

## Chapter 6

# The Influence of Social Media on Gen Alpha's Purchasing Decisions

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### ABSTRACT

*The main purpose of this chapter is to look at how marketing communications through interactive social media will affect the buying decisions of Gen Alpha. In the end, they want brands and everything they do on social media to give them answers and show that they care more than ever. Young people have been able to meet up with their friends through social media. The fact that young people use technology every day also makes them more likely to use social media to buy things. People who were born in the 21st century and grew up with technology make up Gen Alpha. Young people who know how to use technology well are now called “Gen Alpha.” This means that Gen Alpha will be the generation that knows the most about technology. Gen Alpha is the most diverse generation ever, so they care about businesses that are open to everyone. They will keep changing the environment and culture of the whole world. Gen Alphas are likely to keep buying things online or through any other technology-based platform based on how much they are worth.*

### INTRODUCTION

Social media has been one of the platforms for social events among the younger generation. It has not just encouraged networking but also fortified buying and selling activities. The use of social media to

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make purchases is also driven by the youngsters' involvement with technology in their daily activities. A new term called the "Gen Alpha" is thus referred to these technology-savvy youngsters. Gen Alpha is made up of people who were born in the 21st century and are surrounded by technology (Razan Saleh, 2022). They are the children of Millennials, and the younger siblings of Generation Z. Gen Alphas will spend more time in front of screens than any other generation, and they will start doing so at very young ages. This means that Gen Alpha will be the most tech-savvy generation ever. With this, they are open to messages about them and making them feel something. Even though they are used to robots and virtual things, they will enjoy a relationship even more if it is personalised and considers what they want and need (Thomas & Shivani, 2020). Eventually, they want brands and every social media pursuit to give them solutions and show they care more than ever.

Gen Alphas will likely continue to buy things online or through any other technology-based platform based on their worth. This means that businesses need to think about both production and marketing to make a supply chain that is honest and fair. Gen Alpha is more diverse than any other generation, so they care about businesses that welcome everyone (The Annie E. Casey Foundation, 2022). If you ignore this generation, you miss the future. They will continue to affect the culture and environment of the whole world. This chapter shows how interactive social media marketing communications affect Gen Alpha's purchasing decisions.

## **TECHNOLOGY AND THE GEN ALPHA**

People who work in an industry that utilises technology need to do everything they can to grow their digital footprint to meet the needs of modern workers and consumers both now and in the future (Chitra, 2020). As the parents of Gen Alpha, Millennials already search, shop, and pay for their travel accommodations and experiences online. This trend will only grow as tech-savvy Alphas become economically active. From online payment engaged by the Millennials, social media platforms have become the primary influence for purchasing activities among Gen Alpha. Generation Alpha has a high level of acceptance of technology because it has been a constant in their lives since they were young children, this has made it easier for them to engage in purchasing activities via a social media platform (Razan Saleh, 2022).

### **Critical Aspects of Generation Alpha's Adoption of Technology**

- Generation Alpha is well-versed in technology, having grown up with gadgets like smartphones and tablets. They feel at ease using technology as a result, and they quickly accept new tools and platforms.
- Generation Alpha uses technology for a range of activities, such as entertainment, communication, and education, and it is fully incorporated into their daily life.
- Generation Alpha is heavily reliant on technology, and many of them see it as a necessary tool for their everyday life. They frequently feel lost without it since they use technology for so many different things.
- Generation Alpha is at ease with cutting-edge technology and is willing to explore and test out new tools, systems, and software. They frequently want to test out the newest technology and software, and they will probably be responsible for future technological improvements.

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