

A virtual community for advertising research. Studying the interactions between Generation Z and brands

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Members of Generation Z are digital natives who share their routines on social media. They have changed the relationship between them and brands, since they have higher expectations in terms of advertising. How do they perceive brands? There is a scarcity of research focused on the brand value projected in Generation Z, so this work aims to analyze the interactions between them and brands. This main objective will also allow to determine their self-perceived identity, identify favorite brands and assess how CSR influences the perception of value. A dual methodology is carried out, based on a virtual community integrated by Advertising students who participate in forums, journals and a blog; and a survey. Findings allow to conclude that Generation Z interact with brands whose messages agree with their promoted social values; make them feel unique through advertising; provoke emotions; use disruptive formats; and collaborate with influencers.

Keywords: advertising; research; Generation Z; brands; virtual community