



A STUDY ON THE IMPACT OF ADVERTISEMENT STRATEGY ON PURCHASE DECISIONS AND CONSUMER ENGAGEMENT AMONG MILLENNIALS AND GEN Z

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ABSTRACT

This paper examines how various advertising strategies affect the purchasing behaviors and engagement tendencies of Millennials (individuals born between 1981 and 1996) and Generation Z (those born from 1997 to 2012). In today's highly digitalized marketing landscape, crafting campaigns that resonate with these distinct age groups has become increasingly essential for brands. By analyzing existing scholarly work, this study identifies effective approaches such as influencer partnerships, customized advertisements, and social media-driven promotions. The findings reveal that although both generations are highly receptive to digital advertising, their responses vary—Gen Z, in particular, places greater value on sincerity, openness, and interactive experiences. The paper concludes by offering strategic insights for marketers aiming to tailor their campaigns according to generational preferences.

KEYWORDS *Advertisement Strategy, Purchase Decisions, Consumer Engagement, Millennials, Gen Z, Influencer Marketing, Social Media Advertising*