



GENERATION Z – THE MARKETING NORMS BREAKER AND THE TRENDS SETTER

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Abstract

Generation Z is the new generation which has entered the market and the needs and wants of this generation is quite different compared to the other generations. There are several factors that affect the buying decision of this generation as they are concerned about the environment and a generation who does not follow societal norms. They are the dope generation who break stereotypes and are bringing new value and trends in the market. For the proposed study primary data was referred to for which a survey was conducted from which around 166 respondents were collected. Further certain statistical tools and statistical package for the social sciences (SPSS) were used to get the results. This project provides the comprehensive analysis of generation z's customer's behaviour, based on the survey data collected. A new market is being created by this generation which is giving marketers a new dimension to explore in terms of marketing and consumer needs. If marketers are able to understand the new trends that attracts this generation it would be easy for them to grab their attention thereby convert this generation into loyal customers. Social media is the most impressive and undiscovered marketing platforms that the companies can use to tap this segment of the society.

Keywords: Customer's Behaviour, Generation Z, New Marketing Trends, Social Media Generation

INTRODUCTION

Generations are shaped considering the year in which they emerged and with each passing generation the new characteristics and trends take the front seat. Also known as the Goldfish Generation, generation Z is a cohort with high expectations due to their familiarity with technologies. They prefer apps and interfaces that give immediate gratification and do not like to waste time with slow technologies. For Generation Z, the main consumption is based on truth and authenticity of brands. They are the eager adopters of technology and gadgets who acknowledge the fact that artificial intelligence is the new future. They are a generation of multitaskers because of which the attention span of this generation is as low as eight seconds as compared to the other generations.

Inclusivity and connectivity are the norms that they believe in which can be seen through the rise of gender fluid products and people of different regions connecting together. Not just societal norms the members of this generation are highly concerned about environmental safety, they are here to take steps and bring about changes. They are ready to fight together for LGBTQ rights, mental health, environment protection and all the other societal norms that have been crushing the other generations. Marketers need to pay extra attention to social media in order to win over this generation. The role of social media cannot be underestimated when it comes to today's advanced world where everyone is on their phone scrolling through social media 24x7. This generation

chooses brands and products that convey their message in a fun, inspiring and short informative video. This generation is always confident, optimistic and on a mission to take steps for what is wrong.

REVIEW OF LITERATURE

Francis, T., & Hoefel, F. (2018), in their paper mentioned that the new generation are true digital natives and how their buying patterns are different from that of other generations. They are characterised based on four trends as consumers which are innovation, convenience, security and escapism, Wood, S. (2013). Hidvégi, A., & Kelemen-Erdős, A. (2016), said that Generation Z prefers online and offline shopping wherein they have examined the generation's purchasing behaviour, decision making process and the factors that impact their choices. These digital natives have lately become inattentive towards traditional forms of marketing which has resulted in decline in revenue of the market wherein at the same time several digital formats of marketing have taken the internet by storm and proven to attract the minds of the true generation, Duffett, R. G. (2017). To keep up with these changing trends use of digital platforms could be of great help as it not only attracts the new generation but the older generation are also a part of this exclusive online world, Spears, J., Zobac, S. R., Spillane, A., & Thomas, S. (2015). Ngangom, M. (2020), stated that Tik-Tok is a famous online platform which could be used by marketers to attract the young generation. The marketers are left with only one option i.e., being sensitive to the needs of the generation, as it will not only provide them with better results but also make consumers more responsive towards the brand, Williams, K. C., & Page, R. A. (2011).

OBJECTIVES OF THE STUDY

The study aims at the following objectives:

1. To understand whether demographic factors have an impact on the consumer preferences of Generation Z.
2. To understand the factors that affect consumer buying behaviour of Generation Z.
3. To find out whether Generation Z is actually the marketing norms breaker.

RESEARCH METHODOLOGY

Data collection: The data used is both secondary and primary in nature. The secondary data is collected from magazines, newspapers, articles, Journals.

The primary data is collected from a survey done by distributing the structured questionnaire among the consumers all over India.

Sample Size: The sample size is 166 respondents.

Time Period: The data was collected in the month of January 2022.

Sampling technique: The sampling technique to be used is convenience sampling technique

Statistical tools: Various appropriate statistical tools were used to analyse the primary data collected. The primary data collected has been represented using graphs and pie charts.

SPSS software was used to analyse the collected data.

Questionnaire: The questionnaire had close end questions and questions were also based on Likert's scale. Several testing methods like Chi-square, Factor Analysis and Correlation were used to fulfil the objectives.

RESULTS AND DISCUSSIONS**Demographics of Respondents -**

FACTORS		NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
	TOTAL	166	100%
AGE	15-19	80	48.2%
	20-24	86	51.8%
	TOTAL	166	100%
GENDER	MALE	86	51.8%
	FEMALE	80	48.2%
	TOTAL	166	100%
EMPLOYMENT STATUS	STUDENT	128	77.1%
	SERVICE	17	10.2%
	BUSINESS	15	9%
	SELF-EMPLOYED	6	3.6%
	TOTAL	166	100%

The above graph shows that 48.2 percent of the respondents are in the Age between 15-19 years, 51.8 percent of respondents are in the age between 20-24 years. This shows that all the category of age group of this generation are readily interested. The above graph shows that 48.2 percent of the respondents are female and 51.8 percent of respondents are male. None of the respondents belong to the other gender category. This shows that all both male and female of this generation are readily interested. The above graph shows that 77.1 percent of the respondents are students, 10.2 percent of the respondents are into service, 9 percent are into business and 3.6 percent are self- employed. The generation is a new generation because of which most of the members belonging to it are still studying.

Chi-Square test in order to decide if demographics have an impact on the choice of people influencing consumer preference of generation Z.

Hypothesis 1: Impact of age of the consumers on their choice of people influencing consumer preference of generation Z.

H₀: Age is not an influencing factor for the choice of people influencing consumer preference of generation Z.

H₁: Age is an influencing factor for the choice of people influencing consumer preference of generation Z.

Table 1: Age * Choice of Influencers –

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.939 ^a	3	.816
Likelihood Ratio	.944	3	.815
Linear-by-Linear Association	.392	1	.531
N of Valid Cases	166		

Interpretation - From the above graph, we can observe that the p value is 0.816 which is more than 0.05, our result is statistically insignificant. It means there is no relation between the age of the consumers and their choice of people influencing their consumer preferences. Hence, it is concluded that the null hypothesis (H₀) is accepted.

Hypothesis 2: Impact of gender of the consumers on their choice of people influencing consumer preference of generation Z.

H₀: Gender is not an influencing factor for the choice of people influencing consumer preference of generation Z.

H₁: Gender is an influencing factor for the choice of people influencing consumer preference of generation Z.

Table 2: Gender * Choice of Influencers –

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.002 ^a	3	.029
Likelihood Ratio	9.123	3	.028
Linear-by-Linear Association	.392	1	.531
N of Valid Cases	166		

Interpretation - From the above graph, we can observe that the p value is 0.029 which is less than 0.05, our result is statistically significant. It means there is a relation between the sex of the consumers and their choice of people influencing their consumer preferences. Hence, it is concluded that the alternative hypothesis (H_1) is accepted.

Factor Analysis to understand which factors of packaging have an impact on consumer buying behaviour of Generation Z

Table 3: Reliability Statistics table -

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.767	6

Interpretation - Before analysing the factors, the reliability of the variables is done through the use of Cronbach Alpha. Cronbach's alpha is the common measure of checking internal consistency or reliability. The Cronbach Alpha is .764, which depicts high level of internal consistency of the factors. Cronbach's alpha simply provides with an overall reliability coefficient for a set of variables.

Table 4: KMO and Bartlett's Test -

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	216.332
	df	15
	Sig.	.001

Interpretation - The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that interprets the proportion of variance in the variables that might have been caused by several related factors. The above table shows high values i.e., 0.811 (close to 1.0) indicate that a factor analysis is useful with the data. If the value would have been less than 0.50, the results of the factor analysis would not have been useful, thereby rejecting the factors. Bartlett's test is a tool which states that the correlation matrix is an identity matrix which thereby states that the variables are not related and are not suitable for creating a structure. The above chart shows the sig. 0.001 which is less than 0.05 of the significance level, thus it indicates that a factor analysis will yield useful results.

Table 5: Table of communalities -

Communalities		
	Initial	Extraction
Provides gender neutral products	1.000	.382
Follows sustainable packaging	1.000	.498

Provides personalized products	1.000	.331
Is concerned about the environment	1.000	.559
Provides instant post sale service	1.000	.421
Sensitive to latest social norms	1.000	.601
Extraction Method: Principal Component Analysis.		

Interpretation - The table of communalities shows how much of the variances (i.e., the communalities value which should be more than 0.5 to be considered for further analysis. Else these variables are to be removed from further steps of factor analysis) in the variables has been accounted for by the extracted factors.

Table 6: Total variance table -

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.792	46.536	46.536	2.792	46.536	46.536
2	.848	14.141	60.678			
3	.727	12.123	72.800			
4	.684	11.395	84.195			
5	.509	8.486	92.681			
6	.439	7.319	100.000			
Extraction Method: Principal Component Analysis.						

Interpretation - In the above table the Eigen Value reflects the number of extracted factors whose sum should be equal to number of items which are subjected to factor analysis. The value of eigen value should be more than 1 is followed over here, whichever factor has eigen value less than 1 they will be eliminated. Percent of variance shows that how good of a job did the component do in explaining the relation between all the variables, for it to be good the it has to be a minimum of 40% and here it is 46.536%.

Table 7: Component Matrix table –

Component Matrix ^a	
	Component
	1
Sensitive to latest social norms	.775
Is concerned about the environment	.748
Follows sustainable packaging	.706
Provides instant post sale service	.649
Provides gender neutral products	.618
Provides personalized products	.575
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Interpretation - The above table denotes the correlation between the sub-factors and the components. A positive number represents a positive correlation between the sub-factor and the component. Factors with correlation value more than 0.05 are considered in the study.

Now we take the factors whose Eigen value > 1 .

So, we get one factor which have Eigen value > 1 , which is Provides gender neutral products.

The component suggests that the factor wherein company providing gender neutral products play an extremely important role in consumer preference of generation Z. The new generation strongly prefers brands that provide gender neutral clothes and promote equality. They are not scared to stand up for the societal norms that are baseless. Companies should come up with strategies that promote these kinds of products in order to grab the attention of the true generation and to increase their consumer base.

The component matrix shows that the brand being sensitive to the latest norms has the most impact on the buying decision of the generation followed by its concern for the environment and use of sustainable packaging. This true generation is always there to stand up against what is wrong, so in order to attract their attention companies should look after these requirements of theirs. Instant post sale service is another factor based on which at times this generation chooses a particular brand. This shows that marketing mix components play an important role in decision making of generation Z.

Correlation to find the relationship between whether consumers make purchase decision from ads shown on social media and do they recommend people to buy products based on social media ads -

Table 8: Correlation table -

Correlations			
		Purchase of products from ads shown on social media	Do they recommend people to buy products based on social media ads
Purchase of products from ads shown on social media	Pearson Correlation	1	.646**
	Sig. (2-tailed)		.001
	N	166	166
Do they recommend people to buy products based on social media ads	Pearson Correlation	.646**	1
	Sig. (2-tailed)	.001	
	N	166	166
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation – As, we can see that the value of correlation is 0.646, this means that the correlation between the respondents buying from ads displayed on social media and them recommending people to buy from the advertisements shown on social media is 0.646. This shows a positive correlation which means that people who buy products trusting the advertisements shown on social media recommend others to do the same. This shows that the new generation trusts social media for their buying behaviour. The level of significance should be less than 0.05 in order to make the result statistically significant. In this case the level of significance is 0.001 which is less than the standard level of significance, this means that the study is statistically significant. It can be said that the purchase of products that the respondent does because of the ads shown on social media is related to them recommending social media purchase.

CONCLUSION

Consumer behaviour has been affecting the market since the start, it is the duty of the marketer to understand the needs and wants of the consumer thereby attracting them by fulfilling their needs. Today's consumers are well aware of what they want and no company can fool them into buying products or services that do not provide value. In this article we sought the answer to what are the factors that affect the consumer behaviour of Generation Z. The results of our research indicate that besides just depending on the internet for knowledge, gen z actually makes decisions based on the opinions of their friends and families. The study also analysed that even though the generation is extremely tech savvy still when it comes to shopping, they prefer offline shopping over online. This is because offline shopping provides them with a sense of self-satisfaction as it gives a unique experience which cannot be provided by online shopping. It was also seen that product quality check was another factor for the generation preferring offline shopping. As most of this generation is hanging onto their social media accounts, social media can be easily used by companies to tap this segment of the society with authentic content and viral meme strategies. Reels are another feature in Instagram which can help marketers reach out to its consumers with unique short clips. Meme culture and reels trends have been grabbing the

attention of this generation for the past few months and if the marketers focus on this technique of marketing it might yield some positive results to the company.

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