



INFLUENCE OF DIVERSITY, EQUITY, INCLUSION, AND BELONGING (DEIB) STRATEGIES ON ORGANIZATIONAL PERFORMANCE: SUSTAINABLE DEVELOPMENT GOALS PERSPECTIVES NEP APPLICATIONS WITH REFERENCE TO SOCIAL MEDIA MARKETING

Prof. (Dr.) Broto Rauth Bhardwaj, Professor & Head, Research, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi- 110063

Muskan Sharma (Ph.D Scholar), Bharati Vidyapeeth (Deemed to be University), Institute of Management and Research, New Delhi – 110063

ABSTRACT

This study aims to attempt to evaluate the impact of social media marketing on Gen Z buying decision and the companies' promotional strategies. A sample of 125 Gen Z from Delhi have been taken to conduct interview and survey for this study. This is research proposal and intended research outcomes need to be mentioned. This study contributes to the existing works of literature by highlighting the impact of social media marketing on Gen z buying behavior and in expressing the brand's message to its target audience and how it used promotional techniques to keep its audience engaged. This study thus recommends that now the media of promoting goods and services have taken a drastic change due to the presence of Gen Z on the internet and have influence on their buying decisions. Very few studies have been conducted on the dynamics of social media marketing and how companies using it for promotional strategies to impact the Gen z buying behavior.

Keywords Gen Z, Social media marketing, buying behavior.

Paper type Research paper

1. Introduction

Generation Z, sometimes referred to as "digital natives", is the first generation to be surrounded by digital communication. They represent the most recent generation, born between 1997 and 2012. This generation consumes more content than any other age group, spending an average of 11 hours per day reading, liking and sharing content across all devices [3], They are most likely to be exposed to digital advertising on social media (SM), and they visit Instagram at least five times per day [19] This target audience enjoys communicating using graphics, unlike the previous generation, who preferred words and looked for original content.

Social media marketing involves effectively reaching a wide audience and connecting with customers through sites like Facebook, Instagram, Twitter, LinkedIn and TikTok. Social media marketing is critical to any small business marketing strategy and requires a well-thought-out plan [22,24] Your customers want interesting content as well as the ability to interact with you through direct messages and comments [29] Social media advertising can also help you generate leads and increase brand recognition.

Social media has recently been adopted as a key focus point for a company's overall communication strategy. Social media enables you to interact with extremely busy people and build relationships with them [28,30,31] If executed correctly, social media campaigns provide a platform to interact with a large number of consumers and have the potential to convey an organization's message more effectively and authentically [34], social media has recently been adopted as a key focus point for a company's overall communication strategy.

1.1. OBJECTIVES OF THE STUDY

- To identify the preferences, attitudes and opinions of Generation Z consumers as they relate to various companies and products.

- Examine the online shopping habits and journey of Generation Z.
- Examine the influence of social media marketing on Gen Z purchase decisions.

2. LITERATURE REVIEW

Chola et al [7] explained that Gen Z's constant presence on the Internet and social media makes them the most targeted customer category for marketers on digital platforms, and online shopping is one of the most popular trends among Gen Z. Members of Generation Z are "digital natives" who have never known a world without the Internet, computers, and mobile devices. The findings of this study show that the credibility attributes considered in the work of this project, namely knowledge, relevance, clarity, trustworthiness, and usefulness, play an important role in strengthening Gen Z's trust in social media influencers [17,18] It shows that trust in social media influencers influence Gen Z purchases. Behavior towards products and brands recommended and endorsed by influencers on social media platforms.

Artemova, A. et al [3] proposed that the increasing power of Gen Z as a consumer segment has attracted the attention of many companies today. Consequently, the main purpose of this article was to provide practical ideas for developing a successful social media marketing program to attract millennial consumers.

Mangold, W. G. et al [13] articles contend that social media is a hybrid aspect of the advertising mix because it allows businesses to speak to customers in traditional ways, while allowing customers to speak directly to each other in non-traditional ways. Administrators cannot directly control the content, timing, or frequency of social media-based interactions between consumers. This is in contrast to the typical integrated marketing communications paradigm, which involves a high degree of control [13,14] Consequently, managers must learn how to shape conversations with consumers in ways that align with the organization's mission and performance goals.

Jílková, P. et al [21] detailed the Understanding customer insights based on customer purchase behavior and understanding the deep emotions that drive Gen Z to purchase has become critical to campaign success. The purpose of this article is to examine the online shopping trends of Gen Z and compare them with the online shopping trends of people in general. First, this study shows the patterns of digital internet shopping among the population. Second, this study examines and compares the online shopping patterns of Gen Z.

Kilgour, M. et al [15] presented social media research is an exciting and rapidly expanding field. The purpose of this article is to discuss how businesses can effectively use new media as a marketing channel. Tailoring your message to your target audience and creating consumer engagement is a key element of an effective communications program. When defining an organization's social media communication strategy, two key target audience criteria were identified as important: the level of engagement with the brand and the level of engagement with that category.

3. RESEARCH METHODOLOGY

A mixed-approaches strategy combining qualitative and quantitative research methods can be employed to attain these study aims. To collect qualitative data about Gen Z attitudes, preferences, and values, surveys, focus groups, and interviews might be used. Furthermore, quantitative surveys and data analysis of internet shopping trends can provide a more comprehensive picture of their purchasing habits [20] A sample of Gen Z from Delhi have been taken to conduct interview and survey for this study. The study should strive to provide actionable information for firms and marketers seeking to develop successful marketing strategies that resonate with Generation Z and effectively tap into their potential as a key consumer group.

3.1. Research Design:

- a. Approach: This study will adopt a quantitative research approach to collect numerical data that can be analyzed statistically.
- b. Nature: The research will be descriptive and explanatory, aiming to describe the relationship between social media marketing and Gen Z buying decisions while explaining the underlying mechanisms.

c. Time Horizon: The study will be conducted over a period of [insert timeframe], ensuring adequate data collection and analysis.

d. Scope: The research will focus on Gen Z consumers aged between 18-24 years.

3.2. Sampling:

a. Target Population: The target population will consist of Gen Z consumers.

b. Sampling Technique: A convenience sampling technique will be employed due to practical constraints.

c. Sample Size: The sample size will be determined using a power analysis to ensure statistical validity.

d. Inclusion and Exclusion Criteria: Inclusion criteria will include Gen Z individuals who are active users of social media platforms. Exclusion criteria may involve individuals outside the defined age group or those not engaging with social media.

3.3. Data Collection:

a. Primary Data: Surveys will be utilized as the primary data collection method. The survey questionnaire will be designed to gather information on Gen Z's social media usage, buying behavior, and perceptions of company promotional strategies.

b. Secondary Data: Relevant literature, reports, and studies on social media marketing, Gen Z behavior, and promotional strategies will be reviewed to provide context and theoretical framework.

c. Instrumentation: The survey questionnaire will be pre-tested for reliability and validity before full-scale implementation.

4. DATA ANALYSIS:

4.1. Reliability Analysis

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.976	44

Figure 1

4.2. Factor Analysis

Communalities

	Initial	Extraction
custmr_percept	1.000	.723
soc_med_presnce	1.000	.782
prodct_appeal	1.000	.803
soc_med_behav	1.000	.754
prodct_image	1.000	.713
custmr_decision	1.000	.617
custmr_aware	1.000	.690
promotions_soc_med	1.000	.579
post_influence	1.000	.712
Advertise_influence	1.000	.788
Influence_custmr	1.000	.757

atmosphere_presnce	1.000	.737
custmr_expectations	1.000	.669
influence_behav	1.000	.715
infleunce_visit	1.000	.713
reco_expect	1.000	.679
like_comment_share	1.000	.661
wom	1.000	.700
accuracy_authenticity	1.000	.667
wom_easy	1.000	.642
prodct_arrangement	1.000	.716
caption_description	1.000	.665
wom_reviews	1.000	.699
engage_posts	1.000	.785
endorsement	1.000	.654
intent_appeal	1.000	.676
ambiance	1.000	.675
reviews_intent	1.000	.758

Extraction Method: Principal Component Analysis.
Figure 2

4.3. Total Variance Explained

Initial Eigenvalues				Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	21.915	49.808	49.808	21.915	49.808	49.808
2	2.047	4.653	54.460	2.047	4.653	54.460
3	1.841	4.183	58.644	1.841	4.183	58.644
4	1.662	3.778	62.421	1.662	3.778	62.421
5	1.256	2.854	65.275	1.256	2.854	65.275
6	1.145	2.602	67.877	1.145	2.602	67.877
7	1.109	2.521	70.398	1.109	2.521	70.398
8	.990	2.251	72.649			
9	.838	1.905	74.554			
10	.786	1.787	76.341			
11	.729	1.657	77.998			
12	.718	1.633	79.631			
13	.661	1.502	81.133			
14	.614	1.396	82.529			
15	.598	1.360	83.889			
16	.595	1.351	85.240			
17	.525	1.193	86.433			
18	.507	1.152	87.585			
19	.430	.976	88.561			
20	.417	.948	89.509			

21	.389	.884	90.393			
22	.387	.880	91.273			
23	.368	.836	92.110			
24	.337	.765	92.875			
25	.314	.715	93.589			
26	.304	.691	94.280			
27	.261	.593	94.873			
28	.254	.577	95.450			
29	.247	.562	96.012			
30	.190	.432	96.444			
31	.175	.399	96.843			
32	.169	.384	97.227			
33	.163	.371	97.597			
34	.156	.355	97.952			
35	.138	.313	98.265			
36	.127	.290	98.555			
37	.121	.275	98.830			
38	.102	.232	99.063			
39	.099	.225	99.287			
40	.093	.211	99.498			
41	.068	.154	99.652			
42	.058	.132	99.784			
43	.054	.122	99.906			
44	.041	.094	100.000			

Extraction Method: Principal Component Analysis.

Figure 3

4.4. Regression Analysis

Model Summary

	Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.453	.69260

Figure 4

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.268	4	13.567	28.282	<.001 ^b
	Residual	61.401	128	.480		
	Total	115.669	132			

Figure 5

Coefficients^a

Unstandardized Coefficients	Standardized	t	Sig.
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Model B		Std. Error	Coefficients Beta		
1	(Constant)	.545	.332	1.643	.103
	soc_med_adv	.264	.092	.266	2.867
	soc_med_behav	.365	.097	.332	3.772
	custmr_decision	.135	.094	.119	1.426
	soc_med_presnce	.101	.095	.097	1.054

Figure 6

4.5. Correlations Analysis

soc_med_adv		engage_posts	wom_reviews	soc_med_behav	custmr_decision
soc_med_adv	Pearson Correlation	1	.645**	.534**	.613**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	133	133	133	133
engage_posts	Pearson Correlation	.645**	1	.589**	.580**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	133	133	133	133
wom_reviews	Pearson Correlation	.534**	.589**	1	.608**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	133	133	133	133
soc_med_behav	Pearson Correlation	.613**	.580**	.608**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	133	133	133	133
custmr_decision	Pearson Correlation	.521**	.574**	.497**	.530**
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	133	133	133	133

Correlation is significant at the 0.01 level (2-tailed).

Figure 7

Interpretation: The correlation analysis result shows that the correlation of visual perception and social media post is ($r=.645$) which indicates the data is significant as the p value >0 .

5. CONCLUSION

Theme Limitations and Research Gaps Identified by Experts Identified from Literature Limitations & Research Gap Source Studies outcome of digital and social media marketing. The future studies may also examine various dimensions of corporate social responsibility such as the stakeholder's approach which could yield interesting insights Hanaysha, 2018.

Most of the studies use quantitative techniques. Future research could use qualitative techniques to gain more insights on what drives customer retention Hanaysha, 2018 .

Future studies are encouraged to consider a broad variety of internal and external stakeholders and to examine multiple cases of successful and failed corporate rebranding Tarnovskaya & Biedenbach, 2018.

Most of the studies use a small sample, which can influence the generalizability and reliability of the results. Stojanovic et al., 2018.

Future research should incorporate data from more representative groups of customers or viewers, such as students, or millennials who account for the majority of social media users. Additionally, future research employs multiple studies with each using different groups of users, thereby improving generalizability Shanahan et al., 2019.

Future research should investigate if consumers become more psychologically engaged with social media content distributed by consumers more similar to themselves. Syrdal & Briggs, 2018 .The observable social media interactions currently being used Syrdal & Briggs, 2018.

Theme Limitations and Research Gaps Identified by Experts Identified from Literature Limitations & Research Gap Source Studies to measure “engagement” do not serve as adequate proxies of actual engagement in social media contexts. As a result, future research should focus on the development of a scale to measure the construct so that hypothesized relationships between customer engagement in a social media context and various outcomes can be empirically tested.

5.1. Research Implications

The research will provide insights into the behaviour of Generation Z consumers regarding their buying decisions influenced by social media marketing. This understanding can help marketers tailor their strategies to effectively target this demographic. By analyzing the impact of social media marketing on Gen Z buying decisions, the research can assess the effectiveness of various social media platforms and marketing techniques. This can inform companies about where to allocate their marketing resources for maximum impact. Understanding how social media marketing affects company promotion strategies and brand perception among Gen Z consumers can help companies proactively manage their online reputation and brand image.

5.2. Managerial Implications

Companies can use the research findings to tailor their marketing strategies to better resonate with Gen Z consumers. This may involve creating engaging content, leveraging user-generated content, and utilizing platform-specific features to increase brand visibility and engagement. Continuous monitoring of social media trends and consumer behavior is crucial for companies to adapt their promotional strategies in response to evolving preferences and trends among Gen Z consumers. Companies should actively monitor social media channels to gauge consumer sentiment and promptly address any negative feedback or controversies. Building a positive brand reputation among Gen Z consumers requires transparency, authenticity, and responsiveness in online interactions.

6. Limitations

There are limitations to this study , firstly the research is totally based in India which gives the scope

for further research in different countries as this research is not implicated in other countries. Secondly only SPSS and AMOS software is implemented to analyse the data. also many other factors in social media marketing can be study which effect the decisions of the consumer.

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