
Role of Marketing Strategies to Generation Z in Emerging Markets

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Abstract: The aim of this research is to examine the marketing strategies to Generation Z, social media cognitive engagement, social media influencer, perceived corporate social responsibility and user-generated media communication and hedonic brand image as moderator on generation Gen Z purchase intention, and examining these effects in Covid'19 pandemic recession phase in Pakistan. Research was completed on Generation Z respondents, using an online survey questionnaire were evaluated using through factor analysis, model fit, SEM via Smart PLS 4. Empirical results via structural equation modeling demonstrate that the impact of the four constructs played a partially significant role on Gen Z purchase intention. Gen Z has strong bonding with social media engagement and aware of CSR activities of an organization and confirmed their behavior toward e-shopping. Brand equity and Citizen Behavior are could be examined as a dependent variable but we didn't due to lack of literature. Social media cognitive engagement and perceived corporate social responsibility has strong relation with generation Z purchase intention which indicates generation Z is engage with social media and CSR activities. Online business operators and trend setter can identify and promote their business on social media sites. Through this study marketers and professionals can also formulate strategies to increase promote their business. The empirical results provide academic contributions to the current group of knowledge in the marketing to capture Gen Z. Using advanced quantitative data analysis will eventually enable future researchers to explain the contribution of the current study to understanding the importance of Generation Z psychology.

Keywords: *Generation Z, Social Media Cognitive Engagement, Social Media Influencer, PCSR, User-generated Social Media Communication, Purchase Intention.*

Introduction: More than half of the people living in Pakistan are youngsters (under the age of 25) as around 51.7% of the totalities of the people in Pakistan are young Pakistanis (Index Mundi, 2019), 36% of the population of this country is estimated to be city dwellers while in Afghanistan 25% are city dweller, in Iran 75% and 34% in India (World Bank Data, 2020). Index Mundi (2019), due to the availability of well-educated, professional doctors and improved medical facilities, people of Pakistan today can enjoy an improved life expectancy rate (around 68 years). According to Priporas et al. (2019) Gen Z is the lately born people between 1995 and early 2010s. Generation Z is mainly connected through the Internet as they

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used social media for their personal and professional communication to stay connected. They are also known as Generation C, and C stands for connecting (Hardey, 2011). Generation Z of Pakistan (especially the people of Pakistan who are from the cities) live in a world undergoing continuous development, including technological changes, increasing social media usage, and high dependence on the Internet. Generation Z can process information much faster than the other Generation (Siddiqi, 2018). They can cope up with the current changing world faster as compare to different generations. According to (Ali, 2020) social media is used by thirty-seven million peoples in Pakistan. Social media communication platform such as Facebook and video channel platform such as YouTube and visual appealing network like Instagram are helping the Generation Z of Pakistan stay connected with people locally and internationally. These platforms allow generation Z in exchanging information, photos and video, etc., easily without any delay or barriers. Generation Z in Pakistan grew in a large collective society (e.g. Triandis & Gelfand, 1989). On the other hand, they value individualism greatly, and there is less chance to be tribal and vulnerable to personal standards and social pressure like generations before (Zaidi, 2018). Generation Z is the Youth who tend to purchase products such as laptops, mobile accessories, attire, and gift elements (Khan et al., 2016) and (Nazir et al., 2012). Generation Z prefers to make most of their purchases online (Siddiqi, 2018). Study on the use of social media sites (such as FB, Twitter, and Insta), and especially concerning brand engagement by the youth group, is excessively applying the conceptual framework of TAM (Technology acceptance model) and U&G (uses and gratification) theory. The vital idea of TAM that give information about how individual embraces data and correspondence advancements are: Perceived Ease of Use (PEU), Perceived Usefulness (PU), and behavioral intentions (Venkatesh et al., 2007; Lin et al., 2017). TAM has been contemplated and extended consistently - the two significant updates are TAM 2 (Venkatesh and Davis 2000), (Venkatesh 2000) and the Unified Theory of Acceptance and Use of Technology (or UTAUT, Venkatesh, et al. 2003). TAM 3 has additionally been recommended with regards to online business while including the effects of trust and saw chances on the utilization of the framework (Venkatesh and Bala 2008). Acculturation phenomenon that refers to learning a new culture helps explain the relationship, interaction, and engagement of social media and the Internet with the Generation Z consumers of Pakistan (Jamal, Peñaloza, & Laroche, 2015). Generation Z of Pakistan is attracted toward those well-known products that they feel are genuine and that show integrity toward them (Shahzad, 2018). Online channels such as Facebook, Twitter and Instagram are used regularly by 15 – 20 million of Pakistan's population included in Generation Z (Bradri.com, 2018). According to Bradri (2019) In Pakistan, The idea of social media influencers is getting remarkable impetus as several social media influencers are enjoying their big fan base on different social media platforms. Generation Z has more desired of being informed and up to date about the changing world. According to (Cleveland & Laroche, 2007), critical changes are occurring in media and food utilization designs, outfit decisions, language, and companionship inclinations because of the worldwide buyer culture by Generation Z Pakistani purchasers. The people of Pakistan, who are part of Pakistan Generation Z are found to be socially conscious consumers as they are more involved in the eco-friendly product as they wish to make their contribution to their society by protecting their environment (Jamil, 2020). As they are involved in getting eco-friendly products and also in serving their communities, they are shaped by the programs of corporate social responsibility that are programmed to serve the society by reducing poverty, increasing employment opportunities, etc. Generation Z is more up to date and want to being communicated about the changing world that is easier through social media platforms and that is called Informational influence (Bearden and Etzel, 1982), (Park and Lessig, 1977). Baguzi and Davis Warshaw say: Since modern advancements, like PCs, are mind-boggling, and decision-makers are unsure about their successful implementation, people develop

intentions and attitudes toward attempting to figure out how to utilize the latest innovation before focusing on activities focused on use. Attitudes toward use and intentions to use may be inaccurate or lacking in conviction, or they may only be motivated by a desire to use (Bagozzi, Davis & Warshaw, 1992). The current study complements and extends prior research in advertising that explores how consumers build brand relationships through social media (Bashir et al. 2018), mainly within the framework of generational consumption patterns (Holliday, Loof, Cummins, and McCord 2018). The members of Generation Z are known as “digital natives” as they are the first Generation to grow up having all this technological communication instruments (Smith, 2017) and (Adeola et al., 2020; Reinikainen et al., 2020). Gen Z, which includes young consumers, has become the leading force in the market as they also play a major role in influencing the company’s strategies of marketing products and engagement on social media sites as communications and offerings are accustomed to connecting the needs of this group (Burnasheva et al, 2018; Saleh et al., 2017). Generation Z speaks to the future of Pakistan, where Generation Z has great potential and comprises a large portion of Pakistan’s demographics.

Through active engagement on digital platforms such as Instagram, YouTube, Facebook, and Twitter, Generation Z Pakistani consumers are promoters of openness, brand engagement, and authenticity. However, there is a shortage of empirical research in Pakistan on Generation Z’s digital and brand interaction, habits of shopping, and purchasing patterns. As a result, the analysis sums up with an urgent call for experimental research in Pakistan on Gen Z, offering insights into overall customer behavior, digital and hedonic brand image interaction practices, user-generated social media communication, perceived corporate social responsibility, and social media influencer marketing (Jamal, 2020). This Generation is the biggest as it consists of almost 32% of the overall world population (Miller and Lu, 2018) and is required to altogether affect shopper deals on a worldwide premise, consequently it is essential to lead research on this conceivably amazing generation cohort (Wolf, 2020). The retail sector of Pakistan is projected to be worth \$ 152 billion, according to Planer Retail. Classic local supermarket chains (s) and an international retail forecasting firm (Zahid), 2017). Universal traits are also likely to be chosen by Generation Z (Thompson & Tambyah, 1999), due to confidence, ability, and desire to interact with different peoples and cultures.

Literature Review: Ducoffe’s (1996) study on construct of entertainment, which means to “have fun, delight and satisfaction during the utilization of media” (Florenthal et al., 2012), fills in as a degraded helper. The studies on websites see the image of the brand as per two principal affiliations, indulgent or utilitarian (e.g., Bruhn et al. 2012). Useful affiliations are identified with functional, financial, and reasonable parts of the brand in regards to, for instance, unwavering quality, ability, capability, worth, and excellence (Keller 2013). They provide the main significance to the brand. Indulgent brand relationship, then again, gives abstract importance to the brand, enveloping passionate and full of feeling picture and being connected to non-item related angles, for example, an association of self-concept, feelings, exciting, connection and imagery as per (Aaker, 1996; Batra and Homer, 2004; Batra and Ahtola, 1991). Gamification tactics should be known to cater to the Z generation and elicit indulgent and social inspirational drivers. Brands can utilize “game features in a non-game environment to activate a behavioral transformation utilizing charming and engaging experiences” (Chen, 2018). Bruhn et al. (2012) clarified that the value of a brand based on buyers and are linked with the image of the brand is improved when organization and buyers make contents on social media sites, while the company-focused engagement affects the functional brand image, while the content that is generated by the consumer’s impact on the hedonic brand image as a fun. For example, Tsai and Men (2017) pointed out some potential ways for buyers to interact with the content of the brand, from passive activities such as viewing photos and videos observing product reviews to active activities such as giving attention to

reviews, posting product reviews, and user uploading to creating images and snippets. Moreover, images are mostly preferred by Generation Z engagement and Generation Y is more comfortable to use text for communication (PrakashYadav and Rai, 2017). In the past research by (Tariq et al., 2013); it was found that brand position, brand image, quality, brand knowledge, traits, and brand loyalty are all uncovered to affect the aim of purchasing. According to Kudeshia and Kumar (2017), the amount of E-WOM (electronic word of mouth) can likewise impact the purchasing goal of the buyers. Generation Z is defined as “digital natives” as they are more dependent on the digital platforms (i.e. the Internet) may it be for purpose of education, professional or personal purpose (Fietkiewicz et al., 2016; Roblek et al., 2018; Salajan et al., 2010). As both Generation Z and Y are very well aware of the advanced technology and also very fast and experience with information technology, mainly the SMSs they are similar (Hanan et al., 2018). The entrance of social media has evolved a lot of the young participants into active participants that are participating actively in creating, consuming, and sharing content on numerous SMSs (Hanna et al., 2011) and (PrakashYadav and Rai, 2017). Baccarella et al. (2018) presented the most recent categorization of how social media sites can be used by Generation Z. According to (Prakash Yadav and Rai, 2017), Gen Z loves to develop their content and collaboration with others. They also prefer to communicate through images, visual representation rather than text messages like Generation Y. Generation Z is emphasized by companies that devise strategies to target them by attracting them online and offline by increasing their loyalty and monitoring their communications for reputational damage (electronic-Word-of-Mouth (eWOM), (Ek Styvén and Foster 2018; Rissanen and Luoma -Aho, 2016). To target the younger Generation the advertisers and marketers have adopted the influencer marketer strategies across different social media platforms. For influencer marketing, Instagram is said to be most popular platform while the other platform includes YouTube, Facebook, blogs, and Twitter (MediaKix 2019). Even though wide adoption of influencer marketing has taken place, very limited studies have examined audience perceptions of influencer marketing (c.f., Chen 2018; Childers, Lemon, and Hoy 2019). This rapid growth of influencer marketing has resulted in a flip over traditional notions of celebrity endorsement, as marketers and advertisers are doing partnerships with the social media user that have higher levels of engagements. Many studies have tried to investigate approaches to recognize and use influencers via web-based media and better understand social media users’ sense of influence (Smith and Taylor 2017). In an analysis of Gen Z’s potential impact on advertising, Southgate (2017) suggests that “a new marketing approach is required for the Generation Z audience and that marketer’s, hence the marketers should make their investment on marketing through social media influencer as the size of the generation Z is more than any other target audience”. They are influenced by them, their lifestyle, dressing and do not even get burdened by their overloaded social media feeds with brand contents. As the users of social media are increasing the marketers have started identifying social media platforms as a key communication channel for communicating about their products (Bianchi et al., 2017). In previous years the brands are used to get fame and social status of celebrities for promoting their brand but with the changing world and the organization has shifted to promoting their brands with the help of influencers (Xu (Rinka) and Pratt, 2018). In previous research, various rating indicators were utilized to assess influencers which include the number of followers, like and comment that particular individual has his or her credibility and experience (Jabr and Zheng, 2017). Erkan and Evans (2018) suggest that electronic word-of-mouth (E-WOM) is more successful when created by perceived personalities and strongly influences purchasing expectations of online shoppers. As per Rogers and Cartano (1962), opinion leaders are portrayed as “people who apply an inconsistent measure of impact on the choices of others, those people who provide counseling and knowledge to others”. According to the research by (Stem and Gould 1988), a customer assessment pioneer is well-defined as an individual who

casually impacts the mentalities or practices of others through item-related discussion, alluded to as “informal correspondence”. Assessment pioneers offer guidance or data about items and administrations in a way that is believed to be more dependable and powerful than either mass publicizing or an association’s very own business power (Stem and Gould 1988). As per (Flynn, Goldsmith, and Eastman 1996), they are basic to the achievement of new items because their impact is relational, casual, and verbal, affecting others straightforwardly by offering guidance and verbal course for search, buy and use, while regularly being among the main adopters themselves. Numerous firms create promotion strategies for recognizing, focusing on, and affecting assessment pioneers as a component of their absolute showcasing effort (Stem and Gould 1988; Dye 2000). In researches by (Dye 2000; Gladwell 2000; Rosen 2000), it is determined an opinion leader for several years, and it has lately pulled in the consideration of promoting the executives below the title of “buzz”. It was uncovered by the researcher Lee (2017), that there are 3 regularly utilized as an applied to investigate an endorser or key representative. In the first place, the SAM (Source Attractiveness Model) of McGuire (1985) clarifies a follower is known, preferred, and found to have similitudes with customers will have fascination and influence. Secondly, the SCM (Source Credibility Model) of Hovland, Janis, and Kelley (1953) contends that the impact of a convincing message from an endorser lay on his mastery and level of reliability. Lastly, the SCM model from Ohanian (1990) joins SAM and SCM. This model likewise specifies the more alluring and tenable an endorser, the message he conveyed will be seriously intriguing. In the literature, the concept of corporate social responsibility has been referred to as company decisions and actions taken outside the direct economic or technical interest of the company (Davis, 1960; Carroll, 1979). Commitment to CSR is especially articulated among millennial consumers. Millennials are willing to support CSR by taking action such as volunteering for a good cause and buying products that have any good cause attached to them. The survey conducted by Nielsen (2014) shows that the Youth are ready to pay the increased amount for the product that is sustainable and ecofriendly. Thusly, the different affiliations consumers structure with the organization dependent on CSR correspondence may impact customers’ attitudes and responses that are behavioral to the organization (Bae and Cameron, 2006; Bhattacharya and Sen, 2004; Ellen et al., 2006; Kim and Lee, 2015). Overall perceive CSR activities, even within the cohort; older Millennials may not be as enthusiastic as younger Millennials and Gen Z for CSR (Cone, 2015). Generation Z in Pakistan have their own corporate social responsibility programs, as Generation Z tends to include socially conscious consumers who care deeply about their societies and the environment. Porter and Kramber (2007) suggest that an increasing number of companies are using their unique capabilities and activities in the value chain to encourage desirable behaviors such as healthy lifestyles and sustainable consumption. Researches by (Kim and Austin, 2019), (Bae and Cameron, 2006; Kim and Choi, 2012; Yoon et al., 2006) have proposed that apparent public-serving thought processes are bound to prompt positive customer results, for example, improved perspectives toward the organization and support aims, while organization serving intentions are regularly connected with negative buyer results. Changing market practices in a further informally conscious manner, addressed by the CSR activity kind of “informally dependable strategic policies,” improved attitudinal (for example, mentalities toward the organization) just as social results (for example, aims to help the organization) among the buyers in contrast to the giving of corporate assets (Kim and Austin, 2019). The consumers of Generation Z are the ones who spend most of the time spending their time scrolling, liking, and sharing material (Adobe, 2018). This Generation is very much exposed to the advertising that is done on digital media (Chen, 2018; Emmanuel, 2019; Vitelar, 2019). Generation Z does not prefer much to communicate through text, while they prefer more to communicate through visual representation such as images and videos etc., (Prakashyadav and Rai, 2017; Priporas et al., 2017). The most convincing component of customer behavior is the recommendation and

photographs from the consumers themselves (Mayrhofer et al., 2019; Xiang et al., 2016). It was found that the young consumers are more focused on the information from their friends and anywhere else such as social media etc., which motivated them to decide on the purchase of that product (Chen, 2018). The developing doubt of BGC implies customers are progressively going to each other to illuminate their utilization decisions (Kantar, 2019). According to (Bernstein, 2015; Roblek, Mesko, Dimovski, & Peterlin, 2019), this is the first Generation that is engaged with the digital world. This Generation spends on average 10.6 hours online every day using social media (Hebblethwaite, 2018). Mckinsey and Company (2018) portray Gen Z as 'hypercognitive' people, entirely comfortable with the social occasion and simultaneous processing numerous sources of data and with incorporating virtual and offline experiences. Generation Z individuals see innovation as an instrument for them (Van sanctum Bergh and Behrer, 2016). In particular, they consider the new smart technologies as a tool for gaining knowledge acquisition, purchasing, sharing in their private, academic, and future lives (Roblek et al., 2019). The previous researches related to smart retailing (see B`ezes, 2019; Dacko, 2017; Pantano, Priporas, & Dennis, 2018; Priporas et al., 2017; Roy, Balaji, Quazi, & Quaddus, 2018; Willems et al., 2017) gives a theoretical context for characterizing brilliant retailing and customer conduct in the smart retail settings (Roy et al., 2018).

Theory and Hypotheses Development: Ajzen and Fishbein in their theory of Reasoned Action (1975), TAM, and TRA has been extensively formed and applied to evaluate "user behavior through a wide range of computing technologies and user groups" (Davis et al., 1989, p. 985). These include motives for pleasure (such as entertainment), utilitarianism (such as seeking information and/or sharing), and social motives (such as personal benefit) (Pike et al. 2011; Celebi, 2015; Hunt et al., 2012). TAM is quite possibly the most compelling expansions of Ajzen and Fishbein's Theory of Logical Verb (TRA) in the literature. Davis' Technology Acceptance Model (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989) is the most broadly applied model for clients to acknowledge and utilize innovation (Venkatesh, 2000). It was developed by Richard Baguzi and Fred Davis (Davis 1989, Baguzi, Davis and Warshaw 199). TAM interchanges many TRA's behavioral measures with two innovation acknowledgment models to be specific convenience and utility. Reasoned Action (TRA) and TAM, the two theories of which contain solid conduct segments, expect that when somebody expects to act, they will be allowed to act without limitations. In reality, there would be several limitations, like constricted watchfulness (Bagozzi, Davis and Warshaw 1992).

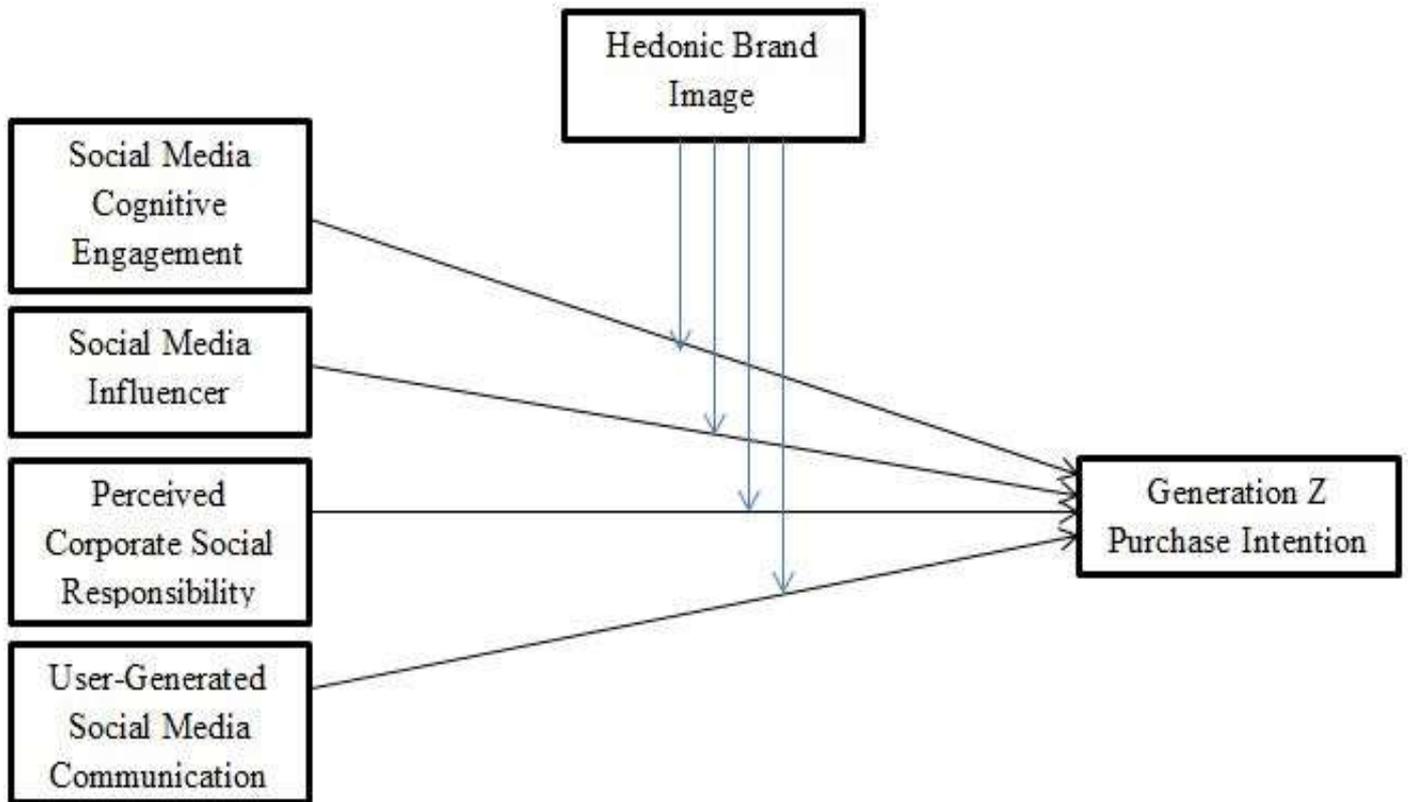


Figure 1: Theoretical Framework

Hypothesis Development: According to Fietkiewicz (2017), the young consumer is mostly active on online websites such as YouTube, Facebook, and Instagram and a few on the platforms like Twitter and Pinterest. Seven broad functionalities were suggested such as (a) Participation, (b) presence (users' knowledge of others' access), (c) groups (such as communities), (d) identity, I relationships (i.e. communication), (f) conversations and (g) reputation (users' knowledge of others standing). The Young purchasers, who have become the main power in the marketplace, also have an impact on the marketing strategies adopted by the organization for their product and services in SMSs where the communication and offers by the organizations are customized accordingly to meet the current requirements (Ansari and Mela, 2003; Berry et al., 2010; Burnasheva et al., 2018; Salleh et al., 2017). According to Cheung et al (2012) past research studies indicate that consumer engagement on social media leads to recommendations and purchase intentions. Le-Chun (2017) described that engaging community members are more likely to purchase brand products or services from their online communities.

H1: Social Media Cognitive Engagement has a significant effect on Generation Z Purchase Intention.

H2: Social Media Influencer has a significant effect on Generation Z Purchase Intention.

Previous researchers on SMI (social media indicator) in the framework of advertising are focusing on influencer's capability to connect the brand and consumers through their content production (Bigley and Leonhardt 2018; Kolo and Haumer 2018; Van Eldik et al. 2019), they observe that how the content of the influencer affects the consumers purchasing behaviors (Lee and Eastin 2020; Smit et al. 2019), and purchase intention (Jimenez- Castillo and Sanchez-Fernandez 2019; Lim et al. 2017; Muller, Mattke, and Maeir 2018;), and the ethical implications of advertising disclosures (Boerman 2020; Stubb and Colliander 2019; Wellman, Stoldt, Tully and Eckdale 2020).

H3: Perceived Corporate Social Responsibility has a significant effect on Generation Z Purchase Intention.

According to Aksak et al (2016) past studies provide evidence of the positive relation of corporate social responsibility on purchase intentions. As a function of the motives that the consumer attributes to decision making CSR affect positively on purchase intention (Ellen et al., 2006) and (Bianchi et al., 2019). In the past researches, the relationship between corporate social responsibility and purchase intention was established (Lee and Shin, 2010). As suggested by Lee and Lee (2015) faith in CSR has a positive relation to purchasing intention through consumer ethics (Bianchi et al., 2019). Although research studies indicate that there is a positive effect of corporate social responsibility activities on consumer intent to buy and purchase decisions (Parsa et al., 2015) and (Mulaessa, 2017).

H4: User-generated Social Media Communication has a significant effect on Generation Z Purchase Intention.

UGC is characterized by Kurian and John (2017, p. 559), as postage of content by clients on the social media platform, Instagram has 67% of Gen Z buyers posting pictures or videos at least once a week (King, 2019). This had provoked changes in consumer behavior as he consumers are influencing the purchase behavior of others through their review and sharing of pictures (Aragoncillo and Orus, 2018). It was found that the young consumers are more focused on the information from their friends and anywhere else such as social media etc., which motivated them to decide on the purchase of that product (Chen, 2018).

H5: Hedonic Brand Image has significant moderating impact between Social Media Cognitive Engagement and Generation Z Purchase Intention.

As per (Yazdanparast et al., 2016; de Vries et al., 2017; Raji et al., 2018a), Regardless, past researchers still needs to keep their eye on the distinct roles of such communicating and promoting on the different online sites in the effective improvement product picture and their effects on the buyers' social expectations. (Chu et al., 2013) also examined how users' perceptions of web-based media publicizing and its ideal influence their attitudes and behaviors.

As per the previous research conducted by (Cobb-Walgreen et al., 1995; Raggio and Leone, 2007), it is more significant now than at any other time to consider how online brand awareness efforts and active creation of brand image affect buyers' purchasing practices and choice attitude. A sophisticated buying goal addresses the buyers' great reaction to a fruitful brand profile or brand promotion such as ads and advancements (Alford and Biswas, 2000; Raji, R. A., Rashid, S., & Ishak, S., 2019).

H6: Hedonic Brand Image has significant moderating impact between Social Media Influencer and Generation Z Purchase Intention. With regards to influencer marketing, previous researches recommend that buyers' perspectives about a particular brand have a significant effect on their buying expectation (Pradhana et al., 2016). According to Hassan and Jamil (2014) and (Saima, & Khan, M. A., 2020), the influencers' web-based media accounts may indirectly impact the purchase choice in a roundabout way through the brand picture variable. As per Godey et al. (2016), promotion and marketing using the influencers of social media have a very high impact on the brand value of the item, taking into account the brand picture was a significant viewpoint in the brand value. In the meantime, as per Hariyanti and Wirapraja (2018) and (Hermenda, A., Sumarwan, U., & Tinaprillia, N., 2019), utilization of social media influencers for promoting your product can boost up the sales and show a decent brand picture for purchasers. As indicated by an exploration by Anggraeni and Asnawati (2017), because of the important positive association between the image of brand and customer purchasing intention, a brand image may be seen as an interfering vector between endorsement and purchase intention.

H7: Hedonic Brand Image has a significant moderating impact between Perceived Corporate

Social Responsibility and Generation Z Purchase Intention.

The brand picture is a visual concept created by logical and emotional perception (Alwi and Kitchen, 2014). The picture of the brand in the mind of people grows higher than the focused, practical, or actual possessions of the things since it is associated with the character of the focus and is finished the joint efforts of the product and its accomplices (Bigné and Currás, 2008). Previous researches show that the image of the brand is impacted by CSP mentally or inwardly (He and Li, 2011), with the fact that it gives data on the assessments of the association (Martínez et al., 2014), even though the valence of this impact may differ by an accomplice (Popoli, 2011) and (Bianchi et al., 2019). Explores then again, have kept on making basic representations to investigate the impact of supposed CSR on critical yet extremely precise factors such as item picture (Alvarado and Schlesinger, 2008), touching and mental joy (Bigné et al., 2011), and steadfastness (de Los Salmones et al., 2007). Brand esteem applies to an evaluation of the overall impression that purchasers have of the business (Fombrun and van Riel, 2004).

An agreement shows that the product picture is fortified by the CSR if the association acknowledges how to inspire faith, collect trustworthiness and make a strong image as indicated by others (Maldonado et al., 2017). The impact of evident CSR on the picture of the brand moreover differs relying upon the customer's assessment cycles (Martínez et al., 2014; Sen and Bhattacharya, 2001). Previous researches give solid proof that CSR is a huge direct factor behind a buyer's buying decision cycle (Creyer and Ross, 1997). Investigates have similarly definite that CSR fortifies purchaser faithfulness, which enhances the profitability of choosing the affiliated things (Chen et al., 2015; Bianchi et al., 2019).

H8: Hedonic Brand Image has significant moderating impact between User-generated Social Media Communication and Generation Z Purchase Intention.

The researchers Schivinski and Dabrowski (2015) and (Cheung, M. L., Pires, G. D., and Rosenberger III, P. J., 2019), determines that the effect of client created substance on product mindfulness and product picture differs among item classes, contending that client created content is more viable in making product perspectives for a product with greater inclusion levels. As per (Hermida and N. Thurman., 2008), at the point when a client takes part in this cycle, any fresh data made is identified as User Generated Content (UGC). The manifestation of the net and the contents made by users differs how data is a blowout, from the company to the purchaser and people to one another (P. O'Connor., 2008). According to the research by (T. Daugherty, M. S. Eastin, and L. Bright., 2008); UGC promotes content production to move from a historically populated by skilled developers to a socially egalitarian one, as a result, UGC has become now the huge and absorbed foundation of knowledge (G. Shao., 2009) (Persada et al., 2020). The research by (H. J. Cheong and M. A. Morrison., 2008) determines that UGC's development into its reality now is likewise upheld by the word of mouth in electronic media, while the content created by the customer is the substance, and their word they speak about the product is the primary apparatuses for the content circulation. Web 2.0 and the content created by the people are there next to each other with Generation Z. Brought into the world with the practically limitless network, Generation Z is extremely dynamic on the web (E. J. Cilliers., 2017). This specific attribute of the members of Generation Z made a reconciliation amid the web and age Z, a social movement of how young people prepared data was likewise clear (E. Constantinides and S. J. Wellspring., 2008). The Youth is generally depicted as being quick-witted and having a quicker life rhythm (S. P. Desai and V. Lele., 2017). The issue is not always due to these attributes; in particular, it tends to be viewed as a constructive outcome of Web 2.0 and UGC (Persada et al., 2020). In the present marketing, the incentive part of the item can be capably deprived of expecting to buy it first due to the staggering data accessible on the web, and particularly in the UGC (R. Mill operator and N. Lamm., 2010) and (Persada et al., 2020)

Methodology:

Population and Sampling

The target population for quantitative research consisted of university student (from different Universities of Karachi), Generation Z comprises young people who were born between 1995 until 2009 (Bassiouni & Hackley, 2014; Kamenidou et al., 2019); these young people have been described as highly educated, technologically savvy, innovative and creative (e.g., Priporas et al., 2017; Seemiller & Grace, 2019). The samples were selected by using the methods of simple random samples. The most rigorous way to choose a sample is that selects people using random sample (Razak, Paujah, Baharun, & Deraman, 2018). Most researchers agree that SEM requires a "large" sample size, but what exactly does that mean? The number that is thrown around a lot is 300 (see Kamri & Lee, 2013, Tabachnik & Fidell, 2013), but not all answers that fit such a size might fly with most reviewers because there is no single valid or universally accepted calculation or method for determining sample size for SEM, researchers and students often rely on the "rules of thumb". For example, some statisticians recommend using the parameters (N: q) to estimate the ratio of observations as a guide. Specifically, Klein (2015) recommended that the ratio of N: q for each estimation parameter in the model should be 20 to 1, or 20 observations (participants). Others have suggested that the ratio of N: q may be 10 to 1 (Schreiber et al., 2006) or 5 to 1 (Bentler & Chou, 1987). Clearly, there is also much variation and uncertainty in the guidelines proposed by SEM scholars. In this study we (Schreiber et al., 2006) followed the sample size formula. Data was collected using a questionnaire through Google form, an online platform that includes: (1) social media engagement (2) influencer marketing (3) corporate social responsibility (4) user-generated content, one moderator as a (5) brand image, and (6) purchase intention (7) the socio-demographic profile of respondents. Particularly, the variables of the model were measured using multi-attribute instruments through 5-point Likert scales. Although a 5-point scale may have been acceptable, a wider range allows effective comparison analyses to more clearly show the differences between scores (Kozak, 2001a, 2001b). The time frame for this data collection is from the cross-section. The validity and reliability measurement tests were applied to ensure the data collection instrument's ability of measuring the concepts established in the research model and internal consistency of items of instrument (Carmines and Zeller, 1979). The Cronbach alpha and composite reliability tests were employed to check the internal consistency of the items. The average variance extracted was used to check the validity of the instrument that it is measuring the used concepts (Valentini and Damásio, 2016). The all of the values of reliability measurement (Cronbach Alpha and composite reliability) meet the minimum values of 0.70 and all the values of validity measurement (average variance extracted) meet the minimum criteria of 0.60 (Peterson and Kim, 2013). It can be inferred that, the items of the data collection instruments possess internal consistency as per the values of Cronbach alpha and composite reliability and validity of the research model concepts. To ensure that each construct is different from the other construct within the theoretical model, the discriminant validity test is applied with help of Fornell-Locker Criterion (Hair et, al. 2011) that ensure each of construct represent unique phenomena of interest (Henseler, Ringle, Sarstedt, 2015). The minimum accepted value of Fornell-Locker Criterion is 0.70 (Hamid, Sami and Sidek, 2017) that has been met by all variables and it can be inferred that each variable represents unique phenomena. Reliability relates to the consistency of a measure. A participant completing an instrument meant to measure motivation should have approximately the same responses each time the test is completed ((Heale and Twycross, 2015).

Table 1: Construct Measures

Constructs	Item Scales	References
Social Media Cognitive Engagement (SMCE)	<ol style="list-style-type: none"> 1. I spend a lot of time thinking about (my preferreds brand) 2. I make time to think about (brand/community) 3. When interacting with (brand/community), I forget everything else around me 4. Time flies when I am interacting with (brand/community) 5. When I am interacting with (brand/community), I get carried away 6. When interacting with (brand/community), it is difficult to detach myself 	(Dessart et al., 2016)
Social Media Influencer (SMI)	<ol style="list-style-type: none"> 1. Following and listening an expert influencer 2. Following and listening an up-to-date influencer 3. Following and listening trusted influencer 4. Following and listening reliable influencer 	Nurhandayani, A., Syarief, R., & Najib, M. (2019)
Perceived Corporate Social Responsibility (PCSR)	<ol style="list-style-type: none"> 1. The brand/company treats employees very well. 2. The brand/company is socially responsible. 3. The brand/company helps civil society organizations in the community. 4. The brand/company is committed to ecological issues. 5. The brand/company returns some of what it has received to society. 6. The brand/company act thinking about society. 7. The brand/company integrates philanthropic contributions in their business activities. 8. The brand/company behaves honestly with their customers. 9. The brand/company respect the legal regulations. 	Bigné et al. (2005), Bigné and Currás (2008), Dean Lichtenstein et al. (2004), Maignan and Ferrell (2001), Menon and Kahn (2003), Van Herpen et al. (2003)
User-generated Social Media Communication	<ol style="list-style-type: none"> 1. I am satisfied with the social media communications expressed by other users about [brand] 2. The level of the social media communications expressed by other users about [brand] meets my expectations 3. Compared with the very good social media communications of other users about other brands, the 	Magi (2003), Tsiros et al. (2004)

	social media communications of users about [brand] performs well	
Hedonic Brand Image (HBI)	<ol style="list-style-type: none"> 1. Your preferred brand is attractive. 2. Your preferred brand is desirable. 3. Your preferred brand is strong in character. 4. Your preferred brand is strong in personality. 	Scott and English (1989), Verhoef et al. (2004)
Generation Z Purchase Intention (PI)	<ol style="list-style-type: none"> 1. I (being a member of generating Z) will buy products that are advertised on social media. 2. I desire to buy products that are promoted on advertisements on social media. 3. I am likely to buy products that are promoted on social media. 4. I plan to purchase products that are promoted on social media. 	Duffett (2015)

Data Analysis and Findings: Table no. 2 shows the respondent profile. The majority of respondents fall into the age group of 23-25 with 44.0%, and by gender male are in majority with frequency of 210 that is a percentage of 70.0 % while female participant represents a 29.3%. The result of social media usage and e-shopping frequency shows that 246 respondents are using e-shopping and 54 respondents are not using.

Table 2: Respondents Profile

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
18-20	50	16.7
21-23	118	39.3
23-25	132	44.0
<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	210	70,0
Female	88	29.3
Other	2	.7
<i>Education</i>	<i>Frequency</i>	<i>Percentage</i>
Higher Secondary	24	8.0
Diploma	14	4.7
Bachelor	223	74.7
Master	35	11.7
Other	4	1.3
<i>Employment Status</i>	<i>Frequency</i>	<i>Percentage</i>
Employment	73	24.3

Self-Employed	30	10.0
Student	187	62.3
Other	10	3.3
<i>Income</i>	<i>Frequency</i>	<i>Percentage</i>
50,000-75000	221	73.0
75001-100000	39	13.0
100001-125000	22	7.3
125001-150000	2	.7
More than 150000	16	5.3
<i>Social Media E-Shopping</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	246	82.0
No	54	18.0

The validity and reliability measurement tests were applied to ensure the data collection instrument's ability of measuring the concepts established in the research model and internal consistency of items of instrument (Carmines and Zeller, 1979). The Cronbach alpha and composite reliability tests were employed to check the internal consistency of the items. The average variance extracted was used to check the validity of the instrument that it is measuring the used concepts (Valentini and Damásio, 2016). A general accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level (Hulin, C., Netemeyer, R., and Cudeck, R., 2001). The all of the values of reliability measurement (Cronbach Alpha and composite reliability) meet the minimum values of 0.70 and all the values of validity measurement (average variance extracted) meet the minimum criteria of 0.60 (Peterson and Kim, 2013). It can be inferred that; the items of the data collection instruments possess internal consistency as per the values of Cronbach alpha and composite reliability and validity of the research model concepts. To ensure that each construct is different from the other construct within the theoretical model, the discriminant validity test is applied with help of Fornell-Locker Criterion (Hair et, al. 2011) that ensure each of construct represent unique phenomena of interest (Henseler, Ringle, Sarstedt, 2015). The minimum accepted value of Fornell-Locker Criterion is 0.70 (Hamid, Sami and Sidek, 2017) that has been met by all variables and it can be inferred that each variable represents unique phenomena.

Table 3: Measurement Validity and Reliability

<i>Variables</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted</i>	<i>Fornell-Locker Criterion</i>
Generation Z Purchase Intention	0.891	0.925	0.755	0.869
Hedonic Brand Image	0.900	0.930	0.768	0.877
Perceived Corporate Social Responsibility	0.902	0.920	0.561	0.749
Social Media Cognitive Engagement	0.707	0.828	0.618	0.786
Social Media Influencer	0.768	0.849	0.586	0.765
User-Generated Social Media Communication	0.672	0.820	0.604	0.777

The amount of the variance each independent variable contributes in the explanation of the dependent variable is shown through R-Square (Nagelkerke, 1991). In PLS literature, R-square

value is < 0.3 it considered Very weak effect size, If R-square value is $< 0.3 - 0.5 >$ it considered weak or low effect size, If R-square value is $< 0.5 - 0.7 >$ it considered a Moderate effect size, If R-square value is $0.7 >$ it considered strong effect size, (Moore et al., 2013). The value of R-Square is shown in the Table no. 4 indicates that Generation Z Purchase Intention has moderate explanation of variance.

Table 4: Explanation of Variance

Variables	R Square	R Square Adjusted	Magnitude
Generation Z Purchase Intention	0.540	0.526	Moderate

The model fit indices are calculated to check the ability of theoretical model to conform to set of observation (Hooper, Coughlan and Mullen, 2008). The SmartPLS 4.0 offers to compute model fit indices mentioned in table-V. The standardized squared root means residual (SRMR) value is calculated for ensuring model fit in PLS-SEM and its value should be below than 0.08 (Hu and Bentler, 1998). Current value of SRMR is 0.07 and it is model fit achieved through SRMR value. The other model fit criteria is Exact Model fit criteria through value of D_ ULS and D_ G. The difference in estimated and saturated model of both D_ ULS and D_ G value should be above 0.05 (Dijkstra and Henseler, 2015). The results show that, goodness of fit is achieved through exact model fit criteria. The NFI value should be above 0.90 but it is mainly used for co-variance based SEM and it can be ignored here (Henseler et al., 2014).

Table 5: Model Fit

Model Fit Indices	Saturated Model	Estimated Model
SRMR	0.077	
d_ ULS	2.232	2.228
d_ G	0.934	0.933
NFI	0.684	0.685
Chi-Square	1579.240	1576.318
RMS Theta	0.155	

The various model fit indices as computed using the SmartPLS 4.0 was computed mentioned in the above table indicates that, data has achieved goodness of fit in the model.

Table 6: Structural Equation Model

Hypothesis	B-Value	T-Value	P-Values	Decision
H1: Social Media Cognitive Engagement -> Generation Z Purchase Intention	0.149	2.744	0.006	Accepted
H2: Social Media Influencer -> Generation Z Purchase Intention	-0.004	0.054	0.957	Rejected
H3: Perceived Corporate Social Responsibility -> Generation Z Purchase Intention	0.138	2.465	0.014	Accepted
H4: User-generated Social Media Communication -> Generation Z Purchase Intention	0.138	1.828	0.068	Rejected
H5: Hedonic Brand Image -> Social Media Cognitive Engagement -> Generation Z Purchase Intention	0.086	2.176	0.030	Accepted
H6: Hedonic Brand Image -> Social Media Influencer -> Generation Z Purchase Intention	-0.045	1.390	0.165	Rejected
H7: Hedonic Brand Image -> Perceived Corporate Social Responsibility -> Generation Z Purchase Intention	-0.083	2.206	0.027	Accepted
H8: Hedonic Brand Image User-generated Social Media Communication -> Generation Z Purchase Intention	0.047	1.287	0.198	Rejected

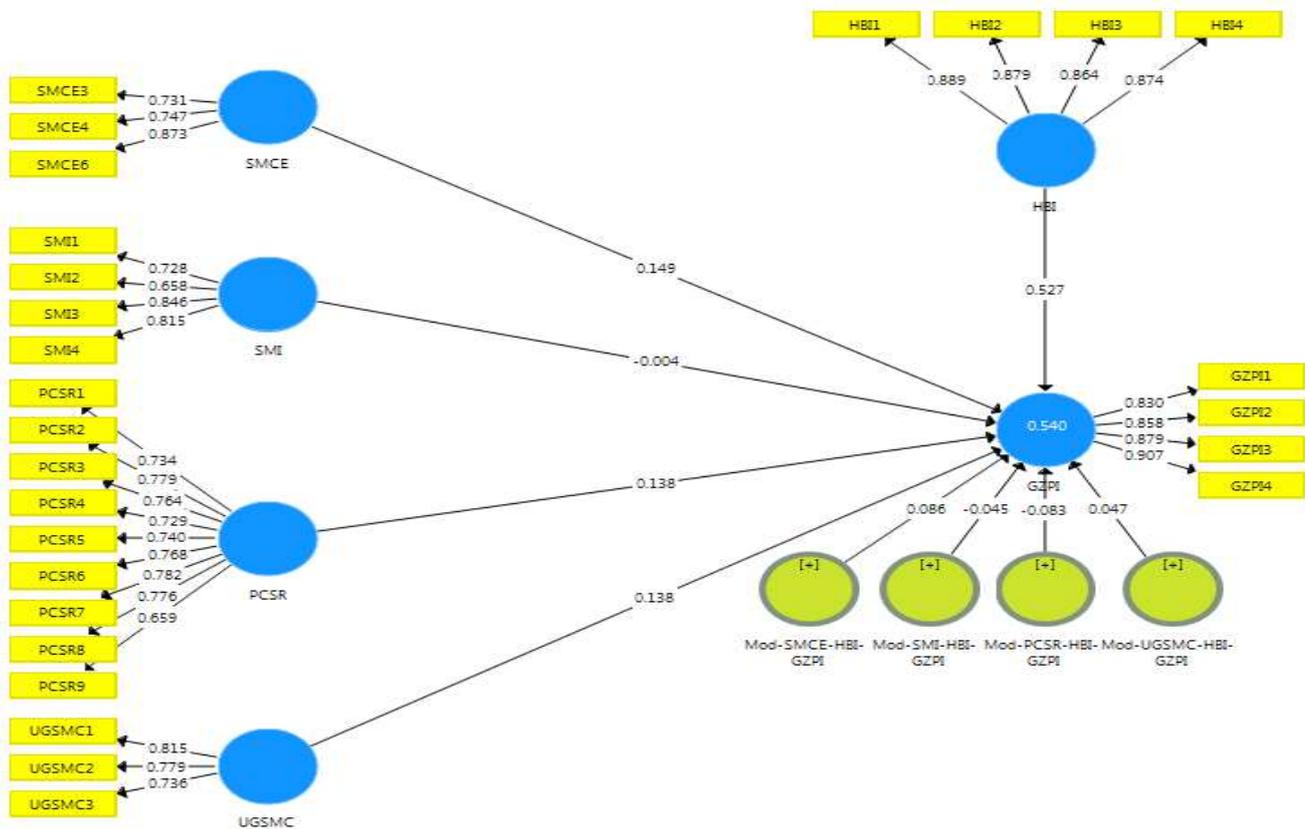


Figure no. 2: SEM Graphical Representation

Discussion and Conclusion: The import point of this study is that data collected in Covid'19 recession phase. So, the results vary differently with normal situation. This study examined the buying behavior dimensions of Generation Z in Pakistan on purchase intention by applying the wide literature support and theoretical foundation of theory of planned behavior (TPB) (Ajzen, 1991). The majority of respondents fall into the age group of 23-25 with 44.0%, and by gender male are in majority with frequency of 210 that is a percentage of 70.0 % while female participant represents a 29.3%. Generation Z prefers to make most of their purchases online (Siddiqui, 2018). The result of social media usage and e-shopping frequency shows that 246 respondents are using e-shopping and 54 respondents are not using. The current Study complements and extends prior research in advertising that explores how consumers build brand relationships through social media (c.f., Bashir et al. 2018), mainly within the framework of generational consumption patterns (c.f., Holliday, Loof, Cummins, and McCord 2018). A general accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level (Hulin, C., Netemeyer, R., and Cudeck, R., 2001). The all of the values of reliability measurement (Cronbach Alpha and composite reliability) meet the minimum values of 0.70 and all the values of validity measurement (average variance extracted) meet the minimum criteria of 0.60 (Peterson and Kim, 2013). To ensure that each construct is different from the other construct within the theoretical model, the discriminant validity test is applied with help of Fornell-Locker Criterion (Hair et, al. 2011) that ensure each of construct represent unique phenomena of interest (Henseler, Ringle, Sarstedt, 2015). The all of the values meet the minimum value criteria. The amount of the variance each independent variable contributes in the explanation of the dependent variable is shown through R-Square (Nagelkerke, 1991).

Implications of the Research and Future Research Direction: This study followed theory of planned behavior; first construct "social media cognitive engagement" confirmed by

behavioral intention, as per TPB with literature support. According to Cheung et al (2012) past research studies indicates that consumer engagement on social media leads to recommendations and purchase intentions. In our case second construct “social media influencer” results show insignificant relationship as data collected from Pakistani Generation Z. Third construct “perceived corporate social responsibility” confirmed by behavioral intention, as per TPB with literature support. As suggested by Lee and Lee (2015) faith in CSR has a positive relation to purchasing intention through consumer ethics (Bianchi et al., 2019). In this study, fourth construct “user-generated social media communication” show insignificant relation as per collected data from Pakistani Generation Z. As a moderator, hedonic brand image has significant relation with social media cognitive engagement and perceived corporate social responsibility. In order to understand the effects of study, we must first identify the stakeholders of marketing field. Stakeholders include marketing department, digital marketing managers, corporate social media cell, marketing agencies, data analytics professional and CSR department. Understanding to Pakistani Gen Z we should keep in mind that social media cognitive engagement and perceived corporate social responsibility has strong relation with generation Z purchase intention which indicates generation Z is engage with social media and CSR activities. Online business operators and trend setter can identify and promote their business on social media sites. Regulatory bodies and the Government have a responsibility to monitor ads campaigns to avoid any unethical violation. The results overall have major implications for the marketing professional. This research study offers valuable insight and contributes in the literature of Generation Z Purchase Intention. Based on the theory of planned behavior, this study identifies two highly significant dimensions, which help to enhance and measure the results of the generation Z purchase intention. The main contribution of this study is to propose and confirm four multidimensional construct, which includes a total of 30 items within four dimensions: social media cognitive engagement, social media influencer, perceived corporate social responsibility and user-generated social media communication and purchase intention. In addition, the cross-validation analysis results demonstrate purposed model is stable and can be applied to different regions as per model fit criteria. This study enriches knowledge of the generation Z purchase intention literature and provides a critical platform for future studies to build knowledge in purchase intention of Pakistani youth. Finally, it contributes valuable information to professionals to develop and manage digital marketing strategies.

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