



# Intergenerational Perceptions about Online Platforms and Digital Marketing Activities

<sup>[1]</sup>Anoop Gurunathan A, <sup>[2]</sup>Lakshmi K S

<sup>[1]</sup>FPM Scholar, Dept of Marketing, ISBR Research Centre, Bangalore <sup>[2]</sup>Professor, ISBR Research Centre, Bangalore

<sup>[1]</sup>anoop.g24365@gmail.com <sup>[2]</sup>lakshmi.ks@isbr.in

## Abstract:

Generation is a group of individuals born within the same range of birth years and share similar experiences, traits, behaviors and attitudes. When developing a digital marketing strategy businesses and marketers need to understand the perception of every generational cohorts as their time spend online, online purchase decision and platforms used differ. Generations X, Y and Z form a prominent group and comprises of more than 90% customer segment and this study tries to explore their perception towards online platforms and digital marketing activities. GenX are digital immigrants, GenY are digital natives and GenZ are mobile natives. From this study we understand that traditional media has more influence on Gen X than online media. Gen Y cohorts are aware of both the media whereas Gen Z do not see any difference among them. All generations use WhatsApp for communication and email for official purpose. YouTube is the most commonly used online streaming platform among all generations. Gen X prefers social media platforms like Facebook, Twitter, whereas Gen Y mostly uses Facebook, Instagram followed by Twitter and LinkedIn. Gen Z use Instagram & SnapChat and are slowly shifting away from Facebook. Gen X group are generally ignored or overlooked by businesses while developing digital marketing strategies. Inter-generational similarities and intra-generational differences in perceptions are not considered while promoting the products and services. Single online platform marketing may not be effective, as online platform preference differs and hence multi-online platform approach may be considered.

**Keywords:** Digital marketing, online platforms, Intergenerational perceptions

## I. INTRODUCTION

Generation is a group of individuals born within the same range of birth years and how they connect things, people and experiences. They share and experience similar social, cultural and historical events which have influence in the development of their behavior, attitude, traits and values [1]. Each generation has their own set of experiences, lifestyle, aspirations, beliefs and demographics. The businesses and marketers must have a clear understanding about the different generational cohorts' segments and need a tailor-made marketing strategy for all of them [2].

Currently, there are 5 generational cohorts in the market, Baby Boomers, Generation X (GenX), Generation Y (GenY), Generation Z (GenZ) and Generation Alpha. Gen X, Y and Z together form a prominent group comprising of more than 90% of the consumer segment. GenX are digital immigrants also referred to as "Latchkey Generation". Even though they are digital immigrants, they have quickly adapted to modern technologies and online world. GenY or 'Millennials' are digital natives and grew up when latest online digital technologies like computers, internet and instant communication arrived. GenZ are mobile natives and are referred to as Next Generation or iGen.

They were born when internet and smart phones became a primary need. The next generation after GenZ is called as Generation Alpha or as 'Google Kids' [3]. According to Strauss-Howe generation theory, 1992 [4], each generational persona unleashes a new set of beliefs, values and perceptions based on social, political and economical climate lasting around 20 – 25 years. They described different generations based on “Turnings” and “Archetypes”. Turnings include High,

Awakening, Unravelling and Crisis. Archetypes include Prophet, Nomad, Hero and Artist. They further stated that; Baby Boom Generation (1943 – 1960) as Prophet as they are idealist, Generation X (1961 – 1981) as Nomad as they are reactive. Millennial Generation (1982 - 2004) as Hero as they are civic. They named Generations after 2005 as Homeland Generation, who are artist and adaptive.

**Table 1. Making Sense of Generation X, Y and Z**

Generation X	Millennials	Generation Z
MTV	Early Internet	Smart Phones
Pop-Culture	Mobile Phones	Music Streaming
Music becomes portable	CD's & DVD's	Tablets & Connected Devices
First Video Games	Video Game Platforms	Early AI
First Personal Computers	Personal Computing goes Mainstream	IoT (Internet of Things)
Email	Early Social Media & E-commerce	Mobile Commerce & App Stores

Overview given by Daniel Newman et al., in Futurum Research, 2016, [5]

## II. GENERATION COHORTS AND DIGITAL MARKETING

Different generational cohorts have different experiences and preferences which reflect in their online and social media behavior and activities [6]. The social factors like the products used and suggestions given by family and friends, products endorsed by celebrities, corporate social responsibility of companies, online feedbacks and reviews about the product determine the purchase decision of all generations in online [1]. GenX spends less time in social media platforms compared to GenY and GenZ. GenZ are particularly more active in Instagram. GenX are more active in Facebook

compared to Instagram. GenY are attracted to Instagram, due to its visual appeal and ease of use. Lately, GenY are slowly shifting away from Facebook towards Instagram. LinkedIn has emerged as a professional networking site which all the generations look forward to. WhatsApp has become common communication platform among generations, as everyone is using it to communicate, send instant message and files [7]. GenY and GenZ are active in multiple social media platforms, especially, GenZ are looking out for dynamic and vibrant social media platforms like Snapchat, Clubhouse, etc. Even when GenY and GenZ are different, they share some common experiences and patterns. They are the predominant users

of online digital media and are exploring more in the latest social media platforms [1].

Use of search engines like Google, Yahoo, Bing etc. have become a day-to-day activity among all generations for getting information and knowledge [8]. GenX use online news portals and digital press to read news and updates compared to GenY and GenZ. Online platforms have given the customers access to wide range of products and services from brands and companies around the world. These have influenced the online purchase behavior of all the generational cohorts. Millennials and GenZ prefer online shopping as they feel they get more information about the latest trends and fashion in online than through offline stores [9].

### **III. INTER-GENERATIONAL COMPARISON BETWEEN GENX, GENY AND GENZ**

When developing an online marketing campaign and strategy, the businesses and marketers need to understand that every generation cohort requires a different way of marketing to attract them [10]. For all generational cohorts internet and online platforms play a prominent role in their life. But, differ in what they do online, the time they spent, the different platforms they use, the social media platforms they select, the influence online have in their purchase decision, etc [8]. The internet connectivity and availability of latest electronic gadgets make all generations use online platforms for getting educational resources and work-related information. The easy availability of information through online platforms makes all generation people to be active in online at all times [11]. GenY and GenZ use online platforms more to gain

information about latest trends in fashion and clothing, to make purchase online compared to GenX. GenX use online streaming platforms for watching news, latest updates and information, whereas GenY and GenZ use to watch live video broadcast of programs, sports and to hear music, etc. [9].

Transparency, clarity, accountability and authenticity are the qualities all generational cohorts expect from all products and services either online or offline. Connecting at personal level with customized way helps the organizations and marketers to engage better with all generation groups [12]. GenY and GenZ are more experienced with digital technology compared to GenX. Still, GenX are active in few social media platforms, whereas millennials and GenZ use multiple social media platforms. Further, a slow and incremental shift away from Facebook towards Instagram can be seen for the late GenY and GenZ cohorts. While, GenY and GenZ have distinct approaches, they share a common experience as both are pioneer users of online digital media [7].

GenY is the generation who began the trend of using social media platforms and created the foundation for GenZ to learn and follow. GenZ never look at their older siblings in GenY or their parents in GenX for any technological advice. The fact is that GenY and GenX turn to GenZ for all their digital needs as they are the early adopters of new digital technologies than the older generations [13]. Thangavel, et al., 2021, [14] stated that GenZ grew up with online platform and variety of digital gadgets. They have never experienced a life without internet and have grown up

with social media and YouTube. These factors have greatly influenced and shaped their attitude towards life, seeking information, shopping, etc. GenY and GenX thought DVD players, giant desktop computers and mobile phones with tiny screens, as break through inventions, whereas GenZ today have easy access to smart phones, electronic gadgets, unlimited internet connection and online streaming services (OTT). GenZ does not perceive online and offline activities as different world as they did not grow up in an analog world, whereas GenX considers both as different worlds and GenY is considered to be the linking group between analog and digital generation [15].

Volkom, et al., 2014, [16] found that age plays an important factor in the usage of technology in different generation people. They further divided different generations into 3 section, young adults, middle adults and older adults and compared their online activities and concluded that young adults of GenY and GenZ adapt and are more comfortable in using latest current technologies compared to GenX and middle aged people in GenY. Traditional marketing methods are still very effective among GenX, whereas GenY and GenZ prefer online digital method as it facilitates them two-way communication with the businesses and brands [17]. GenY, GenZ, and Generation Alpha are the only age groups that have lived their entire lives in an era when computers and the internet were available [18]. There is also a generational difference in how people make use of the same device. GenY and GenZ tend to use cell phones more for texting, whereas GenX use cellphones to actually make calls [16]. All generations use smartphones to have a quick access to

social media platforms, for communication and for entertainment purpose, whereas, computers are used by generations for study, work and reference purpose [19].

While GenY and GenZ are experts in adapting to and using the online and social media platforms, GenX are slowly adapting to these modern digital platforms as it has become a part of everyone's life. GenX are trying to improve their knowledge so that they can continue to keep them updated, engage and communicate effectively with GenY and GenZ [20]. For all generational cohorts content is the most important thing and they can easily recognize when they encounter a paid content. Visual appealing content attracts all generation customers. Video and images attract GenY and GenZ. Text driven content attracts GenX. Generations X, Y and Z have many differences in the way they look at online platforms and digital marketing activities. It is of key importance for marketers and businesses to understand their characteristics in order to approach them in a better way. This would help organizations better their marketing efforts with proper segmentation [21]. GenY and GenZ prefer to engage with businesses and brands on social media compared to GenX. GenY and GenZ are more product loyal, whereas GenX at times look at the brand of the product before making a purchase decision. GenZ prefer Instagram over Facebook, whereas GenX and GenY use Facebook and less of Instagram [22].

GenY and GenZ believe the reviews and ratings given by others in e-commerce platforms which influence their purchase decision online, whereas GenX has their reservation regarding the reviews and ratings in online as they doubt the

authenticity of it. But, all generations give importance to the feedbacks given by their friends, peers and close ones. Word of mouth has a power to influence all generations. GenX believes more in traditional avenues like television and newspaper ads compared to GenY and GenZ [23]. Nowadays all generations are aware of the ethical and environmental issues and expect the companies and brands to support and follow it. It is always important for brands to consider such issues while developing content [24]. Personalized and customized marketing in online platforms have a major influence on the online repurchase intention of Gen Y and Gen Z. Marketers should formulate User-friendly and informative website with customized marketing programs to target Gen Y and Gen Z effectively [25]. Social media and online platforms have infiltrated into every generation and they spend quality time on these platforms. So, the organizations and marketers across the globe must try to imbibe latest updates and trends into their business and marketing operation to reach different customers according to their preferences and perspectives [26]. In this competitive online environment, the content is the king and it is very important to appeal to each generation at an individual level. [27]. Without understanding the perspectives and preferences of different generations, companies and marketers cannot develop and implement a marketing concept online [28]. The needs and wants of customers must be given importance when developing a marketing campaign. It is always important for the businesses and marketers to understand the digital ecosystem of their target groups [29]. The Covid-19 pandemic has changed the consumer tastes and preferences. Every

generational cohort showed a shift in their technology usage and purchase behavior. That has made the marketers and organization to concentrate more on online platforms [30].

#### IV. METHODOLOGY

The study is descriptive in nature and is based on secondary data. The data has been obtained from previous studies, articles and research papers in this area

##### A. *Research Problem*

- In this internet era of rapid digitalization, customers spend quality time online in various platforms. It is a challenge for organizations to understand the perceptions of GenX, GenY and GenZ on online platforms.
- Organizations should understand the similarities and differences in the perceptions of Generations X, Y and Z regarding online platforms and tap this information for developing digital marketing strategies that engage and capture their attention.

##### B. *Research Questions*

The primary research question:

How can an effective digital marketing strategy be developed based on the perceptions of generations X, Y and Z cohorts on online platforms and digital marketing activities?

The secondary research questions:

- (1) What are the characteristics of online platforms and digital marketing activities that can hold the attention of generations X, Y and Z, and influence their consumer behavior?
- (2) Are there any notable differences and similarities in the perceptions of generations X, Y and Z cohorts on online platforms and digital marketing activities

that can help marketers to develop an effective marketing strategy?

### *C. Objectives*

1. To explore the perceptions of generations X, Y and Z cohorts on online platforms and digital marketing activities through reviewing the relevant literature,
2. To identify the similarities and differences in the perceptions of generation X, Y and Z customers on online platforms and digital marketing activities, and
3. To find out whether the information on the perceptions of these 3 generations on online platforms and digital marketing activities can be utilized for developing an effective digital marketing strategy.

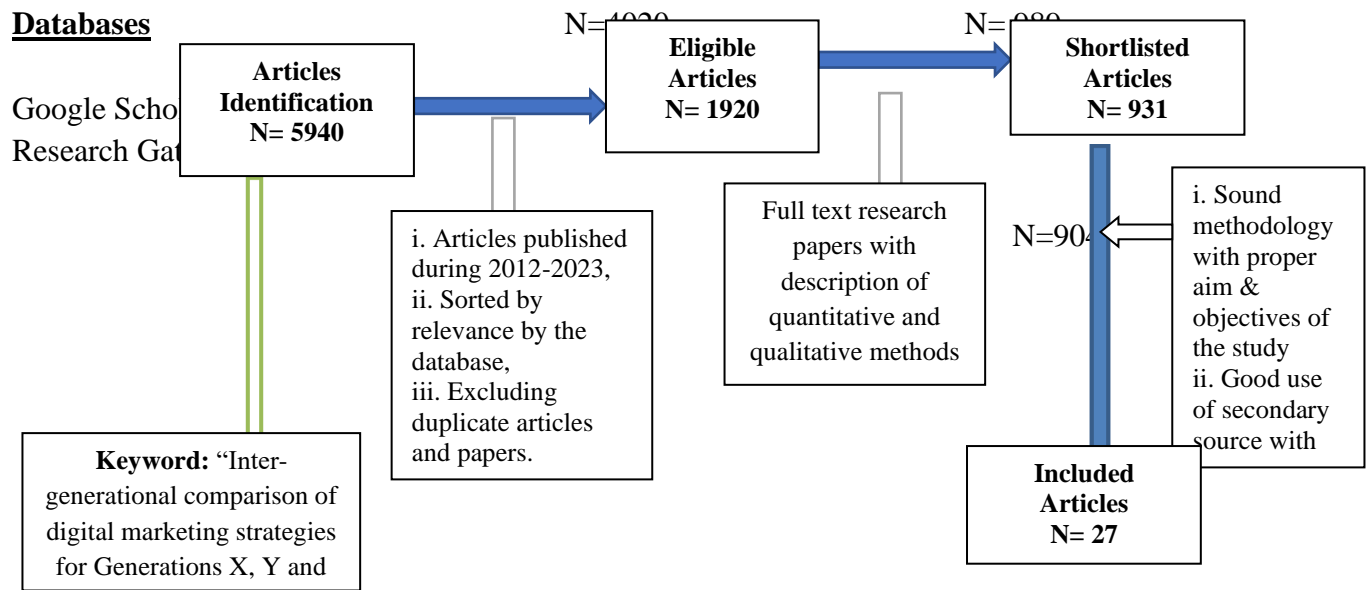
## **V. LITERATURE REVIEW**

Literature Survey of the previous studies on inter-generational comparison of digital marketing strategies for Generations X, Y and Z was performed. For selecting the articles, the researcher searched Google Scholar and Research Gate related to inter-generational comparison of digital marketing strategies for Generations X, Y and Z. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart endorsed by the Cochrane Collaboration [31, 32] was adopted in order to do a systematic literature review. The literature review articles were shortlisted by following a 4 step procedure:

- i. Identification: This stage includes searching for articles on secondary sources. Searched articles in Google Scholar and Research Gate with Keywords: “Inter-generational comparison of digital marketing strategies for Generations X, Y and Z” in titles, keywords or abstracts.

ii. Screening: The papers and articles were screened based on 3 criteria,

- a. Articles published during 2012 – 2023 were only considered
- b. With help of database the articles were sorted by relevance
- c. Excluded duplicates, case studies, reports and company survey
- ii. Eligibility: Eligible articles and papers were selected based on papers that have full text and with proper description of quantitative or qualitative methods.
- iii. Included: The papers and articles were included finally based on 2 criteria;
  - a. Sound methodology with proper aim and objectives of the study.
  - b. Good use of secondary source with appropriate citation.



**Figure 1: PRISMA diagram of Systematic Literature review**

As a result of 4 stages filtering process, articles planned to be reviewed for literature survey has been reduced to 27 articles. The results of 15 selected pertinent studies are presented in tabular form.

**Table 2. Inter-generational comparison of GenX, GenY and GenZ**

Author & Year	Title of the study	Purpose/Objective	Main Findings
Sadaf Karim, 2019 [9].	A Comparison of the Media Consumption Habits of GenX, GenY and GenZ	To study the media consumption habits of different Generations X, Y and Z and their implications on their buying behavior, on firms and society. Also, to know the impact of different media platforms on GenX, GenY and GenZ.	The impact & media consumption habits of all generations differ significantly. GenZ give greater attention to products & services they purchase compared to prior generations. GenX is more influenced by traditional media than online media. GenY are well aware of online and traditional platforms & are active online. They give importance to both the media.
Kaja J. Fietkiewicz, Elmar Lins, Katsiaryna S. Baran & Wolfgang G Stock, 2016 [33].	Inter-generational Comparison of Social Media Use: Investigating the Online Behavior of Different Generational Cohorts.	To investigate the divergences in social media usage between different generations. To compare intergenerational usage of social media use to know their online behavior.	GenZ use Instagram more compared to GenX & Y. GenX is more likely to use Twitter more than others. GenY like to use Facebook whereas GenZ have more variety social media platforms like Instagram, Snapchat etc. GenX shows reluctance towards social media platforms due to privacy issues. Cluster approach was conducted for GenY & GenZ.

Giarla Veronica, 2019 [28].	Generational Social Media: How Social Media Influences The Online & In-Person Relationships Of GenX, GenY And GenZ	To analyze GenX, Y and Z interaction while using social media and the influence new technologies have on their online and social relationships.	GenZ navigate social media and technology effortlessly. They can build stronger relationships online but lack the social skills which the older generations possess. GenX and GenY use social media platforms to keep up with their family and friends. GenZ are the most active generation in the social media than older ones. GenX and GenY trying to a find balance between social media and normal life communication.
Lara Schischlik, 2021 [34].	Generational differences in using social media for destination choice	To identify the generational differences in using social media as a destination choice and to check the generational difference in the appeals of tourism advertisements.	GenY spend more time on social media platforms than baby boomers. Millennials and baby boomers mostly use social media platform WhatsApp. GenY have better internet knowledge than baby boomers. The source for selecting tourist destination mentioned by GenY was by using online but Baby boomers choose WOM.
Natalia Topalova, 2021 [35].	The impact of marketing through Instagram influencers on consumer behavior in the fashion industry: comparison of GenX and GenZ in Russia	To explore how millennials and Generation Z in Russia perceive advertising through Instagram influencers with respect to fashion industry and also to know in what aspects the consumer behavior is similar and different.	Generations are tired of interrupting sponsored ads & prefer native ads more. The influencer marketing does have an impact on the GenZ & GenY as it helps to create brand awareness. Mostly young females are more influenced by the influencers. Millennials behavior in Russia is mostly similar with their peers from western world, while GenZ behavior differs in many domains. Russian GenZ spends less time in Instagram compared to other countries.
Olga Dębicka., Tomasz Gutowski & Adam Borodo, 2018. [36].	Determinants of consumer purchasing decision in the e-commerce sector in Poland – generation perspective	To identify the key factors that determines the purchase decision in the e-commerce sector in Poland among different generations. Also, to assess the impact of differences in the	GenX & Baby boomers are price conscious and consider price factor more than quality of product while making online shopping decision. All generations use e-commerce platforms to buy clothes and accessories, booking train tickets. GenY & GenZ are risk takers and try out different e-commerce platforms. GenZ & GenY use



		characteristics of generations on their preferences regarding e-commerce.	mainly smartphones for online shopping, whereas GenX & Baby boomers use laptop, personal computer & notebook.
Alison Munsch, 2021 [37].	Millennial & GenZ digital marketing Communication & advertising effectiveness: A qualitative exploration	How marketers can serve the GenY & GenZ consumers in U.S in a better way with digital marketing communications which are engaging, influential and informative to their consumer behavior. Also, to know the similarities and differences in the engagement of GenY & GenZ on digital marketing activities.	5 themes were explored thematic analysis, i. Attention span of millennials and GenZ is very short. ii. Online marketing content must be good, short, with music, humor and using social media influencers have a positive impact on both. iii. Online Ads with proper storyline, use of popular music with voice over can generate emotional response & gain attention. 4) They are aware of most of the online advertising techniques and are skeptical about the message conveyed through it and 5) Opinions, suggestions and reviews of friends and families influence both GenY and GenZ.
Kaja Joanna Fietkiewicz, Katsiaryna Baran, Elmar Lins & Wolfgang G. Stock. 2016 [38].	Other time, Other manners: How do different generations use social media?	To investigate the social media usage differences among different generations. Also, to know whether there is gender-dependent inter-generational differences in user behavior.	Generations X, Y & Z were taken into consideration for the study. GenX use FB less compared to the younger generations. But, GenX use Twitter more than younger generations. GenX use social media for information, news and latest updates, whereas the GenY & GenZ use social media to post photos, videos, to stay in touch with friends and peers. GenZ particularly use Instagram for sharing photos, video through mobile.
Thangavel Packiaraj, Pramod Pathak & Bibhas Chandra, 2021 [14].	Millennials and Generation Z: a generational cohort analysis of Indian consumers	To explore the consumer decision-making styles among e-shoppers of Indian Millennials and GenZ. Also, to know the significant differences between their decision-making attributes.	GenY and GenZ are comfortable and like the online shopping. Both favor e-shopping, but GenZ are more enthusiastic than GenY. Both the cohorts are less loyal to brands in general as they have wide variety of option available in the internet. GenZ have impulse purchase behavior. GenZ are technology savvy than the Millennial.
Budree Adheesh, Kaja Fietkiewicz & Elmar	Investigating usage of social media platforms in South Africa	To investigate the differences in usage of different social media platforms within the South	Younger generations are more active in social media. GenZ use all social media platforms than GenY & GenX except for Twitter & Google. GenX, GenY & GenZ social media and

Lins, 2019 [18].		Africa,	internet usage differs drastically. Every generation people are concerned regarding privacy which adversely affects their social media usage. Gender-based usage patterns were also found, with men are likely to be active in multiple social media platforms than women.
Abbas N Albarq, 2023 [39].	Digital Marketing & Online Purchasing in Saudi Arabia: Exploring Generational Differences	The impact of various digital marketing aspects like social media marketing, email marketing, and website marketing, on customer purchase decisions among baby boomers, generation X, and generation Y.	The study indicates that all three generations prefer internet shopping and email marketing have considerably impact on their online purchasing decisions. Social media does not influence the online purchase decision of Generation X and Baby boomers. Website marketing is preferred by all generations & Generation Y prefers digital marketing tools over the other prior generations.
Devina Andrea & Rahayu Wulan Asti, 2022 [30].	Consumers Behavior Evaluation and Segmentation of Millennial and Generation Z in Indonesia Instant Noodle Market	The study was conducted to examine the shift in consumers' behavior towards instant Noodle among GenY and GenZ consumers.	Mostly commonly used by Indonesia Millennial and Generation Z are WhatsApp, YouTube, Instagram and Zoom. The Covid-19 pandemic has changed the consumer tastes and preferences. Every generational cohort showed a shift in their technology usage and purchase behavior.
Anjali Prasannakumar, 2021 [40].	A Study On Multi-Generational Consumer Behavior in Mumbai Suburban Region And Its Consequent Effect On Marketing Strategies	The study was conducted to highlight the significance of developing marketing and advertising strategies that cater to Generation X, Y & Z	Customization and Personalization plays a positive impact on all generations and the marketing initiatives must always be genuine and transparent. Facebook is the most commonly used social media in Gen X and nostalgic advertisement have an impact on them. Gen Y and Z give importance to innovation in ads and reviews given by peer groups. Instagram are used more by Gen Y and Snapchat by Gen Z. Gen Z are more concerned about the privacy issue and social media influencers have an impact on them.
Mehmet Karanfiloğlu, Murat Sağlam & Füsün	Advertisement Perception and Generations:	This study aims to understand the perceptions of different	Intergenerational perception regarding advertisements were analyzed by conducting qualitative content analysis and 3 themes,

Topsümer, 2022 [41].	Comparison between X, Y and Z Generations	generational group regarding advertisement initiatives.	concerns about current circumstances, the inconvenience of ads, and advertising and public relations: digitalization of the profession have been achieved. Gen X is highly influenced by traditional media, whereas GenY & Z generations are influenced by online media ads.
Girish Mude & Swapnil Undale, 2023 [42].	Social Media Usage: A Comparison Between Generation Y and Generation Z in India	This study investigates the usage pattern of social media among Gen Y and Gen Z based on features such as socialization, information, entertainment, education and shopping.	From this empirical it is clear that Gen Z uses social media more for education, entertainment, shopping, and socialization compared to Gen Y, whereas both the generations use social media usage for information seeking are equal. The companies need to incorporate different social media marketing strategies to target different generational groups.

## VI. FINDINGS:

### A. General

- Gen X, Y & Z currently form prominent group and comprises of more than 90% of the consumer segment.
- Gen X has the largest purchasing power, followed by Gen Y. Gen Z is emerging as the largest consumer segment.
- Each generational cohort has distinctive set of values, behaviors and traits.
- Gen X prefers in-store shopping over online shopping, but all generation agree that online shopping provides convenience and easiness in buying products. Also are attracted by the offers, promotions and discounts in online.
- Generations cannot be seen as homogenous groups and hence intra-generational studies need to be done to understand the differences in their perceptions.

### B. Similarities

- Online platforms and digital marketing activities have undeniable impact on all generations.
- Traditional marketing avenues like television ads still have an impact among all generations.
- Word of mouth, opinions and recommendations given by friends, peers and families have an impact on all generations.
- All generations use WhatsApp for communication and email for official purpose. YouTube is the most commonly used online streaming platform among all generations.
- Repetitive, pop-up ads, junk mails, goal hindrance ads are irritating and annoying for all generational groups.

- Good content with visual impact attract all generational cohorts. All generations look out for authenticity, sustainability and honesty in advertising campaigns.

- Social media influencers help in creating awareness and familiarity about a product and service among all generations.

### C. Differences

- Traditional media has more influence on Gen X than online media. Gen Y cohorts are aware of both the media whereas Gen Z don't see any difference among them as they have not witnessed a life without internet.
- Traditional marketing methods still create impression among Gen X, whereas Gen Y & Gen Z are exposed to online marketing techniques at very young age.
- Gen X has concerns about the online transactions and personal data privacy issue while other generations are not much significance to it.
- Reviews and ratings do not have much impact on Gen X, but do influence Gen Y & Gen Z.
- Gen X prefers social media platforms like Facebook, Twitter, whereas Gen Y mostly uses Facebook, Instagram followed by Twitter and LinkedIn. Gen Z uses Instagram, SnapChat & Facebook. Younger generation is slowly shifting away from Facebook.
- Gen Z gives more preference to micro – video platforms like TikTok, Sharechat, etc compared to other generations.
- Young people of Gen X show characteristics of Gen Y whereas an older generation of Gen Y has some similarities of Gen X. Similarly older Gen Z has some characteristics of Gen

Y as younger Gen Y has some features of Gen Z.

## **VII. KEY POINTS TO BE NOTED WHILE DEVELOPING A DIGITAL MARKETING STRATEGY**

- Gen X group are generally ignored or overlooked by businesses while developing digital marketing strategies.
- Inter-generational similarities and intra-generational differences in perceptions are not considered while promoting the products and services.
- Single online platform marketing may not be effective, as online platform preference differs. So multi-online platforms approach may be required.
- Multi-generational marketing strategies are the latest trend and studies need to be channeled to tap the opportunities.

## **VIII. LIMITATIONS & FURTHER STUDIES**

- For this study, research articles and papers from Google Scholar and Research Gate databases were only referred. Other databases need to refer to get a wide range of insights regarding this area.
- Generations can never be called as homogenous group as difference occur within the group; this study could not focus much on it as well.
- In future, more studies have to be done in comparing inter-generational cohorts and intra-generational groups to get broader level of understanding about the different generations.
- So, the companies need to adopt a multi-generational marketing strategy.

## **IX. CONCLUSIONS**

Online platforms and digital marketing activities have become an inherent part of the decision-making process of all generations. The perceptions of various

generation cohorts regarding online media platforms and digital marketing campaigns differ. A thorough understanding of the perception of all the generations will help in the development of an effective digital marketing strategy. Companies must conduct marketing research to better understand each generation's online habits and outlook towards various digital marketing activities. They must become more aware and attentive about the desires and behaviors of different generations. Every generation is unique and is not alike and the organizations and marketers should never treat them as a homogenous group. So, while developing an online digital marketing strategy, the marketers must try to analyze and understand the perceptions of GenX, GenY and GenZ on Online Media Platforms and the digital marketing activities.

## **REFERENCES:**

1. Mahmoud AB., Reisel WD., Grigoriou N & Fuxman L, Mohr I, "The reincarnation of work motivation: Millennials vs. older generations", *International Sociology* 35(4):393-414, 2020. DOI: 10.1177/0268580920912970
2. Kaylene C Williams & Robert A Page, "Marketing to the Generations. *Journal of Behavioral Studies in Business*", 3(1), 37-53, 2012.
3. Shaw Brown Genevieve., "After Gen Z, meet Gen Alpha. What to know about the generation born 2010 to today", *Family. ABC News*, 2020.
4. Strauss-Howe., "Generations: The History of America's Future, 1584 to 2069", William Morrow Paperbacks, HarperCollins, 1992.
5. Daniel Newman., Shelly Kramer & Olivier Blanchard, "Marketing to

- Millennials. Futurum Technology Insights for Business Leaders”, 2016. [https://futurumresearch.com/wpcontent/uploads/woocommerce\\_uploads/2017/02/report\\_200117.pdf](https://futurumresearch.com/wpcontent/uploads/woocommerce_uploads/2017/02/report_200117.pdf)
6. Anders Parment, “Generation Y vs. Baby Boomers: Shopping behavior, buyer involvement and implications for retailing”. *Journal of Retailing and Consumer Services*. 20(2), 189-199, 2013. DOI:10.1016/j.jretconser.2012.12.001
7. Syed Mahmudur Rahman., “Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh”, *International Business Research*, 8 (8): 150-163, 2015. DOI: 10.5539/ibr.v8n8p150
8. Francis T & Hoefel F, “True Gen’: Generation Z and its implications for companies”. McKinsey Company. 2018. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
9. Sadaf Karim., “A Comparison of the Media Consumption Habits of Gen X, Gen Y and Gen Z. *Allana Inst of Management Sciences*, 9, 1-5, 2019.
10. Hobsbawm, J., “Fully connected: surviving and thriving in an age of overload. London”, New York: Bloomsbury Business, 2017.
11. Slootweg Emilie & Bill Rowson, “My generation: A review of marketing strategies on different age groups”. *Research in Hospitality Management*, 8(2), 85-92, 2018. DOI: 10.1080/22243534.2018.1553369
12. Stokes R., “eMarketing: The essential guide to digital marketing”, Fourth Edition, Compiled by Sarah Blake and Quirk Education, 2013.
13. Bona, C., Koslow, L., Frantz, R., Nadres, B & Ratajczak, D, “How Marketers Can Win with Gen Z and Millennials Post-COVID-19”, 2020. <https://www.bcg.com/publications/2020/how-marketers-can-win-with-gen-z-millennials-post-covid>
14. Thangavel Packiaraj., Pramod Pathak & Bibhas Chandra., “Millennials and Generation Z: a generational cohort analysis of Indian consumers” *Benchmarking: An International Journal*, 28(7), 2157-2177, 2019. DOI: 10.1108/BIJ-01-2020-0050
15. Wirokarto Dewi Alismah, “Online Branding to Generation Z”. Project submitted as partial requirement for the conferral of Master in Marketing. ISCTE Business School, Instituto Universitario de Lisbano. 2013.
16. Volkom Michele Van., Janice C Stapley & Vanessa Ama., *Revisiting the Digital Divide: Generational Differences in Technology Use in Everyday Life*. *North American Journal of Psychology*. 16(3): 557-574, 2014.
17. Dodd, M. D., & Campbell, S. B, “A Strategic Framework for Targeting Generation Y via Social Media: Public Relations Results and Implications”, *Conference Papers -- International Communication Association*, 1–25, 2011.
18. Budree, Adheesh; Fietkiewicz, Kaja & Lins, Elmar, “Investigating usage of social media platforms in South Africa”, *The African Journal of Information Systems*: 11(4), Article 1. 2019. <https://digitalcommons.kennesaw.edu/ajis/vol11/iss4/1>
19. Hoai Thu A O & Nguyen Cong Van, “The Reaction of Vietnam’s Generation

- Z to Online TV Advertising". The Journal of Asian Finance, Economics and Business 7(5), 177 –184, 2020. DOI:10.13106/JAFEB.2020.
20. Hysa Beata., Iwona Zdonek & Aneta Karasek, "Social Media in Sustainable Tourism Recovery", Sustainability 14(2):760- 783, 2022. DOI: 10.3390/su14020760
  21. Nadanyiova, M., Gajanova, L., Majerova, J., & Lizbetinova, L., "Influencer marketing and its impact on consumer lifestyles", Forum Scientiae Oeconomia, 8(2), 109–120, 2020. DOI: 10.23762/FSO\_VOL8\_NO2\_7.
  22. Ghosh Mollika, "Exploring the Factors Influencing Millennials Intention-To-Purchase of Facebook Advertising in Bangladesh", Proceedings of 10th International Conference on Digital Strategies for Organizational Success, 2019. DOI: 10.2139/ssrn.3306490
  23. Silvia Sarah., "The Importance of Social Media and Digital Marketing to Attract Millennials Behavior as a Consumer". Journal of International Business Research and Marketing, Inovatus Services Ltd., 4(2), 7-10, 2019.
  24. Helmi Arief., Vita Sarasi., Umi Kaltum & Yogi Suherman, "Discovering the values of generation X and millennial consumers in Indonesia". Innovative Marketing, 17(2), 1-8, 2021. DOI:10.21511/im.17(2).2021.01
  25. Nguyen, Binh Thi., Thi Lan Anh Tran., Thi Thu Hien Tran., Thanh Thao Le., Phan Nhat Hang Tran & Minh Hieu Nguyen., "Factors influencing continuance intention of online shopping of generation Y and Z during the new normal in Vietnam", Cogent Business & Management, 9:1 -25, 2022. DOI: 10.1080/23311975.2022.2143016
  26. Hossain Madhobi & Islam Tiasha. "Effect of Advertising Expenses and Sales Incentives on Financial Performance: Dissecting the Cases of Two Market Leaders". Business and Economic Research, 48602019, 9(1): 70-83, 2019. DOI:10.5296/ber.v9i1.14019.
  27. Macharia Haggah Wambui & Cheng Ying, "How do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Y-Generation". Master Thesis, 2019.
  28. Giarla Veronica, "Generational Social Media: How Social Media Influences The Online And In-Person Relationships Of Gen X, Gen Y And Gen Z" Honors Theses. 221, 2019. [https://digitalcommons.salemstate.edu/honors\\_theses/221](https://digitalcommons.salemstate.edu/honors_theses/221)
  29. Ranjana R A & Priya Annamalai., "A Study on Comprehending Generation X, Y and Z Millennials Perspectives Towards Traditional Marketing Practices in India". High Technology Letters. 27(6), 219-223, 2021. <http://www.gjstx-e.cn/gallery/20-june2021.pdf>
  30. Devina Andrea., Rahayu Wulan Asti, "Consumers Behavior Evaluation and Segmentation of Millennial and Generation Z in Indonesia Instant Noodle Market". 5(4): 1155-1171, 2022.
  31. Prayag G., Hassibi S & Nunkoo R., "A systematic review of consumer satisfaction studies in hospitality journals: conceptual development, research approaches and future prospects". Journal of Hospitality

- Marketing & Management, 28(1), 51-80, 2018.
32. Pati D & Lorusso L., "How to Write a Systematic Review of the Literature". Health Environments Research & Design Journal, 11(1),15-30, 2018.
  33. Kaja J Fietkiewicz., Elmar Lins., Katsiaryna S Baran & Wolfgang G Stock, "Inter-Generational Comparison of Social Media Use: Investigating the Online Behavior of Different Generational Cohorts", 49th Hawaii International Conference on System Sciences (HICSS), 3829-3838, 2016. DOI: 10.1109/HICSS.2016.477
  34. Lara Schischlik, "Generational differences in using social media for destination choice". Bachelor Thesis. MODUL Private University, Vienna, 2021.
  35. Natalia Topalova., "The impact of marketing through Instagram influencers on consumer behavior in the fashion industry: comparison of Millennials and Generation Z in Russia". Master Thesis, Geneva Business School, 2021.
  36. Olga Debicka., Tomasz Gutowski & Adam Borodo., "Determinants of consumer purchasing decision in the e-commerce sector in Poland – generation perspective". SHS Web Conf., 57,01010. 2018. DOI: 10.1051/shsconf/20185701010
  37. Alison Munsch, "Millennial and Generation Z digital marketing communication an advertising effectiveness: A qualitative exploration". Journal of Global Scholars of Marketing Science, Taylor & Francis Journals, 31(1), 10-29, 2021.
  38. Kaja J. Fietkiewicz, Katsiaryna Baran, Elmar Lins & Wolfgang G. Stock. "Other time, Other manners: How do different generations use social media?. Hawaii University International Conferences Arts, Humanities, Social Sciences & Education, January 8 - 11, Hawaii, pp: 1 – 17, 2016.
  39. Abbas N Albarq, "Digital Marketing & Online Purchasing in Saudi Arabia: Exploring Generational Differences". International Journal of ebusiness and egovernment Studies. 14(3): 586-60, 2023. DOI: 10.34109/ijegeg. 202214128
  40. Anjali Prasannakumar, "A Study on Multi-Generational Consumer Behavior in Mumbai Suburban Region and its Consequent Effect on Marketing Strategies". Bachelor Thesis, SIES College of Arts, Science and Commerce, 2021.
  41. Mehmet Karanfiloğlu., Murat Sağlam., Füsun Topsümer, "Advertisement Perception and Generations: Comparison between X, Y and Z Generations". İletişim Kuram ve Araştırma Dergisi, 58: 38-56, 2022. DOI:10.47998/ikad.1057266
  42. Girish Mude & Swapnil Undale, "Social Media Usage: A Comparison Between Generation Y and Generation Z in India". International Journal of E-Business Research, 19(1): 1 – 20, 2023.