

GENERATIONAL MARKETING AND ADVERTISING: INFLUENCING  
PURCHASE INTENTION IN GENERATION X, Y AND Z IN VIET NAM

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Phan Cong Minh Triet

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by

**Phan Cong Minh Triet**

Supervised by

Prof. David Annan

APPROVED BY

*Ava Buljubasic*

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Dissertation chair

RECEIVED BY

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SSBM Representative

## DEDICATION

In acknowledgement of the steadfast love, assistance, and motivation they have provided me with throughout my scholarly pursuit, I thus dedicate this thesis to my parents. Through this achievement, I want and envision the realization of their perception for my future.

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## ABSTRACT

### GENERATIONAL MARKETING AND ADVERTISING: INFLUENCING PURCHASE INTENTION IN GENERATION X, Y AND Z IN VIET NAM

Phan Cong Minh Triet

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Prof. David Annan

This study aims to examine the differences between Gen X, Gen Y and Gen Z consumers in Vietnam in terms of their interaction with advertising and their purchase intentions. The study shows that rapid global digital transformation also affects Vietnam and therefore, also reshapes consumer interaction behavior towards the advertising content delivered. This study finds that businesses need to adjust their advertising strategies according to different generational groups in order to create meaningful and effective advertising content for them. Age differences create different ways of interacting with advertising media such as through media, social media marketing, and short-form videos. Basically, the survey participants all agree on the influence of digital advertising in today's era, but there are still differences in the level of interaction and trust between generational groups with each advertising content they receive. Using a mixed methods approach, the study provides a detailed breakdown of the preferences of each buyer group. Gen X prefers

traditional media advertising, valuing content that is informative, trustworthy, and shared. Gen Y is more engaged with social media advertising, valuing authenticity and ethical issues. Generation Z is most engaged with digital advertising, inspired by engaging short-form video ads, and influenced by social media influences. Overall, their purchasing decisions are strongly influenced by social media trends. The study also provides valuable insights for businesses to build advertising methods optimized for each generation's preferences.

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## LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
AR	Augmented Reality
F-value	Fisher's Test Value
Gen X	Generation X
Gen Y	Generation Y (Millennials)
Gen Z	Generation Z
GCT	Generational Cohort Theory
KOC	Key Opinion Consumer
KOL	Key Opinion Leader
p-value	Probability Value
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TV	Television
UGT	Uses and Gratifications Theory
VND	Vietnamese Dong (currency)
VUCA	Volatility, Uncertainty, Complexity, Ambiguity

# CHAPTER I

## INTRODUCTION

### **1.1 Introduction**

The topic of individual differences in terms of distinct preferences, psychological attributes, and interests across a wide variety of subjects is a subject that has been extensively argued and researched. Selecting a sample size from a specific range is customary practice in scientific investigation. This strategy may be employed by researchers to provide novel perspectives on how different stakeholder groups exhibit distinct characteristics that are pertinent to the central issue of the study.

The formulation of strategic marketing plans inside an organization necessitates a comprehensive examination of the behavioral patterns, interests, and psychological tendencies shown by the target audience (Agic et al., 2016; Sudirjo, 2023; Alharbi, 2024). The term "Volatility, Uncertainty, Complexity and Ambiguity - VUCA world" has been introduced by scholars to characterize the contemporary global landscape, which has undergone several significant transformations (Manimuthu et al., 2021). The phrase "world" is frequently employed to characterize the present global environment. The presence of unpredictability in trends and patterns is a significant challenge for organizations operating within this particular business environment (Bennett & Lemoine, 2014).

Consequently, contemporary company executives necessitate adaptable perspectives in order to effectively guide their organizations (Ramesh et al., 2023). Hence, inside the contemporary corporate environment, positions pertaining to marketing necessitate a more comprehensive exploration of social patterns and an in-depth understanding of diverse client segments and their inclinations. It is evident that younger generations have distinct perspectives on the world in comparison to their predecessors (Jayatissa, 2023). The method in which individuals across all age

groups cope with adversities has also undergone transformation. Also, despite differences in age, generations also exhibit common concerns regarding concern related to marketing activities (Nnambooze & Parumasur, 2016).

The purpose of this chapter is to establish a basic understanding of generational marketing by developing definitions and key concepts relevant to some of the issues that will be explored further. It will also establish the relevance of this study within the broader marketing context and make some recommendations for the research objectives. Issues relevant to the research topic are briefly addressed here with the aim of highlighting some of the challenges that businesses face when implementing generational marketing strategies.

By identifying gaps and shortcomings in previous research, the purpose of this section is to highlight the changes that may have occurred in consumer behavior and their perceptions of advertising. Some of the upcoming content includes an overview of research methods, emphasizing the importance of data collection in research to validate the theoretical insights developed previously. Overall, this chapter serves as a very basic foundation for the study and sets the stage for further exploration of the content covered later. It demonstrates the importance of taking the customer as the center of business in a changing world to create changes in marketing content. At the same time, this chapter also shows the purpose of contributing valuable insights to meet the practical needs of business operations.

## **1.2 Research Problem**

Numerous previous study endeavors have shown the significance of investigating shifts in marketing strategies throughout different generations such as Sloomweg & Rowson (2018), Morgan et al (2018), Hysa et al., (2021) and Salam et al (2024). Research on similar topics is rarely done in the scope of Vietnam because finding information about the differences in generations toward mindset about marketing and purchasing intention is limited. A multitude of statistical data

suggests that research endeavors in Vietnam continue to face limitations in terms of the quantity and quality of study participants (Pham et al., 2022). Moreover, it is important to emphasize that online research libraries have a limited availability of study subjects pertaining to age-related research (Nguyen, 2017). Consequently, considering the particular research context of Vietnam, the present study was formulated with the aim of contributing to the existing knowledge in the fields of marketing, consumer psychology, and customer purchase intention.

Furthermore, topics similar to this research topic are not frequently developed. The existing data that readers can access to learn are mostly from online newspapers or word of mouth, which is not considered as academic research with a broader theoretical framework. In view of the above, this research needs to be conducted to examine in detail and thoroughly the behavior and psychology of consumers related to the efforts to implement advertising content, advertising methods and advertising tools by age group.

In addition, a comprehensive analysis of the changes in advertising strategies of each generation is necessary. From general to specific and from detailed analysis to general conclusions. Academic research is necessary to examine more thoroughly the unexplored angles in the scope of research in Vietnam. Because there is not much academic information on the similar topic done in Vietnam, that is why this research paper is proposed to address the concerns about the differences between generations and advertising, and if this research topic is recognized, it will become one of the useful studies in the research library within Vietnam.

### **1.3 Purpose of Research**

This is a research paper that covers a not-so-wide research scope but needs to delve into each viewpoint, characteristic and issue related to the field of advertising and the characteristics of each age generation. As the author mentioned before, the objective of this research comes from a number of specific research gaps in the field of marketing and the effectiveness of advertising

activities. There have been many studies that have been conducted and created theoretical frameworks revolving around the effectiveness of advertising with each generation of consumers such as (Thangavel et al., 2019; Roth-Cohen et al., 2021; Salam et al. 2024; Wang & Jiang, 2024), but in general, previous studies have not been able to fully cover the meaning of advertising and its impact on the purchasing behavior of each separate generation. If previous studies have been conducted, most of the previous authors only talked about the impact of advertising on the purchasing behavior of consumers. Meanwhile, in this study, the purpose is to find out the differences in the response of each generation to the advertising they receive.

Therefore, this study will explore this content in more detail by analyzing in-depth and by age group structure, from which to interpret and make recommendations on advertising content that businesses need to implement. The purpose of this study is to contribute to the research library related to human behavior in the 21st century and more specifically in the era of technology 4.0.

Second, because this study was conducted based on information collected related to Generation X, Y and Z, the purpose of this study will also reflect on the differences in the way each generation of consumers pay attention to advertising, thereby evaluating actions related to their purchasing behavior. According to the previous studies on the characteristics of each generation group, we can see that most of the studies agree with the outstanding characteristics of each generation group in terms of how they think, interact and react as in research of (Priporas et al., 2017; Rauvola et al., 2018; Costanza et al., 2023; Chang & Chang, 2023). However, the conclusions are only superficial. The change of the surrounding environment is continuous, and it certainly creates different reactions among the common views of each generation. Therefore, this study also aims to examine the psychological characteristics through the way consumers respond to each advertisement.

By integrating psychological concepts and marketing theories, the author of this study will provide valuable insights for businesses. This study aims to determine the extent of differences between age, culture, age-specific characteristics and their influence on purchase intentions when exposed to different advertising formats and content, thereby providing appropriate suggestions for businesses to adjust marketing strategies to better suit the current market context.

More specifically, in terms of the objectives of this study, in addition to theoretical contributions, this study is designed to bring specific benefits to practice for scholars who have conducted related research as well as scholars who are new to this topic. Understanding the differences between generations allows businesses in many fields to develop and innovate advertising content and advertising formats to attract a large number of customers to know about the business.

In the highly competitive environment in Vietnam today, businesses face many competitive challenges focusing on personalization. However, how to personalize most effectively without causing a feeling of being "bothered" by consumers is something that businesses can learn from this study. The latest market information is useful in this study, which is more modern than the research conducted 5 years ago. Therefore, the opinions built in this study can be completely applied in the next 3 to 5 years depending on how businesses perceive this research.

To summarize the introduction of the purpose of the study, the author of this study believes that the purpose of this study will serve as a comprehensive assessment of the impact of generational marketing on consumer behavior, based on both theories as well as the latest market updates through a number of information collection tools. This study shows a deeper analysis of each generation's response to the advertisements they receive, thereby building opportunities and challenges that businesses need to pay attention to in a volatile market environment. Basically, the

author wants this study to become a valuable resource for local and foreign businesses in Vietnam to improve advertising effectiveness, enhance competitiveness in the market.

#### **1.4 Significance of the Study**

In the process of developing the research topic, the author realized that the amount of knowledge related to the market, customer behavior, and marketing is increasing because of the daily changes of the market with business opportunities as well as competitive challenges in the present time. Vietnam is one of the countries that economic experts highly appreciate for its economic development potential based on advantages in terms of geographical location, culture, economy, and population, according to many evaluations such as from (Kim, 2023; Van, 2024). However, research and related information about customer insights are extremely limited, not only in quantity but also in language. Research conducted on the market as well as customer behavior is only limited within the scope of a small city, or limited in time, or the research topic in a business makes in-depth knowledge about the market extremely limited. It creates a barrier for young researchers in the future when studying the nature of the current market and the change in consumer interaction behavior with shopping activities.

Furthermore, research on topics like this research can be considered non-existent in Vietnam because most businesses have customer insights information that will be kept secret. Therefore, the urgency of this research topic is acknowledged because it adds to the research gap in Vietnam. This is also a motivation that the author of this research topic wants to do because the research in this research will enrich the academic context of Vietnam because the research context was conducted during the years when Vietnam invested in developing technology 4.0.

The author believes that some businesses at the present time still have advertising strategies that are mass and follow the majority without having a more realistic view of their customers. Therefore, the necessity of this study is also reflected in the study of the response of generations to

advertising in order to promote the efforts of businesses to create more effective marketing strategies. The fierce competition in the market today can be clearly seen because consumers are "flooded" with billions of advertising information in all kinds of forms, but in some ways, the mass nature of such advertising does not help businesses build a stable customer base.

This study therefore provides insights to help businesses change their business strategies through marketing to different generational groups to optimize business efficiency while saving advertising costs. Along with that, when the Vietnamese government focuses on investing in modern technology to reduce the time to collect and process information, it also creates a more explosive demand for internet and smartphone use. With the increase of these factors, advertising activities for Vietnamese consumers have undergone a significant transformation in recent years. Different age groups will react differently to each information they receive. By identifying these differences, the study will point out a number of recommendations so that managers can allocate advertising resources more effectively to help target the right potential customer group.

In the process of building the research topic, the author also realized that around a research topic related to advertising, it has more than just issues that are limited to "differences in behavior" or advertising content, etc. Another important meaning that contributes to the necessity of this research topic is the ability to provide information for businesses so that they can build effective advertising policies. These policies not only include the interests of businesses but also the interests of customers. Meanwhile, in Vietnam, issues related to advertising policies are still very vague, creating distrust from customers. Therefore, this study will also need to present different perceptions of consumers of different generations about the transparency of advertising, in order to help businesses build a clear policy system, creating trust from buyers to the brand.

The author also believes that this study needs to be conducted because it can be a premise for further development of research topics with a wider scope outside of Vietnam. The

transformation of the socio-economic landscape does not only take place within Vietnam, but it certainly also affects the entire global economy (Nguyen, 2018). Therefore, when the findings are studied within Vietnam, the significance of this study can also be a premise for creating similar studies with broader findings internationally. According to Deprez (2018), Thanh et al (2021) and Choo et al., (2022), as Vietnam integrates into the global economy, it means that businesses in Vietnam not only need to meet the needs of domestic consumers but also need to understand the preferences of consumers in the international market. Understanding consumer behavior by generation and assessing the compatibility of international advertising with each generation's characteristics is extremely important to provide effective business strategies for businesses in many fields as well as creating the most optimal customer approach for marketing teams.

To summarize the urgency of the research topic, the author wishes to provide more insights related to the reality of the current Vietnamese consumer market through the assessment of the response of each consumer belonging to different generation groups to advertising. The academic findings in this study will provide additional references in the Vietnamese research library. In addition, the recommendations in the study will also help businesses find solutions to enhance the effectiveness of their advertising in their marketing strategies to consumers.

### **1.5 Research Purpose and Questions**

The research focuses on the purpose of the following:

- Exploring the commonalities and disparities among generations in their interaction with diverse advertising activities
- Informing recommendations for future research endeavors
- Providing appropriate recommendations for practical applications based on the findings of this study.

The paper uses some research questions to support the research flow:

- What are the differences between the marketing and advertising preferences and values of Vietnam's Generations X, Y, and Z?
- What are the primary variables influencing the purchasing intentions of Vietnam's Generations X, Y, and Z, and how do these variables vary across generations?
- What effects has the digitization of advertising channels had on the purchasing intentions of Vietnamese Gen Z, Y, and X, and are there generational differences in their responses to digital marketing?
- How can marketers modify their advertising and marketing strategies to effectively appeal to the distinct characteristics and preferences of Vietnam's Generations Z, X, and Y to maximize purchase intent?

### **Research Hypothesis**

H1a: There is a significant difference in advertising preferences between Generation X, Generation Y, and Generation Z.

H1b: Generation X prefers traditional advertising (TV, newspapers, radio) more than Generation Y and Generation Z.

H1c: Generation Y prefers social media and influencer marketing more than Generation X and Generation Z.

H1d: Generation Z prefers short-form video advertisements and interactive digital marketing more than Generation X and Generation Y.

## **1.6 Summary**

The research article on the topic of generational marketing and advertising has quite long and complicated content because it requires the researcher to study the factors related to the psychology and behavior of 3 different age generations in Vietnam. The content of the research is divided into main parts with the following contents.

The introduction goes through the basic content, introducing the context and urgency of the research topic as well as building research questions and research objectives.

The next part is the review of Literature review, this is also one of the key parts of this research with the main content exploiting the theories and conclusions concluded in past studies. It is the need to evaluate the issues that have been discussed in the past by the research authors as a way to use the available research foundation, from there evaluate and continue to exploit and expand the issues related to this research topic.

The next part of Methodology focuses on finding research methods to approach the research topic in the most scientific and reasonable way. There are many different research methods which are suitable for each characteristic and content of the research topics. The discussion to choose the appropriate approach is important to evaluate the closest to the research directions and the author's intention to conduct the research.

Analysis of results is the next part of the research content to point out the problems discovered during the data collection process. The analysis of research results section aims to analyze the data and data collected related to the interest trends of consumers of each generation, thereby creating a foundation for making appropriate analysis and conclusions for each age group. The basis of the analysis of research results is an important foundation to support the research to provide rigorous analysis and suggestions for future business bases and platforms related to marketing management and operation activities.

In the next section, the research paper points out important implications in the research process. The research implications are issues that are concluded after the author has analyzed the data collected during the research process. The implications mentioned in this study are intended to influence the readers' thinking and perception about approaching the trends and behaviors of the subjects studied in this topic. The implications in the study represent important values surrounding

the research problem, which is an important foundation for the researcher to continue to the section of suggestions for marketers, as well as for business administrators to appropriately approach customers through marketing strategy activities. In the next section, the research author gives suggestions that are closest to the findings in the study. Suggestions are attached to the marketing activities that are most suitable for each generation's characteristics as a way to suggest to business administrators' ways to implement effective marketing activities

The last sections of this large study include sections such as limitations of the study as well as suggestions for future research. These are important items in a study to point out issues that need to be improved in future studies. At the same time, the author also gives important conclusions for this research topic.

## CHAPTER II

### REVIEW OF LITERATURE

#### **2.1 Introduction**

In the dynamic realm of generational advertising and its impact on purchase intention, it is imperative to comprehend the present state of knowledge in order to promote scholarly investigation and effectively tackle present-day obstacles. This literature review provides a comprehensive analysis of scholarly articles and research that are pertinent to the topic of generational advertising. By conducting an extensive review of the relevant literature, the researcher aims to establish a solid groundwork for our research and make a scholarly contribution to the ongoing dialogue surrounding generational advertising and its impact on purchase intention. The purpose of the literature review's framework is to provide an exhaustive synopsis of generational advertising. Following a survey of fundamental concepts and ideas, the initial investigation conducts an in-depth analysis of empirical research and contemporary debates. By organizing the literature by thematically, the researcher hopes to create a unified narrative that not only reveals voids, conflicts, and areas requiring further investigation, but also reveals these elements.

The objective of the literature review chapter is to establish a comprehensive and fundamental foundation for the research content through evaluating the widely researched and recognized academic documents which are related to the topics of “advertising”, “marketing”, “generations”. Through identifying the differences of each generation combined with the influences of economic, cultural and social factors, the study aims to clarify the distinct differences in attitudes, preferences and expectations of each generation. The information collected and summarized from the research conducted is the basis for implementing effective advertising strategies. This chapter is also an important foundation for further development of the following discussion content. A comprehensive analysis of the existing documents provides insights for

businesses to be able to fine-tune their marketing activities to meet the distinct preferences of generations X, Y and Z.

## **2.2 Theoretical background**

Theoretical background provides research with the theoretical foundations that have been studied before. This is an important part of the research because the content in this part shapes and highlights the aspects related to the selected topic. This part also provides a general framework for the hypothesis of the research results. In particular, the focus of this research is to evaluate the differences of generational groups in response to different advertising strategies. Generational theory by many researchers such as Berkup (2014), Boyle (2021), Magrelli et al., (2022), Liang et al., (2024) and D'Acunto et al (2025) indicate that the prominent behaviors of each generation are formed by individual personality traits through the spread of culture of a living area, through history, collective influences such as family, social community, friends, and surrounding relationships.

Studies related to each generation and their characteristics have been conducted for many years and have shown that each generation has its own representatives of interests, personalities, and habits. Therefore, this study also suggests that consumer responses to advertising will also have prominent responses representing each generational group. Their experiences are also influenced by economic conditions, technological advances and changes from general social trends, which lead to changes in the expectations of each generational group on different issues (Mahapatra et al., 2022; Costanza et al., 2023; Chang & Chang, 2023; Seyfi et al., 2024).

In previous studies, generational groups basically have similar and different characteristics. There are generational studies that highlight common trends, but if we delve into each generation, many studies point out differences in thinking and reactions of people of different ages. In the context of modernization that brings about changes in many ways of thinking in society, people will change themselves and a part of the majority has different thoughts about the issues they approach (Olechowski & Kryś, 2024). It can be seen that previous studies such as Berkup (2014), Boyle (2021), Magrelli et al., (2022), Liang et al., (2024) and D'Acunto et al (2025) are quite

oversimplified about consumer behavior based on age groups. That basically only reflects the surface of the very common characteristics of generational groups, but it is not useful if those studies are used to serve focused business strategies. Each individual is born in the same year but will certainly be influenced differently by parents, family, upbringing, living environment, which creates very independent and different thoughts, according to Greenberg et al., (2012) and Tosi (2017). The only thing that makes behaviors look similar is that they live in a community and have to perform behaviors that they have observed since childhood. These are understood as unconsciously formed from a young age and become habits due to the influence of a larger group. However, when moving to another community, those habits are believed to change to harmonize with a new group (Yamin et al., 2019; Sedlander et al., 2022; Kunst & Mesoudi, 2024). Generational studies can also be related to issues of geographical distance, psychological theories to be able to bring the closest observations to each subject (Masso et al., 2018). Therefore, this study shows that exposure to social changes and technological innovations through each generation creates common characteristics of the generations. This leads to similar and different reactions of each generation group to marketing practices from businesses.

### **2.3 McCrindle's Generational Theory**

Generational differences in response to advertising will be related to some theoretical frameworks about the characteristics of each generation group. As mentioned above, many studies have been built on understanding the characteristics that represent each generation, so it can be seen that basically some studies can explain the different responses of generational groups to different advertising messages. McCrindle's generational theory is one of the important theoretical bases which asserts that the social environment creates differences in behavioral characteristics of each generation group (Kamenidou et al., 2020; Rudolph et al., 2020; Oliveira & González, 2021).

In McCrindle's view, the characteristics that are expressed on the surface of each generational group are not only due to age but are formed by common experiences over the years, which affect long-term differences in communication styles and perceptions of many issues, including perceptions of shopping behavior (Oliveira & González, 2021; Agrawal, 2022;

Syamsudin et al., 2025). The length of history in any country will bring people of different generations somewhat similar perceptions. For example, Generation X is mostly familiar with information transmitted through newspapers, television, radio, etc. and they are said to have easier access to traditional media than modern media like today. But McCrindle's theory or that of authors who have similarities with McCrindle's theory will also be limited if they do not delve into the individual thoughts of small groups of individuals within a large group (Takács et al., 2021). As time passes, changes in society, technology, and the economy will change the seemingly "unchangeable" perceptions of each generation (Geiger & Geiger, 2024).

### **Generational cohort**

The world is based on the development of generations. It is an inevitable part of each individual's life, as well as in an organization. The concept of generations is studied by anthropologists, sociologists and psychologists on the characteristics of each generation and their influence on different aspects of society. The differences in behavior and attitudes of each generation create different assessments of social issues, therefore it requires research to understand the characteristics of attitudes, values, belief systems, worldviews of each age generation (Matsumoto et al., 2024). Many authors such as Asnaani & Hofmann (2012), Becton et al (2014),

Prawitasari (2018) and Costanza et al., (2023) agreed that it is necessary to find out the differences in age generations because otherwise, it can create negative results in organizations or in social contexts due to cultural differences leading to misunderstandings and miscommunication. In the working environment, the difference between the cultures of each generation will lead to ineffective communication behaviors, internal conflicts, etc. In business, understanding the characteristics of customers, specifically generations, because the differences in the behavioral perspectives of each generation lead to strategic changes in business decisions (Wang & Duan, 2025). If the characteristics of customers are not carefully researched, the consequences can be losses of time, money and effort in approaching target markets, thereby directly affecting business results.

A generational cohort, as described by Elliott (2013), refers to a group of individuals born in the same period who experienced comparable historical and social events during their developmental years, and similar with the research of Ting et al., (2017), Nguyen (2022) and Gamaliel (2023). This time span is considered to be between late adolescence and early adulthood. A cohort can reveal more about people's life journeys throughout their coming-of-age years than age alone, as stated by McKercher (2023) and Dogra et al., (2023). This is because a cohort may reveal information that goes beyond age. It is a valuable supplement to demographic and psychographic methods since it elucidates the reasons behind people's actions (Gajanova et al., 2019; Meiselman et al., 2021; Kumo, 2023; Braca & Dondio, 2023). Costanza et al., (2023) suggested that individuals born in the same cohort are likely to have distinct thoughts and behaviors compared to those born in different historical periods. This is due to their participation in the activities.

According to Artese (2019), Strauss-Howe built his hypothesis regarding generational groups based on the concepts that generations make up for a change in society within 20 years, or the change of an era related to social, economic and political issues, also agreed by Kowalski (2019). Common experiences in society lead to the formation of similar personality and psychological behaviors (Lindner et al., 2024). Generational units are studied because generational identity is related to many areas and segments because different segments create different behavioral responses to each issue. Typically, individuals who share similar social level characteristics tend to respond similarly. Dalziel and De Klerk (2021) argued that exposure to media and the influence of family or friends' social groups have a very important impact on the behavior of each individual, regardless of the generation group.

For a significant duration, generations have been utilized to highlight their influence on American society (Prawitasari, 2018). According to Mannheim's (1952) theory of generations, individuals who are most affected by external events would have directly experienced them throughout their late adolescent and early adulthood, facilitating their recollection (Aboim & Vasconcelos, 2013). Chaney et al., (2017) stated that significant events create new groups and

establish the characteristics of belonging to these groups. Inglehart's (2003) theory on intergenerational value shift offers compelling evidence for this. Inglehart posits that significant historical events lead to profound changes in the societal frameworks and value systems that serve as the foundation of civilization, giving rise to new generations of individuals (Inglehart & Norris, 2003).

Rogler (2002) introduced the notion of historical generations, highlighting that the younger generation is more profoundly affected by catastrophic events compared to other age groups living in the same era (Rogler, 2002). He argues that the onset of a generation marks the beginning of catastrophic occurrences. If the repercussions are centered on the experiences of the young adult, reactions to these events will eventually become stable orientations, as proposed by Holbrook and Schindler (2003). Research across Western nations, such as the Netherlands, Germany, England, Brazil, and the United States, has yielded synergistic results in generational studies.

### **Generation X**

Generation X is the group of individuals born between 1965 and 1980 and is also the oldest generation in this study. This generation was born during a period of significant changes in the socio-economic situation. In Vietnam, this generation was still in the middle of the period near the end of the war and the period of national independence. Generation X in Vietnam is a generation that experienced the beginning of social and economic construction (Cornelissen & Dang, 2022; Tong et al., 2022). The Vietnamese government during this period continuously issued guidelines to encourage people to increase production and focus on economic development after the war (Miller & Cepuran, 2019; Quang et al., 2024).

Therefore, individuals in Generation X all have a strong sense of independence in life. The first characteristic of Generation X that can be seen is the ability to control finances, specifically, people in Generation X consider saving as the top priority. This is understandable because Gen X has experienced many periods of society and economy, from the beginning of development to economic recession. Therefore, the impact of external factors creates conservative thinking of Gen X about securing their financial ability compared to younger generations. Our grandparents'

generation highly values financial security because the instability of the market at their time creates worries in the future if Gen X does not have savings for difficult situations that may occur (Qi et al., 2022; Linh et al., 2023). This financial thinking certainly affects the shopping behavior of Gen X consumers because they will invest a lot of time to learn about products to ensure that the products they spend money on bring them maximum benefits. Unlike younger generations who are influenced by viral trends from social media, Gen X consumers have a characteristic and tendency to trust familiarity, especially when it comes to brands that are well-known in their time (Setiasih and Soemartono, 2017; Barijan et al., 2021; Gurunathan & Lakshmi, 2023).

When discussing technology and the level of interaction with Generation X, this is a rather loose relationship because technology is considered quite limited in the early years of Generation X, more seriously for Generation X in Vietnam because Vietnam's economic development is slower than other countries because of the need to overcome the consequences of war. Generation X grew before the popularity of the internet and digital media. They receive information through traditional media such as television, radio, newspapers, etc. (Taipale et al., 2021). The existence of traditional media for too long is one of the factors that makes Generation X slow in adapting to the digital transformation era. Older people in big cities have been familiar with information technology earlier such as desktop computers in the 1990s but those in rural areas receive it later (Berner et al., 2014; Correa & Pavez, 2016; Schelisch & Walter, 2021; (Zhang, 2023)). However, Generation X is considered to be the first to use computers in the 1990s, which is also the time when they are bridging the gap to a digital era. However, Gen X's full acceptance and adaptation to digital technology is still a barrier because of Gen X's deeply ingrained notions about how they receive advertising information.

Gen X in Vietnam receives education from generation to generation or is influenced by the traditional family structure: many generations living together in the family (Wang et al., 2021). The influence of family structure also affects their exposure to advertising today. More specifically, Gen X grows up and begins to take responsibility for going out to earn money for their families because they are a group of people with autonomy, spreading the message of building the country

after the war. Therefore, they have a very meticulous screening and evaluation of advertising information, and it is very difficult to convince this group of people to believe in advertising content without specific investment. They value authenticity and therefore, face-to-face advertising is often more highly appreciated because it brings touch points to Gen X consumers ((Massi et al., 2023; Singer et al., 2023; Z. Wang et al., 2023; Tsai et al., 2024). When Gen X experiences products through transparent advertising from brands familiar to their generation, they will have a more positive response to advertising from that brand.

When evaluating the purchasing decisions of Gen X, many studies have shown the common view that Generation X places great emphasis on the practicality and functionality of the product such as Dabija et al (2018) and Brand et al., (2022). As mentioned above, Gen X values financial savings, so they believe that products need to have the cheapest price while meeting the high expectations of Gen X buyers. Therefore, Gen X consumers tend to buy more products that bring long-term benefits. Gen X is also often considered to have higher brand loyalty than other generations because they have to consider carefully before choosing to buy from that brand (Rosário & Casaca, 2025). Therefore, the brand chosen by Gen X will often continue to be trusted and chosen many times in the future.

### **Generation Y**

Generation Y is those born from 1981 to 1996 or some documents say until 1995. Generation Y, also known as the Millennials, is a generation with completely different thoughts and thinking compared to the previous generation. The profound changes in Vietnam's socioeconomics, technology and culture during this period created changes in the thinking and perception of Generation Y towards social issues (Ho et al., 2021; Tri & Dung, 2021; Duester, 2022; H. N. T. Nguyen, 2024). The emergence of Generation Y also marked the change in global trends, including the clear development of technology. This was also the beginning of globalization. The world economy began to integrate and globalize more strongly, which was an opportunity for Vietnam to begin to import new knowledge and social trends. Gen Y is one of the

first generations to mature in the new millennium, they play an important role in shaping a style of consumer behavior in the new context of the socio-economic, according to the discussion from many authors such as (Ordun, 2015; Valaei & Nikhashemi, 2017; Liu et al., 2019). One of the most outstanding characteristics of Gen Y is exposure to the rapid development of digital technology.

Unlike previous generations, Gen Y quickly exposed to and became familiar with the transition from traditional media to digital media. The widespread adoption of internet-connected mobile devices has increased users' access to the internet and created more frequent interactions between consumers and brands. Because Gen Y is a period of socio-economic development, many Gen Y consumers have the opportunity to be exposed to technology platforms at a young age, from which they quickly catch up with the later development trend of digital technology in daily life (Bolton et al., 2013; Dwivedi et al., 2020; Rose et al., 2021; Mertala et al., 2023; Lee et al., 2025).

In terms of the economic context of the Gen Y era, studies show that the Gen Y era contains both opportunities and challenges. Gen Y people are divided into many situations; for example, there are those who benefit from the expansion and development of the global economy and the domestic economy. Therefore, they have the opportunity to access better education. However, other studies also show that Gen Y people also face many challenges, such as economic recession and fluctuations in the labor market (Miller & Cepuran, 2019).

While Gen X has stability in work and determines the long-term and sustainability of work, Gen Y people face a labor market context with increasing competition. The continuous development of society requires workers to continuously develop their skills and improve their knowledge to avoid being eliminated. Therefore, in terms of personal characteristics of Gen Y, they are considered a generation with talent, knowledge, and patience in a working environment with many fluctuations and challenges. The harsh demands from labor businesses are also partly affecting Gen Y so that they have to constantly change to respond to businesses. Besides, in the

current context, the labor market does not have diversity in occupations. Therefore, Gen Y workers always have patience, listen to improve the quality of work to keep the job instead of tending to express their opinions to the leader because that seems to mean rebelling against the leader (Mos et al., 2018). In general, they are a generation that values work very much and always look for opportunities from new challenges from work and life to improve the quality of themselves and a better life.

Regarding the issue of adaptability to constant social change, Gen Y is also known as a group of people who react strongly to issues related to ethics and social awareness (VanMeter et al., 2012; Luger et al., 2021; Raslie, 2021). As mentioned above, they are a group of people who continuously learn and are exposed to the early stages of globalization, so they are very interested in and practice ideas related to the importance of ethics in society. If Gen X mostly only pays attention to the quality and price of the product, Gen Y will pay more attention to the additional values that a product or brand brings to the surrounding community. This is even more clearly demonstrated in later generations of Gen Y.

Ethical values are most clearly and comprehensively expressed through theories related to the value and responsibility of businesses to society, which is considered one of the development orientations of many businesses today (Hamidu et al., 2015; Siltaloppi et al., 2020; Bag et al., 2024; De La Cruz Jara & Spanjol, 2024; Pfajfar et al., 2022; Daradkeh, 2023). Factors such as environmental sustainability, ethical business practices, and corporate transparency play a significant role in Gen Y's purchasing behavior. The majority of Gen Y shoppers who were born around 1996 will show a stronger and clearer brand preference if companies demonstrate a commitment to ethical business practices (Bucic et al., 2012; Chatzopoulou & De Kiewiet, 2020). In essence, many studies have shown that Gen Y shoppers expect brands to not only deliver on

product features but also expect brands to exceed expectations when it comes to creating positive changes for the environment and society around them.

Another characteristic that is relevant to the research in this article is the response of Gen Y to the media. Generation Y was born in the context of the transition from traditional media to digital media and therefore, they are also the first target groups to be familiar with the presence of digital advertising as it is today (Venter, 2017). Generation Y began to be familiar and more familiar with the presence of digital media because of its convenience in being able to be played on many mobile devices with internet connection. The transition from traditional media to media has greatly impacted the perception and behavior of Generation Y towards advertisements shared on digital media (Bolton et al., 2013). For example, Gen Y consumers will highly appreciate online recommendations which are given by previous buyers. They will also increase trust and enhance brand recognition if the products are advertised by media influences such as famous singers and famous actors. With the presence of digital media, Gen Y consumers will proactively seek product authenticity, spend more time searching, comparing products and evaluating the quality of online reviews before making a purchase decision (Chen et al., 2022; Said et al., 2023; Mallik et al., 2025). In general, the development of e-commerce has become much more familiar, thus changing Gen Y's shopping behavior and they almost now use online platforms as a main purchasing channel.

The digital explosion in the second half of the birth years of the Gen Y generation has created strong changes in the habit of using technology in daily communication. Generations before Gen Y often used telephones, letters and direct communication to communicate while in the Gen Y era, they started using mobile phones connected to the internet, emails to communicate (Venter, 2017). The explosion of the internet and digital technology allows people in this era to communicate through social networking messaging applications. They believe that this form of communication helps to shorten the communication time and transmit information to the other

person. Social networking platforms have become the center of the social and work life of Gen Y people.

Basically, technology not only shapes the shopping behavior of Gen Y consumers but also changes their communication habits as well as the way Gen Y accesses new updates from society (Melilli, 2019; Gao, 2023; Espejo et al., 2024; Sakshi et al., 2024). The effectiveness of real-time communication allows social media users to quickly update and share their thoughts on posts from businesses. Therefore, Gen Y will also rely on the strength of social media to increase demand and expectations for responsible practices of businesses in the market. In addition, with the advantages of today's development of information technology, Gen Y consumers also have the opportunity to be exposed to different cultures around the world. This exposure allows users in general, including Gen Y, to be more open to new trends. Therefore, many opinions believe that changes in information technology trends bring opportunities for international businesses to implement advertising strategies to social media users.

To conclude the characteristics of Generation Y, it shows that they represent a generation group with a high ability to adapt to rapidly changing trends in society. They are a group of people who appreciate socially responsible activities from businesses. For them, purchasing potential will come from many factors, including not only trust but also expectations for ethical values that businesses convey through their products.

## **Generation Z**

The study also mentioned Generation Z as one of the main research subjects. They are individuals born between 1997 and 2012. Gen Z is considered a demographic group that has been fully exposed to technological advances since birth. It can be said that they are a group of people living in the digital age and digital technology-related elements play an important role in Gen Z's

daily life (Francis & Hoefel, 2018). They do not need to spend too much time learning how to use mobile devices; instead, early exposure to technology helps Gen Z quickly use technology as an indispensable tool in work and life. For Gen Z, exposure to technology from a young age has shaped the differences in their thinking, lifestyle, thoughts, attitudes, etc. It can be said that the presence of technology in the lives of Gen Z creates fundamental changes in their perception and the way they interact with their surroundings (Vieira et al., 2024; Onjewu et al., 2024). Gen Z believes that activities in life must be done in the shortest time possible because they are used to fast connections based on the internet. For example, they are used to having immediate access to information sources to find the results they want. Today, online search engines are developed and expanded not only around Google but also social networks such as Facebook, Tik Tok, are also search engines. It allows users to access search results in seconds and therefore, if consumers have a need to buy, they can quickly make a purchase decision.

Evaluating Gen Z's response to technology elements, it shows that Gen Z highly values the presence of technology in their lives. In general, unlike previous generations who mostly focused on using and exploiting one medium at a time, Gen Z individuals are very good at switching and using multiple digital platforms at the same time, according to Gawda and Korniluk (2022) and Chan and Lee (2023). Gen Z's multitasking allows them to use mobile devices for messaging, use personal computers for work, and basically, they can do many things at the same time. This not only reflects Gen Z's personal characteristics, but it also shows an overview of how Gen Z performs in their era. Regarding social media platforms, Gen Z considers social media an indispensable part of their daily routine to share and update news from friends and social trends (Elkatmış, 2024). Because they consider social media as one of the main sources of news for them, in studies on Gen Z's social media usage behavior, some authors argue that businesses often utilize social media as a tool to connect with Gen Z customers. Businesses today are becoming more proactive in

distributing information to encourage social media user interaction through advertising (Jeswani, 2023).

While Generations X and Y are still somewhat passive with digital advertising, Gen Z is more proactive in demanding authenticity from brands. For Gen Z, advertisements via TV, newspapers and magazines are often not highly interactive because they think they are old trends and slow to update. Instead, Gen Z consumers tend to refer to information from recommendations from colleagues and content created on social networks (Gao, 2023). For Gen Z, the content transmitted must be closest to Gen Z's personality traits to attract their attention. In studies related to Gen Z's characteristics, the rise of digital activities has created a clearer distinction between Generation Z and previous generations. Generation Z people grew up in an era where social movements developed more strongly through online platforms. Therefore, Gen Z's connections to social consciousness are also stronger and they are also updated faster on social issues (Melilli, 2019; Thangavel et al., 2019). Gen Z's purchasing behavior is often assessed to be influenced by the images and values of the brand, not only for product recognition but they will also appreciate the responsibility of the business for issues related to maintaining a sustainable environment. If Gen X is loyal to a brand, Gen Z is willing to change their favorite brand if they see their expectations of a brand are not met (Prasanna & Priyanka, 2024).

Another factor that is considered to have an impact on Gen Z's consumer behavior is their jobs. Jobs in the Gen Z era are more diverse than those of Gen X and Gen Y. This is due to many reasons because in today's era, with the rise of information technology, the job market has become more diverse and vibrant with many new jobs for younger generations, according to (Poláková et al., 2023). The ability to access online platforms creates opportunities for Gen Z to earn extra income from their own skills, interests and creativity. In today's digital age, businesses took advantage of the faces of Gen Z representatives to promote products on e-commerce platforms.

When using Gen Z representatives, they often bring a sense of trust to people of the same age (Priporas et al., 2017). This helps businesses target the psychology of consumers of similar ages, creating a sense of empathy and easily convincing buyers. Among the generations, Gen Z is the friendliest to using technology in life, so this creates a signal for businesses to take advantage of digital advertising to reach Gen Z users. When taking advantage of the advantages of digital advertising, businesses form more unique approaches to attract user experiences and increase brand engagement. Gen Z's characteristic towards advertised products is personalization. They feel that brands that bring a sense of personalization will often encourage a sense of curiosity about the product (Saha et al., 2024). Various studies like McKinsey & Company (2020), Tyrväinen et al. (2020) and McKee et al (2023) confirm that Gen Z consumers are easily receptive to innovations in advertising methods, thereby creating motivation for businesses to build different advertising strategies in the context of a highly competitive market.

When evaluating the financial factors of Gen Z, which is also one of the factors affecting Gen Z's purchasing behavior, some opinions say that because Gen Z is a new generation, the way they handle finances is quite different from previous generations. Gen Z tends to focus on making money but at the same time they are said to not have the same saving tendency as Gen X or Y. However, Gen Z is a generation that invests in making money through many jobs instead of just specializing in one job like previous generations. In general, Gen Z is the generation that represents the youngest demographic group in this study, and they are the ones who quickly adapt to the presence of technology and digital media. The sensitivity to social change brings many opportunities for Gen Z to meet social expectations and vice versa, Gen Z is also the generation that quickly grasps new market trends.

Based on the Generation Cohort Theory, it can be seen that the theory by Strauss & Howe (1991) points out some similarities in attitudes, behavioral values as well as differences in the

interaction of generations with different characteristics. The research hypothesis is given as follows.

H1a: There is a significant difference in advertising preferences between Generation X, Generation Y, and Generation Z.

H1b: Generation X prefers traditional advertising (TV, newspapers, radio) more than Generation Y and Generation Z.

H1c: Generation Y prefers social media and influencer marketing more than Generation X and Generation Z.

H1d: Generation Z prefers short-form video advertisements and interactive digital marketing more than Generation X and Generation Y.

### **Purchase intention toward advertising**

Purchase intention is defined as the likelihood that a consumer will purchase a certain product in the future. The formation of the intention does not necessarily mean that the consumer will actually purchase that product (Ali et al., 2020; C. Wang et al., 2023; H. H. Nguyen et al., 2022)). The appearance of purchase intention means that the consumer is thinking about, considering purchasing that product. The theory of planned behavior (TPB) is considered one of the closest models to describe the intention of the buyer. This model shows the influence of attitudes, subjective norms and perceived behaviors on behavioral intentions and impacts on actual behavior (La Barbera & Ajzen, 2020; Nickell & Hinsz, 2023; Li et al., 2023; Varni et al., 2024). The TPB model has the function of predicting the future behavior of consumers, which is related to the purchase of products or consumption of services and changing consumer behavior.

Customers, including both existing and potential clients, are considered valuable assets of the organization. The primary source of revenue for a business is its devoted clientele. In determining purchase intentions, the purchasing capacity and necessity of the consumer are both

taken into account. A number of the necessities that are critical for human survival are also considered fundamental consumer necessities. The purchasing intention of customers is reflected in their propensity to buy; therefore, they are prepared to purchase in this instance (Dachyar & Banjarnahor, 2017). Customers are inclined to purchase a product for a variety of reasons, each of which contributes to their readiness to do so. One of the factors that influence a consumer's intentions is advertising. It can be argued that marketing plays a pivotal role in determining the intentions of customers. The company makes substantial investments in advertising to pique consumers' interest in its products (K et al., 2021; Anh et al., 2025). By influencing customers' purchasing decisions with these types of promotional activities or tools, the company hopes to increase its revenue (Shukla et al., 2022). This research will assist the company in enhancing the efficacy of their product promotion via such promotional endeavors. Maalouf et al. (2024) defined consumer purchase intention as the inclination of a customer to engage in a transaction by means of various incentives and channels.

According to Xiao et al. (2019), Shen and Chen (2020), Huang & Lin (2021), J. Wang et al. (2022) and S. Zhang and Zhang (2023), purchase intention indicates the likelihood that a consumer will purchase a product through activities such as planning, searching for information, consulting reviews from acquaintances, etc. In the context of advertising, purchase intention refers to the actions in the process of consumers planning to purchase a product because they are exposed to advertising from a brand. Online purchase intention in Ghosh (2024) research shows the extent to which consumers are willing to spend online at internet stores. Peña-García et al. (2020) proved that along with the increase in purchase intention will directly lead to an increase in purchase opportunity. That is, if consumers have positive consumption intention, positive interaction will promote purchase decision.

Consumers begin the procurement process by searching for products or services, which lead to the purchase of specific things. As a result, it is critical to see the purchasing process as a series

of events in which exploratory actions precede actual purchases. It is discovered that an aesthetically beautiful product display can increase a consumer's willingness to purchase the products (Lou et al., 2022). For example, clothing that seems more appealing may influence a person's purchasing decision.

### **Attitudes toward advertising**

Attitude toward advertising is the tendency of a viewer to respond positively or negatively to a particular advertising content on a particular exposure occasion. Attitude toward advertising is formed when consumers evaluate the visual content against the content conveyed in the advertising claims (Sadasivan, 2019; Harms et al., 2019). Consumers' attitude toward advertising is one of the factors that influence the effectiveness of advertising because consumers' perception of advertising content can be reflected directly in the thoughts and feelings of the audience (Campbell et al., 2023). In today's era, advertisements are more commonly accessed through the internet which can track the audience's likes or dislikes towards the advertising content through the "Reaction Button" on different internet platforms.

Advertising content can create many emotional states, but they are generally divided into two types: negative and positive emotions, which affect the general attitude of the user (Vrtana & Krizanova, 2023). When positive emotional responses are affected, consumers can decide what they can buy based on the emotional characteristics of the advertisement without having to evaluate other information about the brand. Customer acceptance is extremely important for businesses advertising on social networks as well as social media providers (Voorveld et al., 2018; Lim & Rasul, 2022; Hilong, 2023). Studies on the impact of emotional factors in advertising show that it has a direct impact on consumers' attitudes towards the brand through the content of the advertisement. This attitude also affects consumers' purchase decision-making process as well as

affects different perceptions of the content of the advertisement, thereby leading to different levels of purchase intention.

Ferreira and Barbosa (2017), Zhao et al. (2022) and Vrtana and Krizanova (2023) emphasize the importance of the concept of the importance of consumer attitudes toward advertising. They propose that consumers' attitudes toward the content conveyed by advertising influence viewers' attitudes toward brand awareness in advertising. Attitude toward advertising is one of the important measures of advertising effectiveness. Studies have shown that a person's evaluation of advertising messages depends on the emotional experience they have when viewing the advertisement (Karamchandani et al., 2021). Therefore, attitude toward advertising is one of the important concerns for marketers which shows predictive characteristics of consumer behavior.

The growth of the internet has made online advertising more and more popular in mass media. To take advantage of the effectiveness of online advertising, marketers need to understand how users perceive websites as a source of advertising because the audience's perception affects their attitude towards advertising. With the rapid development of advertising media widely present on internet platforms, many studies have emerged about attitudes towards advertising in the online space. Marketers in the modern era are required to have knowledge about attitudes towards advertising, thereby forming a selective approach to attitudes that shape or influence consumers' product choice decisions (Belanche et al., 2021).

## **2.4 Theory of Reasoned Action (TRA)**

The theory of reasoned action (TRA), developed by Ajzen and Fishbein (1980), serves as the theoretical cornerstone for the research conducted by Choo et al. (2004) and Netemeyer and Bearden (1992) on the attitudes of cohorts toward advertising (Hagger, 2019). This can be attributed to the theory's validity and applicability. The TRA makes it quite clear that an individual's desire to engage in that activity determines their conduct. Understanding purpose is

essential to correctly projecting action from attitudes (M. Kim & Hunter, 1993). This is important since most behavioral models use intents to track relationships. It is attitudes and subjective norms that matter when it comes to intents. Finally, Nickell and Hinsz (2023) asserted that beliefs have the capacity to precisely forecast attitudes and subjective standards. This study will only focus on the relationships that exist between beliefs, attitudes, and intentions because most researchers agree that attitudes have a greater influence on intention than subjective norms (Aditya, 2020).

TRA theory defines behavioral intentions, which largely determines actual behavior including attitude and subjective norm. Attitude is evaluated based on positive or negative attitude and subjective norm is understood as the cognitive influence that others may also have. Increases in attitude and subjective norm lead to stronger intentions to perform the behavior (Tapera et al., 2020; Wu, 2022; Liao et al., 2023). An individual's attitude is a positive or negative feeling toward a particular behavior. An individual is more likely to perform a behavior if he or she believes that the behavior will be favorable in some way, or based on the belief that the behavior will bring positive results (V. C. Ho et al., 2024). Attitude is determined based on an individual's belief that the consequences of the behavior (behavioral belief) are considered by the individual (consequence evaluation) (Bosnjak et al., 2020). Attitude is a person's dominant belief about the balance between positive and negative factors of a behavior.

Subjective norms are considered to be one of the important functions directly related to the beliefs about the acceptance or non-acceptance of behaviors by individuals. Beliefs are the basis for building subjective norms (Ajzen, 2020). The influence of social norms is defined by different views that make people conform to the majority of the community to create liking and acceptance. Normally, an individual's action may not be accepted but because of the influence of norms of a larger scope, which is the society, an individual is forced to act according to what the social norms are recognized (Smith, 2015). The influence of social norms has proven to have a strong persuasive

influence on the attitudes and behaviors of each individual. An individual will intend to perform a behavior if that individual perceives that other influential people also think that the individual should do so (Fang et al., 2017; Sun, 2019; Morren & Grinstein, 2021). People who have an important influence on an individual's decision can be relatives, close friends, experts, etc.

Purchase intention is studied and mentioned quite a lot in studies related to the psychology of buying behavior such as by Peña-García et al. (2020). Purchase intention is the tendency to perform a specific action, for example, a shopper shows a desire to buy clothes by opening an online shopping application. In studies on this topic, the theory of reasoned action is mentioned to show a high level of prediction and is valuable in predicting intentions and behaviors in the field of marketing for consumers. The theory of reasoned action helps marketers understand more about consumer intentions and actions in many fields (Hagger, 2019), especially when it comes to activities such as banking transactions. According to Vehmas et al (2024) research on customer attitudes towards the products and services they experience, it affects the formation of customers' autonomous thoughts about their future desires for those products and services. In addition, research related to customer attitudes needs to be conducted to be able to review the positive or negative effects of attitudes leading to actual behavior. An individual's attitude towards a behavior will be formed and depends a lot on their beliefs in society, which can lead to different behavioral outcomes (Carey et al., 2018).

## **2.5 Theory of Planned Behavior (TPB)**

TPB theory was studied to improve the effectiveness of predicting rational action. The birth of TPB theory also aims to solve the limitations of the theoretical model of reasoned action if an individual cannot control his will, which leads to deviations in actual behavior. (Bosnjak et al., 2020; La Barbera & Ajzen, 2020; M. Kim et al., 2024; Hagger & Hamilton, 2025). The theory of planned behavior is considered to have a clear and specific feature about goals, thereby it helps to

provide an explanation of the motivation of individuals' behavior in specific situations. The theory of planned behavior basically states that the stronger the intention leading to an individual's behavior is, the more likely it is to lead to a specific action. (La Barbera & Ajzen, 2020). Behavioral theory also helps explain human behavior due to specific causes and different contexts, more specifically in some discussion points of this research topic, technological factors can also create contexts to change consumers' mindset towards media advertisements. Basically, TPB model is widely used in many studies which include the role of e-commerce consumption.

TPB theory also suggests that once a person performs a behavior, it is likely to become their continuous behavior if they continue to interact with familiar contexts. According to the TPB, behavioral intention is defined as "a measure of an individual's preparedness to engage in a specific behavior" (Simamora, 2022). According to Azjen (1991), behavioral intention refers to the motivation and indication of an individual's dedication to engaging in a certain action, provided that the person has control over their behavior. It is stated that there are three aspects that have an impact on intention and internet purchase behavior within the framework of the TPB (R. Zhang & Chen, 2023). These components include attitudes towards normative beliefs, subjective views, and perceived behavioral limits (R. Zhang & Chen, 2023). Based on the basic premise of the TRA, people generally act intentionally, and their intentions are influenced by their attitudes and subjective standards.

Vamvaka et al. (2020) provides a precise definition of attitude as "the extent to which an individual holds a positive or negative evaluation or appraisal of a particular behavior". Subjective standards refer to an individual's idea of how their actions could be viewed by influential others (Aditya, 2020). According to Al-Swidi et al. (2014), subjective norms refer to the felt social pressure to either engage in or refrain from a particular action. The TPB augmented the TRA by incorporating perceived behavioral control as a third constituent (Kiriakidis, 2016). Hansen et al.

(2017) provided a definition of perceived behavior control as an individual's evaluation of the circumstances that might either aid or hinder the execution of a certain activity. Perceived behavioral control, as described by Azjen (1991), refers to an individual's perception of the level of ease or difficulty associated with doing a specific activity. It is believed to be impacted by both anticipated obstacles and difficulties, as well as past experience. As to the TPB, an individual's beliefs provide the basis for their attitudes, which are necessary to endorse specific behaviors.

The hypothesis is built based on the theoretical model of TPB as follows:

H2a: Positive attitudes toward digital advertising will significantly increase purchase intentions across all generations.

H2b: Social influence (subjective norms) has a stronger impact on the purchase intentions of Generation Y and Z than Generation X.

H2c: Perceived ease of access to digital advertising will positively influence purchase intentions, particularly in Generation Z.

H2d: Trust in advertising will significantly mediate the relationship between advertising exposure and purchase intention across all generations.

## **2.6 Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM) plays an important role in being the foundational framework for understanding how individuals adopt and use new technologies. This model was originally developed by Davis (1989) with the aim of hypothesizing that two main factors influencing technology adoption include perceived usefulness and ease of use (Rahimi et al., 2018). Usefulness is understood as the extent to which a user believes that a certain technology will enhance job performance, or enhance process performance compared to not adopting the technology. Ease of use reflects the extent to which an individual evaluates the ease of encountering and experiencing the technology (An et al., 2021; Bolodeoku et al., 2022; (Alsyof et al., 2023;

Yao et al., 2024). These two factors combine to shape the user's attitude toward the technology, which in turn builds behavior as well as determines how individuals interact with the technology system.

Over the years, studies related to TAM have been continuously referenced and adjusted to adapt to the changes in the current technological environment. Schorr (2023) has proposed TAM2 with the content of incorporating additional social and cognitive factors such as users' subjective norms, their experiences as well as based on the voluntary use of technology systems. Ayaz and Yanartaş (2020) also developed the Unified Theory of Acceptance and Use of Technology (UTAUT) by referring to the meaning of the TAM model to point out the relationships related to performance, effort expectancy as well as social influence and favorable conditions. The modifications to the model highlight the increasing complexity of technology adoption in today's digital technology development environment (Faruque et al., 2024). Therefore, the importance of TAM is considered critically important when applying it to many different technological contexts. Related studies have used TAM in the context of enterprise software adoption to assess consumer technology acceptance. In the digital marketing field, TAM plays an important role in examining how consumers interact with emerging digital platforms such as e-commerce platforms, as well as evaluating mobile technology adoption or examining user compatibility when interacting with personalized advertising technologies (C. Wang, Ahmad, et al., 2023; Hossain et al., 2023; Masfer & Helmi, 2025). Studies have shown that consumer trust, privacy concerns, and digital literacy moderate the relationship between perceived usefulness, perceived ease of use, and technology (Alzaidi & Agag, 2022; Handoyo, 2024). In social media and livestreaming platforms, the TAM model is used to assess how businesses write algorithms to promote and distribute content targeting different audiences.

However, TAM has also received mixed reviews for focusing too much on analyzing and evaluating individual perceptions while ignoring the influence of social and cultural factors on technology adoption. Scholars studying this topic have pointed out that contextual factors such as organizational culture, regulatory environment, and infrastructure play an important role in shaping user behavior (Szczepańska & Kosiorek, 2017; W. Zhang et al., 2023). However, these factors are not applicable in the traditional TAM model because the changes in current technology today create differences in users' reactions and perceptions in many contexts. In addition, the rise of immersive technology and AI today creates a need to expand the scope of TAM to cover factors such as users' trust and perceptions of automated systems, and analyze the impacts related to the ethical aspects of new technology models (Zahidi et al., 2024).

As for the implications of TAM, it can be assumed that Generation X, who are late adopters of technology in life, will find digital advertising less intuitive (Sung et al., 2021). Generation X's interactions with online advertising technology will often question the trust factor and clarity of the information provided, while Generation Y are more active participants with the rise of technology, they value interactive and personalized content in their lives. Finally, with Gen Z, they are the most tech-savvy and heavily dependent on technology. Therefore, they have an expectation of seamless digital experiences and therefore, Gen Z is believed to be quite strongly influenced by digital advertising in today's modern technological age.

The hypotheses related to TAM are proposed as follows

H3a: Perceived usefulness of digital advertising significantly increases engagement with advertisements across all generations.

H3b: Perceived ease of use of digital platforms significantly enhances engagement with advertisements for Generation Z.

H3c: Mobile marketing effectiveness has a greater impact on Generation Y and Z's purchase intentions compared to Generation X.

H3d: Generational differences moderate the relationship between perceived usefulness of digital marketing and actual purchase behavior.

## **2.7 Uses and Gratifications Theory (UGT)**

The uses and gratifications theory is used in a variety of media-related studies and is primarily concerned with providing a framework to explain media choice and consumption based on individuals' motivational factors. These factors influence the extent to which individuals seek satisfaction of their mental needs from a product or service they interact with. This theory also serves as a focal point for the unification of media models through the assessment of cognitive, affective, and behavioral factors. Through this model, studies suggest that individuals seek media to fulfill specific needs, such as information about a product they intend to purchase. UGT theory suggests that there is a close interaction between media content and users of different social structures (Bhatiasevi, 2024). One of the fundamental contributions of UGT theory lies in its expression of the core issues of factors affecting individual satisfaction including cognitive, affective, personal integration, social integration and stress relief (Bhatiasevi, 2024). These structures highlight the instrumental and experiential role of media functions in influencing and attracting the attention of the audience. UGT positions users as active agents to negotiate content according to their personal needs and cultural context (Mariani et al., 2023). It plays an important role in being user centric as well as users are an integral part of modern analytics related to digital media.

Scholars also study how the UGT theoretical model interacts with the modern context of evolving technology, especially in the context of the emergence of modern digital media today. The transformation of traditional media to digital media has multi-dimensionally impacted

interactive platforms, changing audience behavior and perception by the set algorithms (Gagrčin et al., 2024; J. Zhang, 2024). This changes user engagement with digital media platforms, which motivates users to become more active and engaged. According to Dwivedi et al. (2020), this development leads to new categories of satisfaction in building user interaction with programmed algorithms, thereby learning about user behavior towards personalized feeds. Today's digital platforms take advantage of the diversity and modernity of high technology to analyze sophisticated data to predict user preferences and optimize content distribution (Nwaimo et al., 2024). That is why audiences of different ages are exposed to completely different advertising content.

However, this theory has also received mixed opinions stemming from the fact that this theory does not fully take into account the factors that determine the structure of media interaction, for example, it does not fully consider the impact of algorithmic construction. Assessing the details of the algorithms used is challenging because it is technologically and highly specialized, so scholars find it difficult to take into account the impact of algorithmic content on the content that media can transmit to the audience (Gagrčin et al., 2024). At the same time, the development of digital ecosystems requires UGT theory to be extended to incorporate new gratification behaviors including participation, algorithmic interaction, and network visibility (Malik & Singh, 2024). According to Shahbaznezhad et al. (2020), Jamil et al. (2022) and Guoqiang and Bhaumik (2024), the rapid emergence and growth of social media has created many interactive online platforms in real time, thus requiring theoretical improvements including real-time interaction, management of delivered content, and consideration of behaviors influenced by the development of new platforms.

The application of UGT theory is widely applied in many fields including digital marketing, political communication, and medical informatics. In each field, UGT shows different insights. For example, in digital marketing, UGT serves as a foundational model to analyze consumer interaction

with personalized advertising and brand storytelling (Mandung, 2024). The customization of media content sheds light on how users derive satisfaction from advertising content. It can be seen that UGT theory provides information that media businesses use to position their brands strategically and how to retain consumers through the construction of personalized advertising algorithms (Gagrčin et al., 2024). In general, media consumption is increasingly moving towards hyper-personalized and immersive experiences which further demonstrate the concepts that scholars try to explore through UGT theory (Bhatiasevi, 2024). New technologies such as virtual reality, AI-powered content management are pushing new theories, new frontiers where audience behavior and desires are discovered through the way they interact through smart mobile media. In today's advertising, the integration of AI and machine learning into media platforms leads to personalized content that predicts user interaction behavior, which is not covered by traditional UGT theoretical models.

In addition to the research related to the characteristics of generations, comparative analysis related to cultural factors contributes to the importance of research from the UGT model. Media satisfaction is uneven among individuals due to different factors related to society, different cultural contexts, political economy, etc. Studies show that the difference in collectivist cultures emphasize more community satisfaction while individualistic societies show a higher tendency towards media with content that emphasizes individuality according to (Etoom, 2022; C. C. Chen & Unal, 2023; Hess, 2024). Therefore, understanding cultural characteristics and nuances is extremely important when studying the preferences of different generations. Especially as global media corporations expand their content production reach, it is the need for advertising strategies to be adapted to the cultural characteristics of each region, which aims to effectively attract different audience segments.

Based on the theories mentioned regarding UGT, hypotheses about the interaction between UGT and generations are proposed as follows:

H4a: Entertainment value in advertisements has a stronger impact on engagement levels for Generation Z compared to Generation X and Y.

H4b: Informational content in advertisements is more influential in driving purchase intention for Generation X.

H4c: Social media engagement with brands is a stronger predictor of purchase intention for Generation Y and Z compared to Generation X.

H4d: Personalized and interactive advertisements significantly enhance engagement and purchase intention across all generational cohorts.

### **Impact of generational preferences on purchase intention**

According to many authors' conclusions in their own research such as Беззюк et al., (2024), Doyle & Link (2024) and Clayton (2024), the development of society leads to an increase in population and issues related to different psychology, behavior and thinking of individuals. The need to understand the population and its characteristics basically leads to the temporal division of generations. Generation X (1965-1981) is adapted to the use of technology and information communication in daily life. On the other hand, Generation Y (1980-1996) and Generation X (1997-2012) are two generations that are more technologically sensitive. Generation X is dedicated to the use and application of technology, sometimes even completely applying technology in daily life. In addition, each generation also has its own characteristics in achieving their needs. In particular, the impact of COVID-19 has created a shift in shopping behavior, from shopping in stores to online shopping at home (Alzaidi & Agag, 2022).

The Millennial generation, sometimes referred to as Generation Y, poses distinct challenges for contemporary and conventional stores as a result of their varied behaviors and characteristics.

According to Lancaster and Stillman (2010), a key distinction between them and generation Y is that the former tends to have a greater inclination towards realism (Syamsudin et al., 2025). Peredy et al., (2024) defined Generation Z as those born between 1997 and 2012. They have a strong dependence on their cellphones for communication, dedicating an average of three hours every day to using them. Nevertheless, Negruşa (2024) cautioned against transferring the American or European conceptualization of generations to the division of generations in other nations, since the driving force for change may vary depending on the geographical context. Academic research often indicates that the term "generation" lacks a clear and exact definition. Szakal et al., (2024) identified substantial discrepancies in consumer behavior, motivation, lifestyle, perspectives, and encounters across various age cohorts, hence emphasizing the issue at hand. Based on 2024 research conducted by McKinsey, individuals belonging to Generation Z are considered authentic digital natives as they have consistently had access to social media, the internet, and mobile devices (McKinsey & Company, 2024). This has resulted in the rise of an exceptionally intelligent cohort that possesses hypercognitive abilities and is adept at integrating information from diverse sources, cross-referencing data, and merging virtual and real-life experiences. Gen Z spends more time on social media because they find online shopping easy and quick. The convenience of social media allows Gen Z shoppers to buy anything they want through digital platforms. Moreover, according to the McKinsey & Company (2024) the increasing interconnectedness of the world means that changes in generations have a greater influence on behavior compared to socioeconomic disparities. Younger generations have a significant impact on the brand preferences and buying patterns of older generations. Agrawal (2022) argues that the purchase patterns of each generation are shaped by a unique combination of factors, including beliefs, lifestyle choices, demographics, and prior experiences. Generation Z and Y have more opportunities to expand and find it easier to use technology more proficiently than Gen Z. They have created a workplace where they receive

higher income and become more popular based on sharing information on social networks. Gen Z people tend to be more interested in fashion, specific trends on social networks, thereby constantly updating to become part of the community they feel comfortable with (Lu, 2024). This characteristic also matches the behavioral theory as analyzed above, that each individual tends to follow the common community norm even if they have different decisions for their behavior.

### **Research hypothesis**

With the theoretical contributions of this study, the following research hypotheses are developed:

H0: There is no significant difference in the effectiveness of advertising strategies on purchase intention among Generation X, Y, and Z in Vietnam.

H1: There is a significant difference in the effectiveness of advertising strategies on purchase intention among Generation X, Y, and Z in Vietnam

### **2.8 Summary**

The research framework of this research topic is quite basic with the main purpose of analyzing how advertising forms affect the preferences of each generation of buyers to lead to purchasing trends or decisions. The research framework of this research topic is designed to provide the most comprehensive way to approach in a structured way (Ebneyamini, 2022) the directions of analyzing the impact of different forms of advertising on the preferences and shopping behaviors of different generational groups through advertising. This research will go step by step to understand how marketing strategies affect the shopping behaviors of generations X, Y and Z. From the research structures of the impacts, this research will form inferences related to identifying factors that promote consumer engagement with advertising content shared by businesses. From the discoveries inferred through the research framework, the research paper makes inferences about

the relationship between forms of advertising strategies and the psychology of consumers of different generations, thereby building recommendations which can be referred to by businesses.

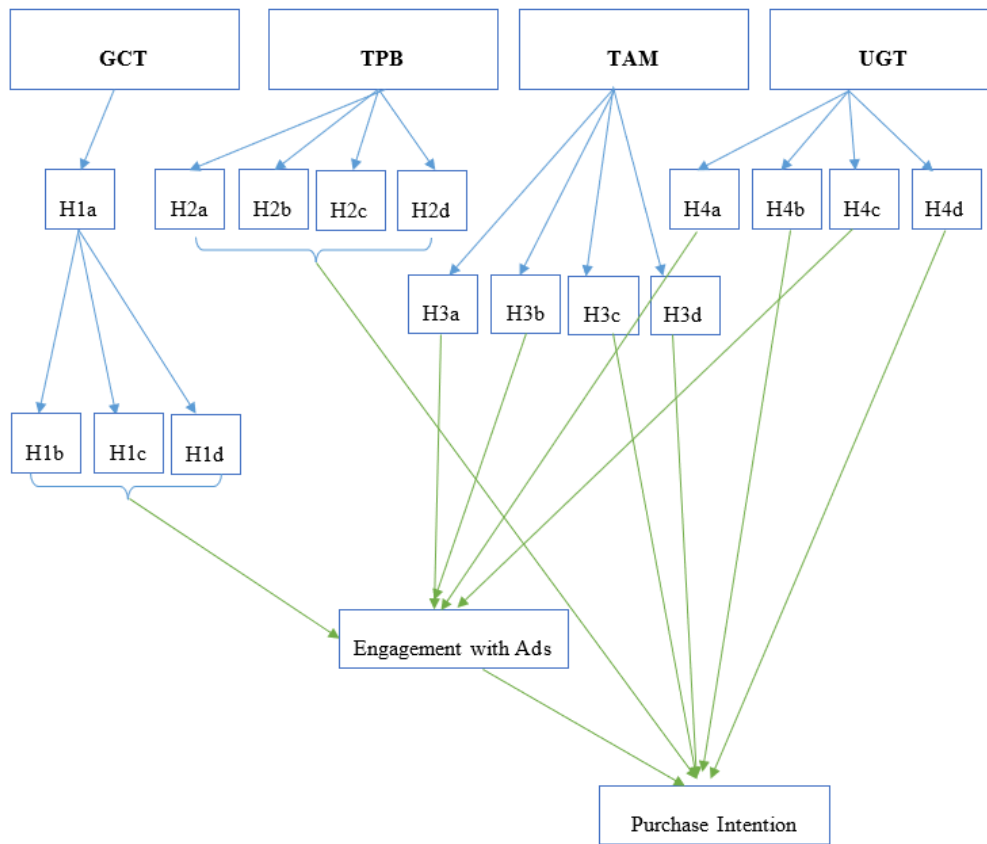


Figure 1 - Proposed Research Framework

In essence, the research framework is based on the premise that consumer preferences and behaviors are shaped by a variety of factors including cultural influences, community influences, technological influences, social issues, etc. In the context of the continued evolution of marketing channels, businesses are forced to adapt their advertising strategies to meet consumer expectations. In addition, the age differences between consumer generations also lead to differences in how they interact with digital advertising. This research aims to establish the most comprehensive and comprehensive understanding of how advertising effectiveness varies across generations by assessing factors such as media consumption patterns, trust levels, interactions, and responses to

different advertising tactics. To make this study more accessible, the researcher separates each issue of the research topic by classifying advertising into traditional and digital formats. Traditional advertising media will be advertisements on television, radio, newspapers, and billboards.

Traditional advertising is considered to be advertising that plays a role in building brand identity, creating an image and remembering a brand in the minds of customers (Dameh & Ghadeer, 2019; Becker & Gijsenberg, 2022; De Lencastre et al., 2023). Digital advertising is advertising that is done on social networks, accessed through devices such as mobile phones, personal computers, and devices with internet connections (Ahmed et al., 2019; Nasution et al., 2021; Bernritter et al., 2022). Digital advertising is diverse in format and content, constantly changing to suit the trends of the audience. With different demographic characteristics of Generation X, Y, and Z shoppers, this study explores the response to these advertising approaches. Some questions whether Generation X will continue to be influenced by modern advertising methods or whether they tend to adapt to digital advertising in today's era.

Furthermore, this research framework will also address the psychological factors of consumers to find out how the level of exposure and emotions of buyers affect the purchase decision through interaction with advertising. Psychological theories such as ELM and UGT will be two main theories to explain how consumers process advertising messages to create purchase motivation. By applying the above theoretical models, the research process also assesses the level of interaction between generational groups with advertising through the way they process the information they access through advertising (central processing or peripheral processing). It is the need to assess the variables of consumers' attention, engagement and attitudes towards the characteristics and aspects of advertising.

The research framework of this topic will also include a small review regarding the role of technological advancements in shaping advertising strategies. Modern technologies of the 4.0

technology era including AI, AR create extremely modern designed advertisements which enhance customer experiences to a new level (Martasari, 2023). While recent studies have discussed that young customers of Gen Z are more adaptive to these high technologies, this research paper will address this issue to continue the discussion to draw conclusions on this issue. The research framework will include an assessment of whether advertising recommendations with the combination of AI have any different impact on the purchase decisions of each generation.

In addition to assessing the impact of technology, this research framework considers the cultural factors that influence purchasing behavior. Sociocultural factors, economic conditions, and changes in the global economy all impact a company's business strategies, but they also have a large or small impact on consumer behavior (Vidal-Ayuso et al., 2023). Will each generation respond similarly or differently to each issue if they are exposed to digital advertising?

Therefore, to explore in detail the relationships mentioned above, the methodology used in this study will be a combination of both quantitative and qualitative methods to provide a comprehensive view of effective marketing for each generation. Details and explanations of each method will be mentioned in the next section. Basically, the study will use surveys to analyze the attitudes of each generation group through collecting data on the level of advertising interaction, purchase intention and brand awareness among generation groups. In addition, the author also considers using some short interviews to practice observing consumer behavior to better understand the emotional and psychological aspects of advertising influence.

In summary, this research framework guides a comprehensive yet layered approach to analyzing how advertising influences the purchasing behavior of each consumer generation. By integrating insights from consumer psychology as well as from research related to digital marketing trends, this research provides insights into the motivations that drive consumer purchasing behavior of three groups: Generation X, Y and Z.

## CHAPTER III

### METHODOLOGY

#### **3.1 Overview of the Research Problem**

For marketing advertising today, businesses attach great importance to the differences in characteristics of each generation. Compared to previous studies on the clarity of characteristics of each generation, recent studies have quite similar affirmations about the impact of cultural factors on consumer habits, preferences and attitudes. For Vietnam as a young economy, it is inevitable that there are challenges for businesses in detecting the needs of consumers of different generations. Therefore, to create success in business, businesses need to survey consumer groups to understand the attitudes leading to consumer behavior of different consumer generation groups in Vietnam. This study also aims to examine the differences between generations through assessments related to their responses to the marketing they are exposed to. These are also the final factors that influence consumers' purchase intentions. To ensure that the research issues are effective, it is the need to apply a multidisciplinary framework that includes research related to communication, marketing theory as well as different perceptions of consumer psychology. Among them, survey is one of the quite popular methods and also the method that has a fairly wide and effective approach for businesses when researching the market.

The objective of Chapter III – Methodology is to establish a clear foundation for the study by defining the scope of the study, identifying the importance and necessity of understanding generational marketing in Vietnam and at the same time providing appropriate approaches to address each issue of this study. This chapter builds on ways to identify the importance of understanding generational differences within the broader framework of advertising applications

in the 4.0 era. That means that assessments of the interaction between consumers of different generations with advertising are not only limited to traditional advertising or modern advertising but also the entire context of advertising forms currently used today. By delving deeper into the theoretical foundations of generational marketing, this section will also provide methods to understand the research objectives and clarify the hypotheses in Part II. In addition, some discussions on the challenges and opportunities of today's businesses in advertising activities when facing fluctuations not only in society but also in the changes in consumer behavior.

### **3.2 Operationalization of Theoretical Constructs**

Generative cohorts encompass unique cohorts of people that were born within certain temporal periods, specifically denoted as Generation X, Generation Y (Millennials), and Generation Z (Agrawal, 2022). The collection of participants' birth years will be conducted in order to ascertain their participation within a generational chore. Generation X refers to people who were born during the period spanning from the mid-1960s to the early 1980s (Agrawal, 2022). Generation Y, on the other hand, represents those born between the early 1980s and mid-1990s (Kamenidou et al., 2020). Lastly, Generation Z comprises individuals who were born from the mid-1990s onwards (Kamenidou et al., 2020)

The concept of purchase intention refers to the propensity and willingness of customers to acquire a certain product or service, which acts as a prelude to their actual purchasing behavior (J. Li et al., 2022; Blanco-Encomienda et al., 2024; Ghosh, 2024). The measurement of purchase intention will be conducted by the utilization of Likert-scale items inside survey instruments. These items will evaluate participants' level of agreement with statements that represent their probability of acquiring products or services that are shown in marketing and advertising stimuli. Furthermore, inquiries on behavioral intention might assess participants' inclinations to partake in particular purchase behaviors within a specified period.

The influence of generational attitudes, values, and preferences on individuals' probability to acquire items or services is sometimes referred to as the impact of generational preferences on purchase intention (Cuong, 2024). To investigate the associations among generational preferences, attitudes towards marketing and advertising, and purchase intention, this study will utilize regression analysis and structural equation modeling techniques. This study aims to evaluate the distinct impact of generational preferences on purchase intention by accounting for demographic characteristics and other pertinent aspects. Furthermore, the utilization of qualitative data analysis will reveal the narratives and tales that underline the purchase decisions made by participants (Cloutier & Ravasi, 2020), so providing a deeper understanding of how generational preferences influence consumer behavior.

### **3.3 Research Purpose and Questions**

This research aims to examine the intricate correlation between generational advertising and marketing strategies and their impact on purchase intention among different generations of Vietnamese customers in the Vietnamese market. This study aims to shed light on the impact of generational dynamics on marketing strategies and techniques in Vietnam. It will achieve this by utilizing frameworks derived from cultural studies, marketing, and consumer psychology.

What is the nuanced influence of generational marketing and advertising strategies on the purchase intention of Generation X, Y, and Z in Vietnam?

How do generational differences in technological adoption, media consumption habits, and communication preferences inform the development and implementation of targeted marketing and advertising campaigns tailored to each generational cohort?

What are the implications of the study findings for marketing practitioners and advertisers seeking to optimize their strategies to effectively engage with Generation X, Y, and Z consumers in the dynamic and evolving Vietnamese market environment?

### **3.4 Research Design**

Vietnam was chosen for this research topic because Vietnam provides a suitable research context for the purpose of studying marketing and advertising by generation. Recent economic, cultural, social and technological shifts provide multi-dimensional perspectives on how people respond to each aspect of advertising. Vietnam is considered a country with a young population with a total population of more than 98 million (Hanoi Times, 2023). This population structure provides a rich context for the researcher to explore behavioral differences between generations of consumers. Refer back to the social context in Vietnam, the rapid digitalization in Vietnam is thanks to policies and determination from the government to find the most effective solutions to leverage the operation of advanced information technology applied in life (Anh, 2021). The rapid digitalization in Vietnam has significantly affected the way citizens interact with marketing and advertising (T. H. Nguyen, 2024). The Internet penetration rate according to Statista (2025) statistics reached 73% by 2023 with more than 60 million social media users. Social media platforms such as Facebook, Instagram and Tik Tok have become popular and are used for digital advertising campaigns (Dũ & Nhiên, 2023). The explosion of social media reflects the conformity with global trends but at the same time, their rapid acceptance in Vietnamese society reflects the acceptance of generations, as well as the impact of advertising effectiveness on different generations.

Vietnam's economic growth of about 6% per year over the past decade has raised questions about consumer purchasing power over the years (Delteil et al., 2021). Economic growth drives the development of many aspects, including the demand for many types of goods and services. Vietnam is considered one of the markets with outstanding economic growth potential in Southeast Asia (Hong et al., 2021). Generational groups in Vietnam show distinct characteristics due to the

influence of historical events such as the post-war reconstruction period (Generation X), innovation and reform (Generation Y) and the digital age of globalization (Generation Z). The differences in generational characteristics, along with the rotation and development of the socio-economy, create different perceptions of generations on the same issues in life. The intersection between traditional values and modern values in an increasingly developed society of a country creates a diverse and complex consumption context. These things promote differences in the thinking of consumers towards the requirements of a product and service, thereby encouraging different consumer decision-making behaviors. It can be seen that in a family (in Southeast Asian cultural societies), the elderly will be the pillars of the family and are often the ones who have important influences on the orientation of younger people in the family to follow. However, in a more modern cultural context, young people are those who are more oriented towards global trends and have more individualism. It is because of the diverse intersection and shift of culture (in Vietnam) that it creates different characteristics in the different behaviors of today's consumers. Therefore, this is an important note for research related to advertising and consumers. This research topic uses quantitative research methods with the aim of comprehensively examining the impact of marketing strategies and consumer responses to the content and characteristics of each type of advertising. By using quantitative research methods, the research content can conveniently collect data through surveys, then process and clean the data, apply statistical analysis to interpret the meaning of the data, thereby creating conditions to form relationships between variables.

### **3.5 Population and Sample**

The size of the research sample is based on the population size in Vietnam with nearly 100 million people, this research paper hopes to target to collect about 500 responses from the survey, equivalent to about 500 people participating in this survey. With a large number of survey participants, it may be time-consuming, but reaching a large number of survey participants gives

the research paper an advantage in interpreting the meaning of statistical data, in order to determine significant differences between generation groups. The number of responses collected is too small, often not enough for analysis and also does not bring objective value in statistical significance.

In this study, the research subjects include Vietnamese individuals aged 18 to 60, representing the Gen Z, Gen Y and Gen X generations. Individuals in this age group represent a variety of socioeconomic backgrounds, occupations and geographic regions. The selection of diversity in the group helps ensure a comprehensive understanding of generational behavior. With more than 98 million people, the diversity in the Vietnamese population is a typical expression of traditional factors mixed with the specificity of rapid urbanization. As analyzed above, this affects the different perceptions of consumer awareness and behavior towards the application of technology, thereby making it the appropriate population for this study.

Stratified and convenient random sampling techniques were chosen for this study to ensure proportional representation of each generational group (Taherdoost, 2016). Using this method, the sample was divided into three generational strata: Generation X (1965–1980), Generation Y (1981–1996), and Generation Z (1997–2012). The use of stratified sampling aims to minimize sampling bias by ensuring that all generational groups are adequately represented (Taherdoost, 2016). When combined with convenience sampling, it increases the practicality of participant selection. According to Reddy and Khan (2023), stratified sampling is effective in ensuring that subgroups within a population are proportionally represented, which increases the generalizability of findings. This approach is also consistent with the Memon et al., (2024) recommendations, which emphasize the benefits of combining stratified and convenience sampling when time and resources are limited. As in the context of Vietnam's diverse population, stratified sampling ensures structured representation of each generation, and convenience sampling allows flexibility for researchers to access respondents. Convenience sampling also allows researchers to access research subjects even

when they are in difficult-to-reach locations (Zickar & Keith, 2022). This allows the research to capture the full range of opinions from all research subjects, despite the challenges of geographic location.

By combining these two approaches, the study was able to reach and ensure the rigor of statistical significance and practical feasibility of the data. This approach also allowed the researcher to explore unique generational nuances (Maher et al., 2018). The researcher also found that this parallel approach facilitated the exploration of unique generational nuances to more effectively study the differences in consumer behavior across generations.

### **Sample Size**

The sample size is calculated based on the formula below.

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

n: Sample size (number of participants needed for the study)

Z: Confidence level 1.96

p: Estimated proportion of the population expressing interest, assuming 0.5 for maximum variability

e: Margin of error at 0.05

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.05^2} = 384.16$$

Applying the above formula, the collected results are n= 385, the number of participants is 385 people. This is the result of the initial calculation. To take into account the possibility of non-response and ensure adequate representation of each generation group, the sample size is increased to 500 people.

## **Recruitment Process**

The survey participant recruitment for this study was conducted using a multi-channel approach to maximize the diversity and reach of the sample. This included both online and offline recruitment methods to reach a broad range of participants across different demographic groups. According to Palinkas et al. (2013), the combination of search strategies enhances the representativeness of the sample, reducing bias in selecting the sample. For research topics targeting a large sample size, searching for responses through online channels such as digital platforms such as Facebook, LinkedIn and Zalo will help maximize the reach of community groups to attract potential respondents. This approach is consistent with the recommendation of Ausat (2023) who emphasizes that the importance of current media cannot be denied because it provides effective access to diverse groups of participants. In addition, the author will also send invitations via email and reach out to organizations such as schools to reach Gen Z, to organizations working to reach Gen Y and Gen X.

The author also approaches offline recruitment methods including propaganda and approaching research subjects in public places such as coffee shops, parks, libraries, workspaces, etc. These methods can improve response rates as well as increase the authenticity of answers more than online approaches. However, to be able to reach a large number of respondents, the author still leverages online approaches. At the same time, participants are guaranteed confidentiality and anonymity according to ethical research guidelines, helping to increase their willingness to participate in surveys.

## **3.6 Instrumentation Research**

The research questionnaire is the main research tool used in this study. The structured survey questionnaire is designed to collect demographic information of the respondents. The survey also asks questions about advertising interaction behavior, attitudes and purchase intentions. The questionnaire is developed based on the theoretical frameworks mentioned including GCT, TPB, TAM and UGT with the aim of understanding the behaviors and thoughts of the respondents about the issue of marketing advertising according to the preferences of each age group. The survey is structured into several sections, starting with the demographic section. The demographic section collects information about the age group of the respondents according to the structure of generation X, Y, Z, gender, education level, monthly income and occupation. This is followed by the main contents divided according to each theoretical framework. The advertising preference and engagement section aims to explore the frequency of exposure to different advertising media such as TV, social media, print, and influencer marketing etc. It also assesses the most persuasive advertising formats such as videos, promotions, and personalized ads. The engagement behaviors need to be reliable and analyzable.

The purchase intention and behavioral influence section aims to examine the respondents' attitudes toward digital advertising and the effects of advertising on purchase decisions based on the TPB theory. Social influence on purchase intention, accessibility of digital advertising (related to the TAM model) and the mediating role of trust in advertising content are also examined. The Advertising Satisfaction section explores the influence of information content on engagement and the role of personalized and interactive advertising in driving purchase intention. The questionnaire primarily uses a Likert scale (1-5) to measure respondents' agreement, frequency, and engagement with each topic.

### **3.7 Data Collection Procedures**

The research development and survey data collection process took 6 to 8 months, and data collection took a long time due to the large population in the survey. At the same time, due to the limitation of geographical distance, the survey collection may take longer than expected. This study used a quantitative survey method using an online questionnaire sent to 500 participants in Vietnam. With a large number of survey participants, the study expected it to cover the generations of participants including Gen X, Y and Gen Z.

Stratified random sampling was implemented to ensure equal representation for each generation group (Mitani et al., 2021). With the aim of exploring the purchase intention of buyers across multiple age groups, the study targeted working people, students as well as all consumers who have access to devices that have both digital and traditional media characteristics. Participants were recruited through social media, online consumers, and email invitations. The survey was conducted on Google Forms and hosted on the Google Forms platform. The survey link was created and distributed through multiple channels including Facebook, LinkedIn, Instagram, email lists, and other online communities within Vietnam and with Vietnamese people. The survey was created in two languages to encourage honest responses. The anonymity of participants was guaranteed.

### **3.8 Data Analysis**

Data analysis was conducted using a combination of descriptive analysis, hypothesis testing, and structural equation modeling. Descriptive analysis included demographic segmentation with full representation of Generation X, Generation Y, and Generation Z. Frequency analysis was conducted to show the correlation of advertising preferences across age groups while calculating the mean and standard deviation to assess variations in purchase intentions (Tanuwijaya & Gunawan, 2021; Karunarathne & Thilini, 2022; Gani, 2024).

The study also conducted hypothesis testing and inferential statistics based on ANOVA to test for generational differences in advertising preferences (H1a–H1d) (ABC) and Chi-Square test to test the relationship between advertising and consumer purchase intentions. The study also used multiple regression analysis which is to determine the effects of advertising attitudes and on purchase intentions (H2a); then, test the role of social influence on the purchase decision of generations (H2b); also to test the impact of perceived accessibility to digital advertising on purchase intention (H2c); then to test the mediating effect of trust in advertising-on-advertising exposure and purchase intention (H2d).

In analyzing the data collected, this research also uses structural equation modeling (SEM) to examine the relationship between latent variables. Specifically, when mentioning about interaction with advertising, perceived usefulness, entertainment value and purchase intention. In addition, confirmatory factor analysis (CFA) is also used to validate the reliability and internal consistency of the data structures.

### **3.9 Research Design Limitations**

This study provides valuable insights into the effectiveness of marketing and advertising by generation, but it does have some limitations. One of the limitations that this study may encounter is self-report bias which may occur because respondents may exaggerate or underestimate their level of engagement during the survey. Respondents may be influenced by social and community factors, which may distort their perception of the issues asked. Additionally, factors related to the psychology of the respondents may also be influenced which creates a lack of rigor and does not truly reflect the respondents' choices with the questions (Ried et al., 2021). In addition, the challenges of segmenting survey respondents by generation can be accurately segmented by age and generational groups, however, individual differences within these groups such as lifestyle, income level, and advertising exposure may influence preferences for the

advertising content they are exposed to. Also, this study only considered age groups according to general age classification theory, and did not include more specific generational groups such as early Millennials and late Millennials to avoid biasing the results.

Distributing the survey via digital platforms may be limited by individuals who do not actively engage with online platforms, which may result in results being biased towards tech-savvy users. In addition, self-selection bias through voluntary participation may lead to samples that are not representative of the entire Vietnamese population. However, considering the survey content and scope of this research topic, stratified selection and convenience sampling are still the most suitable methods to conduct this study. In addition, the author also expects that due to the limited depth of the study, although the study mainly uses quantitative methods, this study still lacks in-depth qualitative discussions on the reasons for liking certain advertisements.

The study is also cautious about the cultural specificity of each region of Vietnam which may affect the generalization of the findings in the study. Since the study focuses on Vietnam, the results collected may only be applicable in Vietnam and cannot be used in general in Southeast Asia or applied to research on global consumer behavior related to different media.

### **3.10 Conclusion**

In conclusion, the methodology delineated for this doctoral-level investigation concerning the influence of generational marketing and advertising on purchase intention among Generations X, Y, and Z in Vietnam provides a robust and systematic approach to accomplishing the research objectives. In order to ensure that empirical evidence on the impact of motivation on consumer behavior generation in the Vietnamese market is available, the content of the study is conducted using quantitative research methods. With the collected survey results, it can be seen that each generation group is represented in the identified sample population, which enhances the generalizability of the findings. The survey is conducted using established scales according to the

Likert scale, thereby creating reliability to collect quantitative data related to marketing attitudes as well as preferences of generations. Furthermore, with the characteristics of quantitative research, it helps to provide a comprehensive and comprehensive understanding of the underlying motivations and perspectives that create the responses of consumers of different generations to marketing-related issues. Overall, the research objectives have provided important findings to support businesses to create appropriate marketing strategies, in order to attract diverse target groups of different ages. Therefore, when considered as a whole, the content in this section shows a comprehensive foundation for analyzing the data after collecting from Vietnamese consumers. This is an important foundation to simultaneously help other researchers in the future to better support and be more useful with related academic research.

## CHAPTER IV

### RESULTS

#### 4.1 Introduction

Chapter IV's purpose is to list out the findings of the study based on the collected data and then systematically organized and structured to address the research objectives and hypotheses. The results collected from Google Form survey were analyzed using both descriptive and related statistical methods as mentioned in Chapter III to validate the relationships between the key variables. This is the chapter that integrates statistical techniques as presented in the Methodology chapter which includes ANOVA, regression analysis and structural equation modeling (SEM), to determine the significance of advertising engagement and purchase intention among Generation X, Y and Z.

The analysis begins with descriptive statistics, providing an overview of the demographic composition of the respondents including age, gender, education level, income and occupation. This section also outlines the advertising engagement behaviors across different media including television, social media, print, and mobile advertising. To illustrate these patterns, the data is presented in bar charts and tables to showcase the comparative engagement levels across different generational groups. This section also aims to test the hypotheses outlined in the theoretical framework to assess generational differences in advertising preferences. ANOVA is applied to test the differences and statistical significance of advertising engagement across generational groups. Regression analysis is used to assess the effects of attitudes toward digital advertising on purchase intentions, while mediation analysis investigates the role of advertising trust on purchase intentions. These tests ensure that statistical relationships are rigorously tested and are supported by tables and figures summarizing the main findings.

In addition to presenting statistical findings, the Methodology section also discusses the implications of statistical approaches for developing marketing strategies for businesses. By identifying some of the characteristics of advertising and the rates of consumer interaction with

different types of advertising, the study makes a number of recommendations in the following sections on how businesses can fine-tune their marketing approaches for optimal effectiveness. By providing a comprehensive understanding of the behavior of each generational group of Vietnamese consumers, this section acts as a bridge to provide detailed information based on the collected data. From there, the research results help provide the basis for businesses to develop advertising strategies that are focused on the core objectives and target consumer expectations. Finally, this chapter also provides a deeper understanding of generational marketing in the era of 4.0 technology that is developing strongly in Vietnam.

## 4.2 Descriptive Statistics

The descriptive statistics section is divided into two parts including the synthesis and analysis of demographic factors and the second part is about Advertising Preferences.

### Demographic of Respondents

Descriptive statistics present demographic analysis including factors such as age, income, employment, etc. because these factors are partly reflected and shaped the mindset of consumers that influence their purchasing behavior through advertising. Among the 500 survey participants, the results showed that Generation Y accounted for the largest proportion with 43.2% (n=216), followed by Generation Z with 30.2% (n=151) and Generation X 26.6%, n=133. The results showed a strong representation of consumer generations, in which young and middle-aged consumers showed a fairly balanced distribution.

Age Group	Frequency	Percentage (%)
18–24 (Gen Z)	151	30.20%
25–34 (Gen Y)	216	43.20%
35–44 (Gen X)	100	20.00%
45–54 (Gen X)	25	5.00%
55+ (Gen X)	8	1.60%

*Table 1- Demographic of Respondents by Age Group*

When looking at the gender distribution, it can be seen that about 50% are female and the rest are male. The number of participants by gender shows a balanced distribution among the

survey participants. In which, the number of women is larger, which is quite similar to the characteristics of purchasing needs and shopping interests that are mostly from women.

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Male</b>	238	47.60%
<b>Female</b>	246	49.20%
<b>Non-binary</b>	8	1.60%
<b>Prefer not to say</b>	8	1.60%

*Table 2 - Demographic of Respondents by Gender*

In terms of educational attainment, the majority of respondents indicated that they had a bachelor's degree (48.2%), followed by high school graduates (31.4%) and those with a master's degree (14.6%). Overall, the number of respondents indicated that they had some level of education. This, in the author's opinion, would help demonstrate that the respondents would be serious and aware of their subsequent answers. Collecting responses from people with a high school education level would be a good bridge to study and evaluate the quality of the survey.

<b>Education Level</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>High school or equivalent</b>	157	31.40%
<b>Bachelor's degree</b>	241	48.20%
<b>Master's degree</b>	73	14.60%
<b>Doctoral degree</b>	9	1.80%
<b>Other</b>	20	4.00%

*Table 3 – Demographic Statistics by Education Level*

The results of monthly income show that most participants have an average monthly income of about 5 million VND to 20 million VND. This is also the average salary in Vietnam and in big cities. According to many opinions on news assessing the income of Vietnamese people in cities in the current economy, they think that this salary is still low compared to the increase in consumer prices. Only a few 11.8% answered that they earn more than 30 million VND per month. Although the survey results show the diversity in the financial economy of each individual, it also shows that people with an average income of less than 20 million may have longer decisions in the purchasing process.

<b>Monthly Income</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Under 5,000,000 VND</b>	104	20.80%
<b>5,000,000–10,000,000 VND</b>	117	23.40%
<b>10,000,000–20,000,000 VND</b>	127	25.40%
<b>20,000,000–30,000,000 VND</b>	93	18.60%
<b>Over 30,000,000 VND</b>	59	11.80%

*Table 4- Demographic of Respondents by Monthly Income*

When assessing the occupational factor, among the 500 survey participants, 43% of them have full-time jobs, followed by students at about 35%. In general, the collected samples have a high level of attachment to the academic environment, with only a small number of retired or unemployed people, with a total of about 6%. The work factor is also an important part that affects the thoughts and purchasing behavior of consumers in society because, the thoughts of students will mostly have financial considerations when making purchases; while the thoughts of working people will tend to compare the benefits of the products they receive for the same amount of money.

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Student</b>	174	34.80%
<b>Employed full-time</b>	215	43.00%
<b>Employed part-time</b>	38	7.60%
<b>Self-employed</b>	32	6.40%
<b>Unemployed</b>	24	4.80%
<b>Retired</b>	4	0.80%
<b>Other</b>	13	2.60%

*Table 5- Demographic of Respondents by Occupation*

In general, understanding demographic characteristics is necessary because it forms the basis for analyzing generational engagement models with advertising methods discussed in the following sections. The demographic profile of respondents includes factors such as age

distribution, education level, income level, and occupation. The survey results on demographic factors provide the researcher with a fairly comprehensive view of the characteristics of Vietnamese consumers, which will be the basis for forming analytical links for the following sections.

### **Advertising Preferences of Generations**

Statistical analysis of advertising preferences of Generations X, Y and Z also shows that Generation Z shows the strongest interaction with digital platforms, especially social media advertising with a mean of 4.23 and a mean of 3.97 with mobile advertising. This figure may reflect their native digital orientation and preference for practical content on social media platforms on mobile devices. In addition, Generation Y also shows high interaction with social media advertising with a mean of 3.91 and with mobile advertising with a mean of 3.55. This shows that social media plays an important role in marketing, and this is also consistent in many studies on the impact of mobile advertising today.

Generation X also responded well to social media advertising but not as well as Gen Z and Gen Y with a mean of 2.96. Generation X maintained higher engagement with more traditional advertising formats such as television and print advertising with a mean of 3.09 and 2.59 respectively. This may help the study highlight in part that this finding is consistent with previous research from ABC where older generations value credibility and familiarity in traditional media. This is highlighted in studies such as Dabija et al. (2018), Cabeza-Ramírez et al. (2022) and Bratina and Faganel (2024), where it is discussed that Generation X tends to seek consistent and trustworthy information from sources such as television, print, or word of mouth. In contrast, younger consumers also focus on credibility but also emphasize interactivity and entertainment in advertising content. According to Elkatmış (2024) research, younger generations often show an interest in online content. Generation Z in particular is also considered “digital natives” who are adults with the development of digital technology, so they especially prefer content delivered via social networks.

Advertising Medium	Gen X	Gen Y	Gen Z
TV Ads	3.09	2.85	2.57
Social Media Ads	3.37	3.91	4.23
Print Ads	2.59	2.37	2.25
Mobile Ads	2.96	3.55	3.97

*Table 6- Demographic of Respondents by Advertising Medium*

The analysis of advertising preference provides an overview of the consumer response to different forms of advertising. Through the statistical analysis, this section will be the basis for inferences about advertising interaction behaviors as well as hypotheses evaluated in the Hypothesis Testing section.

### 4.3 Hypothesis Testing

Based on the theoretical framework mentioned in Literature Review, this section will use some correlation testing methods and give general comments on the hypotheses built in the theoretical model.

#### Testing Generational Differences (H1a – H1d)

ANOVA (analysis of variance) is used to examine the differences in advertising preferences across generations of consumers. One-way ANOVA is used in this analysis. This method is useful when comparing the means of multiple independent groups to determine whether there is a significant difference between one group and another when interacting with a particular event (Yu et al., 2021). The ANOVA formula is interpreted as follows:

$$F = \frac{MS_{between}}{MS_{within}}$$

F: F coefficient used to test for statistically significant differences between groups

MS (Between/within): variance between groups

The result if F is large will mean the difference between groups, and at the same time, if  $p < 0.05$  means rejecting the hypothesis (no difference); if  $p > 0.05$  there is not enough evidence to reject the hypothesis, temporarily accept the hypothesis.

For the data used in the survey, the dependent variables were engagement with various ad formats; the independent variables were Generation X, Y, and Z cohorts.

Source of Variation	SS	df	MS	F	p-value
<b>Between Groups</b>	6.42	2	3.21	15.38	0
<b>Within Groups</b>	103.66	497	0.21		

*Table 7 – ANOVA Testing Generational Differences (H1a – H1d)*

The ANOVA test shows that the F value is 15.38 and the p value is 0.0000, which is much lower than the significance standard of 0.05. This shows that there is a statistically significant difference in the level of interaction with advertising between at least 2 generation groups. Therefore, the hypothesis H1a can be accepted. Through the results of the two tables below (ABC), the assertion H1b is accepted because the ANOVA analysis results show that for TV advertising, the F is 8.35, p 0.0003 and for print advertising, the F is 4.72 and p 0.0093, showing that Generation X has a fairly high interaction score when considering their preferences for traditional advertising formats. This is completely consistent with previous research bases, as well as matching the hypotheses given at the beginning.

Source	df	SS	MS	F	p-value
<b>Between Groups</b>	2	3.4307	1.7154	8.3472	0.0003
<b>Within Groups</b>	497	102.1377	0.2055		

*Table 8- ANOVA Results for H1b – TV Ads Engagement*

Source	df	SS	MS	F	p-value
<b>Between Groups</b>	2	1.8958	0.948	4.715	0.0093
<b>Within Groups</b>	497	99.964	0.201		

*Table 9- ANOVA Results for H1b – Print Media Engagement*

Source	df	SS	MS	F	p-value
<b>Between Groups</b>	2	11.2633	5.632	26.795	0
<b>Within Groups</b>	497	104.456	0.21		

*Table 10 - ANOVA Results for H1c – Social Media Ads Engagement*

Similarly, when analyzing ANOVA to test H1c, the results showed that F=26.79, p=0.0000, which shows that Generation Y has more correlation with social media advertisements, proving their interest in digital marketing in advertising. Therefore, H1c is accepted.

Source	df	SS	MS	F	p-value
<b>Between Groups</b>	2	0.0853	0.0426	0.1977	0.8225
<b>Within Groups</b>	497	107.166	0.2156		

*Table 11- ANOVA Results for H1d – Mobile Ads Engagement*

Applying ANOVA to test H1d, the results indicate that H1d is partially accepted. Specifically, while Generation Z has the highest mean score for social media (4.23) and mobile advertising (3.97), the ANOVA for mobile advertising is insignificant with  $F = 0.2$  and  $p = 0.8$ . This shows that the difference in the level of interaction with mobile advertising between generations is not statistically significant. However, their high level of interaction on social media confirms their strong tendency towards short clip content or highly interactive content.

### ***Short conclusion***

The overall perspective of the ANOVA test for Generational Difference in Advertising Preferences shows that advertising preferences are significantly influenced by each generational group of consumers. This result also strongly confirms the Generational Group Theory (GCT) which is stated in hypotheses H1a to H1d. Specifically, different generations are not only different in the way they approach advertising through different media, but they also show different responses in terms of their level of interaction and how they trust the advertising content (Emanet & PiEtzcker, 2022). This result not only confirms hypotheses H1a, H1b, H1c and H1d but also contributes to expanding the GCT theoretical framework in the modern context - where the boundaries between generations are not only determined by the year of birth but also based on the ability to integrate and access technology. Therefore, the research results in this section help to validate the proposed hypotheses and are the premise for some of the following recommendations.

### **Impact of Attitudes Toward Digital Advertising on Purchase Intent (H2a)**

Multiple regression analysis was conducted in this section to test H2a - Impact of Attitudes Toward Digital Advertising on Purchase Intent. The independent variables were Attitudes Toward Advertising ( $t = -0.32$ ,  $p = 0.7463$ ) and Social Influence ( $t = 0.22$ ,  $p = 0.8247$ ). The dependent variable was purchasing intention. The results of multiple regression analysis showed that Attitudes

Toward Advertising and Social Influence were not significant in predicting or influencing purchase intention. The coefficient values for both predictors were also quite low. This suggests that changes in attitudes or social influence do not have a significant impact on the purchase intentions of generations.

<b>Predictor Variables</b>	<b>Beta Coefficient</b>	<b>t-value</b>	<b>p-value</b>
<b>const</b>	2.4911	12.57	0
<b>Attitude Toward Ads</b>	0.0025	0.14	0.8892
<b>Social Influence</b>	0.0127	0.79	0.4306

*Table 12 - Multiple Regression Analysis Attitudes Toward Digital Advertising on Purchase Intent (H2a)*

The findings from the multiple regression analysis suggest that the overall situation is that positive attitudes towards digital advertising and social influence do not play a decisive role in influencing the formation of purchase intention of generations. Therefore, H2a is rejected. It also suggests that factors other than attitudes and social norms may also have a more significant impact on consumer decisions. In addition, one of the problems affecting the results of the multiple regression analysis may be due to insufficient variables (Setyadharma et al., 2022). Therefore, it does not clearly explain consumer purchase behavior through the effects of digital advertising. However, the empirical results in this study show that there is no strong correlation between Attitudes Toward Digital Advertising on Purchase Intent

### **Role of Social Influence in Purchase Decisions (H2b)**

To evaluate the hypothesis of the impact of social influence on consumers' purchase intention, this study uses Pearson correlation analysis to evaluate the variables Likelihood of sharing advertising and Exposure to advertising increases the likelihood of purchase. In Pearson correlation analysis, if the coefficient value is closer to +1, it means that there is a correlation that increases together, if the correlation coefficient is closer to -1, it means that the two variables are negatively correlated, one variable increases and the other decreases; the coefficient of 0 means that there is no linear relationship between the two variables (Schober et al., 2018).

The correlation results show a moderate positive relationship between the two variables with the correlation coefficient result of 0.4647 with  $p < 0.001$ . This result shows statistical significance. This shows that consumers who tend to share advertising more have higher purchase intentions. Therefore, H2b is accepted.

Additionally, group comparisons were also conducted to examine the average differences in purchase intentions of each generation, with the results shown below.

<b>Generation</b>	<b>Mean Purchase Intention</b>
<b>Gen X</b>	3.07
<b>Gen Y</b>	3.19
<b>Gen Z</b>	3.14

*Table 13 - Mean Purchase Intention by Generation*

The significance of this result shows that social influence from friends, colleagues or from influential people in the community such as celebrities, all have an impact on consumers' purchase intention. This will be most true for Generation Y and Generation Z with the mean of 3.19 and 3.14 respectively. They are the generations of consumers who tend to trust reviews from the community and from reputable people on social networks. This result shows that hypothesis H2b is accepted, that social influence has a stronger impact on the purchase intention of Generation Y and Z compared to Generation X. This has important implications for marketers when they plan advertising campaigns, which will be discussed in more detail in the following sections.

### **Influence of Perceived Ease of Access to Digital Ads on Purchase Intention (H2c)**

Hypothesis H2c demonstrates how perceived ease of access to digital advertising affects purchase intention. To test this hypothesis, multiple regression analysis was applied. In which, the independent variable was Ease of Interaction - Digital Advertising and the dependent variable was Purchase Intention. In addition, the generation group was included as a moderator to test the interaction effect. The results of multiple regression analysis showed that Ease of Interaction - Digital Advertising did not significantly predict purchase intention with the result of  $t = -1.95$ ,  $p = 0.051$ . In addition, the interaction terms between perceived ease of access and generation groups also did not have a significant effect with the  $p$  values of 0.570 and 0.583, respectively.

Predictor Variables	Coefficient	t-value	p-value
const	3.324	21.494	6.463
Ease of Interaction - Digital Ads	-0.0829	-1.9522	0.05147
Generation_Gen Y	0.103	0.568	0.57
Generation_Gen Z	0.075	0.549	0.583

Table 14 - Multiple Regression - Ease of Interaction - Digital Advertising

The overall conclusion of this result is that while the ease of interaction with digital advertising seems to have an intuitive influence, it does not have a significant impact on purchase intention across generational groups. Therefore, this study rejects H2c. This also indicates that the single factor of ease of access is not a significant factor in predicting purchase behavior across generations of consumers in Vietnam.

#### 4.4 Mediation Role of Trust in Advertising

The results of the mediation analysis on the role of Trust in Advertising showed that the relationship between social influence and purchase intention was expressed through the issue of trust. The results showed that there was no statistical significance through the collected data. Specifically, the path coefficient from social influence on trust had a value of  $p = 0.1619$ , indicating that social influence did not significantly increase trust in advertising. Similarly, the path coefficient from trust to purchase intention had a value of  $p = 0.3729$ , indicating that trust did not predict the likelihood of purchase. Furthermore, when considering the total effect of social influence on purchase intention, the result was measured at 0.0129 with a value of  $p = 0.7731$ . This result further showed that the direct relationship between the variables was not statistically significant. In addition, when considering the indirect effect mediated by trust, the coefficient of return of -0.0025 also does not show statistical significance.

Path	Coefficient	p-value
Social Influence → Trust	-0.0638	0.1619
Trust → Purchase Intention	0.0391	0.3729
Total Effect	0.0129	0.7731
Direct Effect	0.0154	0
Indirect Effect	-0.0025	0

Table 15 - Path Coefficient Mediation Role of Trust in Advertising (H2d)

This result confirms that trust in advertising does not play a mediating role in the relationship between social influence and purchase intention. However, the analysis results are contrary to the initial expectations of the authors when they assumed that increased trust stemming from social influence, which would lead to higher purchase intention. There are many issues that may have arisen and affected the results, and one of them may be that in the context of the study, consumers may not associate social influence with feelings of trust in advertising. Or, another cause may come from the construction of the survey questions that did not ask the right focus, creating confusion when answering the survey participants.

This result confirms that trust in advertising does not play a mediating role in the relationship between social influence and purchase intention. However, the analysis results are contrary to the initial expectations of the authors of the study that increased trust is derived from social influence, which would lead to increased trust in advertising. Therefore, overall, the hypothesis H2d is rejected because it is not supported by the empirical data. However, this result suggests that marketers who want to leverage social influence to promote purchase intention may need to consider additional factors beyond simply building trust (Singh et al., 2025). Instead, focusing on factors such as authenticity and relevance of the message may shift consumers' mindsets, with higher purchase intention. There are many issues that may have arisen and affected the results, and one of them may be that in the context of the study, consumers may not associate social influence with feelings of trust in advertising (Hahn et al., 2016). Or, another cause may come from the survey questions not asking the right focus, creating confusion when answering by survey participants.

### **Effect of Perceived Usefulness of Digital Ads on Engagement (H3a)**

The results of the correlation and regression analysis showed that the relationship between perceived usefulness of digital advertising and engagement was quite weak and did not show statistical significance. More specifically, the Pearson correlation coefficient returned to a result of 0.0514 with  $p=0.2516$  indicating that the relationship between these two variables was not strong enough to be statistically significant. In addition, the regression analysis that aimed to determine

whether perceived usefulness could predict engagement also showed similar results. The coefficient of perceived usefulness of digital advertising showed a result of 0.0499 with a p value of 0.2516 indicating that this factor did not significantly affect engagement.

With the above results, this finding suggests that the hypothesis H3a that perceived usefulness of digital advertising significantly increases engagement is not accepted as it is not statistically significant. The author had previously expected this hypothesis that useful and informative advertisements would attract consumers more, but the results of the empirical data were contrary to the expectation of this study. This may be due to the fact that engagement of advertisements is driven more by entertainment value, by factors such as visual appeal or emotional appeal than by perceived usefulness (De Leon et al., 2022). These findings encourage marketers to focus more on creating informative or useful advertisements. While it is important to make advertising useful, the reality is that today's consumers are more demanding about the information they are exposed to and therefore, if businesses focus on just one aspect, it does not ensure consumer engagement. Recommendations for businesses will be discussed in the following sections.

### **Relationship Between Ease of Use of Digital Platforms and Ad Engagement (H3b)**

To test H3b, the factor analysis results showed that the components related to ease of use and interactivity were not strongly correlated. The factor loadings did not demonstrate a clear relationship between perceived ease of interaction with digital advertising and Interactivity. Specifically, in the regression analysis, the results showed that the coefficient of "Ease of Interactivity - Digital Advertising" was -0.0739 with  $t = -1.701$ ,  $p=0.0895$ . This p-value exceeded the theoretical significance threshold of 0.05, thus indicating that perceived ease of use was not significantly predictive of engagement with visually appealing advertising. In addition, the negative coefficient indicated that as perceived ease of interaction increased, it indicated that engagement might also decrease slightly, although statistically insignificant. The results were contrary to the researcher's intuition. It reflects that the "easy to interact" feature alone is not

enough to increase the level of interaction because users will need other factors to attract them to the advertisement, such as content relevance or entertainment to maintain the level of interaction.

Predictor Variables	Coefficient	t-value	p-value
const	3.236	22.119	5.021
Ease of Interaction - Digital Ads	-0.073	-1.701	0.089

*Table 16 - Coefficient of Ease of Interactivity - Digital Advertising*

Overall, the lack of significant correlation and negative regression coefficients indicate that hypothesis H3b is rejected. Marketers should note that although easy to interact is essential for the consumer experience, it does not necessarily translate into higher levels of interaction with digital advertising. Therefore, some more specific recommendations will be mentioned in the Recommendations section with the meaning of building a perspective to increase consumer interaction.

### Mobile Marketing Effectiveness on Purchase Intent (H3c)

This section analyzes the generational differences in mobile marketing effectiveness and the results show that there is no statistically significant difference between generations in terms of how mobile advertising impacts purchase intention. The ANOVA test results in an F value of 0.2637 and  $p=0.7638$  which is significantly higher than the significance threshold of  $p=0.05$ . Therefore, it shows that there is no statistically significant difference in mobile advertising effectiveness between generations of consumers X, Y, Z.

Source	Sum of Squares	df	F-value	p-value
C(Gen_Code)	1.01117	2	0.26375	0.76828
Residual	952.717	497		

*Table 17 - ANOVA test Mobile Marketing Effectiveness on Purchase Intent (H3c)*

Generation	Mean_Mobile_Ads_Engagement	Mean_Purchase_Intention
Gen X	3.015209	3.072243
Gen Y	2.90411	3.191781
Gen Z	3.182927	3.140244

*Table 18 - The Average Mobile Ad Engagement Scores for Each Generation*

The average mobile ad engagement scores for each generation showed quite similar results, with Gen Z having the highest engagement score of 3.18, Generation X 3.02, and Generation Y

2.9. Similarly, the average purchase intention values were also quite similar, with Generation Y = 3.19; Generation Z = 3.14, and Generation X = 3.07. Although not statistically significant, the observed results still showed that there were small differences in engagement scores and purchase intentions between generations.

These findings indicate that the effectiveness of mobile marketing does not have a significant impact on the consumer groups in this study. One reason for this could be that mobile marketing has become quite familiar to all age groups, which reduces the possibility of significant differences. This was also in the author's expectation from the beginning. The increased use of mobile devices across generations is understandable because Vietnam is entering a period of strong economic and technological development (Manh, 2024). Owning a mobile phone with an internet connection is no longer a luxury for individuals. Therefore, mobile advertising has reached a level of general acceptance, meaning that everyone will access it, thereby minimizing the difference between generations in interaction and purchase response (Salem et al., 2018; Truong, 2023).

Therefore, with the hypothesis H3c stating that mobile marketing effectiveness will be greater for Generation Z and Y than for the older generation Gen X, the test results do not support this hypothesis, thus rejecting the hypothesis H3c. This also indicates to marketers that mobile advertising deployment will become the main platform in the future.

#### **4.5 Moderating Effect of Generational Cohort on Digital Marketing Usefulness (H3d)**

The results of the regression analysis showed that the overall interaction of generational group on the relationship between perceived usefulness of digital advertising and purchase intention did not produce statistical significance, thus rejecting hypothesis H3d.

To elaborate on the reasons for rejecting the hypothesis, the coefficient of interpretation for the interaction between usefulness and Generation Y is 0.0772 with  $p=0.5375$ ; for Generation Z interaction it is -0.1082,  $p=0.7372$ . Both coefficients show that the p coefficient result is greater than 0.05. Therefore, contrary to the p coefficient standard, there is no statistically significant interaction in the collected data. This means that the consumer generation group does not moderate the relationship between the perceived usefulness of digital advertising and purchase intention.

Predictor Variables	Coefficient	t-value	p-value
const	3.35529749	17.3436582	5.64E-53
Usefulness of Digital Ads	-0.09352	-1.63052	0.10363007
Generation_Gen Y	-0.11272	-0.26334	0.79240217
Generation_Gen Z	-0.10819	-0.33577	0.73718803
Interaction_Gen_Y	0.077185	0.61698207	0.5375308
Interaction_Gen_Z	0.058046	0.60126786	0.54793739

Table 19 – Coefficient Moderating Effect of Generational Cohort on Digital Marketing Usefulness (H3d)

The coefficient also shows that the main effect of perceived usefulness itself is -0.0935 with  $p=0.1036$  indicating that usefulness alone does not show any prediction on purchase intention. The statistically significant constant  $p<0.001$  shows that the level of initial purchase intention is independent of perceived usefulness or generational differences. These findings suggest that the age difference of each generational group does not significantly affect the perceived usefulness of digital advertising but will affect purchase intention. Therefore, hypothesis H3d is not supported. One of the possible reasons for this result is that the perceived usefulness of digital marketing can be interpreted as a generalization across generations, that is, individuals in different age groups do not have any significant differences in their responses to the perceived usefulness of digital advertising. Instead, factors other than generational responses, such as the content of the advertisement, may be evaluated more strongly in shaping purchase intentions.

#### 4.6 Analysis of Uses and Gratifications in Advertising Engagement

##### Impact of Entertainment Value on Engagement (H4a)

The conclusion for the hypothesis H4a is rejected. To explain more specifically the rejection of hypothesis H4a, the analysis of the impact of entertainment value on the level of interaction did not show any statistical significance for the level of interaction for each age group. The ANOVA test gave the result of  $F=0.449$  with  $p=0.8140$  which is higher than the standard  $p=0.05$ . This shows that there is no statistical significance for the level of interaction promoted by entertainment value among the age groups. The mean value score of entertainment for the age groups showed a small change. For Generation X with the age group 35 – 44 showed the highest mean score of 3.14; the age group over 55 had an average score of 3.10; Generation Y with the age group of 25-34 had an

average entertainment value of 2.92 and Generation Z showed the lowest average of 2.83. It can be seen that the level of engagement followed a similar pattern, with Generation X showing an average engagement score of 3.17 while Generation Z was 2.95. Overall, the average results across generations indicate that the entertainment value of advertising does not clearly influence the different levels of engagement between different age groups. This finding contradicts the initial hypothesis which suggested that Generation Z and Millennials would have more positive responses to entertainment content than Generation X.

Age Group	Mean_Entertainment_Value	Mean_Engagement	Sum of Squares	df	F-value	p-value
18-24	2.835	2.952	4.524	5	0.449	0.813
25-34	2.917	3.082	995.4032	494		
35-44	3.142	3.168				
45-54	2.927	2.927				
55+	3.1	3.066				
Under 18	3.05	2.898				

Table 20 - ANOVA Test Impact of Entertainment Value on Engagement (H4a)

Based on the results, the study suggests that there may be some shortcomings in the survey questions that were not built into the results. This may be related to the level of engagement of the ads, or the lack of a variable that measures the appeal of the ads to different age groups. It may also indicate that the effectiveness of entertainment-oriented ads is consistent across demographics, meaning that other factors besides age may play a more important role in determining how entertainment affects engagement.

#### **Role of Informational Content in Purchase Intention (H4b)**

The regression analysis results to test hypothesis H4b returned the result that the information content in the advertisement does not significantly affect the purchase intention. The coefficient of the variable "Main reason - Learn about the product" is -0.0628 with t value = 1.4098 and p value = 0.1592. This p value is higher than the standard p value of 0.05. This result shows that the relationship between informational advertising and purchase intention is not statistically significant.

Age Group	Mean_Informational_Content	Mean_Purchase_Intention	Coefficient	t-value	p-value
<b>18-24</b>	2.764	2.952	3.299	22.47	9.43E-78
<b>25-34</b>	3.095	3.191	-0.06	-1.4	0.159
<b>35-44</b>	2.831	2.909			
<b>45-54</b>	2.906	3.093			
<b>55+</b>	3.3	3.188			
<b>Under 18</b>	3.025	3.341			

*Table 21 - Regression Analysis Role of Informational Content in Purchase Intention (H4b)*

In terms of the mean score for perceived information content, there are differences between age groups. Specifically, the oldest age group (over 55 years old) has the highest mean score of 3.30, the 25-34 age group has the mean score of 3.10, the youngest group 18-24 has the mean score of 2.76. The difference in meaning level of information content between age groups is not very different, but it shows that each age group has different reactions to each advertising content, this also aligns with the research of Packer et al. (2022), Becker and Gijzenberg (2022) and Mecredy et al. (2024). However, regression analysis shows that the perceived usefulness of advertising content does not create motivation to convert into a significant impact on purchase intention. This result is contrary to the expectation that informational advertising, providing detailed information about products, will have a strong influence on consumer decisions.

The reason the authors found that the results were not statistically significant may be that although consumers acknowledged the importance of informational content, it did not necessarily motivate their purchase. Consumers may prioritize other advertising attributes, such as entertainment value or emotional appeal, when influencing their purchase decisions (C. B. Anh et al., 2025). In addition, the influence of informational content may also be replaced by other factors, such as familiarity with previous products or brands, but these factors were not included in the survey.

#### **Social Media Engagement as a Predictor of Purchase Intention (H4c)**

The analysis of the relationship between social media interaction and purchase intention shows that the correlation between these two variables is quite weak and does not show statistical

significance. The Pearson correlation coefficient used to assess the level of correlation is 0.0263 with a value of  $p=0.557$ , indicating that social media interactions do not predict purchase intention. This section also uses regression analysis to support this conclusion. Specifically, the coefficient for "Social Media Advertising Interaction" is 0.0286 with  $t=0.5877$  and  $p=0.5569$ , indicating that the relationship between social media interaction and purchase intention is not significant. However, the significant constant  $p<0.001$  shows that the initial level of purchase intention exists regardless of the level of social media interaction.

Variables	Correlation Coefficient	p-value	
<b>Social Media Engagement --&gt; Purchase Intention</b>	0.0263	0.557	
Predictor Variables	Coefficient	t-value	p-value
<b>const</b>	3.014	16.969	2.669
<b>Social Media Ads Engagement</b>	0.0285	0.587	0.556

Table 22 - Social Media Engagement as a Predictor of Purchase Intention (H4c)

The results show that although consumers may interact with social media advertising, this level of interaction does not necessarily indicate that they intend to purchase. Sometimes interacting with social media advertising is just a way for consumers to learn about product information (eg: asking for price, size, color, delivery information). This result is contrary to the assumption that was made from the beginning. The author believes that there will be factors such as likes, shares, comments that will influence consumers' purchasing decisions, which were not mentioned in the survey. Consumers may interact with entertainment content on social media because it is only a sign, not a motive. In addition, the nature of social media advertising is repetitive content, which can also be the cause of reduced effectiveness in influencing consumers' purchasing needs.

#### **Impact of Personalized and Interactive Ads on Engagement and Purchase (H4d)**

For hypothesis H4d, the analysis of the impact of personalized advertising on purchase intention showed that there was no significant difference between the two types of advertising. Specifically, the average interaction score for personalized advertising was 2.95, while interactive advertising had a slightly higher average of 2.00. However, the paired t-test comparing these two means of exposure showed a statistic of  $t = -0.4836$  and  $p=0.6289$ . This result showed that the

difference between personalized advertising and interactive advertising was not statistically significant. Therefore, the hypothesis H4d was rejected. In addition, this analysis also used the regression method to assess which type of advertising had a significant impact on purchase intention. The coefficient for personalized advertising was 0.0563 with a p value of 0.2149. While the coefficient for interactive ads is 0.0347 with a p-value of 0.4345. Both p-values are higher than the standard threshold (0.05), thus indicating that neither personalized nor interactive ad formats have any impact on purchase intention.

Metrics	Values
Mean Personalized Engagement	2.952
Mean Interactive Engagement	2.996
Mean Purchase Intention	3.112
T-statistic	-0.483
P-value	0.628

Table 23 - T-test Personalized and Interactive Ads on Engagement and Purchase

Predictor Variables	Coefficient	t-value	p-value
const	3.174	15.434	3.446
Persuasive - Personalized Ads	-0.056	-1.241	0.214
Preference - Interactive Ads	0.0347	0.782	0.434

Table 24 – Coefficient Personalized and Interactive Ads on Engagement and Purchase

These findings suggest that while both personalized and interactive ads can generate moderate levels of engagement, they do not tend to translate consumer purchase intentions into action. This suggests that between personalized and interactive formats, consumers may not clearly favor one format over the other when making a purchase decision. As can be seen from the analysis, this research found that consumers who were exposed to ads found both personalized and interactive ads equally appealing without attributing purchase likelihood based on the ad format. This may be due to different factors such as content relevance to consumer preferences rather than format. Therefore, the highlights in this part are that businesses should incorporate the overall relevance of ad content to consumer preferences to increase advertising effectiveness.

#### 4.7 Summary of Findings

To summarize of this section, the findings of this study have provided empirical validation for the theoretical framework presented in the Literature Review part and thus provide valuable

insights into generational marketing and advertising strategies in Vietnam. The data analyses in this chapter have conducted show both expected and unexpected results compared to the expectations that the research authors had initially set. Therefore, it helps to show how different age groups respond to different advertising methods and formats.

This study confirms that generational differences have a significant impact on advertising preferences, supporting hypotheses H1a-b-c-d from the Generational Cohort Theory (GCT). Specifically, Generation X shows a clear preference for traditional advertising formats such as television and print and shows a preference for familiar and trustworthy content. Meanwhile, Generation Y prefers social media and influencer marketing. Gen Z is the generation that is most engaged with short-form video content and interactive ads. These findings provide a foundation for the need for marketers to tailor advertising strategies to each audience in the future.

In Section IV, there are some hypotheses that are not supported including those related to the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). The hypotheses that are not accepted are H2a, H2c, H2d, H3a, H3b, H3c, and H3d. This indicates that consumers' attitudes toward digital advertising, perceived ease of use, and perceived usefulness of advertising do not have a significant impact on purchase intention or engagement across generations. These results also show the opposite of the study's initial expectation that positive attitudes or ease of use naturally translate into higher levels of consumer engagement or purchase behavior. The analysis results show that consumers may evaluate digital advertising based on other criteria and a combination of criteria rather than on a single criterion. Interestingly, social influence emerged as a significant predictor of purchase intention, especially among younger generations, which is also agreed in some research such as Pauliene and Sedneva (2019) and Khan and Asim (2025). Thus, hypothesis H2b was accepted. This finding also suggests that Generation Y and Generation Z are more likely to be influenced by peer recommendations and social norms. This suggests that marketing approaches that are widely accepted by the community will boost the mindset of Generation Y vs Z. However, the level of social media engagement did not significantly predict purchase intention, and hypothesis H4c was rejected. This suggests that while younger

consumers are highly engaged with social media content, it does not show a direct link to purchase decisions.

With the discussion of the analysis of advertising content format, it has been shown that a more objective perspective is that personalized ads do not necessarily increase the level of interaction or purchase intention, so hypothesis H4d is not accepted. Despite the visual appeal of customization and interaction, these factors alone do not necessarily ensure increased consumer response. Furthermore, the role of entertainment value, which is often considered as the main motivation for young consumers, is also not statistically significant, which is contrary to the assumption that entertainment content inherently drives the level of interaction.

The findings of the study through the survey results in Part IV have important implications for businesses in many fields, especially for marketers. First, the acceptance of the hypotheses related to generational differences confirms the need for tailored advertising strategies rather than a one-size-fits-all approach. Overall, for older consumers, in this study Gen X, traditional content still has an important influence, and digital advertising will prevail over younger generations such as Gen Y and Gen Z (Song, 2024). Second, the survey results also warn that businesses should be cautious and not rely too much on digital advertising characteristics such as ease of use or perceived usefulness because these factors do not inherently influence consumers' willingness to engage. Instead, businesses should consider the broader context of advertising, including the role of peer influence or social connections, when implementing marketing strategies. Ultimately, the survey results show that businesses must have a deep understanding and ongoing update of social media marketing. While a presence on multiple media platforms is essential, engagement metrics alone do not necessarily influence purchase intent. Integrating interactive and personalized elements into broader, strategically designed campaigns will help improve advertising effectiveness.

The implications are elaborated in the next section, but in summary, this chapter validates some aspects of the theoretical framework while challenging some of the assumptions that were initially expected. These insights provide an important basis for fine-tuning marketing strategies to

best suit each generation of buyers and encourage businesses to carefully consider a variety of factors when designing advertising campaigns.

## CHAPTER V

### DISCUSSION

#### **5.1 Introduction**

By evaluating the research results collected in the previous section, Chapter VI - Discussion has the task of presenting in-depth discussions based on the findings drawn from the survey results, thereby providing some observations based on the author's own observations on the differences between generations in terms of the level of interaction with advertising and the formation of purchase intention through advertising. By examining the effectiveness of advertising based on traditional and modern formats, this chapter will highlight the distinct behavioral trends of three groups of consumers: Generation X, Y and Generation Z in Vietnam. The digital transformation of Vietnam's socio-economy is continuous; therefore, it continues to shape the way consumers interact with advertising content. Each generation will have different reactions, different perceptions, different engagement with different advertising strategies from traditional media to digital advertising (Agrawal, 2022). By synthesizing the research findings, the content discussed also refers to the larger-scale impacts of generational marketing in the Vietnamese market. Each generation will have different interactions with advertisements on different media and therefore they form different purchasing behaviors. Therefore, this chapter will also highlight the importance of marketing strategies through personalized advertising and how businesses leverage advertising tactics to bring engagement to different customer segments. Obviously, when understanding customers and their behaviors, businesses can create essential strategies to improve competitiveness, enhance the approach to each customer segment through advertising in a volatile market.

#### **5.2 Trends in Advertising Engagement Across Generations**

From the research results combined with the analysis discussed above, it can be seen that there is a significant difference in the level of advertising interaction between Generation X, Generation Y and Generation Z in Vietnam. It can be seen that with the rapid digitalization process

taking place globally including Vietnam, it leads to marketing activities leading to the ability and opportunity to be widely exposed to advertisements in all generations, with differences in the interaction, trust and response to digital advertising. The survey results indicate that while all consumers in all generations acknowledge the popularity of digital advertising, their level of interaction as well as their purchase intention is shaped by different factors. Generation X represents a more cautious approach and has more interaction with different advertising tools and formats. Generation Y tends to be moderately engaged, actively interacting with traditional and mobile advertising media, but they also tend to seek out the opinions of their former users. Generation Z is the generation most exposed to interactions with social platforms and digital advertising formats, and digital advertising has the most prominent impact on Generation Z.

It is generally observed that the consistency model emerges when trust and reliability still play an important role for Generation X, personalization and social influence dominate Generation Y's purchasing decisions, entertainment value and peer recommendations impact Generation Z. Overall, it is critical for businesses in general and marketers in particular to understand these profound influences in order to have targeted marketing strategies that respond to generational differences in digital behavior.

### **5.3 Digital Advertising Effectiveness**

#### **Social Media Advertising and Generational Response**

A common characteristic through the survey results shows that at the time of the study, all generations of consumers are influenced by technology factors in advertising. Survey participants are interested and aware of the technological trends happening around them today. Instead of traditional marketing methods, emerging advertising methods through social networking applications have become emerging and effective trends. Businesses today appreciate the application of social networks to affect their advertising effectiveness (Agic et al., 2016). Automatic advertising tools such as Google Ads, Facebook Ads, Tik Tok Ads, etc. are said to have advertising functions that can target the potential audience. In general, current social networking advertising tools have quite similar characteristics Ali et al. (2020), which is that they have a set

up system based on the purpose of reaching customers regardless of location, age, gender, job, social status, etc. Algorithms are set up so that the company's products, for example, can reach each customer file in the most suitable way. Combined with data showing that the trend of using social networks is growing every year in the world in general and in Vietnam in particular, the study further confirms that today's consumer generations change the perception of approaching advertisements. Technology is developing and almost every consumer in Vietnam owns a mobile phone with internet connection (T. M. Anh, 2021). This naturally directly affects the frequency of consumers accessing advertisements from social networking sites. With the development of social networks, consumers accessing online advertisements is no longer strange. Nowadays, forms of advertising through social networks are widely viewed based on the number of social network users. Generational differences can only be assessed in the psychology of the viewer of the advertisement and how they receive advertising information to the decision stage (Asnaani & Hofmann, 2012). Therefore, it is true to say that generations do not differ when it comes to their perception of social media advertising in today's era.

According to the results collected through the survey, social media advertising is known as the format to dominate all generations at the present time but in reality, its effectiveness is different. The data collected shows that more than 85% of Millennials and Gen Z tend to participate in social media advertising more often while only 55% of Gen X are interested. Overall, today's young generation clearly has an early familiarity with the existence of social media as an essential part of life. The popularity and usefulness of social media in searching for information plays an important role in influencing the search behavior of the audience, as well as it is a major part of discovering brands, evaluating products and comparing promotional benefits.

Generation X responded to this issue with significant concern (60%) about data privacy and security. Even though Gen X has become accustomed to and considers social media and digital advertising an essential part of modern life, they still have concerns about advertising transparency. This skepticism is consistent with the characteristics of the oldest generation, as they were exposed to traditional advertising before, they knew about digital advertising. In contrast, Gen Z

respondents preferred personalized ads because personalized ads made them 70% more likely to be attracted to ads and more likely to make a purchase. The findings suggest that while social media is an effective tool, the trust and privacy concerns of generations need to be addressed through transparent and ethical advertising practices.

### **Short Video Advertising and Consumer Impact**

In the current context, the rise of short-form video advertising is quite popular on social platforms such as TikTok, Instagram Reels or YouTube Shorts and they significantly influence consumer behavior. The study found that 90% of respondents are in the Gen Z range, who tend to have a more favorable attitude towards short videos than traditional advertising. Gen Z's love for short-form video platforms as well as its creative nature makes short-form video the most attractive format for young consumers. In fact, short-form videos are also a creative tool for monetizing jobs called "content creators" today, but when it comes to the context of applications for shoppers, short-form videos dominate because they show concise, focused content (Manic, 2024). Millennials also showed that about 75% prefer short-form videos although they rely more on reviews from people who have used the product. Testimonials from people who have used the product often carry high credibility and give Millennial customers confidence in the product (Saragih & Widayanti, 2019; (T. Chen et al., 2022).

In contrast, Generation X is less likely to prefer shorter video ads, with only about 45% saying they feel actively engaged with such content. This issue may stem from age differences, or it may also be related to age. Gen X shoppers often have aging eyes, and they spend less time watching entertainment content on social media than Millennials or Gen Z. Instead, Vietnamese Gen X still tends to focus on traditional TV ads or traditional advertising media. However, some opinions from Gen X also suggest that video advertising content featuring influencers will increase the level of interaction between generations. This is also a highlight for businesses when implementing celebrity-based business strategies.

Short video advertising is considered to have a great impact on consumers' purchase intentions. Short video advertising has become more viral since the social networking platform Tik

Tok joined the race with other social networks such as Facebook, Instagram, etc. The advantage of this form of advertising is that the content conveyed can be presented as concisely and content focused as possible. Running a short video of about 30 seconds helps to approach the right strategies, images, and products and services that the business wants to advertise (H. Chen et al., 2023). For the audience, they tend to focus on the first 10 seconds of a video. Therefore, the first 10 seconds are very important for a video to receive a complete view. Creating content to advertise a product therefore needs to be different, attract curiosity, and impress the audience. According to the general psychology concluded from the survey results, the majority of responses showed agreement with the view that they were influenced by advertisements marketed in the form of KOLs and Affiliates transmitted in the form of short videos. Therefore, it can be seen that the subjects, although different in generation and age gap, have common characteristics in terms of interest in advertising forms. Similar to the conclusion above, interest in a particular form of advertising cannot assess the impact of advertising on decision making in consumer purchasing behavior.

### **Livestream**

Among many forms of advertising, livestream is one of the forms of online sales but combined with online advertising. Livestream online sales are characterized by products being tested by the live streamers in the most authentic way (Ji, 2024). Viewers will experience the product indirectly and make purchasing decisions right on the broadcast. Survey results show that 98% of the responses show that they are aware of online sales forms. Basically, customers feel that they experience the product indirectly in a more realistic way instead of just watching promotional videos (Q. Chen, 2021). By following products on livestream channels, customers also receive better deals than buying at physical stores. Because of the time limit of online sales sessions, shoppers often feel they are pushed by offers that will quickly expire if they do not buy immediately. Therefore, the form of advertising combined with sales on livestream is completely effective in encouraging consumers' purchasing decisions (Yang et al., 2024).

To summarize, the livestream format has an impact in general on generations of shoppers in Vietnam despite the difference in age. It can be seen that this format is recognized in a fairly large scope under the perspective of Vietnamese consumers. Along with the development of technology in the future, it can be hypothesized that consumers will be more into shopping on online platforms, with the impact of online advertising.

#### **5.4 Purchase Behavior Trust**

This study addressed the issue of generational trust in advertising and purchase behavior, in which trust is an important foundation in determining the effectiveness of advertising. Trust in advertising will also show differences between different generational groups. Generation X, Y and Z groups will all have certain beliefs in the decision-making process, and influence how they feel about the messages conveyed by advertising. However, the motivation of trust and how it is expressed in advertising shows significant differences between these three generations, reflecting their media interaction habits and their expectations for products advertised through different media (Yao et al., 2024).

##### *First, Generation X Has a Preference for Credibility and Traditional Media*

To emphasize the characteristics discussed above, Generation X (individuals born between 1965 and 1980) trusts brands and authentic content. Research shows that over 80% of Generation X respondents said that they value brand reputation and credibility over entertainment value. However, this conflicts with the prevalence of modern advertising. This preference emphasizes a more pragmatic approach for Gen X groups in the consumer context. It shows that Gen X shoppers often make purchases based on experience with information they trust from traditional advertising such as television, newspapers, and trusted websites (Taipale et al., 2021). In addition, traditional media are also understood as popular and familiar with the mindset and identity of Generation X. Even though the world is now more modern with newer advertising methods, Gen X is still the group that spends the most time with traditional advertising media. Therefore, it is understandable that the content transmitted from traditional media creates high trust with Gen X. Gen X tends to trust brands that have built a long-standing reputation and demonstrate reliability and consistency

in their messages. Gen X is older than Gen Y and Gen Z, so they have a more stable personality, so they are less responsive to flashy, sensational advertising content and therefore, they often choose brands that have long-standing reputations in the market. This observation shows that businesses should have clear goals when identifying Gen X as a key customer group. Factors such as transparent, well-founded advertising content, highly trusted branded products, and practical benefits are plus points to attract Gen X audiences.

*Second, Millennials balance trust in advertising and engagement with advertising*

Specifically, those born between 1981 and 1995 said they value advertising content that features customer authenticity and social proof. Most millennials value advertising that highlights customer authenticity. They believe that people who have used or experienced the service will give the most realistic assessments of the product. This creates a genuine and trustworthy characteristic for buyers. Millennials are a generation that has grown up in an era where user-generated content plays an important role in shaping their perceptions, thereby influencing their decisions (Cabeza-Ramírez et al., 2022). In general, millennials are more receptive to advertising that is shared by peers or people they trust. Trust and authenticity are becoming an integral part of millennial consumers' purchasing decisions. They focus on feeling secure when making purchases, whether big or small. Gen Y consumers feel that the money they spend is of real value, not wasted.

The trust factor is important to Millennial consumers through their pre-decision research activities. They seek out content that shows them that these products will actually benefit their lifestyle. This generation is more likely to engage with ads that are interactive and provide guidance to them. In particular, storytelling ads are more appealing to this audience because they slowly convince consumers through each story line instead of directly advertising the product. This factor is important to effectively engage the curiosity of Gen Y shoppers because it is not just about conveying information but also about building a connection between Gen Y and the brand. Furthermore, while trust is essential to connecting the values of the ad to their lifestyle, this generation is also more likely to engage with ads that convey ethical content (Bucic et al., 2012). This in turn refers to the responsibility of businesses to build a professional image in the market.

To build trust with Gen Y, businesses should prioritize authentic content, combined with real reviews from users, as well as mentioned issues related to environmental sustainability or social ethics.

*Third, Generation Z tends to place their trust through recommendations from friends and reviews from influencers.*

Consumers born between 1997 and 2012 will exhibit a completely different interaction than Generation X and Generation Y. They tend to be highly influenced by the advice of friends and suggestions from influential people. For them, influencers are not only celebrities, but even ordinary people who know how to spread information can convince Gen Z customers to buy. More than 70% of Gen Z respondents said they are more likely to buy a product if it is recommended by a friend or someone they trust on social media. The reliance on influencers and celebrities on social media reflects Gen Z's trust in advertising content. It also reflects Gen Z's preference for being able to relate to and trust influencers. This characteristic of Gen Z shows a difference from previous generations, Gen Z significantly values the opinions that are consistent with their personal values. However, despite the strong tendency to gravitate towards the reference trends from friends, Gen Z is also skeptical of traditional advertising. The difference in traditional advertising mindset and Gen Z's experience creates a gap in Gen Z's trust in the messages conveyed by advertising. More than 50% of Gen Z respondents expressed doubts about advertisements that seem too perfect because it can be deceptive, insincere. For example, traditional advertising often creates a positive message, suggesting that a product will be very good and has no weaknesses. This is not close to the realistic expectations that Gen Z expects. whereas nowadays, celebrities or people with influence on social networks always tend to give compliments and criticisms about a product (Nelson & Deborah, 2017; Leite et al., 2024). This creates a more objective perspective for viewers. This is also the favorite point that Gen Z prefers in modern advertising. It creates transparency and honesty in advertising, and this is also the key for businesses and brands to build trust with Gen Z.

Additionally, the preference for social media influences endorsements often raises ethical concerns about marketing (Sameen, 2025). In fact, in many cases, celebrities or influencers also

receive financial incentives to promote false advertising. Therefore, Generation Z's beliefs may be negatively affected by paid and sponsored advertising programs. There are comments that as influencers become more commercialized, most of them are more interested in material benefits and money than in conveying genuine product reviews. Therefore, this not only creates challenges for the audience but also for the brand when booking influencers advertising their products, they need to evaluate the authenticity of the product. Influencers are seen as trustworthy and aligned with the values of their followers, and they are generally positive for brands (Baghel, 2023; Baghel, 2024; Benevento et al., 2024). Essentially, this highlights the importance of a relationship of trust between Gen Z shoppers and products promoted by influencers who are aligned with Gen Z's interests and ideals.

### **Short conclusion**

The above discussion emphasizes that trust is one of the important factors affecting the effectiveness of advertising through the expression of different beliefs between different generations. For Generation X, trust is demonstrated through the reliability of the brand, often a long-standing brand, with long-term value along with the maturity of Gen X. Gen X also has more trust in advertisements through traditional media. Generation Y often looks for a balance between trust and the content conveyed in the advertisement. They also tend to refer to interactive opinions from those who have used the service to make the best choice. Generation Z is the youngest consumer group and is also the group that quickly adapts to technological factors. Therefore, they tend to be more influenced by advertisements made through social networking platforms. The ads that attract them are real ads, reviewed by celebrities or influencers.

It is clear that for businesses when implementing marketing strategies, understanding the nuances of this generation is very important to be able to develop effective marketing strategies. Adjusting content to reflect the preferences of each target group is necessary to attract the right target group. However, on the contrary, brands also need to be constantly creative with advertising content to quickly adapt to consumer changes (Becker & Gijsenberg, 2022). Along with that,

pharmaceutical businesses are required to be ethical and transparent with their advertising content and products because these factors help businesses secure their brand image in the market.

### **Mobile Marketing Impacts Purchase Decisions**

When assessing the importance of mobile marketing impact on each generation group, it can be seen that the generation Y and generation Z groups show the highest dependence on mobile devices for the purpose of exploring products as well as researching various product information before making a purchase decision. The increasing development of information technology is a lever for mobile technology to be integrated into daily life. Today's product brands and marketing strategy managers have a mindset of continuous innovation to adjust their strategies to focus on mobile-first advertising to attract consumers' attention (Bernritter et al., 2022). Advertising content is now adjusted to be displayed in a friendly way on mobile devices. In-app promotions and push notifications play a very important role in creating consumer awareness to promote purchase decisions (Bies et al., 2021; Haleem et al., 2022). The engagement of target groups with mobile advertising is different.

For Gen Z, businesses prioritize mobile coverage because this is the group that is more familiar and interactive with digital devices than traditional marketing channels. Research shows that more than 85% of Gen Z users regularly participate in in-app ads as well as social media promotions and influencer marketing campaigns. It can be seen that advertising strategies via mobile devices show convenience and high interactivity which affects Gen Z users' curiosity when exploring products (Masso et al., 2018). Personalized content combined with interactive online games enhances Gen Z's response to promotions because interactive activities can build on Gen Z's interests and behaviors. In addition, the convenience of social media today is not only a place to conduct online transactions, but it can also be linked to various e-commerce platforms to create convenience for consumers. These features completely reinforce the role of mobile marketing in shaping consumer shopping habits.

Millennials have a similar but different response to Gen Z. Gen Y consumers still show a strong reliance on mobile devices to shop and interact with brands. More than 70% of Millennial

respondents said that mobile-exclusive promotions and offers influenced their purchasing decisions. Unlike Gen Z, Gen Y consumers are more likely to respond to ads that are personalized or based on their search history. Limited-time promotions and mobile loyalty programs can be effective in motivating Millennials to make purchasing decisions (Marjerison et al., 2022). Millennial buyers tend to search for information and compare across multiple media and information channels to make the most accurate decision according to their preferences. Therefore, mobile devices play an important role as an indispensable part in their information search process today.

Generation X stands out from both Millennials and Gen X in their preference for mobile advertising, with only 40% saying they want to receive ads via mobile. However, this does not necessarily mean that they are not interested in mobile marketing. Instead, it could be that Generation X consumers tend to be more discerning in their responses to marketing messages because they prioritize ads that offer real value over flashy content and images. This group of shoppers may also interact with mobile ads for product details, prices, and images, but they are unlikely to see them as a major driving force in their purchasing decisions. Gen X tend to believe that their habits were formed before the advent of mobile devices. This means that even when new brands are marketed to them, they tend to use brands that are closely associated with their previous usage habits. However, Gen X today also has marketing with the popularity of smart mobile devices. Therefore, advertising content is expected to be able to influence Gen X consumers through mobile devices.

To sum up, the effectiveness of mobile marketing will have a profound impact on the purchasing decisions of the discussed generational groups, but it will obviously have different responses to each advertising strategy. The constant development of technology today brings convenience to businesses to reach each customer segment, but at the same time, it also creates challenges because user trends are constantly changing. Advertising formats and advertising content are required to change to create an impression on each target customer.

## **5.5 Generational Differences**

In the study, the author referred to the uses and gratifications theory (UGT) to analyze the reasons for the differences between generations in their interactions with advertisements as well as the different reasons for motivation when interacting with marketing content. This theory suggests that people who access advertisements actively seek information to meet their specific needs such as entertainment or to solve the questions they are looking for or to meet the needs of social interaction. It is necessary to understand the differences between generations because businesses need to create advertising strategies with appropriate content for each customer group.

### **Entertainment And Information Seeking Needs**

One of the most important differences between generational groups for each advertising content is whether they want entertainment or information. It can be seen that with popular advertising content today, buyers show interaction (listening, watching) but the motivation is different according to the detailed analysis below.

Gen Z largely believes that today's advertising is not just about simply introducing products, but also about entertainment. More than 70% of Gen Z consumers say they are quite interested in entertaining, visually descriptive content. Ads that start with engaging content tend to be watched longer until the advertised product appears (Raditya et al., 2020). Gen Z grew up in an environment where digital presence has become ubiquitous, so they are accustomed to fast-paced, visually stimulating content on gaming platforms or through short-form videos. Instead of actively seeking out product information, Gen Z passively accesses products through algorithms set up by marketers. The videos that Gen Z is exposed to are mostly viral ads and also feature influences.

Millennials also show similar preferences and are in the middle of the search for information and entertainment. However, Millennials tend to be more inclined to seek information when they have identified their needs and motivations for purchasing. Gen Y prefers advertising content that is engaging, storytelling, and creative. However, when they need to make a purchase, they still prioritize informative videos related to the product they are looking for. Millennials are more likely to appreciate content that balances entertainment and informational value. When learning about a product, they often spend more time exploring product-related content, product

brand images, how to use, and content related to real reviews so that they can make their own evaluations for purchasing decisions. Overall, the formation of cross-platform comparisons can be said to be one of the most typical and widely seen personality traits of Gen Y people.

Gen X tends to approach advertising from an information-seeking perspective, with over 80% of respondents in this generation saying they view informational ads and appreciate content where the product is clearly shown in terms of images, origin, usage, functionality, etc. Ads that include expert recommendations are more persuasive from the perspective of Gen X consumers. Gen X is more inclined towards familiarity than younger generations who are more interested in novelty (Ting et al., 2017). Gen X consumers value substance over form. They are more likely to be persuaded by in-depth product reviews with long, detailed content. They are also persuaded by informational ads rather than emotionally driven ads.

### **Influence of social interaction**

In this section, the discussed content will refer to the similarities and differences of generations in shopping behavior when influenced by social interactions, such as advice from friends. In the digital media era, social interaction and the influence of friends and relatives are also factors that promote interaction with advertisements on different platforms (Azzaakiyyah, 2023).

#### *Generation Z*

Gen Z is highly influenced by social media when it comes to purchasing decisions because they trust social media recommendations more than direct advertising from brands. Gen Z consumers are highly engaged in marketing platforms, so they are influenced by content created by their friends as well as product reviews from social media influencers (Suri et al., 2023). Factors such as posts, likes, shares, and comments play an important role in shaping Gen Z's purchasing decisions. Additionally, Gen Z is also very active in conversations about product brands, and they are also likely to co-create content by sharing "unboxing" videos of products as a way to demonstrate their trust in the testimonials of other users on social media (Gu, 2023). Because of this behavior of Gen Z users, various business brands are constantly looking for influencers to

make product review videos in the form of directly using the product to be able to give comments that encourage the trust of Gen Z customers.

### *Millennials*

Millennials also show a preference for social validation as 70% say they find recommendations from their social media influence their purchasing decisions. While their engagement with advertising may be less active than Gen Z, Millennials still place a high value on social proof, whether it's from their circle of friends, etc., when making a purchase (Cabeza-Ramírez et al., 2022). Real-life reviews from other customers are important to Millennials' purchasing decisions. Recommendations from Gen Y's peers are thought to account for as much as 90% of their purchasing decisions. Gen Y shoppers' trust in social media advertising is complemented by a preference for brands that have received credible testimonials (Ordun, 2015). This demographic is more likely to make a purchase decision with brands through comments, direct messages, and brand-led conversations. This will make social media engagement strategies crucial to the success of your marketing efforts.

### *Generation X*

Generation X is less influenced by social media reviews (Bratina & Faganel, 2024). For them, social media validation plays a smaller role. Generation X prefers product recommendations that come from "marketing of mouth" because, in their mindset, word-of-mouth marketing has credibility, such as from friends and family. Although they may read online reviews, they are less likely to engage with online social media content. Instead, this generation values the credibility and trustworthiness of experts in the field. Other factors, such as expert opinions, brand reputation, and long-term product reliability, are top concerns when it comes to convincing Gen X shoppers to pay for a product (Chakraborty & Balakrishnan, 2017).

## **Personalization and Relevance of Ads**

Another important aspect of ad engagement that needs to be addressed is the extent to which ads are personalized to match the needs and interests of each generation.

### *Generation Z*

Gen Z's familiarity with the digital age has impacted on their expectations of personalized and curated advertising experiences. They are unwilling to spend the first 1-3 seconds of a digital ad if it doesn't resonate with them or doesn't match their interests. This can be explained by Gen Z's familiarity with algorithm-driven recommendations. However, they also value privacy and transparency, as they expect businesses to strike a balance between mining their preferences from search habits, browsing history, age, gender, etc., and keeping this information private (McKee et al., 2023). This also raises other concerns about corporate social responsibility that go along with advertising effectiveness.

#### *Generation Y*

When it comes to personalization, there is not much difference between Gen Y and Gen Z because Gen Y consumers also appreciate personalized advertising for them. However, Gen Y tends to favor storytelling ads that are driven to convey the brand message (De Leon et al., 2022) (unlike Gen Z who needs to be impressed with the ad from the first seconds). They are receptive to ads that reflect their values such as sustainability, diversity and corporate social responsibility. In general, brands that create personalized campaigns through email, automated messages via Messenger (Facebook), Whatsapp, Zalo, etc. with loyal customers will often receive higher responses and interactions among Gen Y customers.

#### *Generation X*

At the moment, personalization may be the least important factor for Generation X, but overall, they still value ads that are relevant to their interests. Personalization in advertising content is important to all age groups because it shows that businesses care about their customers. With the modernity of digital technology today, businesses have a lot of advantages and resources to create ads that are generally relevant to the interests and concerns of each age group. Therefore, even though the Gen X group has little interaction with digital devices such as mobile phones, businesses can still and absolutely can build advertising content that suits the preferences of Gen X shoppers. One of the strategies that businesses can refer to is to convey product messages clearly, directly,

and target the interests of Gen X customers to be able to create an impression and remember this customer group (Lakshmi & Gurunathan, 2023).

### *Short Conclusion*

The age differences certainly show in the interactions with the advertising content that each generation is exposed to. Generation Z is mainly inclined to be impressed by the entertainment factor, leading to the attraction to the advertising content. Generation Y has a balance between entertainment and advertising content. Generation X prefers advertising content that is truthful, detailed, and has specific recommendations. For businesses, it is a need for marketers to understand the differences between these generations in order to build targeted advertising strategies that match the unique motivations of each consumer generation group.

## **5.7 Advertising Methods Reactions between generations**

### **Gen X and Millennials more into product quality via traditional and online advertising**

Each generation according to the study will have different characteristics in thinking, perception, and experience as discussed in the previous sections. Each individual has different interests in the issues they experience, including information conveyed by advertising. Through the survey results, the answers show that Gen X and Millennials tend to be influenced by traditional advertising and online advertising. The forms of media advertising here are mostly information from TV and word of mouth, specifically for Gen X. As for Millennials, they are more influenced by more modern forms of advertising, which are from online advertising. Talking about Gen X, they are the oldest generation group among the three research subjects, which means they are the earliest to access advertising forms from TV, newspapers, magazines, and word of mouth advertising. This should also refer to the time when they were born and the new forms of marketing that emerged at that time. Therefore, information transmitted on TV or in the press or from word of mouth somehow still attracts more attention to Gen X. In terms of personality traits, Gen X is often careful, cautious and detailed with new things. If considering purchasing psychology, they need time to compare products and at the same time evaluate the value that the product brings before making a purchase decision. Therefore, they often tend to consult many different sources of

information before making a purchase decision. One of the sources of information they consult is from family, friends, and people who have previously experienced the product. They believe that those who have directly experienced the product or service will give the most accurate comments, and from their Gen X customers learn from their experiences to ensure that the products they will buy will bring the most appropriate value to them. Therefore, the advertising approach to this generation is often quite traditional, passive and requires a lot of time to convince.

When approaching the results collected from the Millennials participants, the research results show an alignment between the trends influenced by advertising marketing to Millennials and research on the personality traits of this generation. As mentioned, the Millennials generation is the one who has access to the time when technology becomes more explosive. Millennials are a generation that is highly appreciated for their ability to quickly adapt and change with the different trends of their time (Syamsudin et al., 2025). And even at this time, people between the ages of 26 and 41 are still considered to have many achievements in economic and social activities. When studying the trends that Millennials approach technology, they said that their frequent daily use of smart phones makes them more exposed to online advertising (Syamsudin et al., 2025). Along with the popularity of social networks, Sponsor Ads have become a familiar part when users use social networks. And even on Google search activities, the appearance of products they search for through Search Tools appears as advertisements from algorithms installed by advertising service providers. Matching the characteristics of Millennials who are quick to adapt to technology and the developing characteristics of technology factors in today's era, Millennials customers quickly get used to the installed advertisements that match their search trends. Talking more about the behavior of Millennials when approaching online advertisements, they will also apply the similar process in a decision-making process in the theories of consumer purchasing decisions. TRA theory shows that advertising only plays a secondary role in influencing customers' purchasing decisions. It may be the main decision, but it is also only a reference factor because the decision to purchase also depends on the experience, personality, and own thinking of the buyer. Millennials show that they

will also spend time considering and comparing similar products to make a final decision (Ordun, 2015).

### **Gen Z is attracted by trendy products via social media/digital advertising**

Gen Z is the generation that goes hand in hand with the explosion of modern technology 4.0. Gen Z has the most exposure and the fastest grasp of new trends from technology, especially in advertising activities. Regardless of the daily events that Gen Z is exposed to, there is the presence of technological elements. Therefore, adapting to technological elements in life becomes an essential part for Gen Z subjects. For Gen Z subjects, when asked about their interest in advertising activities, they said that they are often interested in advertisements related to technology elements mainly because they are very often exposed to smartphones and computers, which are connected to the internet. In addition, when businesses have become accustomed to using the internet to convey advertising information, it directly affects customers' usage behavior and gradually, customers are "educated" about the presence of online advertising becoming more popular.

Survey results show that most Gen Z respondents tend to be familiar with advertisements made through social media. Statistics on advertising via social media in the form of videos show that the trend of advertising based on short videos is becoming more viral and has a great impact on the purchasing decisions of Gen Z customers. When answering, most of them said that when interested in a product, they often "spend more time" searching for information about the product and especially searching for information through product review videos by many people. With the information that Gen Z buyers collect through product review videos, they have their own assessments of the product and from there will make a purchase decision. According to the theory of action reason, Gen Z is motivated to buy by many factors, including the internal factors of their own demand, followed by the impact factor from the advertising content that Gen Z buyers are exposed to. The behavior leading to Gen Z's purchasing decision has been affected by external factors and it makes the buyer's consciousness follow the ways that businesses want to convey about the product through advertising content. According to the movement of time combined with

future predictions about the development of technology, the trend of advertising via social media will certainly become more viral and become one of the main advertising tools and methods of businesses (Ausat, 2023).

## **5.8 Conclusion**

In this section, the study aims to provide important insights into how different age groups in Vietnam interact and respond to advertising. These findings are summarized from the discussions made above, emphasizing the needs of businesses when applying appropriate marketing strategies to each target group. Understanding the differences in behavior and preferences of each target group is essential for a business to create a higher brand recognition than other competitors in the market. Customizing advertising strategies creates more efficiency than using a form of mass marketing advertising to all customers which may lead to inefficiency due to the waste of time and resources, same with the research of Chandra et al. (2022).

*Digital advertising is widely accepted, but engagement levels vary by generation*

One of the prominent issues that businesses need to acknowledge is the acceptance of the popularity of digital advertising. Digital advertising has become a very popular aspect in Vietnam with all generational groups. Consumers from different target groups acknowledge the presence of digital advertising but they show different interactions with digital advertising. Younger generations are more interactive and positive while older generations approach it with more skepticism.

*Generation Z shows the highest level of engagement with digital advertising*

Gen Z is the group that shows the highest level of engagement with online advertising. The youngest generation in the survey is attracted to short-form videos, interactive promotions, and influencer advertising. With a strong preference for content that makes a first impression, Generation Z is receptive to media-based advertising from social networks such as TikTok, Instagram, and Facebook. They have a preference for brands that create engaging content in their advertising. They also show an attraction to advertising content delivered by influencers, so this is

a viral marketing method that should be considered by marketers of businesses to create effective advertising strategies.

*Millennials balance social media engagement with decision making*

Millennials are between Gen X and Gen Y, they have quick access to modern technology and therefore, they are also attracted to digital advertising. However, they emphasize the purchasing process through analyzing and learning about reviews from customers who have experienced the product, or from their relatives or friends, as also agreed in the research of Helal and Ozuem (2019), Nur'afifah and Prihantoro (2021). This generation group will also be attracted to digital advertising but at the same time they still have the habit of learning and evaluating products through many channels before making a purchase decision. This leads to the actions of businesses in providing detailed content when introducing products. In addition, Generation Y consumers are also attracted to personalized promotions, loyalty programs, etc.

*Generation X is the preferring authority-based content of digital advertising generation*

Despite the popularity of digital advertising, Gen X consumers are still generally reluctant to fully embrace digital advertising. Gen X consumers' engagement with digital advertising is lower than with TV or other traditional channels. They have a strong belief in advertising that indicates the credibility of the product. Gen Xers prefer marketing formats such as email, TV, or sponsored posts that are concluded and recommended by experts in the field. To target this audience, businesses should use word of mouth advertising or real-life testimonials from experts who have used the product

*Social media is the leading advertising platform, however there is different trust among different generations*

Throughout the analysis, it can be seen that social media plays a fundamental role in influencing marketing activities for the mindset of all generational groups. However, the analysis shows that the generation Z and Y groups are more accepting of social media-based advertising than the Gen X buyers. Gen X buyers are more concerned about the credibility of advertising information conveyed on social media, so they value the tradition which is provided by the media

they are familiar with. In general, for all buyers of different generations, buyers always value honesty in advertising. Therefore, businesses need to provide clear and verifiable product information to build trust in consumers.

*Short-form video is the most effective ad format for Young Generations, while Gen X prefers in-depth content*

This study highlights the contrast in how generations respond to advertising formats. Gen Z and Gen Y respond most positively to short video ads with short content but high user interaction, while Gen X prefers longer video ads. The ad format that Gen X prefers is traditional TV ads with specific content sharing the function and performance of an advertised pharmaceutical product. For Gen X, the more detailed the product is advertised, the better.

*Mobile advertising significantly influences purchasing decisions, especially among younger generations*

Mobile marketing has become one of the important strategies for businesses today to shape the purchase intention of all customers today, especially Gen Z and Gen Y. These groups are quite dependent on smartphones during the day because mobile phones are an indispensable part of everyone's daily life. In-app promotions are done via push notifications, and this helps increase engagement with mobile users (Wohllebe et al., 2021). Generation X is less dependent but in general, they are also mobile users every day. However, the way they receive advertising via mobile devices is not the same as Gen Z and Gen Y buyers. Gen X may still receive marketing news via mobile devices but the way they react is different from the other two groups. They need more information provided about products via push notifications than short text messages.

*Entertainment Value Drives Gen Z Engagement, While Millennials and Gen X are attracted by Informational Content*

Generational differences pose differences in their responses to content shared through advertising. As the youngest age group, Gen Z prefers entertaining content and prefers ads that are humorous, engaging, and engaging in the first few seconds of the ad. In contrast, Generation Y and Generation X prioritize informational content delivered in the first few seconds of the ad. They

seek purchase intent in the information shared through advertising. Effective marketing campaigns today should incorporate entertaining storytelling for younger consumers while for Gen Y and Gen X, advertising content should be storytelling and informational as the top priority.

*Young consumers are influenced by friends and social interactions in their purchasing decisions*

Research shows that factors such as peer recommendations, social media interactions, and influencer reviews play an important role in the purchasing decisions of shoppers across generations, but the specific impact will vary. Gen Y and Z consumers have more trust not only in the advice of relatives but also in the trust of others who have experienced the product and shared it on social media. In contrast, Generation X is less influenced by online reviews, but they also highly evaluate advice from acquaintances or from word-of-mouth recommendations in general.

## CHAPTER VI

### SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

#### 6.1 Summary

Chapter 6 provides a comprehensive overview of the entire research findings on the topic of advertising for different generations. Based on the findings and implications of these findings, the study can provide research not only for marketers but also make recommendations for future research. By examining how different generational groups in Vietnam interact with advertising and respond to marketing stimuli, the study has identified key trends that influence the perception of consumers belonging to the generations X, Y, Z. The findings gathered in the study highlight the need for businesses to develop targeted advertising strategies that are aligned with their preferences, expectations and purchasing needs, in order to effectively attract each distinct customer segment.

The discussions mentioned show that while digital advertising has become a popular, mass, and dominant element across all age groups, when looking at the details, generations still have different reactions to each marketing message they receive. Specifically, Generation X is consistent with traditional advertising formats and prioritizes their own habits when using familiar brands. Generation Y is adapted to traditional social media and digital commerce, but they focus on authenticity and reviews from people who have used and experienced the service. Generation Z is the youngest age group, and they are most interested and influenced by advertising with entertaining, engaging content from the beginning. Basically, the significance of these findings emphasizes the responsibility of businesses to learn specifically about each generation's response to advertising forms. Understanding customers will make it easier for businesses to implement marketing strategies. The changing customer trends are considered to be increasingly rapid and continuous, so it is important for businesses to prioritize understanding the core characteristics of customers so that they can build effective marketing strategies. This chapter will also discuss

privacy concerns as well as the growth of social commerce that impact some of the challenges in digital advertising.

Chapter VI provides an overview of recommendations for future research, highlighting areas such as the impact of virtual reality and other emerging technologies on the interaction of consumer generational groups. It also addresses the effectiveness of generational advertising and addresses ethical issues that businesses should consider.

This study shows significant differences in advertising engagement and purchase intention between Generation X, Y and Z in Vietnam. It can be seen that when evaluating at the present time, all shoppers of different ages are exposed to digital advertising activities, but clearly, there are differences in their responses depending on factors related to age, culture, and mindset. Therefore, their responses are different to issues related to advertising formats, advertising content as well as factors related to trust. The study confirms that social media and digital platforms today bring about the level of interaction of shoppers with advertising. This finding is also consistent with previous findings on the digitalization of consumer behavior. However, consumers will have different responses to content shared from different marketing methods.

The study found that Vietnamese Generation X still prefers traditional TV advertising, word of mouth, and direct product testing before making a purchase decision. Generation X places a high value on trust, product durability, and brand reputation. On the other hand, Generation Y is more influenced by social media and e-commerce advertising. Generation Y is the next generation of Generation X, but they were born in a period of technological development, and therefore, it affects the habits and behaviors of shoppers when exposed to advertisements shared from modern advertising channels. Their purchasing decisions are strongly influenced by user reviews, brand reputation, and promotional offers. Finally, Generation Z shows the highest level of engagement with digital advertising today, especially with short-form videos from TikTok, Facebook Reels, or Instagram. Gen Z shoppers' trust is influenced by online sharing, from influential celebrities, or from recommendations from acquaintances and friends.

The insights from this study highlight the importance of generational advertising strategies. Each business will have different customer groups and therefore, the implementation of advertising strategies needs to be carefully designed and targeted at the needs of each group. While traditional media and digital advertising dominate across all generational groups, differences in content details and approaches need to be studied to create customized marketing efforts that achieve maximum effectiveness (Dwivedi et al., 2020). In addition, the study also shows that digital advertising is becoming a major source of product discovery, businesses need to always be aware of the trust barrier between generations to make changes to help advertising content reach and build trust with each generational group.

### **6.3 Implications**

#### **Consumer Behavior for Effective Advertising**

One of the most important findings of this research topic is the need to adjust advertising strategies according to consumer behavior patterns, specifically adjustments according to each generation group. The author of the research argues that the differences in behavioral characteristics of each target group lead to differences in interaction with digital advertising content today. They all have access to modern advertising in many ways, but the culture-based of each target group shows that they expect different forms of advertising. From there, this emphasizes that businesses should adjust advertising access segments to ensure that marketing activities reach each appropriate audience. Basically, if businesses do not make appropriate adjustments to changing preferences, it is clear that customers will gradually lose interest in the brand and lead to ineffective business operations.

Not only is this study concluded, but previous studies on consumer behavior topics have also confirmed the importance of understanding the differences between consumer generations because it allows businesses to design targeted advertising messages. For example, the oldest generation, Gen X, is the least disruptive group and mainly trusts long-standing brands or products associated with their maturity. Therefore, they tend to be persuaded by products they have used before and trust in their choices. The clearer and more detailed the product information is shared,

the more it attracts the attention of Gen X shoppers. Gen Y consumers are also the group that appreciates the presence of new technology and the popularity of e-commerce, which affects Gen Y consumers' adaptation to new approaches to shopping today. They are more likely to engage with product brands through reference to testimonials from people who have used the product. For Gen Y consumers, they value transparency and clarity from product information shared through advertising content. Especially for Gen Y shoppers, they value product brands that give them a sense of the ethics of the business (Bucic et al., 2012). Meanwhile, Gen Z is attracted to advertising content that is attractive from the first seconds. Because this generation was born in the era of technological development, the forms of advertising they are exposed to, specifically short-form videos, are quite popular with this group. They appreciate content that is dramatic or has the participation of influencers in their generation. Brands that Gen Z appreciate should demonstrate the characteristics of lean, content-focused, creative, and dynamic. Ads that can receive high interaction can be mostly observed on popular social media channels in Vietnam such as TikTok, or Facebook Reels. The more entertaining the ad content is, the more interaction between the brand and the viewer, the more effective it is.

As mentioned above, the different behaviors of different generations create different awareness for businesses in implementing appropriate advertising campaigns. It is the need that businesses need to customize advertising strategies to match the expectations of each generation because it not only helps increase engagement but also strengthens the loyalty of shoppers to brands (Boada et al., 2024). Businesses, when applying generational approaches based on analyzed data will help gain deeper insights into consumer insights, analyze behaviors as well as emerging trends. Customizing and leveraging information from the market is a way to identify the preferences of each customer group, thereby helping advertising content receive higher conversion rates and maintain a more competitive brand image in the market.

This research highlights the need for businesses to integrate multi-channel marketing approaches. Today, consumers are increasingly exposed to multiple digital touchpoints and seek information across multiple platforms, according to Haron et al. (2023) and Muthaffar et al. (2024).

Therefore, business brands need to ensure the continuity of brand image associated with products and marketing content across advertising platforms. For example, while Generation X often responds better to marketing advertising content on social media applications and smart mobile devices, Generation Y and X can be reached more effectively through direct marketing campaigns (product trials). This means that businesses need to thoroughly understand their target groups, segment their audiences and deploy customized advertising strategies across multiple platforms to meet the expectations of each group of buyers.

Basically, understanding consumer behavior is a topic that has been discussed quite a lot in various research situations because it brings strategic advantages to businesses in today's fiercely competitive business context. Brands invest in marketing efforts and focus on consumers as a basic but necessary orientation to establish a deep connection with consumers, to create a lasting impression and memory of consumers towards the brand.

### **The Role of Digital Advertising in Competitive Advantage**

The implications of this study also emphasize the growing importance of digital advertising in shaping the competitiveness of businesses as well as the impact of businesses on consumers. Since Vietnam implemented its open-door policy to welcome international trade, the country has rapidly developed and integrated many new trends, including e-commerce (T. H. Nguyen, 2021; Tung, 2022). Therefore, businesses in Vietnam quickly gained an advantage in developing e-commerce platforms to compete in the market. This study confirms that online advertising strategies are gradually becoming the top choice to surpass traditional marketing methods because today's consumers all own smartphones and most of them have access to modern marketing content. This shift underscores the need to invest in digital marketing expertise and tailor it to the specifics of each customer segment to increase reach, engagement, and conversion rates.

Today's competitive landscape is increasingly defined by the efforts of brands to personalize advertising content based on user information and consumer behavior data. Advertising today allows businesses to collect real-time information that reflects the actual comments and expectations of viewers to see how customers interact with the content being delivered (Willemssen

et al., 2018). Unlike traditional advertising channels of the Gen X era which were largely aimed at mass advertising, today's advertising is more flexible to experiment with different ad formats to be able to deploy diversified and optimized content for specific audience segments. Consumers exposed to dynamic advertising content can also be engaged by different messages, aiming to be personalized for each person. This agility is especially important in a rapidly changing market like Vietnam, where consumers are becoming more digitally sophisticated. They also expect more seamless interactions and customization to their preferences about advertised products.

The rise of mobile-first marketing strategies has further emphasized the importance of optimizing digital advertising content for smartphone users (Bernritter et al., 2022). Smartphones have become an integral part of every individual's life. With the increasing use of mobile devices and the increasing popularity of social media platforms, it is imperative for brands to ensure that their marketing materials are designed for easy interactions with mobile devices. For example, common interactions expected on mobile devices today include fast data loading speeds, user-friendly website design, smart color display, and fast contrast. In general, although consumers may not pay much attention to the front end when interacting on mobile, if businesses do not focus on investing in the front end, it can still be difficult for consumers to interact with poorly formatted websites (Falahat et al., 2023).

Another trend dominating digital advertising today is the rise of live selling through social media platforms. Emerging platforms like TikTok, Facebook Live, and Shopee Live are pioneers in revolutionizing how brands connect with consumers. With the ability to provide live streams and product demonstrations in real time combined with exclusive discount vouchers only available in live streams, it stimulates consumers' desire to buy immediately because of the fear of missing out. In today's era, this format has proven to be highly effective in driving emotional purchases and enhancing brand authenticity because today's shoppers value real-life interactions and transparency. In live streams, shoppers can interact directly with sellers while sitting at home. Buying and selling through e-commerce channels in this form allows more flexibility for buyers, so they have more flexibility in the purchasing process (Y. Wang et al., 2022). Currently,

businesses tend to approach more forms of advertising combined with on-site product sales and this is also a recommendation for businesses to increase customer experience.

Furthermore, according to research, consumers generally appreciate ads that are tailored to their personal preferences and behavior. Although it is widely reported that consumers are not particularly interested in seeing ads that they have just mentioned in a conversation and then appear on their mobile devices in the form of sponsored ads on social media posts. Because they think it feels like they are being eavesdropped on and they feel insecure about their personal privacy. However, today, consumers also expect brands to make customized product recommendations and promotions that are tailored to their individual characteristics. Because in addition to the products that consumers expect, manufacturers can make more products than buyers expect. However, consumers may not know about those products, which can limit the ability to maximize revenue from products. Therefore, AI-powered algorithms and machine learning models today allow businesses to analyze consumer behavior and expectations through web browsing behavior (Raji et al., 2024), purchase history, and social media “like/share” interactions to produce highly targeted advertising campaigns. Personalized advertising content not only increases the likelihood of converting searches into purchase decisions, but it also brings a lot of loyal customers to businesses if consumers feel convinced by content that matches their personality, interests, and needs.

The study confirms the importance of advertising on social media platforms such as Instagram, Tik Tok, Facebook has become the focus of digital marketing strategies today in Vietnam. Brands and businesses in Vietnam also affirm that the popularity of social media today provides them with a way to interact more closely with their target customers (Ha & Thu, 2020; Thuy & Cuu, 2023; Long et al., 2024). As mentioned above, short video content has become a popular approach in marketing strategies, proving to be particularly effective in attracting the attention of consumers. Brands take advantage of content not only from business employees but also from consumers themselves based on their experiences. Affiliate advertising forms are formed and spread out more thanks to the strong rise of e-commerce. By engaging with consumers themselves and promoting products through them, advertising content becomes more personal and

more accessible to other consumers because it builds emotional connections and similar thinking. The way e-commerce features are integrated into social media platforms today allows businesses to save customers time when shopping, meaning they can search and buy products directly on social networks without having to switch between search and shopping apps (Attar et al., 2022).

The prevalence of digital advertising today brings both opportunities and challenges for businesses in terms of data privacy regulations and consumer trust. While personalized ads are more in line with shoppers' expectations, social media users are also concerned about excessive data collection by businesses, which will lead to marketing tactics that invade consumers' privacy. The problem for businesses in the digital transformation era in Vietnam is to balance personalization and consumer privacy by ensuring transparency in data collection activities. In addition, businesses also need to provide opt-in features for targeted advertising and comply with regulatory standards under Vietnam's Personal Data Protection Decree. Essentially, when companies succeed in building trust with their customers, they have a long-term advantage in customer retention and brand reputation.

Furthermore, when it comes to emerging technologies like AR and VR, these two technologies are seen as reshaping digital advertising by allowing customers to experience products through immersive experiences. Although these two technologies are not really popular in Vietnam, they will essentially create more realistic experiences for consumers so that they can feel the product before shopping. When consumers have access to the progressive thinking of businesses investing in these technologies, consumers will have the right consideration between product features and their needs. Forward-thinking brands investing in these technologies can differentiate themselves from competitors by providing memorable shopping experiences for consumers.

In short, digital advertising is not only an option but also a necessity for businesses that want to maintain and improve their competitiveness in the market, especially in a rapidly developing market like Vietnam. Vietnam is increasingly receiving more opportunities from FDI investment capital (H. M. Kim, 2023) and this is also an opportunity for domestic businesses to

develop marketing based on new technologies such as AI, machine learning to optimize advertising content and images on mobile devices. Consumer expectations will become increasingly desirable for convenience, interaction and authenticity, and therefore, brands that leverage digital practices will achieve greater market impact and long-term success.

### **Challenges in Consumer Trust and Data Privacy**

#### **Data Privacy**

When assessing the main challenges that businesses in Vietnam will face when building digital advertising strategies, Consumer Trust and Data Privacy are two main factors that create some barriers for businesses when producing advertising content. Obviously in the era of technology 4.0, when digital advertising has become a dominant force in influencing consumer decisions, this research content shows that consumer trust is a barrier to the interaction of generations X and Y. These consumer groups are the ones that have witnessed the transition from traditional media to digital media applications, so they are skeptical because they have not really adapted to the transition. The tendency to be skeptical of online advertising is more common in generation X because they do not have trust in the content delivered through social media channels or advertising channels via the internet. Because digital advertising today largely provides recommendations that are tailored to customers' interests, consumers are also concerned about the privacy of their personal data being leaked. This also leads to the impact of losing trust in online advertising.

The survey found that more than 60% of Generation X respondents were hesitant to trust online advertising. They felt that the product information they received often contained exaggerated elements, overestimating the product. When asked about trust in online transactions, Gen X consumers also felt hesitant to spend money in online transactions because they feared hidden fees or did not know how to transact through e-wallets. This skepticism becomes a limitation for businesses when implementing marketing strategies to Generation X consumers. Therefore, instead of prioritizing issues such as advertising content, advertising images, etc., businesses should prioritize building trust with consumers to ensure long-term consumer loyalty

(Rane et al., 2023). One of the recommendations to attract Gen X's trust could be testimonials from people of the same age as Gen X, building safe payment methods and ensuring transparency throughout the transaction.

As mentioned above, the issue of privacy becomes a concern when persuading and building trust with consumers. There is no denying the positive and useful impacts that AI brings, but as businesses increasingly rely on AI-driven algorithms to analyze personalized data, user information will no longer be safe (Obiegbu & Larsen, 2024). The information that businesses often use to analyze consumer trends and behaviors can include income, internet search history, age, gender, job, etc. The increasingly popular development of technology also educates consumers to be more aware of data tracking mechanisms, cookies and third-party data sharing. Therefore, consumers are fully aware of data security issues and if they are not respected, they can completely sue businesses for not complying with Vietnamese law.

### **Consumer Trust**

For businesses, the factor of corporate ethics is the main highlight for businesses to overcome these challenges, to highlight transparency and honesty in the information spread to consumers. It can be seen that today, many digital advertisements are spread by influential people, but at the same time they are also influenced by the money factor, so consumers have doubts about the authenticity of advertisements by influential people. Not only abroad but also in Vietnam, there have been specific cases of a product being over-advertised by influential people, while the actual quality is only 1/10, at the same time, if consumers consume the product as advertised, it can lead to obesity and some other diseases. In general, the factor of ethics in business today needs to be spread from businesses to spokespersons because any stage related to product promotion affects the brand image (Bucic et al., 2012). While consumers across generations are now more aware of product transparency, it is clear that they are making careful considerations before making a purchase decision. Therefore, brands should ensure that the influencers work with respect authenticity and transparency when promoting their products. In addition, regulatory agencies

should also play a key role in enforcing strict standards for businesses to conduct marketing campaigns while still complying with government regulations (Matyash, 2024).

### **Over Repetitive Advertising**

In addition, this study also mentioned the challenges that affect consumer psychology when encountering repetitive advertisements. When consumers become too familiar with advertisements that are too repetitive, even Gen X and younger generations feel bored watching the entire advertisement because they already know the results. This has a significant impact on related strategies in social media marketing, where targeting customers too much, causing video ads to be inserted in the middle of TV content or entertainment content that customers are watching, creating discomfort for viewers instead of positive interaction. Businesses need to have a balance in the level of advertising display instead of being greedy in inserting the number of ads because it can be counterproductive, leading to viewers becoming annoyed and skipping the advertisement information. Overall, strategies like story telling are still quite appreciated because they lead viewers to the main advertising content, however, the key takeaway in this study is still moderation and adjusting the number of ads to suit each age group to avoid overwhelming customers with excessive advertising programs. Furthermore, for businesses to be able to build trust with customers, blockchain technology can be applied in digital advertising. Blockchain is considered a technology that helps increase transparency in advertising content by allowing consumers to track the origin of the advertisement (Rapezzi et al., 2024), identify the origin of the product or remove inappropriate ads by adjusting the direct advertising settings. Decentralized advertising platforms that prioritize consumer consent and eliminate unwanted clicks will create trust for customers when using the website as well as create a more ethical brand image (Lobschat et al., 2019).

In conclusion, while modern digital advertising today offers businesses the ability to reach their target customers more effectively, it also comes with issues related to trust and data privacy. These are both opportunities and challenges that businesses need to address quickly and in a balanced way to bring sustainable trust to customers in general. Today, the desire to prioritize ethical marketing is at the forefront of bringing more positive experiences to customers. By

adopting a consumer-centric approach, businesses can reduce skepticism, enhance brand reputation and create meaningful connections between businesses and customers in a digital and competitive market.

### **Upcoming Trends of Advertising Practices and Implications**

Digital marketing is inherently dynamic and constantly evolving, so future research should consider exploring emerging trends and technologies that can reshape consumer behavior by generation. In this study, the author focused largely on Generations X, Y, and Z, but in the future, many new and younger generations will emerge, leading to different behaviors that directly impact many areas, including digital advertising. As digital platforms, artificial intelligence, and immersive technologies continue to evolve and expand in the future, it creates challenges for businesses to constantly change and be flexible in understanding the impact of these factors on advertising effectiveness. Based on the findings from this research, here are some recommendations for future research to focus on the following areas.

#### **Virtual and Augmented Reality on Consumer Engagement**

As augmented reality (AR) and virtual reality (VR) technologies become more accessible and widespread today, future research should investigate their long-term effects on consumer engagement with products advertised through these technologies. Essentially, these technologies have begun to transform the consumer shopping experience because they allow consumers to experience online shopping through a number of “real” interactions such as trying on clothes, visualizing home furnishings, visualizing makeup colors, or interacting with a virtual state of a product before making a purchase decision.

If AR and VR become popular in Vietnam in the future, the two generations that will quickly become familiar with them are Gen Y and Gen Z because they are receptive to shopping tools with this emerging technology feature. Although novelty may drive initial engagement, in the future, the efficiency of the work will help increase sales rates because it allows customers to experience the product in advance, avoiding disappointment and returns, thereby creating options for customers to improve the value and quality of the product through customer response.

Furthermore, the rise of social media influencers today is a trend that seems to be recognized as an emerging trend that needs to be explored in new research. In recent modern research, social media influencers in the perception of Gen Z are those who bring high trust, and have emotional resemblance. Future research can explore the influence of social media influences on the purchasing behavior of different audiences. This is also a way for businesses to consider strategies of using human images as representatives to attract consumers to their advertisements.

In addition to focusing on ways to implement new advertising platforms, the study also suggests other future research topics that should focus on some of the ethical issues in building advertising content based on real-world technologies or through the recommendation of AI. In general, AI functions will greatly help businesses to form analyses that are closest to consumers' expectations (Nugroho, 2025), but it will also create doubts about the humanity of actions made by AI. When businesses rely too much on new technologies, the result can be biases in the way machines command to train the perception of humans, which is against the ethical factors that businesses have committed to.

### **Regional Differences in Digital Advertising Response**

The limited geographical scope of the study resulted in the study not addressing regional differences that affect the interaction of shoppers with advertisements. It can be seen that while this study only focused on Vietnamese consumers, future studies are recommended to exploit the differences by geographic region to find prominent interactive behaviors with digital advertising forms. In this way, businesses can understand the diverse context of different customer files based on geographic location factors, thereby helping to exploit more accurately the advertising content suitable for each region. Expanding research on these factors helps businesses refine their marketing strategies by generation and combine regional characteristics, thereby being able to develop localized advertising content that is suitable for the cultural identity of customer files.

The difference in research on each geographical feature also affects the difference between rural and urban areas. When studying the characteristics of these two areas, businesses will certainly see the difference between areas with invested economies and less developed areas. The

application of digital advertising in large cities such as Hanoi, Ho Chi Minh City, Da Nang, etc. will also be completely different from advertising strategies in areas with less commercial activities. The application of advertising is not only based on generational factors, but each area with each economic feature also has a different impact on the perception of buyers. Consumers in urban areas will have the opportunity to access high-speed internet access, always the most up to date with all the new trends of society. However, people in less populated areas are often less up-to-date with social trends, and most of them access information through word-of-mouth marketing, or through traditional advertising approaches such as TV and radio. Therefore, this research topic cannot cover all the characteristics of consumers in terms of economic factors. Therefore, the recommendation from this study is that future studies should explore advertising strategies that can be adjusted to reach all consumers with different economic characteristics to maximize the potential to generate revenue.

### **Impact of Economic Factors on Buying Habit**

In addition, future research should consider the impact of more detailed socioeconomic factors such as income, education level, and access to technology. In this study, the author spent time mentioning these factors in the survey, but it could not cover all the consumers participating in the survey in detail and comprehensively. Therefore, developing a study with a separate topic will increase the level of detail that research information brings to businesses to learn about separate customer markets. Some basic examples can be taken as, people with high incomes will often sympathize more quickly with advanced digital advertising technologies and accept advertising messages produced by intelligent computer systems (Dwivedi et al., 2020). Lower spenders are more likely to be exposed to mass advertising, interact more with discount-based marketing, and favor crowd-based recommendations. In any context, understanding customers in greater detail can help businesses tailor advertising strategies to the expectations and behaviors of groups with different spending abilities.

### **Research in a Wider Scope Outside of Vietnam**

In this research topic, the research context is set in Vietnam which provides the detailed insight in a national territory but in the future, studies can explore similar topics in a broader scope, for example in Southeast Asia, or more broadly in Asia. It can be seen that, with the same age and in the same generation Gen X, Y or Z but in each different country, consumers will show different reactions to different advertising content and methods. This comes from geographical differences leading to differences in information reception culture. Research topics in this broader scope can be mentioned as “differences in social media advertising effectiveness in Southeast Asia”, “differences in consumer trust in Southeast Asian markets”, or “differences in digital advertising in Southeast Asian countries”. It can be seen that expanding research in these areas can help businesses operating in Vietnam in particular and Southeast Asia in general to understand their customers. Any research that is built is also the foundation for actions to be made in the future.

To add on to the recommendations for future research already mentioned, expanding cross-border research is also a way for businesses in Vietnam to refine their marketing strategies to suit global consumer trends. When businesses intend to expand their business to international markets, customer research is of utmost importance in order to plan directions that suit the preferences of each target group in each national region (Lim & Rasul, 2022). It is not only related to advertising content but also related to setting up payment systems as well as orienting the communication style of each business. In addition, the author also recommends studying the impact of government regulations on business operations in the current e-commerce sector. Each country has different legal regulations, which can affect the way brands deploy digital advertising. For example, regulations related to e-commerce tax will apply in Vietnam from April 1, 2025, which is directly related to advertising actions in the future technology era.

To conclude the recommendations for future research, it is the need to understand in detail the issues surrounding advertising in the present and future. Research on advertising and its impact on generations does not only revolve around the factors related to the characteristics of the generations, but it also includes the surrounding social, economic, and market issues, which impact the strategies of businesses.

## **6.4 Future Research Recommendation**

### **Impact of AI on Personalization**

Although the research content has mentioned the impacts of AI on advertising design activities, the author still makes recommendations for the future, which refer to further research on the impacts of AI on the content and form of digital advertising. In future studies, it is the need that the authors need to explore the impact that AI can bring to consumers through personalization (Chandra et al., 2022). If in the past and present, businesses use employees to exploit and research the market to build separate customer characteristics for each of their product segments, in the future, AI can completely support businesses in automatically collecting information from many different sources to present to businesses about customer characteristics in a short time and limit human effort. Personalization is always one of the important topics that businesses need to learn to build business strategies that best suit the desires of consumers. Personalization is an indispensable feature in modern advertising, especially in research related to age and generation. In the future, more and more businesses will take advantage of AI algorithms to analyze consumer behavior and preferences to bring unique advertising experiences (Raji et al., 2024). Therefore, in addition to studying the different responses between generations to current advertising, future research should also consider research topics related to AI and human interaction. It is not only a matter of how AI creates advertising content, but also a matter of concern for how AI will change the way businesses operate in the advertising field. In the future, there will be more fluctuations related to technology which might change the mindset of managers in the advertising field. Understanding the research related to AI will definitely help managers and marketers realize whether AI promotes and enhances consumer satisfaction and trust. In addition, other issues surrounding AI should also pay attention to data security (Alsyouf et al., 2023). The more detailed future research will bring knowledge and raise the attention of people in different business fields in creating a safe and dynamic marketing environment.

### **Future Research About Impact of KOL, KOC**

In the future, we will interact more with machine learning and even at the present time, AI-related news also provides information about AI being able to create entertainment content. This is currently entangled in many controversies about whether AI is truly "creative" or just a "support" tool for humans to create more advertising content (Z. Wu et al., 2021; Creely & Blannin, 2024). However, at the present time, recent studies have gradually accepted that AI can create influences and make them virtual brand representatives for advertising content of businesses. Therefore, the future society will completely encounter more virtual brand representatives of brands and at the same time, because AI can analyze user data files and classify them by age, the virtual representatives created by AI can completely match each different customer file. Unlike human influencers, virtual influencers can be programmed to embody a specific brand's values and maintain an image that is consistent with the expectations of the business and balanced with the expectations of consumers (Yan et al., 2024). Ultimately, creating virtual influences and bringing them to life may still be a difficult task, but it is not impossible. Therefore, future research can draw on the inferences from this study to determine how future consumers will respond to digital characters and whether this modern approach can go viral for businesses. Ultimately, humans still need to be emotionally engaged to give brands the opportunity to market their products most effectively. Therefore, research on how AI creates a virtual KOL may be essential to determine whether consumers are ready to embrace new marketing methods in the future.

### **Ethical Practices in Digital Advertising with AI**

The ethical implications of AI-enabled advertising are recommended as areas for future research. We acknowledge the impact of personalization on improving user experience, but it also raises concerns among consumers about data privacy. In any research context, personalization means that machines use large amounts of consumer data, which is collected through browsing history, search activities in the "Search" field on social networks, or through information exchanged with friends, etc. In many different forms, modern technological elements today allow many businesses to collect user information in many different formats to serve different advertising strategies targeting diverse customer files (Haleem et al., 2022). Therefore, developing future

research topics in a narrower scope on the topic of ethics in advertising will help businesses assess whether consumer data collection activities cross ethical boundaries. In addition, based on the research of this topic, it can help shape businesses in implementing more responsible AI marketing activities. We cannot deny the benefits of AI in bringing businesses more convenience, more efficiency, more accuracy in implementing advertising content, but when discussing the ethical responsibility of businesses in business, we can see the need to secure personal data of consumers in general.

It is the need for future research to consider the importance of balancing AI-driven personalization and consumer privacy. It has always been a challenge for businesses to address, but there have not been any suitable solutions because this lies in the challenge between the financial interests of businesses and corporate ethics. While consumers today are increasingly aware of how they are monitored and their data is collected for commercial purposes (Bleier et al., 2020; Krafft et al., 2020; Rosário & Dias, 2023). This makes consumers wary of interacting more with brands and indirectly affects business performance. In today's society, when consumers have more choices, it means that businesses face more challenges to ensure their commitment to responsible data handling. When businesses take their commitment to responsible data handling seriously, they avoid consumer distrust of their brands and lawsuits over user data abuse.

Consumers today are acknowledged in many studies about the acceptance of the explosion of AI in many different fields including advertising because it brings both consumers and businesses closer to each other and better understanding. However, as high technology becomes more popular, it means that security-related factors are increasingly threatened (Jada & Mayayise, 2023). Businesses are facing challenges related to ethical commitments and the temptation of making money. To short summary, businesses can still inherit the long-term impacts of AI-integrated advertising but at the same time still need to commit to ethics in every single step of business operations to be able to operate and develop sustainably in an ever-evolving digital environment.

### **Ethical Digital Advertising**

This section discusses the ethical considerations surrounding data privacy in today's digital landscape. Businesses today are exposed to a wide range of opportunities from the rapid and dynamic growth of digital technology that is shaping the way they do business (Akseki, 2022). In addition, as businesses leverage technology to learn about consumer behavior, it directly drives advertising efforts that are most relevant to their expectations. Along with the effectiveness of today's advertising, it raises questions about data privacy. With growing concerns about data privacy, future research should delve deeper into strategies for developing, managing, and using consumers' personal information ethically (Rodgers & Nguyen, 2022). By understanding consumers' concerns about the security of their personal information, businesses can make more effective efforts to build customer trust and loyalty to their brand.

The limitations in scope, subjects and time of this study reduce the level of information content that needs to be researched related to ethical factors in advertising activities. Therefore, in this section, the author proposes that future studies should consider the effects of advertising, as well as the legal basis for consumer protection. When studying research topics related to business ethics, it promotes the foundation of consumers' understanding of the capacity and scope of business operations in the field of marketing. More knowledgeable consumers also mean higher requirements for businesses on transparency when using user information for different purposes. Although in reality, consumers cannot fully understand how businesses deploy and use data information about privacy, the information shared on social networks partly shows how consumers are currently manipulated. At the time of this study, consumers of any age at the time of this study are completely in a century of the 4.0 era with all information captured in the flat world. Therefore, controlling data in the most ethical way is always a concern not only for businesses but also for today's consumers because they themselves cannot avoid the flow of social development. Therefore, we can only talk about when consumers are more aware of their influence in the digital age, they have the right to demand and influence more strongly the way businesses use their data for advertising activities.

In fact, the topic of user data protection still has a lot of room for future research. One of them is the study of the impact of business regulations and laws on the performance of enterprises. The legal factor does not only apply to one enterprise but also differs by territory. Different regions apply different levels of supervision and management of business activities according to different regulations (Litvaj et al., 2022). If future research is conducted, it may show the difference in the law on user data management at different levels. There are countries and territories that apply loosely and there are places that attach great importance to strictness in data management. Future research may discuss the difference in legal regulations affecting consumer trust in digital advertising activities. Assessments may revolve around whether a stricter legal framework leads to greater consumer trust or whether it is a barrier that prevents businesses from performing better in the market (White et al., 2024). Analyzing an issue from multiple perspectives and aspects gives researchers a multi-dimensional view of a topic revolving around advertising and consumers. Furthermore, while businesses will have their own business standards, it is not certain that they comply with the general regulations of each country's laws. In this case, studies on this issue need to really go into each characteristic of each business in each different country to provide future studies with a more comprehensive view of the ethical issues in digital advertising.

While the research on this topic focuses on the impact of advertising on each generation, future research should also explore the generational divide and attitudes of each generation of consumers towards data sharing commitments. Specifically, consumers of all ages who use mobile devices with internet connection may have encountered online settings for personalization of advertising. These questions are distributed by marketing platforms such as Facebook, TikTok, etc. with the purpose of asking for the audience's consent to the advertising content they access. Different age groups will have different levels of understanding and different concerns when it comes to privacy settings. Some people will ignore the settings, but others will set them to appear more relevant ads to them, avoiding excessive interaction, disturbing the social media experience. For example, Gen Z tends to be more accepting of constant digital advertising and will often customize the settings for how ads appear. Gen Y may be similar, but they tend to be stricter about

personalization and pay more attention to personal data. Gen X, on the other hand, will often ignore these settings because, as a rule, they are less enthusiastic about social media advertising, and they may not know how to set up ads in a way that is least annoying to them. Overall, understanding every aspect of advertising and interaction between each generation and age group requires researchers to invest a lot of time in observing and collecting data. However, the results are essential as a way to shape the future of advertising, as well as show businesses in general the importance of understanding how to apply advertising to each customer's characteristics, towards the ultimate goal of matching different consumer expectations.

To briefly summarize the content of the suggestions for future research, the author of this study suggests that the future of digital technology is limitless, and digital advertising will continue to benefit from the strong development of technology (Azzaakiyyah, 2023). Based on the development of technology, businesses will certainly expand their business scope based on the expansion of advertising types aimed at different customer files. In general, any future research topic is encouraged to explore the ethical factors in implementing advertising types with generations. Because the line between ethics and financial ambition is quite fragile, it is the need for businesses to explore ways to adjust advertising strategies that best balance business expectations, customer expectations and ethics in protecting privacy. Clearly, each generation will have different responses to each type of advertising and advertising content, so the assumption for future research will also be about the different responses of customers to the ethical practices of businesses. By learning about the challenges and requirements related to business ethics in advertising, businesses have the opportunity to research and implement advertising strategies that best suit the characteristics of each customer generation while still ensuring their commitment to ethics in business.

## **6.5. Conclusion**

To conclude in the most general and comprehensive way about this research topic, basically, this research provides very valuable insights into the knowledge related to the differences in preferences of each generation regarding advertising genres. With the research conducted in the

scope of Vietnam, the research also made recommendations based on the data which showed that businesses need to have a strategy to refine their marketing activities in the context of Vietnam's growing development due to the popularity of technology. This research analyzed the age groups and divided them into three generations: Gen X, Y and Z and evaluated their responses to different forms of advertising. The findings in this research show the essential role of marketing methods that are appropriate for each generation group. By studying the differences between each generational group, businesses can visualize the characteristics, preferences, and trends of consumers' interests in the advertising content they are exposed to. Based on the different response characteristics, it also provides businesses with a suitable vision in building and developing effective advertising strategies across each media, including traditional and modern marketing media. Essentially, the findings in the study show that while digital advertising will continue to be the main method of approaching consumer behavior engagement across all age groups, more specifically, each generation X, Y, and Z will have specific and different responses to the advertising information they are exposed to. Therefore, these findings emphasize the need for brands to apply appropriate strategies to effectively exploit the attention of each customer group.

Next, the findings of the study confirm for each generation that Gen X consumers are largely influenced by traditional media advertising through media such as TV, newspapers, word of mouth, etc. For Gen X consumers when exposed to digital advertising, they tend to place a high value on clear, testimonial, and transparent advertising content, preferably advertising content endorsed by industry experts. Gen X consumers place a high value on traditional authenticity because they believe that testimonials show that there are actual customers who have used the product and tend to give accurate comments. Basically, Gen X believes in their beliefs only when they actually witness and experience it.

Generation Y is the one who grew up and matured in the boom of social media and digital commerce, so they have somewhat quickly approached the initial basic steps of applying technology to daily life. The increasing modernity of digital technology has created conditions for Gen Y consumers to quickly access and accept e-commerce as a necessary part of life. Especially

the impact of COVID-19 has created changes in the online shopping mindset of many consumers (Alzaidi & Agag, 2022). The popularity of the internet has also increased the number of people using smart mobile devices in Vietnam and from there, more people have access to social networks such as Facebook and Instagram. Based on the guest preferences for each social network, businesses can deploy appropriate marketing strategies, especially prioritizing advertising through storytelling to lead customers' attention and empathy, thereby helping them to be more receptive to the content that the advertisement wants to target. Finally, the generation of Gen Y consumers also pays close attention to and emphasizes the importance of sustainability and business ethics of the enterprise. Therefore, businesses should also prioritize integrating ethical values through product sales activities.

In addition to Gen X and Gen Y, the study concluded that Gen Z consumers are the ones who show the strongest interact with digital advertising. Because they were born in an era where digital technology has become so popular and is in a period of strong development, they think that issues related to digital technology are obviously necessary for their lives. With a tendency towards entertainment experiences, Gen Z consumers are often impressed with highly interactive advertisements through the social network Tik Tok. Because the algorithms are set up to match each user's characteristics, most of the advertisements are short-form video ads, focusing on surprise, condensed content, and focus. Gen Z consumers are attracted to videos that make an impression from the beginning. It can be emotional videos of joy, sadness, anger because it appeals to the viewer's state and leads them to the main purpose of introducing the product or service in the video. Just like the rest of the generations, Gen Z also needs authenticity in the product, but they will be affected in terms of trust if the products or services are advertised by celebrities, influencers.

In addition to the findings about the commonalities and differences between generations, the study also found broader implications of digital transformation for shaping advertising effectiveness. Businesses are leveraging insights into different data collection methods and predictive analytics in their marketing strategies. The more detailed the information collected, the more specific the advertising strategies that are most relevant to each consumer. Today's shift to

AI-powered personalized advertising offers a variety of opportunities for businesses across industries to deliver more intuitive and relevant advertising experiences to consumers (Raji et al., 2024). However, the study also points out some ethical issues if businesses rely too much on AI will create some consequences such as consumer concerns about data security, consumer autonomy and advertising transparency. Personalization is important but it also needs to achieve a balance between advertising effectiveness and consumer privacy to ensure secure buyer trust in brand reputation.

As summarized above on the issue of ethics, ethics today plays a very important role in the business activities of enterprises at every stage. Consumers today are educated by information and news related to their own data security. Consumers themselves are also aware that their information is no longer safe and is partly used for advertising purposes. The popularity of information technology today shows that consumers in general have no boundaries for securing their information. Therefore, it is understandable if consumers are concerned about the information, they have access to. Therefore, it creates for consumers to impose and expect businesses to ensure information security and build trust with consumers. With these expectations in mind, businesses need to commit to age-labeling their ads, being transparent about what information they collect from users, and being accountable to data privacy laws (Y. Liu et al., 2022). If these actions are maintained, it will help build consumer trust and create sustainable interactions between consumers and businesses.

The overall research also points out that the evolving nature of digital advertising and the needs of businesses will create the need for a balance between meeting technological advances and consumer expectations in many aspects. In the future, people will welcome new super technologies, and it will certainly create a change in the advertising landscape and shape the perception of advertising from the consumers. All the macro trends that are happening and may happen require businesses to evaluate and plan to take advantage of the advantages of digital technology to persuade consumers to buy products through high-tech advertising. The survival of businesses in general as well as the competitiveness of businesses depends on many factors including continuous

improvement. Because effective advertising depends on the characteristics of each generation, businesses will need to prepare new initiatives to attract new generations in the future. The study shows that even at the present time, advertising preferences and trends between generations are constantly changing due to the impact of market trends. Therefore, marketers definitely need to understand the differences between generations and at the same time evaluate the effects of external factors such as economic, social, technological progress, culture, etc. to determine the changes in consumer behavior over time.

In conclusion, this study serves as an important research base for further and broader research in the future. This study also serves as a foundation for businesses that want to improve advertising effectiveness through understanding the similarities and differences between consumer generations. The findings of this study emphasize that there is no specific approach that fits everyone because each generation, age, gender, etc. will have different reactions to each advertising method. Instead, this study suggests that the success of businesses lies in understanding the motivations and expectations of each age group of shoppers towards advertising. By implementing personalized marketing strategies, conveying ethical values, and building trust in data security, businesses can completely create a positive impression in the perception of consumers in different generations in general. One thing is for sure, technology will continue to develop more modernly, and it will definitely impact the development of digital marketing, so businesses should prioritize the adaptability of advertising to each target group to ensure competitiveness in the market.

## APPENDIX A

### SURVEY COVER LETTER

I am writing to extend an invitation for your active involvement in a research investigation entitled "Generational Marketing and Advertising: Swaying Generation X, Y, and Z's Purchase Intention in Vietnam." The objective of this research is to investigate the impact of generational dynamics on consumer behavior and purchasing choices within the Vietnamese market environment. I greatly appreciate your active involvement in this research endeavor, which will significantly augment the body of knowledge concerning marketing and advertising. Through the provision of your perspectives and personal encounters, you will contribute to our comprehension of the ways in which distinct generational groups perceive and react to marketing tactics. This, in turn, will facilitate the creation of marketing campaigns that are more efficacious and precisely catered to the inclinations of Generation X, Y, and Z consumers in Vietnam. Completing the questionnaire required for participation in this study will require an estimated time of 5 to 7 minutes. The confidentiality and anonymity of your responses will be maintained, and your involvement is completely voluntary. Your participation in this study carries no anticipated hazards, and you are free to disengage from it at any point without incurring any penalties. Please visit the following link to gain access to the questionnaire: <https://shorturl.at/64ARk> Regarding any inquiries or apprehensions regarding the study, please do not hesitate to reach out to [Email] for the principal researcher, Phan Cong Minh Triet (Mr.) For any inquiries or apprehensions regarding the participant's rights, please feel at liberty to reach out to (School name) I truly appreciate your consideration of participating in this research.

Your contribution is treated with immense gratitude.

With sincerity,

Phan Cong Minh Triet

APPENDIX B  
INFORMED CONSENT



**Generational Marketing and Advertising: Influencing Purchase Intention**

I, ....., agree to be interviewed for the research which will be conducted by ....., a doctorate student at the Swiss School of Business and Management, Geneva, Switzerland.

I certify that I have been told of the confidentiality of information collected for this research and the anonymity of my participation; that I have been given satisfactory answers to my inquiries concerning research procedures and other matters; and that I have been advised that I am free to withdraw my consent and to discontinue participation in the research or activity at any time without prejudice.

I agree to participate in one or more **electronically recorded** interviews for this research. I understand that such interviews and related materials will be kept completely anonymous and that the results of this study may be published in any form that best serves the purpose.

I agree that any information obtained from this research may be used in any way that is thought best for this study.

.....  
**Signature of Interviewee**

.....  
**Date**

## APPENDIX C - QUESTIONNAIRE

### GENERATIONAL MARKETING AND ADVERTISING: INFLUENCING PURCHASE INTENTION IN GENERATION X, Y AND Z IN VIET NAM

Thank you for agreeing to participate in our research study titled "Generational Marketing and Advertising: Influencing Purchase Intention in Generation X, Y, and Z in Vietnam." This questionnaire is designed to explore how generational dynamics influence consumer behavior and purchasing decisions in the Vietnamese market context.

\* Indicates required question

#### Generational Preferences

Please indicate the extent to which you agree with the following statements regarding your preferences for product attributes, brand values, and purchasing experiences.

1. I prefer products that align with my personal values and beliefs \*

Mark only one oval.

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

2. Brand authenticity is an important factor influencing my purchasing decisions \*

Mark only one oval.

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

3. I am more likely to purchase from brands that actively engage with social or environmental causes \*

Mark only one oval.

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

#### Attitudes Towards Marketing and Advertising

Please indicate your agreement with the following statements regarding your attitudes towards marketing and advertising strategies.

4. I find traditional advertising channels (e.g., TV commercials, print ads) to be influential in my purchasing decisions \*

*Mark only one oval.*

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

5. I trust recommendations from influencers or social media personalities when making purchasing decisions \*

*Mark only one oval.*

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

6. Personalized advertising messages tailored to my interests are more appealing to me \*

*Mark only one oval.*

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

#### Purchase Intention

Please indicate your likelihood of purchasing products or services based on the following scenarios

7. If a brand aligns with my values and beliefs, I am more likely to purchase from them \*

*Mark only one oval.*

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

8. I intend to purchase products or services from brands that actively contribute to social or environmental causes \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

9. I am willing to pay a premium for products or services that offer personalized experiences tailored to my preferences \*

*Mark only one oval.*

- ☐ Strongly Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly Agree

#### Demographic Information

Please provide the following demographic information

10. Please indicate your age range \*

*Mark only one oval.*

- ☐ 18-24 years old  
☐ 25-34 years old  
☐ 35-44 years old  
☐ 45-54 years old  
☐ 55 years old and above

11. Gender \*

*Mark only one oval.*

- ☐ Male  
☐ Female  
☐ Prefer not to say  
☐ Other: \_\_\_\_\_

12. Education Level \*

*Mark only one oval.*

- ☐ High School or Below  
☐ Bachelor's Degree  
☐ Master's Degree or Above

13. Monthly Income \*

Mark only one oval.

- ☐ Below 5,000,000 VND
- ☐ 5,000,000 - 10,000,000 VND
- ☐ Above 10,000,000 VND

14. Which generation do you belong to? \*

Mark only one oval.

- ☐ Generation X (born between mid-1960s and early 1980s)
- ☐ Generation Y (born between early 1980s and mid-1990s)
- ☐ Generation Z (born from mid-1990s onwards)

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