



PRIMARY RESEARCH

Studying marketing strategies for generation Z

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Abstract

Generation Z marketing is a fresh and dynamic approach to marketing that has been launched in order to attract attention and connect with today's young and dynamic generation. This type of marketing uses innovative methods and strategies to provide a different and engaging experience for the audience. Generation Z refers to people born between 1997 and 2012 and is known as the digital generation. It has grown up with advanced technologies and the internet in a global environment and has unique features that require different marketing strategies. This article examines the characteristics and consumption behaviors of Generation Z and provides effective solutions for marketers. Gen Z is sensitive to social and environmental issues and prefers to support brands that uphold social and environmental values. Gen Z is more trusting of brands that practice authenticity and honesty in their communications. They shy away from dishonest and deceptive advertising. The statistical population of the present study included all men and women of Gorgan city from Generation Z (born in 1997 onwards) and due to the limitlessness of the population to compare the consumer's attitude towards marketing in Generation Z for this generation, 130 people were selected by the available sampling method Were. Data were analyzed using ANOVA and independent t-test using SPSS software. Effective marketing for Generation Z requires a deep and comprehensive understanding of the characteristics and attitudes of this generation. Considering the specific needs of this group, brands need to adopt innovative and digital-based strategies to be able to establish an effective and sustainable relationship with their customers. will be more successful. In today's dynamic Dan Yai, communication with Gen Z is of paramount importance. From meaningful and honest communication to the use of social media and short videos, all of these methods can help us connect best with Gen Z. Finally, the results showed that the marketing methods and strategies of Generation Z are as follows: (Focus on visually appealing content, interactive and engaging content, tagging, leverage for interaction, importance of customer feedback and opinions for Generation Z.

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INTRODUCTION

Generation Z, also known as the digital generation, refers to a group of people born between 1997 and 2012. This generation has clearly been influenced by technological advancements and social transformations. Since the beginning of the internet era and entering the digital world, Generation Z has entered their daily lives as the first generation to fully integrate into their daily lives with immediate and online technologies. Due to their regular access to information and uninterrupted communication, they have experienced a dif-

ferent world than previous generations.

This generation is fast-paced and has an excellent ability to use new technologies, specific consumer behaviors, and unique priorities. Statistics show that Gen Z members devote an average of more than 10 hours per day to using social media, streaming, and other digital content. Therefore, an in-depth understanding of this generation is essential for brands and marketers to be able to devise effective strategies for to attract and retain customers of this group.

Even though Gen Z is a market with a lot of potential, mar-

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marketers face several challenges related to this generation. These include their expectations of brands to respond to social and environmental issues, the need for unique and engaging content, and their reluctance to rely on traditional advertising. On the other hand, these challenges also provide an opportunity for brands. Brands that can communicate with Gen Z in an authentic and effective manner will gain a competitive advantage. This generation seeks genuine engagement and quality experiences, and as a result, brands that provide them with positive and differentiated experiences will be able to attract and retain this group. (Chitsaz Qomi, 2007).

Given the importance and impact of Generation Z on the market, designing and implementing marketing strategies tailored to the characteristics and needs of this generation is an undeniable necessity. Marketers need to understand that Generation Z is not only looking for diverse products and services, but also wants unique and meaningful experiences with brands. This generation pays attention to social values and is very interested in brands that can meet its needs in human and social dimensions. Accordingly, this article analyzes other specific characteristics of Generation Z and introduces effective marketing strategies that can be beneficial for brands in attracting the attention and loyalty of this generation. Finally, according to the data and past experiences, the purpose of this article is to help brands adapt to the needs and desires of Generation Z and to benefit from the potential of this generation to in the best possible way. (Haghighi, 2011).

Generations can overshadow the nature of social phenomena. Many social, cultural, and even historical phenomena of our society are influenced by the different choices of strangers that come and go, this phenomenon is more prominent in our society, because the differences and distinctions in the beliefs, thoughts, decisions, and most importantly, the properties of the selection of different generations in the society. It is the internalization of those beliefs, the institutionalization of those behaviors, and the fruition of these choices that determine the nature and evolution of each of the social and cultural phenomena of our society, according to the interactions they have with the scope of reality, people internalize cognitions, insights, and criteria in the mind that are expressed by individuals in the form of all social and cultural phenomena at the appropriate time. are given to distinguish the different experiences of different generations.

In the current world, expanding the market and attracting new customers and even retaining existing customers is a concern for many companies. Therefore, due to very

strong competitive pressures, companies and organizations use different methods of sales promotion and marketing to convince consumers or even force them to buy their desired product from different brands. These companies, according to their type of activity, use different methods of Different things such as excellent quality, reasonable price, good service, proper treatment of customers, etc. to satisfy customers. (Chan, 2013).

Problem statement

Generation Z, as the generation born after 1996, is becoming one of the most important and influential social and economic groups in society. The generation should pay attention.

According to Howe and Strauss, who have been dealing with generations of consumers and their importance in society for a long time, consumers change their attitudes and behaviors with age, but at the same time, people of the same age do not do so and have the same attitudes and behaviors. Also, societies are constantly changing and evolving, so people of different generations also experience changes in behavior, beliefs, and social etiquette. Are. The difference in values is itself a ground for creating a difference in goals, tendencies and behaviors, and gradually the young generation is separated from the culture and values of the society and the ground is prepared for the penetration and acceptance of the manifestations of Western culture, and thus the distance is created between the young generation and the previous generation, which in many cases sees itself as committed to values. (Danaeifard, 2014).

Generation Z consists of a group that was born between 1996 and 2010. This generation is the first group to be introduced to digital technologies, the internet, and social networks since childhood. Because of this, they adapt quickly to technological changes and expect brands and companies to keep up with these changes as well.

Generation Z has easy access to information, and as a result, they expect brands to communicate with them transparently and directly. Commitment to ethical and social principles: This generation gives a lot to social and environmental issues and trusts brands that become more in this field.

Individualized experiences: It has Gen Z who are getting unique and personalized experiences from brands and are interested in real things and beyond cyberspace. Considering the specific characteristics and needs of Gen Z, planning designs are designed to attract and retain this generation. Failure to pay attention to these points can lead to brands failing to capture the attention and loyalty of this group. Also, if brands cannot adapt to rapid changes in con-

sumer consumption and reduction, they may be excluded in the competitive market.

The reasons for the importance of Generation Z marketing can be seen in the statistics that exist from this generation. As we mentioned above, this generation has a significant purchasing power. As it matures and enters the labor market, Generation Z has the ability to make significant purchases as one of the main consumer groups. According to a study conducted by MNI Targeted Media Inc., could account for about 40% of consumers in 2024, which is equivalent to \$4 billion in purchases. These numbers show that Gen Z has a lot of potential to influence the market and needs to be addressed with the right marketing strategies.

The purpose of this article is to explore and analyze strategies that are appropriate for Gen Z. We look for ways and practices that can help brands communicate in a way that is relevant to this generation, ultimately driving increased sales and customer loyalty.

FOUNDATIONS AND BACKGROUND OF THE RESEARCH

Generation Z as a digital generation was born between 1997 and 2012. This generation has grown up with technology and social media and has its own characteristics and needs. In this study, we are looking at effective marketing strategies to attract and connect with Generation Z.

High numbers: Generation Z is growing rapidly, currently making up more than 32% of the global population.

Differences in consumer behavior: Generation Z has different buying behaviors than previous generations, and this issue requires new approaches in marketing.

Social Media Impact: This generation is more influenced by social media than any other generation, and marketers should tailor their tactics based on this feature.

Gen Z Features

Technology-oriented:

This generation has been familiar with technology and the internet since childhood and has the constant use of smart devices in their lifestyle. (Khaki, 2007).

Commitment to social issues:

Gen Z is sensitive to social and environmental issues and tends to buy from brands that promote similar values.

Attention Fragmentation:

This generation is facing an increase in information and needs compelling and fast content that can capture their attention.

Research objectives

Identification and Characteristics of Generation Z Consumption Behavior.

Investigating Effective Marketing Strategies to Attract and Retain This .

Analysis of the Importance of Digital Channels and Social Media in Generation Z Marketing.

METHODOLOGY

Library Study: Review of articles and books related to Generation Z and marketing strategies.- **Field Research:** Conducting surveys and interviews with Generation Z to find out their needs and choices.

Digital Content Analysis: A review of successful marketing campaigns aimed at Gen Z.

Marketing strategies for Gen Z should be flexible and based on positive customer interactions. Using social media, creating engaging content, and paying attention to social values are some of the effective methods in this regard. This research can be a resource for marketers and brands to better understand the needs of Gen Z and strategize. They should adjust their policies accordingly.

Generation Z marketing is a new and dynamic approach in the field of marketing that has been launched in order to attract attention and connect with today's young and dynamic generation. This type of marketing uses innovative methods and strategies to provide a different and attractive experience for the audience. Due to the increasing use of social media and modern technologies, Gen Z marketing strives to continuously communicate with customers and establish the brand in the minds of the audience by using attractive and creative content. Gen Z Young Marketing Approach Focuses on User Experience, Close Customer Relationship and Utilization Digital tools help businesses to provide their target market in the best possible way and move forward on the path to success.

Interesting statistics about Gen Z show that this younger generation, as one of the most important consumer and marketing groups in the world, is rapidly increasing their purchasing power and influence. For example, in 2018, 65% of marketers decided to focus their marketing efforts on Gen Z. It is very important to know and pay attention to this young generation.

It is estimated that Gen Z could have a direct purchasing power of \$143 billion. This figure shows that as a large number of Gen Z join the labor market and leave their parents' homes, their purchasing power will increase dramatically. This shows that proper communication and understanding of the habits, interests, and needs of this genera-

tion is essential, and that sales strategies should pay attention to these issues in order to be able to make the best use of this market. (Buana, 2020)

Marketing strategies

A marketing strategy is a long-term and forward-looking approach. A marketing strategy is actually a general roadmap that helps businesses achieve a sustainable competitive advantage by understanding the needs and desires

of their customers . The organization includes everything from the organization's position to media relations, and so on. (Chen, Y. S2020).

If experts in this field are asked what a marketing strategy is and what types it has, they will undoubtedly use the word infinity in the answer. Because every business can choose a specific marketing strategy for itself based on various factors.

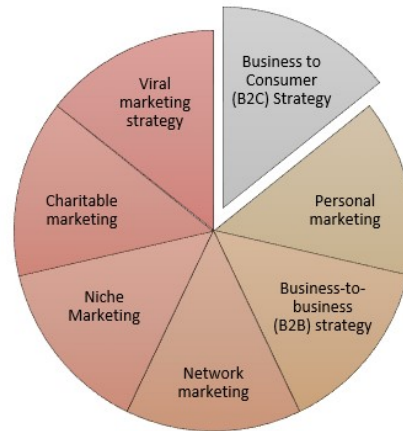


FIGURE 1. Types of Marketing Strategies (Dahlstrom, 2011)

Benefits of marketing strategy

A marketing strategy can have a measurable impact on a business's success. In 2022, CoSchedule surveyed 3,599 bloggers and marketers to discover their most successful marketing methods. In the study, they found that marketers who documented their marketing strategy were about 331% more successful than others. A marketing strategy can bring great profits for businesses in the future. (Chou, S.; 2020)

1. A business's marketing strategy should revolve around

the value proposition.

2. A marketing strategy is a business's plan to reach potential customers and thus turn them into regular customers of products and services.

3. The ultimate goal of formulating and implementing a marketing strategy will be to achieve and also create a sustainable competitive advantage against competing companies.

Chart No. 2: Important Parts of Marketing Strategy , D'Souza, 2020)

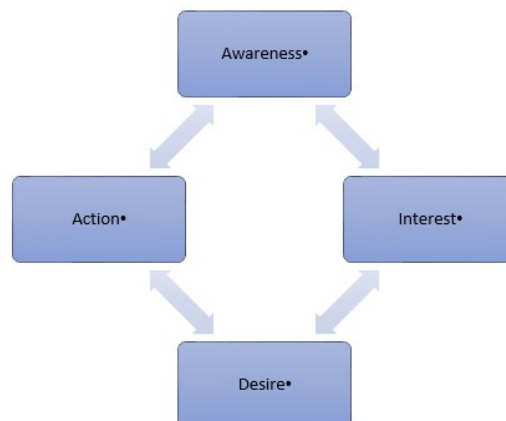


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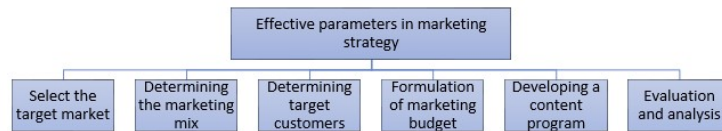


FIGURE 3. Effective Parameters in Marketing Strategy, (Chegini Asli, 2016)

Generation Z

Gen Z (also known colloquially as Gen Z) is the successor group of Gen Y and preceded Generation Alpha. The United States Statistical Organization and the World Economic Forum define 1997 as the year of the birth of Gen Z and 2010 as the year of its end. Most of the members of Gen Z are descendants of Gen X. They are.

Most of the members of Generation Z will use communication and digital media for the rest of their lives. Generation Z has been widely used by advanced technologies such as the World Wide Web, social networks, instant messaging, SMS services, MP triplers, etc. Mobile phones and YouTube. That's why some have called this generation digital citizens. (Chan, R.Y.K. 2004).

Generation Z, also known as the Zoomer Generation, is the

generation that was born in the world between 1995 and 2010. This generation was actually born in the age of technology as well as the strange and difficult economic conditions in the world. This generation is heavily reliant on the use of technology such as smartphones and computers, the Internet, and networks. They are socially dependent. Without them, life would be practically impossible for this generation. (Dabi, 2017).

This generation was born between 1995 and 2010. Dynamism and multiple realities dependence on social networks, community-centeredness, and the use of digital tools are among the characteristics of this generation. In fact, people born in Generation Z are called inborn digital. Generation Z is currently between 10 and 24 years old. (Eunhye, 2021).

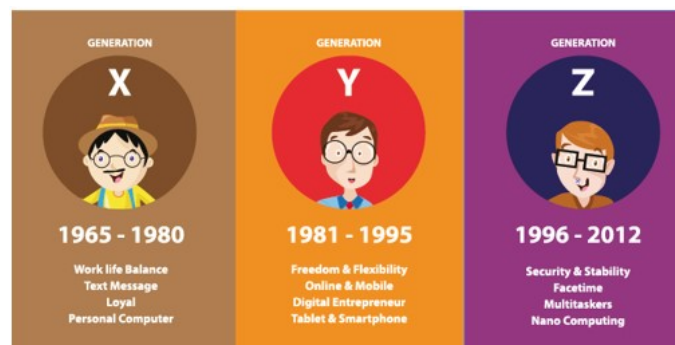


FIGURE 4. Age range of different generations, (Jafarzadeh, 2017)

Different countries have been formed in some way from these generations based on their population system. Generation Z is one of the most important generations in all countries. Generation Z is also called the Internet generation. For this reason different countries have planned their infrastructure and internet sectors in a way that meets the needs of this generation. Social and digital activities and behaviors should respond well to this generation. According to studies, Generation Z has suffered from a kind of laziness due to its high dependence on technology. This has caused the world of businesses in the digital space to change drastically.

Online shopping is one of the changes that this generation has brought about. Before, shopping from physical stores was very prosperous, but gradually websites were created to make purchases through the Internet, but nowadays, store websites have also been abandoned and the new generation of users even has enough time to search websites. They prefer to view products in the space of social networks and use the real experience of users to choose the products and services they need. As a result, a variety of stores and retailers have been created in virtual networks that have been able to cover the needs of Generation Z very well. (Davidson, 2016).

TABLE 1. Characteristics of Generation Z (Davidson, 2016) Generation Features Source Year of Birth Features

Genera- tion	Features	Source	Year of Birth	Features
Z	Populism and populism vs. elitism, the New Left vs. the neoclassical economy, subsidies, sanctions, inflation, the housing market, new alignments in the field of forces, the dust and the importance of water, soil, air and grass, the rapid growth of virtual spaces and social networks, the harmonious structures of the "boom." "Global", "Traditional, Modern and Postmodern", the Lifestyle Movement and the Politics of Let Me Live (and the State of Moderation and Post-Sanctions) The Focus of the Generation: Embracing the Uncertain in Virtual Social Networks	Farasatkah, 2016	2000 on-wards	Global Dimensions of Violence, 9/11, The Rise of Phenomena such as ISIS, Environment and Sustainable Development, Web 2, Mobile Technologies, MP3 Player, Multi-dimensional Computer Games, Microblogs and Blogs, Facebook, Twitter, YouTube, Telegram, Instagram and Virtual Social Networks (Farasatkah, 2016) The importance of climate change, the desire to study and work in the field of the environment, the sense of responsibility for the protection of the environment, the sense of responsibility towards the energies of the environment. Non-renewables, in their opinion, companies have the minimum observance of environmental laws, in their opinion, responsible behavior about the environment starts from the home environment, in their opinion, activities for environmental sustainability should be pursued. (Shuta, 2019) Thrift, Convenience, Social Desirability in Decision-Making Style (Tangawl, 2021)
		Jafarzadeh		
			Pour 2017	

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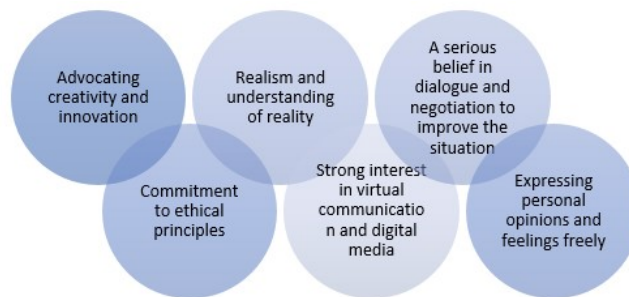


FIGURE 5. : Important Characteristics of Generation Z (Hosrini, 2013)

Marketing challenges for generation Z

Here are the challenges of marketing for Generation Z. This generation has specific characteristics and needs that can pose serious challenges for marketers. The key challenges in marketing for Generation Z will be described in detail.

Social Media Influence

: Generation Z has grown up with social media and is more influenced by it than any other generation. This means a large amount of information and a potential audience.

Challenges

: Scattered attention: Amid the sheer amount of information, it's hard to get the attention of Gen Z.

Sensitivity to authenticity

: This generation places a high value on authenticity and honesty, and any deception or unrealism of the brand can lead to a loss of trust.

Creating meaningful interaction

Gen Z is looking for meaningful connections and human interactions.

Challenges

: Encourage conversation: Creating real opportunities to interact and talk to brands is challenging for this generation.

Waiting for a quick response: This generation wants brands to respond quickly to comments and comments.

Sensitivity to social and environmental issues

Gen Z is sensitive to social and local issues and tends to advocate for brands that share acceptable social values.

Challenges

: Ethical Requirements: Brands must be consistently transparent about how they operate and their impact on society and the environment.

Public Reviews

: If brands are weak in their social responsibility, Generation Z can easily criticize them.

The need for personalization

This generation is interested in personalized content and experiences.

Challenges

:

Data Analysis

: Effective use of data to deliver a personalized experience requires investment in technology and data analysis.

Privacy

: Increased privacy concerns lead to restrictions on the collection of personal data for personalization.

Multiple Choices

Gen Z has a lot of options to choose from, including brands, products, and services.

Challenges

:

Fierce competition

: Marketers need to compete for the attention of this generation and stand out from other brands.

Decision-making

: In choosing between multiple options, Gen Z needs guidance and information to make better decisions.

Online shopping behavior

Gen Z is heavily influenced by online shopping and digital experiences.

Challenges

:

User Experience

: Brands design the online shopping experience in a way that is user-friendly and attractive.

Technical Support

: Any technical problems can lead to dissatisfaction and abandonment of the site by Generation Z.

Brand Loyalty

Gen Z tends to change brands and is less inclined to long-term loyalty.

Challenges

:

Continuous Value Generation

: Brands provide value with iodine consistently to retain their customers.

Dialogue with the customer

: Building lasting relationships with customers requires constant dialogue and assessment of needs.

Generation Z is an important target group for marketers, and recognizing the challenges associated with this generation can help create effective and efficient strategies. To address these challenges, brands should act with an innovative and flexible hand and adapt to the changes and needs

of this generation. Generation Z Marketing Challenges Diversity is very important. These challenges show that marketers need to respond quickly and using new approaches to the needs and preferences of this generation. These challenges include: (Flanagan, 2015)

More control over consumer media

Gen Z has more power over the media they use and can easily filter information. This makes marketers more effective at adjusting their marketing messages and responding to the needs of this generation.

Sophisticated Filters

Gen Z has the ability to filter information quickly and are looking for experiences that are engaging and relevant to themselves. Therefore, marketers need to come up with compelling and relevant offers to capture their attention.

Searching for a new experience

Gen Z is always looking for new experiences and looking for the next trend. Therefore, marketers need to be able to tailor their product and service experiences to the needs and preferences of this generation and provide the right updates.

Research Background**Internal Background**

Pirayesh and Abdollah (2020) have conducted a study entitled Investigating the Effect of Consumers' Knowledge and Attitude towards Green Brands on the Intention to Buy Green Products. The purpose of this study is to investigate the effect of consumers' knowledge and attitude towards green brands on the intention to buy green products. The statistical population of the study includes all students of the University of Zanjan. To select the sample, Cochran's formula was used and 369 samples were selected. To analyze the research data, SPSS 24 software was used in the descriptive statistics section and in the inference statistics section, structural equation modeling was used with the help of Smart PLS 2 software. The results of the findings show that green brand knowledge, consumers' attitudes toward green brands, and the position of green brand affect the purchase intention of green products. Also, green brand knowledge has a significant impact on consumers' attitudes toward green brands, but green brand knowledge has not been confirmed as a moderating variable that can moderate the relationship between green brand status and green product purchase intention.

In a study, Dabi (2017) investigated the position of green marketing in consumers' purchasing behavior. To test the hypotheses, a descriptive survey research was used. The study population was determined by the students of the University of Tehran (Qom Campus) and the sample size

was 90 people. They participate, but they don't take environmental issues into account in their buying behavior.

Foreign Background

Salman Shabir, Elkoum, R. and Mazhar (2020) investigated green marketing approaches and their impact on consumer behavior in the environment. The research method is descriptive. The statistical population was the customers of green restaurants, of which 202 people were selected based on Morgan's table. Green marketing has a significant positive effect on consumers' beliefs about the environment. The management implications of this study include providing significant findings for domestic and international companies to promote green products by focusing on consumer behavior towards the environment.

Zar Mohzabi, Ahrari & Samah (2020) investigated the effects of consumer attitude on green Iodine Purchase Intention: Meta-Analysis Process . The research method was meta-analysis. The statistical population consisted of articles and documents related to the research topic, among which 136 articles were selected and reviewed. The results of the research showed that the support of the integrated framework and shows the mediating role of consumer attitude in the development of green purchase intention.

DISCUSSION AND CONCLUSION

Generation Z, as the youngest generation of consumers, now has certain characteristics and characteristics that need to be carefully considered by brands and marketers. This generation has grown up with a lot of technology and information and has dynamic shopping expectations and behaviors. Recognizing these characteristics allows brands to develop strategies and strategies. They should design an effective one that is in line with the attention and expectations of Generation Z.

Generation Z tends to buy from brands that not only offer quality products but also consider social and environmental values. Therefore, brands should focus on authenticity, transparency, and honesty in their messages. Also, creating unique and meaningful shopping experiences is a factor in making a difference. to attract the attention and loyalty of this generation.

Effective Marketing Strategies

- a. Personalization: Designing personalized shopping experiences and delivering content based on real data can have a big impact on attracting Gen Z. Using data analytics and new technologies can help brands make accurate and useful recommendations.
- b. Digital interactions: Generation Z is looking for meaningful and fast interactions with brands. Developing

community-based strategies and increasing two-way communication in social media can lead to closer connections between brands and customers.

c. Social Responsibility: Brands that care about their social responsibility and environmental commitments will be more able to attract Generation Z. Programs related to solving social and environmental problems can help strengthen the brand image and gain the trust of this generation.

4. Challenges Ahead: Organizations and brands should pay attention to the specific challenges in Gen Z marketing, including intense competition, multiple choices, and changing customer behavior. Failure to respond to Gen Z's expectations may lead to a loss of brand positioning. Therefore, the need to constantly review strategies and deliver new experiences is crucial.

Generation Z marketing, as a new and different consumer group, requires specific approaches and strategies . Below are some of the marketing methods and strategies of Generation Z:

Focus on Visually Appealing Content: Gen Z marketing requires a focus on producing visually appealing content.

Interactive and engaging content: Interactive and engaging content is very important in Gen Z marketing.

Employing the FOMO Strategy: Using the FOMO (Fear of Missing Out) strategy can be effective in the Young Generation Z market.

Tagging, leverage for engagement: The use of tagging and hashtagging on Instagram or other social media or in Generation Z marketing plays an important role.

Strengthening Beliefs and Values: To strengthen brand beliefs and values, it is necessary to pay attention to the brand's positions on social issues.

Recommendations

Continuous research and analysis: Iodine brands should conduct research to better understand Gen Z consumer behavior and update their strategies.

Investing in technology: Using new technologies to collect data and analyze customer behavior can help personalize and improve the shopping experience.

Connect with Gen Z: Creating an atmosphere of conversation with customers and feedback helps brands better understand the needs of Gen Z and build an ongoing relationship with them.

Marketing strategies for Gen Z need to be flexible, innovative, and social. Due to the rapid changes in the digital world and the heterogeneous experiences of consumers, brands must be prepared to adapt their strategies to the changes of Gen Z. It helps to create sustainable connections.

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