

How Traditional Marketing and Digital Marketing Influence Gen Z's Buying Behaviour Choices

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Abstract:

The shift from traditional to digital marketing has greatly influenced consumer behaviour, particularly in the post-COVID-19 period. This study examines the comparative study of traditional (television, print media, billboards) and digital marketing (social media, influencer marketing, online advertisements) in shaping the buying behaviour of Gen Z consumers in Surat. As Generation Z becomes a dominant consumer group with increasing purchasing power, understanding their buying behaviour is more important now. By using strata sampling the 166 responses were collected using a Google Form for the study. The research employs IBM SPSS Statistics 22 as the primary tool for data analysis and interpretation. Also, it explores future trends and preferences regarding these marketing approaches. This study gives valuable insights for market researchers seeking to optimise advertising strategies for this generation.

Keywords: Traditional Marketing, Digital Marketing, Consumer Buying Behaviour, Generation Z.

1. Introduction

1.1 Background of Study

In this fast-paced, interconnected world, the performance of buying and selling has continued an important aspect of human life. We as a society, cannot escape the challenge of buying and selling requirements like food, clothing, and housing to meet our basic needs. To do business, traders and consumers gather at the market. The goods and services we need can be purchased or sold. (Gaol, J. L., & Ichan, R. N., 2022).

In response to this, businesses have hence been forced to adjust their advertising plans to face the new reality. A more active and collaborative collaboration between consumers and brands has changed the traditional way of one-sided communication through mass media. Modern marketing strategies like influencer partnerships, targeted advertisements, and social media interaction have become more popular in this setting. (Zlatanov, S., & Đuričanin, J., 2023).

Succeeding this change, digital marketing became vibrant after the cause of COVID-19 pandemic. Due to major changes in marketing strategies done by businesses, like transition from traditional to digital marketing, which surely had an impact on consumers' purchasing decisions. (Alanmi, M., & Alharthi, S., 2023).

Seeing this perspective customer buying behaviour research studies how, what, when, and why people buy things. It tries to know how consumers, both individually and collectively, make decisions. (Mishra, N. et al., 2024).

According to one study that examined online and print coupons, applicants processed the online price data more accurately while they were shopping for groceries or other low-motivation items, whereas they processed the print price data more accurately when they were shopping for durable goods like cars. Therefore, liable on the context in which the information processing takes place, print and internet marketing produce diverse memory results. (Ieva, M. et al., 2018).

Taking generational trends into account, recently, the term "Generation Z" or "Gen Z" has increased popularity as a way to refer to this group. Generation Z (individuals who were 21 years old and less

in 2018) is presently the biggest age group in society. As a digital community, Generation Z has always lived a world with computers, smartphones, and network. Therefore, another influential reason for this research is to examine their purchasing behaviours. (Munsch, A.,2021).

As a result, a various companies around the world have enhanced their advertising strategies by blending traditional and digital media to grab a wider audience and convey the same message across various platforms. (Kuznechikova, A.,2019).

1.2 Traditional Marketing

Traditional marketing variety a variety of methods that have been employed for years. These methods consist of print advertising (newspapers, magazines), broadcast advertising (television, radio), direct mail, outdoor advertising (billboards, posters), and face-to-face marketing (events, trade shows). The fundamental benefit of traditional marketing is included in its capability to connect with a wide audience via a trusted platform. T.V. and radio advertisements, to illustrate, can affect broad reach and frequency, as it sticks in people's minds. Print media stands out because of its tangible quality, as it offers a unique and impactful way to engage with the audience.

Nevertheless, traditional marketing possesses its limitations. One of the most significant challenges is the huge cost associated with numerous traditional advertising channels. Television and radio spots, particularly during prime times, may verify excessively expensive for small and medium-sized enterprises (SMEs).

Furthermore, traditional marketing lacks the accuracy and measurability that contemporary businesses require. It is difficult to assess the detailed effect of a billboard or a print advertisement on consumer behaviour and sales. This nonappearance of complete analytics confuses the ability of marketers to refine their campaigns and guarantee a favourable return on investment (ROI).

1.3 Digital Marketing

Digital marketing has changed the way businesses express their marketing strategies, allowing them to connect with audiences more effectively and creatively than ever before. By utilising networks and electronic devices, digital marketing conveys promotional content. This encompasses a broad range of strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, and influencer marketing. Digital marketing has risen due to the expansion of the network and mobile devices, which have changed how individual obtain information and make purchasing decisions.

One of the key winning benefits of digital marketing is its cost efficiency. In contrast to traditional media, which frequently needs large initial funding, digital marketing campaigns are flexible with the budget. Small enterprises can commence with limited funding in social media advertisements or PPC campaigns and increasingly elevate expenditure as they observe outcomes. By customizing their campaigns based on the things like demographics, interests, behaviours, and even real-time data, they make sure that their messages hits the right audience. This kind of targeted approach helps to boost conversion rates and minimizes unnecessary advertising expenditure.

In spite of these benefits, digital marketing also encounters obstacles. The modern environment is exceedingly competitive, as lager number of businesses are capturing the attention of the same audience. This market saturation makes difficult for brand to stand out and achieve substantial engagement. Moreover, digital marketing necessitates a level of technical proficiency and adopting an ongoing emerging trends and algorithms. Organizations need to stay informed of the advancements in SEO, social media algorithms, and digital advertising platforms to uphold their competitive advantage.

1.4 Consumer Buying Choices

Philip Kotler, known as the father of modern marketing, developed a model that has shaped the foundation of traditional marketing strategies. The Consumer Decision-Making Process, as described by Kotler, is based on classical marketing theories and outlines a linear progression through distinct stages. This model categorizes the purchasing process into five stages: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior.

This model arose trendy an era where consumer markets were less complicated and had minimal digital influence. It was a time when consumer choices were more predictable, and the marketing environment was comparatively stable.

Kotler's model is famous for its simplicity and structure, providing a clear and straightforward framework for marketers to analyse and effect consumer decisions. Each stage signifies a potential area for advertiser to interfere and support consumer decisions.

2. Literature Review

(Sonja Zlatanova & Jasminka Đuričanina, 2023) conducted a study on "The evolving interaction between traditional marketing channels and the digital age" in Serbia. The objective was to know how traditional marketing channels shape consumer behaviour in today's dynamic markets. It examines the blend between traditional marketing channels and the digital age, considering how these strategies continue and adapt in the era of digitalization. The study used 248 respondents as the sample unit. SPSS software (version 23) was used to conduct research. The findings indicated that traditional marketing continues to grip significance, as television ads and print advertisements are the most frequently come upon and remembered. However, the research was limited to Serbia citizen. The study was published in the 1st International Scientific Conference on Economy, Management, and Information Technologies (ICEMIT).

(Anna Kuznechikova, 2019) has published a research paper on "Consumer Attitude, Perception, and Behaviour Towards Integrated Digital and Traditional Marketing Media." The objective was to know the relationship between combined marketing media and consumers by analysing consumer perception, attitude, and behaviour towards those media. The study was conducted with 170 respondents. Data analysis was conducted using SPSS. Survey results showed that most consumers prefer digital marketing over traditional and combined media. They find digital media to be more useful, modern, and capable of simplifying two-way communication. On the other hand, traditional marketing media were seen as the least attractive when it comes to innovation, informativeness, and overall perspective. However, the research could be studied with more specific age groups and people to obtain more specific information on marketing media perception. The study offers valuable insights for businesses in marketing strategy development.

(Nandita Mishra et al., 2024) published a research paper titled "International Journal of Management, Technology, and Social Sciences (IJMTS)" on "Role of Traditional and Modern Advertising Strategies in the Evolving Consumer Behaviour". The research emphasizes examining how consumers make purchasing choices, remember advertisements, and develop preferences by looking at the effects of both traditional and digital advertising methods. The study used Google Forms to collect data on Gen Z and Millennials, etc., as the sample unit. The results showed that the most successful advertising campaigns will possibly be those that are customized and targeted to particular demographic sets. To reach a larger audience and ensure detailed writing, businesses should implement a strategy that includes both traditional and digital advertising channels. This approach allows businesses to influence the benefits of each media while accommodating a wide range of consumer preferences.

(Mohammad Saleem Rahmani & Ramen Kumar Sarma, 2024) examined “Catalysing Choices: The Impact of Digital Marketing on Purchase Behaviour” in their research paper “International Journal for Multidisciplinary Research (IJFMR).” The study aimed to examine how digital marketing affected customer behaviour while taking into attention a variety of demographic limits, including age, gender, education, occupation, and income. The research involved randomly choosing 200 different consumers from the Jorhat district, which included both online shoppers and those who prefer traditional shopping. Big customers are changing their loyalty to brands and stores more because of digital marketing, and the differences between genders emphasize the importance of creating broad advertising campaigns. The research was limited to Jorhat district.

(Sumaiya Shahid, 2023) studied “From Traditional Marketing to Digital Marketing” in Bangladesh to identify Sign Media Ltd.'s problems with digital marketing tools and help them by suggesting how to face challenges and improve using digital tools. A qualitative approach was utilized, including face-to-face interviews via WhatsApp and Zoom for 20-30 minutes for data collection. The thesis process was both informative and risky because there weren't enough participants from many industries, which made it hard to gather a lot of data.

In the study “Annual of the University of Mining and Geology “St. Ivan Rilski,” Vol. 66” (Boryana Trifonova, 2023) investigated “Integrating Traditional and Digital Marketing In Present-Day Economic Conditions” to suggest a comparative analysis of the impact of basics of traditional and digital marketing. The findings revealed that traditional and digital marketing work together to guide consumers from product thoughts to purchase and brand support. The study suggests that traditional marketing builds awareness and interest, while digital marketing supports engagement, driving consumers to act and advocate.

(Anber Abraheem Shlash Mohammad, 2022) published a research paper on “The impact of digital marketing success on customer loyalty” in Jordan. This research investigates the effects of digital content marketing and the skills associated with digital marketing on overall success, as well as their role in fostering customer loyalty. Structural equation modelling was applied to test the research's assumed effects. The study includes 187 customers of online restaurants. Data analysis was conducted using IBM SPSS 25.0 and AMOS 22.0. The research indicated that the effectiveness of digital content marketing and the capabilities associated with digital marketing play a crucial role in improving digital marketing outcomes, then leading to increased customer loyalty among online restaurant patrons in Jordan. However, the study was limited by the small sample size of customers who agreed to participate. Managements need to improve their digital content and skills to optimize the effectiveness of their digital marketing efforts, thereby fostering customer satisfaction and loyalty.

(Alison Munsch, 2021) has published a research paper, “Journal of Global Scholars of Marketing Science Bridging Asia and the World, Vol. 31,” on “Millennial and Generation Z digital marketing communication and advertising effectiveness: A qualitative exploration” in the United States. This study aimed to examine the strategies marketers can use to effectively engage Millennials via digital marketing and advertising while also examining the differences and shared aims with Generation Z. The research utilized qualitative methods, including focus groups, an online bulletin board, and individual in-depth interviews. The findings suggest that digital marketing/advertising that is short, with music, humour, and the use of social media influencers, has a positive impact on both ages. It is important to note that the interviews were conducted with the oldest members of Generation Z, specifically those aged 20 and 21.

(R. Lenin & Dr. P. Manivannan 2022) examined “The Impact of Digital Advertising On Consumer Behaviour” in their research paper. The primary objective of this study is to examine consumer behaviour toward digital advertising. The data were collected via an online questionnaire with 150 responses. SPSS was used for data processing. The main limitation of this research lies in its approach of analysing digital advertisements combined rather than studying their separate adverse effects. The study mostly talks about a limited set of variables, including informativeness, irritation, motivation,

and customization, which may not widely reflect the overall influence of digital advertising. Marketing managers can use these attribution concepts to determine the impact of advertising on consumer behaviour and to optimize their advertising strategies.

(MD. Shams Mukhtar et al., 2022) examined “Social Media Relevance for Business, Marketing, and Preferences for Customers” in their research paper “Manager- The British Journal of Administrative Management.” The study aimed to understand social media user behaviour, online presence, storytelling influence, and the impact of influencer marketing on decision-making while enhancing competitive intelligence for businesses and consumers. The research shows that consumers assess various brands on social media platforms before making purchasing decisions, with a preference for collaborating content. Facebook remains the leading platform in terms of user engagement. Businesses must actively engage on social media, leveraging storytelling, influencer marketing, and two-way communication to enhance brand demand and consumer trust.

(Areti Angelea, 2024) explored “Consumer Perceptions of Traditional Marketing Channels vs. Social Media Campaigns: A Comparative Analysis in FMCG” in Greece to conduct a comparative analysis of consumer behaviours and perceptions about traditional marketing channels versus social media campaigns. Quantitative experimental research and qualitative interview were showed, including 151 FMCG professionals for data collection. The experiment was conducted online using Qualtrics 2023, ANOVA, and SPSS. The findings revealed that traditional media continue to be considered quite aware and dependable for FMCG consumers, while digital media significantly increases the trust and purchase intention of FMCG consumers in Greece. Despite its contributions, the research offers just a brief insight into consumer behaviour, absent long-term studies that track how perceptions, trust, and attitudes change over time in the FMCG industry. The study suggests getting ready for future trends, focusing on in-store promotions, leveraging data-driven insights, and embracing a united marketing strategy.

(Marcela Korenkova et al., 2020) have published a research paper, “Sustainability 2020,” on “Consumer Perception of Modern and Traditional Forms of Advertising,” in Slovakia. The objective was to survey the attitude of customers in Slovakia to recent and traditional forms of advertising, which are used by companies for their visibility. Questionnaires were filled, and the Mann–Whitney U test was used. Two hundred forty-four responses were received. Social media ads are very usual, but they are not the most reliable or annoying. This makes it important for businesses to make smart marketing decisions. To increase the sustainability of a company in the market, it is important to use the right form or mixture of forms of marketing considering the product and the target group.

In the study “Solid State Technology Vol. 63”, (Megha Sharma et al., 2020) investigated “Young Consumers’ Perception Towards the Usage of Emojis In Social Media: A Paradigm Shift From Traditional Marketing Practices To Digital Consumerism” in India, to explore the young consumers’ perception about the usage of emojis in social media marketing and also observes the effect of gender and internet usage pattern on the usage of emojis. Quantitative research method used where cross-sectional, structured, close-ended, and self-administered was used. Three hundred sixty responses were received, and ANOVA, t-test & SPSS 21 software were used. Results showed that the total perception of young consumers towards the usage of emojis in social media marketing is encouraging.

(Rashmi Gujrati et al., 2023) published a research paper titled “Academy of Marketing Studies Journal, Vol 27” on Digital Transformation Has Changed Consumer Behaviour from Traditional Market To Digital Market”. The objective was to know how consumer behaviour has lifted from offline to online with the usages of the internet and new technology and apps that are available on mobile, and they are content purchasing products online. Primary and secondary data were collected through face-to-face interviews and journal magazines, respectively. The findings show that digital marketing enhances customer satisfaction and enjoyment, making it a powerful tool for attraction and retention.

(Reham Shawky Ebrahim, 2019) conducted a study on “The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty” in Egypt titled “Journal of Relationship Marketing” to explore the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. Primary data was collected and designed for 287 users who follow telecommunication companies. The study used SPSS version 22.0 and AMOS version 18 to examine the results. The readings revealed that SMM activities comprise only three dimensions: trendiness, customization, and word-of-mouth. However, the study faced limitations such as it depends on the non-probability sampling technique and the focus on one area: Egypt. The research provides essential insights for companies to control digital content and other online publications and are willing to share their experiences and exchange thoughts. To increase the honesty of the generated content, customers can be invited by the companies to share the reasons behind selecting the brand and provide them with further suggestions for improvements and developments.

(Ahmad Aljumah et al., 2021) examined “The Impact of Social Media Marketing Communications on Consumer Response During the COVID-19: Does the Brand Equity of a University Matter?” in UAE. The study aimed to facilitate the role of brand equity of the university in the relationship between social media marketing communication and consumer response during COVID-19, inferential and descriptive analyses were used with 186 sample sizes. The PLS-SEM approach was used for data processing and a second-generation technique for structural equation modelling.

(Ankur Singh Bist et al., 2022) reviewed “Managing Digital Transformation in Marketing: Fusion of Traditional Marketing and Digital Marketing” in Indonesia in their research paper “International Transactions on Artificial Intelligence (ITALIC), Vol. 1 No. 1.” The study aimed towards balancing traditional marketing efforts and the power of data in the digital era to maintain a modified, relevant, and customer-centric customer experience and used qualitative practice, semi-structured interviews, meeting technique. Twenty-five interviews were conducted with investors of the company. The company should plan the fashionable phases to minimize risks and allow time to monitor and evaluate marketing outcomes.

(Lista Meria, 2023) conducted a study on “Increasing Consumers with Satisfaction Application-based Digital Marketing Strategies,” titled “Startuppreneur Bisnis Digital (SABDA), Vol.2 No.1”, to see the sights how experience to digital marketing strategy notions can increase customer satisfaction using a demand basis. The research accepted descriptive research. The results show that a digital marketing strategy includes a compact understanding of the target market and segmentation, selecting the right marketing platform, motivating and relevant content, search engine optimization, current customer interaction, and interest. The research provides important understandings for building good connections between consumers and producers, building brand trust, and brand loyalty to consumers.

(Dr. Mrs. Vaibhava Desai, 2019) have published a research paper “International Journal of Trend in Scientific Research and Development (IJTSRD)” on “Fostering Innovation, Integration and Inclusion Through Interdisciplinary Practices in Management”. This paper mainly focuses on abstract understanding of digital marketing, how digital marketing helps today’s business and some cases in the form of examples. Digital marketing has a positive future for the long-term sustainability of the product or services in the present technical market with all its pros and cons.

In the study “SKIPS ANVESHAN, Vol. 2, Issue 1”, (Dr. Nirav B. Halvadia & Shreya Menon, 2021) examined “A Study on the Impact of Existing and Emerging Trends in Digital Marketing on Consumer Buying Behaviour” to find out the impact of the current and developing trends in digital marketing on consumer buying behaviour and up to what level these trends move the consumers. A descriptive research, non-probability convenience sampling method, mean value, T-value, and P-value were used, integrating 136 respondents for data collection. The findings of the study suggested that current trends such as social media marketing, content marketing, search engine marketing, and display advertising have an influence on consumer buying behaviour. Developing trends such as graphic search, interactive marketing, influencer marketing, and personalization have an important

effect on consumer buying behaviour. The study recommends content marketing is one of the most significant trends in social media. So, importance on strategies that could potentially influence Gen Z and millennials. This is because the cohorts of the influencers drop under this group.

(Rahmanov et al., 2021) conducted a study on “Consumer behaviour in the digital era: impact of COVID-19” in Azerbaijan titled “Marketing and Management of Innovations” to explore research alterations that start to change consumer behaviour in the digital age since the arrival of COVID-19. They implemented an analytical and empirical research methodology, collecting data from 417 responses from the tourism industry. Demand for some goods has declined, while for others, on the opposing, it has improved. For many businesses that are prepared to offer their products and services online, there are many opportunities. But businesspersons at this time need to be very cautious because the priority changes every day. The results of this study could be used in the application of marketing goals of representatives of different levels of business structures governments.

(Valentina Simona Paşcalău & Ramona Mihaela Urziceanu, 2020) conducted a study on “Traditional Marketing Versus Digital Marketing,” titled “Agora International Journal of Economical Sciences, AIJES, Vol. 14”, to explore the main ways in which customers can be increased and retained through the use of digital marketing.

(Shams Mukhtar et al., 2023) have published a research paper, “International Journal of Research - Granthaalayah,” On “Exploring the Influence of Digital Marketing on Consumer Behaviour and Loyalty” in different parts of Tamil Nadu, specifically Thiruvarur. The objective was to deal with the feelings and reactions of consumers toward a range of digital marketing methods. The study used a descriptive research design, surveys, and in-person interviews. They used random sampling for various ages, genders, educational levels, and occupations. The education level of the respondents is diverse, including high school, intermediate, graduate, and post-graduate. The research was presented with 200 respondents. ANOVA, T-tests, SPSS, and Microsoft Excel were used to analyse the data. The research uncovered that competitive pricing, coupons, and freebies drive repeat visits, while discounts and rewards motivate online reviews.

(Sarya Omar Abdulqadir & Soma Sabah Hama amin, 2023) published a research paper titled “Jurnal Manajemen Bisnis Islam, Vol 4 No 1” on the “Impact of Digital Marketing, Such as Social Media Marketing, Mobile Marketing, and E-Mail Marketing, On Customer Buying” in Halabja and Sulaimani and nearby areas. The objective was to discover the role and influence of each of the three types of digital marketing (social media marketing, email marketing, mobile marketing). The study surveyed a quantitative method approach with 250 responses where Google Forms was used. In conclusion, this study shows that digital marketing has been able to affect customer’s buying behaviour and inspire them to do more in this way.

In the study “Advances in Social Science, Education, and Humanities Research,” (E H Sya’idah et al., 2019) investigated “The Implementation of Digital Marketing towards Brand Awareness” to know the use of digital marketing in building brand awareness of Ayamjoper.id Company. A Qualitative approach was used. The researcher uses observation, interview, documentation, and literature study. The findings showed that digital marketing is effective and efficient for the company in reaching consumers and increasing brand awareness of the product planned by the company. The study suggests the idea of using digital marketing with all media since YouTube, Facebook, Google My Business, and particularly the official company website to support brand awareness of Ayamjoper.id Company.

(Neelofer Tariq & Dr. Tariq Mehmood Dar, 2021) examined “Footprints of Digital Marketing on Customers’ Purchase Decisions” in their research paper, “Electronic Research Journal of Social Sciences and Humanities Vol 3 Issue 1,” which used extensive research studying 16 research articles. From the findings of studied articles, “the information search & post-purchase behaviour” are found to be most influenced by the actions of digital marketing. Hence, marketers must look out for the specific structure of such activities to annoy those mentioned above.

(Mr. Ram Babu Cherukur & Ms. Padma Priya V, 2020) conducted a study on “A Study On Impact Of Digital Marketing In Customer Purchase In Chennai,” titled “Journal of Contemporary Issues in Business and Government. Vol 26 Issue No.2” explore digital marketing in consumer purchase decisions and to discovery whether the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The research use regression methodology, collecting data from 101 respondents. It was in their purchase behaviour. Digital marketing helps you create brand awareness through channels such as social media, e-mail, website, and search engines to get a clear image of the impact of digital marketing on customer purchase decisions.

(Ashlin Dsouza & Niyaz Panakaje, 2023) published “International Journal of Case Studies in Business, IT, and Education (IJCSBE) Vol. 7 No. 1” on “A Study on the Evolution of Digital Marketing”. The study is meant to focus on the digital marketing value based on past trends in forecasting the near future trends in developing markets. Secondary data was used to find in-depth the rise and growth of digital marketing. The semi-systematic review is done by reviewing different reports and articles published from Google Scholar, ResearchGate, SSRN, and other such publication websites. The benefits resulting from marketers during a pandemic and the role digitalization has played in uniting marketers, and customers have been carefully studied. However, the study could be better analysed by conducting face-to-face interviews with the involved people like sellers, buyers, and patients who improved from the COVID-19 virus, as they would be in a better spot to contribute to the study with their real-life conditions. The study offers insights into the causes of the evolution of digital marketing.

(José Daniel Barquero & Jaume Llopis, Year) examined “The Evolution of Management and Marketing in the Digital Era” in Europe in (Title). In meetings with executives of European corporations, like the communication Director of Amazon, Adam Sedó expressed that Amazon does not have a marketing department but a noteworthy communication department, to the point that the communication director always accompanies Jeff Bezos.

(Maram Alanmi & Sager Alharthi, 2023) researched “Journal of Business and Management Review Vol.4 No.6” on “The Impact of Digital Marketing on Consumer Buying Behaviour in Saudi Arabia: Brand Popularity as a Mediator” in Saudi Arabia. The purpose of this research was to analyse the influence of digital marketing on consumer buying behaviour, consumer purchasing decisions, and brand popularity. A quantitative research approach was used with primary data collected from 200 respondents; the study used SPSS software for analysis. Findings show that digital marketing has a positive and significant impact on brand popularity, consumer buying behaviour, and consumer purchasing decisions in Saudi Arabia. The results will be helpful for managers to apply digital marketing approaches to improve popularity.

(Renáta Bílková, 2021) studied “Digital Marketing Communication in the Age of Globalization” in “Globalization and its Socio-Economic Consequences 2021”. For the article and to obtain target information, a quantitative self-service questionnaire was created. The purpose of this questionnaire was to find out the stages in the choice of specific goods and the features that influenced their final purchase. Three hundred thirty-one students from the University of Pardubice represent people from Generation X as respondents. Results show positions for marketing communication that will attract more consumers and increase competitiveness, which is relevant, especially in the context of globalization. However, only Gen X of the specific university were measured. The study suggests customer decision-making journey outlines can help companies better understand how to make the survey their target audiences and improve their marketing campaigns to reach consumers more effectively.

(Sarah Silvia, 2019) examined “The Importance of Social Media and Digital Marketing to Attract Millennials’ Behaviour as a Consumer” in “Journal of International Business Research and Marketing, Vol 4 Issue2”. Using the Hook Canvas Model in Marketing by Nir Eyal, the study objective is to explore why social media and digital marketing is significant to do branding and

marketing activities lately, and what are the proper steps for doing so. The data used in the study include interviews, observation, and library research. The data were analysed in three stages such as discount, performance, and deduction drawing. Results indicated that social media and digital marketing campaigns are not only useful for creating brand awareness and engaging customers but also crucial in terms of measurement. If the division or the target market is characterized as Millennials, these marketing efforts will be suitable for directly targeting them, and all of this hard work will be paid off for the company at the end of the day.

(Dr. A. Shaji George et al., Year) investigated “A Comparative Analysis of India’s Development of Electronic Marketing During the Pandemic of Covid 19” in India in “Partners Universal International Research Journal (PUIRJ) Vol 1 Issue 4”, aiming to study digital shopping features. One hundred twenty responses were received. Results showed there will be a significant rise in online marketing in India over the next few years. Long-term sustainability, however, is directly affected by factors such as market changes, innovations, and the interaction between market participants. Positive growth was fuelled by the increased use of credit cards and easy access to computers. Aside from this, shoppers who are looking for a great deal are attracted to this trend because online shops are famous for offering products at exclusive discounts compared to their store-based counterparts.

(Edric Tandar, 2022) Researched “Jurnal Nusantara Aplikasi Manajemen Bisnis Vol. 27 No.2” on “Traditional Marketing Mix as a Tool to Improve Consumer Buying Decision” in Indonesia. A coffee shop named Yakun Kaya Toast was used in this research. Using non-probability sampling with the snowball sampling method, 110 respondents were collected, and the study used AMOS version 22.0 for analysis. Findings showed that customer purchase decisions at Yakun Kaya Toast are influenced by various factors, requiring expanded research, a broader marketing mix, and strategic developments for competitiveness. Future research should expand the scope, respondent size, and locations while including an advanced marketing mix outside the 4Ps. This will help Yakun Kaya Toast develop well competitive strategies in the coffee shop industry.

(Marganda Nevira Purba & Shinta J.C Wangke, 2024) published “Jurnal EMBA Vol.12 No. 3” on “The Influence of Traditional Marketing and Digital Marketing Strategies on Purchase Intention of Tabungan Emas Products At Pt. Pegadaian, Bitung.” This study aims to analyse the influences of traditional and digital marketing strategies on purchase intention in Tabungan Ema's products at PT Pegadaian Bitung, using a questionnaire by a 6-point Likert scale with 100 responses from age group 20-60. SPSS was used for analysis. Traditional marketing strategies such as print advertising and exhibitions increase trust and product understanding, while digital marketing through information accessibility and interactive content successfully benefits consumer interest. However, it's the study of a particular brand of product in a specific region.

(Jonner Lumban GAOL & Reza Nurul ICHSAN, 2022) researched “Quality Access to Success Vol.23” on “Traditional Market Management Model Based on Digital Marketing” in Medan. Using conceptual model, theoretical model, hypothetical model, and final model. Findings show traders in Medan's traditional markets use social media but then again lack best digital marketing strategies, demanding innovation to attract customers. This research says the government should teach traditional market traders in Medan on digital marketing to improve their customer reach and business growth.

(Marwan Walid Mohammad Al-Quran, 2022) examined “Traditional media versus social media: challenges and opportunities” in “Technium Vol.4 No.10”. The study wanted to present an in-depth and broad discussion about traditional media and social media, focusing on the tasks and chances of each type. Results showed traditional media must embrace digital platforms and social media to stay relevant, enhance accessibility, and engage audiences effectively. However, the research does not include any primary data.

(Shpresa Mehmeti-Bajrami et al., 2022) explored “The Impact of Digital Marketing vs. Traditional Marketing on Consumer Buying Behaviour” in Kosovo in “HighTech and Innovation Journal Vol.3

No.3". This research aims to measure the impact of digital marketing vs. traditional marketing on consumer behaviour by analysing their clarifications and reasons related to the location and purchase of products or services through social media and categorizing the differences in marketing strategies used depending on the demographics of respondents. The study used primary data with a quantitative method where 400 citizens of Kosovo were a part of the research. And analysed data with an ordinary least squares (OLS) model, t-test, and ANOVA. Findings showed businesses receive comments on the preferences of citizens for the marketing type and the possible offers liable on the preferences, as well as the impact of traditional and digital marketing on the purchasing behaviour of consumers. However, the overview of the research by not specifying the industry and its classification affects the problems of conducting the research and analysing the data.

(Tasnim Alehelali, 2023) investigated "The Impact of Digital Marketing on Consumer Purchasing Decision in The United Arab Emirates" in UAE, aiming to show how digital marketing plays a vital role in affecting consumer purchasing decisions. An online survey was conducted, where the questionnaires were applied using a simple sampling technique, with 392 consumer residents in the UAE analysed via SPSS. Only four strategies of digital marketing have been studied in this research: email marketing, social media marketing, online advertising, and mobile marketing, the study involved consumers in the UAE only, and there has not been any specific product or service studied according to the digital marketing strategies. Future research should use a larger sample, explore different regions and target populations, incorporate additional digital marketing strategies, and adopt mixed-method approaches for deeper insights.

3. Objectives:

- a) To study the awareness of digital marketing for Gen Z.
- b) To investigate the impact of traditional and digital marketing on Gen Z perception.
- c) To conduct a comparative study of traditional and digital marketing for Gen Z preferences.

4. Research Methodology

This study uses a descriptive research design to carefully investigate the impact of traditional and digital marketing on the purchasing behaviour of Generation Z consumers in Surat City, Gujarat, India. Primary data for this study was collected by a carefully structured online questionnaire, which was controlled using Google Forms. By a non-probability strata sampling method, 166 respondents become part of the survey. IBM SPSS Statistics 22 software was used to analyse data. The questionnaire was planned to collect detailed information across several dimensions. It began with collecting demographic details, including respondents' ages, genders, and educational qualifications of the participants. The second section evaluated the respondents' familiarity with and experience with various marketing channels, focusing on the frequency and depth of their connections with traditional and digital marketing strategies. Additionally, the questionnaire includes the perceived success of these marketing approaches by evaluating respondents' views on reliability, engagement, and the overall influence of various marketing tactics. The final sections researched consumer preferences regarding marketing channels and future trends, analysing which types of marketing consumers are most tired of and their forecasts for the evolution of marketing strategies in the coming years. The questionnaire was shared widely through platforms such as WhatsApp and LinkedIn to ensure that it got a broad and diverse audience within the target demographic.

5. Interpretation and Discussion

From the demographic information, participants in the research were 166 individuals from Surat City, where 23.5% (n=39) were aged 15-18 years, 60.8% (n=101) were aged 19-22 years, and 15.7% were aged 23-26 years. Regarding the gender distribution, 48.8% (n=81) were men and 51.2% (n=85) were female. The level of education distribution was 26.5% (n=44) in high school, 61.4% (n=102) in

undergraduate and 12% (n=20) in postgraduate. The time online spent by the Gen Z of Surat city is 12% (n=20) less than 2 hours, 59.6% (n=99) 2-4 hours, 23.5% (n=39) 5-7 hours and 4.8% (n=8) more than 7 hours.

Sr. No.	Questions	What's your gender?	What is your highest level of education?	How much time do you spend online daily?
1	Which type of advertisement grabs your attention more?	0.184	-	-
2	Which marketing approach influences your purchase decision more?	0.163	-	-
3	Have you ever clicked on an online ad to buy something?	-	-	0.183
4	Have you ever bought a product after seeing a digital advertisement?	-	-	0.202
5	Do you follow any influencers or content creators whose recommendations impact your purchases?	-	0.176	-

Table No-5.1: Correlation Table

Objective 1 - To study the awareness of digital marketing on Gen Z.

Hypothesis: 1

H0: There is no significant impact of gender on which type of advertisement grabs the attention.

H1: There is a significant impact of gender on which type of advertisement grabs the attention.

Interpretation – Here, the correlation value is 0.018, which means gender influences the type of advertisement that grabs their attention. So, the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted.

In other words, male and female have different preferences for grabbing attention through advertisement.

Hypothesis: 2

H0: There is no significant influence of gender on purchase decisions.

H1: There is a significant influence of gender on purchase decisions.

Interpretation – Here, the correlation value is 0.036, which means gender plays important role in influencing purchase decisions. So, the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted.

In other words, different marketing approaches are required to influence the purchase decision of Gen Z male and female.

Objective 2 - To investigate the impact of traditional and digital marketing on Gen Z perception.

Hypothesis: 3

H0: There is no significant between time spent online and clicking on online ads.

H1: There is a significant between time spent online and clicking on online ads.

Interpretation – Here, the correlation value is 0.018, which means the amount of time Gen Z spends online will create more chances to click on ads. So, the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted.

In other words, for individuals who spend more time online, brands can increase visibility and improve conversion rates.

Objective 3 - To conduct a comparative study of traditional and digital marketing on Gen Z preferences.

Hypothesis: 4

H0: There is no significant impact of time spent online and influence digital ad purchases.

H1: There is a significant impact of time spent online and influence digital ad purchases.

Interpretation – Here, the correlation value is 0.009, which means the more Gen Z spend time online there is more chance that they will purchase digital ads. So, the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted.

Hypothesis: 5

H0: There is no significant impact of education on influencers or content creators whose recommendations impact Gen Z purchases.

H1: There is a significant impact of education on influencers or content creators whose recommendations impact Gen Z purchases.

Interpretation – Here, the correlation value is 0.023, which suggests that individual education level and influencers or content creators impact Gen Z purchases. So, the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted.

In other words, a higher level of education may impact how influencers and content creators influence them to make purchases.

Overall Interpretation – The correlation analysis shows that gender influences which type of advertisement is shown and grabs their attention as well as the marketing approach to make a purchase decision. The time spent online by Gen Z also reflects the changes in clicking the online ads also purchasing through online ads. The educational level impacts how much Gen Z trusts influencers, which means advertisers need to consider the educational background of the target audience.

6. Finding

The technically savvy generation, Gen Z is highly aware of digital marketing as digital marketing strategy like social media, google ads, and influencer marketing grabs their attention and influences them to buy products or take services. So according to this, marketers can go for digital marketing if they want to make the brand present and make themselves aware among Gen Z.

Gen Z prefers digital marketing more compared to traditional marketing in terms of engagement and reliability. They think digital marketing strategies like social media, online ads, and influencers are more creative ways to reach them. And to buy something they click on online ads, which means they look for products or services before taking it.

Additionally, Gen Z buys products after seeing traditional as well as digital advertisements, so companies need to be present online and offline for advertising. They prefer watching TV Ads and social media ads, where social media ads are mostly watched. Most Gen Z follow influencers and content creators whose recommendations highly impact their purchase decisions, so businesses should collaborate with them to impact Gen Z purchase decisions. Gen Z at a higher rate thinks digital marketing will take over traditional marketing completely whereas many Gen Z think traditional

marketing will still be relevant. A balanced approach to traditional and digital marketing is highly preferred by them if brands want to reach out to them.

Furthermore, social media like Instagram, YouTube, etc are platform where Gen Z encounter advertisements then Websites and Search engines, Television, Streaming Platforms like Netflix, Spotify, etc, and then billboards and Posters. Recommendations from family and friends are highly trusted by Gen Z when they are making buying decisions. Most of them came to know about the new brand through social media, family and friends, and online ads. Very few of them learn about the brand through radio.

Lastly, so many Gen Z think digital ads follow them too much which means brands are doing retargeting, when consumers search for products or interact with brands through digital marketing, brands keep appearing on different platform.

7. Recommendation

The Gen Z of Surat City learns about brands through social media which makes digital marketing the more powerful and influential platform for brand awareness. With Social media ads, online promotion, and influencer collaboration brands can reach Gen Z. More eye-catching digital advertisements can increase the chances of purchase.

However, Word of mouth which includes recommendations from family and friends face to face highly builds trust and confidence in Gen Z before making a purchase. This highlights Gen Z values personal connections and accuracy along with digital marketing. Many of the Gen Z come across billboards and posters so companies should make them more creative and interactive.

The balanced approach will be more effective where digital marketing helps in reaching and creating engagement among Gen Z, traditional marketing still contributes trust and reliability.

8. Conclusion

In today's rapid and intensely competitive market, where consumer preferences are consistently changing, businesses must implement a flexible, data-informed, and organized marketing strategy to successfully engage, influence, and retain their target audience. The swift evolution of digital technology has altered how companies promote their products and services, moving from traditional one-dimensional marketing tactics to more interactive, customer-focused strategies that emphasize engagement and personalization.

This research indicates that Gen Z, recognized as digital natives, mainly favors digital marketing over traditional advertising strategies when making purchasing decisions. Platforms like social media and search engines have raised as the most impactful channels for this group, offering them immediate access to product information, customer reviews, and brand interactions. Although television and print ads remain relevant, they are considered secondary in impact when compared to digital channels. Furthermore, word-of-mouth (WOM) and electronic word-of-mouth (E-WOM) continue to be dominant in Gen Z's decision-making process, highlighting the vital role of peer recommendations, whether from family and friends or through online reviews and influencer endorsements. These results strengthen the idea that Gen Z consumers prioritize authenticity, trust, and real-life experiences when picking products.

Despite the increasing in digital marketing, this study highlights the necessity of blending both traditional and digital marketing strategies to optimize reach and effectiveness. A well-rounded approach assurance that businesses can engage Gen Z through highly interactive digital channels while utilizing traditional media to boost brand credibility and trust.

With a majority of participants endorsing a hybrid marketing approach, businesses should concentrate on utilizing digital platforms to encourage engagement, interaction, and brand storytelling while thoughtfully integrating traditional media to establish long-term brand reliability. By uniting the strengths of both digital and traditional marketing, brands can extend their reach, raise stronger

connections with their audience, and create enduring customer loyalty in today's swiftly changing marketplace. This integrated marketing approach not only agrees with Gen Z's preferences but also guarantees that businesses remain flexible and competitive in the constantly evolving consumer landscape.

9. Practical Implication

For marketers, companies, and advertisers looking to attract Gen Z consumers in Surat City, this research offers important insights into how to achieve the right balance between traditional and digital marketing. Gen Z is a generation expert in digital technology that actively interacts with online content, and should emphasize strategies like influencer partnerships, engaging social media campaigns and targeted personalized advertisements to boost brand visibility and engage customers. Aspects like gender, educational history, and digital behaviour should also be considered, as they greatly impact how this demographic interacts with marketing material.

Social media platforms such as Instagram, Facebook, Twitter, Pinterest, LinkedIn, and YouTube act as effective tools for businesses to produce visually appealing and engaging content that aligns with Gen Z's tastes. Since this generation highly values peer recommendation and authenticity, collaborating with influencers—who serve as trusted voices in their particular areas—can significantly enhance brand credibility. The capacity of influencers to generate relatable and natural content enables businesses to create deeper connections with their target audience, resulting in raised levels of engagement and brand support.

Although digital marketing succeeds in the market, traditional advertising techniques such as billboards, newspapers, magazines, and television commercials still maintain importance in cultivating brand trust and attracting a wider audience. Many consumers continue to link traditional media with acceptability and reliability, rendering it an essential element in boosting brand presence beyond the digital. Companies aiming to optimize their marketing impact should adopt an integrated marketing strategy that effectively combines the strengths of both traditional and digital marketing methods.

This hybrid marketing strategy assures a more wide reach, accommodating both the digital-first viewpoint of Gen Z and the influence of offline branding initiatives. By utilizing data analytics and a multi-channel strategy, businesses can adjust their marketing plans, customize their outreach initiatives, and continuously correct to changing consumer preferences. Ultimately, a well-rounded and data-informed marketing strategy will empower businesses to engage Gen Z consumers more successfully, enhance brand positioning, and foster long-term loyalty in Surat City's competitive market.

10. Future Scope

The research offers important knowledge on how Gen Z's purchasing decisions in Surat City are affected by both traditional and digital marketing. It does, however, point out particular restrictions, therefore pointing to a few important fields of future research that can build on these results. Extending the study beyond Surat City to cover several geographical areas is among the most crucial limits for further investigation.

Moreover, considering that technological developments keep changing consumer relationships, future studies should investigate the impact of developing technologies like artificial intelligence-powered marketing, augmented reality (AR), and virtual reality (VR) on Gen Z's purchasing behaviours. These tools are starting to be pretty used in digital marketing approaches that deliver personalized and immersive experiences that might greatly influence consumer trust, brand perception, and buying intent.

As well as millennials alongside Gen Z would also help in the examination of generational variations, therefore another vital field for future research. Comparing their reactions to traditional and digital

marketing tactics will help us better understand developing market trends since both age groups have much in common but different consumer habits. Moreover, sector-specific studies on specific industries like fashion, electronics, fast-moving consumer goods (FMCG), and service-based businesses would assist in identifying variations in marketing efficiency across various sectors. Every business will improve its advertising campaigns by knowing the most appropriate marketing techniques for particular sectors, which will help them maximize their promotional activities and increase their consumer engagement patterns.

Finally, future research should seek a more varied and larger sample volume to strengthen data analysis, increase statistical validity, and improve insight consistency. With more complete data, consumer preferences could be better segmented, and a more clearly understood justification of how several demographic traits including online activity, income levels, and gender help to impact consumer preferences would be provided. Future studies can present a more thorough and dynamic view of Gen Z's changing purchasing habits by addressing these lacks; this will give companies the information necessary to improve and adjust their marketing campaigns for optimum impact.

11. Limitation

The ways traditional and digital marketing strategies impact Surat City Gen Z's buying decisions are critically examined in this research. Still, it's important to note the particular limitations of the study. One major drawback of this study is that it does not take into account fast-becoming vital marketing techniques such as virtual reality (VR), augmented reality (AR), or AI-driven marketing affecting consumer behaviour.

Furthermore, limiting the study is that it only covers Surat City so results might not be appropriate for another region. With elements like market dynamics, infrastructure, and technology penetration affecting consumer behaviour, a more thorough study many cities or regions would provide a more complete insight of Gen Z's preferences on a more global basis.

Moreover, this study does not focus on any specific product category, business sector, or industry. The use of marketing can vary greatly depending on the types of goods or services being advertised, as different sectors utilize different strategies to attract and keep customers. Effective marketing tactics for fashion brands, for instance, may not yield identical results in the food service or electronics industries. Research focused on particular industries would provide more thorough information on which marketing methods—traditional, digital, or a mix of both—prove most effective in different corporate environments.

Ultimately, the findings of this study rely on 166 valid responses. A bigger sample size would help to more accurately conclude, provide a wider range of consumer views, and more powerful statistical correlations. Larger future studies could help produce a more accurate picture of Gen Z's buying habits in Surat City and beyond.

Regardless of these limitations, this research serves as a fundamental examination for understanding Gen Z consumers' reactions to traditional and digital marketing. Succeeding studies fill these holes, enabling businesses and advertisers to get even more precise insights into the evolving tastes of this technology-driven generation and therefore adjust their plans similarly.

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