

Marketing to Generation Z by Understanding the Habits and Preferences of Digital Natives: An Analytical Perspective

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Abstract

Marketing to Generation Z requires a deep understanding of the habits and preferences of digital natives. Generation Z has grown up in a digital era characterized by constant connectivity and rapid technological advancements. To effectively reach this audience, marketers must recognize their unique traits and adapt their strategies accordingly. First and foremost, Generation Z is known for being highly tech-savvy. Marketers should leverage this by utilising digital platforms and embracing innovative technologies. Another key aspect to consider is authenticity. Generation Z values honesty and transparency in marketing campaigns. They have developed a keen eye for spotting inauthenticity, and they appreciate brands that take a genuine and purpose-driven approach. To connect with Gen Z, marketers should focus on building authentic relationships, sharing relatable stories, and aligning with causes that resonate with this socially conscious generation. Moreover, Generation Z has a short attention span and prefers bite-sized content that is visually appealing. Marketers should adapt their messaging to be concise, visually stimulating, and easily digestible. Video content, memes, and interactive experiences can capture their attention and create a memorable brand experience.

Keywords: *Generation Z, Digital Natives, Social Media, Attention Span, Visual Appeal, Video Content*

Introduction

Marketing to Generation Z requires a nuanced understanding of the habits and preferences of digital natives. Growing up in a world defined by constant connectivity and rapid technological advancements, Generation Z has developed a unique set of characteristics that significantly impact their consumer behaviours. One crucial aspect to consider is their deep familiarity with technology. This digital fluency has made them highly tech-savvy, with a natural inclination towards digital platforms. Therefore, marketers aiming to effectively reach this audience must leverage these digital channels and adapt their strategies accordingly.

Authenticity is another key factor that holds significant weight when marketing to Generation Z. Unlike previous generations, who were more accepting of traditional marketing techniques, Gen Z has developed a keen sense of discernment and a radar for detecting inauthenticity. This generation values honesty and transparency in marketing campaigns, and they appreciate brands that take a genuine and purpose-driven approach. Figure 1 shows the media consumption habits of Youth:

Figure 1 Media Consumption Habits of Generation Z

To effectively engage with Gen Z, marketers need to focus on building authentic relationships with their audience. This can be achieved by sharing relatable stories, aligning with causes that resonate with this socially conscious generation, and showcasing a commitment to social responsibility. By demonstrating a genuine interest in their values and concerns, brands can forge lasting connections with Gen Z and establish a loyal customer base. In addition to their digital fluency and a preference for authenticity, Generation Z also exhibits a distinct trait of short attention spans.

Growing up in an era of information overload, where multiple stimuli constantly vying for their attention, Gen Z has become adept at quickly filtering out irrelevant or uninteresting content. As marketers, it is crucial to adapt to this preference by delivering content that is concise, visually stimulating, and easily digestible. Video content has proven to be highly effective in capturing and maintaining the attention of Gen Z. Incorporating interactive experiences and leveraging the power of memes and visuals can further enhance engagement. By crafting content that is tailored to their short attention span, marketers can create memorable brand experiences that resonate with Gen Z and leave a lasting impression.

Literature Review

Research focuses on personal branding and Gen Z. It examines Gen Z's understanding of social media personal branding's benefits for online credibility. (Viştelar, 2019). Another article states that the two significant changes brought about by advances in information and communication technology are the emergence of Generation Z and the flood of new businesses built around the Internet. This study investigates the purchasing habits of Generation Z and how this information can open new chances for the

retail industry. The demographic advantage that Indonesia has experienced since 2012 emphasises the significance of this generation for the national economy. (Simangunsong, 2018).

Research was conducted to determine the shopping preferences of Generation Z, particularly from the perspectives of social impact and technology. A systematic questionnaire was used to interview a sample of 42 respondents, and the findings revealed that this generation's purchase habits are significantly influenced by product attributes, price awareness, and family recommendations. However, the purchase decisions of Generation Z are significantly influenced by computer proficiency, peer and social influence, and social media identification. (Kahawandala et. al., 2020). Another article intends to shed light on the key elements that influence Gen Z to adopt health-related wearable technology goods. Gen-Z customers who used wearable health equipment were surveyed online. Partial least-squares structural equation modelling evaluated four assumptions. According to the findings, consumer innovativeness (CI) and electronic word-of-mouth referral (EWOM) increase online engagement intention and adoption intention (AI) through influencing perceived legitimacy, ease of use, and utility. (Cheung et. al., 2020).

A paper examines the common consumer decision-making patterns among Indian Millennials and Generation Z online shoppers, as well as how considerably these patterns vary from one another. The generational cohort theory (GCT) served as the basis for the concept, methodology, and strategy. After taking psychographic statements from several store orientation and catalogue orientation studies, they were rephrased for Indian online shopping. (Thangavel et. al., 2021). Another research examines Generation Z's decision to buy environmentally friendly goods in Malaysia. From July through August 2016, 150 undergraduate students at Multimedia University completed self-administered surveys to gather useful data. The proposed model was able to account for 90.7% of the variation in consumers' decisions to buy green products. The findings indicated a strong positive relationship between Generation Z's attitude towards environmentally friendly activities, subjective norms, perceived green knowledge, and social visibility of environmentally friendly purchasing decisions (Noor et. al., 2017).

An article examined how Internet marketing affects teens' views on unhealthy products. 28 relevant studies indicated negative effects on harmful commodity use and consumption. The results of the qualitative investigations showed that marketers leveraged social networking sites' peer-to-peer message transmission to obfuscate the distinction between marketing materials and online peer activities. Digital marketing influences teens' risky product use and beliefs.; the consequences vary depending on the product type, and peer-endorsed marketing (earned media) may have more detrimental effects than owned or paid marketing. (Buchanan et. al., 2018). The generational disparities between "digital natives" (millennials) and prior generations (earlier generations) are examined in another article. The findings imply that the two generations' perceptions of shared reality are different in how various aspects of social media use relate to those perceptions. However, some social media usage, such as clicking links published by connections on the platform, helps both younger and older users sense a shared world. (Bowe & Wohn, 2015).

The paper aims to identify the digital marketing tactics that Millennials like and that have the most behavioural impact. A renowned institution in the southwest of the US surveyed Millennials over a three-year period (2009 to 2011) to gather data. Practical advice on internet advertising, website design, returning visitors, and Millennial online reviews is provided. Digital marketing methods geared towards Millennials have promise for growth and value, but these approaches must be viewed favourably by this group. (Smith, 2012). In another research, the effects of electronic word-of-mouth (eWOM) and narrative advertising on Generation Z were examined. Quantitative research analysis was used to empirically examine the theoretical underpinnings, and data was gathered from 304 Pakistani Generation Z respondents. (Tabassum et. al., 2020).

Research used Analysis by Mandhlazi et. al., (2013) used Analysis of Variance (ANOVA) to look at the impact of age and exploratory factor analysis to discover Generation Y buying preferences. They were classified as quality conscious, brand conscious, novelty seeking, hedonistic, puzzled by over choice, habitual and brand loyal, and fashion conscious. These seven shopping patterns are appropriate for the Generation Y demographic. Younger consumers were more confused by over choice. These findings can

help businesses plan and execute more successful marketing strategies by helping them comprehend and forecast Generation Y consumers' purchasing habits. Another article seeks to comprehend the travel experiences of Gen Zers and how they interpret the idea of sustainable tourism. Two phases of qualitative research were employed by the authors. Six semi-directive interviews with teenagers born between 1995 and 2002 were conducted, and 34 pupils born between 1995 and 1997 were invited to write a trip micro story. Findings revealed that Generation Z seemed to behave very modestly when on vacation and that the idea of sustainable tourism was not very important to the young people who were interviewed. The limits and implications of the research point to the need for additional interviews and areas of study. Social implications imply that Generation Z is considerably more wary and watchful when it comes to social media and its use. Originality/value This study's novel methodology demonstrates the generation's diversity and paves the path for numerous future lines of inquiry. (Haddouche & Salomone, 2018).

Conclusion

In conclusion, marketing to Generation Z requires a deep understanding of their unique characteristics and preferences. Being tech-savvy digital natives, Gen Z gravitates towards digital platforms and expects brands to establish a strong online presence. Authenticity plays a crucial role in connecting with this generation, as they appreciate brands that align with their values and demonstrate transparency. Furthermore, due to their short attention span, marketers should deliver content that is concise, visually appealing, and engaging. By embracing these strategies, marketers can effectively reach and engage Generation Z, fostering long-term relationships and driving brand success.

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