

Building Future-Ready Business: Technology Communication for Generation Alpha as Future Consumer

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Abstract: *The rapid growth of digital technology has significantly transformed consumer behavior, particularly among Generation Alpha, who are deeply immersed in digital media from an early age. However, many businesses remain unprepared to communicate effectively with this generation, despite their increasing influence on family purchasing decisions. This study aims to analyze how technology-based communication shapes Generation Alpha's consumer behavior using Consumer Socialization Theory (CST). A qualitative descriptive research design was employed, utilizing semi-structured interviews with Generation Alpha, their parents, and a marketing practitioner, supported by observation and documentation analysis. The findings reveal that digital media, especially TikTok and Instagram, serves as the primary socialization agent by influencing product awareness, desire formation, and evaluation through short-form content, influencers, and online reviews. Peers reinforce consumption behavior through social interaction and fear of missing out (FOMO), while parents play a crucial role as gatekeepers by controlling financial access, product safety, and purchase approval. The study concludes that consumer socialization among Generation Alpha has shifted toward media-dominated influence, highlighting the importance for businesses to adopt authentic, visually engaging, and ethically responsible digital communication strategies to remain competitive in the future.*

INTRODUCTION

The main issue that emerges nowadays is the fact that a lot of companies are not ready yet to communicate effectively with the members of Generation Alpha, although this cohort already shapes the family buying decisions. YouTube, Tik Tok, Instagram, and other digital ecosystems influence their behaviors greatly and promote the need to consume and interact with content quickly (Perez, 2023). It has been found that Generation Alpha has a profound influence on household purchases, especially in the technological, entertainment, and clothing, food, and

lifestyle goods (Paustin, 2025). They are expecting genuineness, candidness, and two-sided intercourse, which numerous corporations are yet to incorporate in their current advertising models (Mukherjee, 2019). The inability to change according to these changes can make businesses become irrelevant and uncompetitive in the new markets.

Past research indicates that communication with the use of technologies is significant in shaping consumer attitudes and decisions. According to Shankar et al. (2022), digital media enable consumers to develop, share and assess information, which is an essential element of influencing purchasing behavior. In the meantime, Chen and Yang (2023) also discovered that the purchase intention of consumers is dramatically boosted by interactive communication forms like livestream shopping. In the case of younger consumers, social media can be viewed as the primary source of brand discovery, product evaluation, and preference. The research by Susilo et al. (2024) and Zaki et al. (2023) attest that the buying habits of Generation Alpha are highly dependent on social tendencies, influencers, and peer interactions via the internet.

The issues of parental mediation and privacy concerns in digital interaction of children are also indicated by literature. As emphasized by Ameyaw et al. (2024), the issue of privacy and parents sharing a device can restrict access of children to digital platforms, which influences the way marketers shape communication strategies. Simultaneously, Generation Alpha demonstrates great impact on parental buying choices, which means that a dual-target consumer dynamic should be observed, and marketers should take it into account (Good and Hyman, 2020). This two-fold force highlights the importance of businesses to create messages that will appeal to both children and their parents which will be safe, authentic, and educational.

Although the research on Generation Alpha digitalizations is currently growing, a gap in the comprehension of communication strategies to be optimized to establish relationships with the given generation on a long-term basis is still present. Companies should move away the old school methods of promotion and replace them with more active, immersive, consumer-focused forms of communication that are more compatible with the technological skills of Generation Alpha. A business that is future-ready should be able to adjust to the ongoing digital innovation and consumers expectations through personalizing communication, practicing ethical activities and staying transparent (Leavy, 2023). Thus, the question of how technology communication influences consumer behavior in Generation Alpha is an important goal to consider when establishing competitive strategies and ensuring business sustainability in the long term.

This paper will fill this gap by discussing the role technology-based communication plays in forming the purchasing behavior of Generation Alpha and how companies can create effective communication strategies to meet them as full-fledged consumers in the future. Given their digital behavior, social impact, and expectations, the businesses will be able to establish initial brand associations, which will help to gain customer loyalty in the long-term and be competitive in the market in the future.

LITERATURE REVIEW

Future-Ready Business

The idea of becoming a business ready to meet the demands of the future relies on the theories of the digital transformation, organizational flexibility, and customer-centered innovation. In a discussion about future-prepared companies, Leavy (2023) states that the company must be able to predict technological change and react to it with the implementation of continuous innovation. This is in line with what Weill and Woerner (2018) opine those businesses need to develop digital capability that enables them to meet the expectations of the customers in an

efficient and consistent manner. Also, Taylor (2022) points out that organizations must be flexible and adaptable at any given time to be future-ready, particularly in a setting where disruption due to changes in technology is fast.

In line with this, De Smet et al. (2021) elaborate that future-ready organizations are moving beyond strong hierarchical organizations to interconnected empowered teams that use digital tools to make improved decisions within a shorter period of time. Put together, these theoretical contributions emphasize that to remain relevant, any business organization in the future should consider incorporating agility, digital expertise, and customer interactions. Zulfikar (2025) further explains that social media, influencers, and interactive content are digital communication tools to be integrated into business models in order to be consistent with the behavior of younger digital-native consumers.

Marketing Strategy

Theories of marketing strategies in digital age are more oriented towards personalization, interactivity and consumer engagement. According to Kotler and Keller (2016), marketing needs to be successful and combine the understanding of the consumers with communication strategies, which foster the development of good customer relations. Putri et al. (2024) support this stance by stating that the marketing strategies aimed at digital natives should focus on storytelling, authentic communication, and user-generated content, instead of on the traditional forms of advertising.

The authors also suggest the so-called dual influence model where the decisions of Generation Alpha to buy certain products are influenced not by their own preferences but by their parents and peers, thus it is essential that marketers focus on multi-layered groups of audiences (Zaki et al., 2023). Another fact that Susilo et al. (2024) highlight is that digital channels and, in particular, short-video content are crucial to change the perception and purchase intention of Generation Alpha.

Berne-Manero and Navarro (2020) observe that it is essential to integrate the element of gamification, interactive marketing, and influencer endorsements when targeting young audiences since these elements enhance the level of emotional attachment to brands. These theories show that marketing strategies need to capitalize on technology communication, online interaction and consumer-focused strategies in order to develop long term brand loyalty.

Technology Communication

Technology communication forms the core theoretical foundation of how information is transferred across digital platforms. Fadli et al. (2021) state that marketing communication involves delivering persuasive messages through the most crucial theoretical base of the information transfer across digital platforms is technology communication. According to Fadli et al., marketing communication is a type of communication when the message is delivered in a way that appeals to the audience, and nowadays these channels can also be smartphones, social media, or online apps (2021). According to Hutmanova and Dorcak (2021), online communication tools enable companies to monitor customer behavior and establish better-quality brands, particularly among children.

According to Nagy and Kolcsey (2017), Generation Alpha is the first generation of the digital communication generation that was born into it and therefore makes technology the centre of learning, socialization, and identity development. Amagsila et al. (2022) focus on the emergence of the electronic word of mouth (e-WOM) stimulated by reviews, comments, and influencers, and point out that with the help of influential relationships, influencers can influence the trust and loyalty of the audience.

According to Nagy and Kölcsey (2017), Generation Alpha is the first generation that has been fully exposed to digital communication since the beginning and, therefore, technology is at the center of their learning, socializing, and self-establishment. Amagsila et al. (2022) note that the emergence of electronic word of mouth (e-WOM) via reviews, comments, and influencers is enabled by the fact that with well-developed parasocial relations, influencers can influence the audience trust and loyalty.

Li (2024) determines that the usage of these platforms such as Tik Tok and YouTube presents personalized algorithms that manipulate consumer psychology by presenting them in the relevant content, thereby transforming the communication strategies in the online market. Joshi et al. (2023) reaffirm that social media allows engaging in real-time communication and fostering loyalty among customers by offering interactive communication areas. Collectively, these theoretical clues demonstrate that using technology-based communication is crucial in the process of affecting the behavior of Generation Alpha and their purchasing choices.

Consumer Socialization Theory

Consumer Socialization Theory (CST) proposed by Moschis and Churchill (1978) is a theory that describes the ways in which people acquire skills, attitudes and behaviors that are related to consumption. The young consumers according to CST are able to acquire knowledge by the agents like parents, peers and media (John, 1999). To Generation Alpha, online consumer behavior is influenced by modeling, mediation, and direct experience through the use of digital technology and social media as the main agents of socialization (Chang et al., 2022). Chen (2020) further notes that consumer learning depends on the organizational communication and digital legitimacy, which shape the trust and expectations. The consumer identity of Generation Alpha is shaped in the process of constant exposure to the digital media through the use of YouTube, Tik Tok, online games, and influencers. As noted by Leavy (2023), data-based communication is the key defining the formation of early consumer learning, which fits the focus of CST on digital exposure and its ability to speed up the development of knowledge.

Thus, CST provides a strong theoretical basis for understanding how Generation Alpha acquires consumer skills and how businesses can influence their future purchasing behaviors through strategic communication.

Generation Alpha

The gen-alpha is broadly referred to as the most technologically immersed generation ever. Jha (2021) refers to them as iPad kids, who have grown up being exposed to the digital devices continuously. In the case of Nagy and Kölcsey (2017), they are called Generation Z 2.0, as they are highly digital fluent and at ease with online services.

Almeida (2023) demonstrates that short-video culture has an important impact on their communication patterns as Rose (2021) indicates that Generation Alpha would like to see more engaging and interactive content. According to Reis et al. (2018), families, schools, and organizations have to adjust to the digital-native nature of this generation to allow this generation to learn and develop socially. Their power on household buying decisions has been also proved through research. Lin (2025) points out that generation alpha tends to convince parents on the choice of products, especially in the areas of entertainment and technology. According to Thomas et al. (2020), Generation Alpha is a highly influential emerging market segment on the decision-making of parents.

These theoretical views put Generation Alpha as an important target of future marketing and businesses have to adjust their communication approaches in alignment with their digital interests, values, and habits. A combination of digital, emotional, and social factors influences the

purchasing decision process of the desired purchases by Generation Alpha. Supana et al. (2021) claim that product quality, price and brand image are fundamental determinants of purchase behavior in even younger consumers. These influences are however enhanced significantly by digital factors.

Generation Alpha is very sensitive to online content, trends in social networks, and communication with peers online (Susilo et al. 2024). The role of parents is also significant: Good and Hyman (2020) describe how guide children are exposed to the products of the manufacturers and mediate their consumption decisions. Song et al. (2020) also note that marketers should create the strategies that would attract parents and children at the same time. Zaki et al. (2023) emphasize the role of social media influencers in the decision-making process, whereas Soedargo and Mulya (2023) believe that young consumers establish emotional relations with the brands using content that is relatable. Talaie (2024) also notes that interaction with children is sensory, visual, auditory, and tactile, which influences their purchase decision by parents.

METHOD

The qualitative research design adopted in this research is a descriptive qualitative research design, which is designed to describe phenomena, meanings and experiences as they exist without manipulation through statistics. Qualitative research can be applicable to the reasons behind communications, the perceptions, and decision-making processes among Generation Alpha (Creswell, 2018). Three main methods were used in gathering the data and they included semi structured interview, observation and documentation. The interviews were carried out with the qualified requirement of Generation Alpha, parents of Generation Alpha, and the marketer. The primary feature of this interview to note more about the behavior of Generation Alpha and how much is already implimitated on them by the company or in marketing segments. Concerning observation, it is a non-participant observation which were utilized to learn how children communicate with digital devices and online materials. Behavioral contextual knowledge is facilitated by observational data (Spradley, 2016). And the final one is the utilization of documentation as a source of data collection, which utilizes supporting documents, including journals and articles that were examined to enhance the validity of the research.

RESULT AND DISCUSSION

This study analyzes Generation Alpha's consumer behavior using Consumer Socialization Theory (CST) by integrating qualitative interview findings. The results demonstrate that media, parents, and peers play different roles in shaping consumption behavior, with digital media emerging as the most dominant socialization agent.

Social Media as the Primary Socialization Agent

The findings show that digital media, particularly TikTok and Instagram, plays the most significant role in shaping Generation Alpha's consumption behavior. Respondents consistently discover products through short-form videos, influencers, and online reviews. As shown in **Figure 1**, TikTok appears as the most frequently used platform among respondents. Additionally, **Figure 2** indicates that reviews, influencers, and visual appeal are the most influential factors affecting purchase decisions.

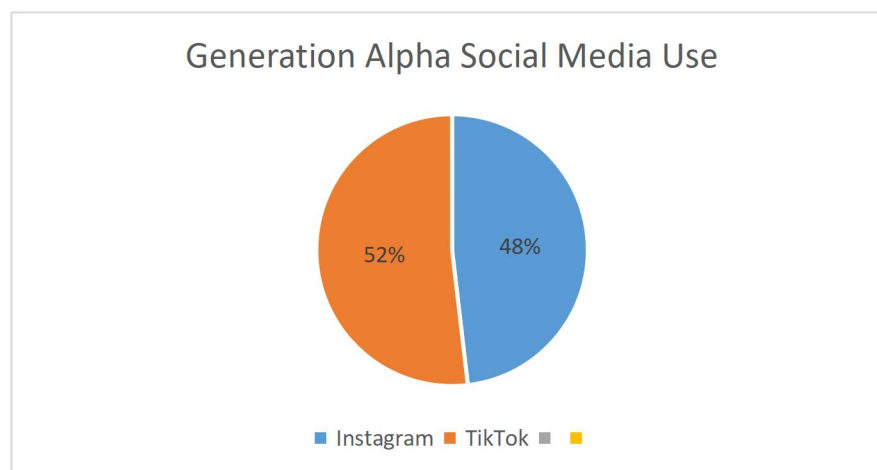


Figure 1. Generation Alpha Social Media Use

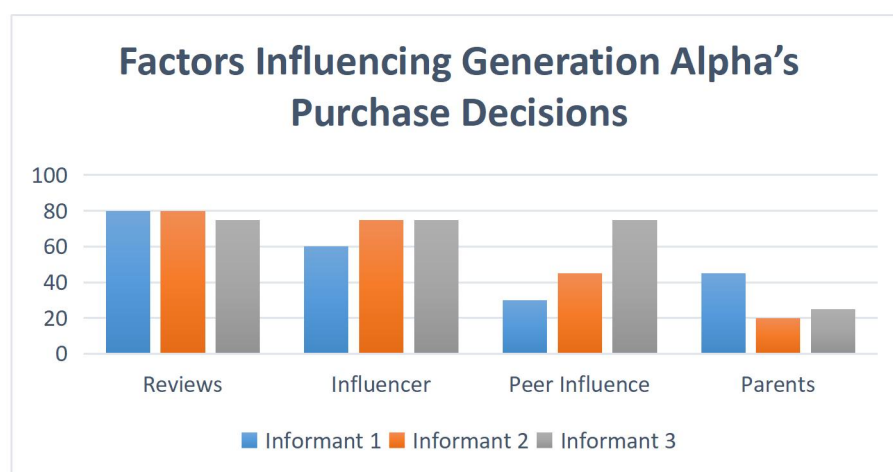


Figure 2. Data Factor Influencing Generation Alpha Purchase Decisions

According to the interviews, the primary platforms that Generation Alpha uses are Tik Tok and Instagram due to filters and relatable FYP, as well as entertainment-directed content (70%), and reels and aesthetic images (30%). This validates that Gen Alpha consumes more of the short and visually rich content (Almeida, 2023). Their also platform changing behavior also comes out. In the case of the Informant 2, she goes to Tik Tok because her time limit on Instagram is expired. This is the sign of social media addiction and preference of fast content, which corresponds with the previous study, which found that Gen Alpha consumes high-stimulation and fast media forms (Nagy and Kolcsey, 2017).

Theoretically, CST reveals that media is a very strong learning agent that makes young consumers exposed to information about consumption, criteria of evaluation, and social norms (Moschis and Churchill, 1978). Media in this study does not only introduce the products, but also creates the desire, trust and evaluation processes by modelling the influencers and repeated exposure. This supports the findings that digital media has enhanced the consumer socialization process in Generation Alpha.

Influences on Generation Alpha

Both interviewees always count on reviews of products and influencers. Informant 1 bought cosmetics products since most people commented positively on it and the influencer had the same skin color as she does. Other informants also purchase products due to the sight of their

friends with them, which generates FOMO. This helps Consumer Socialization Theory that puts the strong stress on peers and the media as effective learning agents among young consumers (John, 1999). It is also consistent with the research that demonstrated that influencer credibility and relatability have a significant influence on the youth purchase intention (Zaki et al., 2023). Despite the fact that the stage of forming desires is controlled by the media, parents still have a role to play in the ultimate decision-making process. The findings of the interview indicate that parents are the ones who decide and have access to finances, rate the safety of products, and make purchases, especially in other sensitive areas like skincare. This coincides with CST that puts parents in the roles of controllers and directors in the consumption patterns of children (John, 1999).

However, the findings indicate a shift in parental roles. Parents no longer initiate product interest; instead, they respond to preferences formed through digital exposure. Thus, parental influence is strongest in confirmation, control, and repetition rather than in shaping initial desire.

Parents Perspective

In parental terms, the results show that parental control on the consumption patterns of Generation Alpha is rather a judicial and controlling tool, but not a desire-creating one. Interview information shows that parents do not deny their children autonomy in product discovery and exploration through digital platforms, but retain their control over access to finances, product safety, and buy authorization especially in products like skincare. This position is consistent with Consumer Socialization Theory, which makes parents the gatekeepers that direct and supervise the consumption of children regarding economic control and risk assessment (John, 1999). Nevertheless, the findings indicate that the influence of traditional parents has changed, where parents tend to respond to the favorable inclinations that have already been influenced by social media exposure as opposed to taking the initiative to influence the product fascination. This is an indication of a shift in the socialization process of the family, as parents are accustomed to a digital space through negotiation, filtering, and ratification of consumption choices, and not initiating them, further sustaining the shifting dynamics of consumer socialization in Generation Alpha.

Marketer Perspective

The marketing professional affirmed that Instagram was utilized to post aesthetic content and TikTok was utilized to post videos based on experience. This is in line with Shankar and Ramanathan (2022) who discovered that platform-specific strategies enhance engagement. The marketer is targeting visual appeal in order to generate awareness and attention, yet, despite the significance of the visual the target market of the company should be identified in the first place. To use an example, not many advertisements target Generation Alpha parents and the message must be conveyed to them in a straightforward and clear way, a behavior that helps not only to foster Generation Alpha interest but also Generation Alpha parents interest.

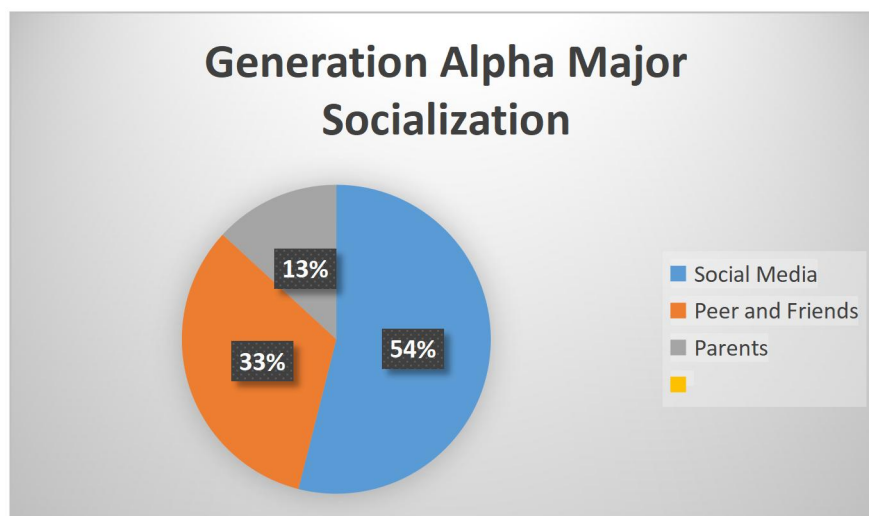


Figure 3. Diagram Generation Alpha CST Major

This findings is align with the main theory of Consumer Socialization Theory (CST) due to it stated that children and adolescents learn consumption skills, attitudes and behaviors through three major socialization agents:

From the table above, this conclude that social media affects Generation Alpha purchase decision, and peers comes second due to their influence that creates FOMO. These two are powerfull because Generation Alpha also tend to have the power to influence their parents to make purchase decision. In this case, although parents influence usually have a little impact on Generation Alpha desire on purchase decision, but parents provide money, permission, guidance and product approval. This has been shown on the interview that the informants is depend financially on their parents, and informant 2 have mentioned that their parents usually buy cosmetic product for them. Despite the dependent of Generation Alpha toward their parents financially, they tend to still try to save up some money in order to get what they want from social media. This conclude that social media still the main major of Generation Alpha CST purchase decision behavior.

CONCLUSION

This study concludes that Generation Alpha's consumer behavior is predominantly shaped by digital media, confirming Consumer Socialization Theory (CST) in a contemporary digital context. The findings reveal that social media platform, particularly TikTok and Instagram, function as the primary socialization agents by shaping product awareness, desire formation, and evaluation processes through short-form content, influencers, and online reviews. Parents continue to play an essential role as economic and safety gatekeepers by providing financial access, permission, and product approval, while peers reinforce consumption behavior through social validation and FOMO. Theoretically, this study reflects a shift in the consumer socialization process in which media surpasses traditional agents in influencing early-stage consumption, while family influence remains significant at the decision confirmation stage. Practically, businesses targeting Generation Alpha should prioritize visually engaging, authentic, and review-based digital communication while simultaneously addressing parental concerns related to trust and product safety. For future research, it is recommended to expand the sample size, incorporate quantitative survey methods, and explore cross-cultural comparisons to further

validate the evolving role of socialization agents in shaping Generation Alpha's consumer behavior.

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