

EXPLORING MODES OF ADVERTISEMENT & THEIR INFLUENCE ON GEN Z

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Abstract

This study explores various modes of advertisement – including traditional, digital, influencer marketing, and experiential advertising – and examines their influence on Gen Z's purchasing decisions, brand perceptions, and engagement levels. The research aims to identify the most effective advertising strategies for this audience by analysing factors such as personalization, authenticity, and platform preference. Through surveys and case studies, the study will provide insights into how brands can optimize their marketing efforts to resonate with Gen Z consumers. The findings will contribute to a deeper understanding of evolving advertising trends and their impact on the next generation of consumers.

Keywords: *Influence on Genz, Advertising Modes, Traditional Advertising, Digital Advertising, Purchase Decision.*

Introduction

In the ever-evolving landscape of marketing, advertising strategies have undergone significant transformations to cater to the preferences and behaviors of different generations. Among them, Generation Z (Gen Z), born between the mid-1990s and early 2010s, stands out as a unique consumer segment characterized by digital savviness, short attention spans, and a strong inclination toward authenticity and personalization. Unlike previous generations, Gen Z engages with advertisements across multiple platforms, including social media, streaming services, and interactive digital experiences, making it crucial for brands to adopt innovative and targeted advertising approaches.

This study explores the various modes of advertising – ranging from traditional print and television ads to digital and influencer marketing – and analyzes their influence on Gen Z's purchasing decisions, brand perceptions, and engagement levels. The research seeks to identify the most effective advertising strategies by evaluating key factors such as platform preference, content format, and the role of trust and relatability in brand communication. Understanding the impact of different advertising techniques on Gen Z is essential for businesses aiming to establish a strong brand presence and foster customer loyalty in an increasingly competitive market. By examining current advertising trends and their effectiveness, this study aims to provide valuable insights into the evolving relationship between advertising and Gen Z consumers. Key areas of focus include:

- **Digital Advertising Trends:** With Gen Z being digital natives, understanding their interactions with digital advertising channels such as social media, online video platforms, and mobile apps is crucial for advertisers seeking to capture their attention and drive brand engagement.

- **Influencer Marketing:** Gen Z values authenticity and relatability, making influencer marketing a powerful tool for brands to connect with this demographic through trusted voices and authentic content creators across various social media platforms.
- **User-generated Content:** The rise of user-generated content platforms like TikTok and Instagram has transformed how Gen Z consumes and creates content, presenting opportunities for brands to co-create content with users and foster community engagement.
- **Cause Marketing and Social Responsibility:** Gen Z is socially-conscious and values brands that align with their values and contribute to social causes. Exploring how brands integrate purpose-driven messaging and corporate social responsibility initiatives into their advertising efforts can provide insights into building brand affinity among Gen Z consumers.
- **The Role of Data and Personalization:** Gen Z expects personalized and relevant advertising experiences tailored to their interests and preferences. Analyzing the role of data-driven targeting and personalization in advertising campaigns can shed light on effective strategies for reaching and resonating with Gen Z audiences.

Literature Review

Zoi Koutelida & Amanda Odina (March 2020)

This study explores Gen Y and Z's preferences for Instagram advertisements, focusing on visual appeal, trustworthiness, and purchase behavior. Using qualitative methods, including 10 interviews and 40+ survey responses, the research analyzes how these factors influence engagement with Instagram ads.

Prof. Meghasham Chaudhari (April 2023)

The research examines the impact of Augmented Reality (AR) advertisements on Gen Z, focusing on awareness, effectiveness, and user experience. Based on 177 survey responses, the study finds that Sales & Marketing students are more aware of AR ads, and 66% of respondents believe AR ads are effective in reshaping the Indian advertising industry. Preferred formats include AR games and interactive videos.

Angela Nunana Ahiaveh & Mazvita Mawire (May 2020)

This study investigates the role of racial diversity in fast fashion advertising and its influence on millennial consumers. It highlights the challenges and opportunities of incorporating diversity in marketing and emphasizes the importance of inclusive advertising that resonates with a broad audience without alienation.

Kristjana Zaka & Masood Muqdad Sami Al-Juboori (June 2023)

The research explores how Generation Z influences the branding strategies of small fashion startups. Through qualitative interviews with fashion brand owners, it identifies key adaptations required to align with Gen Z's digital-first mindset and unique consumer preferences, shaping modern branding strategies.

Martina Ngangom (August 2020)

This study examines TikTok's impact on Gen Z's consumer behavior, analyzing how the platform has changed brand interactions and marketing strategies. It highlights TikTok's role in reshaping digital advertising and influencing consumer attitudes through highly engaging and interactive content.

Research Methodology

The proposed quantitative research aims to investigate the advertisement preferences of GenZ. The study will employ a structured questionnaire to collect data from a representative sample of customers. The collected data will be analyzed using appropriate statistical tools to provide insights into the modes of advertisements and their influence on GenZ. The findings of the study will help companies in the advertising industry to develop effective marketing strategies that cater to the preferences of their target audience and maintain their position as a leading brand in the industry. We collected responses from about 115 people by circulating a questionnaire with predetermined questions based on the influence of advertising modes on GenZ. The questionnaire was framed to understand the view of GenZ on the marketing efforts put by marketers. Both statistical and theoretical data had been collected.

Limitations of the Study

- The sample size of 115 respondents may not be representative of the entire population of GenZ consumers, which may limit the generalizability of the results.
- The study's results may be affected by sampling bias, as respondents may be more likely to participate if they have strong opinions about modern advertisements. This bias may limit the representativeness of the sample and the generalizability of the results.
- Respondents may provide socially desirable responses, which may affect the accuracy of the data collected. This bias may limit the validity of the results.
- The data collected from the questionnaire may be subject to self-reporting bias, where respondents may provide inaccurate information about their experiences and preferences.
- Due to time constraints, the study may not be able to collect data from a larger sample size, conduct a more comprehensive analysis, or consider additional variables that could impact Influence of advertisements on GenZ.

Relevance of the Study

Understanding the influence of various advertising modes on Generation Z is crucial for businesses aiming to connect with this tech-savvy and socially conscious demographic. As digital natives, Gen Z interacts with advertisements differently from previous generations, preferring personalized, interactive, and authentic content over traditional promotional methods. This study is relevant as it examines the effectiveness of different advertising strategies – ranging from social media and influencer marketing to immersive technologies like Augmented Reality (AR) – in shaping Gen Z's purchasing decisions and brand perceptions.

With the rapid evolution of digital platforms, brands must adapt their marketing approaches to remain competitive. Insights from this study will help businesses refine their advertising strategies to enhance engagement, build brand loyalty, and drive consumer action. Additionally, it will provide valuable knowledge for marketers, advertisers, and researchers looking to understand the shifting landscape of consumer behavior in the digital age.

Results and Discussions

Frequency Distribution

1. Age distribution:

Out of a total of 103 respondents, 78 (75.7%) were in the 18-25 age group, and 25 (24.3%) were in the 25-35 age group. The survey results show that the majority of respondents were between 25-35 years old.

2. Gender distribution:

Out of a total of 103 respondents, 30 (29.1%) were male and 73 (70.9%) were female. Based on the research findings, it appears that a significant percentage of customers are female, comprising 70.9% of the total sample.

3. Geographical distribution:

Based on the research findings, it appears that a significant percentage of customers are from urban areas, comprising 72.8% of the total sample. This could suggest that Advertisement has a stronger appeal to consumers living in urban areas, perhaps due to factors such as lifestyle, availability, or marketing strategies.

4. Education:

Based on the research findings, it appears that a significant percentage of customers are from post graduate, comprising 49.5% of the total sample. This could suggest that Advertisement has a stronger appeal to consumers studying post graduate.

5. Media Consumption:

Based on the research findings, it appears that a significant percentage of customers spend 2-5hrs consuming media, comprising 50.5% of the total sample.

6. Mostly used social media:

Based on the research findings, it appears that a significant percentage of customers use instagram most frequently, comprising 70.9% of the total sample. Brands can utilize this as an opportunity to effectively promote their products using instagram to boost their sales.

7. Most memorable mode of advertisement:

The most memorable mode of advertisement according to this data is Reels/Shorts. With a frequency of 54, it accounts for 52.4% of the respondents' choices.

8. Brand engagement:

Based on the research findings, it appears that a significant percentage of customers follow or engage with brands on social media, comprising 51% of the total sample.

9. Purchase based on advertisement:

Based on the research findings, it appears that a significant percentage of customers make purchases based on advertisements, comprising 64% of the total sample.

10. Relevancy of traditional advertisement:

Based on the research findings, it appears that a significant percentage of think traditional forms of advertising are still relevant to GenZ, comprising 61.2% of the total sample.

Statistical Analysis

1. Correlation Analysis

The correlation between Age and trust in influencer recommendations is weak and statistically insignificant. The Pearson correlation coefficient is 1.000, which is very close to 0, indicating a weak relationship between the two variables. The p-value is 0.115, which is greater than the commonly used significance level of 0.05. This means that the observed correlation is likely due to chance and not a real association between age and trust in influencer endorsements.

2. CHI - Square Analysis

The reported asymptotic significance (two-sided) values (0.041 for Pearson Chi-Square, 0.036 for Likelihood Ratio, 0.012 for Linear-by-Linear Association) are all less than 0.05, a commonly used threshold for significance. This further strengthens the evidence against the null hypothesis. There is no association between gender and media consumption habits.

3. ANOVA

The p-value is greater than the commonly used significance level of 0.05. This means we fail to reject the null hypothesis, which states that the population means for interest are equal across genders.

Findings

- Embrace Social Media as the Primary Battleground: The data overwhelmingly indicates that social media is Gen Z's primary domain for content consumption and interaction. Therefore, brands must prioritize establishing a strong social media presence.
- Maintaining active and engaging profiles: Regularly post content that resonates with Gen Z's interests and values. Utilize a variety of formats like short-form videos, interactive polls, and behind-the-scenes glimpses.
- Partnering with relevant influencers: Collaborate with Gen Z-aligned influencers who possess credibility and authenticity. Leverage their reach to promote your brand message in a relatable way.
- Utilizing social media advertising: Explore targeted advertising options offered by various platforms to reach specific Gen Z subcultures and demographics.
- Prioritize authenticity: Move away from overly-polished, staged presentations. Embrace a more raw and relatable aesthetic.
- Focus on user-generated content: Encourage Gen Z to create and share their own experiences with your brand through contests or challenges.

- Leverage short-form video formats: Capitalize on Gen Z's preference for bite-sized content by utilizing platforms like TikTok and Instagram Reels.
- Support social issues: Partner with non-profit organizations or highlight your brand's efforts on social and environmental issues.
- Promote diversity and inclusion: Ensure your advertisements and marketing materials reflect the multicultural reality of Gen Z.
- Embrace transparency: Be upfront about your brand's values and practices. Gen Z values honesty and authenticity.
- Augmented reality (AR) and virtual reality (VR): Utilize AR/VR technology to create immersive brand experiences that allow Gen Z to interact with your products or services in a unique way.
- Interactive games and contests: Design interactive games or contests that incentivize audience participation and brand engagement.

Conclusion

Gen Z, born between the mid-1990s and early 2010s, is reshaping digital marketing. Unlike previous generations, social media isn't just a tool for them – it's their ecosystem. Brands must move beyond traditional ads and embrace authenticity, relatability, and engagement. Forget polished, sales-heavy messaging. Gen Z connects with transparent, value-driven content. Short-form, visually engaging formats like TikTok and Instagram Reels grab their attention. Interactive experiences – AR, VR, user-generated content, and gamification – enhance engagement. Authentic content sparks shares, discussions, and virality. Influencer collaborations amplify reach and trust, fueling brand awareness and loyalty. The future of marketing isn't just selling – it's about building genuine connections. Adapt, engage, and thrive.