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GENERATIONAL MARKETING: A DEEP DIVE INTO BEHAVIOR AND CHARACTERISTICS OF GENERATION Z

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ABSTRACT
In the contemporary business environment, digital marketing is a significant factor influencing behavior and decision-making. We believe that Generation is one demographic that has drawn our attention and is significantly impacted by digital marketing. A sizable and significant consumer base, Generation Z was selected as the research's target generation and category. Since the group was born amid the digital revolution, they are often referred to as digital natives. Generation Z is a socially conscious generation that places a high value on sustainability, mental health, and racial fairness while using technology to influence consumer behavior. To draw people in and keep them as a partner, it is seen to be crucial to comprehend their habits, behaviors, characteristics, and preferences.The research is mainly focused on the behaviors, characteristics and relationship of generation Z and also focused on measure the behaviors and characteristics of generation Z.
KEYWORDS: *Behavior , Digital Marketing, Generation Z.*

INTRODUCTION
In the contemporary digital landscape, the emergence of Generation Z (Gen-Z), born between the mid-1990s and the early 2010s, has profoundly influenced marketing strategies. This cohort, often labeled as "digital natives," presents unique challenges and opportunities for marketers due to their distinct shopping behaviors and interactions with brands. Understanding the consumer preferences of Gen-Z and effectively building sustainable relationships with them have become imperative for companies striving to remain relevant and competitive in the ever-evolving market. Gen-Z, growing up in an age of advanced technology, exhibits distinct consumer preferences compared to previous generations. They are not only accustomed to technology but also leverage it in every aspect of their daily lives, including shopping experiences. This phenomenon has led to the prioritization of certain values and characteristics in their consumer behavior.

One prominent aspect of Gen-Z consumer preferences is their inclination towards brands that prioritize social values, environmental concerns, and sustainability. Research indicates that this cohort tends to gravitate towards companies that demonstrate a commitment to social responsibility and environmental stewardship (Dragolea, 2023; Dabija, 2020). Furthermore, Gen-Z consumers are heavily influenced by social media and corporate social responsibility efforts, which significantly impact their purchase intentions (Raza, 2023). In addition to sustainability concerns, Gen-Z consumers value personalized experiences and authenticity in brand interactions. They seek brands that offer unique experiences tailored to their individual needs and preferences (Budac, 2014; Ameen, 2020). Moreover, the influence of social media influencers plays a crucial role in shaping their purchasing decisions, highlighting the importance of digital marketing strategies in reaching this demographic (Kahawandala, 2020). Effective marketing strategies for Gen-Z extend beyond understanding their consumer preferences to building sustainable relationships with this cohort. Companies must establish a presence across various online platforms and seamlessly integrate their marketing efforts to create a cohesive brand experience. Moreover, transparency and authenticity are key elements in fostering trust and loyalty among Gen-Z consumers. Brands that communicate openly and authentically, aligning with the values and preferences of this demographic, are more likely to establish long-term relationships (Ameen, 2020)

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OBJECTIVES OF THE STUDY

- ✓ To know the behaviors, characteristics and relationship of generation Z
- ✓ To measure the behaviors and characteristics of generation Z

SOURCES OF DATA

- ✓ Primary data: which are obtained through designed questionnaire. Primary data can be collected through various methods such as surveys, focus groups, and observations.
- ✓ Secondary data: secondary data is collected through various media like books, journals, magazines, publications, and website.

SCOPE OF THE STUDY

This study is trying to identify the behaviors, characteristics and relationship of generation Z is the first generation to have grown up with the internet and social media from a very young age. This makes them the most digitally savvy group and, in many ways, the hardest to market to, given their demand for authenticity and quick shifts in trends.

RESEARCH METHODOLOGY

In this study, exploratory research design is used. Primary and Secondary data sources were used for this study. Collection was done through survey questionnaire and the secondary data were collected through various sources such as journals, articles and related websites. A sample of 100 respondents was chosen for the present study. Non-probability sampling technique of Purposive sampling method has been adopted. . The collected data is analyzed with SPSS. The statistical tool used are Frequency Distribution, Mann-Whitney U Test, and Structural Equation Modeling. Hence, consumer perception is conceptualized and quantified on the basis of extensive literature survey. For measuring the behaviours and characterisitics of genearation Z , is measured through five factors like digital, global connectedness, social media, brands and youtuble.

Table 1
Demographic Profile of Respondents

Variables	Particulars	No of respondent	Percentage (%)
Age	18-25	25	25
	26-40	60	60
	Above 40	15	15
Gender	Male	40	40
	Female	60	60
Education	School level	15	15
	Graduate	60	60
	PG	25	25
Occupation	Business	50	50
	Govt Employee	20	20
	Private employee	30	30

The above table shows the demographic characteristics of the respondents The sample comprises 25% of the respondents in the 18–25 age group, 60% of the respondents in 26-40 age group, and 15% of the respondents are above 40 years age group. In terms of gender, male and female respondents are 40% and 60% respectively.Based on their educational qualifications, 15% of the respondents have completed their school level, 60% of the respondents hold a bachelor's degree, and 25% of the respondents are postgraduates. Regarding the occupation, the study included 50% of the respondents are doing business, 2 0 % of the respondents are government employees, and 3 0 % of the respondents are private employees.

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Table 2
Know About the behaviors and characteristics of generation Z

S. No	Generation Z	Mean	Standard Deviation	Kolmogorov-Smirnov Z
1	Acknowledge Mistakes	3.66	1.220	5.670
2	Spending Power	3.09	1.240	5.120
3	Personalized Ads	2.81	1.230	5.880
4	Shoppers Shop	3.70	1.290	4.115
5	Privacy	3.60	1.375	4.230
6	Attention Span	3.40	1.460	4.370
7	Mental Health	3.96	1.330	4.220

Source: Primary Data

From the above table based on mean score, the behaviors and characteristics of generation Z .The Acknowledge mistakes (3.66), Spending power (3.09), Personalized ads (2.81), Shoppers shop (3.70), Privacy (3.60), Attention span (3.40), and Mental health (3.96).

Table3
Measuring the behaviors and characteristics of generation Z

			R square	Standardized Coefficients Beta	S.E
Digital	<---	Generation Z	.510	.840	.040
Global connectedness	<---	Generation Z	.720	.890	.030
Social media	<---	Generation z	.790	.940	.045
Brands	<---	Generation z	.680	.880	.034
Youtube	<---	Generation Z	.719	.900	.035

From the standardized coefficients, or betas, reveal the strength and direction the behaviors and characteristics .The social media shows a positive and significant relationship with Generation Z .The digital standardized coefficients and beta is (.840), gobal connectedness (.890), brands (.880) and youtube (.900).

Table 4
Result of Path Analysis behaviors and characteristics of generation Z

Path Analysis			R square	Standardized Coefficients Beta	S.E
behaviors and characteristics	<---	Generation Z	.940	.972	.008

From the table above the R square value of 0.940 indicates that approximately 9 4 % of the variation in behaviors and characteristics can be explained by generation Z.

SUMMARY OF FINDINGS

- The demographic characteristics 25% of the respondents in the 18–25 age group, 60% of the respondents in 26-40 age group, and 15% of the respondents are above 40 years age group.
- In terms of gender, male and female respondents are 40% and 60% respectively.
- Based on their educational qualifications, 15% of the respondents have completed their school level, 60% of the respondents hold a bachelor's degree, and 25% of the respondents are postgraduates.
- Regarding the occupation, the study included 50% of the respondents are doing business, 2 0 % of the respondents are government employees, and 3 0 % of the respondents are private employees.
- The mean score, the behaviors and characteristics of generation Z .The Acknowledge mistakes (3.66), Spending power (3.09), Personalized ads (2.81), Shoppers shop (3.70), Privacy (3.60), Attention span (3.40), and Mental health (3.96).
- The standardized coefficients, or betas, reveal the strength and direction the behaviors and characteristics

.The social media shows a positive and significant relationship with Generation Z .The digital standardized coefficients and beta is (.840), gobal connectedness (.890), brands (.880) and YouTube (.900).

RECOMMENDATION

- Generation Z is so concerned about their beliefs, they aren't hesitant to criticize or even "cancel" brands that don't meet their standards. With social media's sharing capabilities at their fingertips, a brand's mistake might become viral very fast and cost them a significant number of clients. Being upfront and truthful is the best defense against this. As soon as you can, make a statement acknowledging that you are accountable for the error and outlining your plans to fix it both now and in the future. The best strategy to win over Gen Z and gain their allegiance is to take charge.
- Due to their constant exposure to the internet, Gen Z is incredibly tech-savvy. While bills and other home expenses account for the majority of Generation Z's vast spending power, they also spend it on entertainment, technology, dining out, cosmetic products, and apparel and accessories.
- Personalized content is a proven practice across marketing personas. Brands must employ segmented marketing to truly dig into their target population in order to provide the level of personalization that young consumers need. While retargeting campaigns help you keep customers with tailored content, data enrichment can help you fill up consumer profiles so you can offer more individualized campaigns.
- Generation Z consumers use mobile devices to shop twice as much as other generation .Gen Z consumers purchased goods after seeing them on social media. On social media, Generation Z follows one or more brands and get Influencers on social.
- Generation Z value their privacy more than previous generations: They keeping their personal information private more important to them than popularity measures. Z take their privacy seriously and will be loyal to brands that do the same.
- Since Generation Z is accustomed to using many technologies at once, their shorter attention span may also help them become better multi-taskers. Nearly 40% of mobile users are Generation Z, and they frequently use up to five displays, making them prone to claim to be addicted to digital devices..
- Young people's engagement with social media is no exception to the delicate nature of many interactions between the ages of 18 and 24. Whether a person's experience is primarily positive or negative may depend on how much time they spend on social media. Younger generations appear to be more affected negatively by social media, with Generation Z experiencing very severe consequences if they use it for more than two hours per day (and Gen Zers with existing mental health struggles). But Gen Z social media users also report that being online can facilitate self-expression and lead to more social connections.

CONCLUSION

The most tech-savvy and diversified generation is Generation Z. This generation has a lot of spending power, even if many of them are still young. Rapid digital advancements were a part of Generation Z's upbringing. Among other disruptive technologies, Generation Z witnessed the rise of smartphones, wearables, and virtual assistants while they were teenagers. They become more receptive to incorporating new technologies into their lives as a result of this immersion. They interact with brands that employ social marketing strategies and rely more on social media evaluations and suggestions than previous generations. Despite their desire to save money, members of Generation Z are also less inclined to join loyalty programs. Additionally, Generation Z is likely to remain brand loyal as long as the company's goals, goods, and services are upheld.to meet their high expectations.

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