

Experiential Perception Of Buying Behaviour Of Gen Z- Using Regression Analysis

Prof. Sundram Priyadarshnie

Dean, Dr. Akhilesh Das Gupta Institute of Professional Studies, Delhi, India, spriyadarshnie@gmail.com

Dr. Anamika Srivastava

Assistant Professor, Amity School of Communication, Amity University Maharashtra. Mumbai, India

Prof. (Dr.) Poonam Khurana

VIPS, Delhi, India

Dr. Bhawna Mukaria

Associate Professor, IITM, Delhi, India

Manisha

Assistant Professor, NDIM, Delhi, India

Prof. (Dr.) Madhu Arora

Prof. and Dean Research, NDIM, Delhi, India, Corresponding author, profmadhuarora@gmail.com

Abstract

Present study is about Experiential Perception of buying behaviour of Gen Z- using regression analysis. Purpose of the study is to know impact of Behavioural intention, Easiness to use and perceived usefulness in experiential marketing with Customer satisfaction. Primary data having 553 responses from Gen Z is used for the study. Result shows customer satisfaction is found correlated with behavioural intention ($r=.811$), Perceived usefulness($r=.744$) and easiness of use($r=.877$). Limitation of the study is that based on cross sectional data, can be generalised for longitudinal studies. Future scope of the study is that experiential marketing studies can be done from marketers view point.

Keywords: Experiential Marketing, Perception, Gen Z, Regression, Analysis

Introduction

In today's market space, Generation Z (typically those born during the late 1990s to early 2010s) is a dominant consumer generation whose behavior differs from that of earlier generations. Digital natives themselves, Gen Z interacts with brands through immersive, experiential, emotionally connected interactions and not merely through assessing functional traits (Forbes, 2023). Their demands for smooth, engaging, and individualized brand experiences are transforming the ways that companies strategize marketing initiatives and customer interactions (Forbes, 2023; Euromonitor, 2023). Anecdotal evidence indicates that experiential marketing, which consists of attempts to involve customers in sensory, affective, and participative experiences, can impact satisfaction, loyalty, and purchasing behavior, especially among young people (Adiwijaya&Nurmala, 2023). Under Gen Z, experiential perception refers to how customers experience, perceive, and recall brand interactions in digital, physical, and hybrid

touchpoints. These perceptions can be emotional resonance, sensory appeal, social connection, interactivity, and memory formation.

Knowing how an experiential perception influence Gen Z's buying behavior is of paramount relevance to researchers and practitioners alike. Although research on Gen Z tends to investigate, in isolation, digital uptake, influencer communication, or green issues (Singh, 2024; Kaur & Singh, 2022), there are fewer quantitative studies that model the interconnections between experiential perceptions and purchase behavior directly with regression-based approaches. This research seeks to bridge that knowledge gap by examining the influence of various aspects of experiential perception on Gen Z consumer buying behaviour. Based on primary survey evidence derived from a sample of Gen Z respondents, the study adopts multiple regression analysis to quantify the impact of experiential factors (e.g., feeling, social interaction, and sensory appeal, interactivity) on purchase intention and real buying behaviour. Through the use of regression analysis, this research provides accurate measurement of effect sizes and allows practitioners to prioritize experiential levers that impact Gen Z consumers most. The results augment the theoretical body of knowledge in consumer behaviour and experiential marketing, and deliver practical recommendations for marketers seeking to engage this generation more effectively.

Literature review

Experiential perception is consumers' subjective assessment of their sensory, emotional, cognitive, and social interactions with a brand or product (Gentile, Spiller, & Noci, 2007). It goes beyond functional benefits to encompass the impact on consumers' feelings, attitudes, and behaviours. Studies show that positive experiential perception results in higher customer satisfaction, loyalty, and buying intention (Sanjaya et al., 2022). To Generation Z (Gen Z), experiential elements like personalization, social interaction, and engaging digital experiences are especially powerful in directing purchasing behavior (Kim & Ko, 2024). Gen Z, born around 1997-2012, is an emerging consumer market defined by digital nativity and social awareness (Fromm & Read, 2018). Research indicates Gen Z values authenticity, convenience, and value-exchange experiences (Nguyen & Simkin, 2023). Online reviews, social influencers, and engaging interactive brand experiences directly impact their purchasing decisions (Ladhari, Gonthier, & Lajante, 2023). Such a cohort prefers brands that provide easy, personalized experiences connected to their values and lifestyles (Shin & Kim, 2023).

Derived from the Technology Acceptance Model (Davis, 1989), perceived ease of use and perceived usefulness are essential drivers of technology adoption and usage behavior. In Gen Z consumers, perceived usefulness does not only include functional utility but also the experiential benefit derived from interactive, effective, and tailored platforms (Kang & Kim, 2024). Likewise, perceived ease of use increases experiential perception through the reduction in cognitive load and ease of interaction (Kim & Park, 2023). Both constructs play an important role in affecting Gen Z's behavioural intentions regarding shopping online and digital brand interaction (Patel & Sharma, 2024; Liu & Zhao, 2024). Behavioural intention, a predictor of real buying behaviour, is influenced extensively by experiential perception among Gen Z customers (Ajzen, 1991). Emotional involvement, sensory attractiveness, and social interaction create positive attitudes that are converted into elevated purchase intentions (Sanjaya et al., 2022; Kim & Ko, 2024).

Customer satisfaction and brand trust also mediate this relationship, while variables like privacy concern can moderate its intensity (Shin & Kim, 2023). Experiential marketing efforts that incorporate digital media with a focus on interactivity and customization have proven to successfully enhance Gen Z's behavioural intention (Nguyen & Simkin, 2023).

Regression analysis has been extensively utilized to measure the relationships between experiential perception, perceived usefulness, easiness of use, and behavioural intention (Hair et al., 2021). It allows researchers to examine the direct and indirect impacts of experiential measures on purchasing behaviour while accounting for demographic factors. Recent quantitative research using regression analysis has found experiential perception to be a strong predictor of Gen Z's purchase intent, mediated by perceived usefulness and moderated by ease of use (Kang & Kim, 2024; Liu & Zhao, 2024). These quantitative findings help marketers design experiential campaigns that appeal to Gen Z's liking.

Gen Z

Generation Z generally encompasses people born from the mid 1990s to the early 2010s. Being the real digital natives, their values, buying habits, and behavioural patterns are influenced predominantly by technology, social media, socio economic stress, and changing norms. Having a grasp of this generation is important when analyzing how experiential perceptions are shaping buying behaviour. The most Important Traits of Gen Z are as follows:

- Digital First Orientation & App First Behaviour
- Value Consciousness & Financial Acumen
- Authenticity, Purpose Driven Consumption & Ethics
- Discovery through Social Media & Friends Influence
- Experimentation, Trend Adaptability & Frequent Purchasing
- Seamless & Immersive Experience Expectations

Experiential Perception

Experiential perception is the way that consumers perceive, emotionally react to, and recall the end-to-end experience of engaging with a brand or product. For Gen Z, experiential perception exceeds product attributes or price; it encompasses factors like authenticity, customization, sensory engagement, active involvement, social sharability, digital saturation, and ethical resonance. Arora, M., Khurana, P., Gupta, J., & Kapoor, R. (2025) showed impact on Willingness to purchase of by Predictors WOM, Sense, Act, Feel, Loyalty, Smell, and Relate on actual purchase

Regression Analysis

Regression analysis is still a strong and common statistical method in consumer behavior studies, especially where the aim is to measure the relationships between independent predictors (e.g. dimensions of experiential perception) and dependent variables (e.g. buying intention or actual consumption behavior). Its popularity is due to interpretability, hypothesis testing, and the capacity to control for several covariates.

Customer satisfaction and Experiential Perception

Customer satisfaction and experiential perception are directly related to each other in consumer behaviour studies. For Gen Z shoppers in general, the impressions they gain through experiential

engagements authenticity, sensory attractiveness, emotive involvement, participatory and immersive experiences are central to gauging their satisfaction towards a product or brand. Customer satisfaction, in turn, usually mediates or moderates the connection between experiential perception and downstream consequences such as purchase intention, loyalty, and repeat behavior. Experiential perception captures how consumers feel and interpret their interactions with brands through sensory, emotional, social, and digital touchpoints. Customer satisfaction, traditionally understood as the post purchase assessment by the customer of whether a product/service is meeting or surpassing expectations (Oliver, 1980), can be understood as an affective and cognitive reaction to such experiences. When experiential perceptions are positive genuine, engaging, memorable, and value congruent they fulfill or transcend customer expectations, and so improve satisfaction.

Experiential Perception is probably a strong predictor of Customer Satisfaction, which can in turn potentially mediate experiential perception and downstream buying behavior (e.g. purchase intention or actual purchasing). Having customer satisfaction as part of your regression models (either as a dependent variable in one of your models, or a mediator in a complete path model) will enable you to explain variation in Gen Z buying behavior more effectively. It will also serve to determine how much of the impact of experiential perception passes through satisfaction versus directly onto purchase behaviour.

Behavioural Intention and Experiential Perception

Behavioural intention, which is a consumer's stated willingness or probability to engage in a given behaviour like buying a product or interacting with a brand, is one of the major predictors of real consumer behaviour in marketing research (Ajzen, 1991). For Gen Z consumers, experiential perception how they feel and think about brand experiences is at the forefront in influencing their behavioural intentions. Experiential perception refers to consumers' personal assessments of sensory, emotional, cognitive, and social interactions with a brand or product (Gentile, Spiller, &Noci, 2007). Experiential perceptions with positive connotations generally boost consumers' attitudes and emotional connection with the brand, in turn enhancing their behavioural intentions like intention to purchase, recommend, or do brand advocacy (Sanjaya et al., 2022).

Current research points out that Gen Z shoppers attach considerable value to engaging and genuine brand experiences while developing their behavioural intentions.

For instance, an empirical research of digital experiential marketing determined that emotional and sensory experiences most importantly predicted Gen Z's behavioural intention to interact with brands online (Kim &Ko, 2024). Marketers trying to affect Gen Z's purchasing behaviour must focus on designing rich, authentic, and emotionally meaningful experiential touchpoints, most importantly through digital means. Knowing which experiential components most powerfully influence behavioral intentions provides improved marketing resource allocation and strategic alignment.

Perceived usefulness and Experiential Perception

Perceived usefulness, a term first proposed in the Technology Acceptance Model (TAM) by Davis (1989), is the level to which a person feels that employing a specific system or product

will improve their performance or satisfy their requirements. In Gen Z's consumer behavior, perceived usefulness goes beyond the conventional functional benefits to encompass experiential and emotional components, which play an important role in their decision-making processes. Experiential perception upgrades perceived usefulness by making consumers more effective in assessing the product beyond functional terms. For example, in online shopping, interactive and immersive digital experiences (such as AR try-ons or customized recommendations) enhance perceived usefulness by improving the efficiency, enjoyment, and personalization of the shopping experience relative to consumers' needs (Lee & Choi, 2023). This combined effect further reinforces purchase intentions and actual purchases among Gen Z.

Easiness of Use and Experiential Perception

Ease of use, also theoretically defined as perceived ease of use, is the extent to which a consumer perceives that it takes little effort to interact with a product, system, or service (Davis, 1989). For Gen Z consumers, being digital natives, ease of use is a very important factor that dictates how they intuitively perceive experiential elements of purchasing and influences their overall purchasing behaviour. Experiential perception entails multi-dimensional measuring of the consumer's engagement with a service or product across sensory, emotional, and cognitive aspects. If a service or platform is simple to use, consumers will be able to connect fully with experiential aspects like customization, social sharing, and engrossing content.

Being digital natives, Gen Z anticipates simple, natural, and frictionless experiences, particularly in online shopping contexts. If the buying process or user interface is thought to be cumbersome or annoying, it diminishes their experiential perception and lowers the chances of finishing purchases (Khan & Qureshi, 2024). Easiness of use, on the other hand, increases the perceived value of the experience, which creates positive attitudes, satisfaction, and purchase intention. A recent research in the context of mobile commerce showed that ease of use strongly foretells positive experience perception among Gen Z users, resulting in greater interaction and purchase intention (Liu & Zhao, 2024).

Research Methodology:

This descriptive study is based on primary data collected from 553 Gen Z respondents. A structured questionnaire was employed as the research instrument, using a five-point Likert scale to measure responses. The data provides insights into perceptions about independent variables like behavioral intention, perceived usefulness and easiness to use on dependent variable customer satisfaction, empirical analysis aligned with the study's objectives. Linear regression is used to analyze the data with SPSS.

Results and Discussions

Table 1: Correlations for Experiential Perception of buying behaviour of Gen Z

		Cust_Satisfaction	Beh_Intent	PU	EU
Cust_Satisfaction	Pearson Correlation	1	.811**	.744**	.877**
	Sig. (2-tailed)		.000	.000	.000
	N	553	553	553	553

Beh_Intent	Pearson Correlation	.811**	1	.568**	.662**
	Sig. (2-tailed)	.000		.000	.000
	N	553	553	553	553
PU	Pearson Correlation	.744**	.568**	1	.540**
	Sig. (2-tailed)	.000	.000		.000
	N	553	553	553	553
EU	Pearson Correlation	.877**	.662**	.540**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	553	553	553	553

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1 shows Correlations for Experiential Perception of buying behavior of Gen Z. It shows customer satisfaction is found correlated with behavioral intention ($r=.811$), Perceived usefulness($r=.744$) and easiness of use($r=.877$)

Table 2: Model Summary Experiential Perception of buying behaviour of Gen Z

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 ^a	.918	.917	.31707

a. Predictors: (Constant), EU, PU, Beh_Intent

Table 2 shows Model Summary Experiential Perception of buying behaviour of Gen Z, $R=.958$ shows high degree of correlation of predictors with dependent variable.

Table 3 : ANOVA^a for Experiential Perception of buying behaviour of Gen Z

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.976	3	205.659	2045.681	.000 ^b
	Residual	55.193	549	.101		
	Total	672.168	552			

a. Dependent Variable: Cust_Satisfaction

b. Predictors: (Constant), EU, PU, Beh_Intent

Table 3 shows results of ANOVA for Experiential Perception of buying behaviour of Gen Z, $F=2045.681$, shows significant association between predictors and dependent variables.

Table 4: Coefficients^a Experiential Perception of buying behaviour of Gen Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.002	.014		.170	.865

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	Beh_Inte nt	.300	.017	.301	17.372	.000
	PU	.265	.014	.293	18.991	.000
	EU	.568	.018	.520	30.713	.000
a. Dependent Variable: Cust_Satisfaction						

Table 4 for Coefficients Experiential Perception of buying behaviour of Gen Z, indicates strong association between dependent and independent variables. (Sig=.000)

Conclusion

The present study is descriptive in nature and aims to analyze the perceptions, preferences, and attitudes of Generation Z. To achieve this, primary data was collected from a total of 553 respondents, carefully chosen to represent the target group. The research instrument used for the study was a well-structured questionnaire designed to capture responses in a systematic and measurable manner. The questionnaire was framed using a five-point Likert scale, which allowed respondents to express their level of agreement or disagreement with various statements. This scale provided the flexibility to record a wide range of opinions, from strong disagreement to strong agreement, thereby ensuring greater accuracy in understanding the participants' perspectives.

The structured format of the questionnaire helped maintain uniformity in data collection and facilitated easy comparison of responses across the sample group. A descriptive approach was adopted to summarize and present the findings in a clear and comprehensive way, focusing on patterns and trends rather than causal relationships. By employing a robust sample size and standardized measurement tool, the study ensures reliability and validity in its observations. Overall, this methodology provides valuable insights into the mindset of Gen Z, which can be further utilized for academic, social, and managerial applications.

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