

Antecedents of Marketing to Generation Z

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Abstract

With the huge inflow of Generation Z in the world economy, businesses today are striving to become relevant to this new group of consumers. This generation is quite influential as far as the buying decision-making of any household in India is concerned. Today's customer is continuously evolving, ever-changing, smart, and is surrounded by a huge amount of information due to instant access to the Internet and mobile devices, which are key factors in bringing all these changes at lightning speed. Hence, the brands must reposition themselves, taking cues from their transition to the new marketing approach from the traditional one. This study focuses on the importance of Content Marketing, Digital marketing, multiplatform availability of brands, and various ways for consumer retention. Also, to understand the attributes of Gen Z concerning their attention towards advertisements, interest in the Internet, the impact of brands, etc., a detailed questionnaire has been floated and responses have been statistically analyzed. Based on the responses, recommendations have been made about the changes which are required by companies and brands to stay relevant with Generation Z.

Keywords

Generation Z, brands, marketing, consumer, companies.

Introduction

The present and future of shopping are deeply influenced by Generation Z which is the first generation of true digital natives. Gen Zers are typically born between 1995 – 2012. This generation is going to change the way how a brand and business market to them. According to a detailed study (Francis & Hoefel, 2018), these are few attributes which can be found in a Gen Zer. They are Value-driven, which means the Gen Zers are always looking for value in whatever they buy. Brands would need to justify them and show them the reasons why their products give Gen Z offers more value than the competition. Since most of the households where

the Gen Zers are being brought up have both working parents, which means less interaction between a Gen Zer and their parents. This has over time made Gen Zers more independent and resourceful and hence they make their own choices without any influence from their parents, on the contrary, they are most likely to influence the elders in their family for any purchase decision as also mentioned by UNICEF report (Keeley & Little, 2017).

Gen Y (Millennials) were the first generation who grew up the technology, however, Gen Z can easily be termed as Tech Gen. They do not know any other way of communicating. They use social media and the Internet seamlessly in a

way that they might use their social platform page to search for products and they can have multiple search windows open at the same time which makes them multitaskers when it comes to accessing information as quoted by Taylor et al. (2014) and Taylor & Keeter (2010). If a brand is not available on digital platform, then possibly it does not exist for a Gen Zer.

Gen Zers is one generation that is connected 24*7. They are always active on their Mobile devices. With the world, today just a click away, Gen Zers are very well updated about each event taking place around the world. Since the Internet is the only way, they know to engage and communicate, they also receive the information with lightning-fast speed.

Gen Zers know that the brands are marketing to them. They understand any content they see digitally or otherwise is a way by brands to approach them. They expect that brands are transparent, authentic, and honest with them. They value the brands which reflect the authenticity and show their true side to them. They are highly unlikely to partner with the brands which try to lure them by showing what they are not.

Social responsibility has been a buzzword for millennials, but it is of great concern to Gen Zers. They are themselves socially responsible and they expect that the brands they connect with are equally responsible socially. Huyler et al. (2015) mentioned that Gen Zers are very concerned about the environment and are making true efforts to make the environment better. As explained by Magazine (2009), they are more inclined to choose areas of their work that can affect the environment positively. Hence, it becomes more important for brands to communicate with Gen Zers about the social projects or initiatives being undertaken by them. They need groceries, they use Bigbasket, Grofers, Flipkart, Jiomart, SPAR, Amazon and they receive it the same day, hence they have

very few and rare interactions with the physical grocery store. They need clothes, there are multiple avenues available to them. Today, from clothes to Car all are available just a click away. Hence, they are less likely to physically interact but more likely to interact virtually for their needs. In a survey done in the US and explained by Grohol (2012), video gaming is the number one source of entertainment for them. They are themselves less active physically.

Concerning their time, Gen Zers, are very impatient as compared to millennials. They would like brands to respect their time and will equally respect yours. They do not have time for cozy catch-ups, instead, they are much agile in their decision-making cycle that they would not like to waste any time of theirs in discussions beyond what they feel is relevant to them. Hence, brands need to make sure that the information to Gen Z is short and impactful. This could be through bit videos, memes, images, etc.

The objective of the research is to understand Gen Z, their needs, influencers and how do brands can align their Marketing mix to connect with this set of consumers. Given below is the complete set of objectives.

1. To understand the characteristics of Gen Y and Gen Z
2. To perform a Comparative Study of Marketing to Millennials (Gen Y) vs Marketing to Gen Z.
3. To understand Key influencers, the Decision-making process, and buying behavior of Gen Zers.
4. To identify the ideal mix of marketing strategies to connect with Gen Z.
5. To facilitate the alignment of the Brands' strategy in ensuring that they stay relevant to Gen Zers.

The paper is organized as follows. The next section explains the methodology, followed by a section on understanding the attributes of Gen Y

and Gen Z. A comparative study on the differences in Approaches on marketing to Gen Y vs Gen Z is compiled. This is followed by a use case on Marketing Mix adopted by Lays Chips. Finally, a survey report of parents of Gen Zers has been mentioned. In the end conclusions, recommendations, managerial implications, limitations, and future research scope are written.

Methodology

The mixed methodology is adopted using a combination of exploratory research techniques like secondary research, case method, and pilot survey to get a conceptual understanding of Gen Zer’s response to next-generation marketers in the Indian context.

Secondary research is done by studying various research papers, articles, reports, marketing expert videos, and case studies. The nucleus of this secondary research lies in a detailed understanding of attributes of Gen Y and Gen Z in terms of traits, workplace attitudes, cultural identity, social views, and digital media usage. An in-depth comparative study of Gen Y and Gen Z based on the various features viz. Attention Span, Prices, Discounts, Main Influencers, Type of Adverts, Expectations, Sources of information, Important brand parameter, Message, Priority that influence the buying decisions of a person has been done.

Further, the study tries to get insights on how brands are changing their marketing strategy and making it more relevant for Gen Zers. A case study on Lays chips based on product, price, place, and promotion has been detailed as a use case. Finally, primary research based on an exploratory survey has been executed by collecting first-hand information from the parents of generation Zer’s regarding their kids’ responses to the marketer’s strategy. A sample of this target population was selected using purposive sampling. This is followed by

statistical analysis of primary data that helped in relating it to secondary information available and enabled to draw a framework of the Gen Zers response patterns that can guide companies and brands to reposition themselves to successfully market to Gen Z.

Understanding the attributes of Gen Y and Gen Z

Generation Y or also known as Millennials or Echo Boomers born between the early 1980s to the mid-1990s which means that Gen Yers are today approximately between 25 and 40 years of age when mobiles and the Internet became common for kids and teens. According to Pew Research Centre, the different generations have been defined as mentioned in Table 1 (Dimock, 2019).

Table 1 Definition of Generations

Generation name	Born between	Age in the year 2021
Baby Boomers	1946-1964	57-75 years old
Generation X	1965-1980	41-56 years old
Generation Y	1981-1996	25-40 years old
Generation Z	1997-2012	09-24 years old

Although, personalities or characteristics can vary depending upon different countries, regions, socio-economic environments, family structures, religion, etc. However, Gen Y is grouped based on an increasing use and familiarity with media, digital technologies, and communications. This new generation was bombarded with commercial messages from the day they were born. More importantly, this generation was made to learn how to filter out the loud messages on their own. For them, TV and Radio are replaced by YouTube, and Newspapers are replaced by Facebook. Gen Yers can choose and mix which type of clothes, yarn, fabric, color, style, shirt, tie, vest they are going to wear to prom tonight. Interestingly, Gen Yers use collective wisdom and social connections of

peers, parents and finally choose the route they want to tread. They are liberal and have their opinions on almost all the prevailing issues and challenges surrounding the world today. The Digital power called the “Internet” has enabled them to express and voice their opinions, strongly influencing the brands and the way they market (Bergh & Behrer, 2016).

Gen Yers were also largely referred to as Gen WHY? The sole reason for calling them so was that they were the first generations to question the status quo. That’s not solely because they were borne in the digital boom era, but because they were borne to the parents who were known as baby boomers. Baby boomers, taught their children to question before accepting, they included their children in decision making, they took their consent in almost all major decisions. They gave their children time to experience different things be it travel, sports, art, etc. This made Gen Yers difficult to convince, rather Gen Yers tread with a more critical and cynical thought process. As mentioned by Bergh and Behrer (2016), Gen Yers want to stay connected with the Internet and give importance to the honesty and authenticity of things in life.

As quoted by Neil and William (2008), Gen Y has seven traits “Special, Sheltered, Confident, Team – oriented, conventional, pressured & achieving”. However, many critics suggested some other traits found in millennials. The author (Taylor, 2014) mentioned that during the adulthood time period, Gen Yers are more networked with friends than with their parents. They are also more optimistic than older adults about the future. Another author, Burstein (2013) described that millennials wish to make this world a better place with positive intentions to work towards making this possible.

Discussing workplace attitudes, this generation has a preference for a flat corporate culture with an emphasis on work-life balance and social consciousness. According to research performed

by authors (Howe et al., 2008; Yu & Miller, 2005); it is suggested that millennials focus on constructive and creative work collaboratively with an inclination towards immediate feedback. Studies have mentioned that Gen Yers look forward to developing close relationships with their team members at their place of work (Ranaweera & Dharmasiri, 2016; Myers & Sadaghiani, 2010).

Cattermole, 2018 has quoted that Gen Yers possess social liberal views. As far as the cultural identity of millennials is concerned, they are open-minded while discussing any controversial topic and 75% of them support same-sex marriage; 84% support the ‘legalizing the use of Marijuana’ (Dimock, 2013). Another research in 2008 shows that Gen Yers are liberals and are also more supportive of progressive domestic social agenda than older generations. Another change observed is that they are less religious than the older generations (Pew Research, 2010).

As published on Wikipedia, “Some Millennials enjoy having hundreds of channels from cable TV. However, some other millennials do not even have a TV, so they watch media over the Internet using smartphones and tablets. One of the most popular forms of media use by millennials is social networking.” In 2010, research was published in the *Elon Journal of Undergraduate Research* which claimed, that students who were addicted to social media and decided to quit, exhibited the same withdrawal symptoms of a drug addict who quit their stimulant. The author (Prensky, 2001) used the word “digital native” to label the Gen Y that grew up with new technology.

Like any other generation, Generation Zers are also known with different names – 2K’s, dot.com kids, iGens. Most of these names already indicate the gen Zers personality traits. This generation was born in the digitally connected world with a global mindset which made them

socially tolerant. The parents who raised the Gen Zers were Gen Xers i.e. born between the 1960s–1980s. Gen Xers as parents promoted qualities like ‘hard-working’, ‘confidence’, ‘independence’ and ‘organized’ (inner-focused qualities) as against ‘honesty’, ‘respectfulness’, ‘trustworthiness’ and ‘ethical’ (outer-focused qualities). At the same time, the world witnessed more and more divorces amongst Gen Xers, which made teach their children the concept of strong family values, etiquette, and resilience.

iGen’s grew up in the mid to late 2000s, the years when the world was witnessing severe economic recession, banking crisis, experiencing 9/11, and the war on terror. These critical events in the world made Gen Xers more protective of their kids. With changing world dynamics Gen Xers realized that their kids should ‘become what they are good at’ as opposed to Gen Yers who were told ‘to chase their dreams’.

Gen Zers will be one of the most influential sets of consumers as there are already 2 billion of them globally. India alone boasts nearly half a billion people under the age of 24 (gen Zers are the people below 22 yrs.). Generation Z comprises 27% of the population in India as shown in Table 2 and hence their influence on buying decisions is also quite high as mentioned in the Introduction section.

Table 2 Percentage share of each generation in India

(Source: 2020 data from <https://statisticstimes.com/demographics/country/india-population.php>)

Age group	Share (%)	Gen. name
00-04	8.47	Gen Alpha
05-09	8.55	Gen Alpha
10-14	9.14	Gen Z
15-19	9.13	Gen Z
20-24	8.88	Gen Z
25-29	8.51	Gen Y (Millennials)
30-34	8.13	Gen Y (Millennials)
35-39	7.50	Gen Y (Millennials)
40-44	6.54	Gen X

45-49	5.76	Gen X
50-54	4.99	Gen X
55-59	4.29	Baby Boomers
60-64	3.54	Baby Boomers
65 and above	6.58	Baby Boomers/Silent

Gen Zers is the first generation born with mobile phones and Internet access in their hands in a world that is completely digital and connected. They cannot imagine life without Mobile devices, tabs, computers, and the Internet.

Some of the major traits of Gen Zers are Influential, snappy, impatient, video savvy, emoticon gen, and dream for a better world. Gen Zers are very influential in the homes they stay i.e. their parents start involving Gen Zers in almost all the decision-making activities in the family. Today the Kids below 22 have quite a lot of influence on the purchase decisions of their parents. Brands and Marketers will have to adopt strategies “to catch them young” hence we see most of the adverts and communications involve the kids. This generation is snappy. Today if we want to meet a 6-year-old, it is better to seek an appointment from the kid. It may be possible that they don’t have even 5 minutes for you. Most of the kids, from a very young age, have days that are preoccupied with sports classes, music classes, tuitions, schools, language classes, etc. The important features of an average tween are instant gratification, success as a given, and liberal social values. They are technically quite competent (Williams & Page, 2011).

Gen Zers have a great love for convenience as their parents (Gen X) have provided everything in their hands without any effort, to make their life simpler and easier. In 2014 Dominos (in the USA) launched the mobile voice ordering service so that the younger generation can command ‘Dom’; the virtual voice. Just by reducing the effort in ordering pizza, dominos witnessed almost 11% of growth in sales. As mentioned in the paper by Canziani and

MacSween, 2021, personalized ordering needs including suggestions for additions to a meal have been fulfilled by Dom.

It is also mentioned that Gen Zers are super tech-savvy and are connected to the Internet all the time. As per the research conducted by the author (Campbell, 2016) tablets and smartphones are key devices to outreach children aged 8 to 10years. As shown in Fig. 1 the consumers are more likely to fixate on a 15 seconds advertisement than on 30 seconds. Hence, it becomes significant for marketers to display the most relevant content within the first 15 seconds.

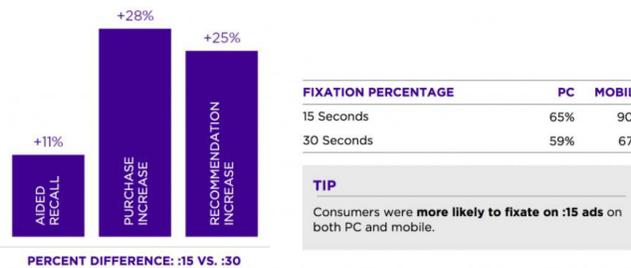


Fig.1 Best Practices to run a successful video campaign, source:

<https://developer.yahoo.com/native/advertiser/guide/howtos/create-native-ads-video/>

Gen Zers love using Emojis. This is how they can communicate pictorially and they find it much easier than expressing feelings in text. As per a report published by Shaul,2016. emoji contribute majorly in marketing messages and there is a steep increase with an annual growth rate of over 775 percent

Emojis are a great way of communicating, it breaks all barriers of language, caste, color, or ethnicity. They say that “we laugh and cry in the same way”, hence emojis break all the languages, cultural, gender, and ethnic barriers for Gen Zers. Fig. 2 displays Survey results of usage of Emoji in the Marketing Campaigns

among different age groups vs types of users (non-users, occasional users, frequent users). It indicates the popularity of emojis amongst age groups under 25 and 25 to 29years old.

In 2015, World Wide Fund for Nature (WWF) had launched its first-ever Endangered animals-emoji-based fundraising campaign (Fig. 3) to create awareness to collect donations through Twitter with the help of the #EndangeredEmoji social campaign. According to emojiTracker.com, there is a steady increase in usage of emojis on Twitter ever since they have been integrated into the Twitter platform, which is possible only because of Gen Zers' love for emojis.

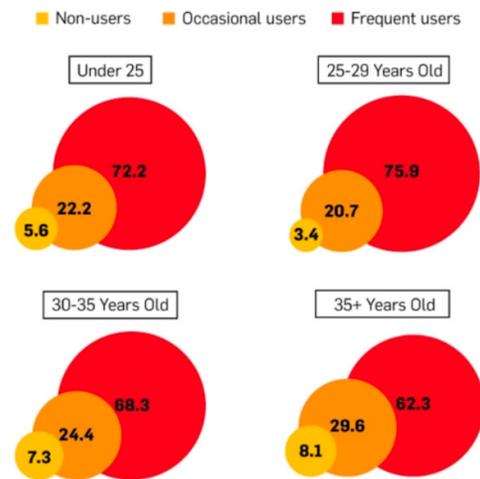


Fig. 2 Survey results of usage of Emoji in the Marketing Campaigns among different age groups vs types of users (non-users, occasional users, frequent users) (source: <https://www.gointerstellar.com/blog/emoji-usage-in-marketing>)



Fig. 3 Campaign launched by WWF in 2015

Based on a study conducted by UNICEF(2017) in India, 52 percent of Indian children feel that their views and opinions can have an impact on their country. About 91percent have the belief that the world can become a better place to live if the global leaders pay attention to their views. Indian Children are especially concerned about - a) Mistreatment and bullying b) Environmental threats c) Terrorism d) Poverty e) Poor Education f) Violence against children. This research indicates how this generation is vocal about all the challenges which obstruct the world to become a better place.

Marketing to Gen Y vs Marketing to Gen Z – A comparative study

Generation Z comprises 27% of the population in India as already shown in Table 2 and hence their influence on buying decisions is also quite high as mentioned in the Introduction section. The soul challenge today for marketers is to understand how do they market various products and services to generation Z consumers. Various attributes (Attention Span, Prices/ Discounts Main Influencers, Type of Adverts, Expectations, Sources of information, Important brand parameter, Message, Priority) that influence the buying decisions of a person have been studied. These are explained here.

Attention Span: One of the most important attributes is to understand that Gen Z consumers have a very short span. This is solely due to the amount of information they are flooded with.

They are currently all over the place and hence due to high consumption levels, the retention spans are reducing. Therefore, Brands must ensure that they are available across social/digital platforms, are touching the consumers (Gen Zers) multiple times, stay interactive, interesting, and engaging. As highlighted by Claveria, 2019, the attention span of Gen Zers is just 8 seconds as compared to 12 seconds of Gen Yers.

Prices/ Discounts: Unlike Gen Y consumers, Gen Zers are rarely concerned over the prices or get attracted to the call for discounts by brands. However, the prices and discounts have been a very important attribute of a brand for almost every generation. Every generation has always looked for better deals, better products at low/reasonable prices especially generation Y who grew up witnessing the recession, unemployment and banking crisis (Kahawandala&Niwhunhella, 2020) For Generation Zers products and their overall attributes are the most important parameters.

Influencers: The third most important parameter in deciding a marketing strategy would be the decision of who's endorsing the product or service. In the case of generation Y, celebrity endorsements play a very big role. The celebrities create or become a driving force in the purchasing decision of a product or service for Gen Yers. However, generation Z consumers, don't believe in celebrity endorsements. It might help to catch the attention, but it will not drive Gen Zer's purchase decision. On the contrary peers, friends, family and targeted content (Adverts) will drive the purchasing decision of this generation. For the consumers of this group, it is important that the endorser or the influences must be a real-life hero or real-life achiever.

Type of Adverts: Gen Y generation consumes a lot of content from a variety of communication channels viz. newspaper, desktop, tablet, mobile

devices. However, the Gen Z consumer group was born with mobile devices in their hands and hence they don't know any other way of life. For them, any information, which is being transferred or which is being transmitted to them must be primarily routed through mobile devices. Hence the brands must ensure that the content they create or the videos they create are mobile devices compatible so that the generation whose hunt is always connected can effortlessly consume, respond, and share. Most importantly what attracts the Gen Zers are the contents and videos with which they can connect immediately.

Expectations: The Expectations with which both Gen Y and Z's evaluate the brand are very different. The parameters of the quality they expect from the product and services or the usage defines their inclination towards a brand. Gen Y has a moderate number of expectations from the product of the brand i.e. they believe that a product must deliver Expected and Augmented product levels. However, Gen Zers believe that if they are investing in a product or service, it must be of a very high quality i.e. the expectation of Gen Zer is at the potential level of the products (Kotler et al., 2021). When the brand or the products fails to achieve the standards as expected by this generation it would make it difficult for these brands to stay relevant with this generation AND the consumer will not take long to shift.

Message: Gen Z consumers are expected to be inclined towards the brands which are continuously involved in helping the communities. While advertising a marketer needs to ensure that it showcases the social commitments of the brand or the product towards the society at large. This is one of the most important parameters that generation Z consumer looks for while making a purchase decision (Graham, 2021). Consumers of this age are worried about various factors be it bullying,

global warming, terrorism, or any other form of societal imbalances. For Gen Y consumers, all the above factors are equally important but it doesn't directly alter their purchase decision.

Priority: Gen Z prioritizes products and services that perform the duty of more than problem-solving. They are always on the lookout for a product or service which can solve problems and make day-to-day things easier for them. For Generation Y this has never been a concern, if they like the product they will buy it.

Based on a comparative study of all attributes that describe buying behavior of Gen Y and Gen Z, a table has been generated. Table 3 indicates that there is a huge amount of difference between both the generations and hence the traditional approaches of marketing might not fit for one generation to another generation. Therefore, marketers are required to install those strategies that are relevant to the consumers of generation Z.

Table 3 A comparison between Generation Y and Z attributes in terms of Marketing

Attributes	Marketing to Gen Y	Marketing to Gen Z
Attention Span	High	Low
Prices/ Discounts	High preference	Not concerned
Main Influencers	Celebrities	Real-life people
Type of Adverts	Relate to all forms- print, digital, etc.	Best relates to content and video
Expectations	Moderate	Very High
Sources of information	Mix information sources	Mobile is the primary source
Important brand parameter	Not concerned	Require very engaging brand websites
Message	Does not look for	Look for social commitments

Priority	Value for money	How products can solve problems
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Marketing Mix – LAYS –Use case

There are four Ps of marketing that plays a key role in the marketing of a good or service. A use case of Lays chips based on product, price, place, and promotion has been undertaken as part of this study.

Product

Lays is meant for everyone from people who only want Cheese with chips to those who like it just salted. Lays is a perfect example of providing consumers with what they are looking for. Whether it is about flavors or the size of the package for various uses from a quicky evening snack to a party pack – lays provide it all. Lays has also adjusted to Indian flavors like Indian magic masala. Below are a few flavors of lays that it currently offers.

- A) American Style Cream and Onion
- B) West Indies Hot and Sweet chili
- C) Spanish tomato tango
- D) Thai sweet chili
- E) Sizzling barbeque
- F) Baked cream, herb, and onion
- G) Crisp herb and onion
- H) Twist herb and onion
- I) Classic salted
- J) Indias magic masala
- K) Chile Limon flavor
- L) Swiss Grilled cheese
- M) Macho chili flavor
- N) Baked original salted
- O) Baked Sunkissed tomato
- P) Crisp Saucy Tomatina
- Q) Twist saucy Tomatina

Price

Lays have come a long way. The company offers various pack sizes with varying prices. As far as competition is concerned Lays has beaten its competition in the potato chips market. Lays has ensured that there is a pack available for all

occasions and customer requirements by offering varied prices and weight variants.

Place

The place is becoming a very unimportant element of the marketing mix. There was a time when brands /companies wanted to be available anywhere they believed their customer would visit, but with the surge of e-commerce companies and direct-to-home deliveries Place, today is not just restricted to a physical brick-n-mortar store but also the online space. Especially when we look at this from the Gen Zers point of view, it is of utmost importance that a product is available for consumers in the online space where these consumers are interacting the most.

Promotion

The world is becoming digital and the key drivers are the Gen Zers who don't know anything by the Internet and mobile devices for anything and everything they do. They consume the world through digital and they communicate back as well through the same medium.

Though Lays are available online to connect with generation Zers, one of the most important attributes of connecting with Gen Zers is to have two-way communication. Brands must ensure to have the consumers of this generation has an opportunity to participate and communicate with the products being offered to them.

Successful Promotional campaigns are like those which lays did in 2012 when the company asked people to come up with their ideal flavor of chips "Do us a favor" campaign. The strategy followed by Lays for the great success of its campaign is given below: -

- 1) The Contest was interactive
- 2) Participants by default spread the word about the brand through their own social media circles and then it got circulated further.
- 3) Campaign encouraged trial and voting from those who were not directly participating and hence much bigger participation from others as well

4) By encouraging comments on their website Lays allowed the consumers a voice.

5) It was a seamless campaign and enabled the integration of online, social, and traditional media including TV and radio.

They have been running similar campaigns even currently which are driven by consumer sentiments. Lays offers 2GB data with Rs. 10 pack, understanding the fact that Gen Z has immense need of data to stay connected.

An exploratory survey of parents of Gen Zers

As part of primary research, a questionnaire has been designed that has a total of 19 questions which includes two demographics questions and others are quantitative and qualitative questions to understand the digital behavior, values imbibed in the child, impact of advertisements on the child, influence of child on buying decisions of the house and so on. The respondents were 66 parents from various parts of India. The findings are explained below: -

- Out of the total respondents, 59% of respondents have kids between 6 to 10 years of age group, 14% of the respondents' kids are in the age group of 11 to 15years.
- Nearly 58% of all respondents had boys and 42% of the respondents have a girl as a child.
- Almost 71% of the kids spent 0-2 hours outside the home that supports the fact that Gen Zers prefer to stay more online than connect offline outside the home with friends. Also, it was found that more than 50% of the kids spend more than 2 hours on Internet on daily basis and pay attention to advertisements shown on YouTube, Instagram, Facebook, and also telecasted on television.
- Parents define their children as more independent than dependent which is one of the most important attributes of being

Gen Zer. Parents also believe that this generation was more concerned about money and is not reckless spenders. Today's kids are more honest and expect similar from others, this is the same as what we have seen earlier while listing down the attributes of generation Z. Most of the parents interviewed have younger kids, however, these young kids believe in Environmental related challenges and are equally concerned about the environment. Almost 89% of the respondents believe that the kids are more environmentally friendly.

- It was also found in our survey that the kids when came across advertisements of various products or brands, also showed interest in them. Almost 50% of the respondents said that the kids enquired about the Adverts that they watched and nearly 29% of the respondents mentioned that the kids sometimes enquired about the products they watched in advertisements. An overwhelming 53% of the parents responded that a kid sometimes demanded the product they watched in adverts.
- As per our survey, we also found that kids rely on the recommendation by friends, cousins while buying the products and the second most important influencer are the advertisements they watch. Similarly, parents also mentioned that whenever parents did not agree to buy a product child seeks to persuade them, saying that someone else in the family or friends, teachers has recommended the product of the brand.

The summarized pictorial representation of all the responses in the form of pie charts and histograms is shown in Table 4.

Conclusion and Recommendations

The study indicates the importance of Brands and marketers for Gen Zers. They are going to be the most important and powerful consumer group in years to come. This is also evident given the sheer population of the Gen Zer. Based on the research, below are recommendations for brands who want to market themselves (products) to Gen Zers.

A) Catch them Young and keep them forever

We have learned that the attention span of younger generations is reducing. It is more important for brands to catch these budding consumers when they are young. To ensure that these consumers have longer retention, brands must catch them young, they need to be present and market themselves throughout their journey as consumers. This would help brands to stay closer and connected to the Gen Zers in the arena of media and information clutter.

B) Engage

Mobile and Internet created an opportunity for all “If you want it now, you can get it now”. Consumers especially the Gen Zers are super tech-savvy and are consuming a lot of information online – looking at countless images, reading reviews, watching videos. A Successful brand engages these consumers who are continuously looking for content and information. Brands can provide relevant engagement platforms to these young consumers and opportunities to hear them back. This will help in keeping Gen Zers coming back to the brand and sharing their opinions, reviews, etc.

C) Make them part of your story

Gen Zers love to be part of the brand story. This set of consumers if involved in the brand journey, are expected to stay longer and loyal to the brand. We have seen how Lays adopted a clever strategy where it asked customers to create new and different flavors and then also engaged the non – participants to Vote for the best flavors. This is how Lays ensured that they involve consumers during the product

developments stage (by asking them to create new flavors and then keeping them involved while deciding on the best flavors that stay in the offering, by making them vote.

D) Being Responsible

Brands must ensure that they are communicating to this consumer set about how the brands are trying to make a difference and help the environment. We have seen during the research that the younger generations are concerned about global warming and other environmental challenges. Brands must know that they are dealing with a new set of consumers who cares a lot about Environmental issues. Not just the environment, but everything that affects society as a whole – Child labor, social welfare, conservation, community development, etc.

E) Omnipresent

Though Omnipresent could be a bit of a word, this is what brands must follow. Knowing where your consumers spend time the most and then being there for them, letting them see you, helps in brand retention. Brands must strategize beyond being present on point of sale and websites, today content sharing, ideas exchanging, video and image sharing is what is needed. If you catch these consumers’ attention in the first 8 – 10 seconds, they are most likely to continue to go through the content and if they like it, they are more likely to share it.

F) Provide Solutions

If brands want to be part of a Gen Zer, then they need to come with real solutions by their product/service offering. For Gen Zers, it is most important that they know what the benefits they are drawing from a certain product/service, else they would not buy it. It is in the interest of the brands to market their products as a solution provider to Gen Zer.

Managerial implications

Based on this study, companies can adopt a marketing mix strategy to influence the purchase behavior of the customers. This study finds

enormous applicability across other FMCG goods also in similar and cross-category products. This approach can be very well extrapolated for other products.

Limitations and scope for Future Research

The study is limited by its sample size and has focused only on the Indian context although generation Zer's are being targeted worldwide by multinational companies and they may respond and behave differently as consumers based on their disparity on factors like geographical, cultural, economic, and access to Internet and tech-savviness. This study is exploratory by nature and gives a theoretical framework for future research. Researchers can validate this using descriptive research with widespread audience building and testing hypotheses from this work for advanced statistical analysis.

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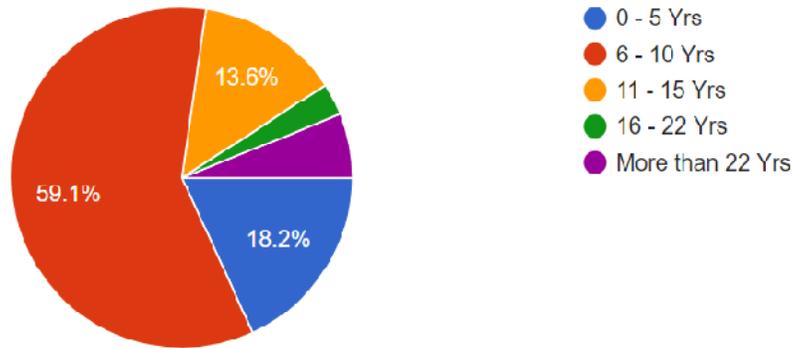
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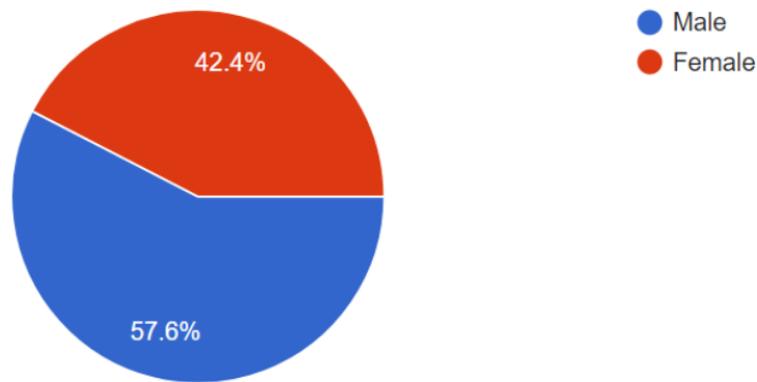
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Table 4 Statistical Analysis of responses of parents of Gen Z kids

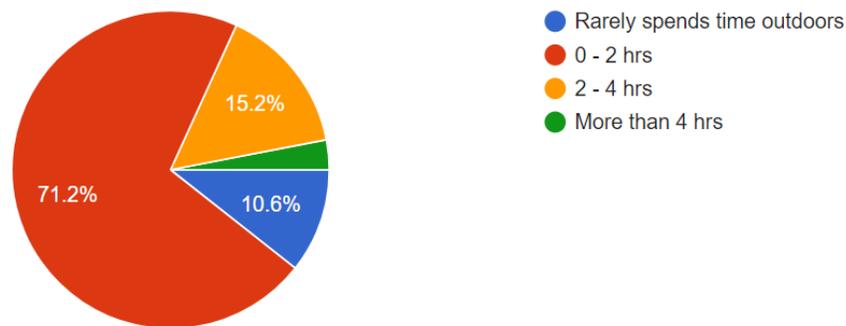
What is your child's age?

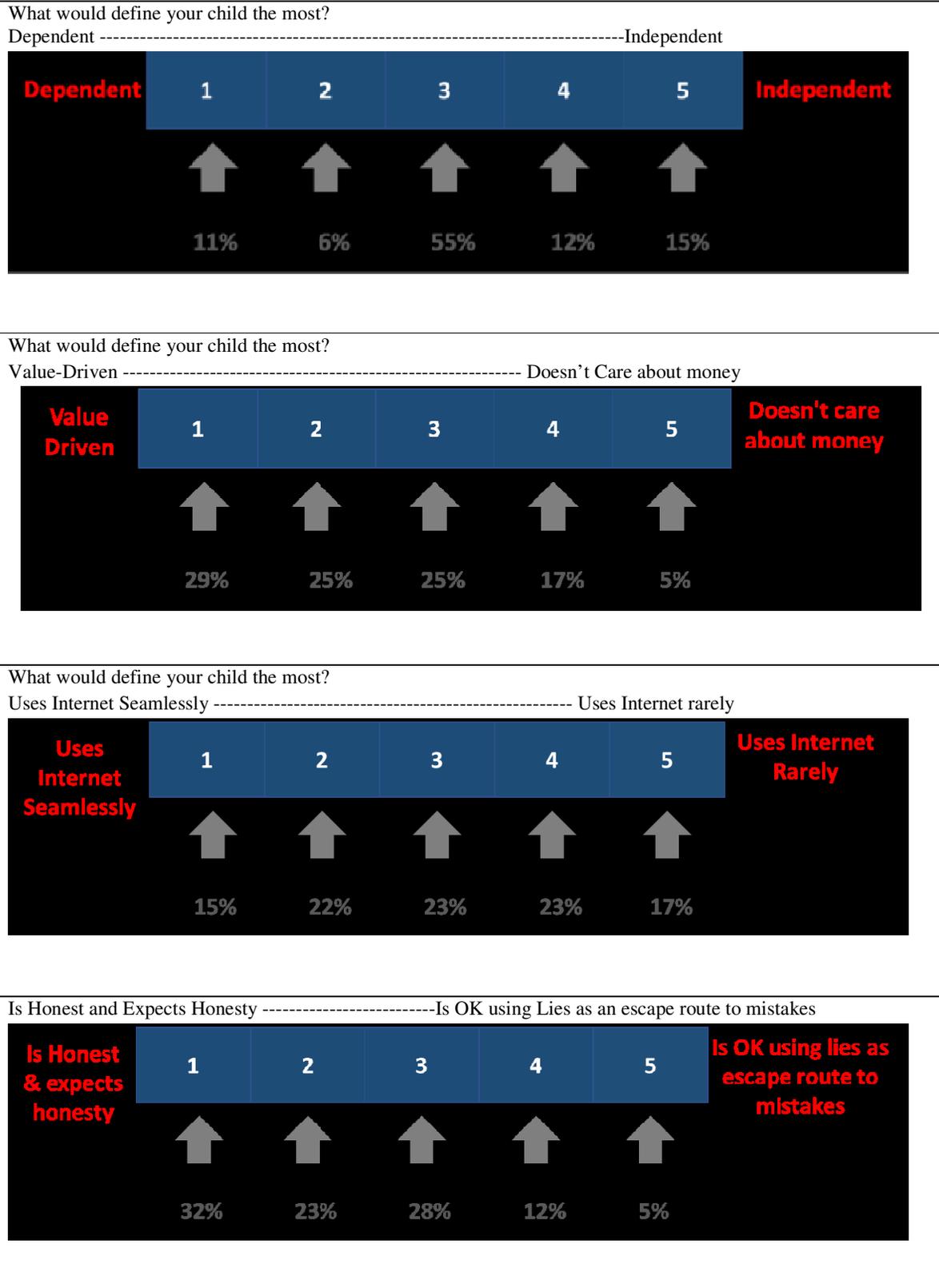


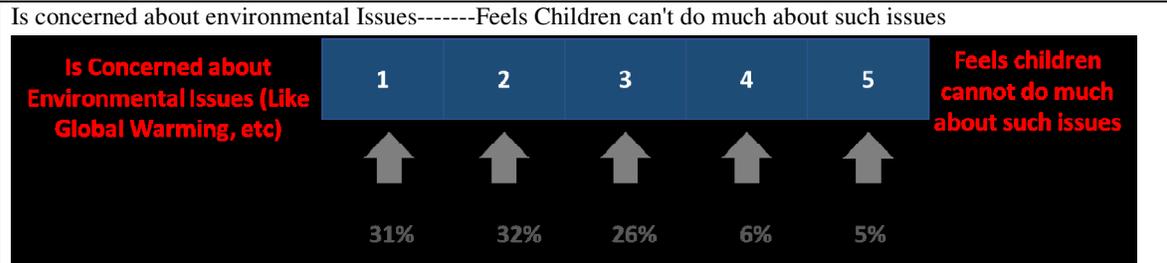
What is your child's gender?



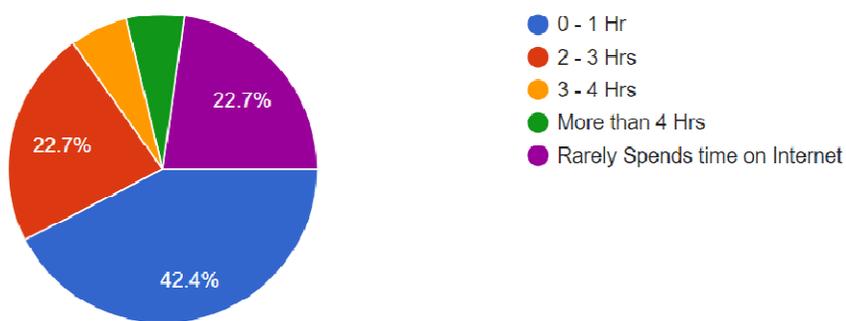
How much time does your child stay outdoors to play, meet friends, etc.?



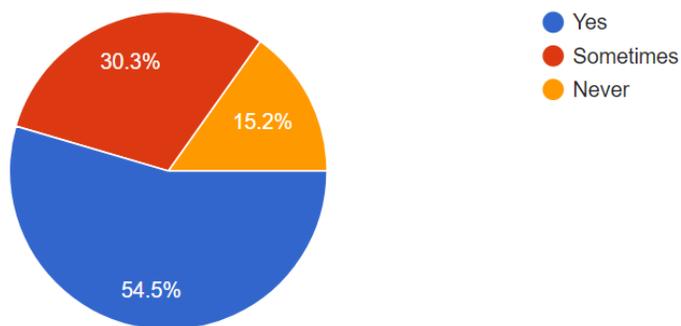




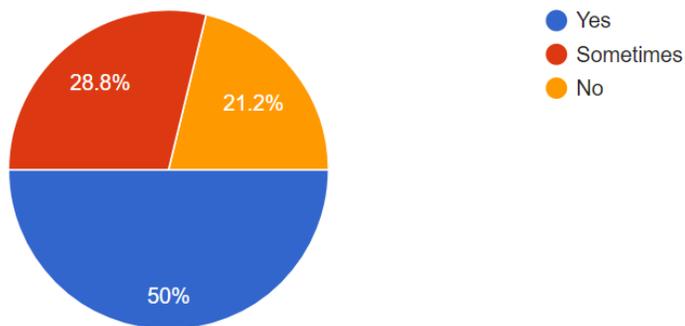
On a typical day, how much time does your child spend on Internet (Youtube, Facebook, Instagram,etc)?



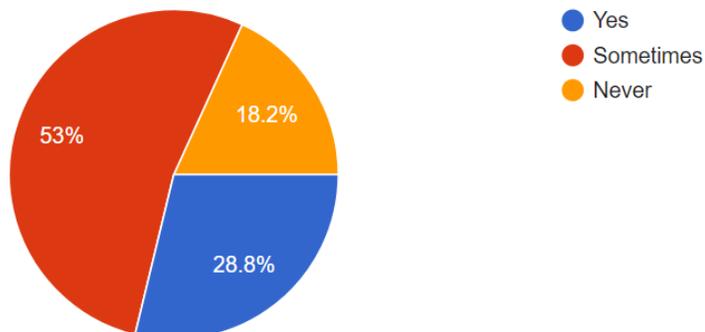
In your opinion does your child pay attention to the Advertisements being aired on TV, Radio, or Internet?



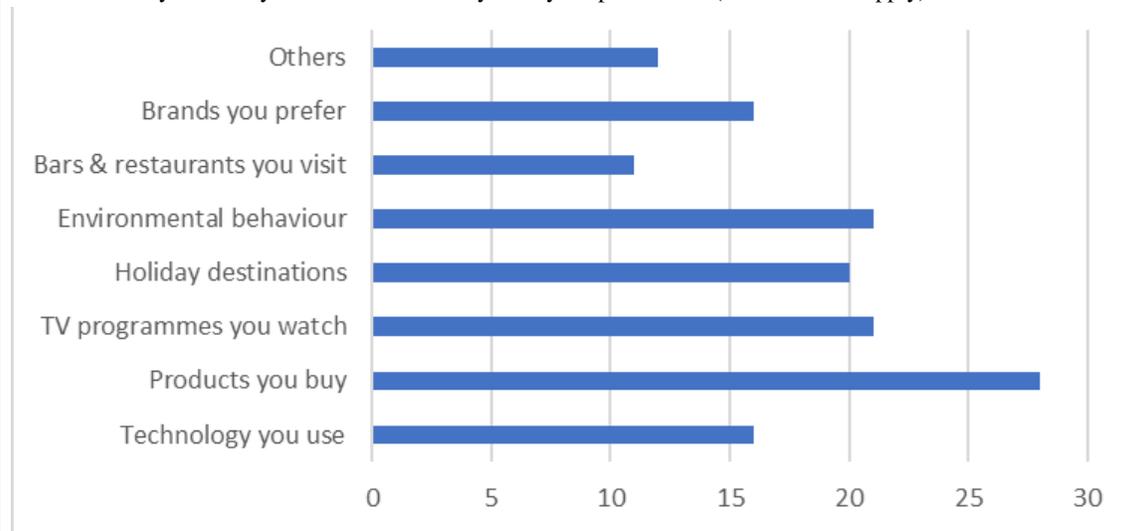
Has your child asked/shown interest in the products/brands being advertised?



Has your child demanded the products/brands post-viewing an advertisement?



How much do you think your child influences you in your purchases? (Select all that apply)



In your opinion, what does your child Value the most whilst deciding on buying a product/brand? (select all applicable)

