

# Innovations

## An analysis of online entertainment experience openness and buying behaviour of generation z

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### **Abstract:**

*Social media has made people more aware and given them knowledge of day today's trends, news, businesses, and new technologies and given them the power to communicate and give their views without hesitation. In this new world of technology, everything is upgraded and automated. Technology is been hereditary for generation z. Gen z can never be separated from technology like smartphones, and laptops. They are totally dependent on technology. They are the upcoming generation and needed to be explored for gender preferences. So, the study is aimed to understand the generation z gender opinion on social media regarding buying behaviour of Indore city. The collection of data was from a Google form questionnaire of generation z. The speculative results convey that social media assist both genders of generation z generate their need and awaken them through online advertising on social media sites and helps them buy the product. It determines generation z's behaviour on social media and determines the cause and effect of gender preferences in Indore city. Quota sampling is being used as a research methodology. The study uses Reliability statistics, ANOVA, Pearson correlation, Regression analysis and means scores to test the hypothesis. As a result, it is found that generation z have similar perception in the context of gender, age, and occupation regarding online entertainment experience, online entertainment openness and buying behaviour.*

**Keywords:** 1.Social media, 2.Generation Z, Age Z, 3.Gender, 4.Buying behaviour, 5.Technology

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### **1.0 Introduction:**

The innovation of web-based entertainment has had a significant impact on the point of view of individuals to watch the world in very different ways through- Facebook, Instagram, Pinterest, LinkedIn etc. (Moretti, Andrea & Tuan, Annamaria, 2018) now the day had come without social media person is alone and miserable. The increasing use of social media forced organizations to enhance their operations online. (Turner & Turner, 2018) Generation by generation things have changed and got their value for developing something new and innovative. At the time of generation z technology was developed and they were the generation who has a hand in it. In this, both genders have the power of voice to speak for themselves and through which they are making choices and preferences on social media websites. Generation z is the brand of internet and social media. (Pillar, 2016)

- 1.1 **Social media** :Social media is upgrading according to the need of the people. Firstly, it was just for communication from one person to other. After that, it has given rise to sharing images, videos, and documents and nowadays new trends of status, memes and reels are taking place where people make a new world of connection on social media. (VITELAR, 2013) Know a day's social media is the term used for communication, e-commerce, education, and entertainment everything is in the social media app ex. Facebook, Instagram, Twitter etc. (Bayer et al., 2022) Social media is totally dependent on a technology called the internet. (R. G. Duffett & Wakeham, 2016) The pattern of Knowledge changes from single punters to so many punters. (Wang et al., 2012) Social media is developed and expanded so that the Knowledge changes from content reader to content publisher. (Harvey, 2014)
- 1.2 **Generation z**: Age Z is altogether different age from other ages because they have access to social media sites. This generation is born from (1995-2010). This generation is always having the internet and smartphones in their palm. They are born with an internet connection and smartphone with the latest application at their fingertips. (Theses et al., 2018,) This generation just does not invest time in the fun they use different health-related applications for work out, nutritional therapy, emotional disorder and many more. At the time of covid 19, the generation was well aware of the health issues and how to take the proper measure. This generation is already aware of scams, e-thefts and scandals. (Mat Zain et al., 2021)

### 1.3 Objectives of the study:

To determine the impact of social media on online entertainment experience, online entertainment openness and buying behaviour of generation z about their gender.

To analyse the perception of online entertainment experience, online entertainment openness and buying behaviour based on the age and occupation of generation z.

### 1.4 Hypothesis of the study

Researchers have framed the following null hypotheses. The details are mentioned herein below:

H01: There is no significant difference between the perceptions of different age groups regarding online entertainment openness, Buying behaviour and online entertainment experience.

H02: There is no significant difference between the perceptions of different occupation groups regarding online entertainment openness, Buying behaviour and online entertainment experience.

H03: There is no significant difference between the perceptions of males and females regarding online entertainment openness while online entertainment openness of generation z.

H04: There is no significant difference between the perceptions of males and females regarding Buying behaviour while online entertainment openness of generation z.

H05: There is no significant difference between the perceptions of males and females regarding online entertainment experience while online entertainment openness of generation z

## 2 Literature review:

Nowadays Technology /Smartphones are part of Generation Z life. Generation Z has been born with technology & grown up with it & using it in the workplace in a good manner and in the interest of the organization. (Pichler s., kohili C. & Granitz N., 2021). Despite their young age, they are very managerial they express their feelings, and thoughts, whether they are happy or not or they give responses & update their current status online. (Do a lot, 2018). Generation Z values individualization and expression of thought for socialism, education, and a variety of different causes they believe in improving the whole world and solving the issues. (Francis & Hoefel, 2018). Generation z is a devastating buyer. If they wish to buy some product they immediately pay the price and buy it. They have given higher preference to apparel than food and drinks. Females of generation z spend money on apparel as compared to generation z male online buyers. (Simangunsong, 2018) Generation z depends on trust. If they buy apparel online from a website they

build trust for the product they buy if they see a problem with the product they give it back. So, there are chances of consumer dissatisfaction. The marketer or website maker should publish the texture, quality and colour of apparel. (Noronha et al., 2018)

The social media world came into practice in 1994. Social media has given a new title an umbrella in which different variety of businesses, blogs, cooperative projects, online podiums, sharing of images and videos, review online products and online world. (Aichner et al., 2021) Social media use has given a person a tremendous amount of contentment and gloom in a different way that has affected an individual's life. Here researcher has focused on the bright and dull sides of the consumption of social media and wanted that both sides should be treated as different constituents. (Valkenburg, 2022) Capability-based belief is for men and similarly, personality-based belief is more articulate among women. Women use Facebook more than men. Women have stronger personal capabilities than men in communication and the collection of facts and Knowledge. (Bednarz et al., 2022) The gender difference has come to an end because of social media platforms. Here both genders are equal. Generation z is the generation who are religious and believe in tradition. For the devotional videos on YouTube, women prefer to watch more videos than men. (Rzemieniak & Wawer, 2021) Every person has different needs and desires these online platforms have given every person an option to make their buying decision process and customer behaviour. So, for a marketing firm, it's an opportunity to understand generation z and act accordingly. (R. Duffett, 2020) Generation z has been born between 1995-2010. There are some factors of generation z: vigour and many reality, nationwide networks and power user. They want fewer conflicts and arguments with the people. They want to live an easy-going life. Whenever generation z wants to move from one situation, negative thoughts and emotions to another they take the support of social media to move on. (Francis & Hoefel, 2018) This generation is overcoming any situation very fast and they are not at all terrified of any situation because they always find out the solution and a way to reach it. (Turner & Turner, 2018) There are two types of uses of technology one is social for communicating with family and friends by posting messages, videos and sharing. And second use is non-social for playing games, buying products, grocery, getting education online and entertainment. (Dienlin & Johannes, 2020) The social media platform has given social security to society in many ways like alliance, pliability and interplay to optimize the best use of advanced learning and new challenges in teaching. (Papademetriou et al., 2022)

**3. Research Methodologies:**

For the study of generation z gender preferences, the author performed exploratory research and a sample of 50 individuals from generation z has been collected through quota sampling. A survey based on an arranged questionnaire and primary as well as secondary data has been used. Inferential analysis is used to test the hypothesis. Tools which are used are parametric: - Reliability test, Analysis of variance (ANOVA), Pearson correlation, and Regression analysis.

**3.1 Analysis and Interpretation**

Demographic details questions were asked from the respondents of generation z about the experience of social media. The following data is obtained:

**Table 1: Demographic Subtleties of respondents of generation z gender preferences on social media:**

s.no	Variables	Respondents	Frequency		Percentage	
			Male	Female	Male	Female
1.	No. of Respondents	50	29	21	58	42
2.	Age (In Years)	10-15	0	0	0	0
		15-20	7	1	14	2
		20-25	10	12	20	24
		25-30	12	8	24	16
3.	Occupation	Service	16	10	32	20
		Business	2	1	4	2
		House maker	1	5	2	10
		Student	10	5	20	10
		Other's	0	0	0	0

The above table illustrates the demographic details of the respondent of generation z in which 68% of the respondents are male and 42% of the respondents are female. From the above table it is shown that the 10-15 years there were no respondents of gen z, 15-20 years there are 14% of respondents are male and 2% of respondents are female gen z, 20-25 years there are 20% respondents are male and 24 % respondents are female and 25-30 years there are 24% respondents are male and 16% are female of gen z. It was also interpreted that service doing male respondents 32% and 20% are female, business 4% of respondents are male and 2% are female, house maker 2% are male respondents and 10% are female and students 20% are male respondents and 10% are female of gen z.

**Table 2: Classification based on social media websites preferred most frequently by generation z:**

Social media preference	websites	Frequency		Percentage	
		Male	Female	Male	Female
Facebook		9	4	18	8
Instagram		17	15	34	30
LinkedIn		2	1	4	2

From the above table, it is been interpreted that the social media website Facebook is been used by 18 % of males and 8% of females, Instagram is used by 34% of males and 30% of females, LinkedIn is been used by 4 % of male and 2% of female.

**Table 3: Classification based on the weekly visit of social media accounts by generation z:**

Visit social media	Frequency		Percentage	
	Male	Female	Male	Female
Daily	20	13	40	26
Every hour	6	6	12	12

From the above table, it is been predicted that 40% of males and 26 % of females daily visit social media websites every hour 12 % of males and 12% of females visit social media websites.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.717	9

Source: Reliability statistics, IBM Statistics SPSS 22

Unwavering quality is utilized as inner consistency, which is the proportion of entombing relationships among the variable that structure a scale. Inner consistency is resolved to utilize an unwavering quality coefficient called Cronbach's alpha. An alpha which values above 0.70 to 0.80 is the standard displayed for inside consistency in the framing of new scales autonomously. The Cronbach's alpha qualities (0.717) for the scales dominate the negligible prerequisites, subsequently, it is displayed that the scales are inside steady and have adequate dependability values in their unique structure in this examination study.

**Table 4: Correlation analysis**

	Online entertainment openness	Buying Behaviour	Online entertainment experience	Mode of payment	of Digital Marketing
Online entertainment openness	1				
Buying Behaviour	.038	1			
Online entertainment experience	.794		1		
Mode of payment	.038	.794	.038	1	
Digital Marketing	-.031	-.070	.829	-.229	.142
	.829	.629	.629	.110	.325
	50	50	50	50	50
	-.273	.166	-.229	.110	.142
	.055	.249	.110	.110	.325
	50	50	50	50	50
	-.025	.323*	-.181	.142	.142
	.865	.022	.208	.325	.325
	50	50	50	50	50

\*. Correlation is significant at the 0.05 level (2-tailed).

Source: Correlation analysis, IBM Statistics SPSS 22

From the above table-5, it is been interpreted that most of the respondents have said that social media has changed consumer behaviour it has increased the purchasing capacity of an individual. Consumer of generation z is more shifted to online purchasing. They use social media websites to do there day today happenings. They are more interested in learning online through social media websites. They use digital marketing platforms. They prefer their content in form of videos, images, blogs and articles. Through social media website advertisements, consumer minds divert to the purchasing of products, UPI is preferred mostly as a mode of payment in online shopping.

**Table 5: One-way ANOVA for age and online entertainment experience, online entertainment openness and buying behaviour**

		Sum of Squares	df	Mean Square	F	Sig.
Online entertainment experience	Between Groups	6.582	2	3.291	.485	.619
	Within Groups	319.098	47	6.789		
	Total	325.680	49			
Online entertainment openness	Between Groups	12.877	2	6.438	.593	.557
	Within Groups	510.243	47	10.856		
	Total	523.120	49			
Buying Behaviour	Between Groups	18.015	2	9.008	2.758	.074
	Within Groups	153.505	47	3.266		
	Total	171.520	49			

Source: Regression analysis, IBM Statistics SPSS 22

As table 6 depicts, the respondent's perception of online entertainment experience, online entertainment openness and buying behaviour is not different based on age as the p-value for all the variables is more than 0.05.

**Table 6: One-way ANOVA for occupation and Online entertainment experience, buying behaviour and Online entertainment openness**

		Sum of Squares	df	Mean Square	F	Sig.
Online entertainment experience	Between Groups	28.341	3	9.447	.878	.459
	Within Groups	494.779	46	10.756		
	Total	523.120	49			
Buying Behaviour	Between Groups	18.125	3	6.042	1.812	.158
	Within Groups	153.395	46	3.335		
	Total	171.520	49			
Online entertainment openness	Between Groups	10.729	3	3.576	.522	.669
	Within Groups	314.951	46	6.847		
	Total	325.680	49			

Source: Regression analysis, IBM Statistics SPSS 22

As table 7 depicts, the respondent's perceptions of online entertainment experience, online entertainment openness and buying behaviour are not different based on occupation as the p-value for all the variables is more than 0.05.

**Table 7: One-way ANOVA for Online entertainment experience and online entertainment openness**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.321	1	.321	.047	.829 <sup>b</sup>
	Residual	325.359	48	6.778		
	Total	325.680	49			

a. Dependent Variable: Online entertainment experience

b. Predictors: (Constant), Online entertainment openness

Source: Regression analysis, IBM Statistics SPSS 22

As table 8 depicts, the respondent's perceptions of online entertainment openness are not different based on online entertainment experience as the p-value for all the variables is more than 0.05.

**Table 8: Model Summary**

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.031 <sup>a</sup>	.001	-.020	2.60352

a. Predictors: (Constant), online entertainment openness

Source – Regression result, IBM Statistics SPSS 22

As shown in Table 9 and 10 by using the whole method, it was found that online entertainment openness describe a significant amount of the variance in the value of generation z experience (F = 0.47, p < .001, R2= .001, R2Adjusted= -.020)

**Table 9: Unstandardized and standardized Coefficients of Regression Model –**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.261	1.609		6.377	.000
	Online entertainment openness	-.025	.114	-.031	-.218	.829

R=.031, R Square= .001, F=.047

Source: and standardized Coefficients of Regression Model,IBM Statistics SPSS 22  
 The result of Table 9 depicts standard coefficients of regression ( $p=.829>0.05$ ) which means the null hypothesis is not rejected or we can say that the null hypothesis is accepted. This refers that there exists no tremendous distinction between the impression of males and females in regards to online entertainment experience while online entertainment openness of generation z.

**Table 10: Mean perception of males and females regarding variables**

Variable	Gender	Mean	Std. Deviation	N
Online entertainment openness	Male	14.0000	3.35942	29
	Female	13.4286	3.18703	21
Buying Behaviour	Male	8.0690	1.94442	29
	Female	8.7619	1.72930	21
Online entertainment experience	Male	10.0345	2.59784	29
	Female	9.7619	2.60585	21

d. R Squared = .053 (Adjusted R Squared = .013)

Source: Mean perception,IBM Statistics SPSS 22

Table 10 depicts the mean and standard deviation values of variables gender-wise. Online entertainment openness Mean value for males is 14 and for the female is 13.42, the difference between the two values is very less. Also, the variation in standard deviation is only 0.17. Similarly, when we observe buying behaviour mean the difference between males and females is again very less and the variation in standard deviation is only 0.21. And the last variable online entertainment experience is also similar with a minor difference in mean and variation in standard deviation is only 0.008, which is extremely low. This result of mean and variation standard deviation between male and female perception concerning social media variables refers that there is no tremendous contrast in the impression of male and female who has a place with age z.

**Table 11: T - TEST for online entertainment openness and gender**

		Independent Samples Test								
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Online entertainment openness	Equal variances assumed	.019	.892	.606	48	.547	.57143	.94232	-1.32324	2.46609
	Equal variances not assumed			.612	44.537	.544	.57143	.93426	-1.31080	2.45366

Table 12 depicts that Online entertainment openness Equal variances have assumed( $p=.829>0.05$ )which means the null hypothesis is not rejected or we can say that the null hypothesis is accepted. This refers that there exists no tremendous distinction between the impression of males and females regarding the gender of generation z.

**4.0 Results and Discussion:**

This study is zeroing in on the inclinations of generation z in Indore city. Where we have come to know that social media has changed consumer behaviour and it has increased the online purchasing capacity of the product. Generation z is shifted from market to mobile and is more in need of technology than going into the market and purchasing products. This generation mostly prefers to be online and make choices. At the time of purchase web-based entertainment site assumes a vital part as they influence the consumer by showing advertisements and pop-ups to show the product and its variety so, that you make the best choice it. For making a purchase in the present scenario online mode is mostly preferred and makes payments through UPI. Generation z is a very vague generation who cannot stick to only one option they need numerous options to full fill their need and wants. The learning must go on if it's virtual or in traditional form. They get information from educational videos. In their day-to-day life are mostly concerned about economic growth, health care, and unemployment and are aware of the future what they want to do in future to secure their life.

**5.0 Conclusion:**

Social media is a gadget of innovation which is changing the world very fast where ideas and thoughts are shown virtually through memes, emojis etc. Generation z is unidentified and we are exploring buying behaviour, preferences and how both genders react at the same time through this research. It is been found that 40% of the male and 26 % of the female of generation z daily visit social media websites. Generation Z almost certainly, there will be contrasts in conduct by orientation. Future investigations can consider orientation perspectives in analysing the e-way of life in this age. Another chance is that this age bunch will adapt rapidly to conceivable future conduct changes, so a longitudinal investigation is required. (Wijaya et al., 2020) Virtual Entertainment has turned into a piece of youth's life; they feel that if they won't keep up the pace with changing technology they might be out of date. Hence for every purpose generation z has selected social media platforms for education and job updates LinkedIn is the perfect platform, for connecting to other youth of colleges, Instagram is to be visible for elder community members and relatives, Facebook is the option for communication and e-businesses. From this research, it cannot be said that only males are spending more time on social media than females or no significant difference exists in the perception of social media in males

or females. Hence it can be said that the Youth of generation z are all on the same line irrespective of their gender, age and occupation.

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