Generation Z: The Prospective Customers

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Abstract: Generation Z, the digital driven youngsters were born and raised in the midst of social web. Technology has become their identity. They comprise major part of the consumers in today’s world. They operate in a diverse set of consumers as they have unique choice, taste, preference, opinions and behavior. Knowing them better would help firms to influence them and make the purchasing decision. Capturing generation Z’s consumer behavior or patterns and their values and beliefs will be valuable data for many organizations. They give the impression to have different attitudes and preferences than the earlier generations. Without correct understanding of this generation, firms will find difficult to capture and retain them as customers. This paper looks at the characteristics and preferences of the Generation Z from the prevailing literature so that organizations can forecast and build the marketing plan suitable for them to create an impact.

Keywords: Generation Z, Digital Natives, Marketing

I. INTRODUCTION

Generation concept is defined a group that shares important vital events at the same birth year and critical developments within these events (Kupperschmidt 2000). Consuming habits and individually basic social values of every generation are formed with the effect of environment and values that surrounds it on growing period (Seckin, 2000). The new generation of adolescents are known as Generation Z (Gen Z). Born after 1990, members of Gen Z have on no occasion known life without the internet and ever-present digital devices. For them, technology is not exciting it became their life. Similarly, technological innovation is expected in every walk of their life. Generation Z is coming of age. They have experienced so many changes in their brief lifetimes. Technologically, economically, politically and socially we are moving at warp speed. These fast changes have created a generation very different than the previous generations. All businesses are in a motive to connect to these prospective consumers. First and foremost need of businesses is to understand who they are, what they want and how they want it.

II. GENERATIONS WITHIN 1 GENERATION

Alexandra Samuel (2017) used the Vision Critical platform to engage with more than 10,000 North American parents on their families’ use of technology. Her research identified three major parenting styles today when it comes to technology use.

These different styles, Samuel argued, will shape the attitudes and behaviors of young customers, ultimately influencing their habits as consumers and employees. Samuel placed Gen Zs in three major buckets based on how they are being raised.

Digital Orphans are growing up in families where parents see technology as the new normal—most likely at the expense of having connection to one another. “These kids are online, but they’re raising themselves,” explained Samuel. “That’s why I call them Digital Orphans.” Digital Orphans will grow up much like Millennials, Samuel predicted.

Digital Exiles are in families that have deliberately turned off screens where parents keep their kids offline as much as possible. In theory, these kids are being raised having a lot of offline experiences their techie peers lack—but they may struggle to find their own way online as adults, in the same way that many Gen Xers did.

Digital Heirs have parents who have embraced the technology, but who are actively guiding their kids’ entry into the digital world. These parents see tech as a central piece of their kids’ lives, said Samuel, but they also pay attention to the concerns of excessive tech use. Digital Heirs are unlike any other generation we’ve seen before: they are the first true generation of second-generation internet users.

III. CHARACTERISTICS OF GENERATION Z

They’re grouped as digital natives:

Gen Z is the generation that never seen mobile phones of brick size or never used the dial-up internet. Number of social media networks is available for them to speak with anyone around the world at one touch of the screen. For this generation, electronic gadgets have become necessity of life whereas it was considered luxury to their parents. Gen Z is the first generation for whom the amazing technological advancement are just a normal part of life.

They are tech inherent:

Gen Z was born in the storms of smartphone. They are talented in navigating between two screens at the same time. There are generations which witnessed the change of analogue to digital like music from radio to cassettes and from cassettes to CD. But Gen Z shares and consumes
music digitally. They do the same with sharing maps, party invitations and so on.

They use emoticons to communicate:

Gen Z do not like writing text heavy long messages and mails. They replace words by images, symbols and emoticons, over time these symbols and emoticons are changing. For example use of traditional yellow emoticons usage is shifted to personality emoticons. We should update their language so that we can understand them and will be easy to communicate with them.

They consume only crisp and clear content:

Gen Z was born in a world with information on every subject is available in excess. They think that they know every subject and not ready to read the subject in-depth. They munch on content in a hurry because they wanted to skip to interesting contents available afterward. Gen-Z likes content that is short and catchy, crisp and clear which will be easy for them to choose amidst plenty of other content.

They value their privacy:

Previous generations are bad in managing their digital privacy. At times people forget they are in social networks and comment a thing which is more like shouting it to the entire town. Generation Z, have grown up with a clear understanding of how to demarcate public and private in online settings. Gen Z handles their privacy cautiously.

They are intolerant:

They are intolerant with things that don’t work as intended. It is a general trend with every generation but Gen Z shows it to the maximum. The previous generations can slightly remember of slow Internet and downloading files for hours. Gen Z has no experience like waiting for hours to download a file and the storage space of 1 TB seems nothing to them. If something doesn’t work or the connection gets slow or the web page shows error they will just move on.

They’re entrepreneurial:

Entrepreneurship spirit is growing among Gen Z; they like to build up their own businesses. They do not like to work under someone else control. With all the resources available at their fingertips after knowing the pros and cons they are ready to take the risk of running their own businesses. They prioritize financial securities. Their goals are optimistic. They don’t work hard rather they work smart.

They are socially responsible:

Social awareness is increasing among Gen Z when compared to others. They are finding ways to put an end to the social issues which affects future. There are so many initiatives nowadays which show the resourcefulness and their desire to make meaningful difference in the society.

IV. GENERATION Z: THE EMERGING CONSUMER POWERHOUSE

The consumer behavior of Generation Z is a significantly important for any business to plan the marketing strategy for the generation. This generation had begun to dominate the market and reining them is a key to success in the long run. (Schlossberg, 2016) Generation Z is a challenge, since it appears that they behave differently to earlier generations and this behavior can lead to changes in consumer behavior.

Wood (2013) asserts that four trends are likely to characterize Generation Z as consumers:
1) An interest in new technologies,
2) An insistence on ease of use,
3) A desire to feel safe, and
4) A desire to temporarily escape the realities they face.

(Finch, 2015) Generation Z members are expected to account for 40% of all consumers by the year 2020. (Pickard, 2017) Even though the majority of Generation Z members does not live independently yet and their average money allowance is average, in a few years this generation will be estimated at 40% of the consumer base. (Perlstein, 2017) Understanding the potential of Generation Z and its perspective is vital for the success of any organization. According to the recent Cassandra Report by the digital agency Deep Focus (2015), 93% of Gen Z members’ parents highlight the influence of their children on the family purchase decision-making.

V. CONNECTING WITH GENERATION Z

Gen Z is rephrasing their attitudes and behaviors than their predecessors. It’s time to toss out the old marketing plan that is devised for the previous generations. As a newer and growing audience companies has to put effort to study this Generation. When it comes to communicating with the prospective consumers it’s all about the fit. Gen Z is using connectivity and technology to understand the world around them. This information and technology endowed generation strongly prefer independence and individuality, with matured values and thoughts, all through increased social and ethical awareness driven by connectivity and information.

1. Reach them digitally:

Gen z use five screens at a time on an average. Gen Z expects firms to make the most use of digital devices to reach them. The sales tricks played with the previous generations won’t work with Gen Z. The younger consumers prefer to buy things online rather than visiting a store in person. Sales through online is the most popular means of transaction now.

2. Grab their 8 Seconds:
Studies reveal that attention span of an average youth in Generation Z is about eight seconds. They’ve been served massive amounts of information, and are adapted to quickly filtering through it. Companies should use emojis to capture their attention. The instant access to the products virtually shortened their attention span and urges them to decide rapidly.

3. Social media marketing:
   The most tech-savvy generation Gen Z spends more time on social media. Selling strategies should make use of various formats like video, picture posts, testimonies, stories, etc. Majority of them uses social sites like YouTube, Facebook and Twitter for every product usage, reviews and recommendations. This means firms must focus on two or three social hubs to connect with these young consumers.

4. Authenticity and Transparency:
   Brands should be honest, loyal and truthful. The place of production, ingredients used and the sources can be kept transparent to the customers to make them trust. Goodwill about the company among internal and external customers plays an important role. Values of the organizations must be aligned with the values of the Gen Z and marketers must make sure that these are communicated correctly.

5. Create an identity for your brand:
   Marketers should show the personality of their brand. They wanted to identify a person to relate with the brand. Generation Z can be influenced by trusting personalities than celebrities. Team up with such trusted personalities can bring you success.

6. Be realistic and relatable.
   Show real people and stories in campaigns and build a brand that’s easy to understand by everyone and relevant. Polished advertisements make them feel bored and uninteresting at times. They prefer brands that reflect real stories happening around them, rather than unrealistic messages that exaggerate things.

7. Make them a part:
   To compete with other players brands should connect user-generated content on media platforms to capture Generation Z. Gen Z want to personalize products to express their uniqueness. Enabling product customization makes them a part of the product development process.

8. Quality that matters:
   Gen Z research more about the product and it features before buying with the help of the heaped resources at their fingertips, Companies must use superior design and technology and also should meet buyers expectations, if not the consumers don’t consider it a quality brand.

9. Make your firm socially responsible:
   Gen Z consumers tend to link their values to their purchasing. To create powerful marketing messages highlight your company’s values and the social good you do the society. Be clear about your company’s values and align it with the values of the consumers.

10. Video Marketing:
   Video marketing is at its peak. And Generation Z is going to drive it to a different level. By including more video content to engage the younger audience, creating an impact on this generation is very easy and they will see your business when you include more video content in all media you use to reach them.

11. Digital payments
   With digital methods of moving money Gen Z has become a growing customer group. It is not new to be surprised to hear. Gen Z are digital natives, so it makes sense when they are more motivated to go digital in making payments.

VI. CONCLUSION
   Generations Z’s demands and desires completely differ from the earlier generations. They make their own rules and see world differently. They are growing as major contributor to global sales. In order to catch this customer base, firms should find out their preferences. They should change their strategic thinking and find out new ways to reach them or you become obsolete Brands must stay ahead of trends to get updated of this generation.

REFERENCES