

TABLE OF CONTENTS

THESIS APPROVAL	ii
VALIDATION OF PASSING THE EXAM	iii
AUTHOR'S DECLARATION OF ORIGINALITY	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF TABLES	xii
TABLE OF FIGURES	xiii
TABLE OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Company Introduction	1
1.2 Problem Description	2
1.3 Research Objectives	3
1.4 Research Question And Sub Questions	4
CHAPTER II LITERATURE REVIEW	6
2.1 Generational Theory Of Gen Z	6
2.2 Marketing Mix Theory	8
2.3 Porter's Five Forces Model	9
2.4 Theory Of Consumer Brand Engagement	10
2.5 Theory Of Consumer Behaviour	13
2.5.1 Black Box Model	14
2.5.2 Means-End Chain Theory	15
CHAPTER III RESEARCH METHODOLOGY	18
3.1 Limitation	22
CHAPTER IV EMPIRICAL FINDINGS AND ANALYSIS	24
4.1 Chocomel Current Engagement On Gen Z In Spain	24
4.1.1 Chocomel Brand Positioning Towards Gen Z In Spain	24
4.1.2 Consumer Brand Engagement Assessment	45
4.1.3 Engagement Channels In Spain	52

4.1.4 Engagement Scheme	57
4.2 Gen Z Buying Behaviour And Purchase Decision	69
4.2.1 Gen Z Consumer Behaviour Towards Chocolate Milk In Spain	70
4.2.2 Gen Z's Consumption Orientation And Purchase Decision-Making Style.....	78
4.2.3 The Driving Factors Of Chocolate Milk Consumption	83
4.2.4 Gen Z Preferred Purchasing Channel	85
4.3 Engagement Transformation.....	89
4.4 Impact On The Other Company Domains	94
CHAPTER V CONCLUSION AND RECOMMENDATION	103
5.1 Conclusion	103
5.2 Recommendation	110
REFERENCE	118
APPENDICES	122

