networks. Regarding the category of trust in the accuracy of advertisements in social networks from the point of view of generation z users, it can be seen that the

average of the answers given is about 3, which means that most of the participants stated that they trust the accuracy of advertisements in social networks in terms of marketing and Sales have confidence. Participants' answers to questions based on four items based on ANOVA statistical test. The answers to the questions based on the Likert scale from 1 to 5 for each of the four items can be seen in the table below.

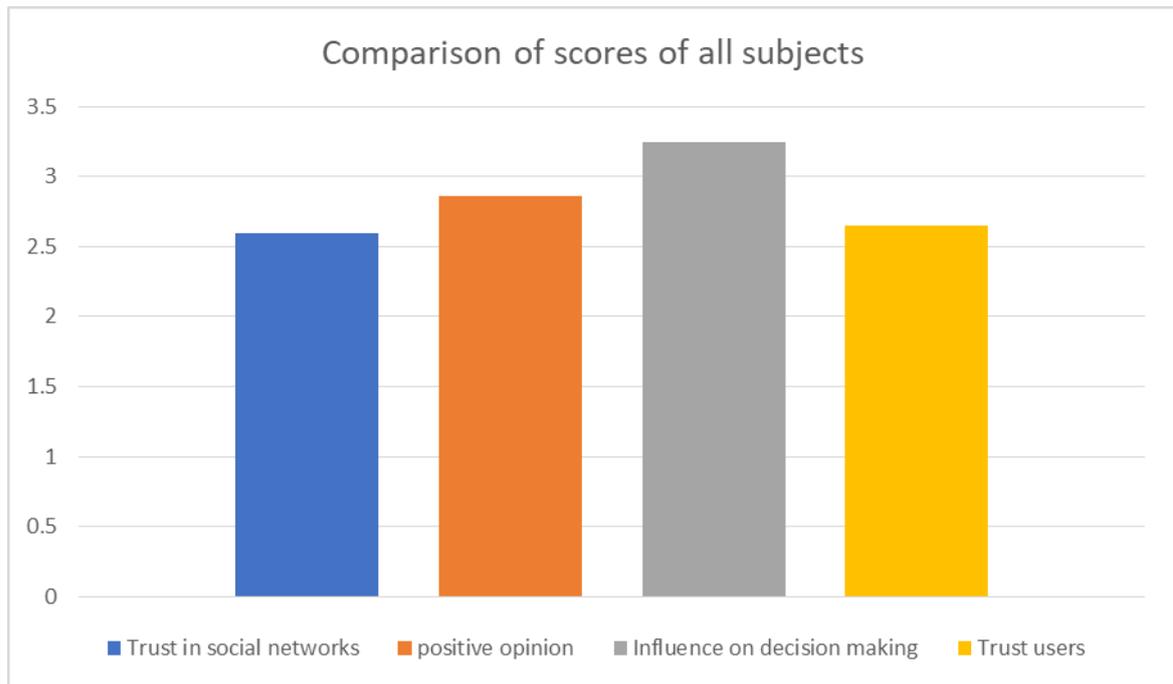


Figure 1. Comparison of Scores of All Subjects

According to the analysis of variance (ANOVA) table, the answers of the items vary between 2.5 and 3.3 scores, which means the answer is agree to no opinion. In other words, respondents generally trust social networks and social network users or do not have a negative opinion; Also, they do not have a negative opinion of social networks, and the impact of social networks on their decision-making from the point of view of marketing and sales is not negative.

Clearly, basic information cannot be obtained from raw data alone and should be summarized as much as possible by means of indicators. In this section, the description of the main variables of the research and related subjects is discussed.

Table 7. Descriptive Indices of Research Variable Items

Questions	Mean	standard deviation	Skewness	Kurtosis
1	3.18	1.088	-.192	-1.053

Questions	Mean	standard deviation	Skewness	Kurtosis
2	3.50	1.143	-.415	-.865
3	3.43	1.133	-.238	-1.024
4	3.59	1.147	-.495	-.872
5	3.00	1.201	-.030	-1.108
6	3.39	1.115	-.300	-.959
7	3.45	1.040	-.509	-.541
8	3.48	.977	-.592	-.219
9	3.60	.959	-.799	.238
10	3.75	.927	-.685	-.181
11	3.71	.885	-.620	-.110
12	3.95	.835	-1.205	2.162
13	4.12	.793	-1.153	1.864
14	3.74	.861	-.941	1.387
15	3.78	.892	-.660	.158
16	3.61	.906	-.436	-.133

As can be seen in the above Table, except for the fifth question of the honesty component of the moral intelligence variable, the average of all questionnaire items is greater than 3 (the average of the 5-option Likert scale). Also, the coefficients of skewness and elongation of the items are acceptable and indicate the collection of desirable and reliable data.

5. Conclusion

These studies show that Generation Z prioritizes saving money for the future compared to other generations. These data show the image of financial responsibility and prudence in consuming the z generation, probably because they grew up in the 2008 economic crisis. This behavior and mentality greatly impact brands because Generation Z prefers to own an item without a brand and logo and pay less instead. While z-generation marketing is very different from the usual marketing of older generations, it resembles the millennial or Y-generation that were born in the 1980s and 1990s. The strongest similarity is probably the flexibility of these two generations in the face of new technologies and their use in everyday life, But cultural values should be subject to the same approach, but there are obvious differences. Generation Z, for example, prioritizes saving money over millennials, so one of the biggest differences in Generation Z marketing is the emphasis on value and the desire to discount. Some experts claim that the personality differences that make Generation Z more competitive and less idealistic than Millennials also reflect their approach to dealing with financial issues. There is also a

difference in the personality traits of the z generation compared to the millennial generation. While both have a special and different tone than previous generations, the z generation prefers to live a simple life while the millennial generation is more serious. Generation z also openly criticizes itself, while the millennial generation is more self-conscious about its shortcomings.

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