

# Marketing Mentality and it's Difference Between Millenials and Gen Z Consumers: Digital Marketing

Mr Prasanth<sup>1</sup> and Praveen Kumar M S<sup>2</sup>

Professor, Department of Management Sciences<sup>1</sup>

II MBA, Department of MBA<sup>2</sup>

Hindusthan College of Engineering and Technology, Coimbatore, India

**Abstract:** *In the digital age, understanding the marketing mentality of consumers is essential for effective marketing strategies. This abstract explores the marketing mentality and examines the disparities between Millennials and Gen Z consumers in terms of digital marketing. The marketing mentality encompasses consumers' attitudes, preferences, and behaviors towards marketing messages and brands. Both Millennials and Gen Z have grown up in the digital era, but they exhibit distinct characteristics that shape their digital interactions. Millennials, characterized as digital natives, value authenticity and transparency in marketing. Gen Z, also digital natives, shares this appreciation for authenticity but tends to be more skeptical of traditional advertising. Mobile dominance is a prominent feature of both generations, but Gen Z relies more heavily on mobile devices for various activities. Therefore, marketers must prioritize mobile optimization when targeting Gen Z consumers. Millennials follow established influencers, while Gen Z prefers micro-influencers or peers who are relatable and authentic. Content consumption patterns also diverge. Millennials lean towards long-form content, valuing in-depth information and storytelling. Understanding the marketing mentality and differences between Millennials and Gen Z consumers in digital marketing is crucial for marketers to tailor their strategies effectively.*

**Keywords:** Millennials

## BIBLIOGRAPHY

- [1]. Kumar, A. (2020). Understanding the Differences Between Millennials and Generation Z: A Literature Review. *International Journal of Management and Business Research*, 10(2), 120-132.
- [2]. Salucci, C. (2019). Marketing to Generation Z: A Literature Review. *Journal of Research in Marketing and Entrepreneurship*, 21(1), 23-37.
- [3]. Emory, J. (2020). Marketing to Millennials and Generation Z: A Review of the Literature. *Journal of Applied Business and Economics*, 22(4), 142- 154.
- [4]. Brodie, P. M. (2018). Marketing to Millennials and Generation Z: The Role of Digital and Social Media Marketing. *International Journal of Market Research*, 60(6), 611-620.
- [5]. Lee, H. S., & Lee, C. G. (2021). Digital Marketing Strategies for Millennials and Generation Z: A Systematic Literature Review. *Journal of Digital Convergence*, 19(3), 157-166.
- [6]. Perrin, A. (2020). Generations and their gadgets. Pew Research Center. Retrieved from
- [7]. <https://www.pewresearch.org/internet/2020/09/09/generations-and-their-gadgets/>
- [8]. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
- [9]. Nguyen, T., & Nguyen, T. (2020). Generational differences in social media marketing: A conceptual framework. *Journal of International Business Research and Marketing*, 5(2), 1-7.
- [10]. Schewe, C. D., Noble, S. M., & Dean, D. L. (2012). Consumer preferences and response to marketing stimuli in international contexts. *Journal of Business Research*, 65(5), 604-609.

- [11]. Statista. (2021). Social media usage worldwide. Retrieved from <https://www.statista.com/topics/1164/social-networks/>