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CENTENNIAL CONSUMER BEHAVIOR ON SOCIAL NETWORKS: AN ANALYSIS FROM DIGITAL PERCEPTION

Nataly Malla Malla[1*], Andrés Pacheco-Molina[2], Bill Serrano Orellana[3]

[1] Faculty of Business Sciences, Technical University of Machala, El Oro, Ecuador.

[2, 3] Faculty of Business Sciences, Department of Business Administration, Technical University of Machala, El Oro, Ecuador.

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***Corresponding author:** Nataly Malla Malla
Faculty of Business Sciences, Technical University of Machala, El Oro, Ecuador.

Abstract

In this research, the objective was to analyze the factors that characterize the behavior of centennial consumers in social networks, through a quantitative and descriptive approach, in order to understand their purchase decision process in digital environments. The methodology was based on the application of a structured questionnaire to 300 young centennials, consisting of 27 questions, under a five-point Likert scale. The variables were grouped into five main factors: digital marketing strategies, consumer attention, social media interaction, perceived trust, and purchase intent. Data analysis was performed using descriptive and inferential procedures, applying the Mann–Whitney U and Kruskal–Wallis tests to compare differences according to gender and the social network used.

The results indicated that centennials value the informative content, creativity and visual design of publications. In addition, it was found that women have a higher perception and intention to buy than men. In terms of platforms, TikTok was the network with the highest level of consumer interaction, although perceived trust and purchase intention remained similar between TikTok, Instagram and Facebook. In conclusion, centennial consumers prioritize authenticity, safety, and the opinion of other users, so brands must design differentiated and transparent digital strategies to achieve an effective connection with this generation.

Keywords: *Centennial Consumer, Digital Marketing, Social Media*

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INTRODUCTION

Social networks have become part of users' lives, dedicating hours to consuming different content related to blogs, videos, publications and advertisements, which significantly influences their purchasing decisions, as expressed by Zambrano and Arias (2025) . However, companies need to develop an agile and real-time approach that allows the user to interact with the brand, demanding a quick ability to adapt due to the volatility of the digital landscape. (Dzreke & Dzreke, 2025)

According to Kothari *et al.* (2025) Advertising on these platforms is crucial for its role in shaping users' perception and behavior, whose main characteristic is authenticity, due to interactive, segmented, and data-driven campaigns that seek to meet users' online needs and activities. In this same line of research Migkos *et al.* (2025) he stresses that consumer behavior in the digital age is more dependent on digital marketing used on social media. This shows the role of social networks in consumers' purchase decisions.

Towers *et al.* (2023) they mention that generation Z has no limits, because of the access to the internet they had from an early age. Although they do not have as many economic resources at present, they represent a potential market in the future, which forces companies to focus their efforts on digital platforms. Companies that come to understand Gen Z's behavior on social media make the difference between entities that succeed and those that fail (Mejía Trejo, 2021). This shows that social networks play an important role in the purchasing behavior of this generation and play a role in the economy of companies in the future. However, it is still necessary to understand in greater depth how factors related to digital marketing are perceived in their decisions within online social environments, which leads to the following question: ¿What is the behavior of centennial consumers on social networks based on factors related to digital marketing and purchase decision?

In this context, the general objective of the following research is to analyze the factors that characterize the behavior of the centennial consumer in social networks, through a quantitative and descriptive approach, for the study of the purchase decision process in digital environments.

LITERATURE REVIEW

Consumer behavior

According to Henríquez *et al.* (2021), consumer behavior is the most studied variable in marketing, because it allows the entity to know the reasons for buying a consumer of certain goods or services. However, social networks have altered consumption habits due to the excess of information to which the consumer is exposed, where the determining factor is reviews, that is, consumers decide their purchase when reading the opinions of other users, in order to know their experience and decide if the product will be able to meet their needs (Basu & Naskar, 2023)

In general, social networks have created an ecosystem that consumers take advantage of to interact with other customers and obtain accurate information about the products they are interested in purchasing, so companies must focus efforts on renewing their strategies and taking advantage of the information provided by their consumers to gain an advantage over the competition. (Wu, 2024).

The Consumer Decision-Making Process

The consumer's purchase decision according to Moreno *et. to* (2022) It is that process that goes through different phases through which it evaluates the product or service, until identifying which one best suits its needs, concluding in the intention of making the purchase. Therefore, this process is not handled independently, but several factors such as internal and external influence, which currently highlight interactions on social networks where consumers seek reviews, opinions from other users in order to verify that the product is what they really want. Likewise, this purchase decision process can be summarized in 5 fundamental stages which are: the recognition of needs, search for information, evaluation of alternatives, purchase decision and post-purchase behavior, all based on Kotler's interpretation according to .(Gonzales Sulla, 2021).

In the post-purchase behavior stage, it is advisable to prioritize the continuous improvement of the products and services that companies provide in order to achieve good performance and avoid mistakes that generate negativity in customers (Salazar Duque, 2023). This is where brands try to use strategies, because, although there is a good shopping experience, most of the time there is no consumer loyalty, it should also be noted that it is one of the parts where companies can generate a benefit for them since consumers, being centennials, usually offer reviews or opinions of the product.

Elements that influence purchasing decisions

For Romero *et al.* (2024) A consumer's purchase intention can be influenced by different factors such as its quality, cost, suggestions from the immediate environment that surrounds them, reviews that are available on the Internet and experiences they have had with the brand. That is why currently the influence that social networks and digital advertising have on centennials is a determining factor for brands, since with the information or experience they demonstrate through these platforms they have the ability to influence the purchase decision.

In all this aspect Chica *et al.* (2024) They highlight that a fundamental influencing factor in the purchase decision is trust since it must be built carefully, which is why marketing strategies focus on generating security in consumers. Also, when perceiving security in purchases, consumers tend to prefer this process and recommend the Brand (Mastana, 2023). These factors, when positive, not only demonstrate a good experience with security and trust, but also allow and increase consumer loyalty, which is what most brands are looking for.

Characteristics of centennial consumer behavior

Authors such as Romo and Esparza (2020) indicate that the centennial generation are those people born between 1995 and 2010 and are characterized by having emerged in the middle of the digital age. Likewise Diaz *et. to the* (2025) They emphasize that centennials tend to be analytical and thoughtful about their purchases, as they take into account different factors such as their way of life, their habits, and the way they search for information before making a purchase decision. These behaviors are clear patterns for brands, as they show that this generation values personalization and transparency in the way they communicate, allowing them to gain a competitive advantage.

To attract the attention of centennials, brands have had to undergo changes and one of them and the most important is that they focused their advertising on social networks, which are the instruments used the most by generation Z. According to Lemos *et al.* (2024) they point out that they differentiate themselves by

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consuming more content from different social platforms such as Tik Tok, Instagram and YouTube that show their digital material in video format, and even respond to influential figures, these interactions occur mainly through mobile devices where their attention time is reduced to 8 seconds.

Digital trends in centennial consumption

Giraldo and Fernández (2020)found that the majority of young online surfers tend to use mobile devices more and more, with their focus of attention, entertainment and information being social networks, specifically those that are trending: WhatsApp and Instagram, making it clear that traditional media are less and less used in the daily lives of young people and that they focus more on digital and platforms Existing. In this sense, it is important to keep in mind that the constant use of these platforms changed the way in which young people communicate and inform, influencing that through these platforms they give opinions, reviews, thus creating a digital community that is quite influential in them.

According to Martínez *et al.* (2023) they state that in most Centennial Consumers they receive a strong influence from influencers on social networks, these being a key piece in their action and purchase decision. However, being normal people who became famous for "x" content they provided on networks, they have come to be strongly linked to those of generation Z, being able to influence their decisions. That is why many consumers today when making their purchases rely more on the recommendations they are given for the product without there being a real need for it.

Definition and importance of digital marketing

According to Yi Tam and Lung (2025), digital marketing is the application of digital technologies and tools in order to execute communication and promotion strategies through digital interaction. Nuñez and Miranda (2020) share the idea that through digital marketing it is possible to obtain market data that allows and facilitates employees to focus on the needs of customers and to improve the service provided. In this way, digital marketing not only becomes an idea to promote a product or service, but also a tool to establish a meaningful relationship with consumers; therefore, Díaz *et al.* (2025) They mention that digital marketing is currently a key piece to achieve business success.

The importance of digital marketing, according to Pérez y Nauca (2022), lies in the fact that it provides advantages through the application of strategies generating the achievement of a company's goals and improving market positioning. In addition, Almashaleh *et. al* (2025) They state that it has become a key tool for all companies because it allows them to arouse the interest of the consumer and even has influences within them. Nowadays, most people have access to the internet, which makes the application of marketing one of the best ways to reach the target audience by correctly applying the best strategies used within it.

Digital Marketing Strategies and Techniques

According to Freire *et. al* (2020), marketing and the objectives that a company has go hand in hand where they apply marketing strategies such as planning the product, defining the price and how it will be distributed, but for this it is essential to analyze the market and thus identify opportunities that can help build better relationships with customers. In other words, nowadays where the environment has become more competitive, it is important to apply these strategies that allow us to improve the connection with the customer, and there is differentiation from other brands.

According to what Cáceres *et al.* (2025) In recent years, marketing has become a multifaceted and experimental art with a significant and gradual evolution which is no longer only focused on sales, but also on making it more practical and efficient, that is, on getting the consumer to look for the product and take the first step towards their purchase. So also currently several companies according to Vásquez *et.al* (2024) they use strategies such as content marketing, use of influencers, good customer service, and lead generation to engage more with their customers.

Digital marketing on social networks

Dwivedi *et. al* (2021) They mention that the rapid growth and technological evolution that human beings experience in all aspects of their lives, especially in business digital, and specifically in social networks, which have become their means of relationships and commercial situations where a larger market of consumers is emerging. That is why several of the companies choose to constantly adapt their business strategies and no longer only focus on promoting a product but on building links with customers through digital experiences.

Morgan and Rituparna (2023) express that social networks are important instruments in people's lives due to the daily interaction and intervention they have with them, becoming a fundamental element where the participation of users in what corresponds to online purchases is increasing thanks to the convenience and ease of satisfying needs. From this, brands manage to have a great opportunity by creating interactive content and differential shopping experiences that allow them to provide more knowledge and acquisition of their products.

Digital marketing aimed at centennials

For Madrigal *et. al* (2021) the centennial generation is characterized by usually responding to digital strategies, where these individuals demand the availability of information and services online, but also consider several factors of the brand and the way in which they communicate. That is why several of the companies that focus on these consumers try to maintain and transmit an adequate image, managing to give clear messages and appropriate to the values of the customers in order to achieve loyalty that will become a benefit for them.

Digital marketing maintains a strong focus on social networks as many studies suggest, today they have become the channel to promote and sell products to different types of consumers, including centennials. For Chaluisa *et al.* (2024) the marketing strategies applied within social networks have a significant impact on the purchasing decisions of generation Z, due to the fact that these consumers respond quickly to digital content and also to the interaction that constantly exists on these platforms

METHODOLOGY

This research was carried out under a quantitative approach. A descriptive study was applied. The design adopted was non-experimental and cross-sectional, because the variables were not modified, but were observed in their natural environment, collecting the information in a single time period.

Population and sample

The target population of this research was made up of young centennials, born between 1997 and 2010, who actively use social networks and make purchases or interactions with brands through these platforms.

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The study used non-probabilistic sampling for convenience, since the main objective was to obtain direct information from consumers who met certain inclusion criteria related to the study phenomenon. In this type of design, the sample size is not defined based on statistical formulas of finite population, but based on the relevance, availability and heterogeneity of the participants that allow the perceptions of the analyzed group to be adequately represented.

In this sense, 300 valid surveys were collected, a number that is considered sufficient and methodologically acceptable for descriptive and inferential studies of social and consumer behavior. This size makes it possible to perform non-parametric analyses with adequate statistical power, as well as comparisons between segments and the identification of stable response patterns. Likewise, according to the recommendations of Comrey and Lee (1992), in research with multivariate analysis, a sample size of around 300 cases is considered "good", guaranteeing consistency in the results and reliability in the derived structures.

Therefore, the decision to work with 300 observations is based on the sufficiency of information, the operational feasibility of the fieldwork and the need to have a broad empirical base that allows significant conclusions to be drawn about the behavior of the consumer analyzed.

Instrument and construction of variables

The data collection instrument was a structured questionnaire composed of a total of 27 questions: two initial questions of a sociodemographic and behavioral nature, aimed at identifying the gender of the participant and the social networks they use most frequently (including TikTok, Facebook and Instagram) and 25 closed questions elaborated under a five-point Likert scale (1 = Strongly disagree and 5 = Strongly agree). The survey was administered online using the Google forms, which allowed easy access and greater participation of the respondents.

The quantitative variables were grouped around the five study factors, as follows: (For greater understanding see Table 1)

- Digital marketing strategies: promotions and offers, paid ads, informative content, influencers and promotional publications.
- Consumer attention: social media content, remembered posts, interest in content, relevant posts, and creative/design.
- Interaction on social networks: frequency of "likes", comments on publications, sharing publications, following accounts and participation in dynamics.
- Perceived trust: trust in the profile, security in the purchase, opinions of other customers, payment methods and responses from the brand.
- Purchase intent: purchase decision, attractive promotions, recommendation, trust in information and product search.

Table 1.

Description of variables

Variable	Description	Scale
Digital Marketing Strategies		
Promotions and offers	Evaluate whether the promotions and discounts published by brands on social networks manage to capture the consumer's attention.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Paid ads	It measures the perception of the relevance and usefulness of sponsored ads that appear on social networks.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Informational content	Determine if content such as tips, tutorials or educational publications are useful or attractive to the user.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Influencers	Analyze the level of influence that content creators or public figures exert when recommending products.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Promotional Publications	Evaluate the effectiveness of persuasive messages such as "buy now" or "limited offer" in motivating purchase interest	Likert scale (1: Strongly disagree and 5: Strongly agree)
Consumer Care		
Network Content	It measures the ability of content published by brands to capture the user's immediate attention.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Remembered publications	Analyze the recall of striking or visually striking publications.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Interest in content	Evaluate the user's level of interest in viewing videos, reels or images of brands.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Relevant Post	Determine whether surprising or entertaining posts are remembered later.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Creativity and design	It measures the influence of visual design, originality and aesthetics of content on consumer attention.	Likert scale (1: Strongly disagree and 5: Strongly agree)

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Social Media Engagement		
Frequency of likes	Evaluate how often the user likes posts from brands.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Comments on posts	It measures the consumer's willingness to comment or respond on posts of interest.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Share posts	Analyze the tendency of users to share brand posts on their personal networks.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Follow accounts	Determine the habit of following brand profiles to find out about their news or promotions.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Participation in dynamics	Evaluate user participation in sweepstakes, surveys, or interactive activities promoted by brands.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Perceived trust		
Confidence in the profile	It measures the perception of authenticity, credibility and formality of the brand's profile on social networks.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Purchase security	It assesses the degree of security that the consumer feels when making purchases through digital platforms.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Reviews from other customers	Determine the influence of reviews, comments, and experiences of other consumers on brand trust.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Payment methods	Analyze whether the brand conveys trust by showing secure and transparent payment methods.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Brand Responses	It measures whether timely attention and personalized brand responses increase perceived credibility.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Purchase intent		
Purchase decision	It evaluates the consumer's willingness to purchase well-known products through social networks.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Attractive promotions	Determine whether published offers increase purchase intent.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Recommendations	It measures the likelihood that the consumer will recommend products purchased under digital influence.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Trust in information	Evaluate whether trust in the information published by the brand motivates the purchase decision.	Likert scale (1: Strongly disagree and 5: Strongly agree)
Product Search	Analyze the user's tendency to search for and purchase a product after seeing positive content on social media.	Likert scale (1: Strongly disagree and 5: Strongly agree)

Source: Own elaboration

Comparison criteria were considered to identify significant differences, these factors were gender and the social network used.

Gender: This category was taken into account to differentiate the perceptions between men and women regarding the main factors of the study: digital marketing strategies, consumer attention, interaction on social networks, perceived trust and purchase intention to determine if there were variations in the way each group responded to digital stimuli and the strategies applied by the brands.

Social network used: The digital platform on which respondents had the most interaction with brands, specifically Facebook, Instagram and TikTok, was considered as a purpose to compare the assessment of the factors of the study according to the social network of preference, with the aim of recognizing possible differences in the perception of content, interaction or purchase intention.

Statistical analysis

The statistical analysis was developed at two complementary levels: descriptive and inferential.

First, a univariate description of the five evaluated criteria was made, using measures of central tendency (mean and median) and dispersion (standard deviation and coefficient of variation), in order to identify the criteria with the highest average rating and the least dispersion among the respondents. This analysis allowed to characterize the general perception of the respondents in terms of Digital Marketing Strategies, Consumer Attraction, Social Media Interaction, Perceived Trust and Purchase Intention.

Second, inferential hypothesis tests were carried out to contrast significant differences in the assessment of the criteria according to the centennial generation, such as gender and social network used. Due to the nature of the ordinal variable, Mann–Whitney U were used for hypothesis testing and the Kruskal–Wallis test for multiple

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comparisons to be able to accurately identify which pairs of groups differ and, above all, to detect homogeneous groups (subsets of categories without significant differences between them) in the assessment of the criteria, respecting the control of error by multiple comparisons.

All statistical procedures were performed in IBM SPSS Statistics, guaranteeing the traceability and replicability of the calculations

RESULTS

Table 2.

Table by Digital Marketing Strategies

Variable	N. obs	Mean	Median	Sd	CV	Min	Max
Promotions and offers	300	3.717	4	0.795	0.214	1	5
Paid ads	300	3.563	4	0.813	0.228	1	5
Informational content	300	3.763	4	0.754	0.200	1	5
Influencers	300	3.680	4	0.898	0.244	1	5
Promotional Publications	300	3.577	4	0.883	0.247	1	5

Source: Own elaboration

Table 2 presents the descriptive statistics of the evaluation of digital marketing strategies, using a sample of 300 observed on a scale of 1 (Min) to 5 (Max). The results show a very favorable overall assessment of all strategies, evidenced by a constant median of 4 and means ranging between 3.563 and 3.763. The top-rated strategy is Informational Content followed by Promotions & Offers, suggesting that users value valuable content more than direct commercial posts (such as Paid Ads, Mean = 3,563). Additionally, a high consistency in the sample responses is confirmed, given that the Standard Deviation is low and the Coefficient of Variation remains below 25% in all cases, with the informative content being the variable with the least dispersion.

Table 3.

Table by Consumer Care

Variable	N. obs	Mean	Median	Sd	CV	Min	Max
Network Content	300	3.603	4	0.736	0.204	1	5
Remembered publications	300	3.787	4	0.737	0.195	1	5
Interest in content	300	3.613	4	0.761	0.211	1	5
Relevant posts	300	3.927	4	0.704	0.179	1	5
Creativity and design	300	3.913	4	0.771	0.197	1	5

Source: Own elaboration

A very positive and highly consistent assessment of the factors that drive consumer attraction is shown. All variables have a median of 4 and a half that are close to the maximum point of the scale (between 3.603 and 3.927). The high uniformity in the responses is confirmed by a low Coefficient of Variation that does not exceed 21.1% in any case. In terms of priority, consumers are mainly attracted by Post Relevance and Creativity and Design, concluding that the quality, usefulness and visual appeal of the content are the most important elements and generate the greatest consensus in consumer attraction.

Table 4.

Table by Consumer Interaction

Variable	N. obs	Mean	Median	Sd	CV	Min	Max
Frequency of "Likes"	300	3.683	4	0.799	0.217	1	5
Comments on posts	300	3.500	4	0.923	0.264	1	5
Share posts	300	3.487	4	0.898	0.257	1	5
Follow accounts	300	3.773	4	0.843	0.223	1	5
Participation in dynamics	300	3.570	4	0.939	0.263	1	5

Source: Own elaboration

A high and consistent level of active participation of the sample is revealed, evidenced by a constant median of 4 and means in the range of 3,487 to 3,773. The propensity to interact is greater in low-friction actions, with the most frequent and valued forms being: Following accounts and the frequency of "likes". In contrast, actions that involve more effort or dissemination, such as Share

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Posts and Comment, are the least frequent or valued. A high homogeneity is shown in their responses, given that the Standard Deviation is low and the Coefficient of Variation remains below 27%, indicating a consensus on the consumer's willingness to interact

Table 5.

Table by Perceived Trust

Variable	N. obs	Mean	Median	Sd	CV	Min	Max
Confidence in the profile	300	3.727	4	0.796	0.214	1	5
Purchase security	300	3.677	4	0.813	0.221	1	5
Reviews from other customers	300	3.920	4	0.793	0.202	1	5
Payment methods	300	3.910	4	0.827	0.212	1	5
Brand Responses	300	3.873	4	0.743	0.192	1	5

Source: Own elaboration

Table 5 reveals a favorable and highly uniform perception of credibility, with a constant median of 4 in all factors and a low Coefficient of Variation that does not exceed 22%. Consumers mainly value social and logistical factors, highlighting the Opinions of other customers (Mean = 3,920) and the clarity and variety of payment methods (Mean = 3,910) as the pillars of trust; in contrast, Specific Purchase Security and Profile Trust are perceived as less influential. In this context, to build trust, brands must prioritize social proof and ensure a smooth and secure transaction, these being the elements with the greatest consistency in the assessment of the respondents.

Table 6.

Table by Purchase Intent

Variable	N. obs	Mean	Median	Sd	CV	Min	Max
Purchase decision	300	3.807	4	0.851	0.224	1	5
Attractive promotions	300	3.867	4	0.769	0.199	1	5
Recommendations	300	3.857	4	0.778	0.202	1	5
Trust in information	300	3.907	4	0.783	0.200	1	5
Product Search	300	3.943	4	0.814	0.206	1	5

Source: Own elaboration

A strong and consistent Buy Intent is shown, demonstrated by a constant median of 4 across all factors and means that cluster in a high range (between 3,807 and 3,943). The hierarchy of the means indicates that the most influential factor is Product Search followed by Trust in Information, suggesting that purchase intent is primarily consolidated through active search and confidence in the data found by the consumer. The low level of dispersion in all variables, evidenced by a Coefficient of Variation that remains around 20%, underlines that Trust in information and attractive promotions are the elements that generate the greatest acceptance in the respondents' response, confirming their crucial role as catalysts for the final purchase decision.

Table 7.

General table by factors

Factors	N. Obs	Mean	Median	Sd	CV	Min	Max
Digital Marketing Strategies	300	3.732	4	0.704	0.189	1	5
Consumer Care	300	3.810	4	0.676	0.177	1	5
Social Media Engagement	300	3.804	4	0.724	0.190	1	5
Perceived trust	300	3.864	4	0.701	0.181	1	5
Purchase intent	300	3.885	4	0.795	0.205	1	5

Source: Own elaboration

A highly favorable overall evaluation and a high uniformity in the sample for all factors are evidenced. This positive trend is confirmed by the median consistently sitting at 4, with averages concentrating in the upper range between 3.732 and 3.885. The box chart reinforces this core trend by illustrating that the top 50% of responses are clustered

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firmly in the top quartile of the scale. In addition, the low dispersion observed numerically in the Coefficient of Variation is visually validated by the compact extension of the boxes, indicating a high consensus in the sample. While there are outliers that suggest exceptionally low ratings by a smaller subgroup, the main finding is substantial agreement that Purchase Intent is the most insightful factor.

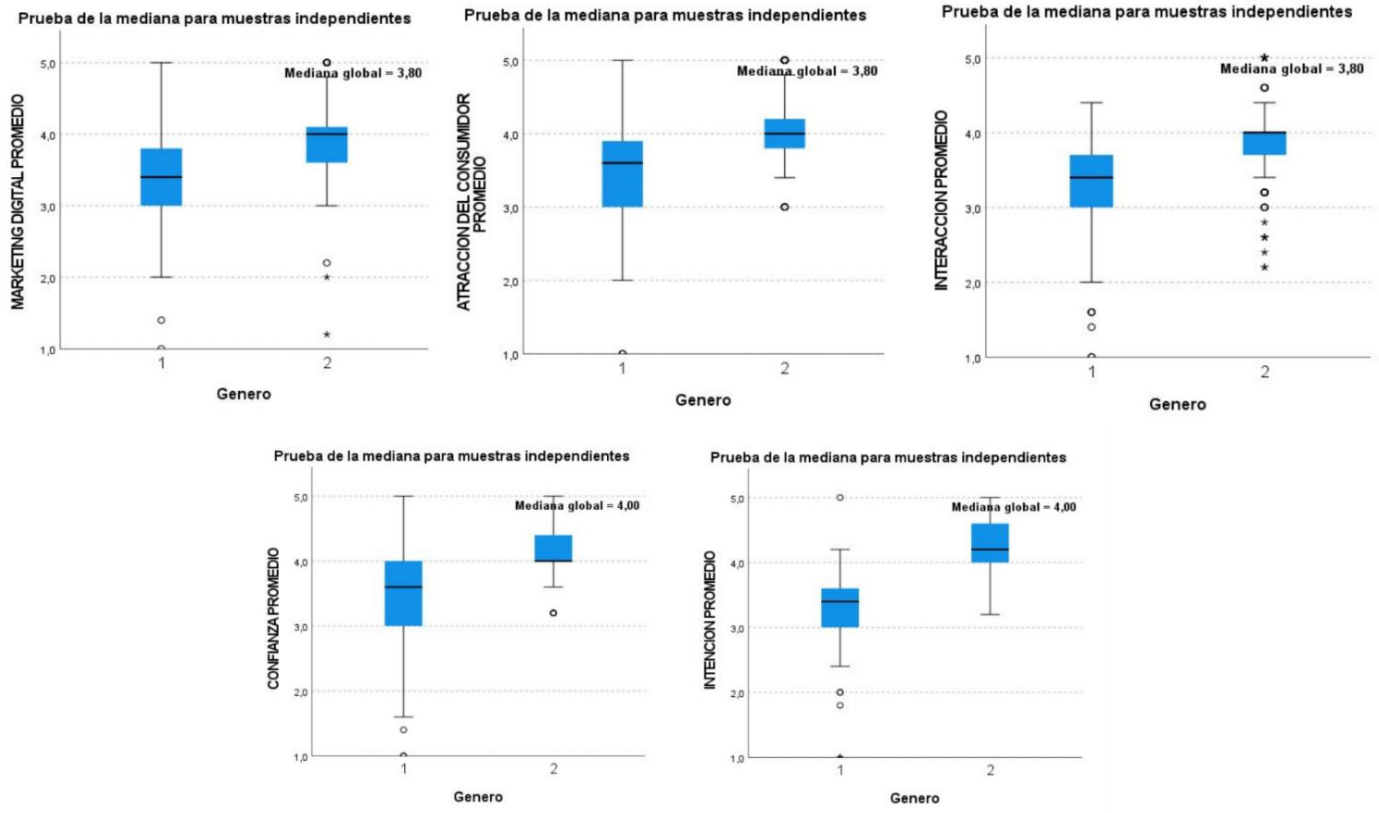
Table 8.

Hypothesis Testing with Mann–Whitney U

Variable	Median		P. Value	Decision
	Man	Woman		
Digital Marketing Strategies	3,4	4	0,001	The null hypothesis is rejected
Consumer Attraction	3,6	4	0,001	The null hypothesis is rejected
Network interaction	3,4	4	0	The null hypothesis is rejected
Perceived trust	3,6	4	0,001	The null hypothesis is rejected
Purchase intent	3,4	4,2	0	The null hypothesis is rejected

Source: Own elaboration

Figure 2.



The analysis of medians by gender revealed that there are statistically significant differences (P. Value ≤ 0.001) in all the variables analyzed. Consequently, the null hypothesis is rejected in each case, which confirms that gender does act as an important differentiating factor. In particular, women presented consistently higher medians than men in all constructs, indicating that they perceive, interact with, and express a higher purchase intention than the male audience

Table 9.

Multiple comparisons with the Kruskal–Wallis test

Variable	Social Media			P. Value	Decision	Subset
	Median					
	Instagram	Facebook	Tik Tok			
Digital Marketing Strategies	3,8	3,2	4	0,001	The null hypothesis is rejected	1. Facebook 2. Instagram 3. Tik Tok

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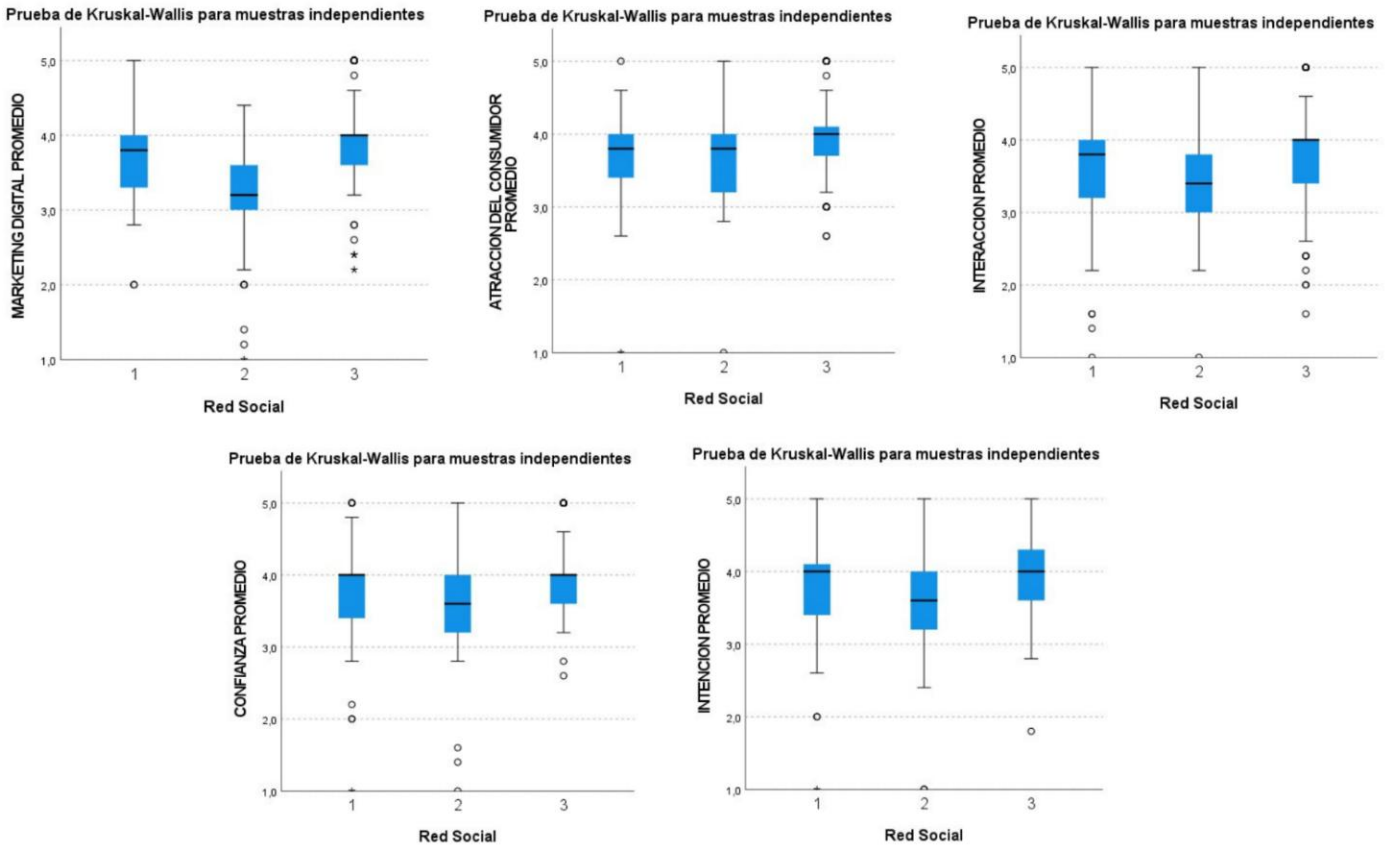
Consumer Attraction	3,8	3,8	4	0,002	The null hypothesis is rejected	1. Facebook and Instagram 2. Tik Tok
Network interaction	3,8	3,4	4	0,001	The null hypothesis is rejected	1. Facebook and Instagram 2. Tik Tok
Perceived trust	4	3,6	4	0,346	The null hypothesis is accepted	1. Facebook and Instagram 2. Tik Tok
Purchase intent	4	3,6	4	0,527	The null hypothesis is accepted	1. Facebook and Instagram 2. Tik Tok

Source: Own elaboration

Figure 3



When comparing the medians between social networks, it indicates that the type of platform does generate statistically significant differences in the perception of Digital Marketing Strategies (P=0.001), Consumer Attraction (P=0.002) and Network Interaction (P=0.001), which led to the rejection of the null hypothesis. The subset analysis details that TikTok (4.0) is the platform with the highest median, positioning itself as significantly different and superior in these metrics, while Facebook and Instagram are frequently grouped into a similar subset, implying that their impact is comparable to each other, although lower than TikTok. However, in contrast, no significant differences (P > 0.05) were found in Perceived Trust (P=0.346) and Purchase Intention (P=0.527), which implies that, although the preferred social network influences the initial interaction, it does not have a differentiated and significant impact on the final confidence or willingness to buy.

DISCUSSION

The results obtained show that social networks play an important role in the purchasing behavior of consumers, especially in the female audience. Vegas *et al.* (2025) he mentions that the dominant social networks are TikTok, Instagram and Facebook, due to the type of content that is exposed to the consumer where short videos and the experience of other users become key elements to generate interest and motivate the participation of the public in digital environments. The findings of this study confirm this trend, showing that young people place a high value on informative and creative content, recognizing it as an essential element within their digital experience with brands.

Campines (2023) found that consumers, particularly women, are more attracted to dynamic formats such as video clips, stories and memes, which coincides with the results obtained, where creativity and design are the most prominent aspects within the consumer's attention. In addition, this author identified that Instagram, TikTok and Facebook are the most used networks, which is consistent with the general preference observed in this study towards TikTok as the platform with the highest interaction, followed by Instagram and Facebook.

Morales and Rivera (2024) in their research argue that social networks represent an effective tool to strengthen the connection between brands and users, since they facilitate communication and trust. This idea is also reflected in the results of this research, where perceived trust and purchase intention reached high levels,

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showing that centennial consumers value the safety, credibility and response of brands in digital environments. Along the same lines, Leyva (2024) confirms in his research that mass consumption social networks such as Facebook, Instagram and TikTok play a key role in encouraging consumers to buy, demonstrating that they are ideal for organizations when implementing their marketing strategies.

The findings of this research contribute to a deeper understanding of centennial consumer behavior in digital environments, showing a profile characterized by the search for authentic, informative and visually attractive content. This behavior reflects a more rational and selective decision process in the face of marketing strategies. It is suggested to continue this study in the future with a broader approach, which allows comparing generations and analyzing how consumer perceptions evolve on social networks.

CONCLUSION

This study demonstrated how certain factors combine to reveal the way in which centennial consumers behave, in the purchase decision process in digital environments. The factors that stood out the most were perceived trust, which is strengthened in the active search for information, opinions of other customers and security when buying. The next factor highlighted was purchase intention, indicating that this generation is more likely to purchase a product when they perceive security in the information provided and in brand recommendations.

Centennials in the initial attraction value those strategies that have useful and informative content, while the relevance, creativity or design of a post also maintains a crucial role in the behavior of young people since, in such a competitive environment, it is not only what is communicated but also how it is presented, because a message with good design manages to capture the attention of the consumer on social networks. which favors an increase in their interest and level of interaction with the brand.

This research showed that gender also makes a difference, as women tend to show greater willingness or acceptance of the factors studied compared to men who maintained a more neutral response, implying that not all consumers react in the same way to these factors. This highlights how essential it is to design differential strategies that consider the characteristics of each segment, thus personalizing the way in which brands are going to communicate, and in this way be able to increase the probability that users will make the purchase.

In relation to digital platforms, Tik Tok was shown to be the most attractive and interacted social network, unlike the others, but perceived trust and purchase intention remain similar between the 3 platforms studied, which indicates that to reach a final purchase decision, centennials look more at brand transparency. security in the purchase and social validation of the product that the platform used, which allows brands to use any social network to transmit trust and generate purchase intent.

In summary, the results of this study allowed us to better understand how centennial consumers behave on social networks, pointing out the factors that direct their attention, their interaction with brands and their purchase decision. It is evident that trust in the brand, useful and creative content, the opinion of other users and security in purchases are fundamental elements to motivate their interest and predisposition to buy. In addition, the differences according to gender and the platform used show that digital strategies must adapt and understand these characteristics in order to capture the attention of centennials more effectively.

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