A Systematic Review on Unique Characteristics of Generation Z and Their Impact on Purchasing Decisions

Luis Espejo[1], Nelly Perez[2], Cecilia Mendoza[3], Yuri Gagarín[4]

Abstract

The Generation Z, also recognized as "centennials," stands out for its complete immersion in technology, exerting a significant influence on their purchasing decisions. This study applied the PRISMA method to conduct a systematic review of the distinctive attributes of this generation and their impact on consumer choices. Results, extracted from 14 articles analyzed between 2019 and 2023, indicate an increase in scientific production in 2023, with a notable focus on purchasing trends. Indonesia emerges as a focal point of research, demonstrating a particular interest in the consumption practices of Generation Z. "Sustainability" leads in publications, emphasizing the convergence between youth and sustainable consumption. Scopus stands out as the primary database, indicating a preference for journal articles. Generation Z, identified by its connection to digital commerce and the influence of social media, especially TikTok, exhibits a blend of contemporary and traditional values in their purchasing decisions. Their focus on adopting innovative technologies and the meticulous evaluation of sustainability and cost reflect thoughtful and critical consumption. In conclusion, Generation Z redefines the market landscape with an innovative and socially conscious perspective, underscoring the importance of authentic and personalized strategies in an ever-evolving commercial environment.

Keywords: *Generation Z, Purchasing Decision, Consumer Behavior, Marketing, Scopus.*

Introduction

Technology advances and undergoes changes over the years, while generations exhibit distinct traits and noticeable shifts. Thus, a generation is considered a group of people born in similar years with very similar tastes and preferences (Martín-Critikián and Medina-Núñez, 2021). In other words, if we compare young people from previous eras to those of today, we will see a significant difference, with distinct preferences and tastes. Each generation, each era, is marked by shared experiences as a generation and by its consumption habits. The young people of today feel a strong curiosity to learn more about electronic media and share their good moments through it (Alvarez et al., 2019).

The need to understand the population and its characteristics has led to their segmentation over time by generations. Among them, we have the "X" generation, those born between 1965 - 1981, who had to adapt to the use of Information and Communication Technologies (ICT) in their daily lives. On the other hand, we have the "Y" or millennials generation, individuals born between 1980 - 1996, and the "Z" generation, also known as centennials, those born between 1997 – 2012. Unlike the previous "Y" generation, the latter are dedicated to the use and employment of technology, innovation, and its complete implementation in their daily lives (Gudiño-Paredes et al., 2019).

Additionally, each generation has its own characteristics in meeting their needs. Due to the COVID-19 pandemic, people's purchasing behavior has shifted to making purchases within the home without leaving, feeling more comfortable and secure compared to making purchases outside. This is attributed to the fear that arose in 2020 regarding the spread of the Covid-19 virus (Susanti et al., 2022).

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[1] César Vallejo University, Peru.
[2] César Vallejo University, Peru.
[3] César Vallejo University, Peru.

[4] Los Angeles Catholic University of Chimbote, Perú.

feeling more comfortable and secure than doing so outside. This is due to the fear that arose in 2020 regarding the spread of the Covid-19 virus (Susanti et al., 2022).

Thus, the Generation Z would have more opportunities to expand, having the advantage of perceiving greater technological ease due to a better mastery of social networks (Li and Hasnah, 2023). They have created a workplace where they receive higher earnings within a few years of their birth, becoming more known for growing up in a small family where they had more attention to their education and family level (Wong, 2021). People who are part of Generation Z adopt specific fashion trends from social networks, staying updated to be part of a community where they feel comfortable, focusing on obtaining new information related to their interests (Król and Zdonek, 2020).

This generation that spends many hours on social networks finds it very easy and fast to make online purchases, causing them to acquire anything they desire through digital platforms (Meghisan-Toma et al., 2021). However, they are more susceptible to be tempted by deceptive advertisements, mostly transmitted by influencers, and often do not conduct proper research as followers (Ramos Gutiérrez and Fernández-Blanco, 2021).

In the case of the female gender of Generation Z, they lean towards online purchases of beauty products from virtual stores, makeup that makes them feel more secure by selecting the brands themselves. However, a significant disadvantage of this is that it is unknown if certifications are genuine, and there is scarce information about the brand, which discourages consumers from acquiring those products, and they often do not feel confident in decision-making (Sangal et al., 2022; Farias and Helfer, 2022).

What is alarming is that this Generation Z, due to their proficiency in the technological field, has influence over their family members in online purchase decisions and is not always as expected. An example of this is what happens in Indonesia; the behavior of Generation Z children affected their parents' purchasing decisions. They can decide how and in what way to buy an object, convincing them that it is a faster and easier way to make a purchase, rendering traditional shopping unnecessary (Derbani et al., 2022).

Internet access provides greater variety in the international market (Nichifor et al., 2023). Countries like Poland and Britain conducted research on special promotions and discount vouchers, which exert the greatest influence on the purchasing decisions of Generation Z (Korombel and Ławinska, 2023). Another country, Ecuador, reports an excess use of social networks by this generation, exposing them to deceptive advertising (Cueva et al., 2021).

Literature Review

Distinctive Traits of Generation Z

Generation Z (Gen Z), mostly the children of millennials, is recognized as technology-savvy, capable of handling electronic devices such as computers, the internet, and software, with a notable emphasis on their interaction on platforms like TikTok. The most prominent characteristics include individualism, avarice, and independence. Additionally, they prefer easily consumable content, such as videos, audiobooks, and podcasts (Duffett, 2020). Another known trait of Generation Z is their tendency to seek recommendations from friends and family before making a purchasing decision. Their preferred connectivity platforms include WhatsApp, Facebook, Snapchat, and notably, TikTok (Kahawandala et al., 2020).

These generations exhibit distinctive traits, making it essential for companies to consider their unique characteristics in marketing strategies. In industries such as fisheries, food, travel agencies, and fashion, supporting sustainability should be incorporated as it aligns with the interests of Generation Z (Król and Zdonek, 2020). This is exemplified in countries like Switzerland, India, and Vietnam, where the fashion industry has embraced environmental features in their products, targeting the younger generations (Bernardoni et al., 2023; Arasuraja et al., 2023).

For technological products, it is crucial for senior executives to stay updated on current trends to effectively advertise to this segment. A study showed that designing devices with the aim of boosting self-esteem results in a greater inclination to appear attractive compared to other products, a strategy notably implemented by iPhone to appeal specifically to Generation Z. The company adopts this approach to enhance consumers' purchasing decisions (Sutanto and Aubelia, 2022; Salsabiil and Kusuma, 2023)

Among the notable traits of these young individuals is their tendency to gather in places where they can create viral content on social media. Cafés, for instance, adapt their physical and virtual spaces to enhance the desire to visit as a marketing strategy, allowing this generation to share their experiences (Budiman and Dananjoyo, 2021).

Purchase Decision

Purchase decision is considered the ability of human beings to choose the physical or virtual place where they acquire goods and services (Barros et al., 2020). Many factors influence this choice, including the marketing behind the product or service. It is crucial to understand the thoughts of the generations targeted by advertisements and adapt to new trends (Pazmiño-Rodríguez et al., 2021).

On the other hand, the impact of digital marketing is changing the purchase decision, as marketing itself evolves. This evolution encompasses not only social media, but also new media introduced and utilized by the new generations. These include communication 2.0, social media engagement marketing, prosumers, branded communities, advertainment, blogvertising, SEO and SEM positioning, widgets, podcasting, semantic web marketing, viral marketing, mobile marketing, e-social marketing, among others (Valencia et al., 2014). Furthermore, studies by Octaviani et al. (2023) demonstrate that the strong level of trust in Generation Z influences their purchase decision.

Considering all the aforementioned points, the main objective of the research is to investigate the influence of Generation Z characteristics on purchase decisions from 2019 to 2023 in the Scopus, Dialnet, and Google Scholar databases. For this reason, the following question is proposed: What is the overall landscape of literature regarding the relationship between Generation Z characteristics and purchase decisions in Scopus, Dialnet, and Google Scholar from 2019 to 2023?

Methodology

The methodology of this research focuses on a detailed descriptive approach to conduct a comprehensive systematic review on the distinctive traits of Generation Z and their influence on purchasing decisions. This approach is based on the analysis of quantitative data, prioritizing the collection and evaluation of information amenable to numerical and statistical analysis. A methodological procedure with specific criteria has been developed to ensure the quality and replicability in the collection of studies, following the guidelines set by Urrútia and Bonfill (2010). This method not only focuses on data collection but also emphasizes the importance of a rigorous and replicable methodology for literature selection and review, thereby ensuring the objectivity and generalizability of the results.

The systematic review, complemented by bibliometric analysis (meta-analysis), provides a thorough assessment of the treatments and effects of various interventions, facilitating evidence-based decision-making. This approach is crucial to understand the implications of research and ensure the applicability and relevance of the results in the context of decision-making for Generation Z (Moher et al., 2016). The literature evaluation process involves the application of pre-established criteria to determine the suitability of studies for inclusion, typically carried out by at least two reviewers independently and blindly, with reliability calculations between reviewers to ensure consistency and reliability in the process.

This methodology, integrating bibliometric analysis, is fundamental to consolidate scientific evidence and provide well-founded conclusions for informed decision-making, as highlighted by Hutton et al. (2016). In a broader context, the goal is to evaluate not only the effectiveness of interventions but also to identify and analyze their impact on learning outcomes and skill development in engineering higher education programs.

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guideline is an essential tool for improving the presentation of systematic reviews and meta-analyses in scientific literature. Designed to enhance integrity and transparency in research communication, PRISMA provides detailed guidelines for structuring and organizing systematic review and meta-analysis reports in various fields of study (Page et al., 2021). PRISMA facilitates the assessment and synthesis of evidence, offering clear guidelines for reviewers in their study selection and evaluation process, contributing to clarity and reproducibility in presenting the systematic review (Page and Moher, 2017).

In the initial phase, key aspects of the PRISMA approach have been considered, including inclusion criteria, information sources, search plan, and study selection procedure. Information sources include recognized databases such as Scopus, EBSCO, DOAJ, and Google Scholar. Specific terms such as "GenZ" or "Gen-Z" have been used with a temporal delimitation between 2019 and 2023, focusing on fields like "Article, Title, Abstract, and Keywords." The review initially covered 9993 records, where a unidimensional indicator analysis was conducted to examine the study landscape over different periods, assessing the quantity of published research and its authorship. Furthermore, the productivity of key terms like "Gen Z," "centennials," "decision making," and "consumer" was explored, identifying their prevalence and evolution in the context of the distinctive traits of Generation Z and their influence on purchasing decisions, and analyzing the association and interrelation of these keywords in the academic domain.

After the initial inclusion of studies in the record search stage, specific criteria were implemented to decide which articles would be selected for analysis and which would be discarded, with details of these criteria presented in Table I

Table 1. Eligibility Criteria for The Inclusion of Studies

	Inclusion Criteria
IC1	Studies must contain information about Generation Z.
IC2	Keywords are associated with study variables.
IC3	Studies must show results on the purchasing decisions of Generation Z.
IC4	Study results correspond to an applied/empirical investigation in the studied sector.

	Exclusion Criteria
EC1	Studies outside the 2019-2023 timeframe.
EC2	The language of the study does not correspond to the languages accepted for the review (Spanish, English, and Portuguese).
EC3	Studies without the presentation of the full-text PDF.
EC4	Reviews, books, and theses are excluded studies.

After applying the filter of studies based on all these eligibility criteria, 14 studies were included based on the study theme. During the results presentation phase, the selected studies were organized into two main categories: the first focused on a bibliometric analysis, covering aspects such as annual scientific production, word co-occurrence based on abstracts to study thematic trends, distribution by countries, keyword frequency analysis, most cited sources, databases used, and document typology. These indicators were extracted from the metadata evaluated in MS Excel with the assistance of the VOSviewer software. The second category of results was dedicated to the content analysis related to the distinctive characteristics of Generation Z and its impact on purchasing decisions. This division highlights crucial information about the methodologies and tools used, decision-making processes, factors affecting these decisions, as well as the preferred channels and sectors for purchases. This dual classification allows for a deeper and structured

understanding of the theme, consolidating important aspects of the studies included in the review (Moreno et al., 2018; Suyo-Vega et al., 2021).

Results

Data Overview

Table 2. Authors And Titles of The Studies Included in The Review

Authors	Research Title
Adistsany y Wikartika (2022)	Digital marketing analysis on the consumer decision-making process of millennials and Gen Z generation groups on the TikTok application
Ayu et al. (2023)	How to make decisions of Gen Z travelers? Exploring the influence of perceived risk, online review, and price on travel in Bali
Berfin et al. (2023)	An investigation into generation Z's mindsets of entertainment in an autonomous vehicle
Desai y Kankonkar (2020)	GEN-Z'S online buying involvement and decision style in buying fashion apparels
Gumasing y Niro (2023)	Antecedents of real estate investment intention among filipino millennials and gen Z: an extended theory of planned behavior
Lin et al. (2023)	Sustainable apparel consumption: personal norms, CSR expectations, and hedonic vs. utilitarian shopping value
Ma et al. (2021)	Understanding purchase intention of electric vehicles (EV) among gen-Z users in china
Mejía (2021)	Digital marketing model innovation and generation Z as consumer decision-making style. making predictions with an artificial neural network, in México
Nadeesha y Suren (2020)	Factors affecting purchasing behaviour of generation Z
Nguyen et al. (2022)	Factors influencing continuance intention of online shopping of generation Y and Z during the new normal in Vietnam
Pavlić y Vukić (2019)	Decision-making styles of generation Z consumers in Croatia
Şentürk (2023)	The effects of consumer purchase decision-making styles on gift-giving behavior: an analyze on generations Y and Z
Šugrova et al. (2020)	Decision-making process of tomatoes purchase by generation Z: case study in the Slovak Republic
Zhou et al. (2023)	Using TikTok in tourism destination choice: A young chinese tourists' perspective

Bibliometric Results

The graph titled 'Annual Scientific Production' represents the number of scientific publications made each year from 2019 to 2023. An upward trend is observed, starting with 1 publication in 2019. In 2020, the figure increases to 3 publications, indicating growth in interest or research production on the subject. For the years 2021 and 2022, the quantity remains constant at 2 publications per year, suggesting a temporary stabilization in scientific work production. However, in 2023, a notable increase is recorded, reaching 6 publications, which could be interpreted as a significant uptick in research or a peak of interest in the studied area. This graph is useful for understanding the trend of scientific production over time regarding Generation Z or the related study topic, as seen in Figure 1.
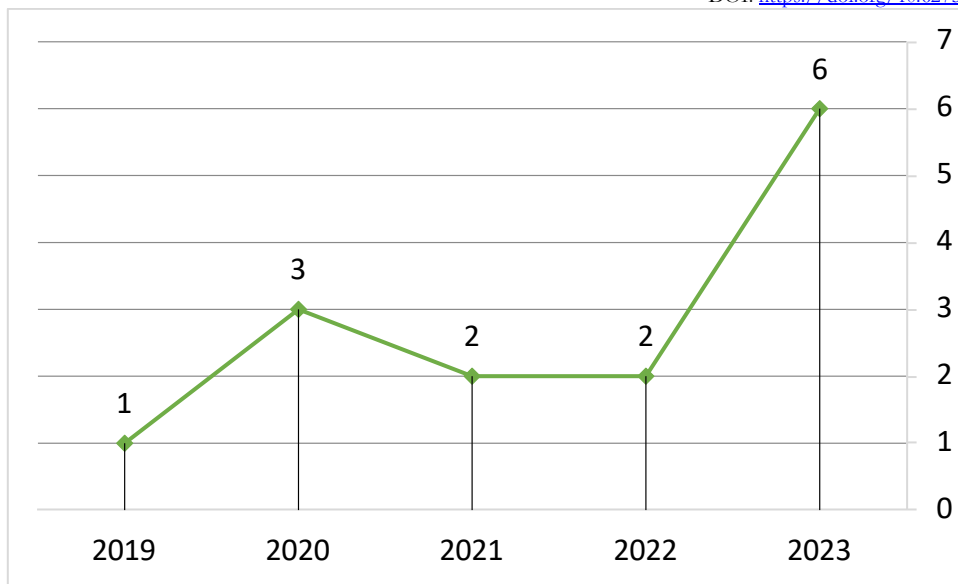
Figure 1. Annual Scientific Production of The Studies Included in The Review

Figure 2, shows 'Production by Countries,' illustrating that Indonesia leads scientific production on the studied topic with three publications. This establishes Indonesia as the most prominent contributor in this data sample. In contrast, several other countries, including Vietnam, the United States, the United Kingdom, Turkey, Sri Lanka, Slovakia, the Philippines, Mexico, Malaysia, Croatia, and China, each present a single publication. The equal representation of these countries with one publication each reflects a global dispersion of interest and research on the topic, without a single dominant secondary competitor. The diverse geographic contribution highlights an international and multifaceted perspective in approaching the studied theme, with Indonesia leading in terms of the quantity of contributions.
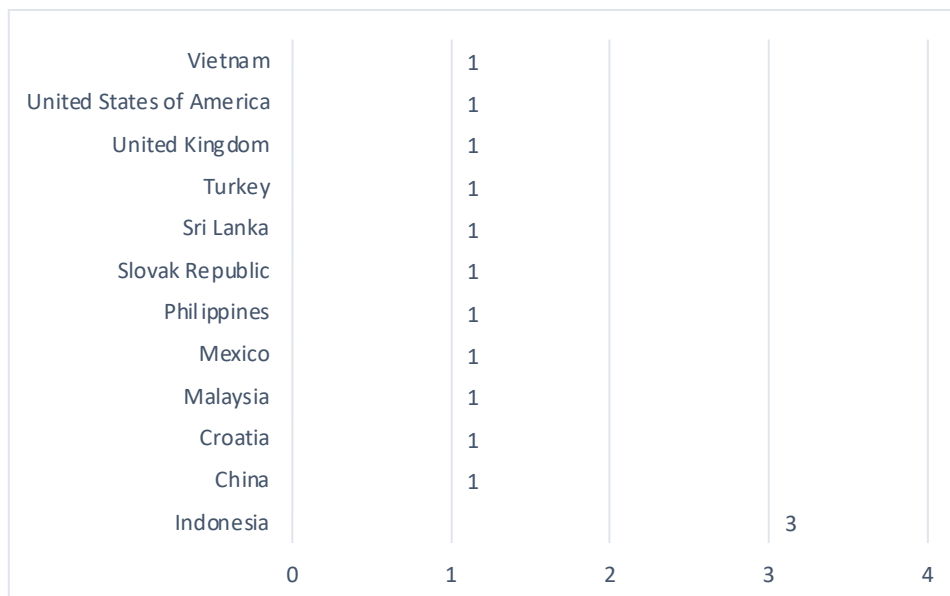

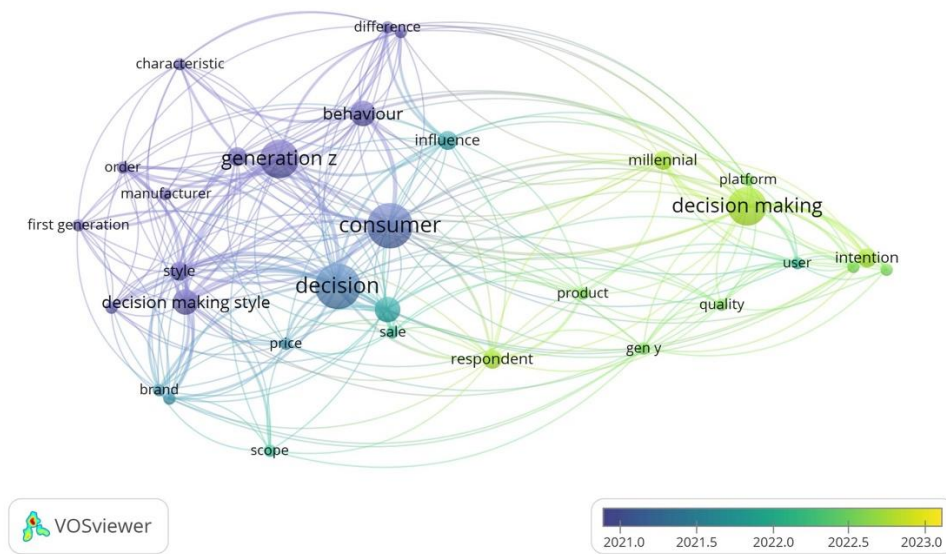**Figure 2. Scientific Production by Countries**

Figure 3. Overlay Visualization of Keyword Co-Occurrence

With the assistance of VOSviewer, the following bibliometric indicator reflecting the co-occurrence of keywords from the included studies was developed. In this regard, four significant clusters were identified during the analysis. Cluster 1 refers to "decision making," which has a nominal value of co-occurrences (n = 6). It is noteworthy that this term is highly frequent in studies focusing on trends in 2023. Additionally, other words detected in this cluster include "country," "environmental awareness," "gen Y," "intention," "millennial," "platform," "product," "quality," "respondent," and "user." Within Cluster 2, there is the co-occurrence of the words "Consumer" and "generation Z," with the highest indices of co-occurrences (n = 7) and (n = 6), respectively. Cluster 3 stands out with the word "decision," having (n = 7) links. Finally, Cluster 4 identified co-occurrences among words such as "Brand," "decision-making style," "perfectionism," and "style," as observed in Figure 3.

Table 3. Most Relevant Sources

Sources	n
Sustainability (Switzerland)	2
Asia Pacific Journal of Business, Humanities, & Education	1
Cogent Business & Management	1
Contaduría y Administración	1
Devotion: Journal of Research and Community Service	1
Ekonomska misao i praksa	1
Entertainment Computing	1
EQUILIBRIUM: Jurnal Ilmiah Ekonomi dan Pembelajarannya	1
Innovative Marketing	1

Journal of Emerging Economies and Policy	1
International Conference on Industrial Engineering and Operations Management	1
Studies in Indian Place Names	1
Tourism Management Perspectives	1

Table 3 displays the variety of sources included in the review. The journal with the highest publication frequency is "Sustainability (Switzerland)," belonging to the Multidisciplinary Digital Publishing Institute (MDPI). It has a CiteScore of 5.8 in 2022 and an H-index of 136 according to the Scimago Journal & Country Rank (SJR), positioning it in Quartile 1 (Q1). Studies published in this journal suggest high-quality content that enriches research related to Generation Z and the factors influencing their purchasing decisions (Gumasing and Niro, 2023; Lin et al., 2023). Additionally, the journal Congent Business & Management, belonging to Cogent OA and available on Taylor & Francis Online, was identified. It has a CiteScore of 3.5 in 2022 and an H-index of 32, placing it as a Q2 journal. The study published in this journal explores influential factors in the online purchasing decisions of Generation Z and Y in Vietnam, highlighting essential points that encourage the research community to delve deeper into the world of marketing and trends affecting consumer purchasing decisions (Nguyen et al., 2022). Another high-impact journal identified is "Innovative Marketing," belonging to LLC CPC Business Perspectives. It has a CiteScore of 1.9 in 2022, and according to SJR, it has an H-index of 19, positioning it as a Q3 journal with significant impact in the field of marketing.
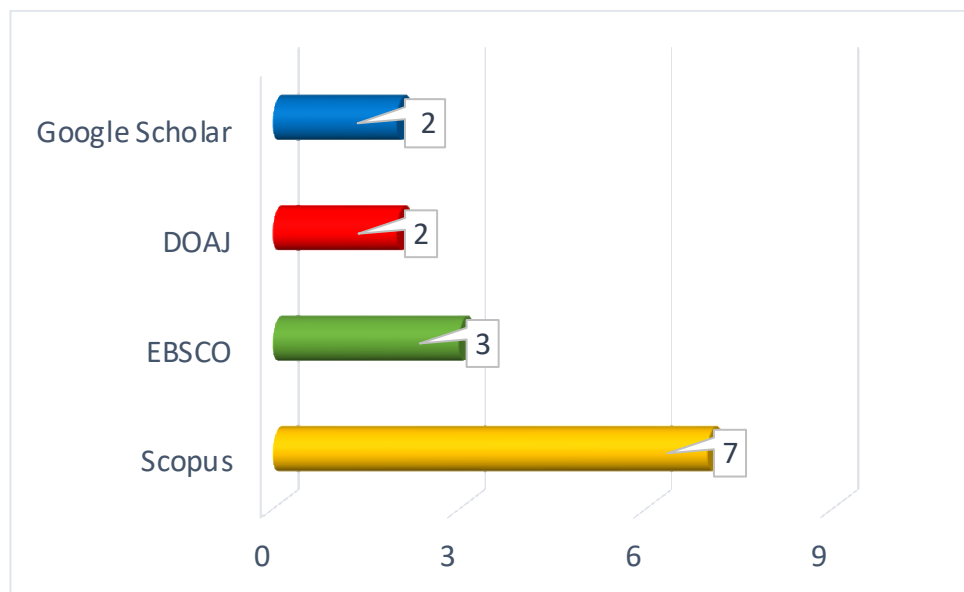

Figure 4. Frequency of Indexing in Databases

During the search and inclusion process of studies, 4 potential databases were identified that housed the studies included in this review. The international database Scopus has (n = 7) indexed articles related to the traits of Generation Z and their influence on purchasing decisions. However, the databases EBSCO host, DOAJ (Directory of Open Access Journals), and Google Scholar were of vital importance in the systematic search due to their extensive portfolio of disciplines, where articles related to the study variables were identified, as seen in Figure 4.

The last bibliometric indicator considered for evaluation was the "Typology of included studies." Two types of documents were recorded, "Article" and "Conference Paper," of which articles have the highest predominance, representing 86% of the total number of studies with (n = 12). Only 2 Conference Papers

related to the research topic were found, representing 14% of the included studies. It is worth noting that all the articles presented in the data overview are written in the English language.
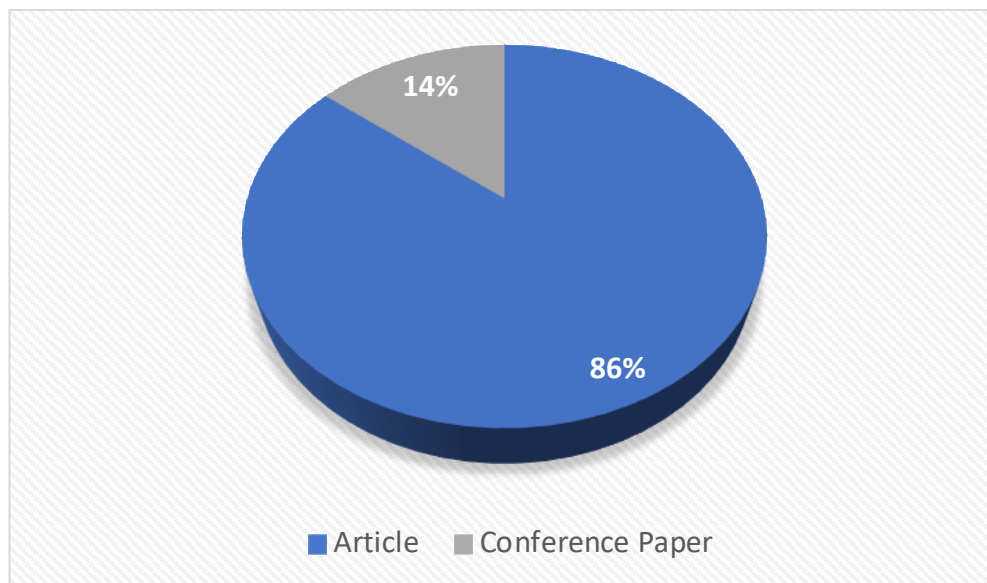

Figure 5. Typology Of Studies Included in The Review

Scientific Content Results

Table 4. Scientific Evidence from The Literature Content

	Approach/Design	Population and Sample Size	Influencing factors in the decision purchasing	Channel or Purchase detail	Purchasing Sector
1	Qualitative-Exploratory	Millennials Generation Z (n = 20)	The content on TikTok, including digital advertising, reviews, and user and influencer recommendations.	Mainly through online platforms and social media, with a specific focus on TikTok.	Not specified for a particular purchasing sector, but it focuses on general consumption through digital platforms.
2	Quantitative	Generación Z (n = 250)	Online reviews and price were key factors in travel decisions, while perceived risk did not show a significant impact.	The study does not specifically detail the purchasing channel as it focuses on travel decisions in general.	The purchasing sector focuses on tourism, specifically trips to Bali.
3	Qualitative	Generation Z, specifically individuals aged between 15 and 25 years (n = 22)	The influence of digital technology on the mindset and behavior of Generation Z regarding entertainment in autonomous vehicles.	Not applicable, as the study does not focus on purchases but rather on entertainment experiences.	Entertainment within autonomous vehicles.
4	Quantitative	Generation Z in India (22 and 25 years)	Factors such as quality, brand, fashion, price, and the influence of	Mainly online purchases.	Fashion apparel.

		(n = 48)	social media and friend recommendations.		
5	Quantitative	Workers from the Millennial and Z generations in the Philippines (15 to 42 years) (n = 400)	The influential factors in investment decisions are not specified in the cited excerpts.	Not applicable, as the study focuses on investment intention, not on a specific purchasing channel.	Commercial and residential real estate.
6	Quantitative	Consumers of Generation Z (n = 192)	Environmental awareness, personal norms, and CSR expectations were examined as influential factors. Hedonic and utilitarian value in purchase decision-making were also considered.	Not specified, but the study focuses on sustainable consumption in general.	The purchase of sustainable clothing.
7	Quantitative	Users of Generation Z in China (No sample size specified)	The six key factors investigated were the individual environment, government financial incentives, perceived social influences, cost savings, product technological development, and charging infrastructure.	The study focuses on the purchase of electric vehicles, without specifying a particular purchasing channel.	Electric vehicles in China.
8	Quantitative	Young Mexican students of Generation Z (n = 400)	The influence of various factors on consumer decision-making, including actions, feelings, and responses, and how these influence digital marketing, was analyzed.	The study considers both online and offline purchases.	No specific purchasing sector is specified; the focus is on general purchasing behavior.
9	Quantitative	Consumers of Generation Z (No specified sample size)	The influence of factors such as market mavenism, technological self-efficacy, and social identity on the purchasing behavior of Generation Z was explored.	No particular purchasing channel is specified.	No specific purchasing sector is specified; the study focuses on purchasing behavior in general.
10	Quantitative	Generation Y and Generation Z in Hanoi, Vietnam (n = 847)	The study investigated various factors, including satisfaction, which positively influences repurchase intention, and environmental awareness, defined as knowledge and concern for the influences of human activities on climate and the environment. Additionally, the study explored how the perceived risk of COVID-19 positively influences repurchase intention.	The study focuses on online purchases.	Not specified a particular purchasing sector; the study focuses on online shopping in general.
11	Quantitative Cross-sectional Design	Generation Z in Croatia (n = 408)	The study analyzes various decision-making styles such as perfectionism, price consciousness, impulsivity, but does not focus on specific external factors such as advertising or social media.	The article does not specify purchasing channels.	Not focused on a specific purchasing sector.

12	Quantitative-Exploratory	Generations Y and Z (18 to 41 years old in Turkey) (n = 844)	Consumer decision-making styles, including aspects such as perfectionism, brand awareness, and price orientation.	The article does not specify purchasing channels.	Not focused on a specific purchasing sector, but the focus is on gift-giving behavior.
13	Quantitative	Generation Z in the Slovak Republic (n = 319)	Freshness, taste, quality of tomatoes, overall appearance, price, country of origin, specific brand/producer, packaging information, and references.	Mainly in supermarkets and hypermarkets.	Purchase of food, specifically tomatoes.
14	Quantitative	Young Chinese tourists, including Millennials and Generation Z (n = 20)	The influence of TikTok on tourism decisions, especially in terms of perceived trust and motivations related to the use of the platform.	Not specified, but the study focuses on the influence of TikTok on the choice of tourist destinations, implying an orientation towards online bookings and decisions.	Tourism, specifically in the selection of tourist destinations influenced by TikTok.

Discussion

Generation Z Shopping Channels

Characterized by their digital nativity, Generation Z demonstrates a notable inclination toward online platforms and social media as their primary shopping channels. According to Adistsany and Wikartika (2022), this generation particularly favors TikTok, emphasizing their preference for digital interactions and visually rich, dynamic shopping experiences. This pattern is reinforced by the trend highlighted by Šugrova et al. (2020), where TikTok stands out as a significant influence in choosing tourist destinations, implying a leaning towards online purchasing decisions. Additionally, the role of supermarkets and hypermarkets should not be underestimated, as observed by Pavlić and Vukić (2019), who demonstrate that physical shopping, especially in categories like food, remains relevant for this generation. This dual preference for both digital and physical channels illustrates the versatility and adaptability of Generation Z in their consumption habits.

Generation Z Shopping Sector

Regarding the shopping sector, Generation Z displays diversity in its interests. On one hand, tourism stands out as a key sector, with an emphasis on travel to exotic destinations such as Bali, as indicated by Ayu et al. (2023). On the other hand, fashion, particularly online-acquired fashion items, represents another major sector, as described by Desai and Kankonkar (2020). Additionally, Berfin et al. (2023) highlight an interest in entertainment within autonomous vehicles, showing a inclination towards technologically advanced and personalized experiences. The purchase of sustainable clothing and electric vehicles is also identified as sectors of interest, reflecting environmental awareness and a focus on sustainability (Lin et al., 2023; Ma et al., 2021).

Influencing Factors in the Purchasing Decision of Generation Z

The factors influencing the purchasing decisions of Generation Z are multifaceted and reflect both their values and immersion in digital culture. Content on TikTok, including digital advertising, user reviews, and recommendations, plays a crucial role in shaping their purchasing decisions, according to Adistsany and Wikartika (2022) and Šugrova et al. (2020). This focus on user-generated content and peer opinions

underscores the importance of authenticity and trust in their decisions. In the tourism sector, risk perceptions, online reviews, and pricing are key factors, as evidenced in the study by Ayu et al. (2023). In fashion, aspects such as quality, brand, current trends, and price are significant determinants, highlighting a combination of brand awareness and price sensitivity (Desai and Kankonkar, 2020). Environmental awareness and personal norms also stand out in the purchase of sustainable clothing, indicating a commitment to sustainability and personal values (Lin et al., 2023). These factors, together, paint a picture of a highly informed, ethically conscious, and technologically adept generation, whose purchasing decisions are deeply rooted in a complex set of social and personal influences.

Conclusion

This systematic review has clarified that the distinctive attributes of Generation Z have played a significant role in their acquisition patterns during the period from 2019 to 2023, revealing a growing body of research, especially in the year 2023 with a peak of six studies. Indonesia, standing out as a leader in the volume of published studies, suggests a strong focus on understanding the impact of these traits on the purchasing decisions of this demographic group. Additionally, terms like "generation Z" and "consumer behavior" have emerged as frequent in the literature, with 6 and 3 appearances respectively, reflecting their centrality in academic discourse. "Sustainability," from the MDPI publisher, stands out as the journal with the greatest contribution to this field, highlighting editorial interest in promoting research that provides a better understanding of the influence of Generation Z. In the context of the consulted databases, Scopus emerges as the main bibliographic source, dominating with a significant margin in the number of collected references. Regarding the nature of the documents, it is emphasized that most scientific publications are "Articles," dominating the academic landscape, while "Conference Papers" constitute a smaller but still significant part of the academic dialogue. Content analysis indicates that the factors shaping the purchasing decisions of Generation Z are diversely dimensional, showing how the synergy between technological advances, social influences, and economic criteria shapes their consumption behavior. The preference for digital channels and social media, particularly TikTok, stands out for its significant influence through digital marketing strategies and the echo of influential voices on the platform. Furthermore, a strong inclination towards online shopping and the use of physical establishments like supermarkets for daily needs is identified. Sectors such as tourism, sustainable fashion, and advanced technology in vehicles stand out among their purchasing choices, indicating a progressive approach where authenticity and ecological responsibility merge with the pursuit of convenience and accessibility.

In conclusion, Generation Z is distinguished by its innovative and conscious approach in the market, proving to be agents of change and adaptation in the current economy.

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