

A MINI PROJECT REPORT

ON

**“A STUDY ON NUANCES OF MARKETING TO
GENERATION Z STRATEGIES AND CHALLENGES”**

**Mini Project Submitted in fulfilment of the requirements for the
award of the Degree of**

MASTER OF BUSINESS ADMINISTRATION

From

BENGALURU CITY UNIVERSITY



Submitted By

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AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru City University

(2020-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this project entitled a study on nuances of marketing to generation Z strategies and challenges has been successfully completed by ABDUL KHADER TAHIR of Reg. No. MB206204 during the year 2020-2022 and the report is submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration as prescribed by the Bengaluru City University under the guidance of Prof. Ravish B.A

Place: Bangalore

Dr. B.A. ANURADHA

Date:

Principal

CERTIFICATE OF GUIDE

This is to certify that this Project entitled a study on nuances of marketing to generation Z strategies and challenges Submitted by ABDUL KHADER TAHIR bearing Reg. No. MB206204 is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of Master of Business Administration of Bengaluru City University under the guidance of Prof. Ravish. B.A This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

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Prof. RAVISH B.A

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STUDENT DECLARATION

I hereby declare that the Project Report entitled “**A study on nuances of marketing to generation Z strategies and challenges**” has been prepared by me under the supervision and guidance of Prof. Ravish B.A, during the year 2020-22 in a partial fulfillment of the university regulations for the award of the degree of Master of Business Administration by Bengaluru City University.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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ABDUL KHADER TAHIR

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INTRODUCTION



NUANCES OF MARKETING:

Nuance Marketing (Nuance) is a marketing, media, and strategy firm dedicated to providing their clients with a degree of differentiation in terms of value, design, and quality. The team will meet you and your brand where you are and work with you to get your brand to where you want it to be. They add to your marketing leadership bench by bringing in experienced and intelligent marketing executives that are focused on expanding your brand across different platforms.

Nuances capabilities include Marketing, communications, communications planning, public speaking coaching, public relations, copywriting, speechwriting, advertising, advertising management, video productions, social media marketing, Search engine optimisation, website design and development, and brand design, development, and management are among Nuance's capabilities.

DEFINITION OF MARKETING

According to Dr.Philip Kotler "The science and art of exploring, developing, and delivering value to fulfil the demands of a target market at a profit. Unfulfilled wants and aspirations are identified through marketing. It determines the size of the recognized market as well as the profit potential by defining, measuring, and analysing it. It determines which market groups the organization is most suited to serve and then creates and promotes the relevant products and services."

MEANING OF MARKET

"Marketing is the process through which businesses generate interest in their products or services among customers." It develops the strategy that supports sales strategies, business communication, and corporate growth. It's an inter process through which businesses establish strong customer connections and generate value for both their customers and themselves. Marketing is the process of promoting a company's products or services to a specific audience. Television ads, billboards on the side of the road, and magazine advertisements are all instances of marketing at work. However, not every company approaches the necessity to sell its products and services in the same manner.

Marketing is essential since it helps in the sale of your goods or services. Any business's bottom line is to make money, and marketing is an important avenue for achieving that goal. Many firms would not exist without marketing, according to creative, because marketing is ultimately what drives sales.

PURPOSE OF MARKETING

Marketing is the process of attracting customers to your business's product or service. This is accomplished by market research, analysis, and a thorough understanding of the interests of your potential consumer. All aspects of a business, including product creation, distribution techniques, sales, and advertising, are covered by marketing.

MODERN MARKEING

People began to utilise more than simply print media to support a product in the 1950s, and modern marketing was born. Marketers could run whole campaigns across several media as TV — and subsequently, the internet — became more common in homes. And, as you might assume, marketers have grown increasingly vital in fine-tuning how a corporation offers a product to customers in order to maximize profitability during the previous 70 years.

In reality, the primary goal of marketing is to use language to attract customers to your brand. In order to convert consumers into leads, your messaging should be helpful and informative to your target audience.

Today, there are literally hundreds of venues where a marketing campaign may be carried out.

TYPES OF MARKETING

INTERNET MARKETING: Inspired by an Excedrin campaign product that took place online, the very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.

Search engine optimization: Abbreviated "SEO," this is the process of optimizing content on a website so that it appears in search engine results. It's used by marketers to attract people who perform searches that imply they're interested in learning about a particular industry.

BLOG MARKETING: Blogs are no longer exclusive to the individual writer. Brands now publish blogs to write about their industry and nurture the interest of potential customers who browse the internet for information.

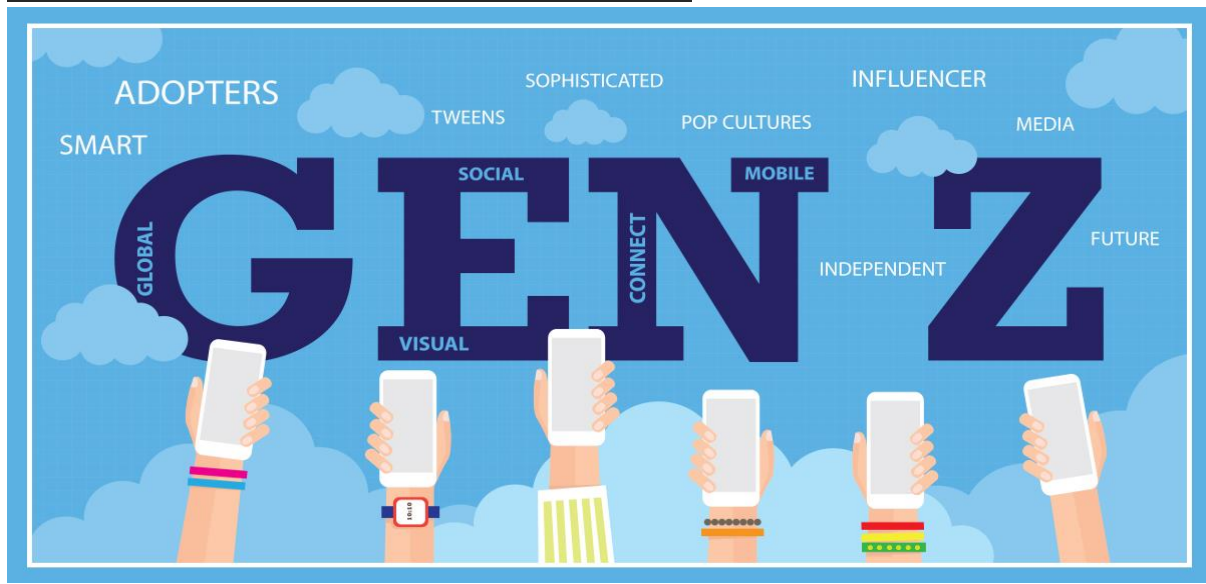
SOCIAL MEDIA MARKEING: Businesses can use Facebook, Instagram, Twitter, LinkedIn, and similar social networks to create impressions on their audience over time.

PRINT MARKETING: As newspapers and magazines get better at understanding who subscribes to their print material, businesses continue to sponsor articles, photography, and similar content in the publications their customers are reading.

SEARCH ENGINE MARKETING: This type of marketing is a bit different than SEO, which is described above. Businesses can now pay a search engine to place links on pages of its index that get high exposure to their audience. (It's a concept called "pay-per-click" -- I'll show you an example of this in the next section).

VIDEO MARKETING: While there were once just commercials, marketers now put money into creating and publishing all kinds of videos that entertain and educate their core customers.

MARKETING TO GENERATION Z



Marketing to Generation Z involves matching your ideas with someone else and giving them with a consistent experience.

Retail marketers, who have only just mastered the art of marketing to millennials, are now approaching a strange world when it comes to marketing to Generation Z. Of course, merchants have known for years how millennials want to communicate with companies – personalised emails, meaningful content, SMS alerts, Facebook Messenger — but it took a long time for communications and marketing technology strategies to catch up.

Generation Z is the country's youngest, most ethnically diverse, and biggest generation, representing for 27% of the population. Gen Z was raised on technology, the internet, and social media, which has led to stereotypes of them as tech-addicts, anti-social, or "social justice warriors."

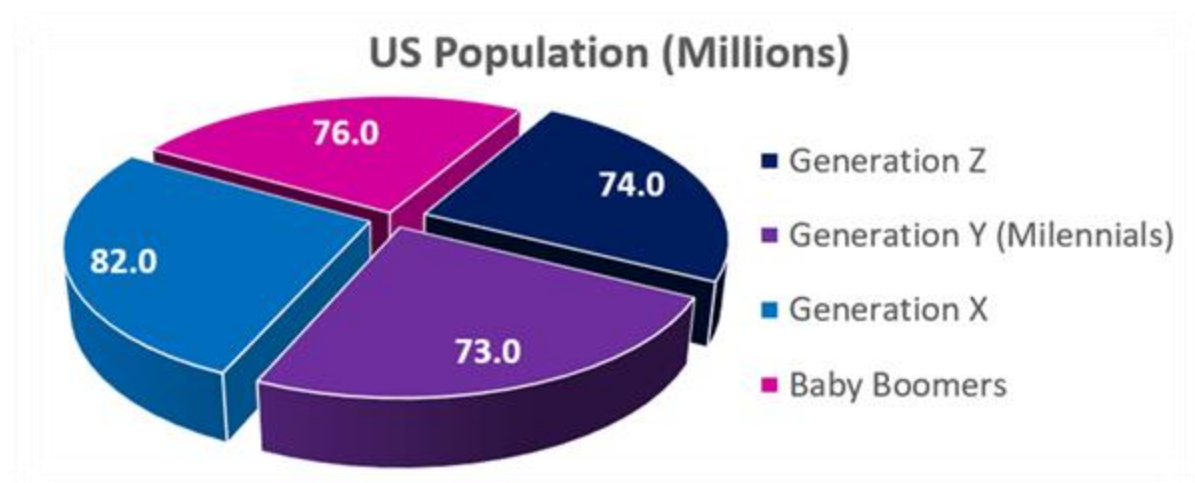
WHO ARE THE MEMBERS OF GENERATION Z?

While different sources have varying definitions, Generation Z is commonly regarded as people born between the mid-1990s and the early 2010s. Generations are defined in this context as follows:

According to Kasasa, this generation has around 74 million customers, which is comparable and helpful in future.

Although many members of Generation Z are still minors, data on them is lacking. However, tools such as syndicated surveys have offered some insights into their overall beliefs.

GENERATION Z ACCORDING TO US POPULATION:



HOW DOES TECHNOLOGY EFFECT GENERATION Z?

Yes, absolutely. At the age of 10.3 years, Generation Z obtained their first mobile phone and spends an average of 3 hours each day on it. They have no concept of what life was like before the internet. They utilize smart phones, applications, and social media extensively, and they usually consult technology before making judgments.

Generation Z values the internet because it allows them to meet new people, exchange personal information, find entertainment, relax, and enjoy their leisure time. The following statements were more likely to be agreed with by Generation Z respondents than by previous generations:

- "I enjoy updating my own Internet pages with details about my life."
- "Using the internet to meet new individuals is a smart idea."
- "For me, the internet is a major source of entertainment."
- "One of my favourite things to do in my spare time is go online."

Digital media has a considerably greater impact on Generation Z. More than three-quarters of Generation Z respondents said they like to interact in the following ways:

- Streaming television
- Radio with a Digital Display (including streaming radio)
- Mobile SMS with Digital Video

Conventional media methods such as email, direct mail, and traditional newspapers were scored relatively low, indicating that targeting Generation Z will require marketers moving away from more traditional media channels in order to influence these customers.

In summation, Generation Z is a new generation of consumers that will force marketers to think outside of the box in order to reach them. These customers grew up in the digital age and are greatly impacted by social media, whether it's peer recommendations or celebrities endorsing a product. Marketers must communicate more online and less through conventional media such as direct mail, email, and newspapers in order to have an impact. Finally, marketers must be aware that these customers will base their purchases on research from other websites and online reviews, will seek out new products, particularly those created with natural components, and will not be loyal to existing companies.

MARKETING TO GENERATION Z THINK SOCIAL

For retailers, there is both good and bad news. The bad news is that Gen Z is even less brand loyal than millennials, but the good news is that pricing is less of a motivator for them. According to an Ernst & Young poll, Gen Z members want to conduct business with businesses who value what they value and care about the problems that matter to them.

MARKETING STRATEGIES FOR GENERATION Z

Traditional marketing approaches sometimes fall short, and capturing the attention of this younger demographic can be tough. Gen Z was raised with smartphones in their hands and information at their fingertips, allowing them to communicate with companies at all times. Here are some Generation Z marketing ideas to assist your company keep in touch with this generation of customers:

1. MAKE YOUR BRAND MOBILE-FRIENDLY.

Smartphones were almost born in the hands of Generation Z. According to a recent poll, approximately 80% of kids between the ages of 11 and 13 received their first smartphone. Because Generation Z is constantly swiping through their phones, and Google will punish your SEO if your site isn't mobile-friendly, provide content that is optimised for mobile. Make it simple for Gen Z, to get to your material as quickly as possible by optimising for time.

2. OPTIMIZE FOR EACH PLATFORM SEPERATLY.

According to new Epsilon data, Gen Z is twice as likely as any other generation to shop at an online-only store or visit a brand's website. Because Gen Z is a multi-platform, multi-screen generation, make sure your content is accessible when and when they want it. In fact, Generation Z uses up to five displays at the same time.

3. CREATE SOCIAL MEDIA PERSON AS THAT GEN Z IS INTERESTED IN THE FOLLOWING.

It's no surprise that Generation Z, as digital natives, spends a lot of time on social media and that it influences their purchasing decisions. Brands that want to interact with younger people on Instagram, Snap chat, TikTok, and YouTube need to know how to engage them and establish a strong following. According to Snap chat, the social media app reaches 90% of 13-24 year-olds in the United States, which is greater than Facebook, Instagram, and Messenger combined.

4. CREATE A VIDEO MARKETING PLAN.

On average, Gen Z views 68 videos every day. Make sure one of them is your video. Creating films to display your brand's content will help you to reach thousands of young consumers who are always looking for engaging, relevant videos. Videos may be reused for your website, social media, and email marketing campaigns in addition to being wonderful for your YouTube channel. You can improve interaction, build brand loyalty, and expand your organisation with a good video marketing approach.

5. GIVE THEM SOMEONE TO ENGAGE WITH GEN Z.

Gen Z expects to be valued, which means brands need to find new ways to attract them. If you're a brand that is trying to engage this demographic, you'll need to form a real connection with them. Put a face to your brand that Gen Z consumers recognize by working with Gen Z influencers on social media. Gen Z's peers are their biggest influencers when it comes to buying decisions.

6. UTILIZE SOCIAL RESPONSIBILITY TO APPEAL TO GEN Z.

The greatest method to engage any customer is to speak directly to their interests, which for Gen Z is frequently social responsibility. This generation is fuelled by their convictions and isn't scared to stand up for them, even when it comes to how they engage with companies. According to a recent poll, 63 percent of Gen Z customers are more willing to purchase from

a firm that supports a social purpose. Authentic company missions that match with Gen Z's beliefs as socially concerned consumers will capture their attention.

7. AUTHENTICITY SHOULD BE A TOP FOCUS.

Gen Z value brand authenticity and want to feel as though businesses are speaking directly to them through customised content. They want businesses to speak Gen Z's language, understand their requirements, and connect with their beliefs in a true, two-way discussion. To personalise your brand message, successfully express your fundamental values, and establish consumer connections, focus on incorporating a human aspect into your digital marketing plan.

WHAT IS THE AVERAGE AGE OF GENERATION Z?

Generation Z encompasses those born between the mid-1990s and the early 2000s, while there is no clear date range.

Gen Z refers to today's teenagers and those in their early twenties. That implies Generation Z's oldest members are either in college or about to graduate.

It indicates that the generation following the Millennials is beginning to enter the workforce, and as their earning power grows, so will their purchasing power.

Generation Z, regardless of your specialty sector, represents a great opportunity for long-term business growth.

1. YOUR BUSINESS NEEDS A PURPOSE (OTHER THAN MAKING MONEY).

Generation Z is concerned about the state of globe

They are intensely aware of the society's current environmental, political and social economic challenges, and according to a study by The National Retail Federation and IBM, they're "more serious about this" than any other generation. For this reason, 55 percent of Gen Z choose brands that are eco-friendly and socially responsible.

2. PROMOTE ENTREPRENEURIAL VALUES.

Following the Millennials, the next generation grew up during the Great Recession, experiencing the collapse of the housing market and their parents' job losses.

They are well aware that there is no such thing as a job that is entirely secure. Long-term employment and job stability are both myths. Employees are being laid off in droves...by the thousands! They usually make sweeping cuts when absolutely necessary. The typical employment tenure is less than five years, and it's less than three years for millennials."

Unsurprisingly, the majority of Generation Z wants to take control of their own destiny. In fact, 72 percent of American teenagers say they want to start their own company one day.

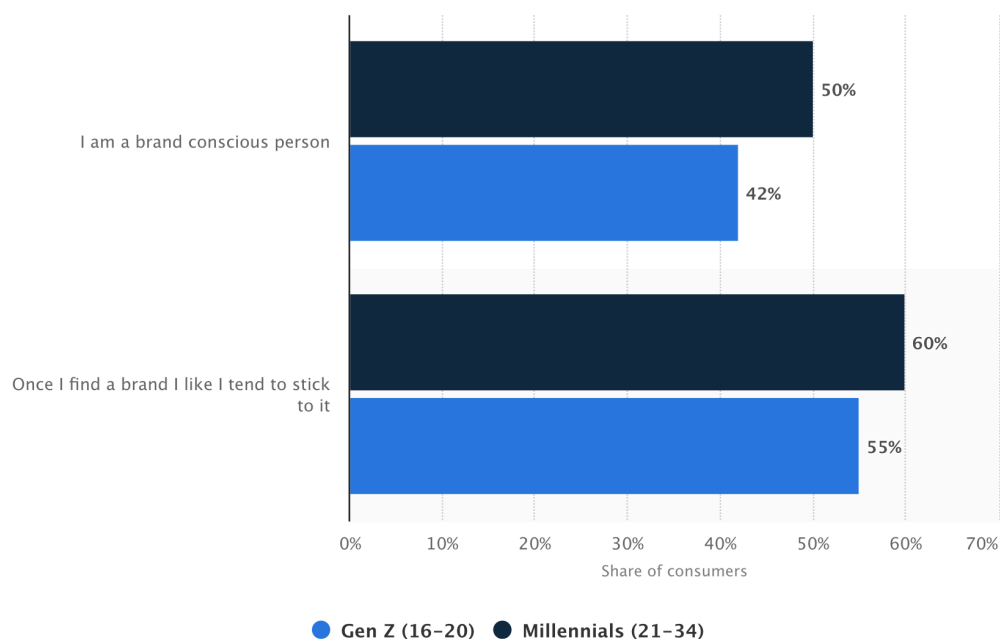
3. GENERATE LOYALTY THROUGH MEANINGFUL INTERACTIONS.

Customer retention should be a big element of your marketing plan if it isn't already. This is due to the fact that obtaining a new customer is five to twenty-five times more expensive than keeping an existing one. However, keeping Generation Z customers will be more difficult than usual.

Cultivate brand loyalty by meaningfully interacting with generation Z in any way you can, which leads to the next point.

Gen Z – which includes today's teenagers and young 20-somethings – currently makes up 25.9 percent of the U.S. population and is expected to account for about 40 percent of all consumer markets by 2020.

Take a look at the graph below from Statistical, which compares Gen Z and Millennials' perspectives on brand loyalty:



Generation Z is less concerned with brand appeal than millennials.

Plus generation Z consumers differ from millennials in that they are less likely to be motivated by the loyalty programs.

Consumers in Generation Z are eager to engage with their favourite brands:

- 42% of respondents said they would play an online game for a brand campaign.
- A brand-sponsored event would be attended by 38% of people.
- 44% people stated that they would be interested in providing product design ideas.
- 36% would make digital content for a company.

So procure ideas and feedback on product and brand concepts through competitions, games, and events.

4. COMMUNICATE IN PERSONEL, RELATABLE WAY.

When it comes to outdated old sales practises and apparent attempts to deceive customers, Millennials are less forgiving than previous generations.

They've become knowledgeable as a result of growing up with the internet and "false news."

As a result, dishonest "flash sales" and pushy sales text must be substituted with relatable and easy language.

One of the easiest ways to offer a personalized shopping experience is through email list segmentation.

Ultimately, it's vital to personalize shopping experiences and relate to Gen Z on a human level.

5. UNDERSTAND THAT GENERATION Z USES SOCIAL NETWORKS DIFFERENTLY

Understanding how Generation Z utilises each big social media network is essential for generating engaging content and marketing.

Generation Z engages in a variety of social networking activities on various platforms.

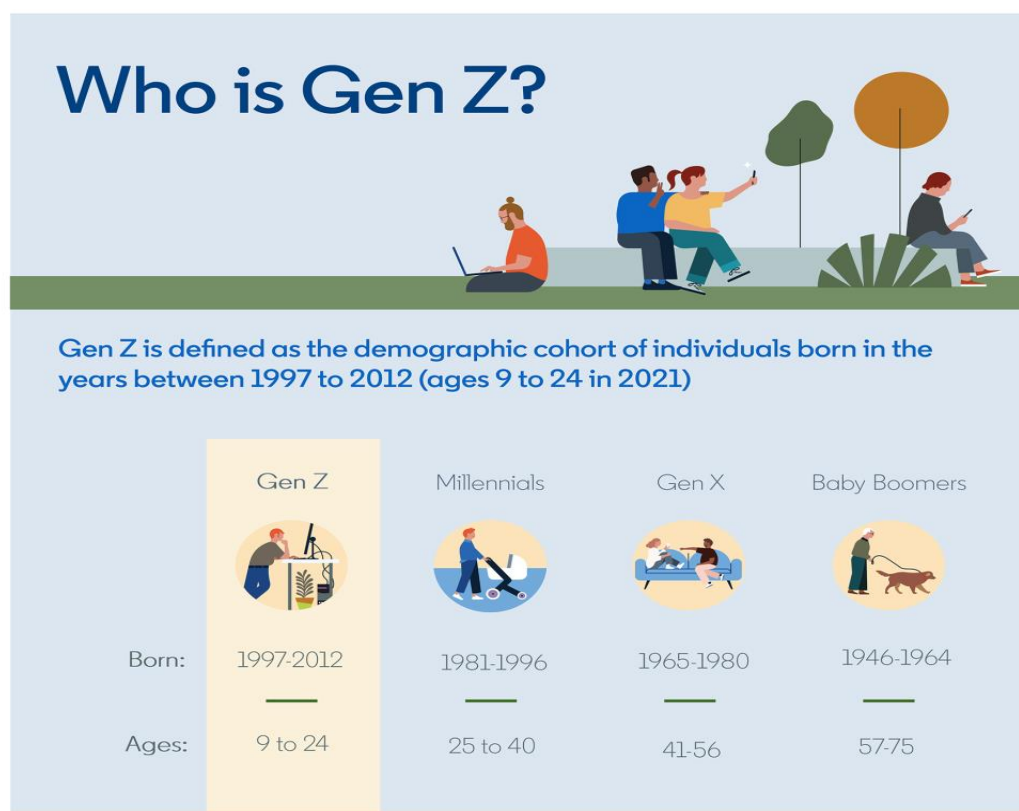
Generation Z: According to a recent research conducted by Response Media,

- On Instagram, they may show off their ambitious selves.
- Snap chat allows you to share real-life moments.
- Follow the latest news on Twitter.

WHO IS GENERATION Z?

The generation follows the Millennials is referred to as Generation Z. Generation Z is also known by the following terms:

- Post-Millennials
- Zoomers
- I Generation
- Generation alpha



Generation Z, those born between 1996 and 2012 and ranging in age from 7 to 22, is growing up in a time of global turbulence, controversial politics, and the enormous impact of technology. And, while some may label them as "Millennials 2.0," nothing could be further from the truth. Gen Z has become the fastest-growing segment of online shoppers, and will soon become the biggest. While this growth clearly matters, what's more important to trend-stalking marketers is Gen Z's characteristics, because they reflect the broader shifts we're seeing in customers and society as a whole. .

According to research, Gen Z workers will make up 27% of the workforce by 2025. Brands must begin creating relationships with Gen Z today in order to get on good terms with these newcomers. This generation is realistic as well as competitive. This group will not receive any freebies or participation trophies. They appreciate hard work and want to build important professions, but they also have a thrifty side that experience-seeking Millennials lack. There is also evidence that this moderation extends beyond budgeting - this generation is noted for drinking less² and prioritising quality family time over sex.

GENERATION Z IS THE FIRST TRULY WIRED GENERATION



Ninety-six percent of people own a smartphone⁴, and the majority can't remember a period when they didn't. Gen Z has been dubbed "the loneliest generation" because they spend an average of four hours per day listening to headphones⁵, but they are highly connected and use technology and a variety of platforms to enhance their experiences beyond their reach of their daily routines. They are well-informed, their world is broader, and their voices are louder because they have technology at their fingertips 24 hours a day, seven days a week.

They are also displaying early signs of civic participation. In the 2018 election, Gen Z voters, like Millennials and Gen X, outvoted Baby Boomers⁶. And incidents that occurred close to home have had a significant impact on their perspectives and willingness to act. Eighty-six percent feel that tragedies like the Stoneman Douglas High School shooting have made them more concerned about issues that affect their generation.

Unlike previous generations, Gen Z is eager to rewrite the script on the present national conversation. Nine out of ten people (90%) are fed up with how nasty and divided our society is on critical topics, and the majority (85%) would rather focus on the positive than the negative. They believe that as a united force, Americans can and should accomplish more.

WOKE GENERATION:

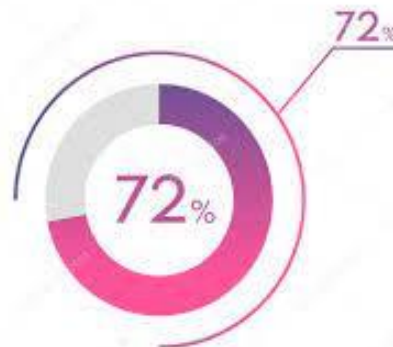
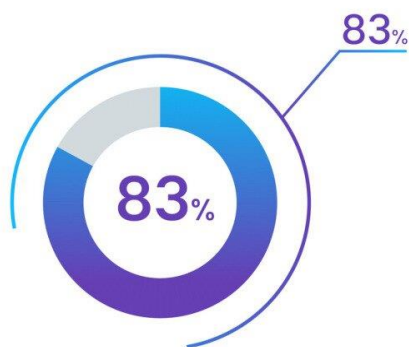
Generation Z feels and cares strongly about the current challenges affecting the world around them, especially at a time when reports of global struggle appear on newsfeeds on a regular basis. This generation is still concerned about the health of our world (87 percent vs. 89 percent in 2017), and nearly nine out of ten (88 percent) believe social and environmental issues are important to them and concerns about the environment. They consider these issues to be pressing and believe that businesses can play a significant role in solving them and have a role in resolving their issues. In fact, the majority of respondents (90 percent) believe that businesses should take action on this issues.

Yet, even as they look to companies as partners in change, they're also holding them to high standards:

More than nine out of ten people (93 percent) believe that if a firm makes a commitment, it should have the procedures and policies in place to back it up. And they are not going to take a company's word for it. When a corporation takes a statement on an issue, three-quarters (75 percent) will conduct research to discover if it is walking the talk.

They apply Purpose as a significant filter and criterion for decision-making in the shopping aisle and at work, staying true to their values. Even more than what to buy, Gen Z examine a company's Purpose when deciding where to work (83 percent). This is a crucial indication for organisations wanting to win the ever-increasing war for talent. Gen Z won't compromise their values for a wage, and they will see their employment as another way to make a positive difference.

GEN Z CONSIDER A COMPANY'S PURPOSE WHEN DECIDING. WHERE TO WORK WHAT TO BUY



FOR GENERATION Z, CLIMATE CHANGE IS NO MORE AN INVISIBLE THREAT

It's now becoming real — something they can touch and feel — and it's having an influence on them directly. They are witnessing climate-related protests across Europe, as well as an increase in the frequency and severity of natural disasters, and they understand the impact on their daily life. Plastic bag restrictions, paper straws at the local coffee shop, and reef-friendly sunscreens on store shelves are all things that this generation has grown up with.

Generation Z is not only inspired, but also powerful, despite the world's acute and seemingly insurmountable difficulties. Eighty-eight percent of Gen Z believe their generation has the potential to improve the world, and more than eight-in-ten (83 percent) believe they can make a personal difference on problems that matter to them. They are also proud of their generation's rising leaders, with 87 percent saying that seeing peers like Emma González or Greta Thunberg take a voice on issues inspires them. They remain unfazed, with more than three-quarters (76%) believing that in five years' time, they will make a significant progress on key issues.

THE “NEED-TO-KNOW” FOR COMPANIES

❖ FLIP THE NARRATIVE AND BE POSITIVE

The doom-and-gloom mentality has pushed Gen Z down. They encourage businesses to keep it positive by showcasing how participation in Purpose-driven projects may help them make a difference on topics that matter to them. They've been primed and are ready to join your cause.

❖ SPEAK THEIR LANGUAGE

While the environment ranked first on the list of most pressing concerns for businesses to address, Gen Z wants businesses to address the majority of the issues that occupy their social media feeds. Companies must assess which themes are in line with their Purpose and which they can truly support.

❖ EMPOWRE AND ENERGISE FOR ACTION

Gen Z is practical but determined, and they're willing to go to great lengths to make a difference. Keep them engaged by demonstrating how their individual efforts sum up to a collective impact; they want to believe they're making a difference.

❖ REACH THEM WHERE THEY ARE: ONLINE

YouTube. Twitter. Snap chat. Gen Z has seen how powerful their smartphones can be in amplifying messages and turning them into movements, and they're making excellent use of it. Arrive where they are, but keep in mind that you only have around eight seconds to get their attention. Use those seconds effectively to create urgency and demonstrate the power of your message – both online and off.

❖ APPEAL TO MOTIVATORS

Social media is being used by Gen Z to spread the news about causes and programmes that are important to them, but it's crucial to understand why. Use their enthusiasm to persuade others to care. Give them the tools they need to engage their friends and networks, and your message will spread rapidly.

HOW TO REACH GENERATION Z WITH MARKETING STRATEGIES

Marketing Strategies For Gen Z



- A. The need and purpose of generation Z is business.
- B. It promotes entrepreneurial values.
- C. It generates loyalty through meaningful interactions.
- D. Buying power of generation Z is significant.
- E. Generation Z drops the idea of traditional marketing method.
- F. It creates quick, effective content to market the generation Z.
- G. Generation Z uses different social media platforms for each problem.

GENERATIONS FORMATION

- Generation Z are Teenagers
- Millennial are young professionals
- Generation X are mature professionals.
- Baby boomers are retirees.
- Silent generation is elderly retirees.
- G I generation are born just after the 20th century.

STATEMENT OF THE PROBLEM

As more organizations pursue global business strategies, they will require and demand international sources of market information. In order to compete effectively in the 21st century, these business will need specialized, targeted information about buyers in discrete international markets. In the business to business market, there is ample validation for conducting international market research in support of the design, execution, and interpretation of a wide variety of global marketing strategies.

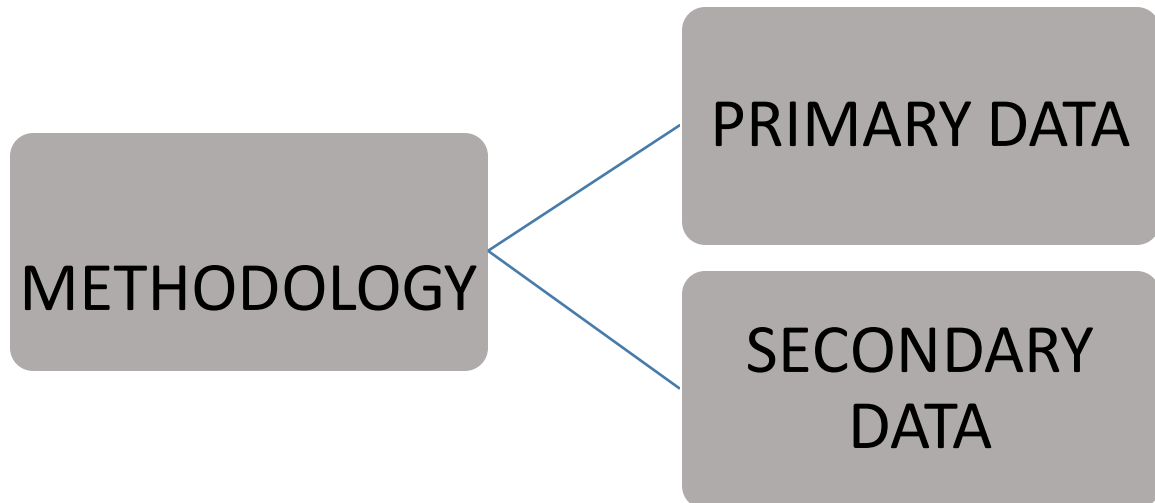
NEED FOR THE STUDY

. The emerging of open economy in globalization have resulted in changes, tastes, preferences and expectations of customers. Managers around the sector are finding the importance of marketing strategies to compete effectively in worldwide markets. Organisations marketing strategy are the development decision about relationship with stakeholders and its offerings, resources, allocations and timing.

CHAPTER-2
RESEARCH METHODOLOGY
OBJECTIVE OF THE STUDY

- To study the nuances of marketing to generation Z.
- To study the factors which influences generation Z When compared to other generations.
- To understand the marketing strategies of generation X, Y and Z.
- To analyse the marketing strategies through social media platforms.

METHODOLOGY OF THE RESEARCH



TOOLS FOR COLLECTION OF DATA:

- PRIMARY DATA
- SECONDARY DATA

PRIMARY DATA:

- The primary data means the data gathered for the first time for the survey directly from the sample or population as per the requirement.
- The primary data is collected through observation and discussion with the generation Z.

SECONDARY DATA:

The Present study is basically drawn upon secondary data which consists of information that has been already exists and has been collected for some specific purpose previously and from various books related to the topics, references which were made.

- Websites
- Articles
- Social media
- Annual reports
- Books
- Magazines
- Journals
- Research Reports.

DISCUSSION (INTERVIEW):

The collected data is discussed keeping in view the objective of the study i.e. marketing to generation Z and the factors which influences generation Z. The suggestions and conclusions are drawn through the discussion.

LIMITATIONS OF THE STUDY:

- There might be bias in the information collected.
- Time was constraint
- The study was conducted worldwide.

CHAPTER 3
SWOC ANALYSIS
WHAT IS SWOC ANALYSIS?



A SWOC Analysis is a useful tool for developing business strategy for both new and current businesses. This straightforward methodology is used to assess a company's competitive standing. Marketing to Generation Z: A SWOT Analysis. The Obstacles Galore has the ability to guide the organisation toward developing effective and prudent business plans.

SWOC STANDS FOR:

- ✓ STRENGTH
- ✓ WEAKNESS
- ✓ OPPORTUNITIES
- ✓ CHALLENGES

Leadership competencies, intellectual property rights, locational advantages, and geographic presence are examples of internal variables (strengths/weaknesses).

Customers' shifting tastes and interests, competitive tendencies, inflation, and population expansion are all examples of external variables (opportunities/threats).

Generation Z marketing The Obstacles by utilising its strengths and addressing its weaknesses, Galore may use the SWOT matrix to maximise opportunities and minimise threats. It is usually shown in a two-by-two grid format. The framework is built around the creation of four different sorts of tactics, including.

STRENGTH OF MARKETING TO GENERATION Z

STRENGTH OF MARKETING TO GENERATION Z IS THE FIRST ELEMENT OF

SWOC MATRIX

- One of the organization's primary strengths could be its regional presence in several places. It determines the company's reach to the target market and guarantees that the information is easily accessible.
- The company's diverse product line can help it expand its customer base and compensate for losses in one product area with gains in another.
- A strong online presence on various social networking sites, as well as effective social media management, may boost the impact of positive e-WOM and help build strong client relationships.
- A strong financial position and good health may enable the company to make more investments.
- Access to the suppliers that offer raw material at a lower cost can improve the overall business efficiency.
- A locational advantage can help a company's competitive standing in a variety of ways, including lower costs, increased accessibility, and improved brand image.
- An IT infrastructure that is well-developed and well-integrated can improve operational efficiency and increase awareness of current market trends.
- Competent and committed human capital can be a significant source of competitive advantage, especially in service-oriented businesses.
- Excellent product quality boosts brand loyalty and helps Generation Z in marketing. The performance of Challenges Galore in a competitive market.
- Workplace diversity can also be a huge competitive advantage, especially if the company plans to compete on a global scale.
- The Horizontal and/or vertical integration can improve control over the entire value chain, resulting in better raw material availability and faster product delivery to the final consumer.
- Different intellectual property rights may be owned by an organisation, making its product offers distinctive and exclusive, making it difficult for competitors to copy.

WEAKNESSES OF MARKETING TO GENERATION Z

WEAKNESSES OF MARKETING TO GENERATION Z IS THE FOURTH ELEMENT OF SWOC MATRIX



- Environmentalists may criticise the organisation for its poor waste management practises and inability to incorporate sustainability into business operations.
- Inadequate inventory management practises may cause the company to lose efficiency. The shortage or surplus inventory can either result in a -Cash shortage or insufficient current assets have a detrimental impact on liquidity and overall business performance.
- An availability of money for marketing and promotion activities limits a company's capacity to grow its consumer base and drive repeat purchases.
- A lack of local/international market expertise can cause problems on a company's success if less money is spent on research and development.

- An inadequate strategic decision-making process results from a failure to grasp customers' needs and expectations. Because of this flaw, the company may be unable to discover possible improvement areas in the product/service mix.
- When compared to the product/service features, the business's prices may not appear to be justified. It indicates that the pricing strategy should be updated.
- Poor customer service (such as ineffective customer complaint handling) can lead to unfavourable word-of-mouth about the company and impede growth.
- The decision making in the Marketing to Generation Z and Challenges takes too much time, causing expensive delays in introducing new products in the market.
- An organization's capability to successfully launch new branches or extend its product range might be harmed by poor project management techniques.
- A lack of organisational commitment and frequent personnel turnover might lead to higher recruitment expenses and worse production.
- Workforce production suffers as a result of high job stress and low worker morale.
- A misalignment of the organization's leadership style and its main strategic objectives can lead to a lack of direction in the firm.
- When an organization's culture is out of touch with its strategic/business goals, it becomes a major internal flaw. The main strategic goal of the chosen corporate organisation, for example, is to introduce innovative and new products to the market. However, there is a risk-averse culture in place in the business, which discourages individuals from thinking creatively.

OPPERUNITIES OF MARKETING TO GENERATION Z

OPPERTUNITIES OF MARKETING TO GENERATION Z IS THE THIRD ELEMENT OF SWOC MATRIX



- The exponential growth of the population, particularly in existing or new client segments, presents a significant opportunity for business growth.
- If a company has good market information, changing client wants, tastes, and preferences might be seen as an opportunity.
- The development of new technologies to aid in the production and distribution of products and services can be used to embed innovation within corporate processes. Advanced technological integration can save costs, increase productivity, and speed up the introduction of new goods.
- A rise in consumers' spending power as well as a growth in the wealthy client base can be used to introduce more high-end products.
- Reducing interest rates make it easier for businesses to get funds and obtain credit at a cheaper cost.
- As a result of shifting tastes, customers may begin to choose new and innovative products/services.
- The rise of e-commerce and social media marketing as a trend can be a tremendous opportunity for Generation Z marketing. If it can maintain a strong online presence on many social networking platforms, it will face numerous challenges.
- Government subsidies and other policies aimed at improving the business environment are a good external environmental element for marketing to Generation Z.

CHALLENGES OF MARKETING TO GENERATION Z
CHALLENGES OF MARKETING TO GENERATION Z COMES INTO THE
FOURTH COLUMN OF SWOT MATRIX



- The Marketing Generation faces a significant problem as the regulatory framework evolves and new, stronger requirements are implemented. It complicates and complicates the corporate organization's compliance with legal criteria. Failure to comply with new regulations increases the possibility of costly legal action.
- The shortage of skilled labour on the market can make it difficult for an organisation to recruit individuals with the necessary abilities.
- The capacity of the company to maintain and develop its client base is being harmed by an increase in the number of direct and/or indirect competitors.
- When clients' spending patterns and purchasing power are directly influenced by deteriorating economic conditions, business performance suffers.
- The Inflation raises the cost of production and has an impact on corporate profitability.
- The products and services are not environmentally friendly, the expanding environmental sustainability trends pose a significant issue. It generates negative press and criticism from environmentalists, and it has a detrimental impact on the brand's image in a competitive market.
- The Globalisation forces organisations to cross national borders and deal with cultural variety, which can be problematic if the organisation lacks cultural intelligence.

CHAPTER-4

ANALYSIS AND OUTCOMES



Under the marketing generations, we will analyse the differences between the marketing strategies implemented by generation X Y and Z. To create a complete generation marketing guide, we will mostly focus on the types of generation and try to know the differences between them.

- Baby boomer generation.
- Generation X.
- Generation Y(millennial)
- Generation Z.
- Generation Alpha.

BABY BOOMERS GENERATION

Baby boomers have the highest value as consumers in the market today and the most disposal income today. Baby boomers spend on technology and tend to pay attention to traditional marketing and sales tactics. Although baby boomers marketing strategy is online shopping, they still prefer making in-person purchases.

- Baby boomers birth year: 1946 to 1964.
- The current range of baby boomers generation is formed between 57 to 75.
- The total generation size is around 71.6 million.
- "A member of the demographically huge generation born between the end of WWII and the mid-1960s is referred to as a 'baby boomer'"
- The name "baby boomer" comes from the surge in births that occurred after WWII servicemen returned home.
- The baby boomers are an economically influential generation due to their large numbers and the relative prosperity of the US economy during their lives.
- Today's baby boomers are approaching retirement age and are confronted with a number of issues, including how to pay their retirements.
- Despite being so traditional, 90% of baby boomers aged between 50 to 64 have a Facebook account, since they prefer to speak with real people.
- Boomers are the most valuable consumers on the market right now! They spend the greatest money on each shopping trip, and as they go closer to retirement, they're more likely to purchase things that aren't on the grocery list.
- Surprisingly, this age spends the most money on technology, from premium cable to the most up-to-date smartphone.
- Baby boomers are the biggest consumers of traditional media like television, radio, magazines, and newspapers.
- This generation is slowly adapting to the current technology in order to stay connected.
- Baby boomers have a **WORK ETHIC** of 17%.
- They carry **MORAL VALUES** of 8%.
- Baby boomers are 5% **SMARTER**.
- Baby boomers generation are 14% **RESPECTFUL** towards others.

GENERATION X



Although some sources used slightly different ranges, Generation X is commonly used to denote the generation of Americans born between 1965 and 1980. Because it comes after the well-known baby boomer generation and before the millennial generation, it is frequently referred to as the "middle child" generation. Generation X has fewer members than either of those groups, which is one of the reasons why it is often disregarded or forgotten when the generations are discussed. Gen X were the first generation to have grown up with computers in some form, making them tech-savvy. As youngsters and young adults in the 1980s and 1990s, they likewise lived through difficult economic times. Gen X are known for being resourceful, independent, and committed to achieving work-life balance. Marketing strategy of generation X is truly hybrid. Generation X grew up without online shopping and convenience of online buying but still enjoy going to the store.

- Generation X birth year 1965 to 1979/80.
- The current age of generation X is formed between 41 to 56.
- They are also known as LATCKEY generation or MTV generation.
- Generation X total size is 65.2 million.
- Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month).

- However generation X is digitally aware spending only 7 hours of every week on Facebook.
- The first generation to grow in the internet era was generation X.
- In generation X
 1. 49% of them own smartphones,
 2. 11% own tablets and
 3. 74% of them like to do online banking
- Generation X marketing strategy is to research a product before they make a purchase. They are bond towards quality rather than quantity.
- The **most educated generation** of all and have very good purchasing power is Generation X.
- Under generation X **82% of them own a home** which makes them a good market for all those businesses to sell home-related products like home improvement, home decoration, and other similar things.
- In Generation X 81% of them like to buy things online. So, generation X establishes a strong relationship with e-commerce.
- Gen X also prefers face book marketing to attract number customers. It is an integral part of marketing strategy.
- For generation X economic development is (14 percent),
- health and sickness (13 percent), and
- Education are all on Gen X minds is (ten percent).

GENERATION Y (MILLENNIALS)

- Millennials and echo boomers are terms used to describe Generation Y. There are 83 million people in this generation, who were born between 1977 and 2000.
- One of the most crucial characteristics of this generation is that they grew up with technology, which explains why they use it to make all of their life decisions.
- They had mobile phones, computers, iPads, tablets, social media, and other electronic gadgets at all times.

- Rather than the brand itself, they are impacted by what others are saying about it. As a result, Instagram shopping has grown in popularity over time.
- This generation does not have a lot of money. They have a high unemployment rate and a lot of debt, therefore they don't have any savings.
- Despite the fact that they are not as wealthy as the baby boomers or have as much purchasing power as generation X, they are nevertheless a solid market for many businesses due to their enormous numbers. Their purchasing power is currently estimated to be \$200 billion.
- This generation is also the most entrepreneurial of all. They are more concerned about social concerns than any previous generation.
- Generation Y prefers to interact with brands via their smartphones' social media platforms.
- As a result, it is critical for all businesses targeting them to have a strong social media presence as well as a robust mobile phone experience.
- Brand experience is more important to consumers than everything else, including brand messaging. As a result, the customers place more emphasis on digital experience than you have in the past.
- They like personal brand experiences which they can easily share with others.
- Generation Y prefers using digital technology and enjoy the convenience it provides. As a result gen Y doesn't perform anything that doesn't require technology.
- Generation Y always explores new and innovative marketing ideas to keep them engaged in marketing.

GENERATION Z



Generation Z refers to those born after the year 2000. They can be divided into three groups: children, teenagers, and tweens.

There are almost 20 million tweens in the United States between the ages of 8 and 12. They are currently spending nearly \$43 billion of their own money on various purchases. Further, kids have an impact on their parents' and friends' purchasing decisions.

- 35% set of people can motivate other people to care as well.
- 17% shows others what they care about.
- 15% of people want to be part of the conversation about the world around them.
- 9% of people shows they are informed.
- 7% of them look like a good person.
- 19% don't post information about social and environmental issues on their social networks.
- Generation Z's habits and preferred social media sites have evolved over the last two years.
- While Facebook was the most popular platform for social and environmental involvement in 2017, YouTube (64 percent vs. 50 percent in 2017) is now the most popular, followed by a dramatic surge in Instagram usage (63 percent vs. 51 percent in 2017).

TRENDING ISSUES OF GENERATION Z

With experts estimating that we only have 11 years 7 to avoid irreversible climate change, Generation Z understandably feels a sense of urgency. Not only is the environment (26 percent) the most important issue they want companies to address, but it has also surpassed poverty and hunger as the top concern.

In 2017, there was an incident.

- Human rights (19%)
- Poverty and hunger (19%) were also regarded as secondary priority problems.
- Economic development (14 percent).
- Health and sickness (13 percent)
- Education are all on Gen Z minds, (ten percent) was near the bottom of the list of difficulties.

OUTCOMES OF GENERATION Z

Create outstanding content and engage with your audience with these six marketing strategies for Gen Z.

Genuine brands are more likely to elicit a positive response among Gen Z

- Concentrate on social media...
- Consider video...
- Maintain control over your internet reputation and reviews.
- Make good use of influencers.
- Be simple; simple is best.

Factors defining generation Z

- Digital. Digital change is ongoing, broad, and rapid... on a global scale.
- Generation Z is the world's first genuinely global generation.
- Generation Z is a social bunch... They are well mobilised and visual.

CHAPTER 5

LEARNING EXPERIENCES

The topic nuances of marketing to generation Z is a study conducted worldwide, which helped me in analysing different kinds of generations, their marketing strategies, practises, usage of social media, buying power and marketing style. This study gives the clear picture about the marketing strategies for generation Z and comparison of other generations.

THE LEARNING EXPERIENCE OF THE STUDY ARE:

- It enhanced my knowledge and improved my skills in understanding the different kinds of patterns being followed by other generations.
- It provided a practical exposure about the study.
- It helped me in analysing each problem with the help of social media platforms.
- It helped me utilising the time and valuing the time as well.

CONCLUSION OF THE STUDY

The study nuances of marketing to generation Z explains how different kinds of generations follows marketing strategies. Each and every set of generations has their own pros and cons which helps the consumers in selecting the best out of it. Generation Z is quite different when compared with other generations, as they try to sell their products through experiences, they attract customers through social media and online videos. Generation Z people are more creative, bold and they are the creators of many trends on Tiktok, Instagram reels and other platforms. The individuals of generation Z value money, they are smart, really smart in their work, they tend to learn about new marketing techniques from social media, and they are not afraid to buy things online when compared to other generations, where in touch and feel the product policy applies. Through the study we can conclude that generation Z is raised through internet and social media platforms.

CHAPTER 6

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DATE OF SPOKE WITH GUIDE	TOPICS DISCUSSED	SIGNATURE OF GUIDE
20-11-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
29-11-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
10-12-2021	Discussions on a study of nuances of marketing to generation Z and SWOC analysis.	
22-12-2021	Discussion on outcomes of the study, learning experience and conclusion.	

