



Impact Of Facebook Advertisement In Enhancing Brand Experience with Special Reference To Generation Z

1st Author :- SAMPURNA SHARMA, SCHOLAR, DOON BUSINESS SCHOOL

2nd Author :- LALIT KUMAR, ASSISTANT PROFESSOR, DOON BUSINESS SCHOOL

ABSTRACT

The continued phenomenal development of this digital sector indirectly affects all intents and purposes of social life including members of generation z. Facebook advertising plays a key role in communication success. Through this, various companies are able to recognise the advantages of the convenient use of facebook advertising in promoting any brands or products. Facebook advertising become an interactive point between advertisers and users. The object of study is therefore to assess the extensive use of facebook, which is the place for advertising small and upcoming brands as well as for popular brands to promote and publicise them through facebook, which mostly evolves due to Generation Z members. The main focus of conducting a systematic literature review is: 1) Facebook advertising exchange affects attitude perspective 2) Using facebook ads and demographics has little effect on mindset.

Keywords: Facebook Advertisements, Brand Experience, Enhancing brand loyalty, Consumer Behaviour, Generation Z, Social Media.

1. INTRODUCTION

The unstoppable growth of digital technology continues to have an indirect influence on all intent and purpose of social association, which includes the members of Generation Z. In India, who all are born between 1995 and year 2000 are referred to as Generation Z.1. (BUKUNMI WEKE, 2022) According to the author, members of the generation are referred to as anxious teenagers as they still are searching for their recognition in terms of personality development. In India, those born between 5 and the year 2000 are referred to as Generation Z. The members of this generation are referred to as insecure teens since they are still searching for their identity in terms of personality development. An adolescent is a growth process that happens between 12 and 21 years which is the stage of youth and maturity. The first stage of adolescence (12-15 years), the second stage of adolescence (15-18 years), and the third stage of adolescence (18-21 years). In this paper, Generation Z is the partakers as the research subject, and the present research would be highly successful if the third stage of adolescence were included in the research. Puberty is a time of transformation between childhood and maturity, which not only covers physical growth but also the growth of maturity.

Mindset of every people in transition, particularly members of Generation Z. Facebook advertisements are slowly becoming an important part of current modern life as a result of developments in the digital sphere. It is obvious that user behavior and attitude can have a significant impact on technology advancement. Therefore, Facebook Advertising still plays a significant part in "contact success." As a result, a firm is aware of the potential for such chances to contribute to the widespread use of Facebook advertisements in marketing communications, particularly among young people. Thus, the current study is being undertaken to determine the extent of the impact on Generation Z's attitude towards the new developments in the digital age, notably in the transmission of Facebook advertisements. This study aimed to assess how Facebook Advertisement users' presence actually affected consumers' attitudes about them, how gender and age demographics can be viewed, and how Generation Z's attitudes can influence the creation of marketing communications via Facebook Advertisement.

1.1 Facebook Advertisement and its Communication Techniques.

Social media websites are used as a medium for connecting through which we can communicate, socialise, and share ideas. Through Facebook Advertising, consumers can connect through online platforms, and share feedback, and recommendations. A new stream of e-commerce called social trading has been introduced, which empowers customers to generate content and impact others (Samadrita Bhattacharyya, november,2020).

This relationship offers certain principles for businesses and customers. Social networking has also been described as an online tool for networks that are connected to one another for communication, transportation, cooperation, and cultivation, improving the interconnectedness of people, communities, and organisations through mechanical competence and vigor. Users can communicate with other people and businesses via email, photos, music, and video, using Facebook advertising. Facebook advertising was characterized by Kaplan and Haenlein as the utilization of online communities to facilitate information, creation, and sharing. Engagement, transparency, conversation, community, and connectivity are all prevalent features of Facebook advertisements.

In particular, Facebook Advertisement content is accepted mostly by the younger generation as users who receive the data which are needed. In addition, Facebook Advertisement benefits companies and encourages them to provide a one-way path message for commodities that will encourage the publicity of the product. (Deraz, 2019).

1.2 Facebook Advertisement Operation

Traditional marketing skill has transformed last several days the humankind mostly these days love to do online purchase rather than visiting any business outlets and for that, the advertisers have to make a drastic change in their advertising skills they now use social media websites as a medium to promote their brand or products as these platforms provide vast target audiences. (Tracii Ryan, September 2011) .

The effect of consumption on perceptions are as follows:

1) **Approach to Facebook Advertisement:** Facebook advertisement contact is found to be most successful when watched on mobile devices, particularly for brand recognition, information seeking, and purchase intentions. Facebook advertisements viewable from mobile devices frequently display the greatest average value for the other two hierarchical reaction attitude levels. Nearly 90% of people use their mobile to connect Facebook, according to research. Mobile advertising's views are greater than that of internet advertising. Online shoppers use mobile devices for Facebook advertisement encounters, as demonstrated by Powers et al.

2) **Time- Span of use:** People who use Facebook advertising for at least five years exhibit favorable appreciative attitudes, whereas those who have used it for less than five years exhibit strikingly favorable emotional attitudes towards online marketing contacts. Cox came to the conclusion that among seasoned Internet users, the effectiveness of ads declines when they begin to notice the low commercial ads and their need to prevent them.

3) **Regularity of use:** The aspects of this use, aside from choosing, barely affect the answer hierarchy. As a result, compared to individuals who log in frequently, generation Z displays positive sentiments when they log onto Facebook Advertisement 2 to 4 days a month. Internet users are constantly online, thus there is a greater likelihood that they will utilize online content to influence their purchasing decisions, according to (Gong)

4) **Length of log-in:** People mostly spent their time on Facebook, and if the marketers take advantage of this then, the reach of their advertising will be maximum and getting connected to the target audience will be more.

Facebook Advertisement helps in advertising any products or brands through these accounts of, durations, regularity, and time spent in the account. Through this, the marketers get the data that they want to promote their product.

1.3 Factor influencing Population

In accordance to a statistics provided by the Kompas newspaper, children and teenagers make up the majority of Indonesia's 30 million Internet users. As a result, there is always a difference between kids and teenagers who live in cities and those who do not. Given that a growing number of people use mobile devices, Facebook advertisement platforms should upgrade their design and user interface to make them easier to use and display properly on mobile devices for consumers (Filipe N Ribeiro, July 2020).

2. METHODOLOGY

A systematic literature review is a comprehensive and rigorous method of identifying, evaluating, and synthesizing all available research on a particular topic or research question. The process involves a systematic and transparent search of multiple databases, the selection of relevant studies based on predefined inclusion and exclusion criteria, the extraction and synthesis of data from the selected studies, and the assessment of the quality and reliability of the included studies.

The goal of a systematic literature review is to provide a comprehensive and unbiased summary of the available evidence on a particular topic or research question (Rother, 2007). This type of review is often used in healthcare, social sciences, and other fields to inform policy decisions, clinical practice, and further research.

Overall, a systematic literature review is an important tool for synthesizing and analyzing large amounts of research in a transparent and rigorous manner. It provides valuable insights into the state of knowledge on a particular topic, and can help guide future research and decision-making.

The purpose of our research is justified by the important need to understand the characteristics of the next generation entering the market: The least devoted generation is Generation Z. (R. M. Elliott, 2018)_Marketers must comprehend what Gen Zers anticipate from them in order for them to inspire loyalty to their brand for them to recognize and choose the best techniques moving forward.

Definitely, various research has already been conducted on the relationship between brand experience and Generation Zers, but still, there is no solution to fill the gap. (Puput Alvhyona Pinto, 2021). These expectations are: an ethical stance, an omnichannel experience, value for money, entertaining content, and a genuine image.

Furthermore, while no definitive research on Generation Z and brand experience, an expectations on experience has been undertaken, a number of them have shown an interest in the study with no discrimination (Richa Joshi, 22 September, 2020). We have to choose logically the papers which will help in the future research direction of various researchers on Generation Z (Southgate, 1 June 2017) .

As a result, this article has attempted to close these gaps and allows us to connect research on brand experience with Generation Z's expectations. Due to the subject's weakness, the following hypotheses are based on both portions of earlier research, and the results will be helpful in rationally combining them.

Besides, its really difficult to understand what the Zers want from a band, and marketers have to face this generation to know their experience (Iivi Riivits-Arkonsuo, 2015).

In fact, brand experience is a common topic of (Bassiouni & Hackley, 2014). It has been established that this idea was two-dimensional, with two very distinct but equally important dimensions. Instead of focusing on brand loyalty, we may provide more details and be more exact in our grasp of the notion by concentrating on attitudinal and behavioral loyalty.

2.1 Research topic and Research Questions

The research is all about how facebook advertisements help in enhancing the brand experience of generation Z, and how they can understand what brand they have to choose according to their preferences (BUKUNMI WEKE, 2022) . There is not many research paper that deals with Facebook advertisements in enhancing the brand experience of generation Z. It is mostly about brand loyalty and millennials, and how these are interrelated each other. And this paper will fill the gaps, which previous papers lacked.

The object of this study is to find the following research questions:

RQ 1. Does Facebook Advertisement help the brand to enhance their production?

RQ2. Does Facebook Advertisement help small businesses to grow?

RQ3. Does the online selection of products enhance the brand experience in comparison to visiting factory outlets?

2.2 The search process

The search process in a research paper involves systematically searching for and selecting relevant sources of information that will be used to inform the research project. The search process is critical to the success of the research paper as it ensures that the paper is based on accurate and reliable information (DAVID TRANFIELD, 2003) and has described how the search process works in three stages: planning, execution, and reporting. To support the aim and of the research, objectives were set to go through various articles: to assess the brand enhance, along with the growth of small business through facebook which helps us to understand the mindset of generation Z. How they deal with e-commerce, and how they select which brand to choose and after how many try, they become loyal to the specific (Mary Rani Thomas, 2018). To understand how this process worked, I took computerized database keyword, which

was easy to be handled. There were databases like Scopus, google scholar, sci-hub, SpringerLink, emerald, Elsevier, etc((Matthew E. Falagas, 2008) . which helped me to get access to various research papers of various researchers. The greatest database of abstracts and citations for peer-reviewed literature is Scopus. Scopus offers high- tech tools for monitoring and analyzing research. While using the Web of Science (WoS) database has become more and more common in analytical literature reviews, Scopus is still the most complete database, containing complete information from over 20,000 publications (Hardik Bhimani, July 2019).

2.3 Keywords and search terms

The study of the paper is to understand the article's idea for facebook advertisement in enhancing brand experience with special reference to generation Z. So, combination of both the terms (i.e., facebook advertisement and brand experience) was used to identify the peer-reviewed journals. English language paper was given most of the attention. Researcher might have use the term 'facebook advertisement' and 'brand experience' and 'generation Z' in various ways to give meanings associated with the term, which helps in searching criteria. In order to add or remove articles, similar terms were composed of the keywords such as "facebook advertisement" and "generation Z." The decision to extend the search and include the keywords was considered due to: (1) observing the brand experience of generation Z; (2) how facebook advertisement helps the brand to get connect with the audience and help them to be loyal to that particular brand. (Hsin Chen, Exploring the commercial value of social networks: Enhancing consumers' brand experience through Facebook pages, 2 September 2014). The final search criteria are mentioned below:

- Keyword [Facebook advertisement, Generation Z, Brand Experience]
- Document type: Systematic Literature Review in Journal Form.
- Language: 'English'
- Text: Full text available

The Addition criteria:

- going through every available database;
- Going through the available paper of various authors for everyyear;
- the articles had to have keywords facebook advertisements, brand experience, generation Z;

The exclusion criteria were:

- Articles were not available with the keywords Enhancing brand experience through generation Z;
- Articles were not mostly were about other social media advertisements, not focusing on Facebook advertisement specifically;
- Articles not referring to facebook advertisement or brand experience;

2.4 Assemble the final body of knowledge

The last part was to save the references in the software Mendeley, which help in getting the required part to be saved there in an organized form. The final search keywords resulted in 300 papers, which were both primary and secondary research, but among these papers, only a few papers were matching the required keywords of my paper, mostly Elsevier, emerald, SpringerLink, and Scopus. The first step is to derive all the items through the keyword search (i.e. titles, English language, and systematic literature review articles). In this stage, 200 papers were selected related to the topic, as many papers were published in different databases. The second step is to read the abstracts of all selected articles from the First step. This step resulted in the selection of 150 articles. In the third and last step, all the selected articles from the Second step were read in full, regarding the facebook advertisement, and enhancing the brand experience, generation Z the research work of previous researchers and their findings, methodology, etc. The final selection of 50 research papers were done.

2.5 Classification of final body of knowledge

In this part, I comprised the articles in a tabular form, according to the authors, year, and topic, and find if any article's topic is similar or not. (Barbara A. Kitchenham, June 2011) The main reason for this categorization is to know whether all the required keywords are mentioned or not, (facebook advertisement, enhancing the brand experience, generation Z). A table was created for the manual selection/de-selection process (David Tranfield, 16 September 2003). I decided to do a systematic review that would be helpful to my research questions on the adoption of facebook advertisements by the brands to enhance the brand experience of generation Z. While some elements of the analysis are different like how facebook advertisements are helpful for small businesses.

3. FINDINGS AND DISCUSSIONS

NO.	AUTHOR	YEAR	CONCLUSION	JOURNAL
1.	Shirley Cox	2010	It helps the brand advertisers to understand the psychology of the online members, like how they think when they see any product's advertisement and how they react to it. As now a days social media advertisement is increasing in large numbers.	RIT Scholar Works
2.	Abdelsalam H Busalim, Ab Razak Che Hussin	2019	Understanding the customers according to social – commerce, as its it's important for a company to build their customer engagement	MDPI
3.	Dokyun Lee	2018	The researchers collected the data through a combination of Amazon Mechanical Turk and Natural Language Processing Algorithms, which helps to study about the users like and dislikes, through the likes, comments and shares.	Informspubsonline
4.	Filipe N Ribeiro	July 2020	Through the demographics values, a survey was conducted on the basis of post-stratification, in order to remove the bias and make solid statistical claims, which might be similar to the governmental surveys.	WEBSCI
5.	Chan Yhun Yoo	2014	Concept of transparency is adopted by the brands, so whenever they launched any products, an openness and acceptancy is seen between the customer and the brands. Transparency has helped in the growth of the brands in recent years.	The Korean Journal of Advertising

The final results of the research are compatible facebook advertisement has a huge effect on all users. Its simple and easy to acknowledge communication of facebook advertisement helps an advertiser to acknowledge the mindset of the consumers thus through intently promoting via facebook advertisement small companies can grow through this digital era.

3.1 facebook advertisement and its connection with Generation Z

Facebook Advertisements does not influence the attitudes of individuals. (Cox, 2010) it has been recorded that when annoying ad starts to pop up, the internet users mostly block them. And its said that, the ads which comes up, is mostly due to whatever they are searching for.

In terms of their behavior, its mostly seen how the users ignore the ads whenever they sees any advertisements coming up, they never concentrate on them, but it really hard to understand the mindset of this generation people.. The evidence gathered shows that the use of Facebook Advertisement is different both in mobile and other devices, but these does not influence the behaviour of any individual. (Abdelsalam H Busalim, 2019).

People all throughout the world participate in relatively large-scale and intense online activities. When we approach any online resources, people have various motivations and objectives. The presupposition is that the users are so active on facebook, that they share every moments or activity there in their accounts.(Dokyun Lee, 2018).

(Filipe N Ribeiro, July 2020) In making Advertisement for facebook it doesn't required much budget, even the advertisers can take common people to act in the ad, and the time limit will of their choice.

Advertisement's transparency is must in between the business and the consumer even if its facebook advertising. (Yoo, September, 2014). Through digital marketing we can't change the purchasing decisions of any consumers, but mouth reference has made it possible.

The results show that Generation Z's attitudes were not influenced by the respondents' demographics when examining their perceptual, emotional, and behavioural attitudes (BİLGİN, 2018) . The findings of the study which found that the school of thoughts does not have a significant impact on population category. While, in terms of Facebook Advertisement content, teen women display high- level preference (S Srivastava, 2022)) and (Mekuriaw, 2021).

3.2 Facebook Advertisement and Brand Experience

Even though brand experience is famous aspect to consider for most companies, the definition of the term is unclear. According to business term, experience is the "Customers' perception of the brand over time. It covers opinions, sentiments, attitudes, and responses to everything from extensive advertising campaigns to targeted product launches and direct marketing initiatives." And loyalty refers to buying of same product even after years by the same customers, even if better brand have brought exact product with many features (Cambridge Dictionary, 2022). For (Gómez-Suárez, 2019), "Customers who are loyal to a brand are repeat buyers who do so out of commitment and emotional

attachment to the brand". In the future, a bigger proportion of consumers will be from Generation Z. Brands must incorporate this generation in their strategy if they want to sustain their competitiveness over the long term. But it's harder to acquire their devotion compared to prior generations. It goes without saying that it has to do with their specific expectations and how businesses handle them (N Cagnin, 2022). (Ishak, A review of the literature on brand loyalty and customer loyalty, 2013) it has been said that when a customers buy the product for the first time, and when they come back to purchase again, we have to consider this as loyalty. Similar to how, (Kyner, February 1973) defines loyalty from repeat purchases, loyalty is distinguished from repeat purchases by consumer commitment. Consumer loyalty mostly doesn't comes due to product satisfaction, it is also due to the pricing, lets say it has be budget friendly. (DAM, 2021).

3.3 Does Facebook Advertisement help the brand to enhance their productio

Facebook advertising can be a powerful tool for brands to enhance their production if used effectively (SHARMA, 2021)). By reaching a wide audience on Facebook, brands can increase their visibility and potentially attract new customers, which can lead to increased sales and production.

75% of brands pay to boost posts on Facebook, and more than 2.5 million businesses do the same (Kerry Smith, 2016). But across industries and a lot of business cases, a lack of purpose is still readily visible. For instance, many businesses are still suffering as a result of the narrow concentration on likes and followers rather than engagement (For instance, many businesses are still suffering as a result of the narrow concentration on likes and followers rather than engagement (Victor Chang, 2016). All of this is made possible by Facebook's infrastructure for the so-called "Like Economy," which encourages, amplifies, and multiplies certain actions beyond what they are worth (Helmond, 2013).

One way that Facebook advertising can enhance production is by allowing brands to target their ads to specific demographics or interests. This means that brands can ensure that their ads are seen by people who are most likely to be interested in their products or services, which can increase the effectiveness of the advertising campaign, the different roles that social media play across industries and product categories are not considered, and it appears that existing research and practises use a one-size-fits-all approach. (Fatema Kawaf, 2019).

This study is meant to determine the impact of Facebook marketing on urban youth's brand loyalty because social media is more popular among the nation's urban youth and Facebook is the most popular social media site (Ahmed, 2021). Facebook advertising can also help brands to build brand awareness, which can be beneficial for increasing production (Pham Dinh Longa, 2020). By repeatedly exposing people to a brand's message or product, they are more likely to remember it and consider it when they are in the market for a similar product. This can lead to increased sales and production for the brand.

Overall, Facebook advertising can be a valuable tool for brands looking to enhance their production, but it is important to use it effectively and in conjunction with other marketing strategies (Yu-Qian Zhu, 2015). It is also important to measure the results of advertising campaigns to determine their effectiveness and make any necessary adjustments.

3.4 Does Facebook Advertisement help small businesses to grow?

Yes, Facebook advertising can be a powerful tool for small businesses looking to grow. (Holzner, 2008) Facebook has over 2.8 billion monthly active users, making it one of the largest social media platforms in the world. By advertising on Facebook, small businesses can reach a large audience of potential customers at a relatively low cost compared to traditional advertising (Hopkins, 2012).

Facebook advertising's targeting options are one of its main benefits. Advertisers can target their ads to specific demographics, interests, behaviors, and locations, ensuring that their ads are seen by people who are most likely to be interested in their products or services (Moumita Dey Sarkar, 2018). This targeted approach can help small businesses get the most out of their advertising budget by reaching the right people.

Another advantage of Facebook advertising is its flexibility (Shahizan Hassan, 2015). Advertisers have a selection of ad styles to choose from, such as picture advertisements, video commercials, carousel ads, and more. They can also

set their own budgets and bidding strategies, allowing them to control their ad spend and optimize their campaigns for maximum return on investment (Radovan Bačik, 2015).

In addition, Facebook provides advertisers with powerful analytics and reporting tools, allowing them to track the performance of their ads and make data-driven decisions about their advertising strategy (Lisa Harris, 2009). This can help small businesses identify what is working and what's not, and make adjustments to their campaigns accordingly.

Overall, Facebook advertising can be a highly effective way for small businesses to reach new customers, build brand awareness, and drive sales. However, it is important for small businesses to have a clear understanding of their target audience, set realistic goals, and continually monitor and optimize their campaigns to ensure they are getting the best results possible.

3.5 Does the online selection of products enhance the brand experience in comparison to visiting factory outlets?

Online shopping has become a popular alternative to traditional brick-and-mortar shopping, and it has significantly impacted the way consumers interact with brands (Bilgihan, 2016). One of the major benefits of online shopping is the convenience it offers, allowing customers to browse and purchase products from the comfort of their homes, without the need to physically visit a store or outlet. (Hong-Youl Ha, 2005) However, when it comes to the brand experience, the question arises: does online selection of products enhance the brand experience as compared to visiting factory outlets?

Visiting factory outlets can offer a unique and immersive brand experience that is difficult to replicate online (Keller, 2002). The ability to physically see, touch, and try on products can create a more memorable and engaging experience for customers, allowing them to better understand the brand and its offerings. In addition, visiting a factory outlet can offer a sense of exclusivity and authenticity, as customers can see first-hand how the products are made and possibly even interact with the designers or artisans who create them (Kristina Bäckström, 2006).

On the other hand, online shopping offers several advantages that can enhance the brand experience (Satya Menon, 2002). For one, online shopping provides customers with a wider selection of products, as they can browse an entire product range at their leisure, without the need to physically move from one location to another. This can help customers to discover new products that they might not have been aware of otherwise (Marios Koufaris, 2004). Online shopping also allows for personalized recommendations based on customers' browsing and purchase history, which can create a more tailored and relevant shopping experience.

Moreover, online shopping can provide customers with a more seamless and convenient shopping experience, with features such as 24/7 accessibility, easy checkout processes, and doorstep delivery (Boonghee Yoo, 2001). This can help to create a positive and stress-free experience for customers, which can contribute to their overall perception of the brand.

In conclusion, both visiting factory outlets and online shopping offer unique benefits and challenges to the brand experience. While visiting a factory outlet can provide a more immersive and memorable experience, online shopping can offer a wider selection of products and a more convenient and personalized shopping experience (Burke, 2002). Ultimately, the choice between these two options will depend on the specific needs and preferences of the customer, as well as the brand's marketing and sales strategies.

4. FUTURE RESEARCH DIRECTION

Customer loyalty are created due to the originality and pricing. On the other side, brand loyalty is defined as "a consistent pattern of repurchasing the brand as a result of favourable affection towards the brand" (M. MELLENS, 1996). (Jacob Jacoby, 1978) no customers will be able to stay unbiased to any specific product. Its human psychology that they want to try new brands and products, so that they can understand which one will be better for them. But having full loyalty is hard to say.

While both kinds of loyalty are advantageous for businesses. For maintaining customer loyalty, many brands offer coupon, discount, rewards, to maintain their loyalty with the customers (Hofman-Kohlmeyer, 2016).

But there isn't much of a connection to the business. It is more difficult to maintain the customers, as if they are not provided with the rightful need, then the company will be losing their customers (Robert Gee, 2008). The moment they find another brand which provide the best quality at reasonable price, it will not take much time for the customer to switch (Pin Luarn, 2015). Brand experience is less fragile (Hsin Chen, Exploring the commercial value of social networks: Enhancing consumers' brand experience through Facebook pages, 2 September 2014). Having brand experience is not that easy, and maintaining brand loyalty at the same time is not possible, As experience come through by using lots of product, and loyalty is of being loyal to a particular product (Milad Dehghani, 2015).

Generation Z mostly prefers online shopping, and the data, which I have collected from one part of the country represented the same. It would be fascinating to repeat this kind of research in different regions of the world to determine whether Gen Z conduct is universal or regional. Before being able to provide a comprehensive assessment of the entire Gen Z consumer behavior, including brand experience, future study will need to wait a few years. The number of respondents, which was adequate for a Master's thesis but insufficient to draw broad generalisations about the entire population, has an impact on the validity as well. Future studies ought to compare the findings with those from other industries. It would be useful to ascertain whether there are any global patterns in Gen Z brand experience or whether there are significant differences between the various industries. This study highlights the significance of a few factors, including entertainment value, omnichannel experience, and brand experience for Gen Z. However, these three elements can be used in a variety of ways and in a variety of formats. Future study should focus on this by identifying the technologies that meet these three expectations the most effectively. Gen Z is significant since it will represent the majority of future consumers. To better understand this generation's consumer behavior, research still needs to delve deeper into what it needs, anticipates, and desires. To fully comprehend a generation that is still developing will take some time, though.

5.CONCLUSION

This study illustrated how Facebook advertisements affect the thoughts, feelings, and actions of Generation Z. Facebook advertisements had little impact on this generation's attitudes. Enhancing the look of Facebook Advertisement channels, offering instruction on the products they sell, and employing eye-catching digital communication to raise client awareness are all ways to acknowledge the improvements that emerge. As an illustration, consider the usage of endorsements from singers, particularly those who are currently popular among young people. The reason is that today's youngsters are more inclined to utilise Facebook advertisements to flaunt their personal lives than to use them as intended. Researchers can use one of the current Facebook advertisement sites to improve performance.

6. REFERENCES

1. Abdelsalam H Busalim, A. R. (2019). Factors Influencing Customer Engagement in Social Commerce Websites: A Systematic Literature Review. *J. Theor. Appl. Electron. Commer. Res.*, 1 - 14.
2. Ahmed, T. (2021). The Impact of Social Media Marketing on Urban Youth's Brand Loyalty: Through Facebook Marketing. *International Journal of Entrepreneurial Research*.
3. Barbara A. Kitchenham, D. B. (June 2011). Using mapping studies as the basis for further research – A participant-observer case study. *Information and Software Technology*, 638-651.
4. Bassiouni, D. H., & Hackley, C. (2014). 'Generation Z' children's adaptation to digital consumer culture: A critical literature review. *Journal of Customer Behaviour*, 113-133.
5. Bilgihan, A. (2016). Gen Y customer loyalty in online shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior*, 103 - 113.
6. BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 128 - 148.
7. Boonghee Yoo, N. D. (2001). DEVELOPING A SCALE TO MEASURE THE PERCEIVED QUALITY OF AN INTERNET SHOPPING SITE (SITEQUAL) . *QUARTERLY JOURNAL OF ELECTRONIC COMMERCE*, 31 - 45.
8. BUKUNMI WEKE, T. O. (2022). *Assessing the Impact of Generation Z's Digital Marketing Method On The Current UK Economy : Consumer's Purchase Intention As A Case Study*. Retrieved from psyarxiv.com: <https://psyarxiv.com/jh9n3/download/?format=pdf>
9. Burke, R. R. (2002). Technology and the Customer Interface: What Consumers Want in the Physical and Virtual Store. *Journal of the Academy of Marketing Science*.
10. Cox, S. (2010). Online social network member attitude toward online advertising formats. *RIT Scholar Works*.
11. DAM, S. M. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *The Journal of Asian Finance, Economics and Business*, 585 - 593.
12. David Tranfield, D. D. (16 September 2003). Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. *British Journal Of Management*, 207-222.

13. DAVID TRANFIELD, M. Y. (2003). KNOWLEDGE MANAGEMENT ROUTINES FOR INNOVATION PROJECTS: DEVELOPING A HIERARCHICAL PROCESS MODEL. *International Journal of Innovation Management*, 27 - 49.
14. Deraz, H. (2019). Consumers' Responses to Ads on Social Networking Sites: A Systematic Literature Review (SLR). *Proceedings of the 17th International Conference e-Society 2019* (pp. p. 61-72). Utrecht, The Netherlands : IADIS Press.
15. Dokyun Lee, K. H. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. *Management Science* .
16. Fatema Kawaf, D. I. (2019). Online fashion shopping paradox: The role of customer reviews and facebook marketing. *Journal of Retailing and Consumer Services*, 144 - 153.
17. Filipe N Ribeiro, F. B. (July 2020). How Biased is the Population of Facebook Users? Comparing the Demographics of Facebook Users with Census Data to Generate Correction Factors. *WebSci '20: 12th ACM Conference on Web Science* (pp. 325–334). Southampton, United Kingdom: Association for Computing Machinery.
18. Gómez-Suárez, M. (2019). Examining Customer–Brand Relationships: A Critical Approach To Empirical Models On Brand Attachment, Love, and Engagement. In N. Rubio, *Customer Loyalty and Brand Management* (pp. 14 - 29). Basel, Barcelona: MDPI.
19. Hardik Bhimani, A.-L. M.-J. (July 2019). Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change*, 251 - 269.
20. Helmond, C. G. (2013). The like economy: Social buttons and the data-intensive web. *New Media & Society*.
21. Hofman-Kohlmeyer, M. (2016). CUSTOMER LOYALTY PROGRAM AS A TOOL OF CUSTOMER RETENTION: LITERATURE REVIEW. *CBUINT ERNATIONA L CONFERENCE ON INNOVATIONS IN SCIENCE AND EDUCATION*.
22. Holzner, S. (2008). *Facebook Marketing*. Pearson Education.
23. Hong-Youl Ha, H. P. (2005). Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust. *Journal Of Consumer Behaviour*.
24. Hopkins, J. L. (2012). Can Facebook be an effective mechanism for generating growth and value in small businesses? *Journal of Systems and Information Technology*.

25. Hsin Chen, A. P. (2 September 2014). Exploring the commercial value of social networks: Enhancing consumers' brand experience through Facebook pages. *Journal of Enterprise Information Management*.
26. Hsin Chen, A. P. (2014). Exploring the commercial value of social networks: Enhancing consumers' brand experience through Facebook pages. *Journal of Enterprise Information Management*.
27. Iivi Riivits-Arkonsuo, A. L. (2015). Young Consumers and their Brand Love. *International Journal of Business and Social Research*, 1 - 12.
28. Ishak, F. a. (2013). A review of the literature on brand loyalty and customer loyalty. *Conference on Business Management Research 2013*. Malaysia: UUM IRepository.
29. Ishak, F. a. (2013). A review of the literature on brand loyalty and customer loyalty. *Business Management Research 2013*. Malaysia: UUM IRepository.
30. Jacob Jacoby, R. W. (1978). A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. *Journal of Marketing Research*.
31. Keller, S. H. (2002). Building Brand Equity through Corporate Societal Marketing. *Journal of Public Policy & Marketing*.
32. Kerry Smith, D. H. (2016). *Experiential Marketing*. Wiley.
33. Kristina Bäckström, U. J. (2006). Creating and consuming experiences in retail store environments: Comparing retailer and consumer perspectives. *Journal of Retailing and Consumer Services*, 417 - 430.
34. Kyner, J. J. (February 1973). Brand Loyalty Vs. Repeat Purchasing Behavior. *Journal of Marketing Research*.
35. Lisa Harris, A. R. (2009). Social networks: the future of marketing for small business. *Journal of Business Strategy*.
36. M. MELLENS, M. G. (1996). A Review of Brand-Loyalty Measures in Marketing . *Tijdschrift voor Economië en Management*.
37. Marios Koufaris, W. H.-S. (2004). The development of initial trust in an online company by new customers. *Information & Management*, 377 - 397.
38. Mary Rani Thomas, K. .. (2018). Online Website Cues Influencing the Purchase Intention of Generation Z Mediated By Trust. *Indian Journal of Commerce and Management Studies*.

39. Matthew E. Falagas, E. I. (2008). Comparison of PubMed, Scopus, Web Of Science, and Google Scholar : strengths and weaknesses. *The Faseb Journal*, 338 - 342.
40. Mekuriaw, M. K. (2021). Jumping on the bandwagon?: an explorative study on how female Gen Z consumers perceive global brands' engagement in activism, and how their perception influences their brand loyalty. *Faculty of Business*.
41. Milad Dehghani, M. T. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 597 - 600.
42. Moumita Dey Sarkar, I. G. (2018). IMPACT OF SOCIAL MEDIA IN SMALL BUSINESS INDUSTRY: A STUDY ON FACEBOOK. *INTERNATIONAL JOURNAL ON RECENT TRENDS IN BUSINESS AND TOURISM*.
43. N Cagnin, M. N. (2022). Generation Z and brand loyalty: the influence of Gen Z specific expectations on attitudinal and behavioural loyalty. *Business Administration*.
44. Pham Dinh Longa, D. Q. (2020). FACTORS OF FACEBOOK ADVERTISING AFFECTING THE PURCHASE INTENTION – A CASE OF PSYCHOLOGICAL CONSULTING SERVICE. *Revista Argentina de Clínica Psicológica*.
45. Pin Luarn, Y.-F. L.-P. (2015). Influence of Facebook brand-page posts on online engagement. *Online Information Review*.
46. Puput Alvhyona Pinto, E. L. (2021). Social media influencer and brand loyalty on generation Z: the mediating effect of purchase intention. *Diponegoro International Journal of Business (DIJB)*, 105-115.
47. R. M. Elliott, A. R. (2018, December 09). The success of Facebook marketing in small South African. *Guerilla Marketing Strategies and their Impact on the Business Performance of Retail SMEs*, pp. 411- 426.
48. Radovan Bačik, R. F. (2015). The Importance of Facebook Ads in Terms of Online Promotion. *Journal of Applied Economic Sciences (JAES)*, 677-683.
49. Richa Joshi, P. G. (22 September, 2020). Role of brand experience in shaping brand love. *International Journal Of Consumer Studies*, 259-272.
50. Robert Gee, G. C. (2008). Understanding and profitably managing customer loyalty. *Marketing Intelligence & Planning*.

51. Rother, E. T. (2007 , June). *Acta Paulista de Enfermagem*. Retrieved from SciELO: <https://www.scielo.br/j/ape/a/z7zZ4Z4GwYV6FR7S9FHTByr/?lang=en>
52. S Srivastava, T. W. (2022). Girls' portrayals in fast fashion advertisements. *Consumption Markets & Culture*, 501 - 524.
53. Samadrita Bhattacharyya, I. B. (november,2020). S-commerce: Influence of Facebook likes on purchases and recommendations on a linked e-commerce site. *Decision Support Systems*, 1133.
54. Satya Menon, B. K. (2002). Cross-category effects of induced arousal and pleasure on the internet shopping experience. *Journal of Retailing*, 31 - 40.
55. Shahizan Hassan, S. Z. (2015). Strategic Use of Social Media for Small Business Based on the AIDA Model. *Procedia - Social and Behavioral Sciences*, 262 - 269.
56. SHARMA, V. (2021).
57. Southgate, D. (1 June 2017). The Emergence of Generation Z And Its Impact in Advertising. *Journal Of Advertising Research*.
58. Tracii Ryan, S. X. (September 2011). Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage. *Computers in Human Behavior*, 1658-1664.
59. Victor Chang, R. N. (2016). Review of economic bubbles. *International Journal of Information Management*, 497 - 506.
60. Yoo, C. (September, 2014). Brand Transparency in Social Media: Effects of Message Sidedness and Persuasion Knowledge. *The Korean Journal of Advertising* , 5 - 44.
61. Yu-Qian Zhu, H.-G. C. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*, 335-345.