

The Phenomenon of Social Shopping in Generation Z

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Abstrak

Social shopping merupakan kegiatan membagikan pengalaman konsumen dalam berbelanja secara online maupun offline. Fenomena *social shopping* kerap terlihat di media sosial, para konsumen membagikan pengalaman mereka dalam mengonsumsi barang atau jasa baik melalui *Instagram* ataupun *Tiktok*. Fenomena ini kemudian dimanfaatkan oleh calon konsumen. Ketika berbelanja online konsumen seringkali mencari informasi produk melalui *review* dari berbagai sumber baik online maupun dari orang yang dipercayai. Kelompok tersebut merupakan *reference group* yang merupakan kelompok acuan pencarian informasi dalam berbelanja. Generasi Z sebagai *digital native* yang lahir di era internet cenderung memilih belanja online sebagai kegiatan utama berbelanja. Penelitian ini bertujuan untuk menjelaskan fenomena *social shopping* pada generasi Z serta menguraikan faktor yang mempengaruhi generasi Z melakukan *social shopping*. Adapun metode penelitian menggunakan metode kualitatif dengan mewawancarai sembilan informan yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan melalui proses reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa *social shopping* merupakan bentuk dari kepedulian konsumen kepada konsumen lain, agar mendapatkan informasi yang sebenar-benarnya sebelum membeli sebuah produk. Hal ini karena konsumen yang memberikan *review* tersebut juga sering mencari informasi terkait produk yang akan mereka beli melalui *review* dari orang lain. Sehingga *social shopping* menjadi lingkaran proses pencarian informasi dalam berbelanja online.

Kata kunci: *Social Shopping*, Generasi Z, *Reference Group*

Abstract

Social shopping is an activity to share consumer experiences in shopping online and offline. The phenomenon of *social shopping* is often seen on social media, where consumers share their experiences in consuming goods or services either through *Instagram* or *Tiktok*. This phenomenon is then utilized by potential consumers. When shopping online, consumers often look for product information through reviews from various sources, both online and from trusted people. The group is a reference group which is a reference group for finding information in shopping. Generation Z as digital natives born in the internet era tend to choose online shopping as the main shopping activity. This study aims to explain the phenomenon of *social shopping* in generation Z and elaborate on the factors that influence generation Z to do *social shopping*. The research method used qualitative methods by interviewing nine informants selected using *purposive sampling* techniques. Data analysis is carried out through the process of data reduction, data presentation and conclusions. The results showed that *social shopping* is a form of consumer concern for other consumers, in order to get true information before buying a product. This is because consumers who provide reviews

also often look for information related to the products they will buy through reviews from others. So that social shopping becomes a circle of information search processes in online shopping.

Keywords: Social Shopping, Generation Z, Reference Group

INTRODUCTION

The internet positively impacts the ease of human life, especially in shopping. Technological developments are changing the way people shop conventionally or shop directly to shop online. Online shopping is becoming the primary choice for people along with the development of e-commerce. Reporting from Katadata.co.id (2022), the economic value of the e-commerce sector in Indonesia will increase by 22% in 2022 (Annur, 2022b).

The data shows that the interest in Indonesian shopping through e-commerce is substantial and growing. The high interest in online shopping and the development of e-commerce in Indonesia, which is increasingly competitive, creates innovations, namely the emergence of social commerce. According to (Kim and Song in Bai et al., 2015), social commerce is a business activity carried out through social media. There are online shopping features on social media platforms such as Instagram, TikTok, and Facebook.

The development of social commerce eventually created a phenomenon called social shopping. Social shopping provides a virtual and in-person space to share interests, shopping ideas, exchange information, and customer experiences to recommend to friends in cyberspace. Consumers who shop tend to share information related to the products purchased with people around them. Content shared through social media about products or services is considered more exciting and honest. The fact that Indonesian people use the internet for 7 hours and 42 minutes supports the development of social shopping (We are social, 2023). According to a survey (Annur, 2022), the longest internet users are Generation Z, with a time range of 7-10 hours per day.

Generation Z is a digital native, so shopping online is the primary choice for Generation Z. When shopping online, Generation Z tends to look for information on e-commerce marketplaces related to products and will look for similar reviews from their friends. The ease of internet access causes consumers to feel free to create and share information about brands and products on social commerce and build trust (Yadav & Mahara, 2020).

The existence of reviews and reviews about a product, service, tourist attractions, restaurants, and various destinations that Generation Z wants to obtain is one form of the word-of-mouth process. The word-of-mouth process, commonly abbreviated as WOM, is one way that is very familiar and effective among Generation Z in finding product and service information. Reviews and reviews provided by referral groups are trusted people such as friends, relatives, and family, both through social media and in person, both are WOM processes. Word of mouth is a mainstay for Generation Z in finding information about products and services that are being targeted. In general, Gen Z will ask about the quality of the product, product completeness, quality of service, and other things that Gen Z's desires consider.

The process of finding information by Gen Z who use WOM is usually carried out through the realm of social media and refers to bases and groups with the same interest in the intended thing. WOM is also carried out by Generation Z directly

through word of mouth related to products and services, this phenomenon has become a habit for Generation Z before making purchasing decisions. WOM is a process formed from interaction with reference groups trusted by individuals, so with this trust individuals want to find a lot of information and experience as consumers.

Reviews or reviews shared by good people through social media to their followers influence Generation Z to make friends in cyberspace as a shopping reference. Social shopping behavior is also characterized by individuals who buy goods just to be used as a review discussion. The review or review is then shared through social media accounts. The social media reviewing behavior even encourages the emergence of affiliate marketing. E-commerce sites such as Shopee, Tokopedia, Lazada, Bukalapak, and TikTok open affiliate marketing programs involving Generation Z as digital natives. Generation Z recommends and provides product reviews on their social media accounts, followed by sharing e-commerce product links in the comment section of the content. Sharing e-commerce product links creates a social shopping cycle, especially among young people. This behavior is an indicator that social shopping is a growing phenomenon. The behavior of giving reviews on social media even encourages the emergence of affiliate marketing.

Affiliate marketing is a marketing strategy to sell other people's products that get wages according to the merchant (Buana, 2011) in (Safitri & Sujito, 2011). Affiliate marketing is considered a solution and efficient product marketing because it reduces advertising costs and has a broad reach. Affiliate marketers deliberately purchase products to review and share on social media. Affiliate marketing is classified as a marketing technique integrated by three parties: advertisers, publishers, and customers. Suresh V argues affiliate marketing is a condition where publishers promote business through advertisements on sales websites and direct affiliates to get business rewards every time visitors come and increase product sales (V et al., 2018). Affiliate marketing is very popular among Generation Z in Indonesia, especially since the Covid-19 pandemic. E-commerce companies such as Shopee, Tokopedia, Lazada, Bukalapak, and TikTok open affiliate marketing programs that involve Generation Z as digital natives. One of the affiliate marketing applications is on the TikTok platform, where affiliates recommend and provide product reviews on their social media accounts. In addition to providing reviews, affiliates also share product links from the TikTok shop in the comment section of the content.

Social shopping is a form of online interaction connected between consumers and the shopping cycle revolves around the interests and preferences of Olbrich, Holsing, Shen in (Hu et al., 2016). Recommended products and experiences support social shopping to create collaborative buying and selling transactions. Social shopping can form a personal profile graph. In the phenomenon of social shopping there are efforts to equalize individuals with each other, including demographic aspects, personal information that becomes a reference, and the tastes and interests of Olbrich, Holsing, Shen in (Hu et al., 2016). Social shopping will form relationships between users due to following and following each individual's social network.

Generation Z is the i-generation, net-generation, defined as youth born between 1995 and 2012 who did not experience a world without the internet and still relatively conventional technologies, such as fax machines, typewriters, tape tapes and various technologies that appeared in previous generations. According to Prensky, (Gomez et al., 2022) in (Turner, 2015) Generation Z is called a digital native because they have never lived and felt the era before the internet. Furthermore,

Generation Z has open-minded, caring characteristics and a generation with a stance on integrity and diverse beliefs (Seemiller & Grace, 2019).

This is due to the development of existing technology in line with the development of Generation Z so as to create a generation that is more open and quickly adapts to various kinds of changes that occur. The existence of sophisticated technology and the growing Generation Z can freely create and share information related to daily life to work activities. Generation Z make it easier to create, share, and obtain credible and more accurate information regarding product review references to be purchased compared to just looking at and reading reviews from trusted people.

A reference group influences an individual's behavior, attitudes, and values (Sudaryono, 2014, p. 250). In the reference group according (Schiffman & Wisenblit, 2019, pp. 249–258) a spokesperson consisting of celebrities, models, endorsers, salespersons, and vendors become a reference group that has credibility with consumers. Reference groups influence an individual's purchasing decisions, group members will determine how someone becomes a consumer. Group members will indirectly provide information related to norms and cultures in the community, products purchased, where to buy products, and respond to a product. The reference group also applies beliefs to a particular product, brand, and attributes that are considered more important as well as a preferred lifestyle (Sudaryono, 2014, p. 251). The attractiveness of reference groups consists of three groups (Sudaryono, 2014, pp. 258–259) as follows:

1. Expert: an individual whose argument about a particular product is accepted and trusted by individuals who do not know about the product. Oral communication plays an important role in certain products.
2. Influencers and public figures: This group will influence its fans and followers by considering items purchased and paying attention to places to eat, food, drinks, and activities involving the influencer.
3. Ordinary people: This group consists of individuals who have experience using a product, goods, or services and sharing it with others so that consumers can easily identify.

The marketing process using word of mouth is a marketing process that conveys advice and information about a product, brand, and shopping experience information to fellow consumers (Schiffman & Wisenblit, 2019, p. 257). In the online word-of-mouth process consisting of social networks and a brand' s community, these two groups are the most influential groups in word-of-mouth marketing that can influence directly between consumers (Schiffman & Wisenblit, 2019, p. 257). The word-of-mouth process proposed by (Schiffman & Wisenblit, 2019, p. 258) occurs when consumers search for information through cyberspace and choose a specific group as a reference group. The online reference group (Schiffman & Wisenblit, 2019, p. 257) is divide into two, namely social networks and brand communities as follows:

1. Social networks gather consumers with the same interests and build relationships between consumers by utilizing cyberspace. In the online WOM process through social networks, consumers are divided into three parts according to their engagement. The first is the relationship between consumers with a high degree of intimacy and frequency of information. Second, the similarity of interest between consumers. Third, reliable sources are information consumers believe from experts because they first use and feel the product or service.
2. Brand community is formed based on consumer interest in products or

brands that are not limited to region or geography. The brand community joins the forum and interacts with consumers so that it views marketers as others outside the community who are not wanted.

This study aims to uncover and explain the factors that influencing Generation Z to do social shopping. The benefits of this research are the form of scientific contribution in the field of communication science related to the role of technological development on the phenomenon of social shopping in Generation Z, adding insight for the author and the public about the emergence of the phenomenon of social shopping among Generation Z, contributing to the development of theory in the study of Communication Science, especially regarding information and communication technology and consumer behavior, providing new ideas in the field of Marketing Communication. The virtue of this study is that it has a novelty study of the phenomenon of social shopping that occurs in Generation Z. The hypothesis of this study is knowing the high internet use in Generation Z can affect shopping until the emergence of social shopping.

This phenomenon is a study to be researched because Generation Z, which is referred to as digital natives, tends to choose their friends' reviews in making purchase decisions. Friends in this study are defined as someone who is trusted, both virtual friends who are followed through their social media accounts and close friends who are meet directly. Generation Z in determining purchasing decisions also considers through product reviews from stores in e-commerce and social commerce. Based on this exposure, the virtual activities of Generation Z are very attached and affect behavior patterns, one of which is product buying behavior. In addition, this topic becomes interesting to research because of the habit of buying goods for review, giving rise to social shopping.

METHOD

This study uses qualitative descriptive research based on the case study. Descriptive research is research directed to provide symptoms, facts, and events accurately and systematically related to the population or sample (Hardani et al., 2020, p. 54). This study aims to describe the phenomenon of social shopping that occurs in Generation Z which is arranged systematically according to qualitative research methods by describing and explaining the social reality of the shopping phenomenon that occurs among Generation Z. Data sources in this study, namely primary data consisting of interviews and observations and secondary data consisting of documentation, guidebooks, and social media account profiles. This study's data collection technique is observing participation and in-depth interviews with respondents. The respondents were selected using purposive sampling techniques consisting of nine Generation Z respondents. Data analysis techniques in the study were carried out by: a) data collection, by observation and interviews; b) data reduction, summarizing and focusing on important data; c) describing conclusions, that is, by concluding the final stage.

Result and Discussion

RESULT AND DISCUSSION

In this study, informants were Generation Z, aged 20 to 25 years, spread across several cities with nine people. The interview process was conducted in a hybrid manner. Based on the results of interviews, the phenomenon of social shopping that occurs in Generation Z occurs because information obtained from the

closest people, namely friends and relatives, reviews in online stores, video reviews on Tiktok, reel content, Twitter base, and affiliate marketing content is more trusted because it is considered more honest and has experience with purchasing decisions for products and services. Generation Z tends to trust referral group reviews that have similar interests because they have customer experience and honest reviews.

In this study, as many as nine Generation Z respondents not only play an active role in seeing and reading product reviews but also actively act as reviewers on products and services shared with others both directly and through social media. Generation Z is dependent on reviews related to products and services that will be used. Generation Z takes even longer to find information related to products or services that will be used in finding information. Generation Z takes the time to search for reviews by watching and reading reviews for two to three hours. The process of looking for reviews is carried out for approximately one week to one month, adjusting the interests and needs of Generation Z. In providing reviews to others, Generation Z tends to share information related to products and services actively enjoyed.

Generation Z tends to leave reviews on average almost every three days on social media. Generation Z prefers TikTok and Instagram as social media that are used to provide information and reviews about products or services enjoyed. Generation Z will share their reviews through Instagram stories, reels, and comments on content that posts similar things. In addition to Instagram and Tiktok, Generation Z is also active in providing reviews and looking for reviews on the Twitter base they follow. Provide information about favorite products and favorite places recommended by Generation Z.

Generation Z acts as consumers who have concern for other consumers. This is evident from the way Generation Z as consumers provide reviews to others, either through social media, directly, or provide reviews on e-commerce stores where to shop. This phenomenon is a marker that Generation Z's awareness regarding the importance of reviews in order to get information about the intended goods and services in accordance with their needs and desires. The goal is that by increasing the reference reviews read and viewed, Generation Z can get accurate information related to products and services that will be enjoyed. This is because Generation Z as consumers cannot see and feel directly the product to be purchased if the purchase is made online.

The phenomenon of social shopping is supported by research that has been carried out (Cheung et al., 2015) with findings that recommendations and positive feedback from group members tend to influence someone to buy a product regardless of the reputation of the person recommending it. Similar research compiled by (Riyandika Nugraha et al., 2021) suggests that the results of his research product reviews from community members tend to be effective and result in repeat purchases. The tendency of the phenomenon of social shopping in generation Z is subjective. This means that the reviewer builds expectations on review readers related to a product, so if there is a difference between the expectations of review readers, it will result in a mismatch between the product and their expectations.

Both studies reveal the reviews obtained by consumers related to products or services that will be enjoyed so that they have the potential and result in repeated consumer purchases. Both studies have not focused on the characteristics of research respondents and are still limited to cyberspace. While in this study, the selection of respondents has been specific, namely Generation Z and the activity of reviewing products or goods is not limited to the cyber realm but also the process of direct word-

of-mouth reviews. Based on the results of the study, both studies revealed that there is a group that is trusted to be used as a reference so that it affects repeat purchases.

This study revealed that the closest people, especially friends and relatives, are important in providing reviews and influencing purchase decisions. Generation Z still needs to get a fixed account on social media that is used to view and read reviews. Generation Z prefers to choose random accounts to find product and service reviews to get accurate information. The most frequently used social media accounts to search for reviews are Instagram and TikTok, both of which provide visual, audio, and direct comment features, making it easier for Generation Z as consumers to monitor and conduct reviews. These findings then distinguish between research conducted and previous studies. Based on searches and reviews by Generation Z, making repeated purchase decisions will be easier because they have accurately known the specifications of goods or services, thus minimizing disappointment when goods and services are enjoyed.

The existence and attachment influence the purchasing decisions of Generation Z to the reference group used as a source in finding and obtaining the information needed. Generation Z chooses their close people such as family, relatives, friends, and website users as part of the reference group. This reference group is classified as ordinary people who are defined as people who have had experience in using products or services (Sudaryono, 2014, pp. 258–259). Respondents further reinforced the information obtained through reviews from influencers. Influencers as a reference group are able to influence their followers and fans both on the way of thinking, the goods used, and also determine the buying decisions of followers or fans (Sudaryono, 2014, pp. 258–259). In the findings of respondents, influencers are in the form of affiliate marketing who provide reviews through content uploads and published in cyberspace. When the information is insufficient, generation Z will reinforce it again with reviews from KOLs or Key Opinion Leaders. KOLs are classified in the reference group as experts, namely trusted and competent resource persons (Sudaryono, 2014, pp. 258–259).

As a reference group, Key Opinion Leaders provide product and service reviews to consumers. In their abilities, Opinion Leaders have expertise in certain fields that can persuade consumers to make purchase decisions. This is because Key Opinion Leaders are those who have the first experience of using a product or service that causes their advice to reduce public anxiety in buying a new product (Schiffman & Wisenblit, 2019, p. 253). Opinion Leaders have knowledge and involvement with products and services so that they become market experts, besides that Opinion Leaders also have long-term involvement that refers to products and services (Mothersbaugh et al., 2019, p. 238). In reality, Key Opinion Leaders can build long-term interaction and engagement, but from the Generation Z side, they do not have specific Key Opinion Leaders and are always followed by all review content.

The review process then results in social shopping, because some Generation Z prefer to find information on their own before asking the closest person. One trusted reference group is the Key Opinion Leader. Referring to product information from reviews provided by Key Opinion Leaders, Generation Z makes purchasing decisions. Furthermore, Generation Z will provide reviews to others, so even though some Generation Z do not seek information through friends or people closest to them, social shopping still occurs because Generation Z buys goods and then reviews others, both directly and through online media.

In the reference group according to (Schiffman & Wisenblit, 2019, pp. 249–258) spokesperson consisting of celebrities, models, endorsers, salespersons, and vendors become a reference group that has credibility with consumers. In fact, Generation Z as consumers has a perception that products or services reviewed by influencers and endorsers are only limited to subjective content and directed by companies or brands. Generation Z tends to assume that in the process of reviewing products or services, an influencer or endorser creates content for the fee received from the company or brand. In contrast to the closest people who provide reviews voluntarily and Key Opinion Leaders who review based on their expertise on products or services. Although Key Opinion Leaders work with brands, Key Opinion Leaders still try to maintain their value, this is what makes Generation Z make them opinion leaders rather than influencers and endorsers (Schiffman & Wisenblit, 2019, pp. 242–243). The reference group consisting of friends, relatives, family, and key opinion leaders is more trusted by Generation Z than influencers and endorsers. The closest people such as friends, relatives, and family have experiences that can be directly seen and accepted by Generation Z in product reviews.

Each reference group submits a review using Word Of Mouth online. Online Word Of Mouth apply to reference groups through social networks and brand communities (Schiffman & Wisenblit, 2019, p. 257). Social networking sites use as WOM online marketing media that has a consumer classification based on the engagement of Jo Brown, et.al, in (Schiffman & Wisenblit, 2019, p. 257). The first classification is in the form of intimacy and frequency of information shared by consumers, in this case respondents with the intensity of sharing reviews every three days have a significant engagement in influencing other users on social networks. The classification of similar interests, where reviewers and information seekers have the same interest in a topic or thing. Then there are reliable sources because they have tried first. The reviewer shares their experience with a product or service in cyberspace, establishing trust through personal experience.

Reviews on this social network can be twitter threads, reviews on Instagram, TikTok, e-commerce comment columns; uploads on WhatsApp and Instagram story features. Reviews via social networks are carried out by Generation Z as a form of their concern for consumers so as not to feel regret in determining purchases.



Image 1. One form of social networking in the form of a Twitter thread

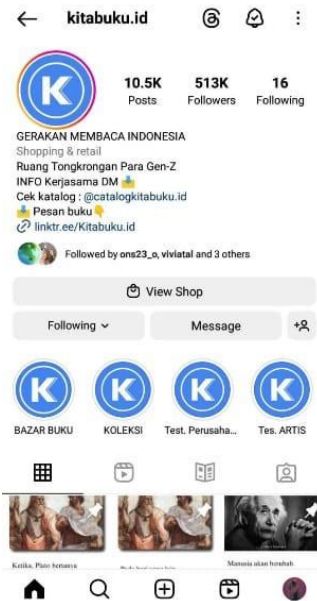


Image 2. Examples of kitabuku.id social networking on Instagram

In addition, there are brand communities formed by interest in products or brands without regional restrictions. The brand's community site gives anyone access to information from different locations and times at no charge (Schiffman & Wisenblit, 2019, p. 257). On some sites, it provides a chat room feature for discussion by brand community participants. Marketers can join a brand's community and interact with other consumers, but marketers are considered unwanted community outsiders. Generation Z, namely respondents have access to brand communities, one of which is through the Twitter base.

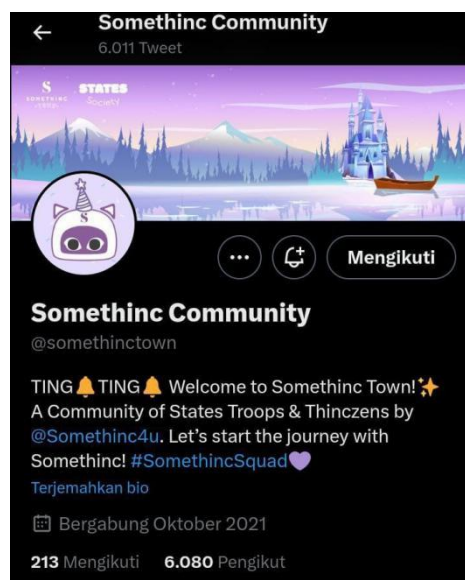


Image 3. Example of somethinc town brand community on Twitter

Generation Z has access to share reviews and participate in discussions on cyberspace. Generation Z can also control how often they get up-to-date information

or reviews through notifications on related apps.

Before the rise of Instagram and Tiktok social media, Generation Z chose reviews and reviews from advertising shows on television, this is not in line with what is conveyed by (Mariyanti LD & Rahanatha GB, 2015) in (Azmi & Sarma, 2017) that television is the most interesting and most effective media. The display is not able to provide two-way communication between consumers and marketers. Despite their slowing growth in a decade, Instagram and TikTok are becoming alternative options for Generation Z (Annur, 2023). As digital natives, Generation Z uses the platform as a substitute for searching reviews from television to social media. TikTok and Instagram feature audio equipped with visuals and comment features, so Generation Z consumers can directly interact with marketers and ask directly or leave reviews through the comment column. Even Instagram is able to display photos of products and services through the Instagram feed feature. Currently, the use of Instagram and TikTok dominates among Generation Z in search and review provision because Generation Z prefers visual review content.

The offer of features owned by Instagram and TikTok makes the platform very relevant in social shopping because it displays product and service reviews through video and photo content on Instagram. Generation Z uses the content as a word-of-mouth reinforcement from friends, relatives and family. Instagram and TikTok facilitate social shopping with the Instagram shop feature that connects the seller's website to consumers, which is access through a link. Tiktok also offers its social commerce, namely Tiktok Shop, which has a yellow basket feature. Both features make it easier for consumers to check goods after reading and seeing reviews. Even consumers are directed to directly shop on features on both platforms.

In the use of marketplaces or e-commerce, Generation Z prefers to use Shopee as the most widely used e-commerce (Annur, 2022), then use Lazada and Tokopedia. Shopee became the most widely used e-commerce because at the beginning of its appearance, Shopee offered many other features and services outside of product shopping. Shopee at the beginning of its appearance also provided many discount offers to customers, cashback, and even free shipping offers. This offer makes Generation Z prefer to use Shopee compared to other e-commerce. After using Shopee as the e-commerce of choice, Generation Z has used Shopee for four years on average, after using Shopee for four years, Generation Z began to try other e-commerce, such as Lazada and Tokopedia.

The social shopping phenomenon began when Generation Z recommended many products through links that can be accessed directly on e-commerce stores. Survey data from Snapchat on 500 respondents supports that social Shopping has become a behavior people have done since the emergence of the Shopee Affiliate program (Widara, 2023). Shopee ranked first in the Top of Mind, Brand Used Often, and most sales categories (Widara, 2023). This program is a way for Shopee to help market its products to target consumers through affiliated links between affiliates and stores on Shopee, making it easier for affiliates to market products because they do not require stock of goods. TikTok Shop then followed the affiliate marketing process created by Shopee. TikTok tried to reach consumers through video impressions, and then the yellow cart feature connects consumers directly to online stores on TikTok. TikTok then outperformed TikTok's affiliate competition with Shopee because Tiktok created a new program, namely TikTok Live, which utilizes reviewers, key opinion leaders, Influencers, and sellers to do live promoting their goods and services.

Shopee, as the most widely used e-commerce, followed a similar program to TikTok, namely Shopee Live. These programs then encourage other marketplaces to create similar things with TikTok and Shopee. The impact of the social shopping phenomenon has become a behavior favored by Generation Z because consumers get direct reviews from groups who have the same interests and interests. The review was shared on the brand's social networking and community accounts on Twitter and Instagram. Generation Z, as consumers, will gather on social networks and brand communities according to their interests and interests. The exchange of product reviews in brand communities and social networks reinforces social shopping in Generation Z.

The strong phenomenon of social shopping makes Generation Z feel that every time they want to shop, they must look for reviews first. Social shopping encourages Generation Z to prefer to shop online because the goods available are complete in online stores. Generation Z's Online shopping habits generally cater to secondary rather than primary needs. Generation Z's secondary needs include electronic goods, books, skincare, makeup, and accessories. Secondary needs related to these items are spent online due to limited store products. Generation Z needs clarification about which store to visit to buy products in person. Online shopping is the primary choice for Generation Z in meeting secondary needs, the tendency to shop online is because e-commerce can facilitate and meet secondary needs for Generation Z.

The habit of shopping offline or coming to the store directly for Generation Z is to meet primary and daily needs. Needs that are urgent and can be felt. The products needed can feel in shape, texture, and odor. Products such as soaps, shampoos, and food require experience to feel the texture and aroma of the products consumed by Generation Z. Some Generation Z in meeting basic clothing needs still choose to shop directly, although some also shop online. This is because preferences between consumers differ even though they are one generation. Some choose to be able to experience firsthand the fashion that will be used instead of shopping online, but some of Generation Z choose to shop online because of the limited time they have and a more complete variety of products.

In the online shopping process, Generation Z tends to share their experiences with others related to the products or services they enjoy. Generation Z will provide information in the form of product quality, product durability, product prices, product discounts, store ratings, food ratings, and various satisfactions obtained when shopping and enjoying services. Generation Z will also share their bad experiences in shopping for products and services if they do not get satisfaction, such as inappropriate quality of goods, defective condition of goods, poor packaging, or even late delivery. The information will be shared by Generation Z through word of mouth both directly and through social media such as Instagram stories, comments on stores in e-commerce, TikTok videos, as well as comments and reviews on Twitter bases.

The behavior of generation Z in giving reviews and seeking reviews of products and services in cyberspace, causes dependence on the opinions and experiences of others before deciding to buy Olbrich, Holsing, Shen in (Hu et al., 2016). Generation Z tends to always look for information related to the desired product or service to convince them before buying or using the product or service so that there is no disappointment due to expectations of the product offered. This search is carried out with the support of reference groups and forums in cyberspace. The credibility of information by generation Z is assessed through the presentation of

the information. The presentation of reviews in videos is consider more trusted because it can see the actual condition of the goods or services offered. There is also a narrative presentation of information but reinforced by several photos or videos. In addition, there is also a narrative presentation. The presentation of the review is often follow by link sharing behavior. The link shared contains product sales links on e-commerce and service sales websites. Embedding the link is generally placed in the caption of the content, so that review readers can directly access the product or service. Besides, link embedding generation Z chooses to mention social media accounts of products or business locations.

Link embedding is often done especially by affiliates. Affiliate is a term for affiliate marketing actors. Affiliate marketing is classified as a marketing technique by integrating 3 parties: advertisers, publishers, and customers (V et al., 2018). Publishers promote business on sales websites and direct affiliates to be rewarded for every visitor and increase sales. The existence of affiliates also helps generation Z in determining purchasing decisions so that it can be classified as a reference group. Reviews published by affiliates are generally not voluntary. Because the purpose of the review is to attract consumers and increase purchases. Affiliates tend to build a positive image of the product or service they review, as a result of which the opinions expressed are not honest.

Generation Z is also more selective in receiving reviews from affiliate marketing, because affiliate marketing is also a marketer who will get wages from merchant owners (Buana, 2011). Respondents revealed that affiliate reviews intended for marketing tend not to be considered in purchasing decisions. However, if the review intends to share experiences, it will be considered. However, the affiliate's main focus is to increase sales from e-commerce businesses which will fulfilled if the public buys the products they promote. Some generation Z choose to join affiliate marketing. Both affiliate marketing members and those who do not tend to buy products from affiliates. Generally, this happens because the affiliate has skills in reviewing products that cause the public to feel the need to buy the product. In addition, the credibility of the affiliate in providing reviews to the public so that the public feels confident to buy.

The phenomenon of social shopping in generation Z is formed because of the causal relationship of every aspect that forms the shopping pattern of Olbrich, Holsing, Shen in (Hu et al., 2016). Generation Z seeks and requests reviews and recommendations from reference groups including family, relatives, friends, forum members in cyberspace, affiliates, and KOLs. Opinions and information obtained use to determine product purchase decisions. After buying and using products, goods, and services, generation Z wants to share their experiences through social media and e-commerce with the Word Of Mouth method. The opinion packaged in such a way as to persuade the public because generation Z has a motive to deliberately buy products to review and buy because of necessity then there is a desire to share experiences with reviews in cyberspace or directly. Reviews shared in cyberspace are accompanied by links that help direct the public to the product being discussed or the reviewer mentions the brand name, social media accounts of the product or business location. The public who read the review and are influenced to buy the product reviewed indicates social shopping.

CONCLUSION

Respondents in this study are Generation Z who are active in seeking and producing

reviews on social media then when making purchase decisions are strengthened by reviews from the closest people related to the product or service to used. This is in accordance with the characteristics of Generation Z as digital natives who are familiar with technology, especially in the use of social media which affects shopping patterns. The activities of Generation Z who actively seek and produce product or service reviews are then studied using social shopping and referral groups. Social shopping is an online consumer interaction with a rotating shopping cycle related to interests and preferences. The emergence of the social shopping phenomenon is support by the existence of reference groups that are used as references in finding shopping reviews by Generation Z. In cyberspace, reference groups consist of social networks and brand communities. While the reference group used as a reference by Generation Z directly consists of friends, relatives, and family. Some Generation Z search for reviews by watching and viewing Key Opinion Leader reviews to help make purchasing decisions. After purchase, Generation Z shares their shopping experience to express satisfaction and dissatisfaction with the product or service on social media and in person. Reviews produced by Generation Z create a loop in finding information to help make buying and repeat buying decisions for review recipients, creating a phenomenon called social shopping.

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