

A Study On Digital Marketing Strategies For Gen Z In Fashion Retail Outlets In Chennai City.

Archana. K^{1*}, Dr. S. Vennilaa Shree²

^{1*}Research Scholar, Department of Commerce, Vels University [VISTAS], Pallavaram, Chennai.

²Professor / Supervisor, Department of Commerce, Vels University, Pallavaram, Chennai.

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ABSTRACT

We live in an age in which everything is digitalized. Digital marketing plays an important role in the marketing department. It not only helps the manufacturer but also the end consumer of the product. With the help of social media, search engines, advertisements, social media influencers, other websites, etc., awareness is created for the launch of the product. Marketing strategies are developed to learn more about the customers' needs. This enables them to produce products according to the customers' requirements. A marketing mix is used for these processes: the popular 4'Ps products, price, place, and promotion. Generation Z is also known as Zoomers, Gen Z, or Post-Millennials. They are the second-youngest generation. They range in age from 12 to 27 and were born between 1997 and 2012. Generation Z grew up with the internet and digital technology from an early age and is also known as "digital natives.". Fashion stores are the palaces where products are placed three to six months before purchase. The study aims to gain insights into Gen Z's usage habits on digital platforms, understand their preferences and influence on fashion retail brands, and identify their preferences for fashion retail brands and marketing strategies. This study applies quantitative and qualitative research approaches and reviews the existing literature. The data were collected through a questionnaire from 100 respondents.

Keywords: Digital marketing, Marketing Strategies, Digital Platforms, Generation Z, Fashion brands

INTRODUCTION

We all rely on digital platforms for our daily activities. Digitization is pervasive worldwide and plays a big role in understanding what is happening. It has also reduced our burden on many standards. It helps us to buy and sell products or services; it gives us more information about the entertainment industry, daily news, job search, and other purposes.

Digital platforms have become one of the most important platforms to attract many customers and increase the company's sales. This way of attracting customers is called digital or online marketing. This type of marketing helps us to connect with the customers who like to buy the product and also attract the attention of new customers through the internet or any other digital communication platform. Digital platforms include search engines, social media, email, web advertising, influencers, and other websites. They also create a direct link between the manufacturers and the end users of the product or service.

The company creates a marketing strategy as a long-term plan to understand the customers' needs and fulfill them. It also helps the manufacturer to know the desires of its customers and use the various channels to reach them. It also helps the company understand its position in the market, the types of products it manufactures, the marketing strategies it uses, and the promotional activities it undertakes. The 4 P's play an important role in developing the strategy. The 4 P's are product, price, place, and promotion.

Digital marketing is one of the most commonly used strategies to reach the end user using their digital platform. It is one of the easiest ways to reach potential customers with minimal costs. Millions and billions of users around the world use digital platforms. The marketing department of a company uses this platform to achieve its goal and learn the most from its audience. To do this, they need to find the right channel to create content that will appeal to their audience, do an analysis, and always stay updated about the market.

Generation Z is also known as Zoomers or Gen Z. They were born after the Millennials and before Generation Alpha. They are the children of Generation X or the older millennials. They are called digital natives because they are the first generation to grow up with the internet as part of their daily lives. They were born between 1997 and 2012 and are between 12 and 27 years old. They are the second-youngest generation. In fashion retail, they buy ready-made products from manufacturers and sell them to their customers. Here you can buy different types of products, such as clothing, shoes, accessories, and other products.

REVIEW OF THE LITERATURE

“Fashion Consumerism: The Impact of Marketing Strategies on the Generation Z Consumer” by Ella Bjerre [2022] examines how marketing tactics have changed during the pandemic by prioritizing consumer engagement, advocacy, mental health, sustainability, and regular advertising of clothing. The study shows how Generation Z consumers have impacted marketing and brand strategies by emphasizing values such as sustainability, openness, and morality in brand advertising. Using Instagram posts from some fast fashion and sustainable fashion brands, the study's methodology analyzed the content to find significant changes in the way these brands marketed to Gen Z consumers post-pandemic. Limitations were acknowledged, and possible directions for further research were identified, such as the narrow selection of brands studied, the impact of researcher bias, and the problem of three variables.

R. Shankar [2024], “Generation Z versus Millennial purchase intentions: A comparative study based on social media marketing strategies in India concerning the fashion and beauty industry,” This study compares the purchase intentions of Generation Z and Millennials in the fashion and beauty industry in India based on social media marketing strategies. The study highlights the importance of understanding the market and social contexts for successful marketing campaigns. It also explores the characteristics of Generation Z and their preference for technology and sustainability. The study uses the 4D marketing mix framework, which includes design, desire, diversity, and digitalization, to analyze the impact of marketing expectations on purchase intentions. The results show that age and affluence are the most important factors for online purchase intentions, with desire, digitalization, and design being the most important factors. The study highlights the need for fashion and beauty companies to adapt their marketing strategies to cater to Generation Z's and Millennials' preferences.

Apurva Muralidhar, Dr. Anand Shankar Raja M [2019], “Understanding the purchase intention characteristics of Gen Y and Gen Z and introspective the modern demand variables in the fashion industry” This research article examines the purchase intention characteristics of Gen Y and Gen Z in the fashion industry. The study aims to understand the modern demand variables that influence the purchase intention of these generations. A survey was conducted with Generation Z and Generation X participants, and a factor analysis was used to determine the factors contributing to purchase intention. The researchers found that while Generation Y is interested in a variety of products available online, they are more inclined to research products but do not make final purchases. On the other hand, Generation Z spends more time on social media and online platforms, resulting in higher exposure to online shopping. The study suggests that building trust is crucial to the success of online marketing. The study concludes that modern demand variables such as technology, online shopping, ethnocentric sentiments, digital tools, and artificial intelligence play an important role in satisfying purchase intent.

Jiahui Wang [2020], in “Decoding the Marketing Strategy of Fashion Brands for Chinese Pan-Z Generation”, This academic journal article discusses the marketing strategies of fashion brands targeting the Chinese Pan-Z generation, which are young consumers growing up in the Internet age. Traditional fashion brands are changing their marketing strategies to connect with these consumers while maintaining their brand equity. The article analyzes the influencing factors of the Chinese market, identifies problems and opportunities for fashion brands, and formulates a marketing strategy for the Pan-Z generation. It highlights the importance of understanding social media and brand image for young Chinese consumers. The article also discusses the rapidly evolving Internet environment in China, the importance of young people as key consumers, and how the Internet is changing marketing rules. In addition, difficulties such as lack of awareness and asymmetric brand messages, product homogenization, and the imbalance between brand style and local performance are discussed. The article concludes by discussing the marketing trend of reshaping brand image to appeal to the Pan-Z generation.

RESEARCH GAP

The study examines the digital marketing strategies of fashion stores for Generation Z. Generation Z tends to avoid traditional social media platforms and is more attracted to online media, known as digital campfires. Digital campfires offer more authentic and intimate online experiences and help to connect beyond the mainstream. They love authenticity and transparency in products. They are more mobile, which gives them a seamless mobile shopping experience. They care more about the environment and social issues when you

show them that your product positively contributes to the world. In Generation Z, fashion is not just for women, but also for men. They love to buy fashion brands without gender playing a role. Digital platforms play a role in brand advertising. Regarding digital platforms, social media plays an important role in marketing strategies. In another study, the author commented on the impact of fashion consumption on the marketing strategies of Generation Z consumers.

OBJECTIVES OF THE STUDY

- To gain knowledge of Gen Z's digital platform usage habits.
- To understand Gen Z preferences and the influence of the fashion retail brand.
- To identify Gen Z's perception of fashion retail brands and their marketing strategies.

RESEARCH METHODOLOGY

RESEARCH DESIGN: The research design is a detailed study plan using an appropriate sample.

SAMPLE AREA: The data sample was collected in digital form in the city of Chennai.

SAMPLE SIZE: The data was collected from 100 respondents.

SOURCE OF DATA:

PRIMARY DATA: A well-structured questionnaire was used to collect data from the respondents.

SECONDARY DATA: This is data that is already available. Information relevant to the study was also collected from secondary sources such as journals, magazines, articles, and websites.

ANALYSIS AND DISCUSSION

TABLE 1 DEMOGRAPHIC VARIABLES

DEMOGRAPHIC	NO. OF. RESPONDENTS	PERCENTAGE
Age		
Under 18 years	30	30%
18-24years	40	40%
25-30 years	30	30%
Total	100	100%
Gender		
Male	40	40%
Female	60	60%
Total	100	100%
Educational Qualification		
High School Diploma	4	4%
Bachelor's Degree	35	35%
Graduate or Professional Degree	26	26%
Currently in high school	27	27%
Others (Research scholars)	8	8%
Total	100	100.00%
Occupation		
Student	51	51%
Employed	22	22%
Unemployed	10	10%
Homemaker	10	10%
Others (Research scholar, Business)	7	7%
Total	100	100.00%
Monthly/ Family income		
Below Rs.25000	41	41%
Rs.25000-Rs.50000	30	30%
Rs.50000-Rs.75000	14	14%
Rs.75000-Rs.100000	16	16%
Above Rs.100000	9	9%
Total	100	100.00%

INTERPRETATION:

From this above table, the majority of the respondents **40%** (40) belong to those under the age of 18-24 years, Female **60%** (60), Bachelor's degree **35%** (35), Student **51%** (41), and **41%** (41) belong to the income level of Below Rs.25000.

TABLE 2 How many hours per day do you spend on digital devices [smartphones, tablets, computers]?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 hour	14	14%
1 - 2 hours	20	20%
2 - 3 hours	19	19%
3 - 4 hours	23	23%
More than 4 hours	24	24%
Total	100	100.00%

INTERPRETATION:

Table 2 shows that **24%** (24) of the respondents spend more than 4 hours, **23%** (23) spend 3-4 hours, and **20%** (20) spend 1-2 hours on their digital platforms.

TABLE 3 How often do you engage with content from fashion retail brands on social media?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
Multiple times a day	44	44%
Once a day	15	15%
Several times a week	10	10%
Once a week	8	8%
Rarely	23	23%
TOTAL	100	100.00%

INTERPRETATION:

Table 3 shows that **44%** (44) multiple times a day, **23%** (23) rarely, and **15%** (15) once a day spend their time on social media searching fashion brands.

FINDINGS OF THE STUDY

This study aimed to know the impact of digital marketing strategies on Gen Z for fashion retail outlets. The following are the major findings.

- Maximum number of respondents is under the age of 18-24 years (40%).
- The majority number of respondents were students (51%).
- 60% of the respondents were female.
- 24% of the respondents spend more than 4 hours on digital platforms.
- 44% of the respondents engage in social media platforms multiple times a day on fashion brands.

SCOPE FOR FURTHER RESEARCH

Digital marketing is one of the fast-growing markets where people spend many hours a day to find their necessary products. The digital platform has to work more to know about the product's reliability and to know the customer's preferences. Gen Z is the current youngest generation has different age groups but they have a very major using digital platforms. Further researchers can research Gen Z in a detailed way.

CONCLUSION

We are currently living in the 21st century where digitization has become one of the major terms in the marketing field. Gen Z is the type of generation that spends most of their time on mobile phones to know about the things happening around them. so, the digital platform has become the target for the organization to market their products to the end users of it. But this generation has more fashion sense and knows more about the products available.

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