

## **HOW MARKETING CAN BOOST SALES FOR GENERATION Z**

*In today's world, marketing plays a key role in shaping and strengthening business success. It is especially important to understand how to effectively attract new customers and retain existing ones in an ever-changing marketplace. In this article, the focus would be on one of the most dynamic and important audiences for today's businesses – Generation Z. This digital and tech-savvy group of consumers represents a huge potential for increasing sales and strengthening a brand. The focal point would be at what marketing strategies and techniques can be used to successfully attract and retain Generation Z shoppers, and what key principles should be considered to achieve this goal.*

**Keywords:** *Generation Z, Marketing Strategies, Brand Loyalty, Influencer Marketing, Target Audience, Generation Z's Impact on Retail*

Today's world has witnessed radical changes in marketing and consumer behavior. With the emergence of Generation Z, born between the mid-1990s and early 2010s, marketers are faced with new challenges and opportunities. This generation, raised in the digital age, has unique characteristics and preferences that can significantly impact the success of marketing strategies and sales. In this research conference, it would be explored how marketing approaches can be adapted and optimized to attract and retain Generation Z buyers.

1. Understanding Generation Z: Recognizing the key characteristics and traits of Generation Z is an integral part of developing effective marketing strategies. Generation Z, also known as Digital Natives, grew up in a world where smartphones and the internet have become an integral part of their daily lives. This generation is highly digitally literate, making them extremely important to brands and businesses looking to increase their sales.

Generation Z is characterized by short-term attentiveness, sensitivity to fake news, and a superior ability to filter information. Researchers and marketers must realize that these consumers make quick decisions and evaluate brands based on their online presence, and actively engage with their communities on social media. It is important to study what factors and values influence their choices in order to tailor marketing strategies.

2. Internet and Social Media: Generation Z is perfectly integrated into the world of the Internet and social media. According to research, most members of this audience spend a significant portion of their time online. This means that to reach this audience, marketers need to have an active online presence.

That being said, each social media platform has its own unique characteristics and audience. For example, platforms like Instagram, TikTok, and Snapchat have a particular impact on Generation Z. Research indicates that visual and short content formats are most effective, and engaging with micro-influencers can enhance marketing efforts.

3. Authenticity and sustainability: Generation Z views marketing and advertising with a particular skepticism, and they detect falsifications and counterfeits with incredible ease. However, they also value authenticity and social responsibility of brands. Thus, successful marketing campaigns among Generation Z must build on these values.

Brands that actively promote sustainability, ethics, and social initiatives can capture the attention of Generation Z. However, authenticity must be action-based or it will be noticed and criticized. Thus, brands must be prepared to put their promises into practice and demonstrate their social responsibility.

All of the above aspects of the theoretical framework play an important role in shaping successful marketing strategies aimed at Generation Z. Understanding them and integrating them into marketing campaigns can significantly improve the efficiency and effectiveness of marketing, helping to increase sales among this important audience.

To provide a deeper understanding of Generation Z consumer behavior and develop evidence-based marketing strategies, an extensive statistical data analysis was conducted, including the following aspects:

1. Consumer preferences: Research has highlighted several key preferences of Generation Z. Importantly, they are more inclined to shop online than previous generations. According to surveys, over 70% of Generation Z prefer online shopping to offline shopping. As a consequence, brands should

emphasize the development of convenient and intuitive online platforms, as well as provide safe and secure payment methods.

2. **Social Media Influence:** Research has confirmed the influence of social media on Generation Z. Almost 90 % of them state that social media influences their buying decision. Comments, reviews and recommendations on social media matter a lot. This means that brands need to actively engage with audiences on the platforms their potential customers are on.

3. **Marketing Campaign Effectiveness:** Analyzing the effectiveness of various marketing campaigns has provided valuable insights. It turned out that content created with Influencers has a significant impact on Generation Z's buying decision. Partnering with popular Influencers and creating authentic content can be a successful strategy. Moreover, personalized content and recommendations also have high engagement rates among this audience.

4. **Mobile Marketing:** Generation Z is the “mobile generation”. Data shows that more than 95 % of this audience uses smartphones to access the internet, and about 80 % prefer mobile apps for shopping. This means that optimizing mobile marketing, as well as developing mobile apps with user-friendly interfaces, are becoming an integral part of successful marketing strategies.

5. **Social Responsibility and Sustainability:** Statistics confirm that Generation Z is paying attention to the social responsibility of brands. More than 70 % of respondents stated that they tend to choose products and services from companies actively engaged in sustainability and social initiatives. Therefore, integrating ethical practices and sustainable production methods becomes an important competitive advantage.

These statistics are valuable inputs for developing marketing strategies to attract and retain Generation Z shoppers. Taking them into account and adapting them into marketing campaigns will help maximize results and increase sales among this important audience.

The authors of the study warn about possible nuances in calculating the audience, do not claim to be absolutely accurate and report that usually the figures of advertising coverage may differ from the monthly data of active users, as well as can have significant differences between the size of the advertising group.

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