

IMPACT OF BUZZ MARKETING ON GEN Z OF SURAT CITY**S. Kataria and R. Bhadale**Savitribai Phule Pune University, Pune, MS, India
soniyakataria@gmail.com.in**ABSTRACT**

Understanding consumer behaviour has been the most important area to be studied in marketing segment by any industry. Without having good knowledge regarding consumer behaviour, it would be difficult to build up a strong brand. With the fast-changing marketing environment and increase in competition in the market, the expectations of consumers have been modified and new marketing tools need to be incorporated against traditional marketing practices. In this paper we present the impact of buzz marketing on Gen Z of Surat city. Brand awareness, Brand Identification, Brand Association, Perceived quality about the product and perception about Purchase intention of the product after the Buzz event were the five factors that were used in the study. The study found that purchase intention had positive impact due to Brand awareness, Brand identification, Brand association and perceived quality. The impact observed on purchase intention was not significant in case of identification factor, though it was significant for awareness, association and perceived quality.

Keywords: Brand awareness, Brand Identification, Brand Association, Perceived quality, Purchase intention, Buzz word, Consumer behaviour

Introduction

Understanding consumer behaviour has been the most important area to be studied in marketing segment by any industry. Without having good knowledge regarding consumer behaviour, it would be difficult to build up a strong brand. With the fast-changing marketing environment and increase in competition in the market, the expectations of consumers have been modified and new marketing tools need to be incorporated against traditional marketing practices (Keller, 2003).

It is been observed that traditional form of marketing does interest less an individual and has been criticised also. Hence companies need to find different forms to communicate with the target consumers due to diversified behaviour and approach of an individual (Leila & Abderrazak, The Impact of the Effectiveness of a Buzz Marketing Campaign on the Image, Awareness and Purchasing Decision: The Moderating Role of Involvement, 2013). In another research by Leila & Abderrazak (2013), they tried to find the relationship between the brands and consumers which could be determined by the contribution of advertisement. Brand image, brand awareness and purchasing decisions are affected by the communication pattern used and where the focus was on understanding the effectiveness of buzz marketing campaign.

In the marketing industry, the concept of buzz marketing became predominant thereafter. Being a part of word-of-mouth publicity, buzz marketing does play a very important role for various industries. People at-times may not rely on advertisement but they do believe in word-of-mouth publicity where then buzz marketing plays an important role. A promotional posture, buzz marketing focuses on maximising word-of-mouth publicity of a product or service with help of technology, personal conversation or even with a major usage of social media platforms (Mohr, 2017).

Understanding the same by an example. (Struthers & Wang, Buzz Agents in a Teen-Driven Social Marketing Campaign: Positive Campaign Attitude Leads to Positive Changes in Health Outcomes, 2016) In the year 2006, there was a major issue regarding how to communicate in different effective ways to communicate with public on health issues, especially (Kimmel & Kitchen, 2014) with adolescent obesity in U.S. Hence here the social marketing campaign was used, where then the campaign utilized buzz agents. Hence, this was amongst the initial phases where buzz marketing concept was utilised in social marketing and where the result was a positive attitude driven towards the health attitudes and behaviours. Later, this concept was accepted more positively by many industries. The agencies began to divert themselves from

traditional marketing concepts to specialising themselves with various word-of-mouth concepts and its different forms of implementations (Henry, 2003). Even social media platforms are been used where consumer buzz happens in the form of blogs, reviews, recommendations that discusses about individual's attitude and behaviour towards a specific brand or service (Luo & Zhang, 2016).

Literature Review

With the help of technology, creativity and media, it becomes easy to spread the talk by sharing information about the product or brand or service in the form of buzz marketing that is driven by word-of-mouth (Mohr, 2017). Following are few of the concepts to understand.

(Mohr, 2017) Basically, people trust friends and family members opinions and hence WOM has been identified as an effective tool for marketing. With growth of internet, the information or the message reaches globally to millions within minutes. Hence here the marketers need to focus on the usage of fast spreading message to millions with help of internet and hence can use formats like buzz marketing to create a talk in the market.

Buzz marketing:

Buzz marketing process is multi-dimensional to communicate the message. The message is sent by buzz agent i.e. the sender, to the buzz target i.e. the receiver, and the format in which the communication has been sent is word-of-mouth, which could be offline or/and online mode of conversation to spread the knowledge about a brand or service (Ahuja, Michels, Walker, & Weissbuch, 2007). The most important aspect used to create the buzz marketing event, is word-of-mouth publicity. The technique to use the method has to be conducted carefully and with extreme care and sensitivity, else the result might backfire and may take away the potential customers also (Kimmel, Connecting with consumers via live buzz marketing: public perceptions and the role of ethical ideology, 2014).

With rapid growth in technology and less influence of traditional marketing tactics, buzz marketing process does influence the attitude or actions of an individual with help of WOM. Buzz marketing takes WOM a step further by

proper usage of technology, media and creativity. The target audience is greater than that approached in traditional marketing. (Mohr, 2017).

(Mishra, Atav, & Dakman, 2020) An empirical study conducted on pre-announcement effects of a product to be measured in market has been studied, where it was found that buzz marketing alone can outperform positively for a product or brand in the market. A Another concept of Web traffic was also studied (Luo & Zhang, 2016), where an understanding was tired to be developed between user-initiated web activities that can affect the performance of a firm. So here, an understanding was developed how e-commerce in specific line with social media marketing, can affect a company or brand, and what all measures can be taken by managers to build a good relationship with customers to outperform by giving a good strategic move against their competitors.

Buzz marketing for Gen Z

Young generation has a different mindset than old people. According to the study (Henry, 2003), there were few areas that were identified specifically for teen buzz connection –

- They don't have right to make their own choice
- They have a subculture, where they have their own mindset, culture, language and values that they follow
- They feel they are misunderstood, as they have their own subculture
- They are stimulation-seeking, where the brain is underdeveloped specially when it comes with taking reasoned decisions.
- They believe they are overpowered and hence they have a loud voice over mass media.
- They are passionate people unlike adults, where buzz depends on passion.

Another study conducted (Ahuja, Michels, Walker, & Weissbuch, 2007) on teens perception explains about teen buzz marketing process, where the manufacturer or service provider reaches to the buzz agent, the buzz agent reaches to buzz teen agent, and from there they reach to other teen buzz targets to more teens and families and then to thousand

others. The role of teen has been defined as a endorser, distributor, researcher, consumer and influencer with the said teen buzz marketing process. In the exploratory research, an understanding was developed that teens most of the time do the buzz marketing process with true concern on moral grounds. So a suggestion was given to marketing professionals, was to establish relationship with a child at his/her early stage of life where teens do encourage honesty and transparency in the process.

Whereas the categories of an adult may not be the same, but when it comes to adult, they may not be the same like teens, but they are passionate towards any buzz and also they would do proper understanding and study before making a right choice.

In the paper, there has been a combination with teenage and bit elder to that age, which comes in age group of 6 to 24 years of again said as Gen Z and trying to understand their approach towards buzz marketing. Hence, the main focus is on Buzz marketing with various parameters, where an understanding amongst Gen Z specific with a region – Surat city has been understood.

Research Methodology

Design/Sample Size/Data Collection Tool- Gen Z of Surat city was surveyed through structured questionnaire. Out of 489 respondents (population), 278 were found to be using products and apps for online shopping due to buzz marketing special campaign. So the analysis is done on 278(sample) responses. The study is descriptive research study.

Research Objectives

The purpose of this study is to investigate impact of buzz marketing on Gen Z through five parameters namely,

- Brand awareness
- Brand identification
- Brand association
- Perceived quality
- Purchase Intention

Statistical Tool: Cronbach's alpha, Mann-whitney test, Friedman's test and multiple regression is performed using SPSS software.

Hypothesis for the study: Majorly there are two main hypothesis that are been defined for the study –

H1: There is significant influence of gender of the respondent and purchase intention due to buzz marketing campaign

In the first hypothesis, there is an understanding that is been developed to check how many females and how many males are influenced by buzz marketing campaign and do have an intention to make a purchase for a particular product/brand.

H2: Purchase intention can be predicted from awareness, identification, association and perceived quality parameters

In the second hypothesis, there is an intention to find how purchase intention can help to predict various brand parameters like brand awareness, brand identification, brand association and perceived quality. Regression statistical tool has been used, to understand the influence of the parameters that may lead towards purchase intention.

The two hypothesis have been specifically designed to understand how various parameters affect Gen Z of Surat City that may lead towards purchase intention.

Data Analysis and Interpretation

The researcher has first done the reliability testing to find out the reliability scale of the parameters to be surveyed. Five parameters were Awareness, Identification, Association, Perceived Quality and Purchase Intention.

Table 1: Cronbach's Alpha scores

Sr. No	Parameter	Cronbach's Alpha	N of items
1.	Awareness	.825	5
2.	Identification	.846	4
3.	Association	.884	5
4.	Perceived Quality	.874	5
5.	Purchase Intention	.852	4
6.	Combination	.954	23

As the Cronbach Alpha of all the selected parameters (Awareness – 0.825, Identification – 0.846, Association – 0.884, Perceived Quality – 0.874 and Purchase Intention- 0.852) is more than .8 and in combination it is 0.954,

So we can say that we do not need to delete any item and the scale is highly reliable.

Out of all five parameters, which internal statement has highest mean i.e. highest impact on the parameter is studied through Friedman's test.

- Awareness – “After the special campaign, I am able to easily recognize the logo of the new brand” (mean rank of 3.23), has highest impact in the awareness parameter.
- Identification – “I can easily identify the new brand” (mean rank of 2.55), has highest impact on identification parameter.
- Association – “I have good memories about the new brand that can affect the purchase decision” (mean rank of 3.21), has highest impact among association statements.
- Perceived Quality – “The offering better value for money in this new brand compared to other established players” (mean rank of 3.29), has highest impact in perceived quality parameter.
- Purchase Intention – “I shall purchase the brand whenever the price drops” (mean rank of 2.72), has highest impact on purchase intention parameter.

Hypothesis 1:

H_0 : There is no significant influence of gender of the respondent and purchase intention due to buzz marketing campaign.

H_1 : There is significant influence of gender of the respondent and purchase intention due to buzz marketing campaign.

Findings on the basis on Mann-Whitney test - As the p-value is of all the statements are greater than 0.05 so we fail to reject null hypothesis and can conclude that there is no significant influence of gender of the respondent and purchase intention due to buzz marketing campaign.

Regression Analysis - The study was conducted to determine how buzz marketing campaigns could affect the different factors affecting buying decision and awareness about products. Different parameters studied were awareness about the new product, identification, association, perceived quality and purchase intention. In multiple regression purchase intention is dependent variable.

Hypothesis 2:

H_0 - Purchase intention can be predicted from awareness, identification, association and perceived quality parameters.

To test this hypothesis multiple regression tool is used.

The results showed that Purchase Intention ($F(4,273) = 137.103, p < 0.001$), with $R^2 = 0.668$ (and adjusted $R^2 = 0.668$), showing that 66.8% of the impact on purchase intention is due to other four parameters listed. All of the parameters awareness ($\beta = 0.153, t = 2.756, p = 0.006$), Identification ($\beta = 0.048, t = 0.782, p = 0.435$), Association ($\beta = 0.241, t = 4.172, p = 0.000$) and perceived quality ($\beta = 0.477, t = 9.097, p = 0.000$) positively predict purchase intention.

The predicted score for per one unit increase in all factor, out of regression model is

$$\text{Purchase Intention} = 0.312 + 0.163(\text{Awareness}) + 0.047(\text{Identification}) + 0.236(\text{Association}) + 0.494(\text{Perceived Quality})$$

Perceived Quality (with p value < 0.05) was found to be highest impact giving or predicting Purchase Intention which was followed by Association (with p value < 0.05) and awareness (with p value < 0.05). Identification ($p = 0.435$) did not show any significant contribution in predicting purchase intention.

Concluding remarks

Gen Z is found to have impacted due to buzz marketing and its campaign as well. Gen Z can be seen as one of the major player in Buzz marketing events. Here five parameters were identified and studied from the prospect of buzz marketing in Surat City namely, Brand awareness, Brand Identification, Brand Association, Perceived quality about the product and perception about Purchase intention of the product after the Buzz event. The study found that purchase intention had positive impact due to Brand awareness, Brand identification, Brand association and perceived quality. The impact observed on purchase intention was not significant in case of identification factor, though it was significant for awareness, association and perceived quality.

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