
| RESEARCH ARTICLE

Purchase Intentions of the Working Gen Y Against Working Gen Z on Online Ads with Informal Language

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| ABSTRACT

Culture plays a big role in terms of shaping the preference of consumers' purchasing intentions as well as their influence in which advertisements they find attractive. Different backgrounds can factor in how consumers perceive a specific advertisement since some ad messages may not be received correctly by the consumers even though they are part of the target segmentation. This pushed the researchers to identify the consumers' attitudes towards advertisements using slang words. The study will focus on participants who belong to the working generation Y and generation Z residing in Metro Manila that uses the Internet in their contemporary lives. Therefore, they understand Internet slang and use it as their everyday form of communication. The researchers investigated if the interest and needs of the targeted participants were met based on their encounter with an advertisement with the use of slang words. Then compare which of the two working generations has a higher purchase intention based on the four metrics used (Informativeness, Entertainment, Credibility, and Adaptation). The use of a qualitative method was chosen since the pandemic restricted the researchers from gathering participants and meeting them face-to-face, which interfered with gathering accurate results because the information might have been tampered with. Upon the accomplishment of researcher results, it was concluded that the use of informal language in the advertisement had different effects on the working Generation Y and Generation Z in terms of word adaptation. This can help marketers to create more effective advertisements to capture their intended audience and how advertising adaptation plays a role in consumers' purchase intention.

| KEYWORDS

Purchase intentions, informal language, internet slang, generation z, generation y

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1. Introduction

Research has shown that cultural value is essential to understanding the different patterns of behavior between people in different societies. Advertising aims to influence consumers' attitudes towards the brand. (Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R., 2020) Globally used slang words such as "smoke *em*" (meaning just let loose) are often used in gaming (Figure 1) and such or "*woke*" (meaning being awake injustice in society, especially about racism) (Figure 2). For locally used Internet slang in the Philippines there is "*who dis?*" (Where most often than not is a phrase used to pretend they don't know who that person is) (Figure 3), or "*G*" (meaning game or go) it is used when someone is on board on an activity and another is "*e-numan*" (meaning electronic *inuman* or drinking) since due to the pandemic the large gatherings have been banned, therefore the drinking culture turned into virtual drinking with friends (Figure 4). This Internet slang has attracted the attention of marketers to obtain this information based on what consumers voluntarily create on social media, and consumers find it convenient for advertisements to use informal language that catches their attention.



Figure 1| NIKE



Figure 2| Burger King



Figure 3| Spotify



Figure 4| Foodpanda

1.1 Definition of Terms

1.1.1 Informal language (Internet slang)

Slang is considered an informal language used by a particular group of people. They are usually often spoken more than written. These words are considered incorrect and are usually a creative form of the language. Slang words vary across generations that usually lead to miscommunication between older and younger speakers. The researchers will focus on studying how it affects the purchase intention of the consumers who see the advertisements using informal language.

1.1.2 Purchase Intention

This is the willingness of a consumer to buy a product based on their external and internal factors. This is a measurement of the respondent's knowledge and attitude toward availing of the product or service. The use of purchase intention will help the researchers measure the effectiveness of the advertisement to see if the form of marketing variable used is accepted by the market and to know the awareness of consumers current and future purchase intentions based on their online and off-site activities.

1.1.3 Social Networking Sites (SNS)

A virtual community platform where users can create public personal profiles, interact with friends and family in real life, and meet other people from around the world who share the same interests as them. This is a way for people to connect no matter how far away they are. It is a medium where people can comment and discuss privately or anonymously. The researchers will use this platform to understand the participants' behaviours to see how they ended up with their purchasing intentions.

2. Review of Related Literature

2.1 Gen Z and Gen Y

To support this, a theory proposed by Sessa et al. (2007), the Generational Cohort Theory, proposes that Important historical events and changes in society can affect individuals' values, attitudes, beliefs, and inclinations. To define both, respectively, Generation Y (born between 1980 and 1994), who are the offspring of the baby boomers, are the so-called first 'digital natives' who were the first to experience the integration of digital technology in their daily lives. (Venter, 2016). Whereas Generation Z (born between

1995 and 2011) is the first "digital generation", where individuals from this group were born into technologies that have already been developed and were already in place, which molded the qualities these people possess. To further understand both generation Y and Z and what Internet slang they use, both English and Tagalog are categorized into 1) backward speech such as "Lodi" (meaning idol or idolizing someone) "Petmalu" (meaning excellent or cool). This slang was based on Facebook posts that were passed from Millennials to the digital natives. (Cabantac-Lumabi, B., 2020). 2) short-cut words such as "simp" (short for simple, that means doing too much for the person they like) "Stan" (short for Stanley meaning referring to an obsessive fan). Although coming from either gen Z or gen Y, all the slang mentioned above is often used by both generations as an everyday form of communication.

2.2 Purchase Intentions

Purchase intentions can be utilized to test the execution of a new distribution channel to assist managers in deciding whether it encourages improvement and choosing which geographic markets and consumers to target through the channel. The decision for a buyer to purchase could be influenced by others, and it makes them not want to depart from the socially acceptable norms (Asamoah, E. S., & Chovancová, M, 2016). Purchase intention can also be influenced by perception, attitude, and motivation; when attitudes in advertising are formed, it can affect attitude towards purchase intention (Fachryto, T., & Achyar., 2018). The informativeness, quality and information requirements are the factors that affect the purchase intention in website advertisements. The correct combination of visual stimuli in online communication strategies is an important balance that advertisers want to understand. (Martinez, L., Martinez, L., Neves, T., 2020).

2.3 Communication

Communication is an integral part of everyday life between individuals. Through the continuous development of society and the economy, the language of the internet has gone from being a means of communication to becoming an integral part of the everyday language (Dan-Yang, G., Shixiong, L., Yafei, Z., & Yu, D., 2019). For example, Baby Boomers favour face-to-face communication because they did not grow up in the age of development for technologies that will eventually result in computer-mediated communication that is very prevalent in Generation Y (Venter, 2020). As the digital generation, Generation Z is more accustomed to languages and slang used in social media platforms, making their means of consumption and communication different from those of previous generations (Smaliukiene). With the continuous development of society and the economy, the language of the Internet has gone from being a means of communication to an everyday language. Communicative behavior, language and psychology of people are subtly affected by the language of the Internet.

2.4 Synthesis of the Literature Review

Since there is a need for the study of understanding the impact of Informal words (Internet slang) on an advertisement that will lead to the purchase intention, the Researchers collected various articles to further explain the intentions of this research by using hypotheses and conceptual frameworks to get a more precise outcome. The study conducted by Subramanian, K. (2017) investigated social media and what has affected all aspects of modern life and has had a profound impact on communication. People need to interact to meet their social needs, and social media has become the preferred means of communication for the proliferation of digital technology and mobile phones. Similarly, The study by Asamoah, E. S., & Chovancová, M. (2016). The main objective of this study is to analyze the cultural orientation of consumers in the Czech Republic and Ghana with reference to the different age groups and sex.

This research further discusses how behavioral intentions form in the markets examined. Another important matter to investigate is the study by Peña-García, N., Gil-Saura, I., RodríguezOrejuela, A., & Siqueira-Junior, J. R. (2020) aims to understand the factors on e-commerce adoption from attitude, subjective norms, through social psychology. Standard behavioral models have long stressed a linear and generalizable predictor of actions of any group surveyed, without considering the crucial variations in the norms and beliefs of the individual's place of birth and upbringing.

To further understand Generation Y and Z, a study done by Martinez, L., Martinez, L., & Neves, T., (2020) investigates the purpose of the research, which is to analyze the responses of generations Y and Z consumers to the same visual stimuli based on their willingness to buy advertising products. Exposure to emotional online marketing interaction and advertisement could catch the interest of Millennials and Generation Z. In further understanding Generation Y and Z, a study done by Smaliukiene, Kocai, Tamuleviciute (2019) investigates the correlation of the expression of consumption between the attitudes and behaviors formed by social media. The author states that there are three main characteristics that explain the consumption of Generation Z, namely, cultural tolerance, social tolerance, and tolerance to otherness on the network. The author theorizes that these three factors are positively related to the consumption of Gen Z, noting that exploring such attitudes can help marketers identify the consumer behavior of individuals belonging to this cohort. As for Generation Y, the aim of this article is to develop a model of social media's impact on customer buying decisions.

The need for a modern paradigm has arisen because of shifts in the real environment that are altering societal behaviors and characteristics and the relentless advancement in technology altering people's lifestyles, beliefs, and desires. (Davidaviciene, V. Meidute-Kavaliauskiene, I., & Paliulis, R., 2019). The study was done by Arora, T., Agarwal, B. (2019) investigates communication learning consumption, such as brand preference, participation, or purchase intention. Consumers' behaviors or attitudes usually come from the learning results obtained through the interaction between consumers and socialized subjects. While the study done by Isa et al. (2020) looks into the factors that affect the purchase intention of Gen Z and millennial consumers in online shopping. The study uses Online Purchase Intention, Shopping Orientation, Impulse Purchase Orientation, Quality Orientation, Brand Orientation, Online Trust, and Online purchase Experience as factors that affect Consumer Online Purchase Intention.

Lastly, A study conducted by Fay, Keller, Larkin (2019) looked into the relationship of Word of mouth Advertising using attention, engagement, recall, brand image, and sales impact to measure behavioral responses to advertising. The results showed that conversations are valuable indicators of whether an advertisement will deliver results. The similarity of our research also hopes to find out whether the use of language in advertising has advantages. The only difference is that the researchers will focus on Internet slang advertisements. Instead, this article's more in-depth research looks at four different factors that consumers respond to social media advertisements.

3. Theoretical Framework

3.1 Generational Cohort Theory

Generation cohort theory originated from a sociologist Karl Mannheim (1923) study, which assumes that people can be divided into different groups or generations according to their birth time. People born at the same time and in the same space often have similar values, beliefs, and life experiences. These similarities affect people's attitudes, preferences, and behaviors. Different people have different characteristics, expectations, and opinions due to exposure to different social environments (Moss, S., 2016).

3.2 Consumer Socialization Outcomes:

3.2.1 Involvement, Attitude, and Purchase Intention

In theory, proposed by Arora and Agarwal (2019), the research confirms that informativeness, entertainment, irritation, Personalization, and Credibility relate to the perceived value of social media advertising and attitudes toward social media advertising. According to the study conducted by Ward, he presented the consumer socialization proposal, that is, "the process by which young people acquire skills, knowledge, and attitudes related to their consumer functions in the market." Its framework provides a structured method for investigating how people understand how to play their role as consumers in society.

4, Conceptual Framework

4.1 Generation Z and Y

Generation Y (born between 1980 and 1994) are the first digital era born in the technological world. Prensky (2001) proposed the concept of "digital natives" because this generation is a native speaker of digital languages such as computers, video games, and the Internet. The "older generation" is attributed to millennials because they are highly inclined to build a better future despite economic, environmental, and political problems. William and Page defined eight key values to distinguish them from other generations: 1. Choice, 2. Personalization, 3. Review, 4. Integrity, 5. 6. Collaboration, 6. Speed, 7. Entertainment and 8. Innovation because they are efficient and fast-paced in multitasking. Generation Z (born from 1995 to 2011) is the first "digital generation", and everyone in this group was born in technology. They take a lot of time in a day to use smartphones or computers or other devices to capture most of the content digitally, such as news, research, social networks, etc. (Granados, 2017). Generation Z spends a lot of time on social media sites which make digital marketers face challenges and require them to undertake activities to attract the attention of these high-level locals, who are promising and persuasive consumers to spend on goods and brands (Munsch, A., 2021).

4.2 Informativeness

Ducoffe defines advertising informativeness as the ability of advertisements to inform consumers about other product information; this information can be related to the balance between consumer needs and the products that producers provide, achieving this in a more efficient market. (Arora, T., Agarwal, B., 2019) Information refers to the ability of advertisements to publish up to date, timely and easily accessible information. Given its importance for the development of advertising programs, many marketing studies have examined the search for consumer information.

4.3 Credibility

The credibility of an advertiser can be defined as the degree to which customers regard the company as a reliable source of information, and this credibility can assure customers of the company's reputation, integrity, and goodwill. When consumers must make decisions or take actions based on uncertain information, the relevance and credibility of advertisements are considered essential. The quality and credibility of information are increasingly important to consumers. It plays an important role in evaluating products and services by consumers. (Erkan, I., Evans, C., 2016).

4.4 Adaptation

The adoption of advertising is another factor that may affect consumers' purchasing intentions. The use of eWOM information on social media and shopping websites may have different effects on consumers' purchase intentions. (Erkan, I., Evans, C., 2016).

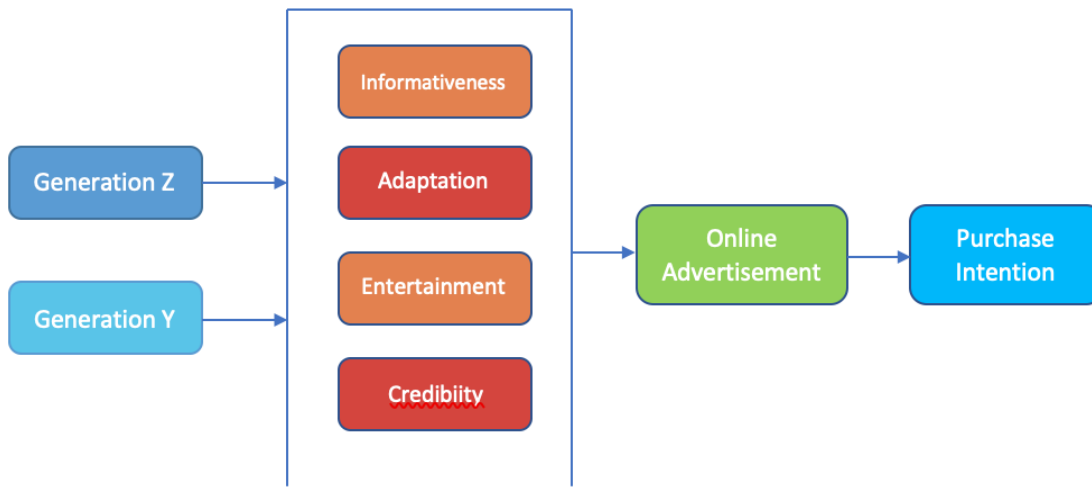
4.5 Slang

With the continuous development of society and the economy, the language of the Internet has changed from a means of communication to an everyday language (Subramanian, K., 2017). People's communication behavior, language and psychology are subtly affected by Internet language. Internet language has been widely used in computer communication by young people and is generally considered to be creative, interesting, and related to popular culture. Internet languages often borrow foreign words, dialects, digital elements, and icons. It also often integrates the use of paraphrases, homophony, thumbnails, repetition, and other word formation methods with the use of unconventional grammar. (DanYang, G., Shixiong, L., Yafei, Z., & Yu, D., 2019)

4.6 Purchase Intention

Purchase intention is seen as a prerequisite for the actual purchasing behavior of consumers, and it is also considered to be the connection between attitude and behavior that are affected by the following factors: Perceptions, attitudes, and motivations will affect the attitude toward purchase intentions by forming attitudes in ads (Fachryto, T., & Achyar., 2018). Purchase intention is a key indicator to measure the success of an online advertisement (Delafrooz, N., Rahmati, Y., Abdi, M., & Wright, L. T., 2019).

5. Methods



5.1 Data Gathering Procedure

The researchers first created a questionnaire that was suitable for Generation Y and Generation Z. An online survey questionnaire was used, where the researchers first got a full disclosure to the respondent that the data provided would be kept confidential and for academic purposes only. Then when the respondent has given consent to answer the survey, the questionnaire will then determine if he/she was the right demographic for the research done. Where in, if the participants' demographics fits, their answers are taken into consideration and if not, the answers would be nullified. After the survey was collected, the data helped determine whether the informal language in advertisements creates a higher purchase intention for the consumers. Of the 403 answered surveys online that were collected and subjected to data analysis, the researchers only used 400 for their sample size. Upon analyzing the data for the demographic profile, results showed that 51.24% of the respondents are Gen Y and 48.76% are Gen Z. Of the respondents of Generation Y, 27.86% are Female, and 23.38 are Male. Whereas in Gen Z, 29.35% are female, and 19.40% are male. The majority of the Gen Y at 35.07% are employed, whereas most were working students in Gen Z.

5.2 Ethical Consideration

To ensure the well-being of the respondents, the researchers took the necessary precautions to secure the privacy of the consumers and their data Under RA 10173, or the Data Privacy Act, where the respondents were not required to give out any sort of personal information unless they desire to do so on their own free will. All data collected by the researchers were made sure to be kept confidential.

5.3 Research Instruments

The techniques used were a combination of quantitative questionnaires to get the desired data needed to analyze the validity of the study. The researchers used a descriptive research design to describe the situation from the research hypotheses to the research results based on the conceptual framework that was consistent with the theoretical framework. Part 1 asked for the respondents' demographic for the researchers to determine the age, gender, work status and income per month. Part 2 was where the researchers gathered the respondent's opinions towards advertisements shown to them using the four metrics: relatability, credibility, entertainment, and adaptation.

5.4 Mathematical or Statistical Treatment of Data

A graph and inferential statistics were used to test the validity of the hypothesis about the data. Treatments included: Finding the standard deviation and knowing the sample standard errors. The researchers choose correlational research as a non-experimental; it means the use of scientific methods to manipulate the variables that agree or disagree with hypotheses. In related studies, researchers only needed to observe and measure the natural relationship between two variables, which was the working Generation Y and working Generation Z. Then investigated the results of the independent variables and the dependent ones to observe how it affected the consumer upon seeing the advertisement online to the outcome of their purchase intention.

6. Results

Upon analyzing the results of the data, multiple regression was used to calculate and predict the purchasing intention of both generations using various factors such as credibility, informativeness, adaptation, and entertainment.

Demographic Profile:

	f	%		f	%
Gen Y	206	51.24%	Gen Z	196	48.76%
Age			Age		
Female	112	27.86%	Female	118	29.35%
Male	94	23.38%	Male	78	19.40%
Employment Status			Employment Status		
Employed	141	35.07%	Employed	41	10.20%
Part time	38	9.45%	Part time	25	6.22%
Working Student	27	6.72%	Student	1	0.25%
Monthly Income			Working Student	129	32.09%
10,000-50,000	116	28.86%	Monthly Income		
5,000 below	15	3.73%	10,000-50,000	64	15.92%
50,000 above	50	12.44%	5,000 below	76	18.91%
6,000-10,000	25	6.22%	50,000 above	8	1.99%
			6,000-10,000	48	11.94%

Independent Sample T-Test

Age Group		Mean	Std. Deviation	t	p
Credibility	Gen Y	3.189	.7208	2.620	.009
	Gen Z	3.010	.6459		
Informativeness	Gen Y	3.199	.7165	3.273	.001
	Gen Z	2.978	.6353		
Adaptation	Gen Y	3.266	.6590	1.342	.180
	Gen Z	3.182	.5985		
Entertainment	Gen Y	3.317	.6340	1.041	.298
	Gen Z	3.252	.6056		
Purchase Intention	Gen Y	3.227	.7015	1.799	.073
	Gen Z	3.098	.7385		

Gen Y and Gen Z have a significant difference in credibility and informativeness.

Multiple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Gen Y	(Constant)	0.16	0.1415		1.15	0.2530
	Credibility	0.05	0.0821	0.05	0.55	0.5803
	Informativeness	0.22	0.0916	0.23	2.43	0.0158
	Adaptation	0.33	0.0995	0.31	3.27	0.0013
	Entertainment	0.35	0.0929	0.31	3.72	0.0003
Gen Z	(Constant)	0.22	0.2218		1.01	0.3152
	Credibility	0.17	0.1025	0.15	1.71	0.0897
	Informativeness	0.29	0.1109	0.25	2.63	0.0093
	Adaptation	0.03	0.1140	0.02	0.26	0.7977
	Entertainment	0.43	0.1020	0.35	4.18	0.0000

Dependent Variable: Purchase Intention

Note: Radj2(Y)=0.715, (N = 206, p = 0.00), Radj2(Z)=0.482, (N = 196, p = 0.00)

For generation Y, A significant regression equation was found ($F(4, 201) = 129.659, p < 0.00$), with adjusted R2 of 0.715. Gen Y's predicted purchase intention is equal to $0.16 + 0.22I + 0.33A + 0.35E$, where I is informativeness, A is adaption, and E is entertainment. Among factors, all are significant except credibility. This means that Gen Y's predicted purchase intention increases by 0.22 for every one unit increase in informativeness. Similarly, their predicted purchase intention increases by 0.33 for every one unit increase in adaptation and 0.35 for every one unit increase in entertainment. This implies that when viewing online advertisements with informal languages, Adaptation, Informativeness, and Entertainment are important factors that will greatly increase their purchase intention, whereas credibility is not a factor this generation considers when viewing such advertisements.

As for Generation Z's predicted purchase intention, only informativeness and entertainment have significant influence. A significant regression equation was found ($F(4, 191) = 46.294, p < 0.00$), with adjusted R2 of 0.482. Gen Z's predicted purchase intention is equal to $0.22 + 0.29I + 0.43E$. This means that Gen Z's predicted purchase intention increases by 0.29 for every one unit increase in informativeness and 0.43 for every one unit increase in entertainment. This data revealed to the researchers that when viewing online advertisements, Gen Z respondents only considered the Informativeness of the advertisement and how entertaining the advertisement was.

The difference of the two generations when considering the outcome of the results can possibly be attributed to the different characteristics of the two cohorts, as Gen Z we're the first "Digital Natives", adaptation of the advertisements can only be attributed to Gen Y respondents as the informal language used in the advertisements are words that the respondents from Gen Z are already accustomed to. In the case of credibility, it is shown that while it is a factor that both generations consider, the credibility of an advertisement does not affect the purchasing intentions of both generations.

7. Discussion

The study's primary purpose is to identify if the working Generation Y and working Generation Z will have a difference in response to advertisements that use slang words and if it will affect their purchase intention.

Based on the results of the research, the credibility of the advertisements that contain slang or informal language does not really have a significant effect on the purchase intention of both generations, while information and entertainment, on the other hand, has a positive effect. This indicates that: 1) Even though both generations value getting information from the advertisements, whether the source is credible or not does matter, which may lead some advertisers to take advantage of this and spread false or unreliable information in order to gain from them, and; 2) As long as the advertisements and the use of slang or informal language are entertaining, what is stated in the advertisement, even if it may be true or not, does not really have a negative effect on their purchase intention and may even increase it. Regarding the adaptation of the slang in advertisements, this only has a positive effect on the purchase intentions of Generation Y which the most probable reason is that the slang that is currently being used and is found in today's advertisements are those which is already familiar to the Generation Z; thus they don't need any more context or any adjustment to understand the advertisement.

8. Conclusion

The significant findings of this research are that it has confirmed that the use of informal language or slang in advertisements can have a different effect on the working Generation Y and working Generation Z in terms of the word's Adaptation. This tells future advertisers that to increase the purchase intention, they need to use words that are more suited and are well adapted to their target audience. This research also discovered that advertisers should focus more on the informativeness and entertainment value of the ad and that credibility is not a huge factor that people consider in creating an advertisement with informal language.

This research was conducted online and remotely by the respondents, which is a factor that may have affected the result of the study because the researchers were not able to really monitor them while answering and that some information and items may have been tampered with and stated inaccurately.

Since the researchers only used two succeeding generations and still saw a difference in responses, using other generations that are apart from each other could have relatively drastic changes in their responses which other researchers can expand upon in future studies.

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