

E. Pak^{1*}, A. Ilyas², N. Aidargaliyeva³, K. Kirdasinova³¹ Kenzhegali Sagadiyev University of International Business, Almaty, Kazakhstan² Almaty Technological University, Almaty, Republic of Kazakhstan³ L.N. Gumilyov Eurasian National University, Astana, Kazakhstan*e-mail: pakey_2007@mail.ru**FORMATION OF THE CONCEPT OF MANAGING CONSUMER BEHAVIOR OF GENERATIONS Y AND Z, CONSIDERING THE INFLUENCE OF DIGITAL TECHNOLOGIES****Abstract**

Digital technologies have fundamentally transformed consumer behavior, particularly among Generations Y and Z, whose consumption patterns are shaped by permanent online connectivity and social interaction. Despite extensive research on digital consumption, an integrated understanding of how digital tools and social influence can be used to manage consumer behavior across generations remains limited. This research aims to develop and empirically substantiate a conceptual approach to managing the consumer behavior of Generations Y and Z in the context of digital technologies. We used a combination of theoretical analysis, systematization of existing literature, and a quantitative survey-based research design. Empirical data were collected through a structured online questionnaire (n = 62). Descriptive and comparative analysis was applied to test a set of hypotheses examining the effects of smartphone usage, mobile applications, social influence, platform convenience, and promotional incentives on consumer behavior. The main results show that intensive smartphone use significantly increases the frequency of online purchases among both generations. Platform convenience strongly influences Generation Y's choice of shopping channels, while social influence and online promotions play a decisive role in shaping Generation Z's purchasing motivation. The presence of mobile shopping applications alone does not guarantee brand loyalty, indicating the need for additional engagement mechanisms. The novelty of this study lies in the integrated empirical analysis of digital, social, and generational determinants of consumer behavior. The findings contribute to consumer behavior theory by demonstrating the differentiated impact of digital management tools across generations and provide practical insights for developing targeted digital marketing strategies.

Keywords: consumer behavior management, consumer preferences, consumer behavior, consumption crisis, economic vulnerability.

Introduction

Consumer behavior constitutes one of the central research domains within modern marketing and economic science, reflecting the complex mechanisms through which individuals and social groups make purchasing and consumption decisions. Historically, the study of consumer behavior developed at the intersection of economics, sociology, and psychology, evolving from classical rational-choice models toward more nuanced approaches that account for social influence, cultural context, and behavioral irrationality. Contemporary research increasingly recognizes consumption not merely as an economic act, but as a socially embedded and technologically mediated process shaped by values, identities, and communication environments.

At the present stage, the rapid expansion of digital technologies has fundamentally transformed consumer behavior. Mobile devices, online platforms, social networks, and algorithm-driven recommendation systems have altered information search processes, decision-making logic, and the structure of market interaction. In this context, Generations Y and Z attract particular scholarly attention, as their consumption patterns were formed under conditions of continuous digital connectivity. Existing studies actively examine mobile commerce, social media marketing, influencer effects, and online shopping convenience; however, this body of research remains largely fragmented. Most works focus either on technological instruments or on generational characteristics separately, without developing an integrated conceptual understanding of how consumer behavior can be systematically managed in a digital environment [1].

The research problem, therefore, lies in the absence of a coherent and empirically grounded concept for managing the consumer behavior of Generations Y and Z under conditions of pervasive digitalization, where conventional marketing stimuli no longer produce predictable or uniform

responses. This study addresses the identified gaps by proposing a conceptualization of consumer behavior management that integrates digital convenience, social influence, and generational specificity as core determinants of purchasing behavior, supported by empirical verification. Consumer behavior attracts sustained scholarly and practical interest in marketing research, as it enables the analysis and prediction of how consumers make purchasing decisions under the influence of multiple interacting factors. Understanding these mechanisms allows marketers to assess not only which products consumers choose, but also how and why these choices are formed in everyday consumption, including the purchase of essential goods and food products [8].

Contemporary approaches to consumer behavior emphasize the role of need recognition and problem awareness as the initial stage of the decision-making process. This stage is followed by the influence of situational factors, including the social and physical environment, time constraints, and the consumer's prior emotional or physiological state. Psychological determinants, such as personality traits, values, beliefs, lifestyle, perceptual selectivity, learning processes, and brand attachment, further shape individual consumption patterns. In parallel, socio-cultural influences including opinion leaders, family structures, reference groups, social class, and word-of-mouth communication play a significant role in reinforcing or modifying consumer preferences. Informational factors, particularly access to relevant information and the ability to assess the perceived value of goods and services under different purchasing conditions, also contribute to the final decision [9-11].

In the digital economy, these traditional determinants are increasingly mediated by digital space and technological platforms. Social networks and online environments function as interactive communication systems in which consumers simultaneously receive information, exchange opinions, and construct collective perceptions of products and services [12]. As a result, consumer decision-making processes become embedded within complex multichannel ecosystems that integrate offline and online experiences. Preferences and attitudes formed in physical retail environments are often transferred to digital contexts, and vice versa, reinforcing the continuity of consumer behavior across channels [13]. Consequently, the study of consumer behavior management in the digital era requires a comprehensive understanding of evolving consumer beliefs, values, and motivational structures, which are increasingly shaped by digitally mediated interactions and the pursuit of need satisfaction.

Materials and methods of research.

The methodological framework of this study is based on a combination of theoretical and empirical research methods aimed at identifying and testing key factors influencing the consumer behavior of Generations Y and Z in the context of digital technologies.

The theoretical stage of the research involved the systematization and critical analysis of contemporary academic literature on consumer behavior, generational theory, and digital marketing. At this stage, the method of analysis was applied, whereby the collected sources were decomposed into conceptual units in order to examine individual theoretical positions, behavioral models, and explanatory approaches. Subsequently, the method of synthesis was used to integrate the analyzed elements into a coherent conceptual understanding of consumer behavior management under digital transformation [14].

To structure and organize the identified factors, the classification method was employed. This method made it possible to group digital, social, and psychological determinants of consumer behavior based on common characteristics and functional roles. In addition, the modeling method was applied to conceptually represent the relationships between digital technologies, social influence, and consumer decision-making processes among different generations [15]. The method of analogy was used to identify similarities and differences in behavioral patterns across generational cohorts by comparing observed consumer responses under comparable digital

conditions. Deductive reasoning was applied to adapt and interpret insights derived from international empirical studies and theoretical models in relation to the specific research context.

The empirical stage of the study was designed to test a set of hypotheses derived from the theoretical analysis. These hypotheses reflect the assumed relationships between digital technologies, social influence, and consumer behavior patterns among Generations Y and Z. The hypotheses were formulated prior to data collection and are grounded in existing literature on digital consumption and generational behavior [16].

The study tests the following hypotheses:

Hypothesis 1a posits that the intensity of smartphone use affects the frequency of online purchases among representatives of Generations Y and Z.

Hypothesis 1b assumes that the availability of mobile shopping applications increases consumer loyalty to brands among Generations Y and Z.

Hypothesis 2a suggests that social influence, expressed through friends' reviews on social media, affects Generation Z's intention to purchase products from a specific brand.

Hypothesis 2b proposes that social influence in the form of recommendations from social media influencers affects the purchasing preferences of Generation Y.

Hypothesis 3a assumes that the level of convenience of online platforms influences Generation Y's choice between traditional and digital shopping channels.

Hypothesis 3b posits that the availability of online promotions and discounts is directly related to Generation Z's motivation to make purchases.

To test these hypotheses, a quantitative research design was employed using a structured online questionnaire. The survey served as the primary source of empirical data and was conducted among representatives of Generations Y and Z. The questionnaire included demographic variables as well as indicators measuring smartphone usage intensity, frequency of online purchases, use of mobile applications, perceived platform convenience, exposure to social influence, and responsiveness to promotions and discounts. The survey instrument was developed based on validated questions used in prior international studies and adapted to the objectives of the present research.

The collected data were analyzed using descriptive statistical methods and comparative analysis to identify patterns, relationships, and differences in consumer behavior across generational groups. The study confirmed or rejected each hypothesis by examining the consistency between the observed empirical distributions and the expected relationships formulated in the hypotheses.

This methodological approach ensures logical consistency between the theoretical framework, hypothesis formulation, data collection, and empirical analysis, thereby providing a reliable basis for interpreting the results and drawing scientifically grounded conclusions.

Results and their discussion

The empirical part of the study is based on the results of a quantitative survey conducted among representatives of Generations Y and Z. A total of 62 valid responses were collected and included in the analysis. The results are presented according to the structure of the formulated hypotheses.

In the initial stage of the empirical analysis, the socio-demographic profile of the respondents was examined to contextualize subsequent results and ensure the validity of hypothesis testing. Table 1 presents the sample's summary characteristics.

Table 1. Socio-demographic characteristics of the sample

Characteristic	Category	Percentage (%)
Age	18–25 years	22.6
	26–41 years	32.3
	42 years and older	45.2
	Under 18	0.0
Gender	Female	51.6

	Male	48.4
Employment status	Employed full-time	64.5
	Employed part-time	21.0
	Student	6.5
	Unemployed	8.1
Monthly income	Under 100,000 KZT	4.8
	100,000–300,000 KZT	16.1
	300,000–500,000 KZT	14.5
	Over 500,000 KZT	46.8
	Prefer not to say	17.7
Note: compiled by authors		

The data indicate that the sample is dominated by economically active respondents with stable employment and medium-to-high income levels. The age structure includes substantial representation from both Generations Y and Z, allowing comparative analysis of consumer behavior patterns across generational cohorts. The relatively balanced gender distribution further strengthens the sample's representativeness.

The next section of the survey tested Hypothesis 1a: The intensity of smartphone use affects the frequency of online purchases among Generations Y and Z. This part aimed to analyze how the frequency and purpose of smartphone use correlate with online shopping behavior among these generational groups.

The survey results indicate the distribution of daily smartphone usage among respondents. The largest proportion, 37.1%, reported using their smartphones for 4–6 hours per day, while an equal percentage, 37.1%, reported spending 1–3 hours daily. A smaller segment, 25.8%, reported using their smartphones for more than 6 hours each day. Notably, none of the respondents reported using their smartphones for less than an hour per day. These findings provide insight into the intensity of smartphone usage among the surveyed population.

The results indicate varying frequencies of online shopping among respondents. The largest group (41.9%) reported making online purchases 2–3 times a month. Additionally, 24.2% of respondents shop online once a month or less. A smaller portion, 21%, said they make purchases several times a week, while 12.9% reported shopping online about once a week. These findings suggest that most participants shop online at least a few times per month.

The majority 79% prefer shopping directly through apps, making it the most common use. Searching for products is also a significant activity, with 64.5% of participants using their smartphones for this purpose. Additionally, 59.7% of respondents read reviews before making a purchase, indicating the importance of product research. A small portion 6.5% reported rarely using their smartphones for shopping. These findings emphasize the smartphone's crucial role in modern consumer behavior.

The frequency of device usage for shopping. A significant portion of respondents actively use devices for shopping: 40.3% rated their usage at the highest level (5), while 19.4% selected 4, indicating high engagement in online shopping through various gadgets. A moderate usage rating of 3 was chosen by 12.9% of respondents, while 21% rated their usage as 1, meaning they rarely use devices for shopping. The lowest frequency rating (2) was recorded by 6.5% of respondents. Thus, most participants actively shop using digital devices.

Based on the responses collected in the section testing Hypothesis 1a (The intensity of smartphone use affects the frequency of online purchases of generations Y and Z), the data suggest a correlation between higher smartphone use and increased online shopping frequency.

1. Most respondents spend a significant amount of time on their smartphones daily, with 37.1% using them for 4–6 hours and another 37.1% for more than 6 hours.

2. Online shopping frequency also indicates active engagement, with 41.9% making purchases 2–3 times a month and 21% shopping several times a week.

3. Additionally, 79% of respondents shop directly via apps, confirming that smartphones play a crucial role in their shopping habits.

Based on these findings, Hypothesis 1a is confirmed: those who use smartphones more frequently tend to shop online more often.

Next, we will analyze responses from the next section of the survey. This section aims to evaluate Hypothesis 1b, which posits that the availability of mobile shopping applications has a significant impact on fostering consumer loyalty to brands among generations Y and Z. Through this analysis, we will assess whether the collected data supports or contradicts this hypothesis, providing insights into the role of mobile applications in shaping consumer behavior and brand engagement within these generational cohorts.

An overwhelming majority 93.5% indicated that they have installed such applications on their smartphones. This finding underscores the significant role that mobile shopping plays in the purchasing behaviors of generations Y and Z, reflecting their strong inclination toward digital commerce and mobile-first consumer habits.

Conversely, only 6.5% of respondents reported not having mobile shopping applications installed, which may suggest either lower engagement with digital shopping platforms or a preference for alternative purchasing methods, such as in-store shopping or desktop-based online shopping. This small proportion could also be due to security concerns, limited device storage, or a general reluctance to adopt mobile commerce.

Overall, the data highlights the widespread adoption of mobile shopping applications as a key component of modern consumer behavior, particularly among younger generations, reinforcing the growing trend of smartphone reliance in retail experiences.

The results reflect the impact of mobile shopping apps on users' attitudes towards the brand. Most respondents (63%) believe these applications are convenient but do not affect their perception of the brand. At the same time, 30.6% of the participants noted that mobile applications help to increase trust and loyalty to the brand. A small number of respondents expressed a negative attitude towards mobile applications or found it difficult to answer. This data allows us to assess the extent to which digital solutions influence the formation of consumer attachment to the brand.

The analysis of the collected data allows us to assess the impact of the availability of mobile shopping applications on consumer loyalty to brands among Generation Y and Z representatives.

Thus, the obtained data does not allow us to unequivocally confirm Hypothesis 1b. Although mobile applications serve as an essential tool for brand-consumer interaction, their mere presence is not a decisive factor in fostering loyalty. Additional mechanisms, such as personalized offers, loyalty programs, and enhanced user experience, likely strengthen brand commitment.

Building on the findings regarding the role of mobile shopping applications in consumer loyalty, we now turn our attention to the analysis of factors that influence purchasing decisions among Generation Z. Given their deep integration into digital environments and reliance on online interactions, it is crucial to explore the extent to which social influence, particularly feedback from friends on social networks shapes their purchasing intentions.

The following section will examine responses to a set of questions designed to test Hypothesis 2a, which posits that social influence plays a significant role in Generation Z's brand-related purchasing decisions. Through this analysis, we aim to determine whether peer recommendations and social media feedback drive consumer behavior within this demographic. Most respondents consider their acquaintances' opinions when making purchase decisions: 38% reported a moderate level of influence, 16% indicated a high level of influence, and 30% stated that this influence is significant. At the same time, 10% and 6% of respondents rely little on their friends' reviews.

The level of trust respondents have in their friends' reviews on social media. Most (80.4%) somewhat trust these reviews, while 9.8% fully trust them. A smaller proportion expresses skepticism, 7.8% somewhat distrust their friends' reviews, and only 2% do not trust them at all.

Most respondents, 55.8%, somewhat, trust these sources, indicating that personal recommendations and online reviews play a significant role in their purchasing choices. A notable percentage of 40.4% remains neutral, suggesting that while these sources may be considered, they are not the primary deciding factor. A small percentage of respondents, 3.8%, do not trust these sources at all, highlighting skepticism toward reviews and recommendations.

Notably, no respondents selected the options “Fully trust” or “Somewhat distrust,” indicating that while many people consider external opinions, there is a lack of strong confidence or outright skepticism in these sources. This distribution suggests that while trust in external opinions is generally high, a considerable portion of consumers maintains a neutral stance when evaluating information for purchase decisions.

Based on the analysis of respondents' answers, it can be concluded that social factors influence the purchasing intentions of Generation Z to a certain extent. The data show that a significant portion of respondents rely on friends' reviews on social media when making purchasing decisions.

Most respondents indicated that they trust such recommendations to a moderate degree, while a considerable share expressed a high level of trust. At the same time, the proportion of those who do not trust friends' reviews remains relatively small. This suggests that social influence plays a notable role in shaping the purchasing preferences of Generation Z.

Thus, Hypothesis 2a, which states that social influence expressed through friends' reviews on social media affects Generation Z's intention to purchase products from specific brands, is confirmed.

Having established the significant impact of social influence on Generation Z's purchasing intentions, it is essential to examine whether a similar trend is observed among representatives of Generation Y. While digital interactions and social media play a crucial role in shaping consumer behavior, the degree of influence may vary across generations.

To assess this, the next section focuses on analyzing how influences on social media affect the purchasing preferences of Generation Y. By exploring respondents' trust levels and reliance on influencer recommendations, we aim to determine whether social influence holds the same weight for this generation as it does for Generation Z.

The largest share of respondents, 46%, rated the influence of influencers at a moderate level with a score of 3. A significant portion, 32%, indicated a low level of influence with a score of 2, while 16% reported no influence at all with a score of 1. Only 6% gave a score of 4, and none selected the maximum level of influence with a score of 5. These findings suggest that while influencers have a moderate impact on consumer preferences, a considerable part of the audience, 48%, remain less receptive to their recommendations.

The analysis of respondents' answers indicates that informative content constitutes the most influential aspect of influencer communication. A substantial majority of participants (79.7%) reported that they primarily value influencers for providing informational content, such as product reviews and practical evaluations. In contrast, emotional appeal plays a limited role in shaping consumer interest, influencing only 8.2% of respondents. An additional 8.0% indicated that influencer content does not attract them in any form. The frequency of advertising was identified as the least significant factor, attracting the attention of only 4.1% of participants. These findings suggest that consumers predominantly perceive influencers as sources of information rather than as emotional or promotional drivers of purchasing behavior.

An assessment of trust in various sources of information used in purchase decision-making reveals a generally cautious attitude among consumers. Half of the respondents (50.0%) expressed a neutral level of trust toward reviews from friends and family, influencer recommendations, online shopping platform reviews, and specialized publications. At the same time, 38.0% of participants reported a moderate level of trust in these sources. Lower levels of trust were observed among a smaller proportion of respondents: 6.0% indicated some degree of distrust, while 4.0% reported

complete distrust. Only 2.0% of respondents expressed full trust in these information sources. Overall, the results demonstrate that although external information sources are widely considered in the purchasing process, high levels of unconditional trust remain relatively rare, reflecting a prevailing degree of consumer skepticism.

The analysis of responses suggests that the hypothesis social influence from influencers on social media affects the purchasing preferences of Generation Y is partially confirmed. While many respondents acknowledge that influencers impact their choices, the extent of this influence is not uniform.

A significant portion of respondents maintain a neutral stance toward influencer recommendations, indicating that other factors, such as personal preferences, brand reputation, and product quality, play a major role in their decision-making process. Additionally, while some individuals trust influencer content and rely on their recommendations, a notable percentage expresses distrust or reports minimal influence.

These findings highlight that while influencers are an important marketing tool for engaging Generation Y, their impact is not absolute. Brands targeting this demographic should consider a multifaceted approach, combining influencer marketing with other strategies like peer recommendations, online reviews, and traditional advertising to effectively shape purchasing preferences.

Having examined the impact of social influence on Generation Y's purchasing preferences, it is essential to explore another critical factor in consumer behavior the level of convenience offered by online platforms. As digital shopping continues to evolve, accessibility, ease of use, and efficiency play a significant role in shaping consumer choices.

The next section focuses on Hypothesis 3a, which examines whether the convenience of online platforms influences Generation Y's preference between traditional and digital shopping channels. By analyzing responses related to shopping habits, platform usability, and decision-making factors, we aim to determine the extent to which convenience drives this generation toward online shopping over brick-and-mortar stores.

The results indicate that online shopping platforms are perceived as highly convenient by the overwhelming majority of respondents. In total, 94.3% of participants assessed the platforms they use as convenient to some degree, with 53.9% describing them as somewhat convenient and 40.4% as very convenient. Only a small proportion of respondents reported negative evaluations, with 3.8% considering online platforms somewhat inconvenient and 1.9% perceiving them as very inconvenient. These findings demonstrate a generally high level of ease and usability associated with online shopping platforms, reflecting consumers' growing adaptation to digital commerce environments.

An analysis of shopping channel preferences shows that platform convenience plays a significant role in shaping consumer choice between traditional and digital channels. More than half of the respondents (57.7%) reported that their preference depends on the specific situation, indicating a flexible and context-dependent approach to shopping. At the same time, a substantial proportion of participants demonstrate a clear inclination toward digital channels: 28.8% usually prefer online shopping, and 7.7% always favor digital platforms over traditional stores. These results suggest that while situational factors remain important, convenience increasingly encourages consumers to choose digital shopping channels.

On the other hand, only 5.8% prefer traditional stores regardless of platform convenience, demonstrating that the ease of online platforms plays a significant role in shaping consumer behavior. These insights suggest that while digital shopping is increasingly popular, situational factors still impact purchasing decisions. Additionally, 5.8% report a strong influence, highlighting the importance of digital convenience in modern shopping experiences.

Conversely, 11.5% believe that these services have no influence at all, while 7.7% see only slight influence. A notable 32.7% remain neutral, suggesting that while digital services are valuable, other factors may also significantly impact purchasing decisions.

The survey results confirm Hypothesis 3a, demonstrating that the level of convenience of online platforms influences Generation Y's choice between traditional and digital shopping channels. A significant 94.3% of respondents find online platforms at least somewhat convenient, with 40.4% rating them as very convenient, indicating a generally positive user experience. When asked about their shopping preferences, the majority (57.7%) stated that their choice depends on the situation, while 36.5% usually or always prefer digital shopping, highlighting a strong inclination toward digital channels with some situational flexibility.

Additionally, the availability of digital services such as mobile apps, social media, online chat support, and online payment options somewhat influences purchasing decisions for 42.3% of respondents. It strongly influences them for 5.8%, reinforcing the idea that digital convenience is a key factor. While some consumers still consider traditional shopping in specific contexts, the overall trend confirms that the ease of online platforms significantly shapes Generation Y's purchasing behavior.

Since we have determined that the convenience of online platforms plays a significant role in shaping Generation Y's shopping choices, it is now important to shift our focus to Generation Z. This demographic is known for its active engagement with digital shopping experiences, making promotional offers and discounts a potential driving force behind their purchasing decisions. The following analysis will explore whether these incentives directly impact Generation Z's motivation to buy, addressing Hypothesis 3b. Most respondents (44.2%) report a moderate level of motivation, indicating that while discounts affect their shopping behavior, they are not the sole deciding factor. Additionally, 28.8% of participants show a high level of motivation, and 11.5% report a very high influence, suggesting that promotional offers can significantly drive purchases for many.

The results show that a minority of respondents (15.3%) report little to no influence of discounts on their purchasing decisions, indicating that this group prioritizes alternative factors such as product quality, brand loyalty, or ethical considerations. This finding suggests that although online promotions effectively stimulate most Generation Z consumers, discount-based strategies alone are insufficient to influence all segments of this cohort.

An analysis of the types of discounts that consumers find most attractive demonstrates clear differentiation in their effectiveness. Seasonal discounts are identified as the most influential factor, preferred by 50.0% of respondents, indicating their strong impact on purchasing behavior. Personalized offers represent the second most attractive form of promotion, selected by 30.8% of participants, which underscores the importance of tailored marketing approaches. Cashback incentives appeal to 13.5% of respondents, suggesting a moderate role of direct financial rewards. In contrast, free shipping is perceived as the least influential factor, reported by only 5.8% of participants, indicating that it is generally viewed as an auxiliary rather than a decisive incentive.

The availability of digital services also demonstrates a differentiated influence on consumer purchasing decisions. More than half of the respondents (52.0%) indicate that digital services—such as mobile applications, social media presence, online chat support, and online payment options—somewhat influence their choices. At the same time, 26.9% of participants remain neutral regarding the impact of these services, suggesting that they do not represent a primary decision-making criterion for all consumers. A smaller proportion of respondents report slight influence (9.6%), while 3.8% acknowledge a strong influence of digital services on their purchasing behavior. Conversely, 7.7% indicate that the availability of digital services has no influence on their decisions. Overall, the findings reveal a general tendency toward a moderate impact of digital service availability on consumer behavior, with notable variation across individuals.

The collected data supports Hypothesis 3b, indicating that the availability of online promotions and discounts plays a significant role in motivating Generation Z to make purchases. A substantial portion of respondents report a moderate to high level of influence from discounts, with 44.2% stating that promotions somewhat motivate them, 28.8% experiencing a strong influence,

and 11.5% being highly driven by such offers. Conversely, only a small percentage (15.3%) indicate little to no impact from discounts. These findings suggest that while discounts are not the sole determining factor, they serve as a key driver in shaping Generation Z's purchasing behavior, reinforcing the hypothesis that promotional offers are a crucial motivator for this demographic.

Consumer behavior is commonly understood as a complex set of activities and decision-making processes associated with the acquisition, use, and consumption of goods and services. Blackwell and Miniard define consumer behavior as the actions individuals undertake when obtaining and consuming products, emphasizing the analytical importance of understanding brand choice mechanisms within competitive markets. Similarly, Kotler conceptualizes consumer behavior as the study of how individuals, groups, and organizations select, purchase, use, and dispose of products and services in order to satisfy their needs and desires. These definitions highlight that consumer behavior extends beyond the moment of purchase and encompasses cognitive, social, and situational dimensions.

Building on these theoretical foundations, the present study interprets the empirical results through a generational lens. The analysis confirms that Generations Y and Z differ not only in their demographic profiles but also in their dominant behavioral drivers, information-processing patterns, and responsiveness to digital stimuli. The generational approach allows for a structured comparison of consumer behavior characteristics, taking into account the socio-economic and technological contexts in which these cohorts were formed.

Research conducted by Seiden J. [17] characterizes Generation Z as a cohort formed entirely within the digital environment, fundamentally differentiating it from generations born prior to the digital transformation. While sharing certain technological competencies with Generation Y, Generation Z displays markedly different behavioral orientations, particularly in its attitudes toward brands, advertising, and consumption motives. Empirical evidence suggests that social context plays a critical role in shaping purchasing decisions, with a significant proportion of parents acknowledging the influence of children on household consumption choices, especially in categories related to food and everyday goods [18].

The socio-economic environment further reinforces these behavioral tendencies. In Kazakhstan, the prevalence of single-parent households, particularly among mothers raising children independently, creates conditions of economic vulnerability. Limited household income and increased financial pressure contribute to a stronger reliance on discounts, promotional offers, and credit-based purchasing. As a result, price sensitivity and responsiveness to promotional incentives emerge as key determinants of consumer behavior for segments closely associated with Generation Z consumption patterns. This observation aligns with the empirical findings of the present study, which confirm the significant motivational role of discounts and promotional mechanisms for this generation.

Cultural factors also play a central role in shaping consumer behavior. Culture may be understood as a system of stable social norms, values, and communication practices transmitted across generations and manifested through consumption patterns. In the digital era, culture increasingly operates within online environments, where social interaction, symbolic meanings, and consumption norms are rapidly formed and transformed. Consumer culture encompasses both objective elements, such as product characteristics and purchasing conditions, and subjective elements related to perception, attitudes, and symbolic value. Importantly, contemporary consumer culture is inherently unstable, characterized by rapid shifts in preferences, fashion cycles, and the symbolic depreciation of formerly prestigious goods.

Within this cultural framework, subcultures and social stratification further influence consumption behavior. Subcultures defined by age, lifestyle, region, or socio-economic status generate differentiated expectations and consumption norms, which must be taken into account in marketing strategies to avoid consumer dissatisfaction. Social class and status continue to shape access to resources, value orientations, and behavioral patterns, reinforcing heterogeneity within generational cohorts [19].

Social factors exert a particularly strong influence on Generation Z. Reference groups, including peers and online communities, significantly affect attitudes, preferences, and purchasing decisions. Unlike traditional authority-based influence, peer approval and social validation within digital networks function as primary behavioral regulators. Family remains a critical reference group, especially in the context of household decision-making, as purchasing choices are often negotiated within the family unit rather than made individually. Consequently, understanding consumer behavior requires consideration of family structures, economic capacity, and shared value systems [20]. Brand perception among Generation Z differs substantially from that of earlier cohorts. For this generation, a brand is less associated with product attributes and more with symbolic meanings, identity expression, and experiential value. Generation Z consumers are more open to emerging brands and less attached to long-established names, provided new offerings align with their expectations of relevance, authenticity, and social resonance. At the same time, this cohort exhibits strong resistance to intrusive advertising practices and heightened sensitivity to privacy concerns, which complicates traditional targeting approaches. Purchasing decisions are most likely to occur when products are socially endorsed, repeatedly visible within the digital environment, or explicitly tailored to perceived individual needs.

Psychological determinants further contribute to the complexity of consumer behavior. Motivation, perception, attitudes, and persuasion mechanisms interact to shape purchasing choices. While some motives are consciously articulated, others remain implicit and symbolic, influencing behavior without explicit awareness. This distinction underscores the importance of addressing both declared and latent motives in consumer behavior management [21].

Classical motivational theories remain relevant for interpreting these dynamics, particularly in contexts characterized by economic instability. Maslow's hierarchy of needs suggests that during periods of financial constraint, consumers prioritize physiological and security-related needs, increasing sensitivity to price and availability. Alderfer's ERG theory complements this view by allowing for bidirectional movement between need levels, reflecting behavioral regression under unmet higher-order needs. Herzberg's model further emphasizes that the absence of dissatisfying factors does not necessarily generate satisfaction, implying that effective consumer engagement requires more than the elimination of negative stimuli.

Taken together, these socio-cultural and psychological determinants provide a comprehensive explanatory framework for the empirical patterns observed in this study. The findings confirm that Generation Z's consumer behavior is shaped by a combination of digital immersion, social influence, economic vulnerability, and evolving value orientations, which collectively necessitate differentiated and adaptive approaches to consumer behavior management.

Conclusion

This study examined the mechanisms of consumer behavior management among Generations Y and Z in the context of digital technologies, with particular attention to the role of smartphones, mobile applications, social influence, platform convenience, and promotional incentives. The findings confirm that consumer behavior in the digital environment is shaped by a complex interaction of technological, social, cultural, and psychological factors, while the strength and configuration of these factors differ significantly across generations.

The empirical results demonstrate that intensive smartphone use is strongly associated with higher frequency of online purchases among both Generations Y and Z, confirming the central role of mobile technologies in contemporary consumption practices. At the same time, the availability of mobile shopping applications alone does not automatically generate brand loyalty, indicating that convenience must be complemented by additional value-creating mechanisms. Social influence was shown to be particularly important for Generation Z, where peer reviews and recommendations significantly affect purchasing intentions. For Generation Y, influencer marketing exerts a more moderate and heterogeneous impact, suggesting a more selective and rational approach to external

persuasion. Furthermore, platform convenience was identified as a key determinant of shopping channel choice for Generation Y, while online promotions and discounts emerged as a critical motivational factor for Generation Z.

The scientific novelty of this research lies in the integrated empirical analysis of digital, social, and generational determinants of consumer behavior within a unified conceptual framework. Unlike previous studies that focus on individual factors in isolation, this research demonstrates how specific digital tools function as differentiated management levers for Generations Y and Z. The study empirically substantiates the asymmetric impact of social influence, platform convenience, and promotional incentives across generational cohorts, thereby refining the understanding of consumer behavior management in digitally mediated markets.

From a theoretical perspective, the findings contribute to the advancement of consumer behavior theory by extending classical models through a generational and digital lens. The results support the need to reinterpret traditional concepts of rational choice, brand loyalty, and information processing under conditions of permanent digital connectivity. The study shows that consumer behavior management should be conceptualized not as a uniform process, but as a differentiated system shaped by generational value structures, social embeddedness, and technological integration. This contributes to a more nuanced understanding of how established theories of motivation, social influence, and consumption culture operate in the digital economy.

The practical significance of the study is associated with its applicability in marketing, retail, and digital business strategy. The results may be used by companies to design differentiated consumer engagement strategies tailored to specific generational segments. For Generation Z, effective management should emphasize peer-based communication, transparent value propositions, and well-structured promotional incentives. For Generation Y, priority should be given to platform usability, reliability, and integrated digital services that enhance convenience. Policymakers and educators may also benefit from the findings when developing programs related to digital literacy, consumer protection, and responsible consumption in the digital environment.

Several limitations of the study should be acknowledged. First, the empirical analysis is based on a relatively limited sample size, which may restrict the generalizability of the findings. Second, the study focuses on a specific national context, which may influence consumer behavior patterns due to cultural and economic factors. Third, the research relies on self-reported survey data, which may be subject to response bias and subjective interpretation.

Future research may expand the scope of this study by increasing the sample size and incorporating cross-country comparative analysis to explore cultural differences in digital consumer behavior. Longitudinal studies could provide deeper insights into the dynamic evolution of generational preferences over time. Additionally, further research may integrate qualitative methods to explore latent motivational factors and investigate the role of emerging technologies, such as artificial intelligence and personalized recommendation systems, in shaping consumer behavior management.

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Ү ЖӘНЕ Z ҰРПАҚТАРЫНЫҢ ТҰТЫНУШЫЛЫҚ МІНЕЗ-ҚҰЛҚЫН БАСҚАРУ КОНЦЕПЦИЯСЫН ЦИФРЛЫҚ ТЕХНОЛОГИЯЛАРДЫҢ ЫҚПАЛЫН ЕСКЕРЕ ОТЫРЫП ҚАЛЫПТАСТЫРУ

Аңдатпа

Цифрлық технологиялар тұтыну модельдері тұрақты онлайн байланыс пен әлеуметтік өзара әрекеттесу жағдайында қалыптасатын Y және Z ұрпақтары арасындағы тұтынушылық мінез-құлықты түбегейлі өзгертті. Цифрлық тұтыну мәселесіне арналған зерттеулердің көптігіне қарамастан, цифрлық құралдар мен әлеуметтік ықпалдарды ұрпақтар тұрғысынан ескере отырып тұтынушылық мінез-құлықты басқарудың кешенді тетіктері әлі де жеткілікті деңгейде жүйеленбеген. Бұл зерттеудің мақсаты — цифрландыру жағдайында Y және Z ұрпақтарының тұтынушылық мінез-құлқын басқарудың концептуалдық тәсілін әзірлеу және оны эмпирикалық тұрғыда негіздеу. Зерттеуде ғылыми әдебиеттерді теориялық талдау және жүйелеу әдістері, сондай-ақ сандық сауалнамаға негізделген эмпирикалық тәсіл қолданылды. Деректер құрылымдалған онлайн сауалнама арқылы жиналды ($n = 62$). Ұсынылған гипотезаларды тексеру үшін смартфондарды пайдалану қарқындылығының, мобильді қосымшалардың, әлеуметтік ықпалдың, онлайн платформалардың қолайлылығының және промоакциялардың тұтынушылық мінез-құлыққа әсерін анықтауға бағытталған сипаттамалық және салыстырмалы талдау жүргізілді. Зерттеу нәтижелері смартфондарды қарқынды пайдалану екі ұрпақ өкілдерінде де онлайн сатып алулар жиілігінің артуымен тығыз байланысты екенін көрсетті. Онлайн платформалардың қолайлылығы көбінесе Y ұрпағының сатып алу арнасын таңдауға әсер етсе, Z ұрпағы үшін әлеуметтік ықпал мен онлайн жеңілдіктер шешуші фактор болып табылады. Сонымен қатар, мобильді сауда қосымшаларының болуы брендке деген адалдықты автоматты түрде қалыптастырмайтыны анықталды. Зерттеудің ғылыми жаңалығы тұтынушылық мінез-құлықтың цифрлық, әлеуметтік және ұрпақтық детерминанттарын кешенді эмпирикалық талдауда көрініс табады. Алынған нәтижелер тұтынушылық мінез-құлық теориясын толықтырып, цифрлық маркетингтің сараланған стратегияларын әзірлеуде практикалық маңызға ие.

Түйін сөздер: тұтынушылық мінез-құлықты басқару, тұтынушылық қалаулар, тұтынушылық мінез-құлық, тұтыну дағдарысы, экономикалық осалдық.

ФОРМИРОВАНИЕ КОНЦЕПЦИИ УПРАВЛЕНИЯ ПОТРЕБИТЕЛЬСКИМ ПОВЕДЕНИЕМ ПОКОЛЕНИЙ Y И Z С УЧЕТОМ ВЛИЯНИЯ ЦИФРОВЫХ ТЕХНОЛОГИЙ

Аннотация

Цифровые технологии коренным образом трансформировали потребительское поведение, особенно среди поколений Y и Z, чьи модели потребления формируются в условиях постоянной онлайн-включённости и активного социального взаимодействия. Несмотря на значительное количество исследований, посвящённых цифровому потреблению, механизмы управления потребительским поведением с учётом цифровых инструментов и социального влияния применительно к разным поколениям остаются недостаточно изученными. Целью настоящего исследования является разработка и эмпирическое обоснование концептуального подхода к управлению потребительским поведением поколений Y и Z в условиях цифровизации. В исследовании использованы методы теоретического анализа и систематизации научных источников, а также количественный опросный метод. Эмпирические данные были собраны с использованием структурированной онлайн-анкеты (n = 62). Для проверки выдвинутых гипотез применялись описательный и сравнительный анализ, направленные на выявление влияния интенсивности использования смартфонов, мобильных приложений, социального влияния, удобства онлайн-платформ и промоактивностей на потребительское поведение. Результаты исследования показали, что интенсивное использование смартфонов статистически связано с более высокой частотой онлайн-покупок у представителей обоих поколений. Удобство цифровых платформ в большей степени определяет выбор каналов покупок у поколения Y, тогда как для поколения Z ключевую роль играют социальное влияние и онлайн-промоакции. При этом наличие мобильных торговых приложений само по себе не обеспечивает формирование лояльности к бренду. Новизна исследования заключается в комплексном эмпирическом анализе цифровых, социальных и поколенческих детерминант потребительского поведения. Полученные результаты расширяют теорию потребительского поведения и могут быть использованы при разработке дифференцированных стратегий цифрового маркетинга.

Ключевые слова: управление потребительским поведением, потребительские предпочтения, потребительское поведение, кризис потребления, экономическая уязвимость.

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