

*Araştırma makalesi/Research article***Targeting generation Z: A systematic literature review (SLR) and bibliometric analysis for effective marketing**Mir Abdullatif YAHYA¹University of Europe for Applied Sciences, Germany
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Abstract: Targeting Generation Z is crucial for organizations seeking to remain connected in the fast-changing digital environment of this era. Moreover, understanding Generation Z is imperative for firms navigating the intricacies of modern customer behavior. This study conducted a systematic literature review (SLR), providing a thorough comprehension of Generation Z's interests and habits, thereby facilitating the development of targeted marketing strategies tailored to this demographic's preferences. Additionally, the study conducted a bibliometric analysis, offering insights into the trends and patterns of research on marketing to Generation Z, revealing a considerable increase in interest and production on the topic after 2016, with clear evidence of international cooperation in co-authorship analysis. The study suggests a transition towards digital platforms, authenticity, and tailored content to successfully captivate Generation Z, highlighting the need to adjust marketing strategies to align with their unique attributes and principles. This study contributes to the literature by providing a comprehensive understanding of Generation Z's preferences and behaviors through an SLR and bibliometric analysis. It specifically highlights the importance of digital platforms in marketing strategies, reflecting the shift in research trends and the growing interest in this demographic. The purpose of the study was i) to identify challenges in targeting Generation Z through traditional marketing channels; ii) to conduct an SLR to gather insights into the evolving preferences and behaviors of Generation Z; and iii) to employ bibliometric analysis to delineate key trends and patterns in the literature on marketing to Generation Z.

Keywords: Customer behavior, Research trends, Gen Z, Marketing effectiveness**JEL Code:** M3**1. Introduction**

The field of marketing has been transformed by the emergence of Gen Z, a target group that has grown up in a digital-first world. This section will introduce the importance of understanding and engaging this demographic, highlighting the need for innovative strategies in a rapidly evolving digital environment.

1.1. Alternative approaches to engaging generation Z: Navigating the digital landscape

Traditional marketing techniques frequently prove inadequate for effectively targeting Generation Z in the digital world. This subsection examines alternate strategies for engagement, highlighting the significance of adjusting to Gen Z's digital preferences and habits.

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Marketers face the formidable task of capturing the attention of Generation Z amidst rapid technological advancements and evolving customer behaviors. Generation Z, the first cohort to grow up entirely in the digital age, possesses distinct qualities and preferences that fundamentally transform conventional marketing methods. Zoomers, colloquially known as Generation Z, are the demographic cohort succeeding Millennials and preceding Generation Alpha, referring to individuals born after 1990. They value diversity, are optimistic about their future, and possess a strong Baby Boomer work ethic (Williams, 2018).

The task of connecting Generation Z, born between the mid-1990s and early 2010s, with traditional marketing methods has become increasingly difficult due to their distinctive features and fluctuating media landscape. Generation Z, the first generation to experience the internet and social media at an early age, has developed different preferences and habits regarding communication and brand loyalty, making traditional marketing techniques less effective. Throughout history, the allocation of time and the use of technology have been subject to generational differences influenced by a multitude of factors. However, with the emergence and growth of Generation Z in the age of technology, they have become the largest and most important target audience for businesses and brands, leaving the previous generations behind. This group asserts and defends its rights, attaches importance to environmental sustainability, and prioritizes trust and quality (Beyaz, 2020). This has led to a greater focus on research of Generation Z, with a special emphasis on e-commerce in the marketplace.

Generation Z's skepticism towards traditional advertising and their desire for authenticity and transparency necessitate a reevaluation of marketing strategies. They have grown up in an era of information overload and are adept at filtering out inauthentic or irrelevant content. As companies realize that the Z generation is more equipped than previous generations, they have started to renew their marketing strategies from the beginning (Gümüő, 2020). Additionally, Generation Z exhibits a strong preference for social responsibility, inclusivity, and diversity. The individuals of this generation prefer playing games on the computer to going to the park, using social media platforms instead of email for communication, and finding their friends on the internet rather than outside. They find it easy to video chat with distant acquaintances and prefer to browse websites rather than go to physical stores (Kavalcı, & Unal, 2016). This emphasizes the need for marketers to not only understand the values and aspirations of Generation Z but also demonstrate genuine commitment to social and environmental issues.

In conclusion, to successfully engage Generation Z, marketers must go beyond conventional approaches and adapt to the digital-first styles and habits of this group. Gaining insight into the attitudes, habits, and expectations of Zoomers (Gen Z) is essential for crafting marketing strategies that effectively connect with this demographic. Generation Z, being the first cohort to come of age in the era of the internet and social media, has a strong need for authenticity, openness, and a firm dedication to social and environmental causes. By adopting cutting-edge strategies and using online platforms, organizations may effectively attract the interest of Generation Z and establish significant, enduring relationships with this crucial group.

1.2. Understanding generation Z: Media ecology and consumer behavior perspectives

To successfully target Generation Z, it is essential to fully understand their media environment, tastes, lifestyles, and consumer habits. This subsection explores the distinctive characteristics of this generation, providing insights into their behaviors in consuming media and making choices in purchasing.

The challenges of effectively engaging with Generation Z through traditional marketing approaches can be understood by utilizing the theoretical lenses of media ecology and consumer behavior. Generation Z, comprising 40% of the global consumer population (Andruszkiewicz, Grzybowska-Brzezińska, Grzywińska-Rapca, & Wiśniewski, 2023), is a significant demographic force. Within the United States, Gen Z accounts for 24% of the population (Pichler, Kohli, & Granitz, 2021), indicating its substantial presence in this key market. Moreover, in India, Generation Z boasts a sizable population of 472 million (Hameed, & Mathur, 2020), underscoring its influence on the Indian

consumer landscape. Similarly, Malaysian Generation Z, constituting 29% of the overall population, wields considerable economic power, with a monthly disposable income totaling \$327 million (Tjiptono, Khan, Yeong, & Kunchambo, 2020). These statistics collectively highlight Generation Z's global significance as a demographic cohort with considerable sway over consumer trends and economic dynamics in various regions.

For Generation Z, who grew up in a digital environment, traditional media channels such as television, print media, and radio may not be as effective in attracting their attention and participation. The Z generation expects products and services with many alternatives, as well as high visuality and innovativeness (Wood, 2013). In the virtual world, social media acts as a platform for users to exchange information, share various forms of content, express emotions, and showcase photos, music, and experiences. Websites that provide ways to communicate, share content, participate in discussions, and network among users fall under the category of social media. The success of a business on social media depends on the careful selection of the appropriate platform and target audience for its products or services. People flock to social networks in search of diversity, entertainment, and added value. As a result, companies should strive to produce unique content that convinces their customers to follow their social media presence (Haenlein et al., 2020).

According to Hajarian, Camilleri, Díaz, and Aedo (2021), social media plays a crucial role in online marketing. Using social media, companies can easily share information with a wider audience and increase brand awareness while promoting their products and services. Social media also provides opportunities for instant interaction, relationship building, and increasing customer loyalty. Therefore, as noted by Ogbuji and Papazafropoulou (2016), companies need to maintain a positive image on social networks and actively engage with their customers. To effectively manage social networks, companies need to create adequate content and develop a comprehensive plan.

Generation Z can easily access information, allowing them to conduct their research and differentiate between services and products more easily. Based on this, the brand addiction that we see in the X generation is not present in Generation Z. With effective advertising, companies can target the X generation and increase their profit margin. However, advertising doesn't have as much of an effect on Generation Z, as they exhibit a "banner guard" behavior. Since there is no brand dependency, this generation compares products and services to find the best quality and cheapest ones. Therefore, brands are completely changing their strategies and market approaches (Salam, Singkeruang, Husni, Baharuddin, & Ar, 2024). Even if Generation Z individuals do not make immediate purchases, they continue to research and compare.

Generation Z's propensity for personalized experiences and their skepticism towards traditional advertising can be explained by the principles of ad avoidance and ad participation, as outlined by Dahlén, Rosengren, and Törn (2008). While ad avoidance is about consumers' ability to ignore or filter out traditional ads, ad engagement involves crafting relevant, tailored content that enriches consumers' lives. Companies that prioritize ad engagement tactics are in a better position to successfully engage with Generation Z and develop lasting brand loyalty. Today's generation, known as Generation Z, has access to unlimited information via the Internet and struggles with memorization. They find memorization pointless because they can easily search for information online. This lack of commitment to memorization makes it difficult for them to hone their skills. Due to the ever-increasing availability and ever-changing nature of knowledge, this generation lacks patience and struggles to shape knowledge in their minds. As a result, they get lost in the vast sea of knowledge. This inability to learn has negative consequences for their social relationships as they transition from the virtual world to reality. The daily challenges of life become problematic for this generation, making it difficult for them to find solutions (Csobanka, 2016). Known for their dislike for stability, this current generation frequently changes jobs and avoids routine. Many opt for self-employment. Unlike past generations, family ties are weaker. Despite having intellectual abilities, their emotional intelligence is underdeveloped due to their reliance on technology, blurring the lines between reality and virtuality. They tend to learn quickly and forget. Their emotional processing capacity is limited, making it difficult for them to fully concentrate on any task. The modern mind is overflowing with a multitude of stimuli that lead to the development of a basic processing ability. However, the ability to effectively memorize and store information for long-term learning has become a challenge for the multitasking generation.

According to Özturan's (2011) definition of ethics as a set of determined behaviors, Generation Z seems to be incompatible with established norms. The prevalence of sleep problems among this cohort is also noticeably high, with social media being a contributing factor. Celebrities and social media personalities have emerged as primary role models for Generation Z, replacing their parents and teachers who have taken on this role in previous generations.

Businesses must adjust their marketing tactics to interact effectively with Generation Z while also accepting their distinctive traits. An important factor to consider is the importance of honesty and clarity in promotional efforts. As an over-informed generation, Generation Z is skilled at identifying insincere or deceptive advertisements. They prioritize genuine connections and tend to trust brands that are upfront about their principles, actions, and social contributions. To connect with the Generation Z demographic, companies must tailor their messages to align with the values and aspirations that are most important to this generation. Generation Z is characterized by a strong social awareness and a keen interest in issues such as environmental sustainability, inclusion, and diversity. By integrating these principles into their advertising efforts, businesses can connect more meaningfully with this core demographic.

Companies must use social media platforms and engage with this tech-savvy demographic to effectively engage with Generation Z. Social media plays a vital role in their daily lives, and they want engaging and captivating content. Businesses must create innovative and original content that goes beyond traditional advertising methods. This may include incorporating user-generated content, fostering dynamic partnerships, and providing interactive experiences that encourage active engagement and participation. In today's business environment, businesses must realize that the Generation Z cohort places more emphasis on experiences than on tangibles. They show a greater tendency to invest their funds in travel, events, and distinctive experiences than in physical goods. That's why companies should take measures to create memorable moments and develop ways to collaborate with their customers.

Media ecology and consumer behavior frameworks highlight the importance of businesses grasping the diverse trends, attitudes, and behaviors of the Generation Z cohort through marketing campaigns aligned with their values and communication preferences. Also, the value system of Generation Z differs from its predecessors by prioritizing social responsibility, inclusion, and diversity, requiring businesses to adhere to their values to connect with this demographic. In summary, the unique characteristics of Generation Z require a new marketing approach compared to previous generations.

In conclusion, generation Z, comprising 40% of the global consumer population, wields significant influence in various regions. For example: in the United States, Gen Z accounts for 24% of the population, while in India, it boasts a considerable population of 472 million. Similarly, Malaysia constitutes 29% of the overall population, with considerable economic power. However, engaging with this digitally savvy cohort requires a shift away from traditional marketing approaches. Social media plays a pivotal role, allowing companies to share information, increase brand awareness, and foster customer loyalty. Generation Z's propensity for personalized experiences and skepticism toward traditional advertising necessitates tailored content that enriches their lives. Therefore, brands must adapt strategies to meet the unique preferences and behaviors of this distinct demographic.

Clearly, the purpose of the current study is to enhance understanding of the challenges associated with targeting Generation Z through traditional marketing strategies. Specifically, the purposes of this study are:

- a) To identify challenges in targeting Generation Z through traditional marketing channels.
- b) To conduct a systematic literature review (SLR) to gather insights into the evolving preferences and behaviors of Generation Z.
- c) To employ bibliometric analysis to delineate key trends and patterns in the literature on marketing to Generation Z.

2. Literature review

This section serves as the foundation for understanding marketing for Generation Z. As this demographic cohort wields significant influence globally, it is crucial to explore their unique characteristics, preferences, and behaviors. In this section, we delve into existing research on marketing and reaching Generation Z through various marketing channels, as well as bibliometric studies conducted on Generation Z.

2.1. Marketing to generation Z

Targeting Generation Z necessitates deviating from traditional marketing methods. Generation Z, who were born in the digital age, have unique characteristics such as being skeptical of advertisements and having a predilection for interactive activities. In this section, we define and examine the characteristics, challenges, and benefits of Gen Z.

The Greek root *genesthai*, which means "to come into existence," is the etymology of the word "generation." This origin refers specifically to the time when a child was born (Li, 1978). Researchers have defined a generation as a collection of individuals that share the same cohorts and age groups and have experienced some shared events (Wang, & Peng, 2015). Generation is defined as a group of people connected over a specific period who share similar habits, behaviors, and cultural characteristics (Eyerman, & Turner, 1998).

Four distinct cohorts have emerged since the end of the Second World War: Veterans (silent generation), Baby Boomers, Generation X (13th generation), and Millennials (generation Y) (Bernstein & Bhugra, 2011) (Table 1). Generation Z's predecessors are the generations that came before, namely Generations X and Y. Additionally, people often refer to Generation Z as Generation I, the Web generation, and digital natives (Turner, 2015).

Table 1. Generational traits and characteristics comparison

Veterans (silent Gen.)	Gen X (13th Gen.)	Gen Y (Millennials)	Gen Z (Baby Boomers)
Born before 1955	Born between 1965 and 1980	Born between 1980 and 1995	Born between 1995-2005
Disciplined to do what is right	Prepared rule settings	Close to parents	Friends & Family
Integrity	No drama	Confident	Connected
Under control	Balance	Global minder and balance	Global minder
Educational divides	Street smart and skeptical	Book smart and Savvy	Social Natives
	Less use of technology	Expanded use of technology compared to previous generations	First generation to have Internet technology so readily available

Source: Tim (2014, p. 1).

Growing up in a technology-driven world, Generation Z is consistently immersed in digitalization and tends to spend increasing amounts of time dependent on and addicted to technology, while also remaining highly active on social media platforms. Their proficiency in digital technology and a strong sense of individualism emphasizes the importance of marketing strategies aimed at Generation Z to prioritize authentic and personalized experiences. Therefore, comprehending the values and aspirations of Generation Z is imperative for the development of effective marketing strategies. Various studies indicate that successful marketing to Generation Z entails utilizing social media platforms, influencers, personalized and genuine content, interactive and user-generated media, and addressing their values such as corporate social responsibility, innovation, and community support (Kupec, 2016; Williams, &

Page, 2011; Raza, Zaman, Qabool, Alam, & Ur-Rehman, 2023; Wilson, 2019; Djafarova, & Foots, 2022; Fathinasari, Purnomo, & Leksono, 2023; Bäcklund & Martin, 2019).

Williams and Page (2011) discuss the significance of multi-generational marketing, which involves appealing to the unique needs and behaviors of individuals across different generational groups. They emphasize the importance for marketers to understand the distinct characteristics and behaviors of each of the six U.S. generations: Pre-Depression Generation, Depression Generation, Baby Boomers, Generation X, Generation Y, and Generation Z. The paper aims to provide a brief overview of each generation in terms of their historical context, as well as their characteristics, lifestyles, and attitudes. Additionally, it focuses on outlining marketing strategies tailored to the specific characteristics and behaviors of each generation, particularly in areas such as segmentation, product/service offerings, and communication channels. The research mentions that by considering these factors, marketers can more effectively build relationships, gain trust, and drive business outcomes.

Bäcklund and Martin (2019) explore the importance of brand awareness and its role in indirectly influencing purchasing decisions, particularly focusing on Generation Z. They identify a research gap regarding brand awareness strategies for this demographic and aim to analyze the best communication channels for establishing brand awareness among Generation Z consumers. The study employs a combination of interviews and surveys to gather empirical evidence and insights. Qualitative data is emphasized, with quantitative data providing an overview. Through the analysis of empirical findings, the study emphasizes the significance of brand awareness as a crucial step in driving purchases. Additionally, it highlights the importance of progressing from brand awareness to brand liking to increase purchase intention. The study suggests that Instagram is a preferred communication channel for establishing brand awareness among Generation Z and recommends its inclusion in integrated marketing communications strategies.

Kupec's (2016) study focused on marketing communication in business strategies, particularly in the context of evolving digital technologies and their impact on target audiences. The research analyzed various marketing communication tools and their effects on Generation Z, a demographic known for its use of multiple digital screens. The study emphasizes the importance of adopting the 3I model (intelligent, individual, and information) in communication strategies. The research advises company management to integrate digital media and environments using the 3I components to effectively manage their sales strategies.

The studies of Williams and Page (2011), Bäcklund and Martin (2019), and Kupec (2016) underscore the importance of understanding the unique characteristics and behaviors of Generation Z to effectively tailor marketing strategies. They agree on the significance of digital media in engaging this demographic, reflecting Generation Z's preference for digital interaction and multi-screen use. Williams and Page (2011) emphasize the need for multi-generational marketing, focusing on tailoring strategies to the unique characteristics of each generation, including Generation Z. Bäcklund and Martin (2019) stress the importance of brand awareness strategies specific to Generation Z, highlighting how these strategies influence purchasing decisions. Kupec (2016) underscores the necessity of adapting marketing communication tools to the digital habits of Generation Z.

The studies share a common focus on the effectiveness of digital and social media platforms. Both Bäcklund and Martin (2019) and Kupec (2016) specifically identify digital and social media platforms as critical channels for reaching Generation Z. Williams and Page (2011) also acknowledge the importance of utilizing appropriate communication channels tailored to generational preferences, which aligns with the other studies' emphasis on digital media. Additionally, all these studies highlight the importance of building relationships and gaining trust with Generation Z, suggesting that personalized and relevant marketing strategies are key to engaging this demographic.

However, there are notable differences in their approaches and specific focus areas. Williams and Page (2011) provide a broad overview of multi-generational marketing, discussing the characteristics and behaviors of six U.S. generations and offering general marketing strategies for each. Their work is more comprehensive in terms of generational analysis but less focused on the nuances of digital marketing specific to Generation Z. In contrast, Bäcklund and Martin (2019) narrow their focus to brand

awareness strategies for Generation Z, using empirical evidence to identify effective communication channels, such as Instagram. Their study is more detailed in terms of practical applications for brand awareness but does not cover a wide range of marketing techniques. On the other hand, Kupec (2016) focuses on the impact of digital technologies on marketing communication, emphasizing the 3I model (intelligent, individual, and information) as a framework for engaging Generation Z. The study offers a more theoretical approach to digital marketing strategies, highlighting the need for intelligent and personalized communication.

In conclusion, while these studies outline the importance of understanding and adapting to Generation Z's digital habits, they differ in scope, with Williams and Page (2011) offering a broader generational perspective, Bäcklund and Martin (2019) focusing on brand awareness, and Kupec (2016) emphasizing the theoretical framework of digital marketing communication. These differences and commonalities provide a comprehensive view of the challenges and strategies in marketing to Generation Z. Nevertheless, as we explore marketing strategies specifically designed for Generation Z, we acknowledge the significance of adjusting to their tastes, lifestyles, and beliefs. By comprehending the habits and goals of this group, firms may develop compelling ads that connect with this crucial population.

2.2. Bibliometric studies on marketing to generation Z

Bibliometric studies are essential for examining academic material that pertains to marketing and Generation Z. Through the process of measuring trends in publications, citations, and co-authorship, we can get useful insights into the academic scene. In this section, we delve into the studies that employed bibliometric analysis to investigate Gen Z.

The utilization of bibliometric analysis is on the rise (Aria & Cuccurullo, 2017) due to its ability to pinpoint trends, chart the current state of knowledge, and assess the influence of scholarly work across diverse disciplines and viewpoints. Bibliometric analysis, which focuses on analyzing publications and citations within a specific field, can provide valuable insights into understanding Generation Z in marketing (Kahawandala Peter, & Niwunhella, 2020).

There are numerous bibliometric studies on Generation Z, but none specifically focused on bibliometric analysis of marketing to Generation Z. The study of Benitez-Marquez, Sanchez-Teba, Bermudez-Gonzalez, and Nunez-Rydman (2022) aims to enhance understanding of Generation Z in the workforce and workplace, as well as the key thematic trends driving research in this area. Through bibliometric techniques, it analyzes 102 publications from the Web of Science between 2009 and 2020. The research examined the most published and cited authors and journals to provide a comprehensive overview of the subject. Using a longitudinal approach, the study focuses on the evolution of thematic clusters to assess progress and the network surrounding the primary cluster in each period. Results indicate that the topic began gaining attention in 2018 and still has considerable room for growth. Core research themes include "Generation Z," "workplace," "management," "attitudes," "leadership," "career," and "learning-teaching education." The findings suggest a need for further exploration of various aspects concerning Generation Z and the labor market.

The study of Pham et al., (2024) addresses the growing importance of Generation Z in the labor market, highlighting their projected significant presence, estimated to reach 27% of the workforce by 2025. Recognizing the lack of comprehensive literature summaries on Generation Z's perceptions of careers, the research employs bibliometric methodologies to analyze current research trends, assess the state-of-the-art, and propose future research directions. The analysis covers 108 papers published between 2016 and 2022, identifying growth trends, geographical distribution of research, leading sources, and prominent authors. Key documents and main topics are highlighted, offering valuable insights and suggestions for researchers interested in exploring this area further.

Ortiz-Pimentel, Molina, and Ronda-Pupo (2020) and Pham et al. (2024) reported the lack of qualitative research on Generation Z. As a result, it is critical to conduct a bibliometric analysis of marketing industry publications targeting Generation Z, considering their significant presence as a customer demographic.

In conclusion, a review of the literature played a crucial role in establishing a solid base of knowledge, extracting valuable ideas from various sources, and pinpointing areas where the comprehension of successful marketing strategies for Generation Z is lacking. Through the examination of bibliometric trends, we get significant contextual information that informs later studies and directs our research on this ever-changing subject. As we explore more, it becomes clear that modifying marketing strategies to connect with Generation Z requires ongoing study and creativity.

3. Methodology

This section outlines our research approach, combining bibliometric analysis and systematic literature review (SLR). By employing both quantitative and qualitative methods, we aim to provide a comprehensive perspective of the subject matter.

3.1. Bibliometric Analysis

Bibliometric analysis is used to analyze bibliographic data, such as articles, books, reviews, conference papers, etc., particularly in scientific, library, and information science domains. Metrological literature analysis often relies on extensive databases like Scopus or Web of Science (van Eck, & Waltman, 2010). Scopus provides extensive coverage across diverse fields. Moreover, it offers access to a wide variety of document types and citation data, enabling detailed analysis of scholarly impact and precise literature searches with high accuracy and retrieval rate (Vieira, & Gomes, 2009; Burnham, 2006; Zhu, & Liu, 2020). Using the Scopus database for text mining and bibliometric analysis offers convenience (Deng & Romainoor, 2022), with 96.42% of its indexed journals also covered by Dimensions, enhancing its suitability for such analyses (Singh, Singh, Karmakar, Leta, & Mayr, 2020). In this study, the Scopus database was utilized for bibliometric analysis. Our study employed VOS-viewer version 1.6.20 to conduct Bibliometric Analysis. VOS-viewer is a software application designed for creating and visualizing bibliometric maps, with a review of the graphical depiction of these maps (van Eck, & Waltman, 2009). By conducting a bibliometric analysis of research publications related to Generation Z, researchers can identify trends, patterns, and emerging areas of interest in this field (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021).

This study included two main subjects, Generation Z and Marketing. After determining the subject of the study, it is essential to understand the basic vocabulary of the field in which the problem is situated and to construct a concept map or logical network (Aromataris & Riitano 2014). An extensive literature review, belonging to Generation Z and Marketing was carried out. Moreover, we utilized A map chart (2024) to visually represent the global distribution of publications. A portion of the study's data was gathered and examined using Microsoft 365, which involved generating statistical analysis charts. The literature search was performed in the Scopus databases on May 4th, 2024. The literature search results were refined to include four categories of literature to retrieve a comprehensive collection of relevant publications in the field of Marketing to Generation Z. These categories include (1) articles, (2) conference papers, (3) reviews, and (4) conference reviews.

The search formula utilized was TITLE-ABS-KEY (title-abstract-keyword). Any term included in the title, abstract, or keywords of any literature, the corresponding page would be displayed in the search results. The search string used in this study is as follows: TITLE-ABS-KEY (marketing AND generation AND z) OR TITLE-ABS-KEY (gen AND z AND advertising) OR TITLE-ABS-KEY (generation AND z AND campaigning) OR TITLE-ABS-KEY (generation AND z AND promotion) OR TITLE-ABS-KEY (generation AND z AND publicity) OR TITLE-ABS-KEY (generation AND z AND sales) AND LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "ECON") OR LIMIT-TO (SUBJAREA , "DECI") AND LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "cp") OR LIMIT-TO (DOCTYPE , "re") OR LIMIT-TO (DOCTYPE , "cr").

The search results obtained using the above search approach were exported as a document in CSV format. The document contained data, including the author(s), document title, year, source title,

citation count, source & document type, affiliations, publisher, correspondence address, author keywords, and indexed keywords. Afterward, the document was imported into VOS-viewer version 1.6.20.

Ultimately, based on the retrieved data, this paper conducted the Co-Authorship of Countries and Co-Occurrence of Keywords analysis. This facilitated network visualization, overlay visualization, and density visualization, completing the analysis. The layout and clustering parameters were adjusted to enhance visualization, considering the content and data. Typically, larger nodes indicate increased connectivity, implying higher significance. Certain statistical charts were created using Microsoft 365.

3.2. Systematic Literature Review (SLR)

A SLR is a rigorous and thorough inquiry into the process of literature reviews. It includes evaluating different approaches and questioning how to improve the planning and rigor of education and research (Xiao, & Watson, 2017).

In this study a comprehensive SLR was conducted, encompassing academic articles, industry reports, and reputable databases. This review was instrumental in collecting pertinent data regarding the defining characteristics of Generation Z and the challenges associated with engaging them through conventional marketing approaches. It serves as the cornerstone of the study's theoretical framework, shedding light on the current landscape of research in this domain.

This section of our study was guided by six predetermined aspects, including:

1. Decline of Traditional Media Consumption
2. Fragmented Attention Spans
3. Ad-Blindness and Ad-Fatigue
4. Rise of Influencer Marketing
5. Demand for Personalization and Interactive Content
6. Adapting Marketing Strategies to Reach Generation Z

Ultimately, these insights gleaned from this exploration, along with the ensuing recommendations, offer valuable groundwork for future investigations and the formulation of marketing strategies tailored to resonate with Generation Z.

4. Results

This section presents our empirical findings from the SLR and bibliometric analysis. This section will delve into document type and topic classifications, citation and publication patterns, co-authorship analysis of countries, co-occurrence analysis of keywords, the decline of traditional media consumption, fragmented attention spans, ad-blindness and ad-fatigue, the rise of influencer marketing, demand for personalization and interactive content, and adapting marketing strategies to reach Gen Z.

4.1. Bibliometric analysis

4.1.1. Document type and topic classifications

The bibliometric analysis, utilizing the Scopus database over the past 37 years (1987-2024), reveals that the search string employed in this study yielded a total of 626 literature items. The literature types included Articles (n=479, 76.5%), Conference Papers (n=115, 18.4%), Reviews (n=18, 2.9%), and Conference Reviews (n=14, 2.2%) respectively.

The most represented category is Business, Management, and Accounting (n=283, 22.6%), while the least is Arts and Humanities (n=36, 2.9%). Social Sciences and Computer Science are also notable with n=196, 15.7%, and n=151, 12.1% respectively. Other significant categories include Economics,

Engineering, Environmental Science (n=97, 7.7%), and Decision Sciences (n=56, 4.5%). The Other category encompasses a substantial portion (n=171, 15.3%) (Table 2).

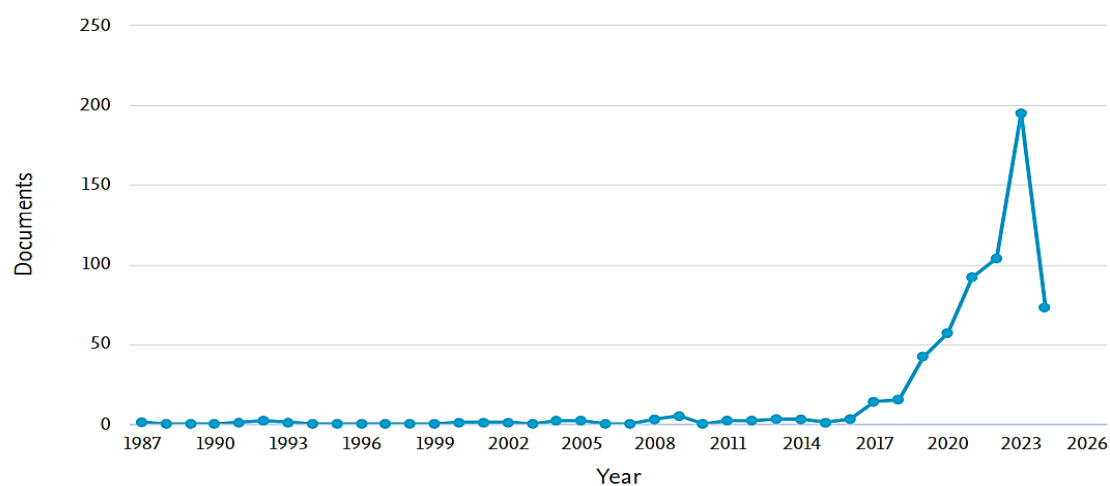
Table 2. Subject categories focusing on marketing to generation Z

Categories	Frequencies (n)	Percentage (%)
Business, Management and Accounting	283	22.6
Social Sciences	196	15.7
Computer Science	151	12.1
Economics, Econometrics and Finance	97	7.7
Engineering	93	7.4
Environmental Science	59	4.7
Decision Sciences	56	4.5
Energy	46	3.7
Medicine	44	3.5
Arts and Humanities	36	2.9
Other	171	15.3

4.1.2. Citation and Publication Patterns

Figure 1 shows a relatively flat trend from 1987 to around 2015, with the number of documents remaining under 10 per year. In some years, the number of publications is recorded as 0. Starting in 2016, there was a sharp increase in the productivity of publications on Marketing to Generation Z, reaching a peak of nearly 195 documents in 2023 before experiencing a slight decline in 2024. This shows the highest number of articles published in 2023 (n=195). This rapid growth suggests a significant rise in interest or research activity in this topic in the later years, particularly from 2016 onwards.

Figure 1. Publication trends of documents by year (1987 - 2024)



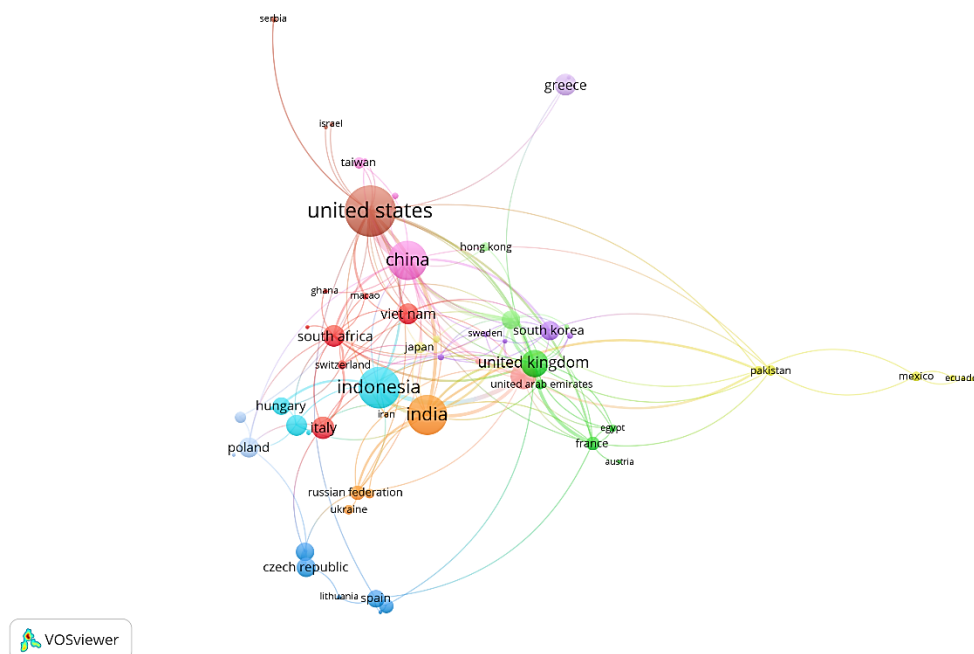
There was a notable surge in the number of citations starting from 2016. This research analyzed all 626 documents, with the most cited article, located in 2023, being “What drives the travel switching behavior of Chinese Generation Z consumers. Journal of Tourism Futures” (n = 7) (Tseng, Chang, & Zhu, 2021). The average number of citations per document was approx. 10.66.

4.1.3. Co-Authorship analysis of countries

This analysis highlights the countries that have the most influence in Marketing to Generation Z. Figure 2 displays the results of this analysis using VOS-viewer. The size of the node was directly related to the number of publications. In other words, the more publications there were, the greater the node size. The thickness of the lines linking nations in the graphic indicates the degree of interconnectedness in research between those countries.

Figure 2 represents co-authorship in research on Marketing to Generation Z, highlighting extensive collaboration among various countries. Central to the network are the United States (with 84 documents, 1447 citations, and total link strength of 39), Indonesia (with 60 documents, 206 citations, and total link strength of 18), China (with 55 documents, 899 citations, and total link strength of 36), and India (with 57 documents, 406 citations and total link strength of 26), indicating their prominence in this research area. The United States shows robust links with China, the United Kingdom, and European countries, suggesting widespread international cooperation. China connects strongly with both the U.S. and neighboring Asian countries like South Korea and Japan, reflecting significant regional and international partnerships. Other notable interactions include those between European countries underscoring an active research community within Europe. This network illustrates a global effort to understand and reaching Generation Z through academic research around Marketing.

Figure 2. Visualization of country co-authorship



Publication on Marketing to Generation Z is sourced from 69 distinct countries. Figure 3 illustrates a worldwide distribution of published papers across various countries. The countries that have more than 20 publications include United States, with a substantial count of $n=84$ documents, followed by Indonesia with $n=60$, and India closely behind at $n=57$. China also shows a strong output with $n=54$ documents. The United Kingdom and Malaysia contribute $n=31$ and $n=28$ documents respectively, indicating less, yet significant, activity compared to the leading countries. Italy, Greece, and South Africa are relatively lower with contributions around the low twenties, reflecting their involvement in the field. This data illustrates the geographical distribution of research output, with the highest concentrations in the United States and significant contributions from Asia.

Figure 1. Worldwide distribution of publication in various countries

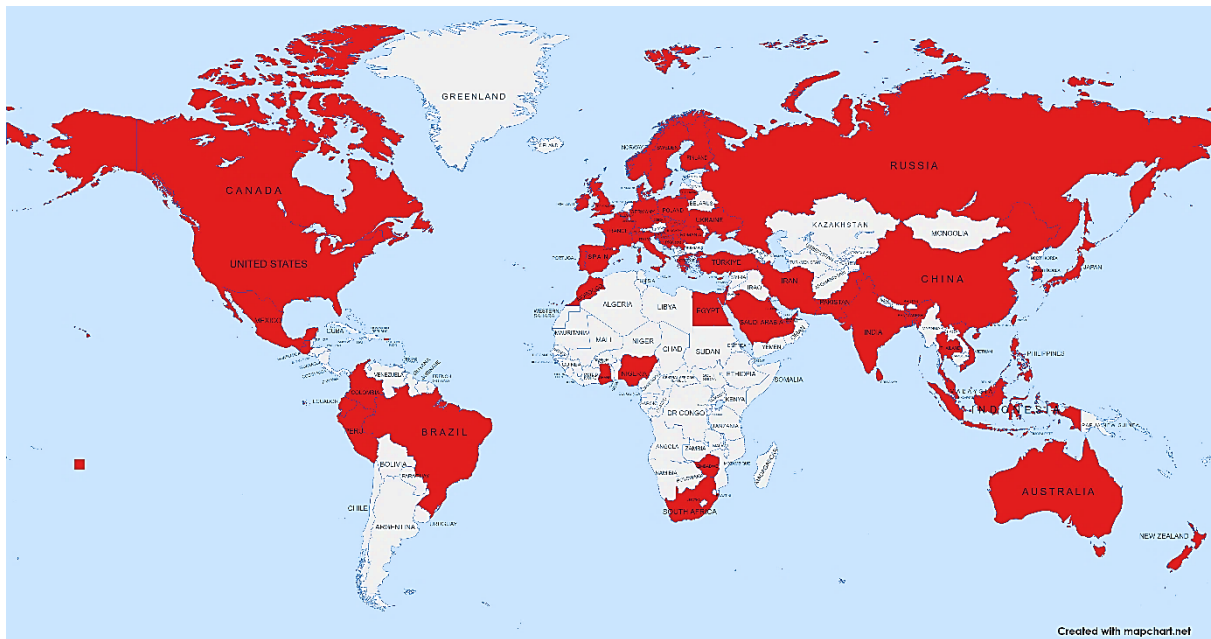
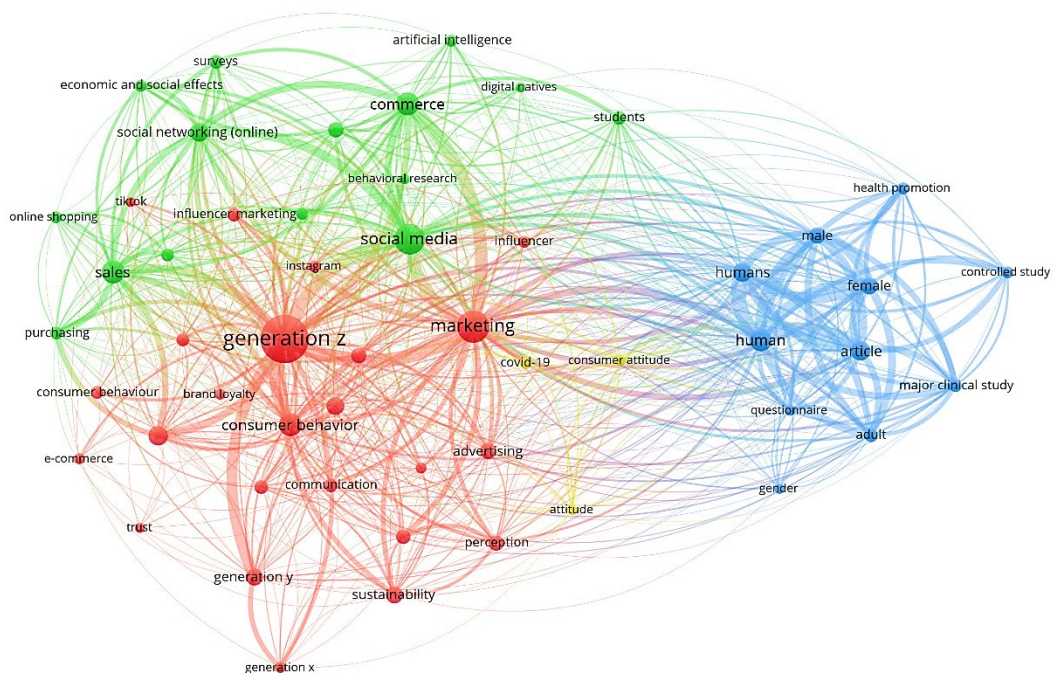


Figure 2. Visualization of keyword co-occurrence



4.1.4. Co-Occurrence analysis of keywords

The analysis revealed (Figure 4) that keywords that appear more than 10 times in the field of Marketing to Generation Z are: Generation Z, Marketing, Human, Social Media, Humans, Female, Male, Commerce, Consumer Behavior, Sales, Social Networking (Online), Adult, Purchase Intention, Consumer Attitude, Generation Y, Perception, Sustainability, Purchasing, Advertising, Millennials, Controlled Study, Students, Economic and Social Effects, Digital Marketing, Consumption Behavior, Decision Making, Communication, Electronic Commerce, Social Media Marketing, Attitude,

Marketing Communication, Gen Z, Influencer, Sustainable Development, Influencer Marketing, Covid-19, Online Shopping, Artificial Intelligence, Gender, Behavioral Research, Digital Natives, Instagram, Consumer Behavior, TikTok, E-Commerce, Brand Loyalty, and Trust.

In Figure 4, each cluster represented by different colors, highlights three specific thematic areas.

Red Cluster: This cluster focuses on terms like “Generation Z”, “Marketing”, “Consumer Behavior”, “brand loyalty”, “millennials”, “Gen Z, and “Communication”. It is centered around keywords like social media, Sales, and Purchasing habits of Generation Z, emphasizing how this generation interacts with marketing strategies, particularly in digital and e-commerce contexts.

Green Cluster: Key terms in this cluster include “social media”, “purchasing”, “sales”, and “decision making”. The cluster is likely to analyze how social media platforms influence commerce and consumer behavior, with a particular focus on sales dynamics and the role of influencers in marketing strategies.

Blue Cluster: This cluster groups terms such as “health promotion”, “human”, “male”, “female”, and “controlled study”. It suggests a focus on research and studies related to health, potentially how different demographics (gender, age) respond to health-related campaigns or studies. This cluster somehow connects to Generation Z and marketing studies through its emphasis on research into human behaviors, gender differences, and controlled studies.

4.2. Systematic literature review (SLR)

4.2.1. Decline of traditional media consumption

Generation Z's consumption habits have shifted away from traditional media channels such as television, print, and radio. They are more likely to consume content through digital platforms, streaming services, and social media. Numerous studies indicate a substantial decrease in traditional media consumption because of the increasing popularity of online media.

Online media has become increasingly integrated into the daily routines of younger generations, a trend further accelerated by factors such as the COVID-19 pandemic, user-generated content, and media automation. However, there is potential for traditional media to tap into the user base of social media (Price et al., 2021; Ha et al., 2018; Macnamara, 2010; Ha, & Fang, 2012; Yanardağoğlu, 2020). Conversely, Fotopoulos (2023) highlights that within the European Union, traditional media channels like television, radio, and print press continue to enjoy greater favorability and trust for news consumption compared to newer online platforms and radio.

Research by Anderson, & Jiang (2018) found that currently, approx. 51% of teenagers in the United States between the ages of 13 and 17 report using Facebook, which is significantly less than the percentages of teenagers who use YouTube, Instagram, or Snapchat. This shift in media consumption patterns makes it challenging for marketers relying on traditional channels to effectively reach and engage with Gen Z. Generation Z likes to use the internet a lot and to see short and easy-to-understand things. Sellers need to make sure their messages look short and good to catch the attention of these young people. Also, these teens like to have their friends tell them what they like, so sellers need to work with people who are popular online. By tailoring their message to resonate with individual preferences, companies can cultivate deeper connections with Generation Z, fostering increased affinity for their products—a testament to the influential power of Word of Mouth (WOM).

Yanardağoğlu (2020) delves into the shifting media habits of college students in the UK and Turkey, aiming to understand the factors influencing their news consumption behavior. Through qualitative interviews with approximately 50 students from major universities in London and Istanbul, common trends emerge, including increased reliance on mobile news access, incidental exposure to news via social media, sporadic engagement with news, and efforts to verify information. The findings suggest a notable transition away from traditional media sources towards online platforms, as the rigid formats of traditional media fail to align with the dynamic lifestyles of youth, marked by academic commitments, employment, and commuting. Notably, the research underscores the evolving landscape

of news consumption among young adults and its implications for the future of democracy in diverse media ecosystems.

Ha and Fang (2012) explore the impact of online news consumption on traditional news media usage, specifically examining how individuals' internet experience influences the time spent on traditional news media. The findings reveal a significant displacement effect of the internet on traditional media consumption within daily news, particularly evident after five years of internet experience. As individuals gain more experience with the internet, their time devoted to traditional media diminishes, although with diminishing returns. Experienced internet users demonstrate an increasing overlap between their internet and traditional media consumption, perceiving the internet as superior to traditional media.

4.2.2. Fragmented attention spans

Gen Z individuals have grown up in an era of information overload, leading to shorter attention spans and a preference for bite-sized, easily digestible content. Various research indicates that Generation Z possesses a short attention span and exhibits a preference for interactive, technology-driven, and collaborative learning experiences.

Azmy et al., (2022) mentioned that the recent pandemic has forced Gen Z into fully online learning environments, where surveys indicate they struggle to maintain focus. On average, the human attention span typically lasts for 8.25 seconds, which is even shorter than that of goldfish. Research by Hampton and Keys (2016) and Shatto and Erwin (2016) suggests that attention spans have decreased across generations, with millennials averaging 12 seconds and Gen Z only 8 seconds.

According to a study conducted by Cojocaru (2022), the average attention span of Gen Z is approximately 8 seconds. This is a significant challenge for marketers using traditional long-form advertisements or print media, as they may struggle to capture and maintain Gen Z's attention within such a short timeframe. On the other hand, Addae, Ettarh, and Crowley (2020) found that Generation Z students display certain traits commonly associated with Generation Z before their enrollment in medical school, including reliance on mobile devices, short attention spans, and a preference for collaborative learning in group settings. Watson. (2015) reported that the average human attention span has decreased from 12 seconds to 8 seconds. Consequently, individuals are less inclined to watch an entire video, read an article, or consume news online.

4.2.3. Ad-Blindness and ad-fatigue

Exposure to numerous digital advertisements has enabled Gen Z consumers to selectively ignore irrelevant commercials and focus on those that align with their interests. People commonly refer to this phenomenon as "ad blindness" or "banner blindness". Gen Z individuals may also experience internet weariness, becoming weary from continuous scrolling.

Cho and his friends (2004) investigated the reasons behind people's avoidance of online advertising. The study developed a comprehensive theoretical model to elucidate the various aspects influencing Internet ad avoidance. They examined three key factors: perceived goal impediment, perceived ad clutter, and prior negative experiences. The findings revealed that these factors play crucial roles in explaining individuals' tendency to avoid advertising messages on the Internet, encompassing cognitive, affective, and behavioral aspects. Notably, perceived goal impediment emerged as the most significant predictor of advertising avoidance online.

Barreto (2013) investigates whether users of Facebook, a popular online social network, pay attention to the advertisements displayed on the platform, thereby assessing the presence of "banner blindness." Additionally, the study aimed to evaluate the effectiveness of paid advertising on Facebook by comparing it with the visibility of recommendations from friends. The research conducted an experiment involving 20 participants from a prominent university in the USA, utilizing eye-tracking technology followed by a questionnaire. The findings indicated that online advertisements on Facebook

garnered less attention compared to recommendations from friends. One potential explanation for this observation is that Facebook ads fall outside the typical visual pattern known as the "F-shaped pattern," leading to a phenomenon of "banner blindness." Furthermore, the results demonstrated no statistically significant difference in the visibility and click-through rates of ads between male and female participants.

Tullis and Siegel's (2013) study examined whether "ad blindness" varies based on the age or gender of users. The findings revealed that younger adults, specifically those in their 20s and 30s, demonstrated significantly higher levels of ad-blindness compared to older adults. Additionally, men exhibited notably more ad-blindness than women. These results suggest that both researchers and practitioners should consider the demographic factors of age and gender when studying web-behavior.

4.2.4. Rise of influencer marketing

Generation Z places significant trust in their peers and influencers they follow on social media platforms. Traditional marketing methods relying on celebrity endorsements or mass media messaging have lost some of their effectiveness. Instead, Gen Z responds better to influencers and micro-influencers who align with their interests and values. Digital influencers have a great role in their lives as 45% of Generation Z spend almost all their time online using visual applications such as YouTube or Instagram (Anderson & Jiang, 2018).

Nadanyiova and Sujanska, L. (2023) explore the rising trend of influencer marketing in reaching Generation Z consumers, who are highly active on social media. It emphasizes the importance of selecting influencers based on factors like engagement rate and credibility rather than just follower count. The study employed general scientific and statistical methods, including questionnaire surveys, to assess the impact of influencer marketing on Generation Z's decision-making process. Findings suggest that successful influencer marketing campaigns prioritize authenticity, originality, and long-term collaborations with influencers. The article concludes that implementing influencer marketing effectively can yield benefits such as building relationships, increasing loyalty, and enhancing the company image among Generation Z consumers. Moreover, the article proposes measures for optimizing influencer marketing strategies targeted at Generation Z, underlining its value in contemporary marketing communication.

Hermawan, Karjo, Wijayanti, and Napitupulu (2023) focus on Generation Z's characteristics as YouTube viewers and assess the potential benefits of utilizing YouTube influencer marketing to target this demographic. Through an online survey of 178 Generation Z participants aged 18 to 34, the research investigates their YouTube usage patterns, including frequency, subscriptions, preferred content types, and engagement behaviors such as sharing and commenting. The findings indicate that Generation Z individuals are active YouTube users with distinct preferences and engagement habits. Moreover, the study suggests that leveraging influencer marketing on YouTube could be advantageous for companies seeking to engage and convert young consumers into potential target markets.

Zatwarnicka-Madura, Nowacki, & Wojciechowska, (2022) examine the potential of influencer marketing to promote green energy among Generation Z in Poland, considering their significant presence on social media and sensitivity towards environmental issues. Conducted between April and June 2022 via the CAWI method, the research surveyed 533 individuals aged 18 to 26, employing a quota sampling technique. Statistical analysis, including percentages and correlation measures, was used to analyze the data. Findings indicate a strong affinity for social media among Generation Z and active engagement with influencers. While over half of the respondents acknowledged the potential of influencers in promoting green energy, the majority stated that their choice of green energy was influenced more by peer opinions than by influencers.

4.2.5. Demand for personalization and interactive content

Generation Z values personalized experiences and interactive content that allows them to actively engage. They seek to co-create and participate rather than passively consume. Research by Francis and

Hoefel (2018) highlights that Gen Z consumers expect personalized experiences from brands. Classic marketing methods often lack the personalization and interactivity that Gen Z craves, leading to reduced effectiveness in capturing their attention and driving engagement.

The emergence of Generation Z posed a significant challenge for marketers who rely on traditional marketing methods. The decline in traditional media consumption, short attention spans, ad blindness, the rise of influencer marketing, and the demand for personalized and interactive content are all contributing factors to the difficulty of engaging Gen Z effectively. To meet this challenge, marketers need to adjust their strategy using digital platforms, collaborating with influencers, and creating interactive experiences that align with Gen Z's preferences and behaviors (Singh, 2023).

Taneo Zanderand Mirkovic (2019) investigates Generation Z's attitudes toward personalized advertising and the commercial usage of personal data in marketing. It aims to explore how these attitudes may influence consumer behavior in the digital landscape. Utilizing a positivistic approach and deductive reasoning, the study tests the Theory of Planned Behavior (TPB) to understand if Generation Z's attitudes align with existing literature, which suggests younger consumers (like Millennials) may be more receptive to personalized advertising and data sharing. Through a survey and statistical analysis, the findings reveal a mostly neutral stance among Generation Z respondents regarding personalized advertising and data sharing for commercial purposes. Additionally, there's a positive but weak correlation between consumer attitudes and the intention to engage with personalized advertisements, suggesting that attitudes alone may not strongly predict behavioral intentions in this demographic.

Nguyen (2021) investigates the content preferences of Vietnamese Gen Z audiences and proposes a personalized content strategy for marketers aiming to engage this demographic effectively. Results indicate that short video content on social media platforms is highly preferred by Vietnamese Gen Z, with a desire for both educational and entertaining elements. Content quality emerges as a crucial factor influencing their engagement duration. Notably, Gen Z individuals express concerns regarding data privacy and security during their personalized content experiences. Furthermore, the study offers a recommended content strategy for marketers based on these findings. The study concludes with suggestions for future research directions, including exploring other markets or conducting longitudinal studies to track evolving content preferences among Gen Z audiences.

4.2.6. Adapting marketing strategies to reach generation Z

The results of our research indicate that businesses need to change their marketing strategies to interact effectively with Generation Z. Digital communication platforms should be a top priority for brands, as well as establishing a genuine and open connection with their target audience. In addition, businesses should ensure that their principles align with those of Generation Z, emphasizing the importance of inclusion, diversity, and corporate social responsibility.

In the modern era, Generation Z poses a complex barrier for marketers who rely on traditional marketing approaches. With their digital upbringing and diverse preferences, this demographic presents a discussion of the decline in traditional media consumption, shorter attention spans, underrated advertising, and the emergence of influencer marketing. To reach and connect with this generation, marketers must tailor their techniques to include personalized and interactive content. The decline of traditional media consumption among Generation Z is a significant hurdle for marketers. The prevalence of digital platforms, streaming services, and social media has resulted in a shift away from television, print, and radio.

Numerous studies indicate that successful marketing strategies for capturing the attention of Generation Z should incorporate digital content that is genuine, clear, and tailored to individual preferences, incorporating elements like humor, music, and social media influencers. Moreover, it's crucial to account for gender variations in preferences, such as females' inclination toward personalized content and males' towards entertainment-focused features (Ponomarenko, & Lytovchenko, 2022; Liu, Wang, Zhang, & Qiao, 2022; Mansor, 2021; Singh, 2023; Munsch, 2021).

Ponomarenko and Lytovchenko (2022) explore crafting marketing strategies for Generation Z amidst digitalization. They discuss demographic shifts and Generation Z's emergence as a significant consumer group. Key points include the importance of personalized approaches, relevant content, and digital marketing tools, with platforms like TikTok and Instagram highlighted. Ongoing collaboration with Generation Z and alpha cohorts is emphasized for cultivating brand loyalty. Additionally, the article touches on the rise of virtual influencers among Generation Z.

Mansor (2021) investigates the incorporation of youth language, predominantly code-mixing and slang, into local commercial discourse to appeal to Malaysian urban youths, often referred to as Generation Z. The article aims to uncover linguistic strategies used in fashion articles and assess perceptions of young adults towards such language in local fashion magazines. Results revealed a prevalent use of non-standard language and code-mixing in advertisements, primarily to captivate Generation Z consumers. Additionally, most respondents expressed positive views towards these advertisements, considering them effective marketing strategies. On the other hand, Munsch (2021) discusses the challenges marketers face in effectively reaching Millennials, a demographic with significant purchasing power and a penchant for digital media. It highlights Millennials' ability to avoid traditional advertising strategies and their preference for short, engaging content. The findings indicate that short, entertaining digital advertisements incorporating music, humor, and social media influences resonate positively with both Millennials and Generation Z demographics.

Liu et al. (2022) explored the challenges destination marketers face with Gen Z. The study examines how social media marketing activities (SMMA) influence Gen Z travel behaviors compared to other generations. The study employs a comparative analysis to evaluate the impact of various SMMA attributes on destination choices among Gen Z and other age groups. Gen Z travelers show greater susceptibility to four SMMA traits (entertainment, trendiness, interaction, and word-of-mouth) when selecting destinations and are more willing to pay a premium for visits compared to older generations. Additionally, the study finds that customization and word-of-mouth features are more influential for Gen Z females, while entertainment features resonate more with Gen Z males. These insights enhance marketers' understanding of Gen Z travelers' preferences and behaviors, providing valuable guidance for implementing effective SMMA strategies.

5. Discussion and conclusion

The integration of online media into the daily routines of younger generations, particularly during the COVID-19 pandemic, has been widely documented. Price et al. (2021) and Ha et al. (2018) argue that user-generated content and media automation have significantly accelerated this trend. Macnamara (2010) and Ha and Fang (2012) further highlight the potential for traditional media to engage social media users. In contrast, Fotopoulos (2023) provides a different perspective, emphasizing that in the European Union, traditional media channels like television, radio, and print press still enjoy greater favorability and trust for news consumption compared to online platforms.

Anderson & Jiang (2018) illustrate a shift in media consumption patterns among U.S. teenagers, where only 51% of teens use Facebook, a significantly lower percentage compared to YouTube, Instagram, or Snapchat. This shift presents challenges for marketers relying on traditional channels. The preference of Generation Z for short, easily digestible content is underscored by their internet usage habits. Marketers must tailor their messages to these preferences to effectively reach and engage this demographic. The influential power of Word of Mouth (WOM) is highlighted by the need for companies to work with popular online figures to cultivate deeper connections with Gen Z.

Yanardağoğlu (2020) examines the changing media habits of college students in the UK and Turkey, revealing common trends such as increased reliance on mobile news access and incidental exposure to news via social media. The research indicates a significant shift away from traditional media towards online platforms, driven by the dynamic lifestyles of youth. This transition underscores the evolving landscape of news consumption among young adults and its implications for democracy in diverse media ecosystems.

Ha and Fang (2012) explore the impact of online news consumption on traditional news media usage, revealing a displacement effect where increased internet experience correlates with reduced traditional media consumption. Over time, experienced internet users demonstrate an overlap between their internet and traditional media usage, viewing the internet as superior.

Research consistently shows that Generation Z has shorter attention spans compared to previous generations, leading to a preference for bite-sized, easily digestible content. Azmy et al. (2022) highlighted how the pandemic-induced shift to fully online learning environments has exacerbated this issue, with Gen Z struggling to maintain focus. Studies by Hampton and Keys (2016) and Shatto and Erwin (2016) suggest that attention spans have decreased across generations, with Gen Z averaging an attention span of just 8 seconds, compared to 12 seconds for Millennials. This poses a significant challenge for marketers using traditional long-form advertisements. Cojocaru (2022) corroborates these findings, indicating that Gen Z's short attention span challenges traditional media's effectiveness in capturing and maintaining their attention. Addae et al. (2020) further support this, noting that Generation Z students show a strong reliance on mobile devices and a preference for collaborative learning in group settings. Watson (2015) also notes the overall decrease in human attention spans, which impacts how individuals consume media online.

Generation Z's exposure to numerous digital advertisements has led to ad blindness, where they selectively ignore irrelevant commercials. In this context, Cho and his friends (2004) investigated the reasons behind online ad avoidance, finding that perceived goal impediment, ad clutter, and prior negative experiences play crucial roles. Barreto (2013) studied Facebook users' attention to ads, finding that recommendations from friends were more effective than paid advertisements due to "banner blindness." On the other hand, Tullis and Siegel (2013) found that ad blindness varies by age and gender, with younger adults and men showing higher levels of ad blindness. This suggests that demographic factors should be considered in web behavior studies.

Generation Z places significant trust in their peers and influencers, responding better to influencer marketing than traditional methods. Nadanyiova and Sujanska (2023) emphasize the importance of selecting influencers based on engagement rate and credibility rather than follower count, while Hermawan et al. (2023) highlight the benefits of utilizing YouTube influencer marketing to target Generation Z, who are active YouTube users with distinct preferences and engagement habits. Both studies agree on the influential power of social media personalities in shaping Gen Z's purchasing decisions, but they approach it from different angles—Nadanyiova and Sujanska focus on engagement metrics, whereas Hermawan et al. focus on platform-specific behaviors.

Zatwarnicka-Madura et al. (2022) examined the potential of influencer marketing to promote green energy among Generation Z in Poland, finding that peer opinions are more influential than influencers in decision-making. This contrasts with the previous studies by highlighting a scenario where influencers have a secondary role compared to direct peer influence. These studies indicate furthermore that peer trust is an essential force among members of Gen Z. Francis and Hoefel, 2018 posit that Gen Z demands personalized experiences offered by brands. Nguyen, 2021 adds that Vietnamese Gen Z prefers short videos for education and entertainment. All this indicates that traditional marketing approaches may not go well. The brands must develop personalized content that personally engages Gen Z.

To connect with Generation Z, businesses should use digital platforms, partner with influencers, and create interactive experiences. Ponomarenko and Lytovchenko (2022) highlight the need for personalized and relevant digital marketing content. Mansor (2021) points out that using non-standard language and code-mixing in local ads effectively captures Gen Z's attention. These findings show that personalization and cultural relevance are crucial in marketing strategies. Liu et al. (2022) explore the influence of social media marketing activities on Gen Z travel behaviors, finding that entertainment, trendiness, interaction, and word-of-mouth are crucial factors. Similarly, Singh (2023) emphasizes the need for marketers to adapt their strategies to align with Gen Z's preferences and behaviors, incorporating elements like humor, music, and social media influencers. Both studies suggest that successful engagement with Gen Z requires an understanding of their preference for dynamic, entertaining, and interactive content, as well as the influential role of peer recommendations. In

conclusion, the common aspect across these studies is the emphasis on leveraging digital platforms and influencers to create personalized and interactive experiences that resonate with Generation Z. However, differences arise in the specific tactics and contexts, such as the greater emphasis on peer opinions in certain scenarios and the distinct preferences for content types and engagement methods across different regions and platforms. These insights collectively inform a nuanced approach to marketing strategies tailored to Generation Z's unique characteristics and preferences.

The bibliometric analysis conducted in this study reveals notable trends and patterns in research concerning marketing targeted at Generation Z. The significant increase in both interest and output, particularly from 2016 onwards, reflects the growing importance of understanding and catering to Generation Z. This trend is evidenced by a spike in the number of publications and citations, highlighting the unique consumption patterns and preferences of this cohort in the digital era. On the other hand, the analysis of co-authorship emphasizes the global scope of research on marketing to Generation Z, demonstrating significant international cooperation, particularly among the United States, Indonesia, China, and India. This international collaboration underscores the global significance and influence of research focused on marketing strategies targeting Generation Z. Comparatively, other studies utilizing bibliometric analysis, such as those by Aria and Cucurullo (2017) and Kahawandala et al. (2020), highlight the rising importance of this methodology in pinpointing trends and assessing the influence of scholarly work across diverse disciplines. These studies emphasize the value of bibliometric analysis in understanding various aspects of Generation Z, although their focus has primarily been on the workforce and workplace rather than marketing specifically. For example, Benitez-Marquez et al. (2022) analyzed 102 publications to enhance understanding of Generation Z in the workforce, identifying key thematic trends such as workplace attitudes, leadership, and career development. Their findings indicate that the topic began gaining significant attention in 2018, similar to the trends observed in our study for marketing research.

Additionally, the study by Pham et al. (2024) addresses the growing importance of Generation Z in the labor market, highlighting their projected significant presence in the workforce. They employed bibliometric methodologies to analyze current research trends, geographical distribution, leading sources, and prominent authors, covering 108 papers published between 2016 and 2022. Both Pham et al. (2024) and our study reveal a surge in research interest starting around the mid-2010s, although Pham et al. (2024) focused more on career perceptions and labor market implications rather than marketing. A commonality between our study and the others is the emphasis on the global scope and the collaborative nature of research on Generation Z. Both our study and those by Benitez-Marquez et al. (2022) and Pham et al. (2024) identify significant international cooperation and geographical distribution of research efforts, highlighting the global relevance of understanding Generation Z. However, while our study specifically targets marketing to Generation Z, the other studies predominantly focus on Generation Z's role in the workforce and related thematic trends. Another difference lies in the specific thematic focus. Our study combined SLR and bibliometric analysis to synergistically analyze the subject of marketing to Generation Z. In contrast, the studies by Benitez-Marquez et al. (2022) and Pham et al. (2024) delve into workplace attitudes, management, and career development, reflecting the broader scope of Generation Z's impact on the labor market rather than consumer behavior.

In conclusion, while our bibliometric analysis provides valuable insights into the trends and patterns in marketing research targeting Generation Z, highlighting the need for digital and personalized strategies, other studies like those by Benitez-Marquez et al. (2022) and Pham et al. (2024) offer complementary perspectives on Generation Z's influence in the workforce. Both areas of research underscore the significant and growing interest in understanding Generation Z, driven by their unique characteristics and the global implications of their preferences and behaviors.

Ultimately, the results of the SLR provide insights into several significant themes influencing marketing strategies aimed at Generation Z. These factors include the decline in consumption of conventional media, shortened attention spans, ad blindness, the rise of influencer marketing, and the demand for personalized and interactive content. The digital upbringing and diverse tastes of Generation Z necessitate a fundamental shift in marketing strategies, focusing on digital platforms, authenticity, and alignment with the ideals of Generation Z. Moreover, our research indicates that marketing

strategies targeting Generation Z are evolving due to rapid technological advancements and changing consumer habits. Businesses must adapt their marketing techniques to effectively connect with this specific demographic, including leveraging digital platforms, partnering with influential individuals, and creating tailored content. To succeed in the digital era, companies must prioritize understanding and meeting the preferences of Generation Z, as they have a substantial impact on consumer trends and market dynamics.

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