

Impact of Artificial Intelligence Towards Gen Z

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Abstract

Artificial intelligence (AI) has grown to be a powerful force in contemporary society, impacting people's decision-making, communication, and learning processes. Chatbots, recommendation engines, virtual assistants, and tailored digital services are just a few of the AI-based apps that Gen Z is heavily exposed to because they are digital natives. With a focus on social behaviour, mental health, professional choices, and consumer decision-making from a marketing standpoint, this study aims to investigate how artificial intelligence affects Gen Z. The study relies on both primary and secondary data. Primary data are collected through a structured questionnaire distributed via Google Forms among 100 Gen Z respondents from urban and semi-urban areas. Secondary data are obtained from books, journals, research articles, and online sources related to artificial intelligence and youth behaviour. Data analysis and interpretation are carried out using statistical tools such as simple percentage analysis and ranking methods. The study's conclusions show that Gen Z's preferences, engagement styles, and purchasing habits are significantly influenced by artificial intelligence. Concerns about data privacy, the moral application of AI, and an excessive reliance on technology are also noted. The study comes to the conclusion that, even while AI gives marketers a lot of chances to develop interactive and tailored experiences, using AI responsibly and openly is crucial to fostering long-term connections and trust with Gen Z consumers.

Keyword: Consumer behaviour, digital marketing, artificial intelligence, Gen Z, personalization, data privacy, and brand engagement.

INTRODUCTION

Particularly for Gen Z, who have grown up with digital technology, artificial intelligence (AI) has become a significant aspect of daily life. AI has a significant impact on how young people learn, communicate, and make decisions through everything from social media and cell phones to online learning environments and virtual assistants. The first generation to encounter AI as a regular aspect of daily life rather than as a novel innovation is Gen Z. Given their intimate relationship, it's critical to comprehend the various ways AI is affecting their lives. The impact of artificial intelligence on Gen Z is the main emphasis of this research project. It seeks to examine how AI influences their daily activities, career choices, and learning patterns. Since frequent use of digital platforms can have an impact on relationships, emotions, and self-confidence, the study also looks at how AI affects social behaviour and mental health. The research also outlines privacy and ethical issues with AI, including data abuse, online surveillance, and a lack of digital awareness. This study aims to present a fair picture of

how AI is influencing Gen Z by comprehending both its advantages and disadvantages. It also emphasizes the necessity of using technology responsibly and ethically going forward.

OBJECTIVES

- To analyse impact of AI on Gen Z.
- To analyse AI's effect on social behaviour, mental wellbeing, career choices, and the related ethical and privacy concerns faced by Gen Z.
- To offer suggestions based on the study.

STATEMENT OF PROBLEM

Particularly for Gen Z, who are heavily exposed to AI-driven technologies like social media algorithms, digital learning platforms, virtual assistants, and automated systems, artificial intelligence has quickly become an essential aspect of daily life. While AI has many advantages, such as better learning possibilities, increased productivity, and new career prospects, it also poses challenges with data privacy, over-reliance

on technology, ethical dilemmas, job insecurity, and mental health. Despite AI's growing impact on Gen Z, little is known about how these technologies impact their schooling, social behaviour, career decisions, and ethical consciousness. Therefore, in an AI-driven society, the challenge is to detect and analyse both the good and negative effects of AI on Gen Z responsible usage and informed decision-making.

SCOPE OF THE STUDY

This study's goal is to investigate how AI affects Gen Z, with a particular emphasis on those who were raised in a technologically advanced society. The study focuses on how AI affects Gen Z's everyday lives, learning habits, professional goals, and social interactions. It seeks to comprehend this generation's awareness, usage, and perception of AI technologies. Key topics covered in this study include how AI is used in education through personalized learning platforms, how AI affects job prospects and skill development, and how AI-driven applications affect social behaviour and communication. The study also takes into account the advantages and disadvantages of AI, such as improved productivity, creativity, privacy issues, moral dilemmas, and possible job displacement.

RESEARCH METHODOLOGY

Sources of Data

The study uses both primary and secondary data.

Data collection method

- **Primary data**

The study's primary data is gathered directly from Gen Z respondents using a structured questionnaire that is distributed via Google Forms and includes closed-ended questions about the use of artificial intelligence, its impact on social behaviour, mental health, career choices, and ethical and privacy concerns. This approach aids in gathering firsthand, trustworthy, and pertinent information from the respondents.

- **Secondary data**

The study gathers secondary data about artificial intelligence and Gen Z from books, journals, research articles, websites, magazines, and published reports. These resources offer the theoretical backing and context required to comprehend the idea and properly structure the investigate.

Area of the study

The current study is limited to Tamil Nadu's Coimbatore city. It focuses on Gen Z students and young people who actively use digital technology and AI-based apps in their everyday lives. Coimbatore, a significant center for education and industry, offers an appropriate environment for investigating how AI affects Gen Z's learning styles, social behaviour mental health, and job decisions. In the metropolitan setting of Coimbatore, the study seeks to comprehend their awareness, use, and perception of artificial intelligence as well as how it affects their professional, personal, and academic growth.

Sampling size

For the aim of this study, a sample size of 100 respondents was selected. The respondents belong to Gen Z and comprise mostly of students and young individuals who actively use digital technology and artificial intelligence-based applications. A straightforward sampling technique was used to select the sample from Coimbatore city. This sample size is regarded appropriate to obtain important insights into the awareness, usage, and perception of artificial intelligence and to examine its impact on the learning behaviour, social interactions, mental well-being, and job choices of Gen Z.

Period of Study

The period of the study is November 2025 to January 2026.

Statistical Tools of the Study

The following tools are used for analysis of data:

- Simple percentage analysis
- Ranking method

LIMITATION OF THE STUDY

- The study is limited to Coimbatore city.
- The conclusions from the study are applicable only to the area studied and may vary according to other areas.

REVIEW OF LITERATURE

- **Smith and Anderson (2021):** Talk about how AI technologies are changing Gen Z's purchasing

habits, emphasizing involvement and customisation. They contend that Gen Z reacts more favourably to chatbots, AI-driven recommendations, and customized content, which boosts brand loyalty and purchase intention. The authors discovered that interactive AI technologies, such as virtual assistants and predictive analytics, improve decision-making speed and user experience. But data collection-related privacy issues continue to be a major obstacle. According to the report, in order to establish confidence, marketers must strike a balance between transparency and personalization. Smith and Anderson draw the conclusion that AI empowers Gen Z to demand more pertinent and moral marketing tactics in addition to influencing choices. The focus of their study is on AI as a tool for co-creation between this generation of digital natives and brands.

- **Gupta and Verma (2022):** Investigate how AI affects Gen Z-focused digital marketing tactics. According to their study, Gen Z prefers real, participatory, and seamless brand communications, which AI makes possible through social media analytics, machine learning, and natural language processing. AI's capacity to evaluate user-generated material enables marketers to instantly identify trends and preferences. According to the authors, Gen Z's widespread use of AI-powered tools increases engagement with tailored advertisements, automated customer support, and astute recommendations. But they also emphasize how crucial it is to employ AI ethically because too much automation might breed mistrust. Overall, Gupta and Verma draw the conclusion that AI changes marketing from generic messaging to customized brand experiences that meet Gen Z's demands for responsiveness and relevance.
- **Lee, Park, and Kim (2023):** According to their research, Gen Z views AI-enhanced experiences like AR try-on tools and conversational agents as efficient and pleasurable, which enhances brand perception. According to the authors, firms can anticipate Gen Z wants thanks to AI's predictive

capabilities, which increases customer happiness and encourages repeat business. However, the study also highlights issues with algorithmic bias and the impersonal emotional aspect of AI interactions. According to the report, in order to preserve authenticity, marketers should integrate AI with human ingenuity. According to Lee et al., AI has a big impact on how Gen Z perceives and engages with brands, influencing upcoming developments in digital marketing tactics.

- **Martinez and Liu (2024):** look into how Gen Z's brand interaction and purchasing habits in digital spaces are influenced by artificial intelligence. According to their research, AI-enabled solutions like automated chat systems, recommendation algorithms, and predictive analytics have a big impact on how Gen Z finds and assesses products. Because Gen Z enjoys experiences that feel customized to their interests and identity, the authors discovered that personalized content boosts user satisfaction and enhances conversion rates. Martinez and Liu do point out a paradox, though: although Gen Z values convenience, they are becoming more wary of algorithmic transparency and data privacy.
- **Thompson and Ramirez (2023):** examine how social media marketing tactics targeted at Gen Z are affected by artificial intelligence. According to their survey, marketers can build highly relevant and engaging experiences for Gen Z customers by utilizing AI-powered technologies like chatbots, sentiment analysis, and automated content curation. According to the authors, AI helps marketers see new trends more quickly, customize messaging instantly, and maximize campaign performance using behavioural information. The study's Gen Z participants expressed higher levels of satisfaction with companies that employ AI to deliver prompt responses and tailored interactions. But Thompson and Ramirez also draw attention to a possible drawback: excessive automation may diminish perceived authenticity, which is highly valued by Gen Z.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

**TABLE 1.1
 DEMOGRAPHIC CATEGORY OF THE RESPONDENTS**

DEMOGRAPHIC CATEGORY	SUB-CATEGORY	PERCENTAGE (%)
Gender	Male	57
	Female	43
Age groups	10-15	16
	16-20	37
	21-25	29
	26-30	18
Education level	College	65
	School	35

Interpretation

The table illustrates the demographic profile of respondents selected for the study on the impact of artificial intelligence towards Gen Z. The gender representation of the responders is reasonably equal, with 57% of them being men and 43% being women. Age-wise, the majority of respondents are between the ages of 16 and 20 (37%) and 21 and 25 (29%), indicating that the bulk of participants are members of Gen Z's active and tech-oriented demographic. The age groups of 10–15 years (16%) and 26–30 years (18%) make up a smaller percentage of the sample. In terms of educational background, 65% of the respondents are college students, compared to 35% who are still in school. This indicates that young people at the college level have had more exposure to artificial intelligence tools and applications. Overall, the demographic distribution indicates that the study largely represents young, educated Gen Z individuals who are more likely to experience and be influenced by artificial intelligence in their learning, social interactions, and career decisions.

CHART 1.1

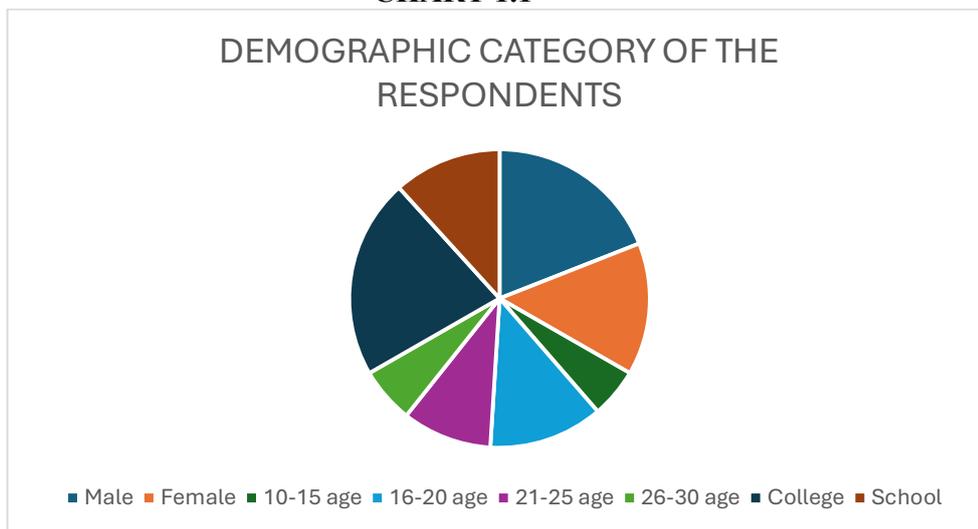


TABLE 1.2

FREQUENCY OF ARTIFICIAL INTELLIGENCE USAGE AMONG GEN Z

FREQUENCY OF AI USAGE	NO OF RESPONDENT	PERCENTAGE (%)
Daily	38	38
Weekly	27	27
Occasionally	22	22
Rarely	13	13
Total	100	100

Interpretation

From the table, it is clear that 38% of Gen Z respondents use artificial intelligence on a daily basis, which shows that artificial intelligence has become an essential part of their lives. Around 27% of Gen Z respondents use artificial intelligence on a weekly basis, and 22% of respondents use artificial intelligence occasionally, which shows moderate use of artificial intelligence by a large number of users. Only 13% of Gen Z respondents use artificial intelligence rarely, which shows that a small number of users are dependent on AI tools.

CHART 1.2

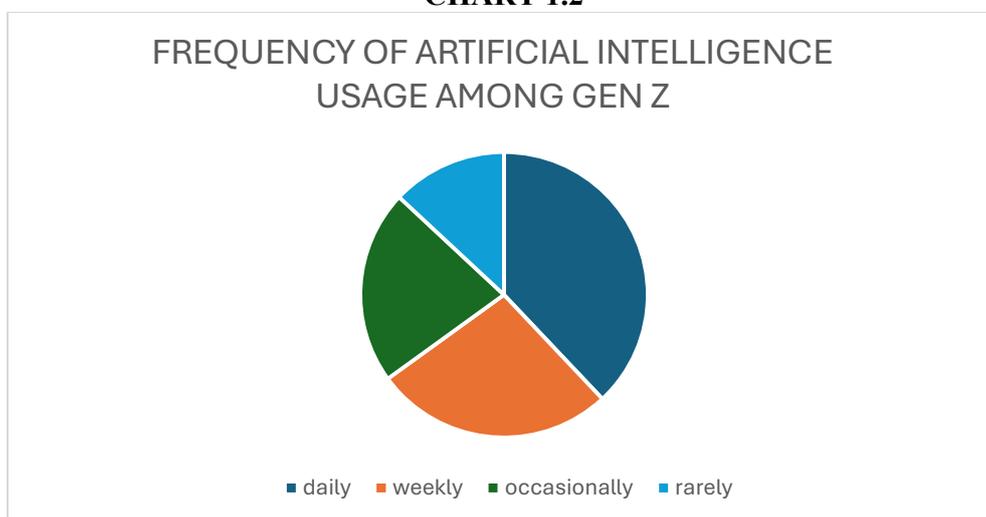


TABLE 1.3

PERCENTAGE ANALYSIS

USE OF AI AFFECTED YOUR SOCIAL INTERACTION AND RELATIONSHIP

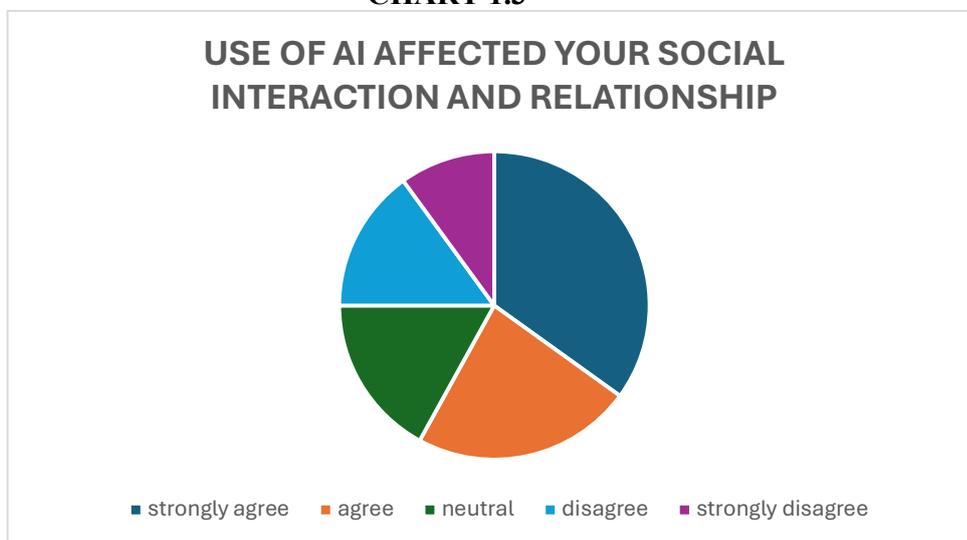
S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE (%)
1	Strongly agree	35	35
2	Agree	23	23
3	Neutral	17	17
4	Disagree	15	15
5	Strongly disagree	10	10
TOTAL		100	100

Interpretation

In the context of the project "Impact of Artificial Intelligence towards Gen Z," the table displays respondents' views on privacy issues pertaining to the usage of AI and personal data. The majority (58%) of Gen Z is concerned about privacy and data security when utilizing AI, according to a sizable chunk of respondents (35% strongly agree and 23% agree). This implies that despite AI's widespread use, there is a great deal of knowledge and concern regarding ethical concerns and the exploitation of personal data. In contrast, 17% of respondents express no opinion,

indicating hesitancy or a lack of clarity. However, 15% disagree and 10% strongly disagree, indicating that a smaller percentage of people do not think AI poses a significant privacy risk.

CHART 1.3



RANK ANALYSIS

TABLE 1.4

IMPACT OF AI TOWARDS GEN Z

S.NO	FACTORS	TOTAL SCORE	RANK
1	Influence on education and learning	420	I
2	Impact on career choices	395	II
3	Effect on social behaviour	360	III
4	Impact on mental well being	330	IV
5	Ethical and privacy being	300	V
6	Influence on digital habits	270	VI
7	Awareness of ethical and privacy issues	250	VII

Interpretation

Based on overall scores, the table displays how various aspects of artificial intelligence's effect on Gen Z are ranked. "Influence on education and learning" (Rank I, score 420) is the most highly scored factor, suggesting that AI has a substantial impact on how Gen Z learns, accesses information, and develops abilities. According to "Impact on career choices" (Rank II), AI is influencing their preferred jobs and career goals. Though to a somewhat lower degree, "Effect on social behavior" (Rank III) and "Impact on mental well-being" (Rank IV) show that AI also affects their interactions, relationships, and psychological condition. Although significant, "ethical and privacy concerns" (Rank V) are not the respondents' top concern. The lower rankings for "Suggestions and recommendations based on the study" (Rank VII) and "Overall impact of AI on Gen Z" (Rank VI) show that respondents were more interested in particular effects than in general conclusions or solutions. All things considered, the table indicates that AI has a significant and multifaceted impact on Gen Z, especially in the areas of education and professional advancement.

FINDINGS

- According to the report, the majority of Gen Z participants are aware of artificial intelligence and utilize chatbots, recommendation engines, and virtual assistants on a daily basis.
- The majority of respondents concurred that AI speeds up and simplifies their job and study,

particularly in areas like content creation, online learning, and information search.

- With many respondents spending more time on AI-driven social media platforms and digital entertainment, the findings show that AI has a significant impact on social behaviour.
- The study demonstrates that AI has both beneficial and detrimental effects on mental health. While AI technologies reduce stress by saving time, some users experience increased anxiety and distraction due to excessive screen time and reliance on technology.
- The majority of respondents think AI will lead to new job opportunities, especially in technology-related professions like digital marketing, data science, and AI development.

SUGGESTIONS

- Encourage the Appropriate Use of AI Instead than relying entirely on AI tools, Gen Z should be encouraged to use them for productivity, creativity, and learning. AI should complement thought, not take its place.
- Educate People on Privacy and Ethical Concerns Since Gen Z shares a lot of personal information online, educational institutions should run awareness campaigns on data privacy, online safety, and ethical use of AI.
- Include AI Education in the Curriculum Basic AI principles should be taught in schools and universities to assist students comprehend how AI functions and how it impacts society and jobs.
- Promote a Well-Balanced Digital Life Overuse of AI-based apps may have negative effects on social interaction and mental health. It is important to help Gen Z strike a balance between their online and offline lives.
- Boost Policies and Regulations Strong regulations should be created by the government and organizations to prevent the misuse of AI, particularly in relation to data security, deepfakes, and false information.

CONCLUSION

According to the study's findings, Gen Z is greatly impacted by artificial intelligence in a number of

areas, such as everyday activities, social behaviour, education, and career decisions. According to the research, Gen Z makes extensive use of AI-based learning, communication, and entertainment apps, which have increased accessibility, efficiency, and convenience. AI has also prompted young people to adjust to new technologies by creating new job prospects and skill requirements. The report does, however, also draw attention to some issues, including an over reliance on AI, privacy issues, and potential impacts on social interaction and mental health. While AI facilitates quicker decision-making and customized experiences, overuse may impair critical thinking and interpersonal communication abilities.

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