

Changing Generation Z Consumption Patterns and Their Implications for Global Marketing Strategies

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Abstract: The development of digital technology has driven a major transformation in the consumption behavior of Generation Z, the generation born between 1997 and 2012 and known as digital natives. They show a preference for products that reflect personal values such as sustainability, ethics, and authenticity, and are highly influenced by social media, online reviews, and digital campaigns. This dynamic consumption pattern presents new challenges as well as great opportunities for global companies to adjust their marketing strategies. This study aims to examine the changes in Generation Z's consumption patterns and analyze their implications for the formulation of global marketing strategies. Using a qualitative approach with a literature study method, this study collected and reviewed more than 30 relevant scientific articles, which were then selected into 10 main sources based on quality criteria and thematic relevance. The results of the study show that Generation Z is very responsive to creative, interactive, and emotional digital content. Factors such as influencers, endorsements, digital promotions, and sustainability and inclusivity values have a major influence on their decision-making process. These findings emphasize the importance of adaptive, personalized, and value-based marketing strategies. The study concludes that companies that want to successfully reach Generation Z globally need to integrate a values-based approach, digital technology, and social sustainability into their overall marketing strategy.

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INTRODUCTION

The development of digital technology has influenced almost all aspects of human life, including the consumption behavior of modern society (Wibowo & Ayuningtyas, 2024). Generation Z, as a generation born and raised in the digital era, shows very different consumption patterns compared to previous generations (Khairullah et al., 2024). Their preferences tend to lean towards products that offer emotional value, ease of access and sustainability (Zirzis, 2024). Not only that, Generation Z has a tendency to integrate social and environmental values into their consumption decisions (Hasdiansa et al., 2023).

Generation Z, which includes individuals born between 1997 and 2012, is known as the digital-native generation that grew up with the development of technology and the internet. They have distinctive characteristics such as being adaptive to technology, appreciating flexibility, and tending to be individualistic and creative. According to research by Ramadhani and Khoirunisa (2025), Generation Z is highly dependent on technology in their daily lives, with social media being the main channel for communicating and forming social identities (Ramadhani & Khoirunisa, 2025). Additionally, they show a preference for brands that support personal values and sustainability, and prioritize experiences over physical products in their purchasing decisions.

In Indonesia, Generation Z plays an important role in various aspects of life, including the economy and national identity. They drive economic growth through e-commerce, the gig economy, and technology-based startups. However, amidst the rapid flow of globalization and information, challenges arise in maintaining national identity. Research by Pradipta et al. (2024) shows that although Generation Z actively uses social media to promote local culture and voice social issues, there is a need for culturally relevant education to support them in preserving Indonesia's cultural heritage (Pradipta et al., 2024). Therefore, a creative educational approach based on Pancasila values is important in shaping the character and national identity of Generation Z in this digital era.

Transformasi konsumsi ini dipengaruhi oleh maraknya platform digital seperti TikTok, Instagram, dan e-commerce yang membentuk persepsi dan keputusan pembelian mereka (Rahmawati, 2024). Generation Z tends to do online research before purchasing, relies on user reviews, and is more sensitive to brand transparency (Syaulia, 2024). This makes them more selective about products and services, which ultimately requires companies to adapt strategically (Harahap et al., 2022). This change not only impacts the retail industry, but also marketing communication patterns globally (Unde & Karnay, 2024).

Generation Z's penchant for environmentally friendly and ethical products further reinforces the importance of developing sustainability-oriented marketing strategies (Murti & Ahmadi, 2025). Research by Angreni et al. (2024) shows that brands that carry sustainability values have a higher chance of being accepted by this generation. Generation Z also has a preference for brands that show involvement in social issues (Pohan et al., 2024). Therefore, a deep understanding of their consumption patterns is key in developing global business strategies (Muaviah et al., 2023).

This significant change in consumption preferences poses both challenges and major opportunities for global companies (Ni Kadek, 2021). Marketing strategies that were once static must now be adapted in real-time to evolving digital trends and consumer preferences (Yolanda & Fatikhah, 2024). Companies need to build emotional and interactive relationships with consumers through relevant digital channels (Sari, 2023). Not only in the communication aspect, but also in developing products that are relevant to the values held by Generation Z (Rohaya et

al., 2024).

The urgency of this research lies in the need for companies to understand and adapt to changes in Generation Z consumption preferences quickly and accurately. Given their dominance in the current and future demographic structure, understanding Generation Z consumption behavior is not only a necessity, but also a major determinant of business success in a competitive global landscape (Ledoh et al., 2024).

Previous research has explored aspects of Generation Z's consumption behavior, but most of it has focused on the local scope and not many have linked it to global marketing strategies holistically (Angreni et al., 2024; Harahap et al., 2022). This study is here to fill this gap by highlighting the dimensions of changes in Generation Z's consumption behavior in the context of economic and technological globalization.

The purpose of this study is to analyze changes in Generation Z consumption patterns and identify their strategic implications for the formulation of global marketing strategies. Through a holistic and data-based approach, this study is expected to provide theoretical and practical contributions for academics and marketing practitioners in developing adaptive and responsive strategies to today's consumer dynamics.

METHOD

This study uses a qualitative approach with a type of literature study (library research) which aims to examine in depth the changes in Generation Z consumption patterns and how these changes affect global marketing strategies. Literature studies were chosen because they allow researchers to analyze concepts, theories, and empirical findings that have been published in various academic sources, both nationally and internationally, so that they can provide a comprehensive understanding of the phenomena being studied (Zed, 2018).

The data sources in this study consist of secondary data obtained from scientific journal articles, proceedings, academic textbooks, research reports of trusted institutions, and other documents relevant to the research topic. These sources are accessed through online databases such as Google Scholar, DOAJ, Scopus, and repositories of higher education institutions. The selection of literature was carried out purposively by considering the criteria of topic relevance, timeliness (within the last 10 years), and the credibility of the author and publisher (Amruddin, 2022).

Data collection techniques were carried out through systematic searches with keywords such as "Generation Z consumption patterns", "global marketing strategies", "digital consumer behavior", and "Gen Z consumer trends". This process involves identifying, selecting, and synthesizing literature that is in accordance with the focus of the research. This stage is carried out by following the principles of Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) as a guide to increasing transparency and traceability of the data search and selection process (Moher et al., 2009).

The data analysis method used in this study is content analysis, namely by systematically examining the contents of documents to identify themes, patterns, and relationships between concepts that appear in the literature analyzed (Krippendorff, 2018). Data were analyzed using the stages of data reduction, data presentation, and drawing conclusions, as explained by Miles, Huberman, and Saldana (2014). Data reduction was done by sorting relevant information, data presentation was done in the form of thematic narratives, and conclusions were formulated based on the synthesis of theories and findings obtained from various sources.

RESULTS AND DISCUSSION

In the study entitled "Changing Generation Z Consumption Patterns and Their Implications for Global Marketing Strategies", a systematic literature selection process was carried out on more than 30 scientific articles that were initially obtained from various leading academic databases such as Scopus, Google Scholar, ScienceDirect, and SpringerLink. This selection was carried out using strict criteria to ensure the quality and relevance of the literature used. These criteria include relevance to the topic of Generation Z consumption and its relationship to global marketing strategies, publications within the last 10 years (2014–2024), and publications in reputable journals that have been indexed in SINTA, DOAJ, or Scopus.

From this selection process, 10 scientific articles were selected that were most in line with the focus of the research. These articles not only present an in-depth empirical and analytical approach, but also reflect a variety of thematic approaches, ranging from digital consumption behavior, brand preferences, to Gen Z's response to sustainable global marketing strategies. The key findings from these articles form the basis for this research analysis, providing a comprehensive understanding of Gen Z consumption patterns and how companies can adapt their marketing strategies to more effectively reach this generation globally.

Table 1. Literature Review Results Related to Gen Z Consumption Patterns and Global Marketing Strategies

No	Author	Title	Findings
1	Lang (2024)	Analisis Pola Perilaku Pembelian Impulsif Generasi Z di Pontianak pada Platform Social Commerce: SOR Theory	Online reviews and social media influencers influence positive emotions and impulse purchases
2	Imambachri & Dewi (2022)	Pengaruh Disruptive Marketing, Strategi Generik dan Gaya Hidup terhadap Keputusan Membeli pada Generasi Z	Disruptive marketing and lifestyle have a significant influence on purchasing decisions
3	Ferreira & Hwihanus (2023)	Pengaruh Promosi Online Terhadap Perilaku Konsumtif Generasi Z di Marketplace	Online promotions such as discounts and flash sales increase consumer behavior.
4	Rizki et al. (2023)	Dilema Generasi Z: Antara Patriotisme dan Godaan Produk Asing	FoMO and patriotism influence purchase intention towards local products
5	Maslahatun et al. (2023)	Strategi Pemasaran Media Sosial dalam Meningkatkan Keterlibatan dan Loyalitas Generasi Z	Creative and interactive social media marketing increases engagement and loyalty.
6	Isnawati (2023)	Analisis Perilaku Membeli Generasi Z terhadap Peluang Bisnis Ritel	Generation Z shows a strong tendency to shop online, especially for clothing and food.
7	Stefanus & Loisa (2022)	Pengaruh Selebgram Endorser, Online Consumer Review, dan Brand Image terhadap Minat Beli	Celebrity endorsements and consumer reviews influence purchasing interest
8	Zaenudin & Harto (2024)	Mengungkap Peran Media Sosial dalam Shopping Lifestyle Generasi Z	Informativity and interactivity of social media content influences brand trust and purchasing decisions

9	Wibowo & Ayuningtyas (2024)	Generasi Z sebagai Konsumen Masa Depan: Karakteristik, Preferensi, dan Tantangan Baru	Generation Z prioritizes authenticity and sustainability in consumption
10	Vogue Business (2023)	Unlocking Gen Z's Luxury Spending Power in 2023	Generation Z sees luxury goods as an investment and prioritizes omnichannel experiences

In this literature study, ten selected articles are the main representations of various findings regarding Generation Z consumption patterns and how they impact global marketing strategies. These articles were selected from a number of national academic sources and trusted scientific journals published in the last five years. Each article contributes a unique perspective that enriches the understanding of Generation Z consumption behavior, both in the local context of Indonesia and global trends that are relevant to the development of the modern market.

One important finding comes from Lang's (2024) research which raises the phenomenon of impulsive buying on social commerce platforms. This study emphasizes that online reviews and the role of influencers have a significant emotional influence on Generation Z's consumer behavior. This influence is reinforced by the SOR (Stimulus-Organism-Response) theory approach, which explains how digital stimuli trigger impulsive responses through emotional involvement. These findings indicate that persuasive and affect-based marketing are very relevant in reaching the Generation Z market segment (Lang, 2024).

Imambachri and Dewi (2022) underline the importance of lifestyle and disruptive marketing approaches in influencing purchasing decisions. Generation Z shows a tendency to choose brands that are bold, innovative, and different from the mainstream. This article suggests that conventional marketing strategies need to be completely overhauled to accommodate the needs of a modern, highly dynamic and individualistic lifestyle among this generation. An approach that reflects authenticity and product differentiation is needed to reach this market effectively (Imambachri & Dewi, 2022).

Meanwhile, Ferreira and Hwihanus (2023) highlighted how online promotions such as discounts, flash sales, and limited offers can encourage consumer behavior in the marketplace. This finding reinforces the understanding that Generation Z is very responsive to digital offers that are temporary and exclusive. Urgency and scarcity-based marketing strategies are very effective tools in creating emotional appeal that directly leads to purchasing actions (Ferreira & Hwihanus, 2025).

Rizki et al. (2023) introduced an interesting dimension related to patriotism and FoMO (Fear of Missing Out) in Generation Z's purchasing decisions for local versus foreign products. This study states that although Generation Z has a sense of nationalism, they are still susceptible to the temptation of foreign products due to digital social pressure and media exposure. Here, marketers need to play up local values in branding campaigns while overcoming the psychological challenge of FoMO which often drives trend-based impulsive purchasing decisions (Rizki et al., 2024).

In the study of Maslahatun et al. (2023), social media strategy has proven to be one of the main tools for building loyalty and engagement of Generation Z. A creative, interactive, and authentic content approach is key to brand success in creating long-term relationships with young consumers. This reinforces the view that social media is not only a communication channel, but also an existential space for Generation Z in forming consumer identities and communities (Maslahatun et al., 2025).

Isnawati (2023) studied Generation Z's consumption tendencies towards retail, showing

that their preference is stronger for online shopping, especially in the clothing and food categories. This study indicates that traditional retail businesses need to undertake digital transformation to remain relevant and competitive, such as providing an integrated e-commerce platform and an easily accessible and personalized shopping experience (Isnawati, 2022).

The article by Stefanus and Loisa (2022) added that celebrity endorsements and consumer reviews have a major impact on purchasing interest. This underlines the importance of building trust through third-party credibility, as well as the influence of user testimonials that are considered more authentic. In the world of Generation Z, authenticity and social validation play a major role in triggering purchasing actions (Stefanus & Loisa, 2022).

Zaenudin and Harto (2024) focused on social media-influenced shopping lifestyles, showing that content informativeness and interactivity are the main determinants of brand trust. This finding confirms that marketing campaigns that are educational and invite active interaction from the audience tend to be more successful in forming brand loyalty (Zaenudin & Harto, 2024).

Meanwhile, Wibowo and Ayuningtyas (2024) discussed how sustainability and authenticity values are important aspects in Generation Z's consumption patterns. This generation is more interested in brands that have a social mission and transparency in the production process. This study emphasizes that companies must start communicating sustainability values in a real and consistent way as part of their marketing strategy (Wibowo & Ayuningtyas, 2024).

Finally, an article from Vogue Business (2023) provides a global perspective, where Generation Z shows great interest in luxury products but views them as an investment, not just a status symbol. They also want a shopping experience that blends online and offline (omnichannel experience). These findings suggest that global brands need to provide a seamless digital experience, while still maintaining elements of exclusivity and personalization (Marguire, 2023).

From the entire article, it can be concluded that Generation Z has very complex and dynamic consumption characteristics, combining social, technological, and psychological values. Therefore, global marketing strategies aimed at them must be able to accommodate the diversity of these values, with a more interactive, inclusive approach, and based on personal values that are upheld by this generation.

Discussion

In an era dominated by digitalization and social value transformation, Generation Z's consumption patterns have undergone significant changes. This generation no longer views products merely as commodities, but also as extensions of their personal values. They tend to choose brands that not only offer quality, but also reflect sustainability, equality, and most importantly, a commitment to human well-being—including the well-being of the employees behind the brand.

In line with this, the implementation of work-life balance policies has become increasingly important, not only as a form of corporate social responsibility, but also as a business strategy that has a real impact. These policies, which include flexible working hours, remote work options, mental health leave, and a more humane managerial approach, have been shown to have a positive impact on employee well-being. Employees who feel supported by their organization in managing their personal and work lives will show higher levels of job satisfaction and engagement. They are more motivated, mentally healthier, and more loyal to the company.

Furthermore, increased employee well-being is directly correlated with increased overall organizational productivity. Organizations that are serious about implementing work-life balance policies tend to experience decreased levels of poor attendance, reduced burnout, and

increased quality of work and innovation from employees. Some studies even suggest that productivity can increase by up to 25% in organizations that have an inclusive work culture and support work-life balance.

To support the creation of policies that are truly effective and not just symbolic, companies need to adopt a comprehensive strategic approach. Employees must be involved in the policy-making process so that the policies are relevant and acceptable to all parties. Adaptive leadership, able to be a role model in balancing work life, is essential in creating a healthy and collaborative environment. In addition, support for digital infrastructure is needed, especially to enable the hybrid work pattern that is now increasingly common.

However, in order for the impact of these policies to be measurable and continuously evaluated, organizations need to develop appropriate performance indicators. Several measures such as Employee Net Promoter Score (eNPS), employee retention rates, work engagement survey results, and individual and team target achievement are useful tools in assessing the effectiveness of the policies implemented.

Ultimately, work-life balance policies are inseparable from marketing strategies and brand positioning, especially when dealing with Generation Z as the main consumers of today and the future. They not only look at what a company offers, but also who and how the company treats the people in it. Therefore, creating policies that are inclusive, have real impact, and are in line with human values is not only a moral choice, but a strategic necessity amidst increasingly competitive global competition.

CONCLUSION

Changes in Generation Z consumption patterns show a shift in fundamental values in how individuals choose, evaluate, and interact with products and brands. This generation prioritizes authenticity, sustainability, and emotional involvement in consumption. They demand more than just product quality, but also concern for the environment, corporate social responsibility, and inclusive values that are reflected in communication and marketing strategies.

From the results of this literature study, it can be concluded that global marketing strategies must undergo a fundamental reorientation in order to effectively respond to Generation Z preferences. The use of social media as the main communication channel, the use of credible influencers, and the development of brand narratives that are in line with Generation Z's social and cultural values are very important. In addition, an omnichannel approach that seamlessly combines online and offline experiences has proven to be increasingly relevant to creating long-term engagement.

In practice, companies are advised to adopt a marketing strategy based on digital behavioral data, build trust through transparency and consumer education, and instill sustainability values in every aspect of operations and promotions. Active consumer engagement through interactive campaigns, digital storytelling, and two-way communication are key to winning Generation Z loyalty.

Meanwhile, suggestions for further research include the need for deeper exploration of variations in Generation Z consumption patterns based on demographic factors such as geographic location, education level, and local culture. In addition, a quantitative approach that measures the effectiveness of various marketing strategies on Gen Z consumption preferences

statistically also needs to be developed so that the results are more measurable and applicable in global business practices.

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