

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

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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

I. INTRODUCTION

In today's digital age, marketing has evolved significantly, and understanding the mentality of consumers is crucial for successful campaigns. The marketing mentality encompasses the mindset, preferences, and behaviors of consumers, which can vary across different generations. Two generations that have been a focal point for marketers are Millennials and Gen Z. Both groups have grown up in the digital era, but they have distinct characteristics and preferences that marketers must consider when developing digital marketing strategies. Both Millennials and Gen Z are considered digital natives, having grown up with technology at their fingertips. However, Gen Z has been exposed to digital devices and the internet from an even younger age, making them even more comfortable with digital platforms and online interactions. They are more likely to adopt new digital tools and trends quickly. Gen Z has a notably shorter attention span compared to Millennials. They have grown up in an era of information overload, constantly bombarded with content from various sources. As a result, marketers must capture Gen Z's attention quickly, using concise and visually appealing messages.

1.1 OBJECTIVES OF THE STUDY:

To Understand the attitudes, behaviors, and preferences of Millennials and Gen Z consumers towards digital marketing channels such as social media, email marketing, and mobile advertising.

To Identifying the key factors that influence the purchase decisions of Millennials and Gen Z consumers in the digital space, such as brand values, product quality, and customer experience.

To Compare and contrast the marketing mentality of Millennials and Gen Z consumers, including their preferences for different types of content, brand messaging, and engagement strategies.

To Analyze the impact of emerging technologies and platforms on the digital marketing landscape and how they are being adopted and used by Millennials and Gen Z consumers.

1.2 RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

1.3 LIMITATIONS OF THE STUDY

The study may suffer from sample bias, as the findings are based on a specific sample of Millennials and Gen Z consumers who participated in the research. This may limit the generalizability of the results to the broader population of these generations.

The study may rely on self-reported data, such as survey responses or interviews, which can be subject to biases or inaccuracies.

1.4 STATEMENT OF THE PROBLEM

The problem addressed in this study is the need for marketers to understand the marketing mentality and recognize the differences between Millennials and Gen Z consumers in the context of digital marketing. With the rapid advancement of technology and the rise of digital platforms, marketers face the challenge of effectively engaging these two generations, who have distinct characteristics, preferences, and behaviors. Failing to understand these differences may result in ineffective marketing strategies, missed opportunities, and failure to connect with the target audience. Therefore, there is a need to explore and analyze the marketing mentality of Millennials and Gen Z consumers to develop tailored digital marketing strategies that effectively resonate with each generation and drive desired consumer behaviors.

II. REVIEW OF LITERATURE

(Brodie, 2018) This literature review examines the marketing strategies and approaches that are effective in targeting Millennials and Gen Z consumers, with a specific focus on the role of digital and social media marketing. The article may highlight the challenges and opportunities that marketers face when targeting Millennials and Gen Z, considering their unique preferences, expectations, and attitudes towards digital marketing campaigns.

(Rainie, 2018) This literature review explores the changing news consumption habits of Millennials and Gen Z consumers and the implications for news organizations, including the role of digital platforms and social media in shaping their attitudes towards news. The article explores various digital marketing tactics, techniques, and platforms that have proven effective in reaching and engaging with Millennials and Generation Z.

(Emory, 2020) This literature review provides an overview of the key research findings on marketing to Millennials and Gen Z consumers, including their digital behaviors, content preferences, and attitudes towards advertising and marketing communication. The marketing mentality and differences between Millennials and Gen Z consumers in terms of digital marketing have been the subject of extensive research and analysis.

(Kumar, 2020) This literature review compares the characteristics and preferences of Millennials and Gen Z consumers in the context of digital marketing, including their use of technology, response to advertising, and engagement with brands. Both generations value authenticity and are more likely to engage with brands that align with their values.

(Salucci, 2019) This literature review focuses specifically on Generation Z consumers and their unique characteristics and preferences in digital marketing, including their use of social media, engagement with brands, and response to advertising strategies. Both Millennials and Gen Z are highly mobile-oriented and use smartphones as their primary device for accessing digital content.

III. ANALYSIS AND INTERPRETATION

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	56	53.3	53.3	53.3
25-34	33	31.4	31.4	84.8
35-44	14	13.3	13.3	98.1
45 & ABOVE	2	1.9	1.9	100.0
Total	105	100.0	100.0	

Interpretation:

In total, we have data for 105 individuals in this group. The cumulative percent column indicates the running total of valid percentages. The cumulative percent of 53.3% for the 18-24 age range means that 53.3% of the individuals in the group are 18-24 years old or younger. This data suggests that the majority of the group is relatively young, with a significant portion falling within the 18-24 age range.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FEMALE	53	50.5	50.5	50.5
MALE	52	49.5	49.5	100.0
Total	105	100.0	100.0	

Interpretation:

In total, we have data for 105 individuals in this group. The cumulative percent column indicates the running total of valid percentages. For example, the cumulative percent of 50.5% for the "female" category means that 50.5% of the individuals in the group identify as female. This data suggests that the group is almost evenly split between male and female individuals.

CHI SQUARE ANALYSIS

Age * Digital advertising engaging Relationship between Age and Digital advertising engaging

HYPOTHESIS TESTING:

Null Hypothesis (H₀):

There is no significance relationship between Age and Digital advertising engaging
Alternative Hypothesis(H₁):

There is a significance relationship between Age and Digital advertising engaging.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Digital advertising -engaging	105	100.0%	0	.0%	105	100.0%

Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	8.792(a)	12	.721
Likelihood Ratio	10.655	12	.559
Linear-by-Linear Association	.286	1	.593
N of Valid Cases	105		

a 11 cells (55.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION:

The above table of Chi square have 105 valid responses. The significant value of Pearson Chi-Square is .721, the significant value of likelihood ratio is 0.559 which is greater than 0.05. So, the null hypothesis is accepted and alternate hypothesis is rejected.

There is a significant relationship between Age and Digital advertising engaging

CORRELATION

Age and Digital advertising engaging Relationship between Age and Digital advertising engaging

HYPOTHESIS TESTING:

Null Hypothesis (Ho):

There is no significance relationship between Age and Digital advertising engaging

Alternative Hypothesis(H1):

There is a significance relationship between Age and Digital advertising engaging

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Digitaladvertising - engaging	105	100.0%	0	.0%	105	100.0%

Symmetric Measures

		Value	Asymp.Std. Error(a)	Approx.T(b)	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.042	.079	.533	.594
	Kendall's tau-c	.039	.073	.533	.594
	Spearman Correlation	.050	.094	.512	.610(c)
Interval by Interval	Pearson's R	.052	.088	.533	.595(c)
N of Valid Cases		105			

a Not assuming the null hypothesis.

b Using the asymptotic standard error assuming the null hypothesis.c Based on normal approximation.

INTERPRETATION:

The above table shows that 105 valid responses and that significant value of Kendall's tau-b is 0.594, Kendall's tau - c is 0.594 and Spearman's Correlation is 0.610 which is greater 0.05.

Hence null hypothesis is accepted and alternate hypothesis is rejected.

There is a significant relationship between Age and Digital advertising engaging

ANOVA

Relationship Age And Content Preference .

Test of Homogeneity of Variance s

Content Preference

Levene Statistic	df1	df2	Sig.
.428	3	101	.733

Content Preference

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.624	3	1.541	1.127	.342
Within Groups	138.138	101	1.368		
Total	142.762	104			

Interpretation:

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The above table shows that 105 valid responses and that significant value is 0.342 which is greater than 0.05. Hence null hypothesis is accepted and alternate hypothesis is rejected. There is a significant relationship between Age and content preference

ANOVA

Relationship Between Generation And Brand

Message Preference.

What type of brand messaging resonates with you the most?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.232	2	2.116	1.094	.339
Within Groups	197.197	102	1.933		
Total	201.429	104			

Test of Homogeneity of Variances

What type of brand messaging resonates with you the most?

Levene Statistic	df1	df2	Sig.
.562	2	102	.572

Interpretation:

The above table shows that 105 valid responses and that significant value is 0.572 which is greater than 0.05. Hence null hypothesis is accepted and alternate hypothesis is rejected. There is a significant relationship between Generation and Brand message preference.

IV. FINDINGS

- The Majority of 53.3% of the respondents are between the age group of 18 – 24.
- The Majority of 50.5% of the respondents are Females.
- The Majority of 39.0% of the respondents belongs to Millennial Generation.
- The Majority of 40% of the respondents are Employed Full time.
- The Majority of 33.3% of the respondents have frequently used digital platforms
- The Majority of 36.2% of the respondents looks for quality.
- The Majority of 39.0% of the respondents use Instagram.
- The Majority of 33.3% of the respondents find useful in personalized advertisements.

V. SUGGESTIONS

The purpose of this study was to gain a comprehensive understanding of Millennials and Gen Z consumers' attitudes, behaviors, and preferences towards digital marketing channels. The study aimed to identify key factors influencing their purchase decisions in the digital space and compare their marketing mentality. Additionally, the study analyzed the impact of emerging technologies and platforms on the digital marketing landscape and their adoption by these consumer segments. To achieve these objectives, the study examined the effectiveness of different digital marketing channels such as social media, email marketing, and mobile advertising in reaching and

engaging Millennials and Gen Z consumers. It also explored the role of brand values, product quality, and customer experience in influencing their purchase decisions. Furthermore, the study investigated content preferences, brand messaging resonance, and engagement strategies that resonate with Millennials and Gen Z consumers in the digital marketing realm.

VI. CONCLUSION

In conclusion, the study revealed several key insights into the preferences and behaviors of respondents in relation to digital marketing. The majority of respondents were young adults between the ages of 18-24, primarily females. Instagram emerged as the preferred platform for engaging with brands, highlighting the need to focus on creating visually appealing and engaging content on this platform. Visual content, such as images and videos, was highly preferred by respondents, emphasizing the importance of delivering visually captivating content

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