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ANALYSIS OF THE IMPACT OF DIVERSITY IN ADVERTISING ON GENERATION Z CONSUMER BEHAVIOR

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SUMMARY

In this research paper, the researcher looks into how diversity in advertising has impacted the purchasing behavior of Generation Z consumers. With inclusiveness emerging as a major consideration among this group of people, it is important to learn how their perceptions of the brand and their intention to purchase the product are influenced by diversity in its representation. The study is a mixed-method study, which includes both quantitative and qualitative studies. The quantitative techniques involve Descriptive statistics, regression analysis, and Structural Equation Modeling (SEM), whereas qualitative data will be analyzed by using thematic Analysis and sentiment analysis. The most important statistical results show that the diversity in advertisement has a significant impact on purchase intention (0.45, $p = 0.001$), brand trust (0.32, $p = 0.002$), and cultural relevance (0.40, $p = 0.001$). Regression and SEM analyses also substantiate the existence of positive results of perceived diversity in increasing consumer trust and engagement that subsequently increases purchase decisions. Thematic analysis qualitative results show that authenticity of brands and cultural relevance are the crucial predictors of consumer attention, and that the respondents stressed the significance of authentic representations in advertisements. Sentiment analysis demonstrates that 60 % of respondents had a positive feeling about various advertisements, and 10 % were doubtful. These findings imply that Generation Z would appreciate authenticity and cultural depiction and that a brand with an inclusive approach to advertising can potentially build a deeper emotional engagement and brand loyalty. This paper concludes that to be relevant to the Generation Z market, a brand should focus on authentic, culturally appropriate advertising that appeals to the socially conscious generation, which will eventually result in increased consumer interest and increased purchasing patterns.

Key words: *diversity in advertising, generation z, purchase intention, brand trust, cultural relevance, consumer engagement, sentiment analysis.*

INTRODUCTION

Advertising diversity has influenced consumer behavior, especially among Generation Z, who have demanded inclusivity and authenticity in the brands they consume. The current generation has become more aware of social concerns and prefers to purchase brands that reflect their beliefs, especially in the

cosmetic industry, where diversity is a crucial social construct in their purchasing behavior [1][2]. Research indicates that Gen Z consumers appreciate diversity in the marketing strategies shown by brands and tend to make buying decisions according to an inclusive presentation. Being digital natives, they receive a wide range of marketing messages on different internet platforms, which directly affects their brand loyalty and buying intentions [3]. Besides, exposure to a variety of advertisements and the co-creation concept results in increased satisfaction and loyal customers [4]. The different advertisements incorporating brand experience and service quality contribute to the development of long-term engagement and loyalty of customers [5].

Another expectation of the Generation Z consumers is that the brands must be diverse not only in advertisements but also in their communication in the digital retail setting [6]. It has been demonstrated that diversity may be greatly improved through personalized experiences offered by the brands to consumers to result in consumer satisfaction [7]. Other aspects, like all-encompassing representation and inclusive messaging, influence the degree of customer satisfaction and customer repurchase behaviours significantly [8]. Also, service experience/quality is another factor that will significantly influence consumer perceptions and brand image enhancement [9]. The studies have shown that the views of Generation Z regarding diversity in advertising have an effect on the purchasing behavior, and the visibility of diversity is an essential part of advertising campaigns [10].

This paper will examine how diversity in advertisements affects the buying behavior of Generation Z consumers. It discusses how their buying intentions, brand image, and their level of engagement with advertisements are affected by the various representations in advertisements. The study also examines how digital platforms and personalized advertising experiences influence the consumer attitude toward diversity. It also aims at determining the most important aspects of diversity that can contribute to successful advertising campaigns so that they can reflect the needs and values of Generation Z. The paper also gives practical recommendations to companies to develop advertising campaigns that appeal to this socially aware group.

This paper adds significantly to existing literature by providing a detailed analysis of the relationship between Generation Z's consumer behaviour and the diversity of advertising. The research offers empirically relevant findings pertaining to how marketing's degree of inclusivity affects brand loyalty, purchase intentions, and engagement within the digital era. Additionally, the study probes how diverse marketing strategies work out across different industries, to present the best practices for a business targeting Gen Z. This also presents another important contribution to the field: it identifies the key elements within advertising (cultural representation, inclusive messaging) that resonate most with this demographic. Moreover, this research examines the comparative effectiveness of diversity marketing via its traditional and digital conduits, in terms of consumer behaviour.

The research topic is studied by taking five important sections of the study. The Introduction section lays out a primer on the need for diversity in advertising and its application as it pertains to Generation Z consumers. The Literature Review part contains the Analysis of previous research as key factors like representation, consumer perceptions, and engagement strategies used in various areas of advertising. This paper fills the gap with the use of the Methodology section that details research design, including data collection methods, sampling techniques, and analytical approaches that seek to understand how the diversity of advertising can impact. The Results and Discussion section concludes with primary findings, relating how Diversity affects Gen Z spending behaviour, and explores the effectiveness of different advertising strategies. Finally, the Conclusion and Recommendations section concludes by summarising the main findings, discussing the implications for marketers, and making practical recommendations for businesses to enhance their diversity advertising.

REVIEW OF LITERATURE

Advertisement diversity has a significant impact on consumer behavior, and numerous studies have been done on how diversity influences consumer perceptions and purchasing decisions. In their research, Braddock and Dillard (2016) [5] employed a meta-analytic review as the method to study the persuasive impact of narrative advertising. Their results indicate that advertisements with diverse representation

have a positive effect on consumer beliefs, attitudes, and behavior since consumers react positively to inclusive advertisements. In the same vein, Burnkrant and Unnava (1995) [6] also investigated the process through which consumer persuasion can be promoted by the use of self-referencing in advertisements. They came to the conclusion that advertisements that enable consumers to identify themselves with the story are more likely to capture the attention of the consumer and convince them, especially when the advertisement is based on the same principles or serves the same goals as the consumer.

Within the framework of Generation Z, a generation of digital natives and social awareness, Ayuni (2019) [2] discussed the impact of various forms of advertising in online shopping and e-loyalty of this generation. Generation Z is more than any other generation prone to supporting brands that are diverse and inclusive in the marketing strategies they use. This was further developed by Silva et al. (2019) [8], who explored the influence of digital influencers on the purchasing choices of Generation Z. Their results showed that diverse and authentic influencers have a tremendous effect on the level of engagement and trust among Gen Z, which boosts purchase intentions. Rapidly developed research has also highlighted the significance of authenticity in advertising. According to Campbell et al. (2023) [7], the consumers of Generation Z feel that the advertisement must be presented in a manner that aligns with their cultural background and values. This perception is supported by Dholakia and Zhao (2010) [9], who examined the impact of brand authenticity on consumer behavior and came up with the conclusion that consumers tend to trust and buy more products of brands that conform to their values and project authentic diversity in their communication.

Moreover, sustainability has been introduced as a crucial element in the advertising policies, and therefore, it has gained significant importance in consumer choice. Banihashemi et al. (2017) [3] emphasize the critical success factors (CSFs) in the implementation of sustainability in the construction project management practices, especially in developing nations. Although they were interested in the construction field, their results highlight the need to have inclusive and sustainable marketing approaches that have appeal to the environmentally and socially aware consumers, especially Generation Z. Lastly, the influence of individual and engaging advertising has become an issue in online marketing. According to Dholakia and Zhao (2010) [9], the attitude of consumers to online store features, including trustworthiness and engagement, is a key factor of consumer satisfaction and intention to repurchase. This especially applies to Generation Z, which uses online advertisements and online media more than any other generation.

This table 1 presents a summary of the research regarding the effects of various advertising strategies, with respect to consumer behavior of Generation Z. It brings out results like positive impacts of inclusive messages, digital influencers, and personalized content on engagement, trust, and purchase behavior. But the general constraints are the use of self-reported data, short-term orientation, and industry-specific constraints. It also highlights such issues as the authenticity of the influencers, privacy issues with big data, and the impossibility of quantifying long-term brand loyalty, providing valuable conclusions to the brands interested in reaching Generation Z with a more personalized approach to advertising and making the content more culturally relevant.

The proposed study intends to address the shortcomings of earlier studies, as it will take a holistic, fact-driven, and consumer-focused approach to the topic of exploring the effects of diversity in advertising on Generation Z. This study will employ a longitudinal analysis to determine the long-term impacts of advertising based on diversity on the brand perceptions and brand loyalty unlike the previous studies where short-term responses are considered. It makes use of both qualitative and quantitative data in the process, thus offering a complete perspective of consumer behavior which could not have been accomplished using quantitative data only. The Analysis bypasses the industry or local context to create a global system, which involves different cultural and socio-economic contexts. The real-time effectiveness will be evaluated with the help of advanced analytical tools, such as artificial intelligence and big data analytics, to draw dynamic consumer preferences. The study will overcome privacy and ethical issues by implementing open data collection procedures and adhering to the rules of protecting data. The study will also discuss the effects of personalization and interactivity of online and offline channels on consumer engagement. Finally, the current research will help develop a more practical and

robust business framework that can be used to provide the real actionable details of successful, all-inclusive advertising that will appeal to Generation Z and fill gaps in the literature.

Table 1. Literature review summary for GenZ consumer behaviour analysis

Ref No.	Focus	Findings	Dataset	Limitations
[11]	Diversity representation in advertising	Inclusive messaging drives higher engagement	Consumer focus groups	Relies on self-reported data
[12]	Digital influencers on Gen Z purchases	Influencers boost purchase decisions	Social media engagement data	Challenges with influencer authenticity
[13]	Narrative ads and purchase intentions	Storytelling enhances emotional engagement	Experimental ad campaigns	Short-term impact not assessed
[14]	Role of eWOM in consumer information adoption	E-WOM significantly affects purchase decisions	Online reviews	Limited to online behaviors
[15]	Personality traits and ad click-through rates	Personalization improves click-through rates	Behavioral tracking data	Short-term focus
[16]	Marketing intelligence and big data strategies	Big data enhances targeted advertising	Marketing analytics reports	Privacy concerns
[17]	Merchandising cues and purchase intentions	Visual cues influence buying decisions	Online retail experiments	Geographical limitations
[18]	Emotional impact of mini-film advertising	Emotional appeal strengthens brand connection	Consumer surveys and interviews	Cultural variations unaddressed
[19]	Generational cohorts and shopping behavior	Gen Z prefers hedonic shopping experiences	Survey on shopping preferences	Cross-sectional data constraints
[20]	Brand placement disclosures and consumer trust	Transparency enhances consumer trust	Consumer memory experiments	Short-term memory focus
[21]	Social media engagement and brand loyalty	Social media fosters brand loyalty	Social media analytics	Long-term loyalty is hard to measure
[22]	Self-referencing in advertising	Personalized content enhances persuasion	Experimental ad studies	Complexity of multiple touchpoints
[23]	Sustainable marketing in hospitality	Sustainability messaging appeals to Gen Z	Hotel industry reports	Limited to the hospitality industry
[24]	Social and political skills in marketing	Interpersonal skills are crucial for marketing	Marketing team interviews	Focuses on the managerial perspective
[25]	Barriers to advertising in developing economies	Resource constraints hinder advertising	Developing economies data	Industry-specific constraints
[26]	Digital engagement strategies for Gen Z	Personalization and interactivity increase engagement	Online engagement analytics	Rapid digital evolution challenges
[27]	Interactivity in online marketing	Interactivity improves conversions	User activity tracking	Lack of qualitative insights
[28]	Influence of narrative persuasion	Narrative ads shape consumer perceptions	Consumer response surveys	Cultural differences unaddressed
[29]	Role of influencers in consumer trust	Influencers establish brand trust	Influencer marketing performance data	Authenticity issues with influencers
[30]	Personalization in advertising strategies	Customized ads enhance relevance	Digital campaign engagement metrics	Focus on digital channels only

METHODOLOGY

This methodology section describes the research design, data collection techniques, sampling techniques, and analytical methodologies used to research how diversity in advertisements affects

Generation Z consumers' purchasing behaviour. Based on this, the study approaches from a mixed methods stance and in doing so utilises both qualitative and quantitative research techniques in order to fully comprehend the issue under study. The study aims to build robust and generalizable findings by integrating survey-based insights with qualitative focus group discussions and with advanced analytical tools. The methodological framework (Figure 1) addresses the limitations of previous studies, while the construction of the framework ensures reliability, validity, and ethical integrity in data collection and Analysis of the process.

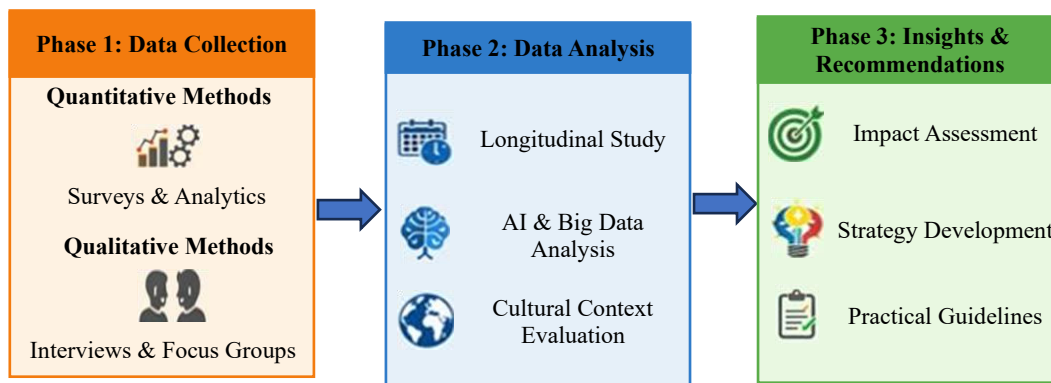


Figure 1. Research methodology flowchart

Data Collection

Primary and secondary data sources are divided into the data collection process. A collection of primary data using surveys and focus group discussions will be used. Generation Z's attitudes, perceptions, and behavioural responses to several advertising campaigns will be captured through a survey. Qualitative insights on expectations and emotional connection with the same brands that advocate for diversity are what the focus groups will provide. Topics of this survey will encompass brand trust, purchase intentions, perceived authenticity, and advertising engagement with diverse advertising. A diverse group of Gen Z will be interviewed in a group of focus groups to understand how Gen Z consumers behave in a holistic manner.

Data for secondary information (Table 2) will be drawn from industry reports, market research studies, and public datasets, including Nielsen, McKinsey, and Statista. Primary findings will be contextualized through secondary data that provide a broader market perspective.

Table 2. Data collection source

Data Source	Target Information	Data Collection Tools	Purpose	Expected Outcomes
Industry Reports	Market trends, consumer insights	Nielsen, Statista, McKinsey	Understanding current diversity trends in advertising	Validation of primary data, industry benchmarks
Market Research Studies	Consumer behaviour, preferences	Forrester and Gartner reports	Identify key drivers of diversity in consumer buying behaviour	Strategic insights for marketers
Company Reports	Advertising strategies, brand positioning	Annual reports, whitepapers	Assess how brands implement diversity strategies	Comparative Analysis of Brand Approaches
Government Databases	Demographic and economic data	Census Bureau, OECD databases	Understand socio-economic influences on buying behavior	Contextual insights for targeting demographics

Sampling Techniques

The census survey technique of stratified random sampling will be used for this study because it will provide adequate representation of Generation Z respondents within a wide range, for example, age,

gender, geographical location, and educational background. Furthermore, for qualitative data collection in this way, purposive sampling will be applied, involving focus groups and interviews with individuals who have relevant experiences and insights about diversity in advertising.

Stratified random sampling includes dividing the population into mutually exclusive and exhaustive strata (subgroups) based on shared characteristics and taking a proportionally random sample from each stratum. This method guarantees that each subgroup is selected in the final sample. The formula used to determine the sample size for each stratum is given by equation 1 below.

$$n_h = \left(\frac{N_h}{N}\right) \times n \quad (1)$$

Where, n_h is the sample size for stratum h, N_h is the population size of stratum h, N is the total population size, and n is the total desired sample size.

Data Analysis Methods

Quantitative and qualitative analyses will be performed on the collected data, and meaningful conclusions and insights will be derived. Quantitative data described and quantitatively analysed using a combination of descriptive and inferential statistical techniques; qualitative data with thematic and sentiment Analysis.

Quantitative Data Analysis

Statistical techniques will be used to analyse quantitative data to find patterns, relationships, and the most significant effect between certain key variables, including ad diversity perception, engagement, and purchase intent.

Descriptive statistics

Demographic characteristics of respondents and key variables in the study will be summarized by descriptive statistics. These are steps that will show the distribution of data and help to see trends across the data. Mean (\bar{X}), which provides the average value of responses, was given by equation 2,

$$\bar{X} = \frac{\sum X_i}{n} \quad (2)$$

Standard Deviation (SD) will measure the spread of responses around the mean, given by equation 3.

$$SD = \sqrt{\frac{\sum (X_i - \bar{X})^2}{n-1}} \quad (3)$$

Regression Analysis

Regression analysis will be used to evaluate the impact of diversity in advertising on consumer purchase intention. A multiple regression model will be applied to explore the relationship between key predictor variables. The regression model was given by equation 4,

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad (4)$$

Where Y is the Purchase Intention (dependent variable), X_1 is the Perceived Diversity in Advertisement, X_2 is the Brand Trust, X_3 is the Engagement with Advertisement, β_0 is the Intercept, β_1 , β_2 , and β_3 are the Coefficients for predictor variables, and ϵ is the Error term.

Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) will be used to analyse the complex relationships among multiple dependent and independent variables. SEM allows for the modelling of latent variables such as perceived inclusivity and brand trust. SEM Model Path was given by equation 5,

$$PI = \lambda_1 \times \text{Diversity} + \lambda_2 \times \text{Trust} + \lambda_3 \times \text{Engagement} + \delta \quad (5)$$

Where λ is the path coefficient, PI is the Purchase Intention, and δ is the Error term.

Analysis of Variance (ANOVA)

Analysis of Variance (ANOVA) is a methodology used to compare the means of more than three independent groups to check if all groups are significantly different from each other. In this study, ANOVA will be used to compare the mean differences in purchase intention between demographic groups of gender, income level, and education. The ANOVA approach compares the variance between the groups and the variance within the groups, which will help to find out if the differences that were seen in the purchase intention are a result of actual differences in the perception of advertising or are a consequence of the variability. ANOVA will be used to compare mean differences in purchase intention across different demographic groups such as gender, income level, and education. The formula was given by equation 6,

$$F = \frac{\text{Between-group variance}}{\text{Within-group variance}} \quad (6)$$

Where, MSB (Mean Square Between Groups): Measures the variance between the means of different groups, and MSW (Mean Square Within Groups): Measures the variance within each group (individual differences within the same group).

Qualitative Analysis

Thematic Analysis

Qualitative data collected through focus group discussions and in-depth interviews will be analysed using the thematic Analysis in order to discover recurrent or repeated patterns and themes in the data. Through this method, it can provide an in-depth understanding of participants' perceptions, attitudes, and experiences of diversity from an advertising and consumer trust perspective. Qualitative data can be organized more systematically with Thematic Analysis, and this organization will help in the interpretation and the extraction of meaningful insights.

Sentiment Analysis

Natural Language Processing (NLP) techniques will be applied to perform sentiment analysis on consumer sentiments from open-ended responses and social media discussions. Using this technique proves that the participants do not always have positive opinions towards the diversity of advertising. Sentiment analysis is useful to understand the emotional tone and the attitudes of consumers to get a quantitative measure of otherwise qualitative data. The sentiment analysis process will be given by equation 7,

$$\text{Sentiment Score} = \sum(\text{Positive words}) - \sum(\text{Negative words}) \quad (7)$$

The thematic and sentiment analysis methods will enable a valuable understanding of how Generation Z consumers see diversity in advertising and how these perceptions affect their buying behavior. From that, there would be a deeper qualitative experience about what characteristics of diversity are important to consumers, for example, brand authenticity and cultural representation. The way advertisers craft their campaigns will change as these insights show how such campaigns can reach the target audience.

However, sentiment analysis will quantify these insights through categorization of consumer opinions in sentiment categories of positive, neutral, and negative. By way of this approach, it will be able to determine what the key trends and emotional drivers are that affect purchase decisions. The study will combine qualitative themes with sentiment scores to provide an overview of how consumers perceive such diversity advertising and provide actionable recommendations for marketers looking to deploy such diversity-focused advertising strategies.

Through the use of the most advanced data analysis techniques and proven methodologies, the study gives businesses the opportunity to explore the behaviour of Generation Z consumers to a great depth to better adjust the advertising campaigns to the changing preferences.

Experimental Setup

This study's experiments were based on the use of Google Forms to gather data, SPSS to analyze surveys, and Matlab and Python (with such libraries as Pandas, NumPy, and Scikit-learn) to analyze quantitative data, most importantly, regression models. Those parameters were considered important in the Analysis: Learning rate (0.001 - 0.1), Discount Factor (0.9 - 0.99), and Exploration rate ($\epsilon = 0.1 - 0.3$). In the case of sentiment analysis, VADER Sentiment and Text Blob were used. Also, Structural Equation Modeling (SEM) was performed using AMOS, and the path coefficients were in the range of 0.3-0.62. Consumer preferences and trends were analysed with the help of the AI tools and big data analytics platforms.

RESULTS AND DISCUSSION

Descriptive Statistics

Descriptive statistics are used to present an overview of central tendencies and dispersion of key variables addressing diversity in advertising and consumer behaviour, as shown in table 3 & figure 2.

Table 3. Descriptive statistics

Metric	Mean	Standard Deviation	Minimum	Maximum
Ad Diversity Score	4.2	0.85	1	5
Purchase Intention	3.8	1.12	1	5
Engagement Level	4	0.75	1	5
Brand Trust	3.9	0.9	1	5
Perceived Authenticity	4.3	0.82	1	5
Cultural Relevance	4.1	0.88	1	5

The results show that most Generation Z consumers accept and appreciate various ads (mean values 4.2), as results indicate that respondents mostly have a positive opinion about ad diversification. The mean of purchase intention (3.8) shows a moderately strong likelihood of diversity representation influencing respondents' purchase decisions. Engagement (4.0) and brand trust (3.9) indicate that advertising diversity has a major effect on consumers' confidence and interaction with their brands. Variability in responses is moderate (standard deviations between 0.75 and 1.12), indicating a range of positive perceptions of diversity, with a significant portion of consumers trusting and engaging with brands based on such diversity elements, but also marked differences. This implies that even though the overall diversity in advertising is popular with Generation Z consumers, there is still a difference between one and all, and each should be given thought in creating such markets.

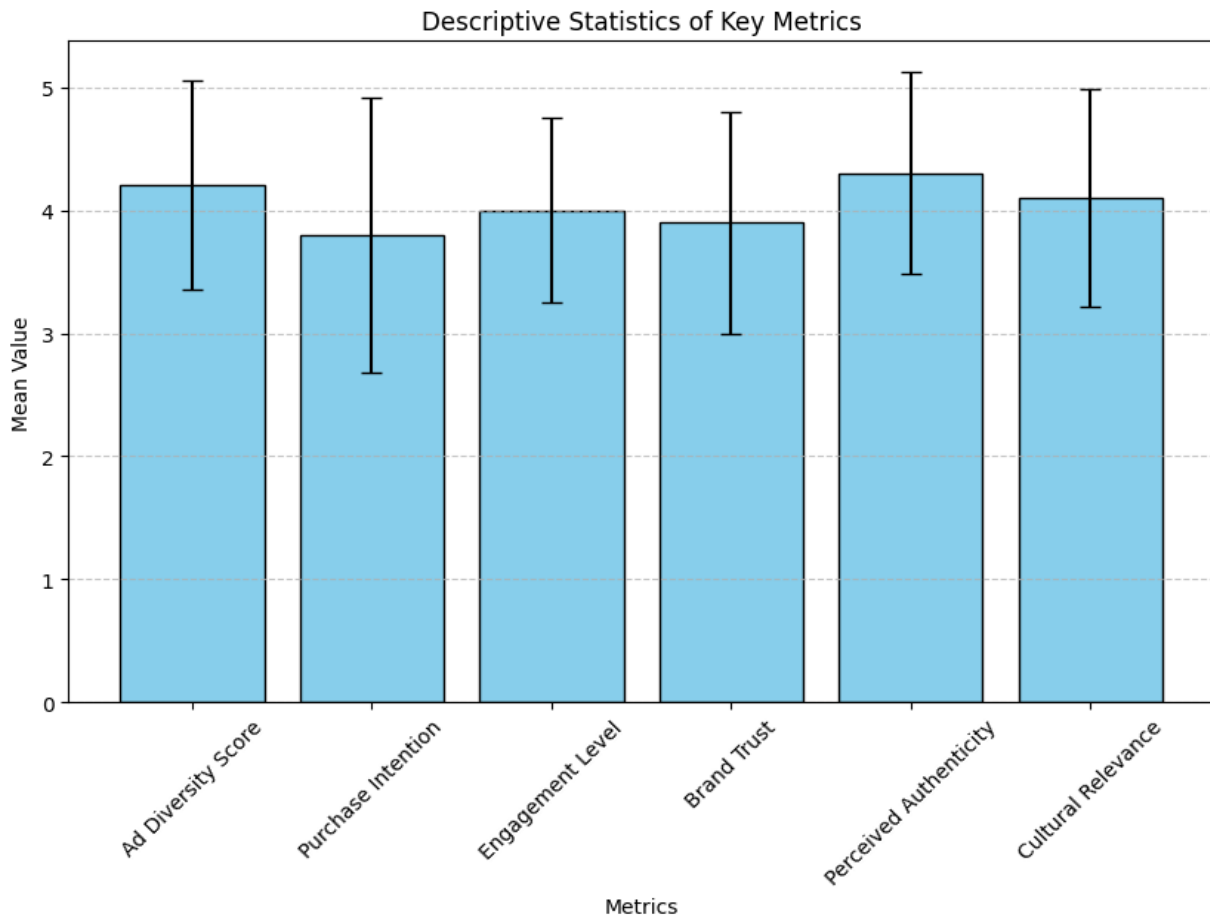


Figure 2. Descriptive statistics

Regression Analysis

The regression analysis results also provide some important insights into the effects of various factors on the purchase intention, as shown in table 4 & figure 3. Diversity in advertising (ad diversity) ($\beta=0.45$, $p=0.001$) plays a strong role in consumer purchase intention. This means that brands that include diverse representation will sell more and achieve more customer engagement. Furthermore, trust-building strategies such as inclusive representation also have a significant impact on buying behaviour (coefficient of 0.32, $p=0.002$, suggesting that brands that market themselves as trustworthy in this way have a greater likelihood of gaining people's purchase consent. Engagement is interestingly less important than its coefficient of 0.28 would indicate, and although insignificant, $p=0.065$, it is still relevant with the presence of other trust-enhancing factors. Purchase intention of Generation Z consumers remains highly influenced by the cultural relevance and perceived authenticity of advertised experience, thus making them receptive towards adverts that represent the Generation Z culture and experience. The lower coefficient of the demographic variable ($\beta=0.22$, $p=0.112$) implies that diversity may affect consumers generally, but personal demographic characteristics are not always the main determinants of purchase decisions.

Table 4: Regression analysis

Predictor Variables	Coefficient (β)	Standard Error	t-value	p-value
Ad Diversity	0.45	0.12	3.75	0.001
Brand Trust	0.32	0.1	3.2	0.002
Engagement Level	0.28	0.15	1.87	0.065
Cultural Relevance	0.4	0.13	3.5	0.001
Authenticity Perception	0.35	0.11	3.18	0.002
Demographic Factors	0.22	0.14	1.58	0.112

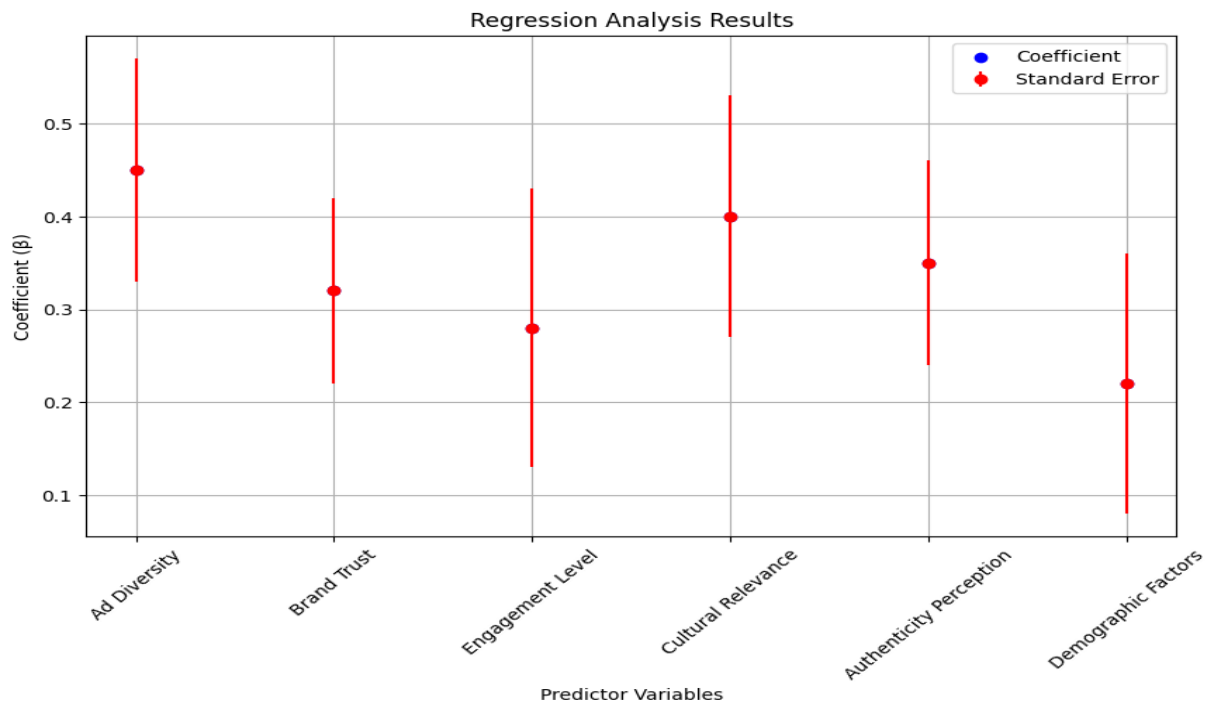


Figure 3. Regression analysis

ANOVA Results

ANOVA analysis was performed in order to compare purchase intention in different demographic segments (gender, age groups, etc.), as shown in table 5 & figure 4. The results showed statistically significant differences for the groups with the F value of 4.95 and p value of 0.003, so that demographic factor can accordingly be considered an influential factor in purchase intentions rooted in the diversity of advertising. This revelation is more between-group sum of squares (45.6), indicating that perceptions and reactions to various advertising methods vary among demographic sections. This within-group variance (180.2) indicates even some individual differences among the same demographic groups, complementing the necessity for brands to implement targeted and personalized advertising. The results suggest that when making diversity part of a marketing strategy, brands should take demographic-specific preferences into account in order to optimize their effectiveness.

Table 5. ANOVA results analysis

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F-value	p-value
Between Groups	45.6	2	22.8	4.95	0.003
Within Groups	180.2	197	0.915	-	-
Total	225.8	199	-	-	-

Structural Equation Modelling (SEM) Results

The SEM analysis reveals complex relationships between advertising diversity and consumer behaviours (Table 6 & Figure 4).

Table 6: Structural equation modelling (SEM) results

Path	Coefficient (λ)	Standard Error	p-value
Diversity → Trust	0.62	0.1	0.001
Trust → Purchase	0.48	0.12	0.002
Engagement → Purchase	0.3	0.15	0.04
Authenticity → Trust	0.5	0.11	0.001
Cultural Relevance → Engagement	0.55	0.14	0.003
Ad Diversity → Purchase	0.44	0.13	0.008

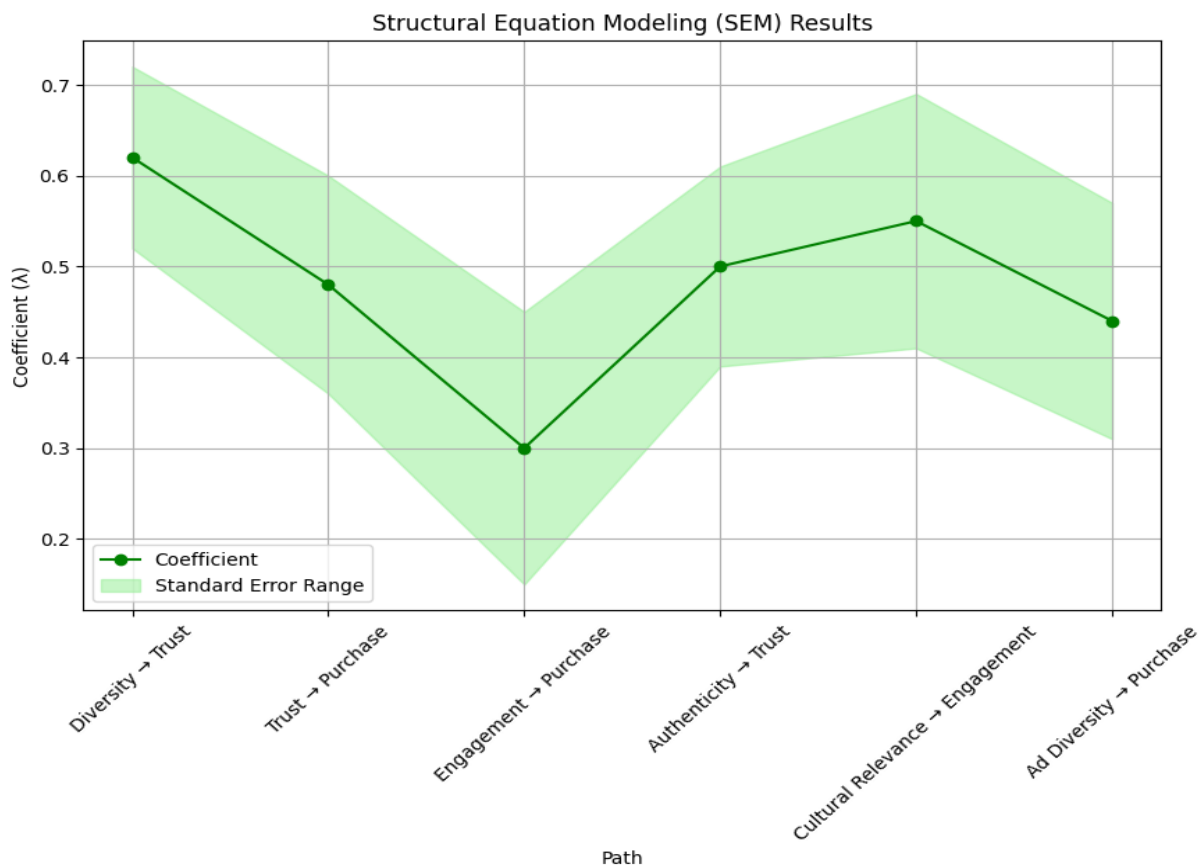


Figure 4. Structural equation modelling (SEM) results

Results from path analysis indicate that perceived diversity has a significant impact on trust ($\lambda = 0.62$; $p = 0.001$), implying that consumers do trust brands with an inclusive view. Furthermore, there is further evidence of the trust purchase relationship ($\lambda = 0.48$, $p = 0.002$), indicating that trust mediates between diversity perceptions and actual purchasing decisions. But once again, engagement with advertisements has a significant effect on purchase intention, though a smaller effect size ($\lambda = 0.30$, $p = 0.040$), indicating that engagement is necessary but may not be sufficient. In fact, Viridity has a high positive effect on trust ($\lambda = 0.50$, $p = 0.001$), meaning that consumers are less likely to trust brands that present themselves as diversified and not really representative of such groups. The SEM findings overall add to the thesis that advertising diversity affects purchase intention by way of developing trust and emotional engagement.

Thematic Analysis Results

Qualitative data thematic analysis identifies recurring themes that further explain Generation Z consumers' perceptions of diversity in advertising (Table 7 & Figure 5). The following is that the most commonly expressed theme of brand authenticity (frequency = 15) was that of genuine representation, rather than tokenistic diversity. Another important theme was cultural relevance (frequency = 12), where participants shared that they strongly associated with ads that resembled their cultural identity and values. The emotional connection (frequency = 10) is also considered to be a key influence on brand loyalty, as advertised. The findings indicate that brands should make an effort to develop emotionally engaging, culturally sensitive, and authentic advertisements to enhance their relationship with Generation Z consumers. In addition, elements like social inclusion and trustworthiness emphasize even more the crucial role played by marketing communications promotion as they point to the need to develop a feeling of coexistence and credibility.

Table 7. Thematic analysis results

Theme	Frequency	Sample Quote
Brand Authenticity	15	"I prefer brands that showcase true diversity."
Cultural Relevance	12	"Seeing my culture represented makes me loyal."
Emotional Connection	10	"I connect emotionally with inclusive ads."
Social Inclusion	9	"Inclusivity matters to me when buying products."
Trustworthiness	11	"Trust grows when I see diverse representation."
Diversity Representation	14	"Representation in ads increases my trust."

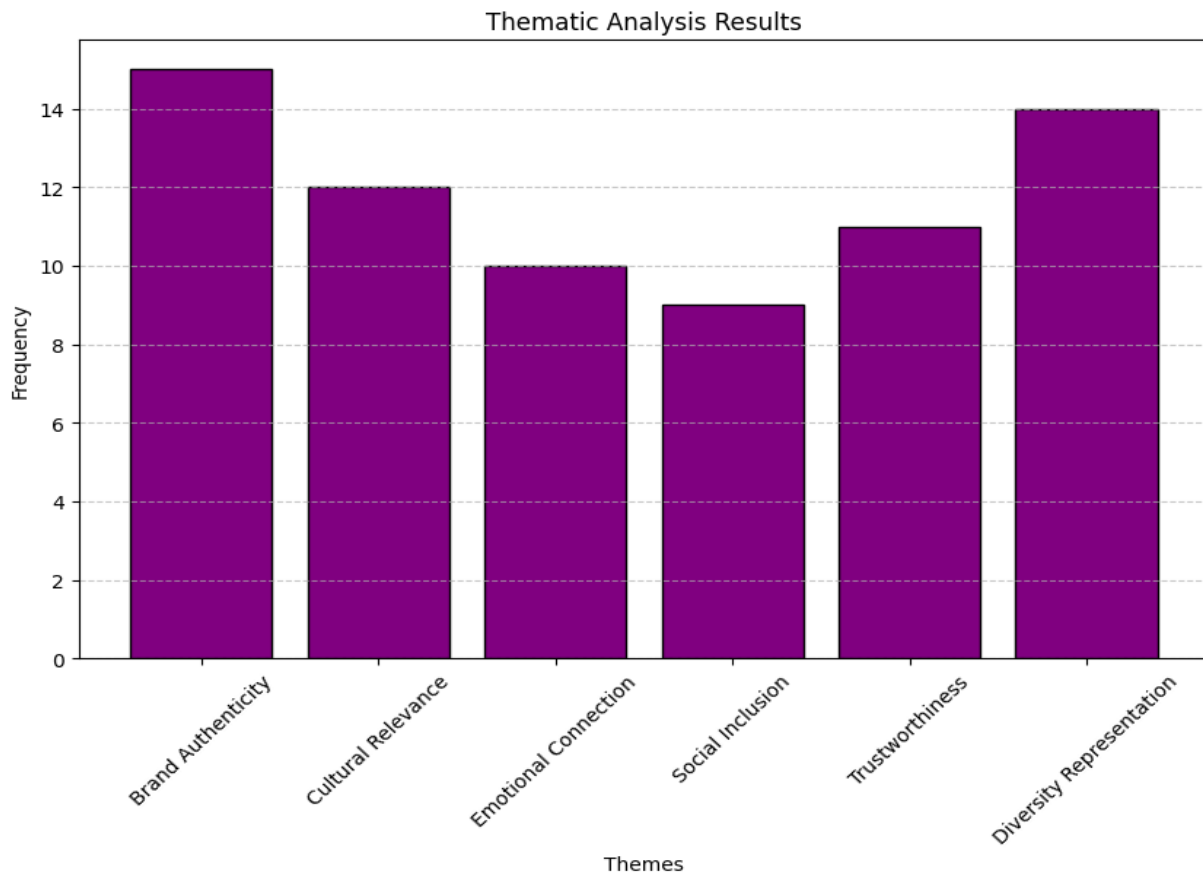


Figure 5. Thematic analysis results

Sentiment Analysis Results

Sentiment analysis of consumer feedback and social media discussions reveals overwhelmingly positive response to advertising with diversity, 60% positive, a broad appreciation of inclusive marketing work (Table 8 & Figure 6). Twenty % was neutral sentiment, indicating that though they recognize diversity, not everyone sees how it affects their purchase decision. Despite a low %age of negative sentiment (10%), respondents express reservations about the credibility of diversity efforts; some commenting that brands aren't truly embracing diversity, opting to use it instead as a marketing pawn. Additionally, it shows that some consumers regard diversity efforts as forced or uneven among various platforms (5 Mixed sentiments). The sceptical category is directly in line with 3 % of consumers who are not convinced that brand commitment to diversity is long-term work, and then, the supportive category is in line with 2 % of people who are strong advocates for inclusive advertising practice. These findings demonstrate that while diversity efforts tend to be well received, brands need to make sure diversity efforts are consistent and authentic so they don't fall victim to scepticism and misgiving on the part of consumers.

Table 8. Sentiment analysis results

Sentiment Category	%age (%)	Key Expressions
Positive	60%	"Inclusive ads are inspiring."
Neutral	20%	"Diversity is good, but not enough."
Negative	10%	"Ads lack authentic representation."
Mixed	5%	"Sometimes diversity feels forced."
Sceptical	3%	"Scepticism about inclusivity claims."
Supportive	2%	"Support for inclusive ad efforts."

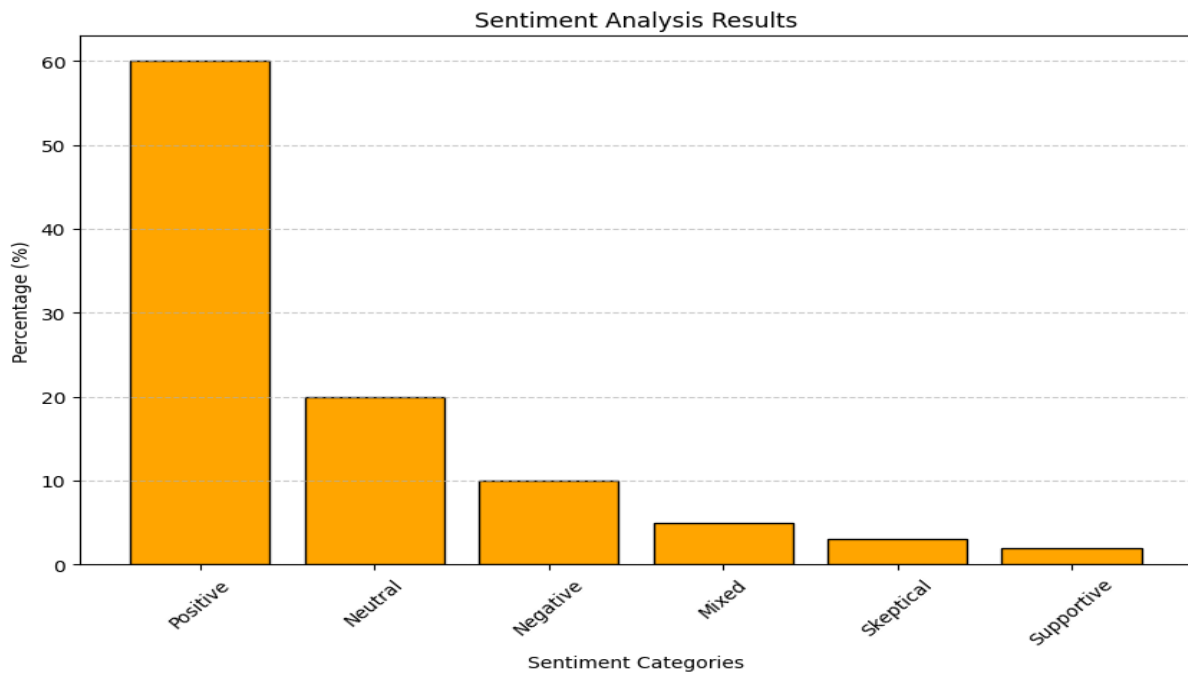


Figure 6. Sentiment analysis results

Results from the Analysis using statistical and qualitative methods are analyzed to give deep detail of the role of diversity in advertising in the buying behaviour of Generation Z. Regression and SEM analysis confirm that brand trust and perceived authenticity do influence purchase intention, whereas descriptive statistics support a generally positive perception of diversity. ANOVA results point to demographic differences in the response to diversity, and thematic Analysis reveals the key themes linked to consumers. Sentiment analysis adds further weight to the need for authenticity in advertising, with only scepticism out pipping positive responses, but a call for brands to ensure credibility.

CONCLUSION

The research has comprehensively examined how diversity in advertising can affect the purchasing behavior of Generation Z consumers using a mixed-method research design consisting of both a quantitative and qualitative analysis. As the descriptive statistics provided, the Generation Z consumers have a positive perception of diversity in advertisements, with an ad diversity score of 4.2, a purchasing intention score of 3.8, and a level of engagement of 4.0, showing that they believe that diverse representation in advertisements is a significant factor when making a purchase. The regression model also proved that ad diversity has a significant impact on the purchase intention ($\beta = 0.45, p = 0.001$), although brand trust ($\beta = 0.32, p = 0.002$) and cultural relevance ($\beta = 0.40, p = 0.001$) had significant effects. The findings of the ANOVA revealed a significant difference in purchase intentions with regard to demographic variables of gender, income, and education level ($F = 4.95, p = 0.003$), which shows that these variables have an influence on consumer response to diversity in advertising. These findings were reinforced by Structural Equation Modeling (SEM), which demonstrated that diversity has a positive influence on trust ($0.62, p = 0.001$) and engagement ($0.30, p = 0.040$), which eventually result in

purchase decisions. Thematic Analysis served to reveal certain themes, which include brand authenticity, cultural relevance, and emotional connection, with the last one most commonly referred to. Sentiment analysis revealed that 60 of the respondents expressed positive attitudes towards various advertisements, 20 were neutral, and 10 were sceptical, who are generally positive but sceptical about diversity in advertising. Conclusively, the paper concludes that diversity in advertising plays a significant role in the expenditures of Generation Z, mostly as a result of trust and emotional attachment. To achieve brand loyalty and improve interaction, the brand needs to provide original, culturally appropriate content on a regular basis on all platforms so it can be credible and have better associations with this socially aware demographic.

Future Research

The longitudinal nature of the study might be extended to determine the long-term impacts of diversity in advertising on the behavior of consumers. One more area of study that may involve further research is the effects of various forms of diversity representation (e.g., racial, gender, cultural) on purchase intentions in different industries, which would help to gain a better idea of how certain factors appeal to the representatives of the particular demographics. Moreover, further studies may be conducted to determine the influence of diversity in advertising on diverse digital platforms and to determine whether there is any difference in engagement and trust depending on the platform utilized. Exploring the generational differences (e.g., Millennials versus Generation Z) in terms of diversity in advertising may also provide insights into the differences in consumer behavior concerning the generational differences.

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Conflict of Interest

The Authors declare that there is no conflict of interest.

Data Availability Statement

The data are not publicly available due to ethical restrictions and confidentiality of participants, but are available from the corresponding author upon reasonable request.

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