

Generation Z *versus* Millennial purchase intentions: A comparative study based on social media marketing strategies in India with respect to the fashion and beauty industry



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Abstract The fashion industry has recently shown a keen interest in environmental and sustainability issues. The potential for the sustainable fashion sector is enormous, and shoppers in Generation Z and Millennials who care about the environment are drawn to useful products. Due to their immense potential for use, Gen Z and millennial clients have piqued academics' curiosity. The majority of the time, businesses and organisations use the internet to examine and analyze data for marketing. Particularly during the pandemic, people may express their preferences and opinions more freely based on their experiences with online marketing and shopping. The study's primary objective is to compare purchase intentions as a variable to online marketing tactics using age and gender as moderators. Regression and the Hayes process-macro are the analysis methodologies utilized with SPSS. Findings show that gender does not alter the link between the variables and that among the 4Ds; diversity has no effect on purchase intention. The survey came to the conclusion that the respondents intended to make purchases online, where their age and wealth played a crucial influence, with Desire, Digitalization, and Design as major considerations.

Keywords: fashion industry, generation Z, millennials, social media, 4Ds, gender

1. Introduction

By tracking the development of marketing approaches across time, it can be seen how serious certain companies and brands were about connecting with their ideal customers. There has been a recent uptick in the frequency with which brands pivot to better appeal to millennial and Gen-Z consumers. Even though people from these two generations are close in age to one another, they are very different from one another. As the Internet marketing industry has grown, the pressure on the fashion and beauty industries to fulfill marketing goals while maintaining high levels of brand awareness and brand loyalty has increased dramatically. These businesses are struggling with issues such as understanding the market and where they fit it (Aehanchiague, 2021). Numerous factors are considered when a company or brand enters a new market or launches a new marketing campaign. To develop tactics that will resonate with their target markets, marketing experts need to pay attention to a variety of factors, including trends, the current market, and social contexts. If a brand breaks even one of these principles, the marketing team and the brand could experience major consequences. The extent to which a given generation, such as Millennials or Gen Z, internalizes these lessons and applies them to their lives can have a wide range of implications and consequences. After this study is finished, researchers will better understand how certain companies' marketing strategies interact with external factors that may have an effect on the beauty and fashion industries, especially for brands that target younger consumers (Carnegie, 2022).

Gen-Zers are people whose birth years fell between 1997 and 2012. These individuals are often very astute, digital natives, diversified, wellness champions, and pioneers despite being labeled the "confused generation" (Payne, 2022). As of July 1, 2021 (Duffin, 2022), in the United States, members of Generation Z accounted for more than 20.67% of the population. Comparing Gen-Z to older generations and the strategies used by marketing teams show that this demographic group, like many others, has advantages and disadvantages. Compared to other generations, Gen Z seems to have a heightened awareness of how their actions, as well as those of businesses and other institutions, may affect others. After the deeper meanings and purposes of things, researchers and seekers of Gen Z have gained a reputation for this trait. Moreover, one of the most important characteristics of Gen-Z is its skills and ability to access technology; in contrast to previous generations, Gen-Z has been able to demonstrate "work smarter, not harder" tactics in its professional, technical, and personal spheres (Castello and Reddy, 2020).



One definition of digital marketing is provided by McGruer (2019) as "the promotion of a company, good, service, or brand via digital channels." The term "digital marketing" is utilized to describe the utilization of the internet and other digital channels for advertising purposes. Digital marketing may be unfamiliar to some individuals due to its relatively recent emergence, and there is no established formula for guaranteed success. As customers, technology, and marketers continue to evolve, the strategies employed for digital marketing in 2010, during the rise of Facebook, differ significantly from those utilized in 2022. Failure to implement an effective digital marketing plan can result in a company's downfall. Advertising has progressed in tandem with our escalating dependence on social media, mobile devices, and online content.

1.1. Purpose of the study

The purpose of this paper is to shed light on the target demographic and marketing techniques of the fashion and beauty industry. Different perspectives are what allows others to learn from what is helpful to others; thus, if this study is successful, similar results will be obtained from the data and findings. In addition, you will receive expert guidance that is in accordance with the study's conclusions. These recommendations are aimed at providing managers with a fresh perspective on a variety of issues that arise while trying to appeal to Millennial and Generation Z customers.

2. Literature review

2.1. Diverse representation of the fashion and beauty industries

Over the past decade, the diversity and inclusivity of many fashion and cosmetics brands have increased. However, the transformation may appear as brand management or advertising rather than a desire to change their brand vision (Chiat 2020). The early involvement of more diverse personnel from a brand that may have been known for its homogeneity may seem like tokenism or novelty. Instead of trying to change for the "new normal," they can consider it a brand diversity checklist and add a person of color, an elderly person, and a wheelchair user to balance things out. Diversity and inclusion are not always linked: "We're only going to have a diverse fashion industry when we stop talking about it, when we just have diversity and we don't need to keep drawing attention to this issue" (Entwistle et al., 2019, 310). To increase diversity in fashion and beauty firms, less focus should be placed on getting people of color (POC) due to cultural expectations and more on their worth, skills, and personalities. Since many beauty companies have traditionally targeted non-POC, it may be difficult to diversify their market. These new viewpoints may emerge most smoothly and successfully when an organization has a diverse board of leaders whose understanding, life experiences, and values may build POC-focused goods. People are attracted to those who look like them; therefore, targeting a varied audience without a diverse workforce is difficult. This transformation begins inside with more diversity in front of and behind the camera. Company boards should reflect population diversity. Only until enterprises diversify across the board will media depictions truly be diverse (Entwistle et al., 2019, 322).

2.2. Sustainability in the Fashion and Beauty Industry

The environmental impacts of some fashion and cosmetics industries should be considered. All consumers should be conscious of the growing problem of overconsumption, especially its environmental impact. Marketing and promotions often lead to the overconsumption of unnecessary items. Human needs may seem to be replaced by wants (Guler 2022). Uncontrollable emotions, impulses, habits, compulsions, and decision biases drive consumer purchases every day (Del Prete, 2022, 19). The COVID-19 pandemic may have improved sustainability, prompting some consumers to rethink their purchase habits. Statistics show that 'mindful customers' now seek a sustainable, self-sufficient way of living in harmony with nature while buying (Del Prete, 2022, 19). This suggests that some shoppers are prepared to think again before buying. This allows people to use things more sustainably. Although some fashion firms struggle to maintain conscious sourcing and other sustainability practices, many are disclosing more. Gen-Z and millennials expect fashion and beauty companies to care about the environment and take action for a better future (Rai 2019).

2.3. The new marketing mix: 4Ds

Neil Borden introduced the marketing mix in 1940, and E. Jerome McCarthy executed it in 1960 (Sood, 1995). After being divided, it became an essential part of current marketing theory and has been widely applied. Businesses can utilize items, prices, locations, and methods to determine and match target customers' wants and behaviors and influence their requests and purchase intentions (Jackson & Shaw 2010). This theory ignores customer wants and solely analyses vendor perspectives, making it ineffective in e-commerce and online marketing owing to worldwide market shifts (Kihl & Vahanen, 2018). Redesigning manufacturing mix: Olga Mitterfellner proposed the 4Ds for fashion marketing. This approach works better for all fashion companies in the 21st century (Mitterfellner, 2019).

2.3.1. Design (replacement product)

Technologies such as 3D and 4D printing have altered product design. Internationally, Chanel and Uniqlo smart Airism textiles are popular (Mitterfellner, 2019). Younger consumers value product design more. For instance, Generation Z is tired of finding new fashion trends within existing ones. They emphasize uniqueness to demonstrate their individuality (Mitterfellner, 2019).

2.3.2. *Desire (replacing price)*

Conventional marketing prioritizes profitability. Sustainable marketing emphasizes psychological factors, including customer happiness and brand loyalty (Kemper & Ballantine, 2019). Pricing remains crucial, but if a business can create its own brand story, values, and logos, it can pique consumers' interest and win their pricing support. Millennials and Generation Z people care more about brand image (Jackson & Shaw 2010).

2.3.3. *Diversity (replacement place)*

This is the only way to expand into other countries and advance toward internationalization because the fashion industry is global, the global market is maturing, and the Asian and Indian markets are rising quickly. The advantages of variety should be communicated. Fashion companies may prioritize hiring international staff to encourage diversity (Mitterfellner, 2019).

2.3.4. *Digitalization (replacement promotion)*

Digital transformation is a growing business priority. Digital transformation is real, not a multiple-choice test. Internet marketing for clothes has always been cutting-edge. In 2011, Burberry was the first to use 3D technology for fashion displays (Straker & Wrigley, 2016). Brand promotion has shifted to digital media, especially since the epidemic. Customers may receive more personalized communication. Thus, fashion firms can reach customers via a variety of platforms and gadgets that suit different age groups and regions (Vecchi & Buckley, 2016). Overhaul will leverage digital technology to provide a more scientific, reasonable, and satisfying experience system (Vecchi & Buckley, 2016).

2.4. *Conceptual framework*

The framework of the study focuses upon four constructs of marketing expectations of Gen Z and Millennials. The framework uses the new marketing mix of four Ds. The framework indicates the significance of age as a moderator (refer to Figure 1).

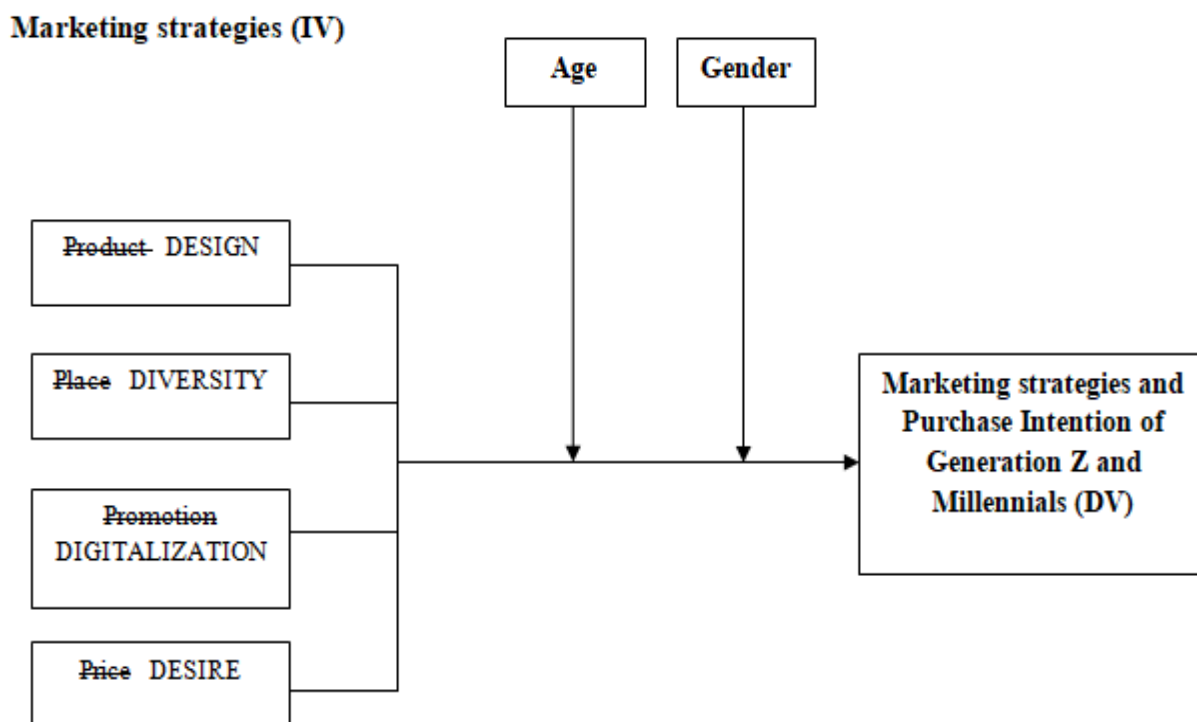


Figure 1 Conceptual Framework.



2.5. Hypothesis formulation

The hypotheses derived from the reviewed literature suggest that marketing expectations significantly impact purchase intentions among Generation Z and Millennial customers. Firstly, it is hypothesized that the marketing expectation of 'design' influences the online purchase intentions of Generation Z and Millennial customers. Secondly, the marketing expectation of 'diversity' is proposed to affect the online purchase intentions of Generation Z and Millennial customers. Thirdly, the marketing expectation of 'digitalization' is anticipated to impact the online purchase intentions of Generation Z and Millennial customers. Lastly, the marketing expectation of 'desire' is expected to influence the online purchase intentions of Generation Z and Millennial customers. Additionally, age is hypothesized to moderate the association between purchase intention and marketing expectations, while gender is also proposed as a moderator of this association. These hypotheses collectively emphasize the complex relationship between marketing strategies and consumer behavior within contemporary markets, particularly in the context of digitally-driven purchasing trends among younger generations.

3. Materials and Methods

A brief survey was developed to compare the attitudes of Gen-Z and Millennial survey respondents toward some of the marketing tactics and business decisions made by corporations in the fashion and beauty industries. A number of multiple-choice items were included in the survey, starting with demographic information, including birth year and sex. Using the snowball sampling technique, the current study participants found new study participants among their social networks. After being shared for the first time, this survey's initial audience of the author's closest friends gradually grew. Some of the first respondents were requested to distribute the poll link among their friends and immediate group. Along with supporting student research and business and marketing research, which can yield valuable information, there was also a LinkedIn publication to entice Gen-Zs and Millennials to take the survey.

3.1. Data collection and analysis

The poll was structured so that the demographic information and year of birth of each respondent were collected in the first part. The second and third portions were divided into Gen-Zers (born from 1997 to 2004) and Millennials (born between 1981 and 1996); both generational groups were given the same questions and multiple-choice answers. The researcher was able to organize and maintain more control over the data collection using this strategy. After the data were retrieved, time was set aside for review and analysis using various market research software tools, including SPSS and Microsoft Excel, which allowed for additional data filtering and statistical analysis. After the literature review, the findings of this study are further discussed.

3.2. Sample size and method

Using the Cochran formula 7, it is projected that 385 surveys are necessary at a minimum. The sample size is approximated with a 5% margin of error, a 95% confidence level, and a 50% assumption for the unknown population. Due to the limitations of the developed research, the respondents from the online survey were filtered based on the criterion "age." Therefore, 400 people were invited based on the desired samples. However, there were 389 responses, of which 46 surveys proved to be inconsistent and inappropriate as well as nonparticipation (11 participants) as a result of lack of interest. The remaining 343 surveys after reduction and filtering were taken into account as the study sample. As a result, the survey's response rate of 85.75% is a reliable estimate.

3.3. Instruments used

Table 1 explains the research instruments used for the study.

Table 1 Instruments.

Instruments	Items	Author
Desire	4	Singhal and Malik (2018)
Design	4	Memon et al (2016) and Muralidhar and Raja (2019)
Digitalization	4	Zhafira et al (2018)
Diversity	3	Rahman et al (2015)

Source: Primary data.

4. Results and discussion

4.1. Data analysis and results

The analysis was performed on datasets with a sample size of 343; the first part of the analysis included descriptive datasets with simple percentages, means and standard deviations, as well as reliability testing through the Cronbach alpha

test; the second part included the analysis of variables using regression statistical analysis methods. The outcomes are as follows:

4.2. Descriptive analysis

The research focuses on analyzing the variables and examines the impact of variables by focusing on age, gender and income. Using simple percentage analysis, the ratio of gender to educational qualification, age and income is estimated. The results are as follows (refer to Table 2):

Table 2 Demographic analysis.

		Frequency (f)	Percent (%)	Valid (%)	Cumulative (%)
Age	11-26years (Gen Z)	142	41.4	41.4	41.4
	27-47years (Millennial)	133	38.8	38.8	80.2
	More than 47 Years	68	19.8	19.8	100.0
	Total	343	100.0	100.0	
Gender	Male	134	39.1	39.1	39.1
	Female	209	60.9	60.9	100.0
	Total	343	100.0	100.0	

Source: Primary data.

Table 2 shows the results analyzed from the descriptive datasets, where the majority (60.9%) of the respondents were female. A total of 41.4% of the respondents were 11-26 years of age (Gen Z), followed by 27-47 years (38.8%) of age (Millennial).

Inference: Thus, it can be inferred that, in this research, married female Gen Z respondents are the most impacted fashion shoppers.

4.3. Reliability test

The Cronbach alpha (α) as the reliability test was adopted here to examine and measure the variables' reliability in this research. According to the standard measures of test³, when the internal consistency is near 1, the value obtained is a good fit, and when it is closer to 0, it is not a good fit. A value ≥ 0.9 indicates excellent conditions, a value ≥ 0.8 indicates good conditions, a value ≥ 0.7 indicates acceptable conditions, a value ≥ 0.6 indicates questionable conditions, and a value below 0.5 indicates unacceptable conditions.

Table 3 Reliability test outcomes.

Item name	Alpha Value (α)
Design	.771
Diversity	.827
Digitalization	.776
Desire	.876

Source: Primary data

Table 3 shows that the α values obtained are acceptable and a good fit for the research. Thus, the variables are acceptable and reliable.

4.4. Hypothesis testing: Regression analysis

The hypotheses are tested, and the following results are obtained:

H1: Marketing expectations significantly impact Generation Z and Millennial customers' purchase intentions.

4.4.1. The online marketing strategy 'Design versus Customer's purchase intention:

Table 4 shows that the R, R² and adjusted R² values are .205, .042 and .039, respectively, where the R² values indicate that the associations among the variables are 42% stronger. From ANOVA Table 5, the p value ($p < 0.005$) is found to be significant at .000. Similarly, Table 6 predicts the association between design and purchase intentions using the following formula:

$$\text{Design} = 1.081 + (.081 \times \text{Purchase Intention})$$

Through the outcome obtained from the regression calculation, it is inferred that hypothesis 1.1 (H1.1) is true where the online marketing strategy of design impacts customers' purchase intentions for Generation Z and Millennials in the fashion industry.

Table 4 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.205 ^a	.042	.039	.460	.042	15.008	1	341	.000	
a. Predictors: (Constant), DesignMean										
ANOVA ^a										
Model	Sum of Squares		df	Mean Square	F	Sig.				
1	Regression	3.180	1	3.180	15.008	.000 ^b				
	Residual	72.249	341	.212						
	Total	75.429	342							
a. Dependent Variable: DV1										
b. Predictors: (Constant), DesignMean										
Coefficients ^a										
Model		Unstandardized Coefficients			Standardized Coefficients		t	Sig.		
		B	Std. Error		Beta					
1	(Constant)	1.081	.068			15.871	.000			
	DesignMean	.081	.021		.205	3.874	.000			
a. Dependent Variable: DV1										

4.4.2. The online marketing strategy of diversity versus customer purchase intentions:

Table 5 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.072 ^a	.005	.002	.469	.005	1.780	1	341	.183	
a. Predictors: (Constant), DiversityMean										
ANOVA ^a										
Model	Sum of Squares		df	Mean Square	F	Sig.				
1	Regression	.392	1	.392	1.780	.183 ^b				
	Residual	75.037	341	.220						
	Total	75.429	342							
a. Dependent Variable: DV1										
b. Predictors: (Constant), DiversityMean										
Coefficients ^a										
Model		Unstandardized Coefficients			Standardized Coefficients		t	Sig.		
		B	Std. Error		Beta					
1	(Constant)	1.247	.065			19.245	.000			
	DiversityMean	.034	.026		.072	1.334	.183			
a. Dependent Variable: DV1										

From Table 5, the R, R² and adjusted R² values are observed to be .072, .005 and .002, respectively, where the R² indicates that the associations of the variables are merely 5%, which is weaker. According to the ANOVA results in Table 8, the p value (p=0.183) was not significant. From Table 5, the predicted associations between the variables of place and purchase intentions are calculated as follows:

$$\text{Diversity} = 1.247 + (.034 \times \text{Purchase Intention})$$

Through the outcome obtained from the regression calculation, it is inferred that hypothesis 1.2 (H1.2) is false because the online marketing strategy of diversity impacts customers' purchase intentions for Generation Z and Millennials in the fashion industry.

4.4.3. The online marketing strategy of digitalization versus customer purchase intention:

Table 6 shows that the R, R² and adjusted R² values are .232, .054 and .051, respectively, where the R² values indicate that the associations among the variables are 54% stronger. From ANOVA Table 6, the p value (p<0.005) is found to be significant at .000. Similarly, Table 6 predicts the association between promotions and purchase intentions using the following formula:

$$\text{Digitalization} = 1.752 + (.126 \times \text{purchase intention})$$



Through the outcome obtained from the regression calculation, it is inferred that hypothesis 1.3 (H1.3) is true where the online marketing strategy of digitalization impacts customers' purchase intentions for Generation Z and Millennials in the fashion industry.

Table 6 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.232 ^a	.054	.051	.457	.054	19.447	1	341	.000
a. Predictors: (Constant), DigitalizationMean									
ANOVA ^a									
Model		Sum of Squares	df	Mean Square	F	Sig.			
1	Regression	4.070	1	4.070	19.447	.000 ^b			
	Residual	71.359	341	.209					
	Total	75.429	342						
a. Dependent Variable: DV1									
b. Predictors: (Constant), DigitalizationMean									
Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.		
		B	Std. Error	Beta					
1	(Constant)	1.752	.100			17.602	.000		
	DigitalizationMean	-.126	.029	-.232		-4.410	.000		
a. Dependent Variable: DV1									

4.4.4. Online marketing strategy 'Desire versus Customer's purchase intention:

Table 7 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.205 ^a	.042	.039	.460	.042	15.008	1	341	.000
a. Predictors: (Constant), DesireMean									
ANOVA ^a									
Model		Sum of Squares	df	Mean Square	F	Sig.			
1	Regression	3.180	1	3.180	15.008	.000 ^b			
	Residual	72.249	341	.212					
	Total	75.429	342						
a. Dependent Variable: DV1									
b. Predictors: (Constant), DesireMean									
Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.		
		B	Std. Error	Beta					
1	(Constant)	1.081	.068			15.871	.000		
	DesireMean	.081	.021	.205		3.874	.000		
a. Dependent Variable: DV1									

From Table 7, the R, R² and adjusted R² values are observed to be .205, .042 and .039, respectively, where the R² values indicate that the associations among the variables are 42% stronger. From ANOVA Table 7, the p value (p<0.005) is found to be significant at .000. Similarly, Table 7 predicts the association between price and purchase intentions using the following formula:

$$\text{Desire} = 1.081 + (.081 \times \text{Purchase Intention})$$

Through the outcome obtained from the regression calculation, it is inferred that hypothesis 1.4 (H1.4) is true where the online marketing strategy of desire impacts customers' purchase intentions for Generation Z and Millennials in the fashion industry.

4.5. Hayes process-macro analysis for the moderators



The moderators were analyzed using the Hayes process-macro technique. The analyses of the hypotheses are as follows:

H2: Age moderates the association between the variables purchase intention and marketing strategy. Table 8 gives the results

Table 8 Run MATRIX pro.

Model: 1						
Y: Purchase Intention						
X: Marketing Expectations						
W: Age						
Sample Size: 343						
OUTCOME VARIABLE: Purchase Intention						
Coding of binary Y for logistic regression analysis:						
DV1 Analysis						
1.00	.00					
2.00	1.00					
Model Summary						
-2LL	ModelLL	df	p			
418.1395	15.2029	3.0000	.0000			
Model	coeff	se	Z	p	LLCI	ULCI
Constant	-2.7998	1.2652	-.2129	.0269	-5.2797	-.3200
IVMean	.4797	.4135	1.1599	.2461	-.3308	1.2901
D3	.1888	.4945	.3819	.7026	-.7804	1.1580
Int_1	.0334	.1684	.1986	.0000	-.2966	.3634
***** ANALYSIS NOTES AND ERRORS *****						
Level of confidence for all confidence intervals in output: 95.0000						
----- END MATRIX -----						

The p-value was found to be significant at .0000, where age as a factor moderates the association between purchase intention and marketing expectations in the fashion industry.

H3: Gender moderates the association between the variables of purchase intention and marketing strategy. Table 9 gives the results

Table 9 Run MATRIX procedure.

Model: 1						
Y: Purchase Intention						
X : Marketing expectations						
W : Gender						
Sample Size: 343						
OUTCOME VARIABLE: Purchase Intention						
Model Summary						
-2LL	ModelLL	df	P			
415.4885	17.8538	3.0000	.0065			
Model	coeff	se	Z	p	LLCI	ULCI
Constant	3.0317	1.9818	1.5298	.1261	-.8525	6.9159
IVMean	-1.4466	.6636	-2.1799	.0293	-2.7472	-.1460
D2	-3.1466	1.1777	-2.6717	.0075	-5.4549	-.8383
Int_1	1.1693	.3905	2.9941	.0028	.4039	1.9348
***** ANALYSIS NOTES AND ERRORS *****						
Level of confidence for all confidence intervals in output: 95.0000						
----- END MATRIX -----						

The p value was found to be insignificant at .0065, where gender did not moderate the association between purchase intentions and marketing expectations.

4.6. Hypotheses results

The results of the analyzed hypotheses from regression and the Hayes process are classified (i.e., reject/accept) according to their outcomes (refer to Table 10):



Table 10 Hypothesis results.

Hypothesis	Accepted/Rejected
H1: The marketing expectations from social-media significantly impact the Generation Z and Millennial customer's purchase intentions:	
H1.1: Online marketing strategy 'Design impacts the customer's purchase intention of the Generation Z and Millennial in online purchase.	Accepted
H1.2: Online marketing strategy 'Diversity impacts the customer's purchase intention of the Generation Z and Millennial in online purchase.	Rejected
H1.3: Online marketing strategy 'Digitalization impacts the customer's purchase intention of the Generation Z and Millennial in online purchase.	Accepted
H1.4: Online marketing strategy 'Desire impacts the customer's purchase intention of the Generation Z and Millennial in online purchase.	Accepted
H2: Age moderates the association between the variables purchase intention and online marketing strategies	Accepted
H4: Gender moderates the association between the variables purchase intention and online marketing strategies	Rejected

5. Final Considerations and implications

This study's main goal is to identify the key distinctions between Gen-Z and Millennials in terms of how they choose and use fashion and cosmetic items. Given their close age disparities, it is generally believed that these two generational cohorts are quite comparable; nonetheless, the research question that drove the survey was whether there were any significant differences between the two generations with regard to sponsored material on social media. According to the theory, Gen-Z are more likely to be affected by sponsored material or paid commercials, as they typically spend more time on social media than millennials do. Consumers appear to be turning away from quick fashion as well as from companies whose actions have run counter to their stated corporate goals. "Do you prefer to obtain quantity or quality when thinking about beauty, fashion, or self-care products?" prompted the majority of Gen-Z and millennials to respond that they prioritized quality over quantity or that they placed equal importance on the two. The cohorts prioritized quality. In this case, it seems to be that a higher-quality item will normally cost more money; nevertheless, this is where advertising and marketing efforts for a brand and its reputation may be beneficial. If businesses can demonstrate the worth of their offerings while highlighting the quality of their products, there will be consumers who will believe in the brand and will want to invest more money in higher-quality products.

This study has produced a variety of possibly useful insights. One has to do with the influence of sponsored material on social media and how, on average, poll participants felt unaffected by these beauty and fashion promotions. The statistics do, however, indicate that exposure to contemporary product commercials has a greater impact on how consumers normally wish to appear. Although Millennials said that they had less influence over this digitalization and Gen-Z said that they were more likely to be affected by it, we know that people's responses are not always indicative of how they actually feel or act. When gathering data on people's thoughts and turning them into reliable results, this can be a glitch. It would be beneficial for future research to clarify some of the generational similarities and variances found in this study. While responses from people born in 1981 and those born in 2004 might differ significantly, the same change can occur within the same generational cohort. Further study within the same generational group would be interesting to determine how answers might change, for instance, between Gen-Zs born in 1997 and those born in 2004. Furthermore, due to the research collection circumstances, only adults (11 years of age or older) were permitted to participate in the survey. Young teenagers' perspectives on the same research question and how their responses would change from the findings given would be fascinating to observe.

This study offered new perspectives and knowledge that had not been previously investigated. In regard to marketing to Gen-Zs and millennials, this can be helpful for those in the fashion and beauty sectors. It can give marketers a better understanding of their target market segments, boosting marketing effectiveness and helping to satisfy customers who belong to these important generational cohorts.

5.1. Limitations

Since the study was conducted in India, only participants who called Indian homes, particularly those in South India, were included. Young people under the age of 11 are not permitted to participate since, according to the report, Gen Z and Millennials are the targeted groups. Participants who had never made an online purchase were also excluded.

5.2. Implications and Contributions

The report suggests that while millennials are the most active online spenders, generation Z, who is primarily motivated by variables such as desire, digitalization, and design, is the most active shopper. Future research on the influence of online shoppers' purchase intentions and how online marketing strategies (4Ds) entice consumers to prefer online shopping over traditional retail will benefit from the findings. The findings and conclusions could be applied as background knowledge in the near future to evaluate further cross-sectional studies and other variables to examine the relationships among internet marketing techniques.

Ethical considerations

Informed consent was provided to all the participants before the data were collected.

Conflict of interest

The authors declare no conflicts of interest.

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