

INTEGRATION OF INTERGENERATIONAL MARKETING AND GLOBAL BRANDS TO MARKETING PERFORMANCE THROUGH THE BEHAVIOR OF MILLENNIALS AND GENERATION Z

Ayu Nareswari¹, Nur Latifa Isnaini Putri², Ikhwanul Hakim³

Institut Teknologi dan Bisnis Widya Gama Lumajang¹, Institut Teknologi dan Bisnis Widya Gama Lumajang²

Institut Teknologi dan Bisnis Widya Gama Lumajang³

ayunares2411@gmail.com¹, latifaputri77@gmail.com², ikhwanulhakim780@gmail.com³

Abstract

The development of smartwatches has gone through a significant evolution, from a simple device with limited functions to a multifunctional device that is connected to the internet and offers a wide range of advanced features. Initially, smartwatches focused on basic functions such as timers and calculators, then evolved into devices that connected to mobile phones, monitored health, and even integrated with artificial intelligence. Garmin is a global company specializing in navigation and wearable technologies, including smartwatches and GPS devices. They are known for their high-quality and innovative products used in various fields such as aviation, marine, automotive, outdoor activities, and fitness. The study aims to analyze the influence of intergenerational marketing and global brands on marketing performance through the behavior of the Millennial and Z Generations. The researcher used the purposive sampling method. Purposive sampling is a method of sampling from members of the population using certain criteria. The data analysis method used in this study is the Structural Equation Model (SEM) with SmartPLS. The results of the study show that intergenerational marketing and global brands affect marketing performance through the behavior of Garmin watch users in Jember Regency.

Keywords: *Intergenerational Marketing, Global Brand, Marketing Performance, Behavior, Gen-Z*
(maximum 6 keywords)

1. INTRODUCTION

Technological developments have driven a significant evolution in smartwatches, which initially had only limited functions such as timers and calculators, now transformed into multifunctional devices that are connected to the internet and offer a wide range of advanced features. Integration with digital applications, health monitoring, real-time connectivity, and artificial intelligence make smartwatches a wearable device that not only supports daily activities, but also becomes part of the modern lifestyle (Swoboda & Sinning, 2021).

One of the global players in this industry is Garmin, a company known as a specialist in navigation and wearable technology. Garmin products are used in various sectors such as aviation, marine, automotive, outdoor activities, and fitness. Over time, Garmin continues to develop advanced features in its smartwatch line, such as heart rate, oxygen level (SpO2) monitoring, sleep tracking, accurate GPS, and device connectivity. In fact, some series such as the Garmin Fenix are now equipped with solar panel

technology for higher energy efficiency (Hong et al., 2023). This strengthens Garmin's position as a global brand that consistently aligns innovation with consumer needs.

In managerial, a company's ability to respond to changes in consumer behavior and maintain a competitive advantage is highly dependent on its marketing performance. Marketing performance plays a key role in achieving the company's strategic goals, such as increasing market share, sales growth, customer loyalty, as well as sustainable value creation for consumers (Steenkamp, 2020). To achieve this goal, companies need to implement relevant strategies, one of which is intergenerational marketing, which is a marketing approach that is tailored to cross-generational characteristics.

Intergenerational marketing aims to understand the different needs, preferences, and behaviors of each age group. With this strategy, companies can convey the right message through the appropriate channels, making marketing campaigns more effective (Wahid et al., 2023). On the other hand, Garmin's position as a global brand also strengthens its marketing strategy. As an international brand, Garmin brings image consistency and quality perception across countries, which directly contributes to brand equity and market competitiveness (Vaziri et al., 2023).

However, to ensure the strategy is truly impactful, companies must first understand how consumer behavior—especially Millennials and Gen-Z—affect marketing performance. Consumer behavior reflects motivations, attitudes, and preferences in seeking and using products, and reflects responses to various marketing stimuli (Gurunathan & KS, 2023). In this case, consumer behavior becomes an important bridge between marketing strategy and results.

Jember Regency is an example of an area with the potential for rapidly growing smartwatch adoption. Dominated by the Millennial and Z generations, the people of Jember show a high interest in active lifestyles and wearable technology. Both of these generations grew up in the digital age, very accustomed to gadgets, connectivity, and real-time data needs. They want not only a smartwatch that is functional, but also one that reflects their identity and lifestyle. Garmin responded by launching series such as Venu, Lily, and Forerunner, which offer an aesthetically pleasing yet yet robust design for outdoor activities and daily fitness.

Although Garmin has a reputation as a global brand, challenges still arise in reaching the consumer segment in areas such as Jember. The difference in preferences between Millennials and Gen Z demands a more specific and personalized approach to marketing. This raises important questions about the extent to which intergenerational marketing and positioning as a global brand can drive Garmin's marketing performance, especially considering the complex and diverse behavior of local consumers.

Therefore, this study aims to analyze how intergenerational marketing and global brands affect marketing performance through the behavior of the Millennial and Z generations, with a case study on Garmin watch users in Jember Regency. The findings of this study are expected to contribute to the development of a more adaptive and generation-based marketing strategy, especially for global companies looking to strengthen their presence in the local market.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Intergenerational Marketing is a marketing strategy designed to reach multiple generations simultaneously with messages, products, or services that are relevant to different age groups. The goal is to create cross-generational appeal by understanding the differences in preferences, values, and consumption behaviors of each generation, such as Baby Boomers, Generation X, Millennials, and Generation Z. This strategy often uses universal themes such as family, nostalgia, or future aspirations, leveraging a variety of communication channels, ranging from traditional media for older generations to social media for younger generations. With this approach, companies can expand market reach, increase customer loyalty, and create closer relationships with consumers of different age groups (White et al., 2023).

Global Brand is a brand that is widely known and marketed in various countries and cultures around the world. Global brands strive to maintain a consistent image and message across different markets, while keeping in mind the cultural differences and consumer preferences in each country. Global Brand strives to create a uniform brand image across the globe, including logos, taglines, messages, and other design elements. While maintaining consistency, Global Brands also need to adapt to local cultures and preferences in each market to ensure relevance and acceptance (Essiz & Mandrik, 2022). Consumer behavior is a tangible action of individuals or groups of individuals, for example an organization that is influenced by external and internal aspects that lead them to choose and consume the desired goods or services. By understanding consumer behavior, companies can develop more effective marketing strategies, such as market segmentation, target market determination, and product positioning (Adiya Putri et al., 2024). Marketing performance is defined as one of the aspects that companies use in determining business performance. Performance is a measure of whether or not the efforts made to achieve the company's goals are effective. Marketing performance helps companies assess the impact of implementing marketing strategies. This strategy aims to evaluate, implement the strategy chosen by the company effectively and efficiently and update the strategy if necessary to support better company performance conditions. Because the good and bad conditions of the company can be seen from the performance that has been achieved by the company (Arifin & Ali, 2023). **The Relationship of Intergenerational Marketing to Consumer Behavior**

Intergenerational Marketing has a strong relationship with consumer behavior because it can tailor marketing strategies based on values, preferences, and shopping habits from different generations. By understanding these differences, companies can improve marketing effectiveness, consumer loyalty, and sales. Research results (Essiz & Mandrik, 2022; Gurunathan & KS, 2023; White et al., 2023) show that Intergenerational Marketing has an effect on Consumer Behavior, so it can be concluded that *H1:*

Intergenerational Marketing Affects Consumer Behavior.

The Relationship of Global Brands to Consumer Behavior

The relationship between Global Brand and Consumer Behavior is very close, as global brand power is able to shape consumer perceptions, attitudes, and purchasing decisions in different countries. Research results (Hong et al., 2023; Steenkamp, 2020; Swoboda & Sinning, 2021) show that Global Brand has an effect on Consumer Behavior, so it can be concluded that *H2:*

Global Brand has an effect on Consumer Behavior.

The Intergenerational Relationship of Marketing to Marketing Performance

Intergenerational Marketing has a very strong relationship with marketing performance because it can increase reach, communication effectiveness, loyalty, ROI, and reduce risk. This strategy allows companies to tailor messages and products appropriately so that they are able to meet the needs of various generations efficiently and effectively. Research results (Essiz & Mandrik, 2022; Gurunathan & KS, 2023; White et al., 2023) show that Intergenerational Marketing has an effect on Marketing Performance, so it can be concluded that

H3: Intergenerational Marketing has an effect on Marketing Performance.

The Relationship of Global Brands to Marketing Performance

Global brands have an important role in strengthening the company's marketing performance. This relationship is based on the strength of global brands in shaping market perception, marketing efficiency, and competitiveness. Research results (Hong et al., 2023; Steenkamp, 2020; Swoboda & Sinning, 2021) show that Global Brand has an effect on Marketing Performance, so it can be concluded that *H4: Global Brand has an effect on Marketing Performance.*

The Relationship of Consumer Behavior to Marketing Performance

The relationship between consumer behavior and marketing performance is very close because a deep understanding of consumer behavior allows companies to design marketing strategies that are more targeted, efficient, and effective. Research results (Alimuddin & Poddala, 2023; Pangemanan et al., 2022; Wibowo et al., 2023) show that Consumer Behavior affects Marketing Performance, so it can be concluded

H5: Consumer Behavior Affects Marketing Performance.

3. RESEARCH METHODOLOGY

Research Design

Causality research aims to measure the strength of the relationship between two or more variables, as well as showing the direction of the relationship between the free and bound variables. In other words, causality research questions the problem of cause and effect.

Population and Sample

The population in this study is all Garmin Smartwatch users in Jember Regency. The determination of the number of samples used in this study is based on the Malhotra formula which states that the size of the number of samples in the study is in accordance with the number of indicators then at least multiplied by 5 to 10 with the number of indicators in this study as many as 20 indicators using the number of 5 indicators. Based on the results of the sample calculation, the minimum number of samples showed that there were 100 respondents consisting of 50 generation X and 50 generation Z with a proportional random sampling method. **Variable Operational Definition**

Intergenerational Marketing (X1) which can be measured with indicators, namely increasing market reach and penetration, increasing the effectiveness of marketing communication, encouraging customer loyalty and retention, optimizing marketing budgets, supporting product innovation and diversification. **Global Brand (X2)** which can be measured by indicators, namely brand awareness, brand perception, brand loyalty, cultural aspects, brand equity.

Consumer Behavior (Z) that can be measured by indicators are Decision Making Process, Purchase Frequency, Purchase Channel Preferences, Price Sensitivity, Retention.

Marketing Performance (Y) which can be measured by indicators, namely Sales Performance, Market Share, Brand Awareness, Customer Loyalty, Customer Satisfaction.

Data Analysis Methods

Structural Equation Modelling (SEM)

According to experts, the Structural Equation Modelling (SEM) research method is grouped into two approaches, namely the Covariance Based SEM (CBSEM) approach and the Variance Based SEM or Partial Least Square (PLS) approach. Partial Least Square is a powerful analysis method that is not based on many assumptions. The (Partial Least Square) approach of PLS is distribution free (does not assume certain data, it can be nominal, category, ordinal, interval and ratio). (Partial Least Square) PLS uses a bootstrapping or random duplication method where the assumption of normality will not be a problem for (Partial Least Square) PLS (Oktaviana & Hastjarjo, 2023).

4. RESULTS AND DISCUSSIONS

Based on Table 2, it shows that the number of respondents aged 21-30 years is 46 people (46%), 31-40 years old, which is 34 people (34%), and 41-50 years old, which is 20 people (20%). The number of male respondents was 55 people (55%) and women were 45 people (45%). The number of respondents who have an elementary education is 6 people (6%), junior high school is 8 people (8%), high school is 12 people (12%), and bachelor is 74 people (74%).

Table 1
Respondent Characteristics

Category	Value	Percentage (%)
Age	21 – 30 years old	46
	31 – 40 years old	34
	41 – 50 years old	20
Gender	Man	55
	Woman	45
Final Education	Elementary School	6
	Junior High School	8
	High School	12
	Bachelor	74
Total		100%

Source: Primary data processed, 2025

Validity Test

The *discriminant validity* test uses cross loading values. An indicator is declared to meet *discriminant validity* if the *discriminant validity* value of the indicator in its variable is the largest compared to other variables. The following is the *discriminant validity value* of each research variable: **Table 2**

Validity Test Results

	X1	X2	Y	Z
X1	0.950			
X2	0.740	0.944		
Y	0.852	0.827	0.936	
Z	0.902	0.805	0.903	0.959

Source: Data processed, 2025.

The *discriminant validity* value indicates that the *discriminant validity* value of the indicator in the variable is the largest compared to the other variables so that it is declared valid.

Reliability Test

Average Variance Extracted (AVE) is a reliability test on *the outer model*. The criteria measured in this test are *the Average Variance Extracted* (AVE) of the indicator that measures the variable. The results of *the Average Variance Extracted* (AVE) test are presented in Table 3.

Table 3
Composite Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.745	0.757	0.780	0.722
X2	0.736	0.761	0.724	0.753
Y	0.786	0.729	0.757	0.704
Z	0.740	0.766	0.729	0.759

Source: Data processed, 2025.

Based on Table 3, it shows that the value of the *Average Variance Extracted* (AVE) for all constructs has a value of more than 0.7, thus in this research model, each research construct has reliability criteria.

Uji Multicollinearity

The multicollinearity test is carried out to determine the relationship between indicators. To find out if the formative indicator experiences multicollinearity by knowing the VIF value. A VIF value between 5-10 can be said that the indicator does not occur *multicollinearity*. The following are the results of the *multicollinearity* test of each of the variables of this study:

Table 4
Variance Inflation Factors

	X1	X2	Y	Z
X1			2.371	2.208
X2			2.845	2.208
Y				
Z			2.898	

Source: Data processed, 2025

Based on Table 4, the *results of the multicollinearity* test show that the VIF value is below 10 so that it can be said that from each of the variables of this study there is no multicollinearity.

Partial Least Square SmartPLS 6.0

The following are the results of the hypothesis test obtained in this study through the inner model:

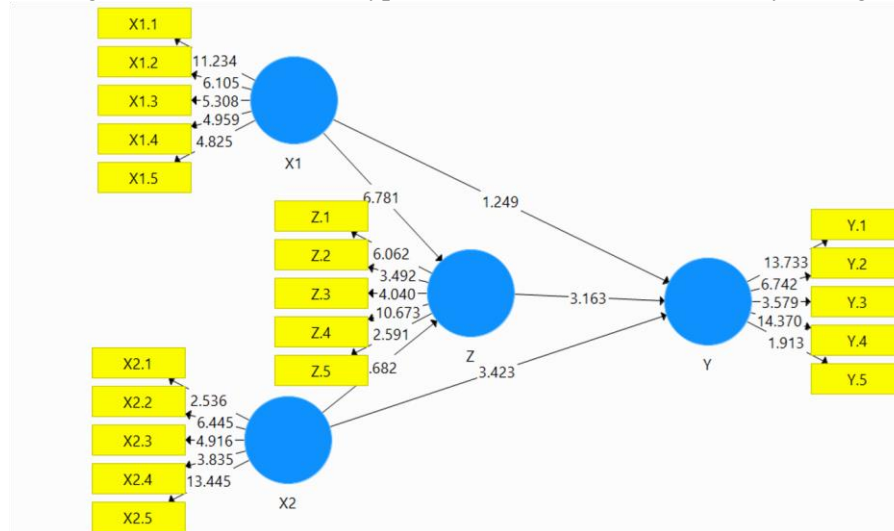


Figure 1. SmartPLS 6.0 Test Results

From the results of the research hypothesis testing model using SmartPLS 6.0 as shown above, then it can be known the direct and indirect influence of the relationship between the variables.

Results of Intervariable Influence Testing

The results of the test of the direct effect of the relationship between variables using SmartPLS 6.0 can be seen in the following table:

Table 5
Influence Between Variables

	Original (O)	Sample (M)	Mean	Standard (STDEV)	Deviation	T Statistics (O/STDEV)	P Values
X1 -> Y	0.181	0.201		0.145		2.249	0.021
X1 -> Z	0.677	0.684		0.100		6.781	0.000
X2 -> Y	0.280	0.274		0.082		3.423	0.001
X2 -> Z	0.304	0.292		0.113		2.682	0.008
Z -> Y	0.514	0.499		0.163		3.163	0.002

Source: Data processed, 2025.

1. The value of path *coefficients* from *Intergenerational Marketing* to Marketing Performance is $\beta = 0.181$, which is a positive value. The *p-values* are 0.021, this result is significant because *the pvalue* is less than 0.05.
2. The value of path *coefficients* from *Intergenerational Marketing* to Consumer Behavior is $\beta = 0.677$, which is a positive value. The *p-values* are 0.000 this result is significant because *the pvalue* is more than 0.05.
3. The value of the Path Coefficients (*path coefficients*) of the *Global Brand* on Marketing Performance is $\beta = 0.280$, which is a positive value. The *p-value* is 0.001, this result is significant because *the p-value* is less than 0.05.
4. The value of the Path Coefficients (*path coefficients*) of the *Global Brand* on Consumer Behavior is $\beta = 0.304$, which is a positive value. The *p-value* is 0.008, this result is significant because *the p-value* is more than 0.05.
5. The value of *path coefficients* from Consumer Behavior to Marketing Performance is $\beta = 0.514$, which is a positive value. The *p-value* is 0.002, this result is significant because *the p-value* is more than 0.05.

5. DISCUSSION

The Influence of *Intergenerational Marketing* on Marketing Performance

The results of the study show that *Intergenerational Marketing* has an effect on Marketing Performance by looking at the significance level < 0.05 . *Intergenerational marketing* can be a powerful strategic approach in improving the marketing performance of the Garmin Smartwatch. Garmin, initially known among adult and professional users, *intergenerational marketing* strategy opens up opportunities to expand market reach and create emotional connections with younger generations. Understanding the growing needs of Gen Z and Millennials who are starting to focus on a healthy and productive lifestyle, Garmin designs relevant communications and products for both. For example, Garmin could bring a more trendy watch design and connect with social media platforms for Gen Z, while still retaining the fitness, activity tracking, and GPS technology features that Millennials love. More than just customizing features, success lies in a narrative that brings together cross-age experiences, such as a father-son relationship that both uses Garmin to exercise, or mentors and mentees who use the same device to achieve their life goals. By understanding the preferences of Millennials and Gen Z and bringing them together in communication and product strategies, Garmin is not only expanding its market but also strengthening consumer loyalty across generations. Research results (Essiz & Mandrik, 2022; Gurunathan & KS, 2023; White et al., 2023) show that *Intergenerational Marketing* has an effect on Marketing Performance.

The Influence of *Intergenerational Marketing* on Consumer Behavior

The results of the study show that *Intergenerational Marketing* affects Consumer Behavior by looking at the significance level < 0.05 . *Intergenerational marketing* positively influences Garmin Smartwatch consumer behavior by bridging the values of millennials and Gen Z. This strategy creates *emotional* and functional engagement that leads to purchasing decisions, loyalty, and brand

recommendations. The phenomenon that is happening in the field shows that consumers are no longer just buying smartwatches for technical reasons, but because they feel they are part of a community that represents their lifestyle. For example, many young Garmin users in cities like Jember are starting to show off their running stats, heart rate, and fitness progress on social media, demonstrating deep emotional and identity engagement. This cross-generational strategy also allows for influence between family members or communities, such as young people who introduce smartwatches to their parents or vice versa. This reinforces *the word of mouth* effect as well as long-term loyalty to the brand. This approach is not only effective in terms of marketing, but also creates a diverse but connected consumer ecosystem through shared value, a strategic achievement that is increasingly relevant in an increasingly fragmented market. Research results (Essiz & Mandrik, 2022; Gurunathan & KS, 2023; White et al., 2023) show that *Intergenerational Marketing* has an effect on Consumer Behavior.

The Influence of Global Brands on Marketing Performance

The results of the study show that *Global Brand* has an effect on Marketing Performance by looking at its significance level < 0.05 . As a *global brand*, Garmin has a competitive advantage in marketing smartwatches to Millennials and Gen Z. International reputation, consistency of quality, and adaptation to the values of the younger generation make marketing performance significantly improve. As a *global brand*, Garmin also has the ability to adapt its marketing messages to local values embraced by the younger generation, including in Indonesia. In cities like Jember, for example, the phenomenon seen is the increasing number of young people who are interested in a healthy lifestyle, exercise, and self-performance measurement, all represented by the values that Garmin carries. Through digital channels, local influencers, and campaigns that prioritize individuality and social connection, Garmin manages to subtly but powerfully embed a global image into a local context. Garmin's success in improving marketing performance is not solely due to its technological features, but also due to its global status associated with prestige, quality and aspiration. When Millennials and Gen Z feel that they are not only buying a product, but also part of a global brand that is relevant to their identity, it creates loyalty and a willingness to recommend to others that ultimately becomes a key driver of improved marketing performance. Research results (Hong et al., 2023; Steenkamp, 2020; Swoboda & Sinning, 2021) show that *Global Brand* has an effect on Marketing Performance.

Pengaruh Global Brand terhadap Perilaku Konsumen

Hasil penelitian menunjukkan bahwa *Global Brand* berpengaruh terhadap Kinerja Pemasaran dengan melihat taraf signifikansinya $< 0,05$. *Global brand* berpengaruh besar terhadap perilaku konsumen Milenial dan Gen Z dalam hal kepercayaan, minat beli, dan loyalitas terhadap Garmin Smartwatch. Reputasi internasional, konsistensi kualitas, serta kehadiran aktif di media digital menjadikan Garmin relevan dan menarik bagi dua generasi ini. Kekuatan merek global memainkan peran penting dalam membentuk perilaku konsumen Milenial dan Gen Z, khususnya dalam hal kepercayaan, minat beli, dan loyalitas. Generasi Milenial cenderung mempercayai brand dengan reputasi internasional karena dianggap lebih terjamin dari sisi kualitas dan inovasi, sementara Gen Z sangat responsif terhadap brand yang memiliki eksistensi digital kuat, cepat beradaptasi, dan berkomunikasi secara otentik di platform media sosial. Garmin berhasil menjawab ekspektasi kedua generasi ini melalui strategi branding global yang konsisten dan adaptif, mulai dari kehadiran di berbagai negara, peluncuran fitur yang responsif terhadap tren kesehatan dan teknologi, hingga kolaborasi dengan figur-figur digital yang relevan.

Fenomena ini tampak dalam cara konsumen muda memosisikan Garmin bukan hanya sebagai perangkat teknologi, tetapi sebagai simbol gaya hidup sehat dan modern. Reputasi global Garmin menciptakan rasa aman dalam proses pembelian dan memperkuat keyakinan konsumen bahwa mereka memilih produk yang memiliki nilai universal dan daya saing tinggi. Kehadiran Garmin yang aktif di ranah digital, termasuk media sosial, platform e-commerce, dan forum kebugaran, turut memperkuat hubungan emosional antara konsumen dan merek, sehingga meningkatkan loyalitas jangka panjang.

Hasil penelitian (Hong et al., 2023; Steenkamp, 2020; Swoboda & Sinning, 2021) menunjukkan bahwa *Global Brand* berpengaruh terhadap Perilaku Konsumen.

The Influence of Consumer Behavior on Marketing Performance

The results of the study show that Consumer Behavior affects Marketing Performance by looking at the significance level < 0.05 . When *brands* are able to understand and accommodate their behaviors ranging from preferences, digital shopping habits, to the tendency to share experiences, marketing effectiveness and efficiency will increase significantly. This phenomenon is evident in how brands are able to adapt their marketing approach to the consumption patterns of Millennials and Gen Z who are highly digital, fast-changing, and influenced by communities and personal experiences. Garmin not only sells products, but offers a personalized experience through features relevant to healthy lifestyle, performance, and self-achievement things that young consumers love so much today.

When consumers feel that their habits and preferences are understood, such as Garmin's integration with various fitness apps, easy access through e-commerce, and the ability to share sports results on social media—they tend to be more engaged, more satisfied, and more open to making repurchases or recommending products to others. Today's consumer tendency to share their experiences online also provides added value to marketing, as it expands the brand's reach through authentic *user-generated content*. In this case, consumer behavior is the main catalyst for the creation of loyalty and the effect of viral marketing which has a direct impact on improving marketing performance.

Research results (Alimuddin & Poddala, 2023; Pangemanan et al., 2022; Wibowo et al., 2023) show that Consumer Behavior affects Marketing Performance. Therefore, the better a brand reads the patterns and trends of its consumer behavior, the higher their chances of creating a strategy that not only effectively reaches the market, but also builds sustainable relationships with its consumers. Garmin is a concrete example of how understanding consumer behavior can be translated into marketing strategies that are adaptive, responsive, and have a direct impact on brand performance in a competitive market.

5. CONCLUSION

The results of the study show that *intergenerational marketing* and *global brands* affect marketing performance through the behavior of Garmin watch users in Jember Regency. This research has limitations that affect the research results, namely the criteria in this study are still limited to 100 research samples and the research period span is only one year. Advice for future researchers is to expand the research sample to be more so that the results of the study can be generalized.

6. LIMITATION AND STUDY FORWARD

This research has several limitations that need to be acknowledged. First, the research focus is limited to Millennials and Generation Z in specific cultural and regional contexts, so the results may not be generalizable to other countries or demographic groups. The behavior and perception of brands from the younger generation can vary greatly depending on the cultural, economic, and technological environment.

Second, the approach used in this study is cross-sectional, so it is not able to capture generational behavior changes over time. As the life stages and purchasing power of Millennials and Z evolve, longitudinal studies will be more appropriate to understand shifts in brand engagement and responses to marketing strategies.

Third, although this study integrates the concept of intergenerational marketing and global brands as influential variables, this study has not considered other factors that may play a role, such as digital literacy, the influence of social media, or sustainability issues, which also have the potential to explain consumer behavior more deeply.

Further Study Direction:

Further research is suggested to expand the scope by conducting comparative analyses between countries or regions to see how cultural values shape marketing effectiveness. In addition, a longitudinal approach or mixed-methods can provide a deeper understanding of the long-term relationship between consumers and brands. It will also be useful to research the role of new technologies such as artificial intelligence, augmented reality, and personalized content in strengthening cross-generational marketing strategies and perceptions of global brands.

7. ACKNOWLEDGEMENT

I would like to express my deepest gratitude to all parties who have provided support in completing this research. Special thanks are extended to this research team and the reviewers for their constructive input and guidance during the research process.

This research was financially supported by the Institut Teknologi dan Bisnis Widya Gama Lumajang through an internal grant. I also appreciate the non-financial support in the form of data access, research facilities, and academic networks that have been very helpful in this process.

I would like to express my deepest gratitude to all respondents from Millennial and Generation Z who have been willing to take the time to participate and give honest views. Without their contribution, this research would not have been carried out.

REFERENCES

- Adiya Putri, N. K. M., Aksari, N. M. A., & Warmika, I. G. K. (2024). Peran Inovasi Produk Dalam Memediasi Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran Usaha Kecil Menengah. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*. <https://doi.org/10.24843/Eeb.2023.V12.I12.P11>
- Alimuddin, M., & Poddala, P. (2023). Prospek Digital Marketing Untuk Generasi Muda Dalam Berwirausaha. *Journal Of Career Development*, 1(1).
- Arifin, S., & Ali, A. (2023). Peran Customer Involvement Terhadap Kinerja Pemasaran. *Ekuitas (Jurnal Ekonomi Dan Keuangan)*, 7(1). <https://doi.org/10.24034/J25485024.Y2023.V7.I1.5221>
- Essiz, O., & Mandrik, C. (2022). Intergenerational Influence On Sustainable Consumer Attitudes And Behaviors: Roles Of Family Communication And Peer Influence In Environmental Consumer Socialization. *Psychology And Marketing*, 39(1). <https://doi.org/10.1002/Mar.21540>
- Gurunathan, A., & Ks, D. L. (2023). Intergenerational Perceptions About Online Platforms And Digital Marketing Activities. *Journal Of Survey In Fisheries Sciences*, 10(1s).
- Hong, E. P., Park, J. K., Jaroenwanit, P., Siriyota, K., & Sothonvit, A. (2023). The Effect Of Customer Ethnocentrism And Customer Participation On Global Brand Attitude: The Perspective Of Chinese Customer. *Journal Of Retailing And Consumer Services*, 70. <https://doi.org/10.1016/J.Jretconser.2022.103167>
- Oktaviana, F., & Hastjarjo, S. (2023). Analisis Komunikasi Pemasaran Digital: Content Marketing Instagram Aplikasi Flip. Id Membangun Kesadaran Mengelola Keuangan. *Prosiding SemnaskomUnram*, 5(1).
- Pangemanan, M. J., Maramis, J. B., & Saerang, D. P. E. (2022). Online Impulse Buying E-Commerce Consumers Generation Z In North Sulawesi. *1203 Jurnal Emba*, 10(2).
- Steenkamp, J. B. E. M. (2020). Global Brand Building And Management In The Digital Age. *Journal Of International Marketing*, 28(1). <https://doi.org/10.1177/1069031x19894946>

- Swoboda, B., & Sinning, C. (2021). Endorsement Of Global Product Brands By Global Corporate Brands – A Consumer Perspective Across Nations. *Management International Review*, 61(4). <https://doi.org/10.1007/S11575-021-00450-1>
- Vaziri, M., Llonch-Andreu, J., & López-Belbeze, P. (2023). Brand Clarity Of Local And Global Brands In Fast-Moving Consumer Goods: An Empirical Study In A Middle East Country. *Journal Of Islamic Marketing*, 14(1). <https://doi.org/10.1108/Jima-01-2020-0018>
- Wahid, R., Karjaluoto, H., Taiminen, K., & Asiati, D. I. (2023). Becoming Tiktok Famous: Strategies For Global Brands To Engage Consumers In An Emerging Market. *Journal Of International Marketing*, 31(1). <https://doi.org/10.1177/1069031x221129554>
- White, D., Williams, D., Dwyer, S., & White, D. (2023). Team Loyalty And Intergenerational Influence: The Role Of Nurturant Fathering In The Transference Process. *International Journal Of Sports Marketing And Sponsorship*, 24(1). <https://doi.org/10.1108/Ijsms-04-2022-0089>
- Wibowo, F. S., Hurdawaty, R., & Sulistiyowaty, R. (2023). Studying The Consumption Behaviour Of Generations Y And Z Towards Ready-To-Drink Coffee. *International Journal Of Travel, Hospitality And Events*, 2(1). <https://doi.org/10.56743/Ijthe.V2i1.220>