

The Determinants Of Generation Z Purchasing Luxury Cosmetic Brand Through E-Retailing Website

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**BACHELOR OF TECHNOLOGY MANAGEMENT (HIGH
TECHNOLOGY MARKETING) WITH HONOURS
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The Determinants Of Generation Z Purchasing Luxury Cosmetic Brand Through E-Retailing Website

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**A report submitted
in partial fulfillment of the requirements for the degree of
Bachelor Of Technology Management (High Technology Marketing) With Honours**



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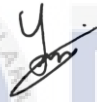
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DECLARATION

I declare that this thesis entitled “The Determinants Of Generation Z Purchasing Luxury Cosmetic Brand Through E-Retailing Website is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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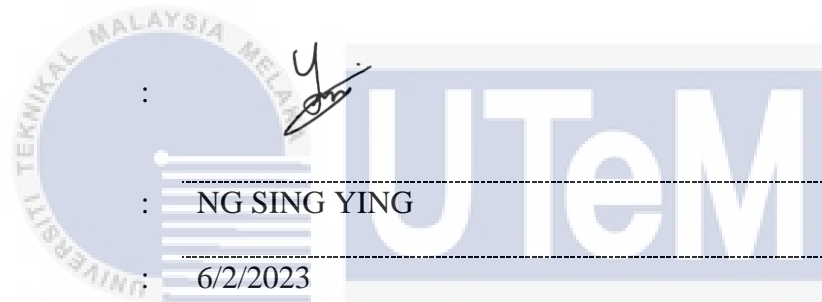
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APPROVAL

I hereby declare that I have checked this report entitled “The Determinants Of Generation Z Purchasing Luxury Cosmetic Brand Through E-Retailing Website” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor Of Technology Management (High Technology Marketing) With Honours.

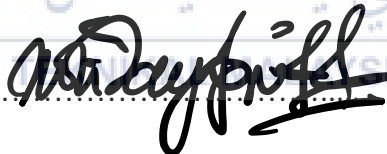
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DEDICATIONS

I want to express my gratitude to my loving parents for their financial and spiritual support.

Lu Shiok Fang

Ng Cheong Kim

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ABSTRACT

Generation Z is coming and replacing the interest of people in Millennials. They are born and reared in a digital and technologically saturated society so they are called 'digital natives'. Since Gen Z is more inclined to shop online but has various factors that make them change their purchase method when they choose to buy luxury brands products. The purpose of this study is to investigate the determinants of generation Z when purchasing luxury cosmetic brands through E-retailing websites. The independent variables in this study is brand awareness, advertising and service quality. The primary data for this study was questionnaires distributed through Google Forms, and quantitative analysis used to obtain the necessary information. The sample size for this study is 164 respondents. Meanwhile, the secondary data that has been used in this study comes from articles, journals and academic books. In addition to this, this study used the Statistical Package for Social Sciences (SPSS) software to collect and analyse the questionnaire data related to this study. Reliability and validity were also used in this study to ensure the reliability and accuracy of this study, and it was a cross-sectional study so that data could be obtained over time.

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Keywords: Generation Z, E-retailing, Luxury Brand.

ABSTRAK

Generasi Z akan datang dan menggantikan minat orang dalam Milenium. Mereka dilahirkan dan dibesarkan dalam masyarakat digital dan tepu teknologi sehingga mereka dipanggil 'pribumi digital'. Memandangkan Gen Z lebih cenderung untuk membeli-belah dalam talian tetapi mempunyai pelbagai faktor yang membuatkan mereka menukar kaedah pembelian apabila memilih untuk membeli produk jenama mewah. Tujuan kajian ini adalah untuk menyiasat penentu generasi Z apabila membeli jenama kosmetik mewah melalui laman web E-peruncitan. Pembolehubah bebas dalam kajian ini ialah kesedaran jenama, pengiklanan dan kualiti perkhidmatan. Data utama untuk kajian ini ialah soal selidik yang diedarkan melalui Borang Google dan analisis kuantitatif akan digunakan untuk mendapatkan maklumat yang diperlukan. Saiz sampel bagi kajian ini ialah 164 orang responden. Manakala, data sekunder yang telah digunakan dalam kajian ini adalah daripada artikel, jurnal dan buku akademik. Di samping itu, kajian ini menggunakan perisian Statistical Package for Social Sciences (SPSS) untuk mengumpul dan menganalisis data soal selidik yang berkaitan dengan kajian ini. Kebolehpercayaan dan kesahan juga digunakan dalam kajian ini untuk memastikan kebolehpercayaan dan ketepatan kajian ini, dan ia merupakan kajian keratan rentas supaya data boleh diperolehi dari semasa ke semasa.

Kata kunci: Genera Z, E-peruncitan, Jenama Mewah.

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LIST OF SYMBOLS AND ABBREVIATIONS

Gen Z	-	Generation Z
E-retailing	-	Electronic retailing
E-retailer	-	Electronic retailer
E-commerce	-	Electronic Commerce
E-services	-	Electronic Services
SSPS	-	Predictive Kit for Social Science



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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the study and has demonstrate the background study of the determinants of generation Z when purchasing luxury cosmetic brands through E-retailing websites. This chapter also show the problem statement, research objective, and research questions for the study.

1.2 Backgroud

With the passage of time, people's interest in millennials has been steadily replaced by Generation Z (Gen Z). The term "Generation Z" refers to people born between the late 1990s and the early 2010s (between 1997 and 2012). They are the most educated generation and are considered to be digital natives because they were born and reared in a digital and technologically saturated society. There has one-third of Gen Z in Asia spend six or more hours a day on their phone or on the internet. Therefore, their spending habits, as well as their use and experience with technology, are all being watched by the media (Elodie and Emma, 2021). Therefore, research on Gen Z is more interesting and noteworthy in order to be able to keep businesses up to date with their generation.

Many Generation Z people are passionate about beauty and their demand for beauty products, and they are driving much contemporary fashion and retail trends, such as driving innovation in the beauty market (Annachiara, 2021). The majority of women in Generation Z follow celebrities, bloggers, or makeup artists to acquire recommendations for trendy brands or items. As a result, several cosmetic brands are turning to influencer marketing to entice clients (Dogra, 2019). Thus, the the cosmetic business must understand Gen Z in order to ensure that their marketing plan is appropriate for attracting new generation consumers.

It turns out that retail is also dealing with changing customer behaviour among Generation Z, which requires retailers to understand Gen Z in order to develop a more

effective content strategy. Visual elements like as rich media, customisable product previews, and video material work well for Gen Z. As a result, visual storytelling throughout their buying trip is crucial (Dave, 2022). To better serve and engage with their followers, the luxury brands can use social media applications as a marketing platform to attract Gen Z consumer (Dobre et al., 2021). In addition, the factors that enable Gen Z to purchase luxury goods include product quality, conspicuous consumption, self-actualization, and improved social and economic status (Simge, 2020). The e-retailing must also evolve and improve in order to ensure that their strategy is appropriate for Generation Z.

Therefore, this paper conduct research in these specific areas. The findings stated in this article can influence Gen Z's decision to buy a luxury cosmetic brand as well as through E-retailing. It also enable the readers to understand the relationship between the determinate of Generation Z on choosing luxury branded and the way to purchase by using E-retailing.

1.3 Definition of Study

1.3.1 Conceptual Definition

According to Mondol (2021), as the Internet advances, new types of electronic retail or online retail shopping can influence customer behaviour, therefore retailers must consider the determinants of consumers' Internet orders. This study concentrate on Generation Z's purchasing decision because they are digital natives and are already using online purchasing early than other generations. Furthermore, Annachiara (2021) stated that the present generation Z has a strong desire for the beauty industry, which is driving the fashion trend. As a result, this study has look into the determinant of Gen Z purchasing beauty from E-retailing and how can influence their choice.

1.3.2 Operational Definition

According to Johan et al.(2022), the following factors determine Generation Z's online purchases:

1. Trust: the most important factor in making a purchase decision with the seller.
2. Service quality: As website functions that provide customers with utility and comfort

3. Security: It is the primary reason why customers avoid purchasing online.

To summarise, the researchers are more interested in online purchasing, but E-retailing also necessitates some research so it been choose for this study. Furthermore, the beauty industry is now popular among young people and due to their consumer behavior more depend online purchasing, the premium cosmetics brands such as Dior, Nars, and others also have their own online shopping platforms and sell through online stores to improve their sales. As a result, this study concentrate on the factors that influence Gen Z's purchasing of luxury cosmetics from online retailer stores.

1.4 Problem Statements

Generation Z is the largest age group in Malaysia, accounting for 29 per cent of the population and generating US\$327 million in monthly disposable income (Tjiptono, et al., 2020). For the new generation, such as Generation Y and Generation Z, digital marketing initiatives are becoming more prominent and efficient. (Munsch, 2021) stated that Millennials (Generation Y) and Generation Z have strong buying power and they have become the main target of major brands, numerous brands will promote themselves based on the young consumer preferences through various Internet platforms, social media or applications. The evolution of digital marketing since the 1990s and 2000s has altered how companies and organisations use technology for marketing since Gen Z is more inclined to online shopping but has various factors that make them change their purchase method when they choose to buy luxury brands products. (Desai, 2019)

Therefore, the determinants of luxury consumers' online buying behaviour are very important for luxury brands. (Delpal, 2021). The research should explore the factor that can affect the Gen Z's decision when purchasing a luxury cosmetic brand's products from e-retailer since the research on the usage of E-retailing among Gen Z is less. For the e-retail industry, customers' trust, satisfaction, and perceived value in them all affect their e-loyalty (Gupta, et al., 2019). Due to the obvious rapid expansion of e-commerce platforms, the quality of electronic services also will be a major decision for consumers. They can compare numerous platforms to choose the best e-commerce shopping site for them (Bakri, et al., 2021). Therefore, the study will identify the determinants of generation Z in purchasing luxury cosmetic brands through E-retailing websites.

1.5 Research Questions

RQ 1: What type of E-retailing used for luxury cosmetic brand?

RQ 2: What factors influence Generation Z's decision to purchase luxury cosmetic brands ?

RQ 3: What is the relationship between the determinants of Generation Z on purchasing a luxury cosmetic brands and using E-retailing?

1.6 Research Objectives

RO 1: To determine the type of E-retailing used for luxury cosmetic brands.

RO 2 : To determine the factor that influence Generation Z's decision on purchasing luxury cosmetic brands.

RO 3: To identify the relationship between the determinants of Generation Z on purchasing a luxury cosmetic brands and using E-retailing.

1.7 Scope of Study

This study concentrate on the factors of Gen Z's purchasing luxury cosmetic brands through online retail sites in order to better understand and assist luxury brands' retail marketing. Furthermore, this study concentrated on Gen Z's cosmetic product needs as well as their preferred purchase methods or platforms. The researchers were also tasked with determining the impact of Gen Z determinants on retail sites and luxury companies. The target E-retailing for this study has to include Zalora and Sephora and the luxury brand of cosmetics in this study such as Dior, Nars and Mac also be focused on. The researchers' target respondents in this study would be cosmetic consumers only in Malaysia in order to understand their purchasing patterns and the determinants. Due to the specific Gen Z consumers in this study, the age of the respondents is between 15-25 years old. Besides that, they must also be consumers who use online shopping and E-retailing to understand the platforms they like to buy cosmetics. The questionnaires has been disseminated at random to Malaysian respondents via internet surveys such as Google Form to achieve the desired goals.

1.8 Limitation of Study

The study's drawback is that the findings are only applicable to high-end cosmetic enterprises, and the conclusions can only be applied to the same type of cosmetic sector. Moreover, the study concentrated on Gen Z cosmetic consumers, and the research is confined to results from this generation, as drivers may differ across generations. The findings may not be applicable in the future or to earlier generations of consumers. As this study has focus on Generation Z in Johor so their spending power is also different from other regions, the results of this study may not be applicable to remote and low spending power regions.

Besides that, there are various E-retailing platforms, but this study mainly focuses on the platforms with the most users in Malaysia, such as Sephora and Zalora, because these platforms include more cosmetic companies and are appropriate for this study. Because the image of the platform influences Generation Z, this research may be particularly applicable to these two E-commerce platforms. In the future, other researchers can study other platforms to be able to refine the determinants of Generation Z.

1.9 Significant of Research

By conducting this study, researchers can gain a clear understanding of Gen Z's factors in purchasing luxury cosmetics, as well as the determinants of their decision to use E-retailing. All major cosmetic companies can refer to Gen Z's influence factors to determine the suitable marketing strategy for selling cosmetics and choose the e-retailers that are suitable for them to promote more to the new generation.

Researchers can also elucidate the relationship between Gen Z determinants for purchasing luxury cosmetic brands and E-retailing in this study. Therefore, this research paper can serve as a future reference for other researchers who can use this research paper when studying online retail as well as research on luxury brands in cosmetic or beauty products. They can look at other brand aspects, consumer factors, and so on in the cosmetic business to improve this study and use it as references. Also, this research will provide some good information for cosmetic brand companies as they develop retailers such as the platform as the reference in this study (Sephora and Zalora). Furthermore, this study can help all types of enterprises and organisations on

establish marketing strategies by broadening their marketing channel to retailers. They can see the benefits of E-retailing in this study, as well as the factors that influence Gen Z's use of E-retailing.

1.10 Summary

In this chapter, the background overview of this study explains the background of the study, which mentions the problem statement and the influencing factors of Gen Z on e-retailing. In addition, this chapter clearly explains the factors that make Gen Z purchase luxury cosmetics. This chapter also covers the scope, limitations and significant of research for this study.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter is meant to provide a more comprehensive overview of the literature relevant to the research topic. It begins with an explanation about Generation Z and follows with the luxury brand and E-retailing. Based on the explanation, researchers also describe the factor that can influence Gen Z's decision to purchase luxury cosmetics from E-retailing. From all sections above, it come out with a conceptual framework and the end has list the hypothesis for this study.

2.2 Generation Z

Generation is the lens to learn about social change, and the generational cutoff points are based on their span and without any agreed-upon formula for the period (Dimock, 2019). Generation Z's date and age range definitions vary and depend on different researchers, but it comprises people born between the mid-1990s and the mid-2000s (Dolcic & Alic, 2020).

Besides that, Generation Z is also known as digital natives, as they were born and raised in the midst of fast technological innovation (Pusparini, 2020). For the new generation, such as Generation Y and Generation Z, digital marketing initiatives are becoming more prominent and efficient. (Munsch, 2021). The evolution of digital marketing since the 1990s and 2000s has altered how companies and organisations use technology for marketing to target o the new generation (Desai, 2019). Dimock (2019) also stated that since 2019 the data searching about the “Generation Z” from Google Trends shows that they are already being searched by a lot of curious people, and far more than any other generation. Recent evidence suggests that to continue having study on Gen Z is needed and it can be refined or researched deeply until the new generation comes.

2.2.1 Characteristics of Generation Z

According to Clark (2019), the key characteristic of Generation Z is financial awareness. Since Generation Z witnessed their parents' financial devastation during the 2008 market crisis and recession. Most of what they do is motivated by money because they have seen how rapidly money evaporates. Unlike millennials, Gen Z sees their employment as a means to a goal rather than a source of fulfilment. They comprehend the most crucial aspect of money. As a result, they are shrewd consumers since they are technically savvy and have broad social networks to investigate and assess the goods in order to make an informed purchasing decision (The Annie,2021).

Generation Z may be able to earn more and spend more on consumption because they are financially motivated. The adoption of opinion leaders' suggestions by Generation Z customers is higher than that of Generation Y consumers. The findings were found to correspond to a modest number of Generation Z-related works. (Wood, 2013; Lanier, 2017; Seemler & Grace, 2017). Consumers of this generation are relatively young to constitute significant purchasing power; therefore, they are interesting for marketers to gain their preferences since generation Z is coming (Paulienė & Sedneva, 2019).

Gen Z relates their perspectives to those of previous generations. To be sure, this generation's ideas are not fully formed and may change significantly as they age and as national and global events interfere (Dimock, 2019). Malaysian Generation Z consumers are influential and self-sufficient in their purchasing decisions (Tjiptono, 2020).

Based on prior research, the traits of Gen Z can influence their consumption decisions, and their consumption behaviour when utilising online retailers. Moreover, most previous studies have concentrated on e-commerce or online shopping. There is currently a scarcity of research on E-commerce centred on Generation Z, so it can be researched for the study.

2.3 Luxury Brand

It has some problems to continue doing luxury branding theory as a patchwork of definitions, procedures, and measurements while competing labels such as luxury brands and prestige brands are difficult to discern. As a study, the researcher must grasp the amount to which luxury contributes to the brand, evaluate whether the brand

is a luxury brand, and to some extent precisely determine the net worth of the luxury brand market. (Becker, et. al., 2018)

2.3.1 Luxury cosmetic brand

According to (Quach, et. al., 2022) investigate the effect of art infusion on brand attitudes in advertising under diverse brand conditions (i.e. pro-environmental luxury brands and luxury brands) using art infusion theory. Marketing and management theories on brand trust and perceived brand values were borrowed. Based on previous studies, the luxury cosmetic discovery is more focused on the female consumer. Understanding customer trends, attitudes, and behaviours in the luxury cosmetics sector are essential for developing an effective marketing plan (Ajitha & Sivakumar, 2017).

The study has focus on the luxury cosmetic brands due to most of the previous study is only focused on common cosmetic brands and less study on luxury cosmetic brands. The luxury cosmetic brand that most people know has to include Yves Saint Laurent (YSL), NARS, Hermès, Chanel, Gucci, Dior Beauty and others (GABRIELA, 2021). The researcher will utilize a few famous luxury cosmetic brands for the study as an example or focus on the research subject of Gen Z brand recognition.

2.4 E-retailing website

Electronic retailing is the practise of selling goods and services through the internet utilising electronic media. It is also known as E-retailing, E-tailing or online retail (Hitesh, 2021). As the Internet evolves, new types of electronic retail or online retail shopping might impact customer behaviour; as a result, businesses must analyse the factors that influence consumers' Internet orders (Mondol, 2021). This study (Pallant, et. al., 2022) seeks to understand the mediating role of brand experience in consumer decisions to customize products. Business owners also find it difficult to promote their products widely by the traditional marketing. Based on these problems (Andarweni, et. al., 2022) discuss the design and creation of a website-based e-commerce application using the CodeIgniter framework, so that it is easier for customers to purchase because it can be done on the same website. By this way, the shopper can save their time for searching on store and purchasing online can bring more convenience for them. (Shen, et. al., 2022) use game-theoretic models to investigate