

# THE STUDY ON THE TRANSFORMATION OF INNOVATION AND DIGITAL CONSUMERISM ON GEN Z

**NIZAMOLE ABDUL KADER**  
RESEARCH SCHOLAR

DEPARTMENT OF COMMERCE

KARPGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

**Dr. SHANMUGANANDAVADIVEL**

PROFESSOR

DEPARTMENT OF COMMERCE

KARPAGAM ACADEMY OF HIGHER EDUCATION, COIMBATORE

## ABSTRACT

Collaboration is the foundation for the emergence of next-generation innovators. Consumers benefit from teamwork and the capacity to forge connections. Next-era innovators are born to collaborate. We thrive on teamwork and the capability to construct connections. Thanks to generation and our open mind-set, a subsequent-generation technique to collaboration means that every person can collaborate on something, anywhere, and at any time. As virtual natives, the subsequent technologies have by no means known an international where you couldn't collaborate with people on opposite ends of the planet, in real time. People have been communicating and interacting with every different for heaps of years. It's miles just the communiqué channels that evolve with the passage of time. The internet has made us digital purchasers. Don't forget, no matter how state-of-the-art the internet has emerged as, we are regular people seeking to speak with each different. Subsequent-gen innovators have a youthful naïveté and intrinsic curiosity that allows us to take an un-jaded, clean method to problems, free of preconceived notions. The following crucial attitude this is essential to this method is about adopting entrepreneurial techniques. This means being relaxed with trying something even supposing best for the sake of mastering, and embracing feasible failure.

**Keywords:** Digital natives, youthful naïveté, innovators, digital consumers

## INTRODUCTION

“In Today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate.”

**-Jeff Bezos, Founder, Amazon**

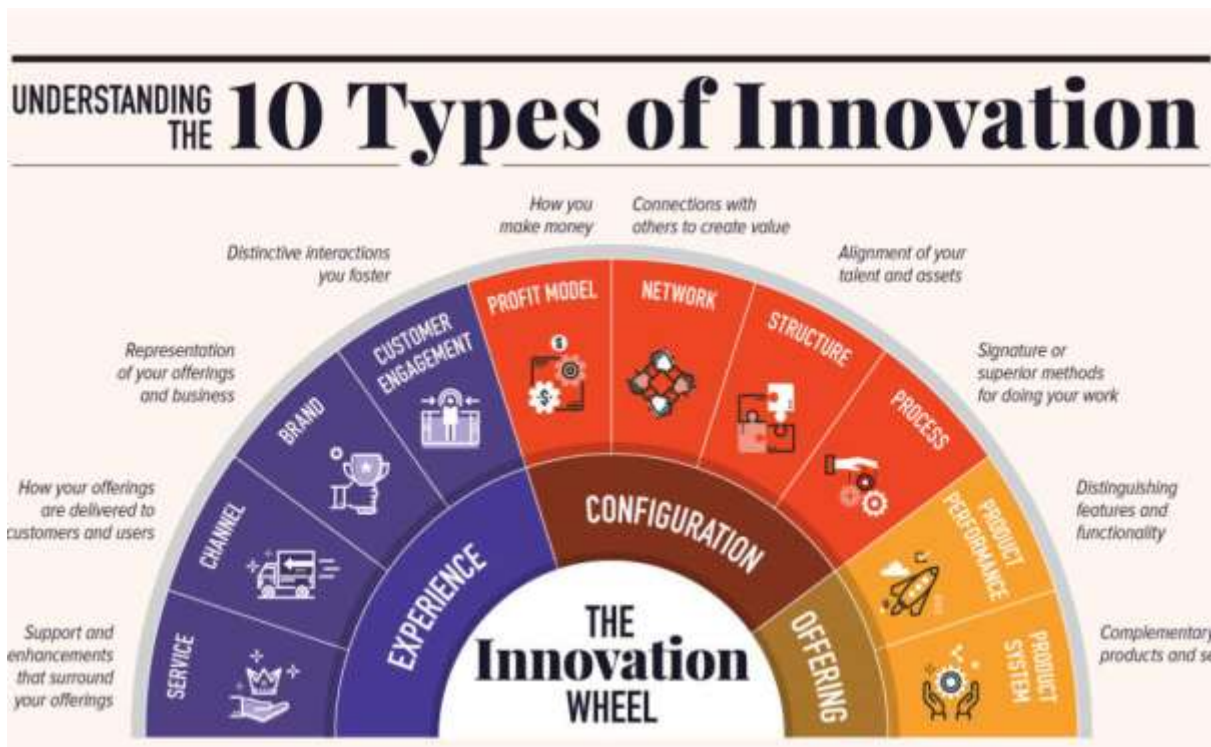
Consumers today are not firm about their decisions but also, do not settle for any less. They anticipate an immediate response to their questions and complaints if any. They transparently share their choices, requirements and perspectives which represent the deciding point for a brand. Customer behaviour in the present age continues to change and extend from time to time. Consumers are well informed and expect priority for value for money. They would prefer a better deal. Consumers are well aware of your competitors and compare before buying any product. Brand reputation also plays a major role that affects the buying behaviour of consumers. Though technology is now on the rise, being a marketer, one shouldn't forget about that particular audience who are still not well equipped with the digital technologies. Trends attract consumers the most. It's important to understand that consumers believe what they see. They get highly influenced by

reviews and ratings. Customer service is something that speaks for your brand. Consumers like content that is engaging. It helps in building a connection between the brand, customers and target audience. Technology affects the way consumers make decisions because there are many choices exposed to them. Certain consumers may have different psychographic, geographic and demographic behaviours. Marketers cannot make one product or service and cater to all of their needs. Digital marketing tools such as social media and email marketing can reach customers and inform them about new products, offers, discounts, or promotions. Consumers are more likely to purchase a particular product when they feel that the brand provides something unique.

## FRAMEWORK OF STUDENT INNOVATIONS

Students have the undeniable ability to develop world-changing ideas. They can be inventive, creative, passionate, and driven. However, to effectively bring ideas to fruition, students may need support. Academic and administrative staff are often well-positioned to act as mentors to students and to help connect students to outside organizations, community partners, and experts. Several HEIs have developed initiatives dedicated to incubating student innovation and entrepreneurship, many of which highlight mentorship as a core element. While having a dedicated program or process for innovation mentorship is helpful, it is not compulsory as mentorship can happen in a variety of formats. Some HEIs have found it helpful to offer small grants and/or alternative funding mechanisms to help students get their ideas “off the ground.” Seed funding for social innovations require just small amounts of funding to get started, and the application process helps students to solidify their ideas and develop useful skills for fundraising, marketing, and more.

1. Provide a framework to support student innovation – this can be in the form of applied- learning courses, extracurricular activities, funding for student groups, and many other ways.
2. Encourage faculty members to develop content related to the SDGs for applied learning and project-based courses. Connect them with HEI operational professionals or community partners who are working on a relevant issue to curate win-win opportunities that promote student learning and produce tangible results for the partner.
3. Develop mentorship opportunities to help advance student innovations.
4. The timeline for achieving the SDGs is limited, and many students may be unaware of them. Try integrating information about SDGs into campus activities and communications to generate interest.



## CONCEPT OF INNOVATIVE ENVIRONMENT

The Simplified Project is an internal innovative environment instrument of the company that presents, among others, the following characteristics, as identified in studies conducted by the EAESP Innovation Forum:

- Employees perceive the results of the innovations in the company and believe that they produce positive results that benefit themselves as well;
- Employees perceive that work recognition is collective and that mistakes are tolerated, since there is no punishment for below-average performance;
- employees recognize innovation leaders. The leaders are seen as bolstering team initiatives. Employees see they are capable of giving opinions to these leaders. Although there is a clear demarcation and recognition of innovation leaders, communication for implementing any innovation flows in all directions:
  - ✓ the knowledge that everyone is valued and perceived as a company priority;
  - ✓ many organizations struggle to derive effective results from innovation efforts. Teams burn through resources, and leaders watch other spurs ongoing engagement and action. Putting these pieces in place and nurturing them helps innovation thrive continually. Organizations increase their competitive advantage by unlocking innovation within their industry or new markets. When innovation efforts are recognized as failures, it can be challenging to build organizational momentum to reinvest in future endeavours.
  - ✓ Building an innovative culture requires much more than technology. It involves creating a workspace.
  - ✓ At the highest level, innovation can be defined as *making something new that creates value*. However, it's essential to understand the variety of innovation approaches to determine which ones will provide the *most* value.
  - ✓ Here's a look at the different ways innovation can take shape, how those definitions lead to different outcomes, and why certain methodologies may be more effective than others.

## DIGITAL REVOLUTION ON CONSUMER BEHAVIOUR

Customer behaviour in the present age continues to change and extend from time to time. Consumers are well informed and expect priority for value for money. They would prefer a better deal. Consumers are well aware of your competitors and compare before buying any product. Brand reputation also plays a major role that affects the buying behaviour of consumers. Though technology is now on the rise, being a marketer, one shouldn't forget about that particular audience who are still not well equipped with the digital technologies. Trends attract consumers the most.

### ➤ **Customers no longer compare companies only with competitors**

Your customers compare your performance with their insurance company, their supermarket, their holiday company. If one company exceeds the customer's benchmark of 'what good looks like', they will expect the same from you.

### ➤ **Customers are less tolerant**

Customers have become faster to complain and harder to satisfy, as evidenced by increasing complaint levels and customer satisfaction dropping across the board. Research shows the importance customers place on ease of service, in particular.

### ➤ **Customer-to-customer dialogue has grown**

Social media and customer forums have huge potential both to build and to destroy brands. Customers are led by the opinions of their 'friends' or 'followers', corroborated by 'likes' and testimonials. The reputation of the company is shaken or strengthened accordingly.

### ➤ **Customers are less loyal**

Customers will no longer accept perceived overpricing or poor standards of customer service, and are open to switching provider. They want value for money, not just cheap goods and services – they demand quality and are willing to pay for it.

### ➤ **Customers no longer accept branding and marketing from organisations**

There's widespread distrust of mainstream information channels, plus strong legislation against direct marketing and a growing technical ability to screen out advertising messages. Opinions and commercial relationships are formed elsewhere.

### ➤ **Customers are more informed**

Digital technology has given consumers enhanced knowledge of products and services. The company does not have the monopoly on product knowledge: information and opinions on which to base decisions are a click away.

### ➤ **All customers are becoming multichannel users**

Customers – not businesses – decide which communication methods will be most used. If the channel proposed by businesses is suitable for the type of interaction, then it will succeed; otherwise, it will fail.

## IMPACT OF DIGITAL CONSUMERISM

People who use technology to buy and sell products and services are known as digital consumers. They are the same people who walk into your business, order on a telephone, or request for a discount. These are normal people like us. For instance, an internet user who is reading this article now is a digital consumer on our page. Human beings have been communicating and interacting with each other for thousands of years. It is just the communication channels that evolve with the passage of time. The internet has made us digital consumers. Remember, no matter how sophisticated the internet has become, we are normal human beings trying to communicate with each other.

In digital marketing, it is important to pay attention to rapidly evolving communication channels. The consumer behavior is changing because of the enabling nature of digital technology and an easy access to information.

The ideal approach to understand the buying behavior of your digital prospects is to conduct thorough research. Marketers have already done extensive research on understanding the behavioral traits of digital consumers. Following are some of the insights that epitomize the subject:

- **Digital-savvy consumers are well informed:** The internet has been around for quite a time and people now have learned how to fully utilize its power. As people become more aware of the modern communication technology, they use it more efficiently. This means marketers have to give their best in order to win well-informed prospects.
- **They want relevant and quick information:** Excessive information and a variety of options have made people accustomed to getting the right and hazard-free solutions within seconds. For example, if your website is not responsive or slow, the visitors are likely to bounce back and move on to the next option. It is the instant gratification that makes a visitor love your site. So, while you build a website for your business, make sure that it provides engaging material and highly relevant information.
- **They share a lot:** Online consumers have unlimited opportunities and platforms where they can talk about their experiences, share valuable information, ask for recommendations, provide reviews, and leave comments. In other words, user-generated content plays a crucial role in your online success and promotion.

### How is Digital Transformation Keeping Pace with the Changing Consumer Behavior

The disruption of digital technology and its impact on the consumer behavior in digital retail has very real implications. How brand owners need to adapt their communication strategies in order to build successful and meaningful relationships with consumers today will be their formula to stay in the race.

Here are the top trends that retailers need to focus on with respect to consumer behavior, in order to surge ahead of competition

#### 1. Use of Mobile Apps

Mobile based purchases are outpacing the growth of even online retail. Apart from the fact that bigger and powerful smartphones are enabling better shopping experiences, the mobile is also emerging as a strong connector across all retail channels, linking in- store and online modes of shopping. In addition to basic information, consumers also have access to loyalty programs, real time check on store inventory and improved customer engagement. This convenience in the mind of the consumer is irreplaceable and influences

consumer buying behavior.

## **2.Mobile Based Payment Applications**

Mobile based retail payments can be made either in person at the point of sale or can be done remotely via mobile apps or browsers. Mobile payments provide a seamless experience to consumers from their smartphones. The consumers today opt for such payments because of convenience and ease of use, the rewards and discounts such payments provide and it also has the necessary compliance and security features in place.

## **3.social media**

social media has made giant leaps in today's world be it for staying in touch or for access to the latest information or to keep up with the current trends. Many of today's consumers tend to frequent social media sites such Instagram, Facebook, Twitter, Pinterest and YouTube. The consumers have an opportunity to familiarize themselves with the product as well as compare and contrast products with reference to design, color, prices and so on through these sites. They have realized that the content marketing on these social media sites is organic, relevant, and adds value. The additional benefit of product recommendation/purchase coupled with social mixing is a trend that consumers are making the order of the day.

## **4.Voice Recognition and Virtual Reality**

Voice Enabled Search such as Apple's Siri, Amazon's Alexa and Google's Assist are changing the way consumers look for retail products. Searching for products and services using natural speech makes the entire process frictionless and faster. The convenience of such voice recognition systems is driving today's consumer buying behavior towards a comfortable experience. They are looking for more and more services and products to be channelized through this mode. Another important aspect of changing consumer behavior in digital retail is virtual reality which allows for consumers to experience the reality of the product in the virtual world. This gives the customer a more realistic picture about the product they intend to purchase.

## **5. Customer Insights**

Earlier an individual approach was associated with luxury brand shopping albeit in real time. Today with digital transformation, consumers find that customization is available for several more products and at affordable prices. The ability to customize based on individual needs engages the customer in a better way since it makes the customer feel the product was tailor made for him/her. Customization gives consumers better value of money and better access to all products which were previously unavailable due to size difference or color variations or such.

## **6. Reverse Showrooming**

Reverse showrooming occurs when a customer browses and researches products online but purchases the product at an actual store. Apparel and furniture benefit from this kind of retailing. This is extremely beneficial for consumers since they enter a store armed with all the information they need before purchase of a product. Their online browsing would have given them all there is to know about a certain product such as origin, material used, colors available, availability at store. The last step to have an actual feel of the product is completed at the store thereby hastening the process of a purchase.

# Behavioral Traits of Gen Z Consumers

Gen Z's identity as "digital natives" significantly alters their expectations and loyalty patterns compared to previous generations

Attribute	Description	Impact on Research Sample
Information Literacy	Consumers are well-informed and compare competitors before purchasing.	100% of samples are likely to use a "click away" approach to verify brand claims.
Response Sensitivity	They anticipate immediate responses to questions and complaints.	High "bounce" rates if digital platforms are slow or non-responsive.
Social Validation	Decisions are heavily influenced by reviews, ratings, and peer testimonials.	Peer opinions and "likes" carry more weight than traditional advertising.
Tolerance Level	They are less tolerant of perceived overpricing or poor service.	Increased complaint levels and lower loyalty compared to older cohorts.

## Framework for Next-Gen Innovation

For the 100-sample group, innovation is viewed through the lens of collaboration and entrepreneurial risk

Element	Organizational Requirement	Source/Action
Mentorship	Academic staff acting as bridges to outside experts.	Core element in incubating student entrepreneurship.
Funding	Small seed grants and alternative funding mechanisms.	Solidifies fundraising and marketing skills.
Curriculum	Integration of Sustainable Development Goals (SDGs).	Raises awareness of the limited timeline for achieving global goals.
Work Environment	Recognition of collective effort and tolerance of mistakes.	Ensures innovation flows in all directions, not just top-down.

## Technological Drivers of Engagement

Digital transformation is a cultural shift rather than just a technological one. For a Gen Z sample, the following tools represent the standard for interaction.

Technology Tool	Strategic Function	Consumer Benefit
Mobile Commerce	Outpacing growth of traditional online retail.	Provides seamless "reverse show rooming" (research online, buy in-store).
Voice & VR	Use of Siri, Alexa, and Virtual Reality.	Frictionless searching and realistic visualization of products before purchase.
Customization	Tailoring products based on individual psychographics.	Increases "value for money" and emotional connection to the brand.
Social Media	Organic content marketing.	Facilitates "social mixing" and real-time product recommendations.

The article concludes that digital transformation is not merely a financial investment but a **cultural shift**. For Gen Z, a successful brand must balance high-tech efficiency with genuine social interaction. Organizations that fail to "galvanize their workforce" with this mindset will struggle to stay competitive in an era of "volatility"

## *Interpretation*

The analysis suggests that for Gen Z, **Agility** is the only sustainable advantage. Organizations must move away from "monopoly on knowledge" and embrace a multi-channel approach where the consumer decides the communication method.

### **Key Takeaways for Study Results:**

- **The "Digital Human" Paradox:** Despite advanced tech, Gen Z users remain "normal human beings" seeking authentic communication.
- **Cultural Readiness:** Digital transformation fails without a shift in business practices and strategy.
- **Economic Impact:** Digitally literate contribute to massive economic shifts, such as India's goal of a five trillion economy

#### *4. Organizational Framework: The Innovative Environment*

For these 100 samples to succeed as innovators within a company, the environment must follow the "Simplified Project" characteristics.

- **Collective Recognition:** Work recognition must be collective, and mistakes must be tolerated without punishment.
- **Multi-directional Communication:** Innovation flow should move in all directions, not just top-down.
- **Empowered Leadership:** Leaders must be seen as "bolstering team initiatives" and being open to opinions.
- **Agility:** In a "volatile" era, agility is the only sustainable competitive advantage.

## **CONCLUSION**

It's the first digital marketing term but it's still really relevant. This program tells current customers and others about the different goods and services provided by the company. Also, the public is encouraged to take part in various fascinating events conducted by the company. To bring in digital, you have to start thinking now. It's like adopting a lifestyle- deciding to exercise for your wellbeing! Digital transformation isn't just a switch you turn on with the right amount of investment. A successful transformation is a big change in culture, business practices, and strategy, and even how work is being done. Hence, it's crucial that before transforming, leaders galvanize their workforce so that they all have the mindset to withstand it. In fact, online marketing has become an important focus for most companies as they look to reach customers online and grow sales. It is estimated that a campaign like digital India can uplift the economy of India by one trillion and now the government is working towards transforming it into a five trillion economies. The digital Literacy of India has increased too. It has made us all survive times like a pandemic. The conclusion of digital devices: A balance between digital technology and social interaction is key to maximizing all the opportunities and minimizing the limitations that digital technology brings to children and their education, whether knowledge-based or practice-based. Without technological advancements, so much of our everyday lives would be drastically different. As technology develops, it strives to fulfill the changing needs of society. Technology progresses as society evolves. Digital age had so much impact on the social, economic and political life of the societies today because it has brought so much change in our daily aspects of life and also helps us to improve and reshape our environment with the aid of practical, experimental and scientific knowledge or technology. Within the short span of a lifetime, digital marketing will bring all your cherished dreams come reality. Digital marketing is a place where someone without much effort can make a career. Only patience is required to get your desired goals.

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