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**The role of Social Networks in Consumer
Buying Behavior of Gen Z in the age of
pandemic**

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Zásady pro vypracování

Úvod

Definujte cíle práce a použité metody zpracované práce.

I. Teoretická část

- Vysvětlete a definujte sociální sítě a chování spotřebitelů generace Z na základě literární rešerše.

II. Praktická část

- Navrhněte metodiku sběru analýzy dat.
- Zpracujte tematickou analýzu pro kvalitativní data a statistické přístupy pro kvantitativní data.
- Na základě předchozích analýz zhodnoťte roli sociálních sítí v nákupním chování spotřebitelů generace Z.

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SOLOMON, Michael R., Margaret K. HOGG, Soren ASKEGAARD a Gary BAMOSSY. *Consumer Behaviour* 3rd edition, New Jersey: Prentice Hall, 1995 ISBN 9781405873246 .
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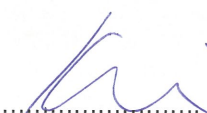
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Abstract

This thesis investigates the impact of social networks on the purchasing habits of the younger generation Z. The aim was to evaluate impact of social medias on this generation during the COVID-19 pandemic. The evaluation was based on a questionnaire survey of 210 respondents in the selected category. The results suggest that lockdown has a significant effect on how much time young people spend online. We have also identified the key factors for buying a product online and which social networks are dominant. Sub-objectives were also to examine whether gender or age category has an impact on these specific phenomena and to try to critically evaluate the issue of social networks.

Key words: Gen-Z, consumer behaviour, social networks, E-commerce, COVID-19

Introduction

Whether we like it or not, social networks and the virtual world have become an integral part of our lives, affecting both our personal and professional lives. It's scary, but each coin has two sides. Social networks are undoubtedly an excellent marketing tool. We do not want to interfere in the issue of serious criminal offenses that take place on the Internet via social networks- such as various frauds, and fake accounts. Let's look at it from the bright side and find out how social network has an impact on our consumer behavior. Maybe we will be surprised or disappointed. The COVID-19 pandemic also plays a big role here, which in a way has hit us hard and forced us to use the Internet more than in previous years. The year 2020 was hit hard by this event, and, according to Statista, users spent 65 minutes a day on social networks in 2020, compared to 2019 where users spent 54 minutes and in 2018 when users spent 56 minutes. We supposed predict that the amount of time spent on social networks will be increasing rapidly. As this issue is still relevant, it will have its place in this project (Statista,2022).

A specific age category was chosen for a better understanding of the issue. Three specific social networks were selected. TikTok, which is currently experiencing its rise, Instagram, which is still holding onto its position, and Facebook, which is in bankruptcy. According to the latest Statista research as of January 2022, Facebook has 2,910 million users, Instagram has 1,478 million users, and TikTok has only 1,000 million users.

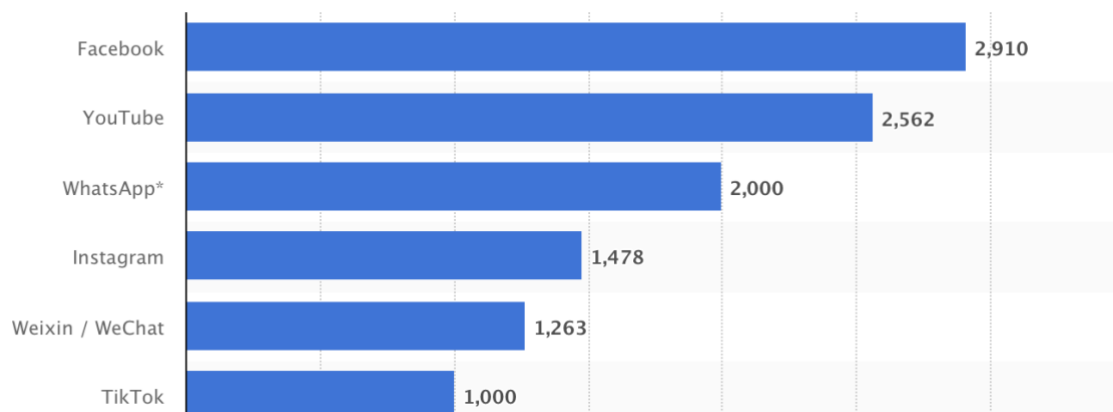


Figure 1: Statista 2020

The partial goal of this work is to confirm the thesis that TikTok is the new king of social networks, even though it has half as many users as Facebook. We will find out the results at the end of this management project (Statista,2022).

Research aim

The aim of this research is to investigate the impact that Social media has on Gen Z consumers. This management project deals with the issue of the role of social networks in the consumer shopping behavior of the Z generation. This topic was chosen for several reasons. Social networks have a much bigger role in our lives than we realize. Generation Z is the most affected generation to date because it has grown up with technology (Bhatia,2021).

This thesis is structured as following

- 1) An introduction, "Where we are."
- 2) A literature review, where we will introduce the issue with an evaluation of available literature in the selected thematic area, will follow.
- 3) Methodology, the next part is the methodology, where we compare how we found the data needed for this work, which method was chosen and why.
- 4) Data analysis an integral part is the part of data analysis, which will explain the approach to the analysis of links with the literature.
- 5) The last part is a conclusion where we summarise what we came up with and connect the key parts of this management project.

Literature Review

To understand whether social networks actually influence the behaviour of Generation Z consumers, we must first define in detail the basic elements of this work. Who is a consumer? What is consumer behavior? Who is Gen-Z? Last but not least, we must define what social networks are. The last part of the literature review will be very briefly devoted to the COVID-19 pandemic.

Consumer

Maslow theory of needs

In 1943 Dr. Abraham Maslow, a clinical psychologist, developed a widely recognised theory of human motivation based on the concept of a universal hierarchy of human needs. This describes five main degrees of human need, ranging in significance from the most basic to the most complex.

This idea emphasises the significance of meeting lower level wants before moving on to higher-level demands. The customer is motivated by discontent, according to this notion.

Physiological needs are the first level. Individual survival functions include eating, drinking, sleeping, and breathing. These are certainly the most significant wants since they are basic and vital: they clearly outnumber demands for security, esteem and so on. Following that, there is a requirement for security. Physical integrity comes to mind right first, but this category includes theft and damage prevention as well. According to Maslow, humans choose the familiar to the unexpected because of their desire for safety (50MINUTES, 2015).

When these two sorts of needs are fulfilled, other needs like as love, affection, or social relationships we can also say “the desire to belong somewhere”. The human being's social character is taken into account in this third category. This leads to the pyramid's fourth level, which is the need for esteem or acknowledgment. This category relates to the wants that identify us in society, such as status, job, power and money.

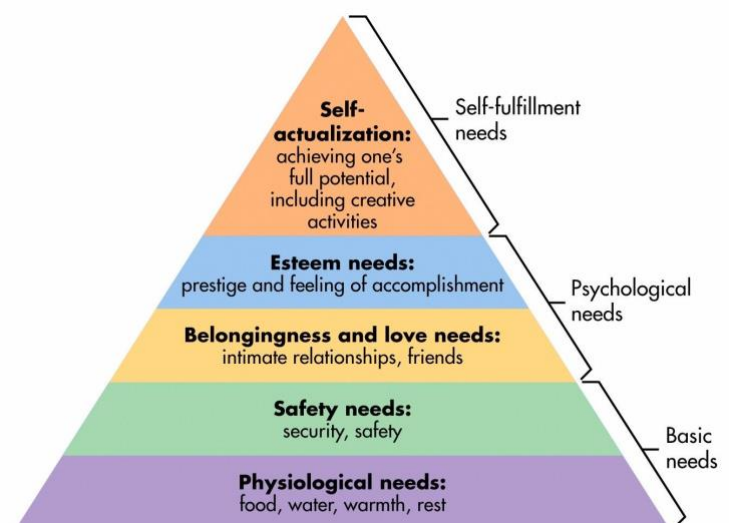


Figure 2: Maslow's pyramid

Finally, the demand for personal success lies at the summit of the pyramid. While the demands of the lower levels are determined by others' views, the needs at the summit of the pyramid are determined by the individual's personality development. These needs, according to Maslow, can take any shape as long as they correspond to the person's specific aspirations. To put it another way, if an individual desires to be an economist, for example, a need connected to becoming an economist, such as the need to understand how economy works, will develop on its own (50MINUTES, 2015). It is perhaps within the top two categories, particularly esteem that we begin to find the behavioural drives that match with the concept of consumption. The following sections examine the concept of the customer.

Who is consumer?

Each of us carries the roles of consumer and customer, and these roles intertwine for us throughout our lives. We are consumers every day without realising it. We consume water, electricity, gas and food. From the word "consume" there is a noun: "consumer." A consumer is a natural person who consumes but does not sell goods and services.

Under the Unfair Terms in Consumer Contracts Regulations 1999 (SI 1999/2083) "*a consumer is a natural person who, in entering into a contract to which the regulations apply, is acting for purposes that are outside his business*" (The Unfair Terms in Consumer Contracts Regulations 1999, p.1). Similarly, Solomon et al. (1995) define consumer as the study "*of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires*" (Solomon,1995, p.35).

From these two definitions, we can conclude that the consumer is defined as a natural person who, in concluding and performing a contract on the basis of which he provides financial service, does not act in the course of his business or other entrepreneurial activity.

Consumer behaviour

Consumer behavior has been one of the most studied elements in marketing for decades. According to one extended view, understanding customer behavior has become a component that has a direct impact on the overall performance of companies. The main goal is to find out how individuals, groups, or organizations select, buy, use and offer goods, as well as the factors that influence their purchase decisions, such as previous experience, taste, price and brand (Kotler and Keller, 2012).

Consumer purchasing behaviour is defined by Solomon et al (1995) as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants (Solomon, 1995).

Schiffman came up with a slightly younger definition in 2007, which defines consumer behavior as follows *“the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs”* (Schiffman, 2007).

Model of consumer buying behaviour

Kotler was the first to investigate consumer behavior using a model- The Stimulus-response model Kotler et al (2005). According to them, the model demonstrated how customers respond to various stimuli and how individual qualities and decision-making processes have a significant impact on purchasing decisions. Consumer decisions are influenced by external influences and the marketing mix. Consumers will behave in different ways based on the influence of stimuli on them, according to Keegan et al. (1992) Individual customers are subjected to marketing stimuli such as product, price, location and promotion, as well as other stimuli in the marketing environment such as economic, technological, political and cultural characteristics, according to the model. The buyer's thought processes are depicted as a black box, with observations of buyer decisions such as product selection, brand selection, dealer selection, purchase amount, and timing (Oke et al., 2016).

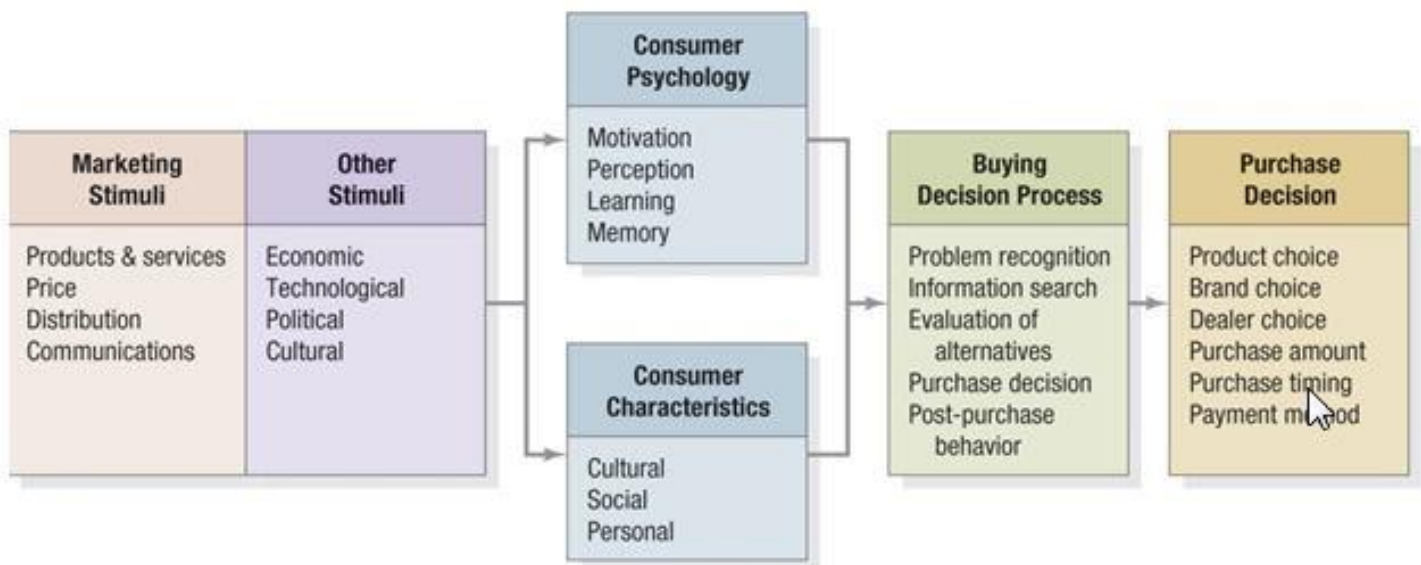


Figure 3: Kanagal & Balakrishna (2016)

Social networks

Social networks are Internet services designed to interconnect users on the Internet, especially to maintain and establish contact, pass on the information and share content around the world. Social networks allow you to create user profiles and present yourself on the Internet, share various types of information, including photos and videos, comment, like other social network users and their posts, chat with them, make virtual friendships, etc. The most famous social networks include Facebook, Twitter, and Instagram. We also include the YouTube server as a social network. WhatsApp or Messenger, and others similar which are used exclusively for communication, are also considered social networks.

In 2015, Tuten & Solomon defined social networks as follows: „*Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities*“ (Tuten & Solomon, 2015, p.4).

If we apply Maslow's pyramid of needs to social media, we can see that it is merely a new instrument that will fulfil our fundamental want for human connection. To meet our psychological demands, human behaviour adapts to our surroundings. Within the technological constraints of our environment, we endeavour to address these demands. Human motivation is centered on social relationships and collaboration. People used to meet in person to talk about their social needs before the invention of the telephone. We started using phones to talk with other people after it was created. People adopted social media to satisfy their human connection demands as technology restrictions changed with the emergence of the Internet. These new behaviours, such as chatting on the phone or texting rather than speaking in person, are just new methods for individuals to act on their current motives and goals. Social technologies aren't revolutionary; Facebook and face-to-face conversations are identical (Rutledge, 2011). Technology is a tool that helps people achieve their goals. It's like a car; it still takes me from point A to point B, just faster (Denning, 2012). In short, social media makes it much easier for people to develop social interactions to achieve other objectives.

In 1997, the first social networking site was launched called SixDegrees.com. Creating connections lists and sending messages inside networks on the profile page. Before being

purchased out for \$125 million and shut down in 2000, the site had gathered over one million members, however, it later made a brief resurrection and is still operational today. In the next few years, we can see the emergence of similar networks. However, the biggest boom in social networks came with Facebook in 2004, whose founder Mark Zuckerberg now owns other popular social networks - Instagram, Messenger and WhatsApp. YouTube (2005)- Twitter (2006) cannot be overlooked either. Currently, the popularity of the Chinese social network TikTok (2018), which previously existed under the name musical.ly, is growing (Samur,2018). Over the last several years, social media's significance in our everyday digital lives has grown exponentially. According to the latest Statista Digital Economy Compass, in 2021, the worldwide average time spent on social media platforms per day is 142 minutes, up from 90 minutes in 2012 (Statista,2021).

The most popular social networks are frequently accessible in numerous languages and allow users to connect with friends or individuals from all over the world, regardless of geography, politics, or economics. Social networking sites are predicted to have 3.96 billion users by 2022, with these numbers expected to continue to rise as mobile device usage and mobile social networks gain popularity in previously neglected countries (Statista, 2022).

According to NRF on average, Gen Z spends 4.5 hours each day on social media, compared to 3.8 hours for Millennials (Herman, 2021).

Instagram

Two friends, Mike Krieger and Kevin, launched their new Instagram app on October 6, 2010. The application, whose name consists of the words "instant camera" and "telegram", allowed users to share the most important moments of their lives with friends. In just one month, Instagram was used by 2 million users worldwide. A year and a half later, Mike and Kevin made a deal with Facebook founder Mark Zuckerberg and sold their app for \$ 1 billion (Smith, 2017, p.144)

The most significant development occurred in April 2012, when Instagram was made available on the Android operating system. This cleared the path for a whole new market, resulting in Instagram's next milestone being reached within a month: 50 million users. Instagram has proven that it was here to stay with this. Regardless of the reasons for Facebook's acquisition of Instagram, the app's popularity has been bolstered by the company's constant attempts to

broaden its services since then. In June 2013, Instagram added video-sharing capabilities, allowing users to upload and share videos. Instagram introduced Instagram Direct in December 2013, which has now become known as "DMs" or "Direct Messages", which serves as a tool for chatting between users. In November 2016, Instagram launched Instagram Live, a series of live streaming in which users may broadcast events, music, or simply personal updates to their followers in real-time. With each new feature that Instagram introduced, it presented fresh opportunities for businesses to expand their audience and improve their marketing. Instagram's value as a marketing tool is well understood, especially given its growing popularity throughout all age groups, from Generation X to Generation Z. From the time Facebook bought Instagram until today, it has offered a plethora of tools to help businesses succeed (Big3 Media, 2021).

These days, there are many Instagram tools that save businesses time and money, some are paid, some are free. However, the shift from classic advertising to the possibilities we only have on one social network today is breath-taking. The most well-known marketing tools on Instagram include SocialPilot, Buffer, Iconosquare, Later, Blog2Social, Awario, Socialinsider, Agorapulse, Kicksta, Smartly.io and Phlanx. All of these tools are part of the help of making ads online. There are many promotional options, reach tracking, post planning, desired reach and many other useful features, of course, the price/reach ratio (Hutchinson,2019).

Instagram is one of the most popular mobile social media applications in the world- with a large user base. Instagram is one of the most popular social networks among youths, coming in third place after Snapchat and TikTok. Instagram is primarily used by those under the age of 35. According to a projection from October 2020, there would be approximately 1.2 billion Instagram users globally in 2023 (Statista,2021).

TikTok

TikTok is a social network that allows users to create short videos in the range of 3-60 seconds. Strong competition from Instagram and Facebook, the most widespread social network in the world to date, is coming from China. The social network TikTok was dominated by Generation Z and the millennials. The most common age group here is 13-24 years old. TikTok can be downloaded in 155 countries. It is translated into 75 languages. TikTok was the 2nd most downloaded application in 2019 (738 million downloads). A total of 2 billion users have installed TikTok.

It is also interesting that Alexa ranking ranked TikTok as the 173rd most visited site in the world in September 2020 (412th in March 2020 and 3225th in January 2019). TikTok's popularity has grown incredibly fast in the last two years (Rosulek, 2020).

We can assume that the lockdown caused by the COVID-19 pandemic that struck us during 2019–2021 played a role, and things slowly became normal in the first quarter of 2022. According to Forbes, in 2020, when the strictest restrictions applied due to the pandemic, TikTok had a massive growth of up to 75%. It has 33 times more users than its nearest direct competitor. TikTok is one of the most popular social media applications ever. It's even tough competition for Facebook, which has dominated the market for almost a decade (Koetsier, 2020).

Facebook

When the word "social network" is said, each of us automatically remembers Facebook. Facebook's forerunner was the CourseMatch program, created by Mark Zuckerberg at the beginning of his studies at Harvard University. The goal of this program was to assist students in selecting subjects based on which classmates would also be attending them. Another Zuckerberg project that followed the successful launch of CourseMatch was Facemash. The purpose of the service was to find the most attractive students at Harvard University. The students themselves evaluated the appearance of their classmates by always selecting the nicer photo from the pair on offer. One of the last university projects that preceded Facebook as we know it today was Thefacebook, which was launched on February 4, 2004. It was a basic communication tool designed to solve a simple problem-how to know about classmates and how they are. TheFacebook has been a tool of self-realization. Many users of today's Facebook try to gather as many friends as possible on the network rather than actually communicating with them – perhaps as a sign of popularity. This phenomenon has also been observed on Thefacebook.

However, the difference between Facebook and Thefacebook is obvious. Only people with an email address on Harvard.edu had access to Facebook. Facebook was a site for an elite group of users. This provided them with a high degree of credibility as to the true identity of the entrants. On September 20, 2005, "Thefacebook" was officially renamed "Facebook." That same year, Facebook was made available to high school students and a year later to all without

restrictions. During the operation of Facebook, its founder, Mark Zuckerberg, received several offers to buy the network or connect it several times, he always refused (Kirkpatrick, 2011). These days, Facebook has 2.9 billion users in total. Around 44.84 million people, roughly 66 percent of the entire UK population are active Facebook users out of a total projected UK population of 67.9 million. Every day, 1.62 billion people log on to Facebook. In 2021, 400 people will join Facebook per minute. Millennials made up the greatest audience on Facebook in 2021, with an estimated 84 percent of active users. However, Generation X isn't far behind, with 74 percent of Gen Xers using Facebook, according to the same survey (Shepherd, 2022).

In terms of shopping habits, there are some interesting facts on social media:

- 81% of consumers' purchasing decisions are influenced by their friends' social media posts (Ahmed, 2015).
- 66% of consumers have been inspired to purchase from a new brand after seeing social media images from other consumers (Stackla, n.d.).
- Consumers are 71% more likely to make a purchase based on social media referrals (Ewing, 2019).
- Facebook accounts for 50% of total social referrals and 64% of total social revenue (Smith, 2015).
- 31% of consumers say they are using social media channels to browse for new items to purchase (Chahal, 2016).
- 78% of consumers say companies' social media posts impact their purchases (Olenski, 2012).
- Customers are 6x more likely to purchase a product if the page includes pictures from social media (Heine, 2013).
- 56% of consumers say they're more influenced by social media images and videos when online shopping now than they were before the pandemic (Stackla, n.d.).

Gen-Z

There is no single Gen Z, as the variety of nicknames this demographic has acquired globally vividly demonstrates. In the UK, they are 'Generation Sensible'. In America, they are 'iGen', 'Zoomers' and the 'Homeland Generation'. In Russia, they are 'Centennials'. In India, they are 'Digizens'. They are also more generally known as the 'empowered generation' and the 'green generation' (KPMG, n.d.).

Gen Z is the generation after the Millennials. This generation is put somewhere between the early 1990s and the year 2000, according to demographers. Gen Z are the children of Baby Boomers, and a small percentage of them have Millennial parents. Almost a third of this generation was born with Internet access, and "being virtually linked" had always been their way of life. They are better qualified to recognise global imperatives thanks to the online revolution and extraordinary access to information. This generation is unlike any other before it in terms of diversity.

Gen-Z Consumer characteristics

Generation Z consumer traits tend to reflect their practical approach to money and education. Gen Z is known for their love of technology, commitment to social concerns, and strong individualism. In general, Gen Zers are "educated consumers," meaning they will study and analyse choices before making a purchase. They are less loyal to specific brands, preferring instead to shop around for the greatest value. They value brand integrity and corporate social responsibility even more than Millennials. They are the most likely of all generations to purchase on social media. Generation Z is price sensitive, but they are not as focused on it. To get into the Gen Z wallet, products and companies must demonstrate a balance of value, quality, and ethical behaviour. Despite being the most technologically advanced generation, Gen Z likes to purchase things at physical stores too. They also appreciate having real store employees assist them with their questions. As consumers, Generation Z has high expectations, both in terms of customer service and product quality. They desire personalised shopping experiences that may be adapted to their own tastes. In fact, according to an IBM poll, the top influencing factors for Gen Z when it comes to buying channels are product variety, availability, convenience and value. In addition, Gen Z has far more clout in the consumer market than their real spending power would imply. This is because kids have a significant effect on their parents' purchasing habits and product trends in general. Personalized messages appeal to Gen Z, and

they want to see the value in what they pay for. When it comes to brands, Gen Z'ers aren't really loyal (Bewicke, 2021).

According to the Accenture (2017) poll, social media has a higher effect on Gen Z than it does on Gen Y, and three aspects drive Gen Z buying decisions: lowest price/best offer, goods presentation and user reviews. They were also discovered to place greater importance on seeking advice from friends and family members before making a purchase (Accenture, 2017). According to a survey done by Ernst & Young (2015), Gen Z is less brand loyal than Gen Y, while Gen Y is more concerned with pricing than Gen Z. This generation is dubbed "the next great disrupter for the clothing and retail business". Despite the fact that they appear to be such a promising demographic, studies on Generation Z are limited and there is still much to learn about them (Thangavel et al., 2019).

Gen Z and social media

Gen Z has embraced social media to express their independence, produce and share material that represents their exact ideals and hobbies and develop their own digital identity. They have been dubbed "mainstream but exiled" because they are less concerned with fashion, music, and entertainment trends and are more concerned with family, friends, their jobs and their well-being. According to a survey of Gen Z in 20 countries, 94% consider mental and physical health to be important factors in happiness (KPMG, n.d.). Gen Z does not have the same social media habits or preferences as their forefathers. Generation Z has never experienced a time when they didn't have unrestricted access to people or information. Generation Z and social media are nearly synonymous, because, as we've noted several times, Generation Z is the first generation to have grown up with social media. Despite their increased use of social media, Gen Zers are the least likely to follow their favourite brands on social media. Gen Z loves to engage with their current group and people like influencers. So much so that 79 percent of Gen Zers said they would buy anything after receiving a recommendation from an influencer (Parry, 2021). According to NFR Gen Z self-reported they spend 4.5 hours on social media daily. According to Barnes & Noble College, 80 percent of Gen Z is in touch with their favourite brand online, with Instagram being the most popular platform in this scenario, and 72 percent of those that engage with brands are more likely to buy a product. 6 percent of Gen Z follow online

celebrities/influencers on social media, and 21% would be considerably more inclined to buy a product sponsored by a celebrity, according to the study. Despite the fact that this generation is heavily influenced by social media, 73 percent of Gen Z prefer email marketing (Herman,2021).

The most popular social networks among Generation Z include Tiktok, Instagram, Snapchat and YouTube. The popularity of social networks varies from region to region. For example, the Snapchat social network is very popular in the United States and the United Kingdom, but in Eastern Europe, this social network is almost extinct. Statistics show that Gen Z really has a weakness for Snapchat, but it's not a platform that would affect the purchase of products. This social network is specifically used to communicate, track location and share stories with friends, all within 24 hours disappearing without saving. In second place was Tiktok and in third place, YouTube. Instagram took fourth place, Facebook in sixth place after Twitter (Statista, 2021). According to KPMG 41% of Gen Z consumers would much rather lose their wallet than their smartphone (KPMG, n.d.).

Gen Z being labelled "the COVID generation" by some in the media is an exaggeration, but as the demographic group coming of age during the crisis, there is a chance that the current imperative for frugality, caution (especially about health), handwashing, lack of physical contact and social distancing will have a significant impact on the rest of their lives.

COVID-19

The COVID-19 pandemic, the lockdown and social distancing we have encountered in the previous two years have disrupted our consumer behavior (Sheth, 2020).

The COVID-19 pandemic is the second major cross-border crisis since the 2008 financial crisis that has hit today's society in this millennium. It is a pandemic that has caused significant damage, excessive deaths in many countries, put enormous pressure on the health system and had a significant impact on economic and social life. COVID-19 is thus classified as a "mega crisis" (Boin et al., 2020).

As the situation lasted much longer than everyone expected, it is clear that this has an impact on our shopping behavior and not on a small scale. 11th of March 2020 COVID-19 was officially declared as a pandemic. When the world was hitting by something big like this, it is comparable to being hit by a world war. The economic impacts after this are drastic. However, the two-year lockout did not last a whole two years. Each country had its own rules and sectors, and industries were closing individually. For example, large factories were suspended minimally, but in some cases, the effects were overwhelming. Industries that rely on personal interaction or travel have suffered major damage. Hotels, travel agencies, and hospitality reported up to a 50 percent drop in sales compared to the pre-pandemic. The e-commerce industry has responded quickly to the call for a positive experience in response to the pandemic. The companies have invested in logistics and supply chains and expanded their product lines. Restaurants and retailers responded quickly. The first phase was slower, but as it became clear that this situation would not be here just for two weeks, dispensing windows were opened, click and collect started, retailers were forced to run e-shops and everyone did what they could. In order, it must also be left to customers that they have been loyal to their favourite companies and brands and have supported them despite a very unpleasant situation (Verma and Naveen, 2021).

Impact on the consumer market

Some elements influencing consumer behavior have a bigger influence than others under dramatic situations, such as a pandemic or a natural disaster. Situations that interrupt social life or put a person's life in jeopardy have been found to cause major behavioural changes. People assess the negative consequences of a crisis in a variety of ways. Risk attitudes and

perceptions are the most critical characteristics that impact consumer behavior during a crisis. The consumer's risk attitude represents his or her understanding of the risk's substance, as well as whether or not he enjoys it. Taking the risk, in this case, means that they will become infected by the virus. Due to worries of virus infection, one of the most notable trends during this crisis was the preference for a card, mobile phone, or watch payments in order to eliminate contact with banknotes to avoid infection. The percentage of the drop in cash payments was considerably more significant in the case of off-line sales. During a pandemic, individuals tend to spend less on goods they consider to be attractive or inconsequential, such as clothes, footwear, jewellery, gadgets and games. According to a McKinsey poll (2020) conducted in China, the United States and Western Europe, spending cuts ranged from 11 to 26 percent in the initial months of the pandemic due to limits on personal services. Travel, entertainment and hospitality were all impacted in some way, some more some less. The Covid-19 crisis resulted in increased savings. Lower-income populations experienced job loss and economic instability (McKinsey & Company,2020).

Impact of COVID-19 on the online market

Social distancing and regional locking are factors that trigger a high increase in e-shop sales. Consumers avoided personal contact in order to suppress the spread of the virus. Technology and digitization have found their privileged role in the COVID-19 pandemic. They covered the loss of personal contact and changed the mindset of people who had to stay at home. It is a digital era that has transformed teaching in virtual classrooms, physical cash into digital wallets, and office meetings for video conferencing (Kamble, 2020). This trend is seen from a global perspective (Sayyida et al., 2021). In the first wave of the B2B and B2C pandemics, online sales of physical goods saw a sharp increase in demand. Initially, the main goal was to pre-stock. In addition to medical supplies, household items such as toilet paper or durable food also accumulated (WTO, 2020).

The research, called "COVID-19 and E-commerce," looked at how the pandemic has affected how people shop online and use digital solutions. Brazil, China, Germany, Italy, Republic of Korea, Russian Federation, South Africa, Switzerland and Turkey were among the countries covered in this research. According to this survey of 3,700 customers in nine emerging and industrialized nations, the COVID-19 epidemic has permanently altered online buying habits'

More than half of the survey respondents now purchase online more regularly as a result of the epidemic. According to the poll, consumers in developing economies have made the biggest move to internet purchasing. As the globe goes from pandemic response to recovery, NCTAD Secretary-General Mukhisa Kituyi remarked that the worldwide acceleration of online shopping emphasizes the need of ensuring that all nations can take advantage of the potential presented by digitization (UNCTAD, 2020).



Figure 4: UNCTAD and NetComm Suisse eCommerce Association

According to the findings of the survey, changes in online activity are expected to outlive the COVID-19 epidemic. The majority of respondents, particularly those in China, stated they would continue to purchase online in the future, focused on vital items (UNCAD, 2020). According to many experts, people in online shopping mostly stay, but not in all sectors.

Summary

Social networks are an integral part of everyday life for each of us. Social networks have become a very powerful marketing tool in all markets for all types of participants from giant companies to small private entrepreneurs. After the COVID-19 pandemic has become much more widely used. According to Statista's Digital Economy Compass, the global average time spent on social media platforms per day in 2021 is 142 minutes, up from 90 minutes in 2012 (Statista, 2021). According to the NRF, Gen Z spends 4.5 hours on social media every day on average, compared to 3.8 hours for Millennials (Herman, 2021). The partial goal of our project is to confirm or refute this thesis and to examine how much time our respondents really spend on social networks. Gen Z began somewhere between the early 1990s and the year 2000 (Addor, 2011; Iorgulescu, 2016; Seemiller & Grace, 2017; Tulgan, 2013). Gen Z are the successors of Baby Boomers, and a small percentage of them have Millennial parents. Almost a third of this generation was born with Internet access, and 'virtually linked' had always been their way of life (Kebritchi & Sharifi, 2016; Turner, 2015).

According to Diana Kaeming (2020) 93% of customers read online reviews before purchasing a product (Kaemingk, 2020). In our data analysis, we look at how reviews actually work and whether there are certain factors that determine whether a customer writes a review or not, and whether they are really important to them when purchasing a product.

This generation is most affected by social networks among their favourites including Instagram, Snapchat, Facebook, YouTube, WhatsApp, TikTok and others. Of these, Facebook, Instagram, Tiktok and YouTube are among the busiest social networks and also the most used marketing platforms (Statista, 2021). According to surveys we conducted, Facebook is the largest platform that still influences a customer's shopping behavior. In this project we will compare which of these social networks is the most popular and whether this also applies to our Generation Z- it is possible that social platforms such as Facebook may now be irrelevant to this generation.

Generation Z is quite a large generation, we will try to find out if there are any differences between the younger Gen Z and the older Gen Z in terms of the impact of social networks or spending hours on social media Another goal is to find out what influences our customer on the social network to buy the product.

With the advent of COVID-19, people were forced to make online purchases. In this project we will discover whether this trend was temporary, or people stayed with it and what habits remained with our respondents after the pandemic.

Methodology

Different research methodologies are used in qualitative and quantitative approaches. Both techniques, on the other hand, might be complimentary, with each adding to the total picture. In research, two opposing paradigms can be distinguished: positivism and phenomenology. The first tries to explain human behavior using causes and effects, whereas the second tries to comprehend and interpret human behavior using the reality of each individual. These various models usually result in two types of data collection: quantitative and qualitative (Finn, et al. 2000).

In this section of the management project, we will discuss the fundamental differences between qualitative and quantitative research, the methodologies utilized in both types of research, their benefits and drawbacks and the technique employed in this project.

Compare qualitative & quantitative research

Traditional, positivist, experimental, or empirical-analytical research are all terms used to describe **quantitative research**. Its goal is to discover connections between two or more variables. Its major purpose is to examine the theories developed from hypotheses in order to validate their validity (Disman, 2000).

Qualitative research is also known as constructivist research, naturalistic research, interpretative research, or reflective research. It's a non-numerical analysis and interpretation of social reality, according to Disman (2000) the qualitative method stresses a full in-depth understanding of the social issue being studied (Disman, 2000, p. 285). Its goal is to develop a thorough, holistic image of the subject at hand, as well as to comprehend individuals in various social contexts and their interpretations of those events. The basic objective is to develop new theories.

In the eyes of a quantitative researcher, social reality exists independent of his personality. He attempts to characterize her from a distance as an uninvolved spectator. Human conduct, he believes, is determined and so measurable and predictable.

Based on how specific individuals perceive social reality, a qualitative researcher thinks that it should be understood rather than explained. Human conduct is said to be the product of free will (Hendl, 1999).

Methodologies

Quantitative research employs a deductive method, in which hypotheses are developed from the theory and then tested using the data gathered. The qualitative research method is based on inductive logic, with data collection occurring at the start of the investigation. The researcher next explores for regularity in the obtained data and formulates new ideas or hypotheses based on his findings (Disman, 2000).

The quantitative research approach is highly organized and uses statistical methodologies. The qualitative method is more adaptable and less fragmented. Even during the research process, decisions are made about how to proceed. Changes to research questions or hypotheses are also possible (Hendl, 2005).

Methods

An interview is one of the most used qualitative research methods, and it may help us learn more about the answerer's perspective. We have a large variety of interviews. One of them is an in-depth interview, for example. It is vital to prepare a scenario with questions for this sort of interview. However, we do not have to follow them to the letter; instead, we might react directly to the respondent's responses. Before we start asking a specific respondent, it's a good idea to try out the interview and potentially adjust the scenario (Design, 2016).

Certain guidelines must be observed while conducting in-depth interviews, such as the interviewer's demeanour or how to categorize the questions. Another form of interview is a contextual interview, which takes place in the same setting as the subject of the interview. By mapping the tools and artifacts that users actually use during their activities, we can better understand their behavior, identify their difficulties, and meet their demands. Contextual interviewing can also be used in conjunction with other research methods like observation and shading (Holtzblatt & Beyer, 1997).

We frequently don't get all of the information we need from respondents, so we don't grasp all of their requirements. Observation is an approach that will disclose the user's other issues. The researcher can interfere in the observation and become a participant; ~~but~~, with non-participant

observation, the user does not need to be aware of the researcher. We can also keep an eye on people in real-time or switch back and forth between videos (Design, 2016).

The big disadvantage of this method is that the observation will show you where the problem is, but it will not tell you why.

Examples of qualitative methods:

- case studies
- ethnography (including observation and participatory observation)
- grounded theory
- examining narratives based on language research
- ethnomethodology and conversational analysis
- discourse analysis, semiotics
- document and text analysis

Quantitative research methods can be employed in the early phase of the design process far less than qualitative research approaches.

Questionnaires are perhaps the most often used approach in quantitative research. We can acquire a huge number of responses in a short period of time thanks to them. In addition, we may design surveys online, making distribution easier. To make them, you may use a variety of tools. Some are charged, while others are free to use. We can name a few: Google Forms, and Survio, ~~to name a~~. Although constructing a questionnaire may appear to be straightforward, there are certain guidelines to follow if we want the questionnaire to be meaningful. They include, for example, the phrasing and arranging of queries (Weiss, 2019).

Examples of quantitative methods:

- experiment (quasi-experiment)
- correlation survey
- more specialized:
 - normative survey
 - longitudinal study
 - time series analysis

- Q methodology
- cluster analysis
- one-dimensional and multidimensional scaling
- operational research

Advantages and disadvantages

The capacity to test and confirm theory, extend results to the population, eliminate disruptive factors and establish a causal link, usefulness in the study of large groups and relatively rapid and simple data collecting are all advantages of quantitative research. Another benefit is that we deal with precise, quantifiable data, which allows for quick analysis. The findings are based on a quantitative method that is independent of the researcher. Its drawbacks include reductionism, which can lead to the omission of some phenomena since we are only interested in verifying a theory rather than developing it. Furthermore, the categories chosen may not match to regional differences. Although generalization is advantageous, our findings may be too broad and abstract to be useful in specific situations (Hendl, 2016).

The benefit of qualitative research is that the phenomena are thoroughly investigated. It helps us to record a large number of interconnections and linkages (Ferjenčík, 2000). We may take into consideration the impacts of context and local conditions, gather extensive information and an in-depth description of cases, compare them, track their evolution and study key processes using qualitative methodologies. It aids in the discovery of local (idiographic) causal linkages as well as the first investigation of occurrences. Smaller social units (for example, classroom interactions) are affected by qualitative design (Hendl, 2016).

The downside of qualitative research is that its findings cannot be generalized or applied to another setting (Švaříček & Šed'ová, 2014). It prevents us from making quantitative predictions and makes testing ideas and theories challenging. In comparison to quantitative research, analysis and data collecting take substantially longer. It's also vital to understand that the researcher's own opinions, assumptions, and preferences have a greater effect on the results.

Hendl (2016, p.53) distinguishes the main differences between qualitative and quantitative research as follows:

	Qualitative	Quantitative
The role of research	exploration of different interpretations	preparatory
The relationship between the researcher and the researched	close	detached
The position of the researcher in relation to the researched	inside	outside
Relationship between research theory and own research	emergence - the theory is just emerging	confirmation
Research strategy	unstructured	structured
Field of discovery	idiographic	nomothetic
Representation of social reality	procedural and socially constructed by the subject	static and outside the subject
The nature of the data	rich & deep	hard & reliable

Table 1: Pros and Cons

Methodology chosen

In our case, we used a questionnaire- which is a quantitative research method. We used the free google forms tool to create the questionnaire. The survey consists of 12 questions, with respondents having to answer each of them. The first 4 questions are demographic such as age category, gender, current status, etc. which will help us with statistics. The rest of the questions focus on the research objectives that we will use in relation to the previous questions.

The complete blank survey can be found in Appendix.

Sampling

The questionnaire was sent via social networks and bulk email. We sent the questionnaire to people via Facebook and Instagram, as well as via a university email. The questionnaire was answered by 210 people aged 18-27.

Ethics

Inserted in the Appendix.

Data Analysis and interpretation

The data were downloaded as an excel file and then several statistical techniques used to analyse it. This included both descriptive and analytical statistics.

Descriptive

Our questionnaire, like substantially all others, began with a question regarding gender. We have 58.1 percent women and 41.9 percent males of our 210 respondents.

Gender:
210 responses

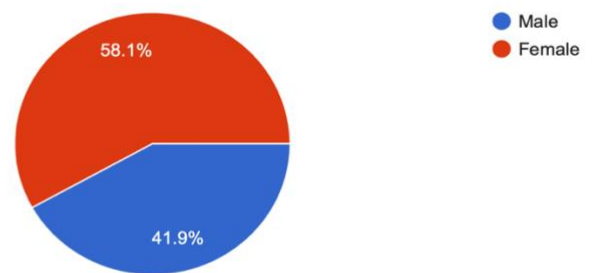


Figure 5: Question No. 1

Age:
210 responses

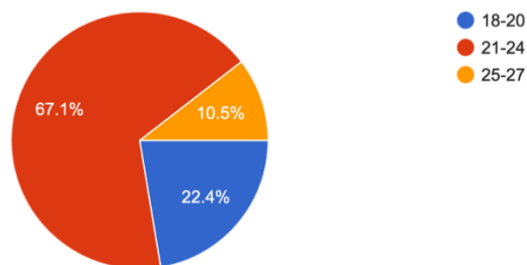


Figure 6: Question No.2

Since Generation Z was elected, people aged 18-27 were interviewed. Of these, 22.4 percent were people aged 18-20, 67.1 percent were aged 21-24 and 10.5% were in the 25-27 age group.

Of the 210 respondents, the vast majority were students, representing 53.3% in our case. The second place was taken by students who work 32.4% and the last one we have 14.3% of people with full-time jobs.

Current status:
210 responses

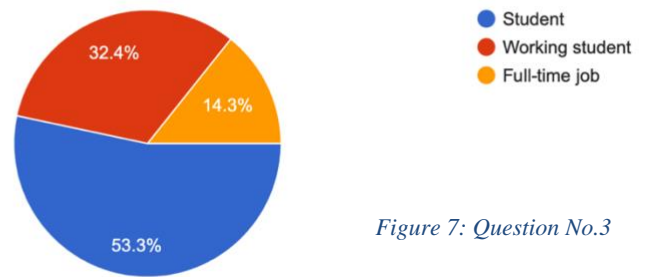
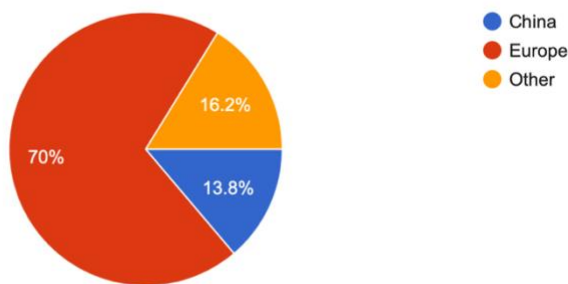


Figure 7: Question No.3

Where are you from:
210 responses



Another question was about the demographics where our respondents come from. We can see the vast majority is from Europe representation (70% of the respondents). 13,8% are from China and 16,2% are from other countries (Pakistan, UAE etc.)

Figure 8: Question No.4

The fifth question is the first of the questions that directly concerns our issue, we asked the participant of the questionnaire how much time they spend on social networks per day. Only 6.1% fit under 1 hour a day. Only 6.1% fit under 1 hour a day, here we can see the power of social networks, but the vast majority fit within 3 hours a day.

How much time do you spend on your social media per day:
210 responses

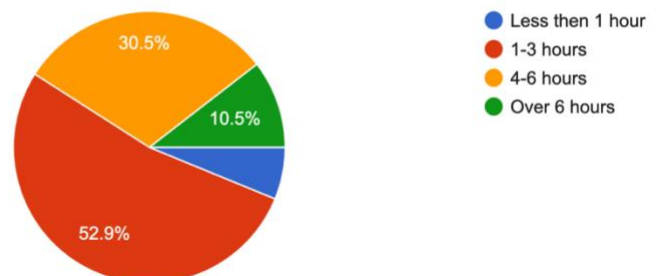


Figure 9: Question No.5

Rank the following social networks in order of how much you use them:

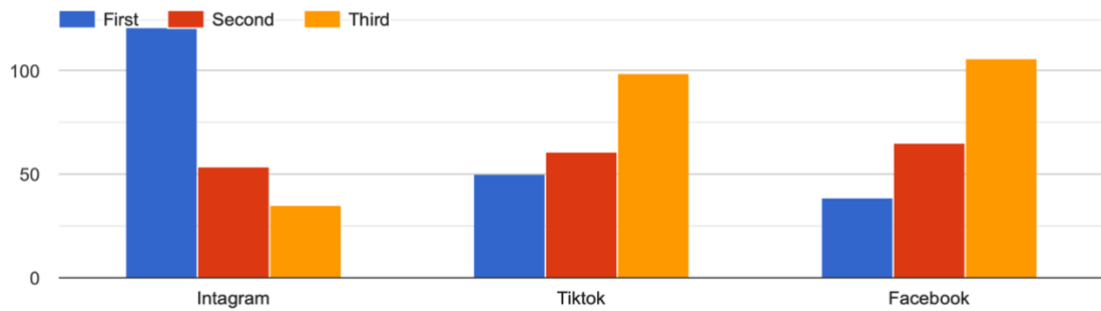


Figure 10: Question No.6

In the next question we asked which social networks of the specifically selected (Instagram, Tiktok, Facebook) use the most, the results we can see the following.

Do you follow your favorite brands on social networks:

210 responses

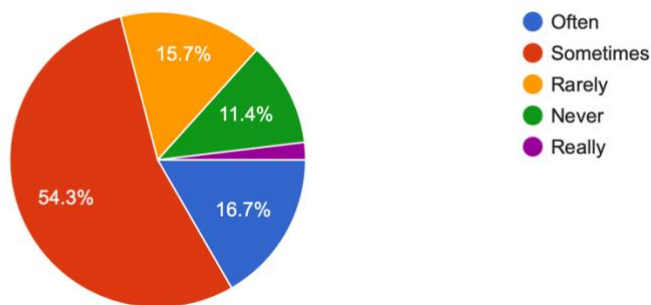


Figure 11: Question No.7

Question number 7 focused on a popular brand and whether our respondents follow their favourites on social media. As we found above in the literature review according to Barnes & Noble College research 80% Gen Z states that they follow their favourite brand on social networks (Herman, 2021). The results here reveal a more detailed analysis using categories although the first categories added comes 80%.

How often it happens that you buy a product unplanned because you see it on social networks:
210 responses

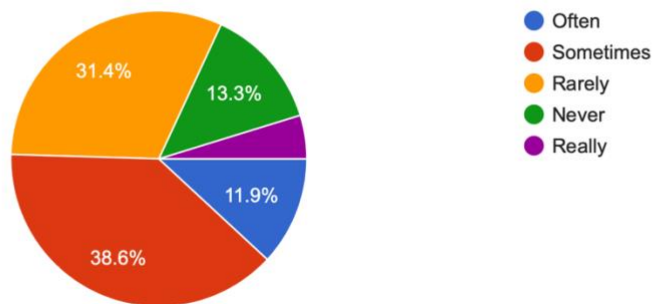


Figure 12: Question No. 8

The same study showed that 72% of Generation Z is most likely to buy a product when they see it online (Herman, 2021). So, we also asked for the opinion of our respondents, results are as follows:

If the product you are interested in becomes viral, what is the probability that you would buy it:
210 responses

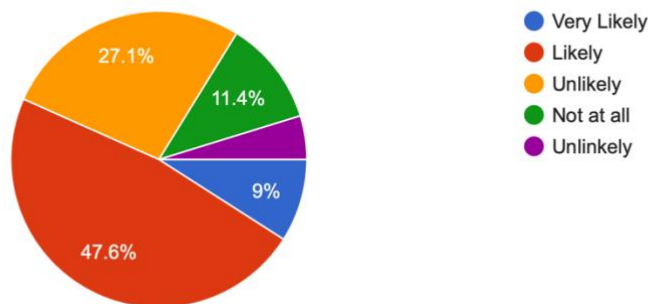


Figure 13: Question No.9

Question No. 9 may seem similar, but there is a big difference, in the previous question we asked about unplanned purchase, here we are talking about a product in which our customers are interested, we can also see the difference in the answer, where the answer "likely" is nearly half of the participants, surprisingly. Compared to 38.6% of the previous question.

What motivates you to buy the product you see on social networks:

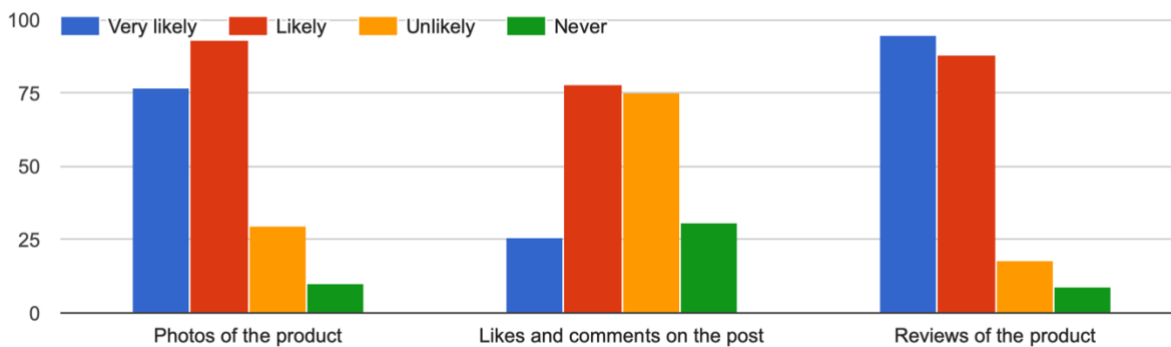


Figure 14: Question No.10

Another question focused on what motivates our respondents to buy the product. We see a large percentage answered to "very likely" in reviews. We will perform a deeper analysis in the Analytic statistics section.

If you are not satisfied with the product you bought on social network, how would you react :

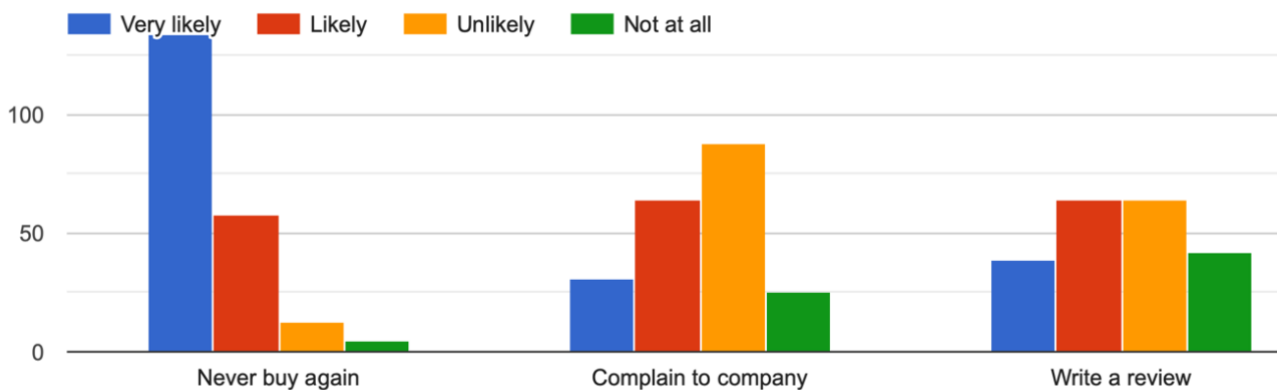


Figure 15: Question No.11

This question was very interesting, our goal was to see some connection between this question and the previous one because we had a large percentage of people who mainly motivate reviews when it comes to buying a product. We expected that if they were not satisfied with the product, they would also write a review. Our assumptions were not confirmed here because a really overwhelming percentage of people would react by not

buying the product again, but the percentage of people who would write a review does not meet the expectations from the previous question. A very interesting phenomena, which we will discuss again in the data analysis section.

If you think the COVID-19 pandemic has affected your online behaviour, which of these options applies to you

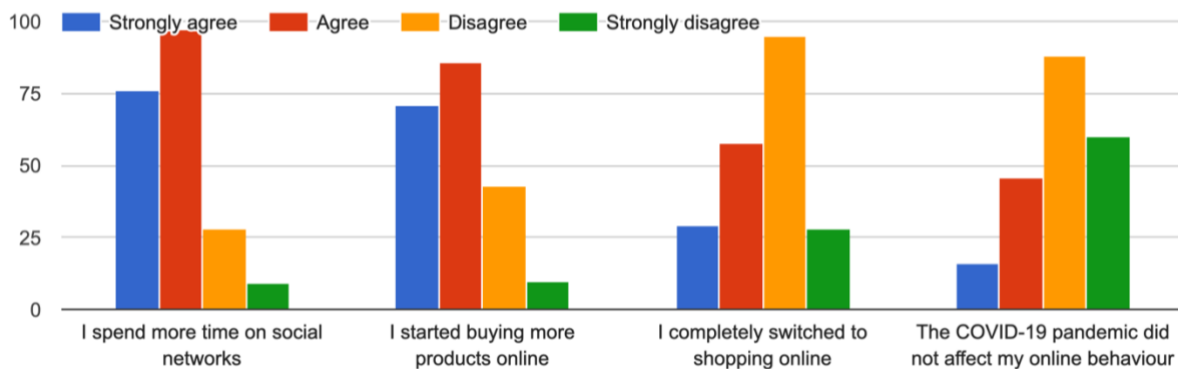


Figure 16: Question No.12

The last question was briefly devoted to the impact of the COVID-19 pandemic, our aim was to find out whether our respondents were affected by this fact in terms of their consumer behaviour.

Analytic statistics

We used a simple calculation via excel tables for our data analysis. In this section, we will focus on three basic sections: Gen Z and social networks, Gen Z and consumer behavior and last' Gen Z and COVID-19.

Gen Z and social media

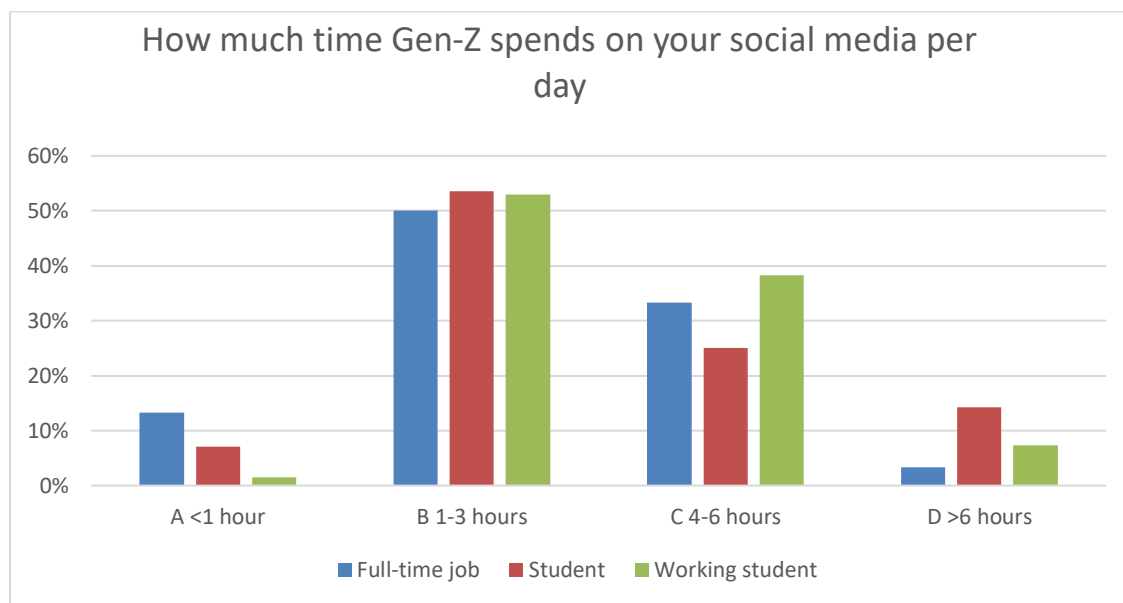


Table 2: How much time Gen-Z spends on your social media per day

In this case, we tried to find a connection between the status and the time spent on social networks. As the vast majority of respondents chose variant B (1-3 hours per day), we can focus on crucial variants A and D, where we can see variant D a significant predominance of students who spend more than 6 hours a day on social networks. We can assume that by not having a job, they waste time on social networks. The contrast may be the variant A where we see that working people spend less than an hour on social networks, thanks to the fact that they are employed and have less free time, and this is reflected in our results.

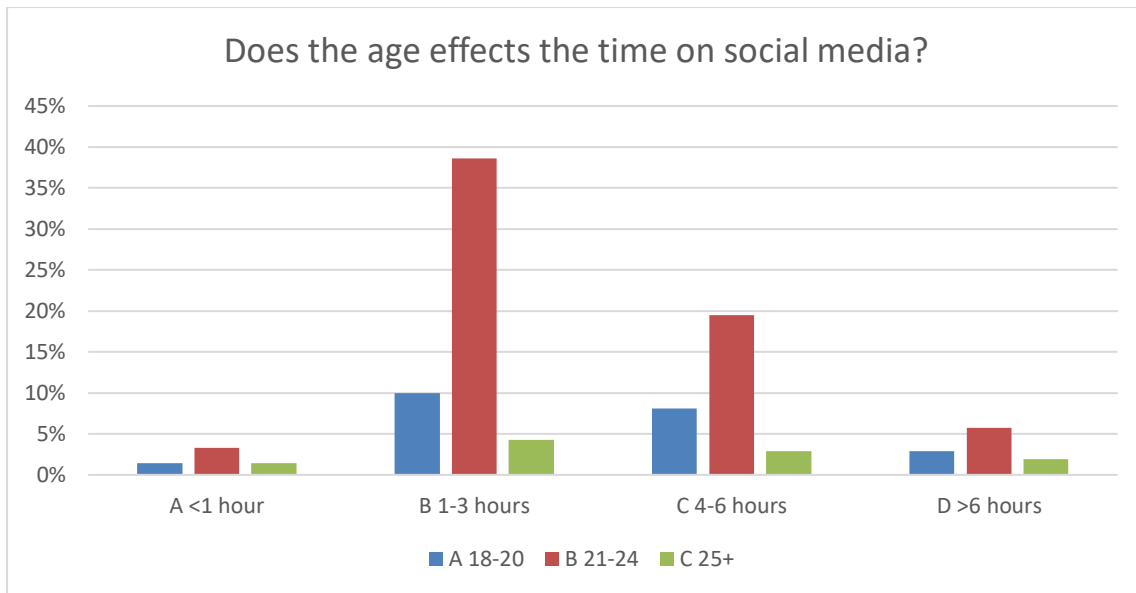


Table 3: Does the age effects the time on social media?

In our case, we tried to critically analyse whether age affects how much time Generation Z spends on social networks, meaning certain groups of Generation Z people, which we did not succeed in, as almost 70% of people were aged 21–24 years and the vast majority responded to variant B, so these values are biased, and we must admit that in our project we will not succeed in our hypothesis.

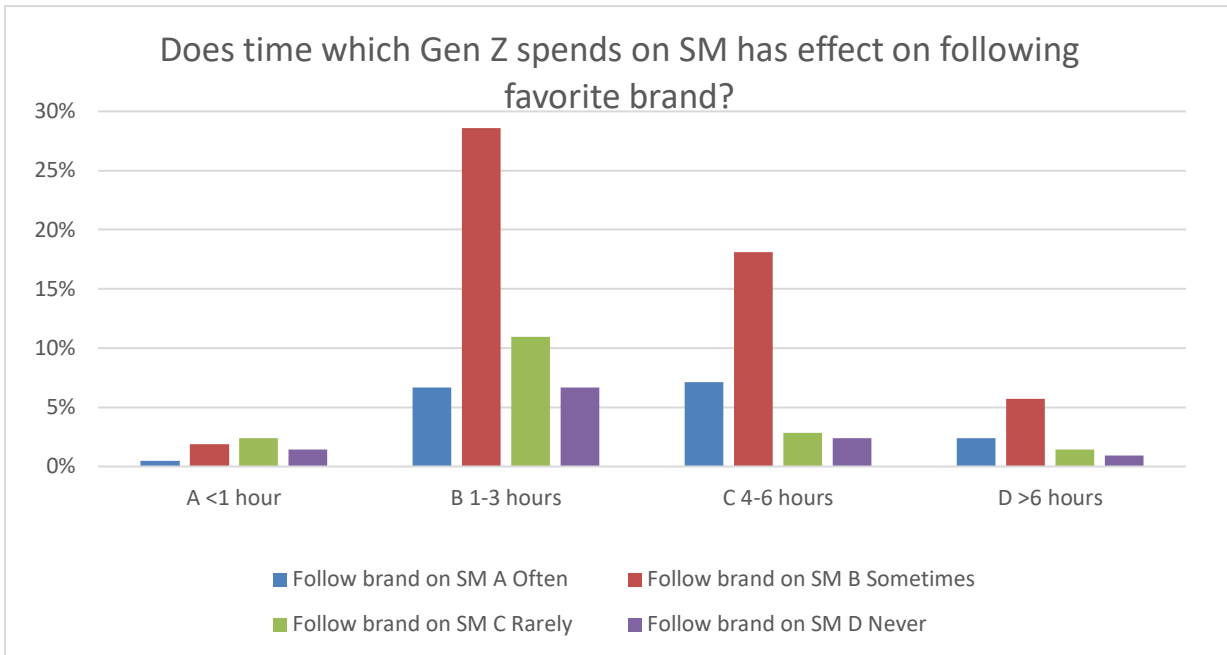


Table 4: Does time which Gen Z spends on SM has effect on following favorite brand?

According to the above literature, 80% of customers are in some contact with their favourite brand online (Herman,2021). This was confirmed to us in our questionnaire as well. Let's look at whether the time spent on social networks somehow affects this phenomenon, or whether the time spent on social networks has no effect on whether the customer is following their favourite brand on social networks. We can see some connection with the fact that when our respondents spend less than an hour on social media, they rarely follow popular brand on social networks. In contrast, consumers who spend more time on social networks are more likely to follow their favourite brands on their platforms. Therefore, we can confirm that the time spent on social networking screens affects whether the customer is following their favourite brand.

Gen Z and consumer behaviour

As we can read in the literature, among the main factors of buying a product online, customers consider reviews, and 93% of customers read the review before buying the product (Kaemingk, 2020). Let's take a look and compare the fact that people like to read reviews, but on the contrary, few people write them.

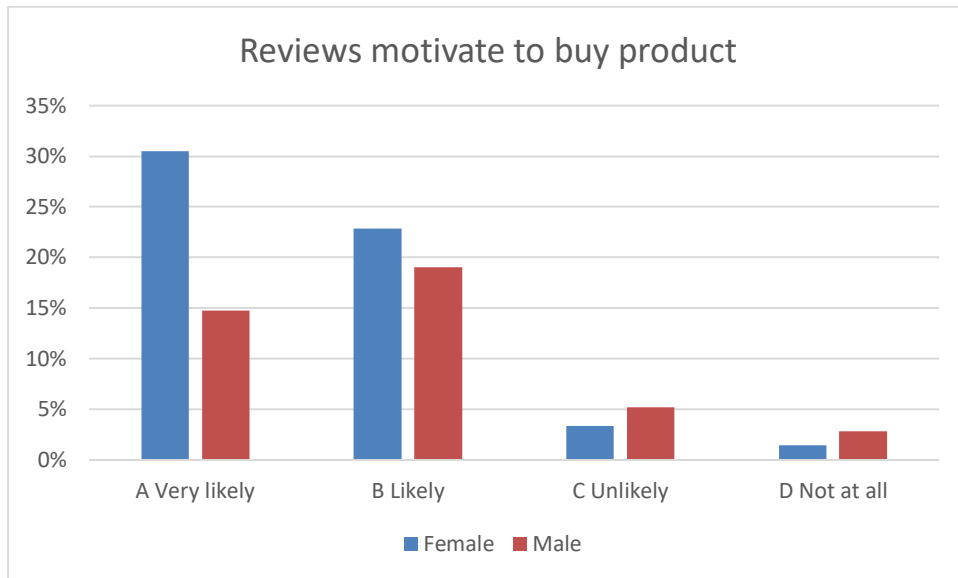


Table 5: Reviews motivate to buy product

This chart confirms that both women and men give great weight to online reviews.

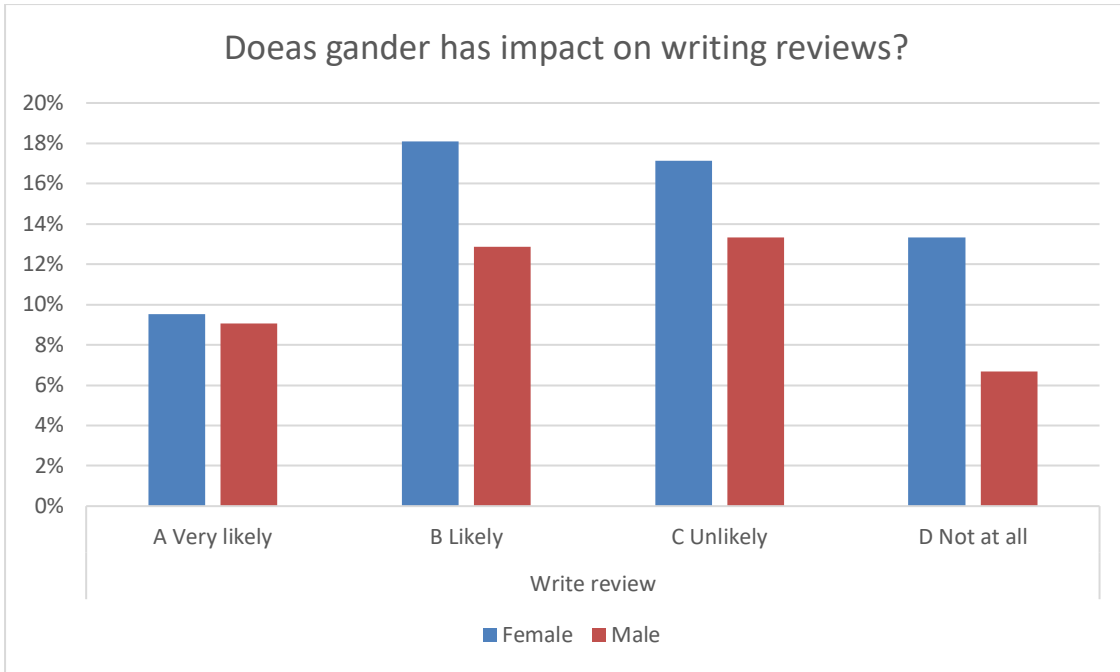


Table 6: Does gender has impact on writing reviews?

In this case, all options have plus or minus the same weight.

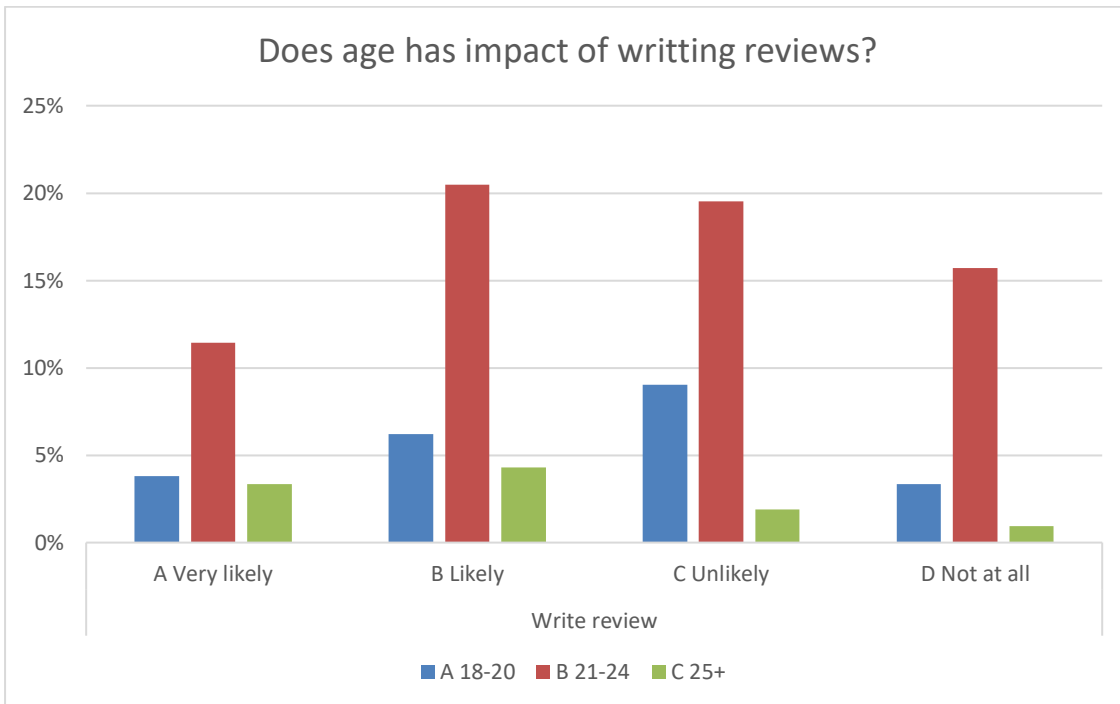


Table 7: Does age has impact of writing reviews?

Since we could not find out why people like reviews but when they are unhappy, they rarely write them. We decided to compare factors that could have an effect on whether a customer writes a review or not. We decided on the basis of gender and age, but we did not get any

dizzying results because both men and women, the age group of 18-20, 21-24, and 25+, are on the same wave. None of these curves on the chart beats us in any way. We can only argue why this phenomenon is like this.

Gen Z and COVID-19

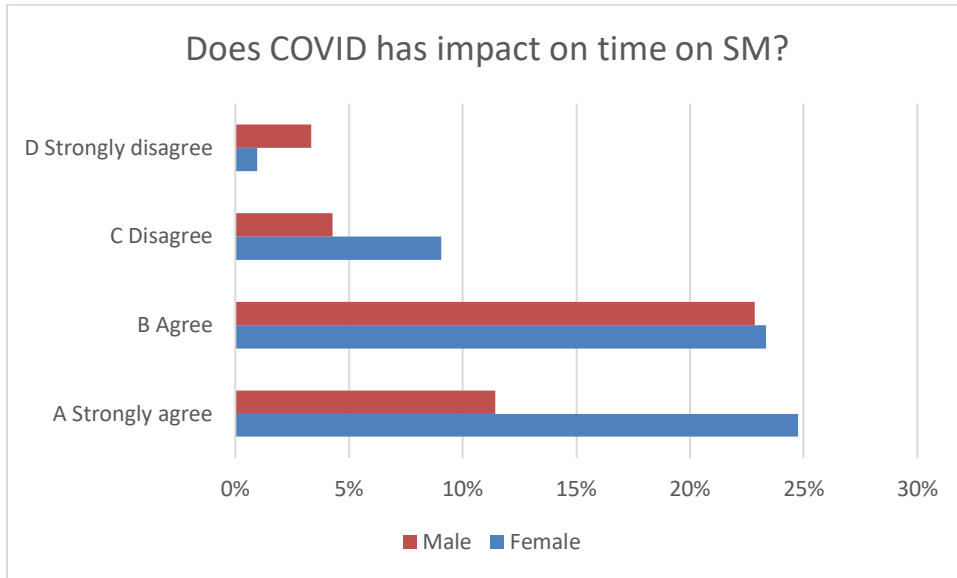


Table 8: Does COVID has impact on time on SM?

In this phenomenon, we can observe a great influence of COVID-19 on the consumer behaviour of both female and male customers in terms of time spent on social networks. We can also confirm the literature, which showed a significant difference in minutes spent on social networks before and after the pandemic.

Conclusion

As we have learned in this research, social networks have a certain and large impact on consumer behavior. As we have discovered in literature review, the greatest expansion of social networks has occurred in decades. Another milestone was the COVID-19 pandemic, which tied us to the phones and technologies for a few months, and we just had to get used to it more than before.

According to the found literature, we found that the average time on social networks for 2021 was 142 minutes, which was confirmed in our research, where more than 50% of consumers confirmed that they spend around 1-3 hours the day on social networks (Statista, 2021). According to previous researches, which we can find on the internet the most used platform is Facebook, but in our questionnaire, we came to the conclusion that our respondents' most used application is Instagram at full speed and even ticked with Facebook according to our results. The new king of social networks, TikTok, is crushing our giant Facebook. According to the available literature, up to 80% of people are in contact with their favourite brands (Herman, 2021). These numbers show the great influence of social networks, this number was also confirmed by our research, where respondents answered that they watch their favourite brands mainly on social networks.

Another very surprising finding was that up to half of people buy unplanned because they see a product online. Here we see the power of social networking again, this is an example of how much social platforms have an impact on shopping. The vast majority of respondents answered that it motivates them to buy a product online when they see pictures, comments, and reviews on social networks. Reviews are considered key, which we support in the literature where Kaemingk (2020) states that 90% of customers read the review before purchasing the product (Kaemingk 2020). This reaffirms the great impact of E-commerce on consumer behaviour as this is the phenomenon that we have emphasised more than once. In our research, we asked the question, when they are dissatisfied with what they buy online, the vast majority answered the option "I will not buy again." This is despite the fact that in the previous questions they gave the review as the biggest key of motivation to purchase but did not write it themselves after not satisfying with purchase. We tried to analyse the effects of this phenomenon, but we failed.

The last part was devoted to the COVID-19 pandemic. The respondents most often answered that the pandemic affected their time spent on social networks and that they started shopping more on the Internet. Only a small percentage said that the pandemic did not affect them in any way, which confirms our literature review.

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Appendix

Questionary:

The role of Social Networks in Consumer Buying Behaviour of Gen Z

15.05.2022 12:16

The role of Social Networks in Consumer Buying Behaviour of Gen Z

Dears,

My name is Karolína Klanicová and I am a student at the University of Huddersfield, majoring in International Business. I would like to ask you to fill in a questionnaire for my Management project. The topic of which is to analyse the impact of social networks on consumer behaviour of Generation Z. The questionnaire will take you 5 minutes. Your answers will be used solely for my project, and the questionnaire is completely anonymous.

Thank you in advance for your cooperation and the information provided.

*Required

1. Gender: *

Mark only one oval.

- Male
 Female

2. Age: *

Mark only one oval.

- 18-20
 21-24
 25-27

3. Current status: *

Mark only one oval.

- Student
- Working student
- Full-time job

4. Where are you from: *

Mark only one oval.

- China
- Europe
- Other

5. How much time do you spend on your social media per day: *

Mark only one oval.

- Less than 1 hour
- 1-3 hours
- 4-6 hours
- Over 6 hours

6. Rank the following social networks in order of how much you use them: *

Mark only one oval per row.

	First	Second	Third
Intagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiktok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Do you follow your favorite brands on social networks: *

Mark only one oval.

- Often
 Sometimes
 Rarely
 Never

8. How often it happens that you buy a product unplanned because you see it on social networks:

Mark only one oval.

- Often
 Sometimes
 Rarely
 Never

9. If the product you are interested in becomes viral, what is the probability that you would buy it:

Mark only one oval.

- Very Likely
- Likely
- Unlikely
- Not at all

10. What motivates you to buy the product you see on social networks: *

Mark only one oval per row.

	Very likely	Likely	Unlikely	Never
Photos of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likes and comments on the post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. If you are not satisfied with the product you bought on social network, how would you react:

Mark only one oval per row.

	Very likely	Likely	Unlikely	Not at all
Never buy again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complain to company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. If you think the COVID-19 pandemic has affected your online behaviour, which of these options applies to you

Mark only one oval per row.

	Strongly agree	Agree	Disagree	Strongly disagree
I spend more time on social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I started buying more products online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I completely switched to shopping online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The COVID-19 pandemic did not affect my online behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Ethnics form:

THE UNIVERSITY OF HUDDERSFIELD
Business School

STUDENT PROJECT / DISSERTATION ETHICAL REVIEW

APPLICABLE TO ALL UNDERGRADUATE AND POSTGRADUATE PROGRAMMES

Please complete and return via email to your Project / Dissertation Supervisor along with the required documents (shown below)

SECTION A: TO BE COMPLETED BY THE STUDENT

Before completing this section please refer to the Business School Research Ethics web pages which can be found at xxxx. Students should consult the appropriate ethical guidelines. The student's supervisor is responsible for advising the student on appropriate professional judgement in this review.

Please ensure that the statements in Section C are completed by the student and supervisor prior to submission.

Project Title:	The role of Social Networks in Consumer Buying Behavior of Gen Z in the age of pandemic
Student:	Karolína Klanicová
Student number:	2178132
Course:	International business
Supervisor:	Dennis Duty
Project start date	01/2022

SECTION B: PROJECT OUTLINE (TO BE COMPLETED IN FULL BY THE STUDENT)

Issue	Please provide sufficient detail for your supervisor to assess strategies used to address ethical issues in the research proposal
Aim / objectives of the study These need to be clearly stated and in accord with the title of the study. (Sensitive subject areas which might involve distress to the participants will be referred to the Course Approval Panel).	Find out how social network has an impact on consumer behavior of Gen Z.
Brief overview of research methodology The methodology only needs to be explained in sufficient detail to show the approach used (e.g. survey) and explain the research methods to be used during the study.	For this study was used questionnaire survey.
Does your study require any permissions for study? If so, please give details	No.
Participants Please outline who will participate in your research. If your research involves vulnerable groups (e.g. children, adults with learning disabilities), it must be referred to the Course Assessment Panel.	Nobody.
Access to participants Please give details about how participants will be identified and contacted.	/

How will your data be recorded and stored?	Using the Google questionnaire, the data will be used exclusively for this project.
Confidentiality Please outline the level of confidentiality you will offer respondents and how this will be respected. You should also outline about who will have access to the data and how it will be stored. (This should be included on information sheet.)	The questionnaire is completely anonymous and does not contain any reliable information, the respondents underwent this questionnaire survey completely voluntarily and were informed of the purpose for which their information will be used.
Anonymity Do you intend to offer anonymity? If so, please indicate how this will be achieved.	The questionnaire was used, which evaluated only the data, we can not see who answered, it is only data without a names.
To what extent could the research induce psychological stress or anxiety, cause harm or negative consequences for the participants (beyond the risks encountered in normal life). If more than minimal risk, you should outline what support there will be for participants.	/

SECTION C – SUMMARY OF ETHICAL ISSUES (TO BE COMPLETED BY THE STUDENT)

Please give a summary of the ethical issues and any action that will be taken to address the issue(s).

SECTION D – ADDITIONAL DOCUMENTS CHECKLIST (TO BE COMPLETED BY THE STUDENT)

Please supply to your supervisors' copies of all relevant supporting documentation electronically. If this is not available electronically, please provide explanation and supply hard copy

I have included the following documents

- | | | |
|--------------------|---|---|
| Information sheet | Yes <input type="checkbox"/> | Not applicable <input type="checkbox"/> |
| Consent form | Yes <input type="checkbox"/> | Not applicable <input type="checkbox"/> |
| Letters | Yes <input type="checkbox"/> | Not applicable <input type="checkbox"/> |
| Questionnaire | Yes <input checked="" type="checkbox"/> | Not applicable <input type="checkbox"/> |
| Interview schedule | Yes <input type="checkbox"/> | Not applicable <input type="checkbox"/> |

SECTION E – STATEMENT BY STUDENT

I confirm that the information I have given in this form on ethical issues is correct.

Signature



Date: 15.5.2022

Affirmation by Supervisor

I have read the Ethical Review Checklist and I can confirm that, to the best of my understanding, the information presented by the student is correct and appropriate to allow an informed judgement on whether further ethical approval is required

Signature



Date: 15.5.2022

SECTION F: SUPERVISOR RECOMMENDATION ON THE PROJECT'S ETHICAL STATUS

Having satisfied myself of the accuracy of the project's ethical statement, I believe that the appropriate action is:

The project proceeds in its present form	
The project proposal needs further assessment under the appropriate Course Approval Panel	
The project needs to be returned to the student for modification prior to further action	

All documentation must be submitted to the Course Department Office (normally, Course Assistant).