

Communicating To Generation Z on Social Media

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Abstract: The purpose of this paper is to offer recommendations for communicating with generation Z on social media based on a theoretical review and study results. Two sections make up the theoretical framework: Generation Z and social media communication. The Gen Z customer profile is provided in the first section, which focuses on the perception of Gen Z, their personality traits and attributes, and consumer behavior. The topics of social media platforms and social media models are covered in the second section. The study's knowledge gained from the interview with the corporate management is presented in the next section, together with the theoretical background.

Key Words: Consumer behavior, Communication, Generation Z, Mission.

INTRODUCTION

Generation Z is the first generation to be "digital native," defined as a segment of the population born from 1996–2010 or later. They are regarded as the most intelligent generation of young people, revolutionizing society through digitization and challenging accepted norms. The Generation Z perspective unquestionably contributes significantly to the current corporate environment. The basic principles of Generation Z are authenticity, variety, openness, social responsibility, and sustainability. Companies are being pushed by this quest for significance to go outside the box and strive for something meaningful that will connect with the next generation of consumers.

Generation Z is reshaping the communication landscape and determining its future in a way that no other generation has ever learnt, at a time when technical change is occurring at a rapid pace and social media is playing a significant role in every aspect of the business. Having grown up in a world of limitless technological possibilities, members of Generation Z have increased their usage of the Internet and social networks, turning them into effective communication tools and a significant influence on their shopping decisions.

The research's objective is to give generation Z advice on how to communicate on social media.

OBJECTIVES

- Knowledge of the traits that make up Generation Z
- Discover the prevailing and anticipated social media trends among Generation Z.
- Offer Generation Z successful strategies for utilizing social media

LITERATURE REVIEW

Lancaster, L. C., & Stillman, D. (2002) carried out a thorough investigation of generational differences in the workforce. The characteristics of Generation Z include being independent, energetic, and educated. They also desire variety, embrace diversity, and feel at ease with change. They stressed the difference between Generation Z, which was immersed in the digital age and raised with technology, and all succeeding generations. It has been said that the new generation is logical, upbeat, helpful in problem-solving, and, most importantly, open to heterogeneity. The issue of differences between various generations at work was also covered by Martin and Tulgan (2002).

Oblinger, D., & Oblinger, J. (Eds.) (2005) "Second Generation" was characterized as technologically educated because of their unrestricted access to technology, interconnected through their technological tools, instant because of the speed at which they process information, experiential because they prefer to

learn by doing, and social because of their accessibility to diversity and a willingness to be sociable (2007, 2007).

(Robertson, 2018) High tech Generation Z learns how to use a smartphone extremely young. Since members of generation Z have never known a world without the Internet, they are attached to texting, messaging, and occasionally even face-to-face communication on mobile devices and websites. The fact that the Generation Z population is constantly learning new things is another aspect of this generation. Children from Generation Z spend a significant amount of time online or using social media every day. According to Approach Analytics' illustrations, Generation Z perceives information visually. As a result, marketing campaigns aimed at this generation often focus on storytelling, instructional videos, and other visual mediums.

According to (Hughes, 2018) They are employed for information communication as well as information transparency because they are a young generation of digital natives. You are partly correct if you think they sound like Millennial. "Your decision and style of communication would have to be one of the largest noticeable distinctions between two generations," the UX Design Agency Principles on Digital and Digital Product state. Generation Z contrasts the multi-screen pictures and multi-tasking Chat with of the millennial generation. using text messages and two screens. Jane Z's attention span is also waning, as evidenced by her preference for visual representations like videos and images over text.

SOCIAL MEDIA TRENDS AMONG GENERATION Z

Current trends - In recent years, social networks have undergone a tremendous deal of change and development. For instance, in the last year of 2019, Twitter changed the 280-character limit, and Instagram introduced a multi-photo post layout and short-term content, available for a fixed period of 24 hours with live streaming that is visible and has begun to gain popularity in various social networking platforms. 2019 (Contreras) Mobile-first, continuous communication, short messages, images, videos, live streaming, apparel content, social responsibility, ethics, and authenticity are some of the most popular current trends in social network marketing.

Mobile-first - First off, Generation Z can also be referred to as the "Mobile Generation" as widespread use of mobile devices and a mobile-first mindset are two of its key differences from all previous generations, as stated in the article Global Web Index (2019). Due to the fact that Generation Z spends 80% of their social media time on mobile devices, businesses must make sure that their websites are mobile-friendly, optimize their online content for smaller screens, and most importantly, create social networks that capture and prevent the 8-second attention span of Generation Z (Finch, 2018).

Constant connection - Openness, communication, and prompt service are ineluctably valued by a generation that was raised on innovation. Today's youth expect businesses to always be open and ready to help them whenever and wherever they need it. **Short texts and images:** In order to appeal to Generation Z, marketers must concentrate on creating effective, highly visual, and attention-grabbing material that will rapidly pique their interest.

Videos - Undoubtedly, video is the social network marketing trend that is expanding the fastest. The astounding statistics on the popularity of video content on social media are an easy way to demonstrate this. Therefore, in 2019 only videos made up 90% of all shared content. (Wade, 2019) Additionally, 74% of all Internet traffic is made up of video material (Contreras, 2019), which will make up about 80% of all traffic by 2020 and invariably become the focal point of any successful marketing effort.

Live streaming - Members of Generation Z who value authenticity and originality are also drawn to live streaming when it comes to high-quality content. Instead of filtered and altered "truth," we prefer to watch stuff that is filmed with real people and demonstrates integrity. As was already mentioned, the only guiding principle of Generation Z is a group.

Future trends - There are hypotheses and predictions about how social network marketing will develop in the future in addition to the current advancements in the social network, which are projected to

accelerate more quickly. Technology, anonymity, interaction, and customer service are among the many expected future developments of the Generation Z social network.

Privacy - Members of Generation Z are more concerned with security issues, less interested in sharing details about their personal life on social media Contreras (2019), and more concerned with maintaining their privacy. Sweets & Sparks (2018) As a result, social network marketing is unavoidably impacted by numerous significant societal issues including privacy and cyber security. In addition, Generation Z would find social networking sites more enticing if they encouraged anonymous or transient content as opposed to traditional ones with their permanent user records.

Personalization - Businesses can provide more specialized content for their audiences using improved social network research techniques. Consumers are undoubtedly much more drawn to information that they perceive to be relevant to and in line with their personalities, desires, behaviors, and other characteristics that affect their purchasing decisions.

FINDINGS

- The majority of Gen Z's time is spent online chatting or messaging buddies.
- Gen Z favors utilizing smartphones over laptops and PCs.
- Tiktok is currently the preferred social media platform for Generation Z. If given secure storage and security, Gen Z will disclose their personal information.
- Gen Z doesn't mind sharing information about their purchases with their favorite brands.
- The majority of Gen Zers' spending is on clothing and footwear.
- A growing segment of Generation Z prefers internet purchasing.
- The Gen Z generation prefers to get emails from their favorite brands a few times per week.
- Members of Generation Z favor following friends and online influencers.
- Gen Z prefers amusing content on social media to informative, inspirational, etc. content.

COMMUNICATION TO GEN Z STRATEGY

Create relevant content – The members of Generation Z enjoy reading and chewing on the content before making a decision about a product. Gen Z is constantly eager to learn new things and find new ways to do them. Always include Gen Z - Generation Z wants to feel like a part of a bigger thing so make sure campaigns promote their response. This not only strengthens marketing initiatives as customers feel that they are personally engaging with their favorite brands, but they also love the risk they get from participating.

Pay attention to social media - Make sure campaigns highlight Generation Z's response because they want to feel like a part of something bigger. Customers feel as though they are personally interacting with their favorite brands, which not only strengthen marketing initiatives but also appeals to their love of risk.

RECOMMENDATIONS

Since generation Z is also known as the "true generation" due of its desire for realism and significance in the world, the corporation must make sure that b is truthful and clear. In addition, they invest their money in the direction they want their life to go. For generation Z, consumption goes beyond simply having access to nice things, and serving others is both an ethical activity and an expression of identity. Therefore, just because a generation appreciates a good deal doesn't mean they'll compromise their morals to benefit from it. It's crucial to note that one should have proper return and refund policies, privacy and consumer data usage, etc.

CONCLUSION

What is an effective strategy to reach Generation Z on social media was the key issue that needed to be addressed in light of the study. The following are some crucial ideas to comprehend in further detail:

Using video marketing, especially for portable devices, Make sure the added value of your offering is prominently displayed in ads. Take into account offering discounts, rewards, promotions, and offers to quickly pacify customers who are reluctant to pay for your product. Keep note of new advertising strategies and tools in case the marketing division eventually has access to them. Research Generation Z's interest in shopping and other aspects of construction to see how brands and retailers can capitalize on it.

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