Traditional and digital marketing towards Generation Z

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Abstract

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In the thesis will be discussed the types of marketing tools that can be used to fully utilise the potential that the two very different marketing strategies have. On one hand, marketeers can use the traditional marketing strategy which relies on marketing tools such as the television, radio and billboards. Tools that have work on when targeting masses. On the other hand, there are now new tools in digital marketing such as social media and Google ads that allow marketeers to trace and study much more precise on how their advertisements affect the target market.

With the definition of who generation Z is and what they represent it should be clearer on what kind of people marketeers have to work with. The reader can also see what catches the focus of generation Z when advertising to them.

The main message for of this thesis is that generation Z really is a different generation that is not like the previous generations, with strong opinions, tech savvy minds and they should not be underestimated by companies just because they are often labelled as snowflakes by the media. For companies to truly catch the attention of generation Z authenticity, quality and endorsement from influencers are key aspects that need to be taken into consideration.

In the end none of the two marketing strategies outmatch the other. It comes down to many different factors, but together used they can work the most effective. When companies want to advertise locally, to masses and want people to trust their ads, traditional marketing can be very effective. But when there is need to advertise more further or to a very niche market, digital marketing can be a better option.

Keywords

Generation Z, Digital Marketing, Traditional Marketing, Influencers

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1 Introduction

The business world has always been a dog eat dog world, where most companies compete with another company about the same market share. When there is a case in which the companies may have similar products, it can come down to who does a better job with their marketing or in this case advertising and by that can create a want or need feeling for the customers. This is much easier when a company has built a relationship with a prospect and/or customer and the company has gained some trust. But how to build a relationship with a generation of people that has been titled to be the most demanding generation ever, Generation Z.

Generation Z, usually being individuals born between 1995 and 2010 (Behrer 2016, 209; Landau 2015, 20) are the first generation to really be born and raised with the internet, cell phones, TV and social media. This raises the questions of how can companies of today reach this tech savvy generation that is used to have everything at their fingertips and do a lot differently than the previous generations such as the millennials. New challenges rise with a generation that has a shorter attention span than a goldfish (Mcspadden 2015) and see ads as a more disruptive element than anything else (Visioncritical 2019).

During the 21st century a lot has changed when it comes to marketing. The internet has shaped the industry a lot in the last 20 years. Companies have harnessed the powers of digital marketing. According to Financial Times (2017) when marketing a service or product with the help of digital channels one uses digital marketing. This means that it is not only marketing that happens on the internet, but also what happens outside of it such as advertising on phones and display advertising. Companies can see how well their ads are doing on the internet through different analytics that websites provide. There advertisers can see clickthrough rates and downloads which help to better understand user behaviour. Conventional direct marketing such as newspaper ads, TV ads or e-mails are under a lot of pressure especially with the digitalizing world when competing with digital marketing which uses banner ads on websites and/or ads on social media (Tapp, Whitte & Housden 2014, 3.)

1.1 Theoretical Framework

The aim of the theoretical framework is to define how both traditional and digital marketing reach generation Z and what is advertising. Companies have more options on how to market to both the masses and niche markets more than ever before. This can make marketing more cost efficient and powerful, if they know how, who and where they want to target. As mentioned, generation Z is in many ways different than the previous generations. It is more tech savvy then the older generations, has accustomed to an on-demand lifestyle and its attention span is shorter.

But to find out how these marketing strategies affect generation Z, it is first good to understand the difference of these two marketing strategies. According to Tapp, Whitte and Housden (2014) modern direct marketing, also known as traditional marketing, can be defined as: "Direct marketing is a method of marketing based on individual customer records held on a database" Since this could easily apply to digital marketing as well the author chose a different definitions from Todor (2016) in which is said that one characteristic of traditional marketing is that it uses tangible items such as flyers, magazines, but it can just as well use TV, billboards and radio.

Digital marketing on the other hand is described by Ellis-Chadwick (2019, 9), as "Achieving marketing objectives through applying digital media, data and technology". This definition alone causes problems for the thesis since TV's, radios and even billboards work with electricity as well. To clearly separate direct/traditional marketing and digital marketing for the sake of the research the definition of Reske will be used regarding digital marketing. This would mean that digital marketing essentially makes it easier to connect a company's investments into the marketing process and the results from that. They can create digital ads which are displayed on search engines, websites even on social media sites. So digital marketing is making it easier to follow the traffic and understand where people come from to a company's website. (Reske 2017.)

Advertising happens when a company wants to get the word out of a new possible product or service to their target market. Usually this action includes the logo of the company and the name. It is traditionally placed on marketing mediums such as social media, tv, radio and newspapers. But human creativity has no limit and ads can be found just as well on places such as on the side of a bus. With all this, advertising is the most expensive part of marketing (Lake 2019). Caton has a bit different explanation on what an advertisement is stating that an advertisement introduces a person to the product by name, tells the

person what it is about, what is actually does and of course how much it will cost. In other words, it is informative. But it can be objective as well by luring the consumer to try it out. If it appeals to the consumer better than the competitor than it can even give the consumer the feeling of a need to purchasing it. (Caton 2013, 9)

1.2 Objectives

Of the whole population within the European Union, 15 percent can be categorized as Generation Z's. According to Eurostats data this equals to 70 620 157 possible prospects within the European borders (Eurostat 2019). The objective of the thesis is to gain an understanding on whether it is more effective to use traditional marketing or digital marketing when advertising towards generation Z. Also, how to implement these marketing strategies in order to have the most effective reach towards generation Z. In the thesis the reader should get an understanding on how in both traditional marketing and digital marketing there are different marketing tools that work better in different situations.

1.3 Research Methods

The writer of the thesis wanted to approach the research with a qualitative research style, since the main focus is to get non-numerical data and to rather understand the thoughts of the research subjects. This led to having two kinds of focus groups, one with the age gap of 15 to 20 and a second one with 20 to 25-year old's. The interviews were very free with some guiding questions in order to understand and get ideas on how representatives of generation Z see effectiveness of different marketing strategies on their generation. This led to both partly recognising that the writer of the thesis was on the right track regarding his hypothesis that traditional marketing is declining and digital rising, but also found out surprising information that he did not anticipate in the beginning.

As explained by (Seale, Gobo, Gubrium & Silverman 2007, 16) interviews work great with the chosen qualitative research style because interviews can resemble an almost normal conversations where the interviewee has a chance to see the people having different reactions when talking about the questions that were given. Lastly after the interviews and questionnaires it was easier to do some research that agreed and/or disagreed with what came up during the qualitative research.

Due to the situation in Finland with the restrictions to prevent the spreading of Covid-19 the focus groups interviews were conducted through the internet, mostly using the app WhatsApp. For the survey Google docs was used.

1.4 International Aspect

The thesis will have a main focus on the Finnish generation Z but will also have a take into consideration the European counter parts within the European Union throughout the thesis. This way the reader will have something to compare the how Finnish consumers differentiate from the European counterparts. During the interviews and the research on influencers, there will be a deliberation of the effects that non-Finnish influencers from abroad have on the Finnish Generation Z.

1.5 Structure of the Thesis

The thesis will be structured in a as straight forward fashion as possible. After a quick introduction into the subject and theme of the thesis the reader will find the objectives and research questions that guide the thesis on tracks. In order for the reader to understand the different marketing strategies and the difference of those two the thesis goes through them. When understanding the difference between the traditional marketing and digital marketing strategy, it goes through the thesis subject, that being Generation z. Since the definition of who Generation Z is has not a cohesive agreement, other that it is said to be between 1995 and 2010 the writer goes through the definition for the purpose of this thesis. After the summary of databases and why they are good to understand for the purpose of the thesis, it will go to the data collection method which in this case is the focus group interviews which gave the insights of Generation Z and its ad behaviour for the thesis. In the end the thesis writer will go through their conclusion, findings and what was learned from the thesis.

1.6 Key Concepts

Customer behaviour – A decision people make to buy a product or not to buy it, what influences them into that decision (Cambridge Dictionary 2019).

Digital marketing – All marketing efforts that use internet or electronic devices. Businesses use search engines, email and social media to connect with customers. (Alexander, 2019.)

Traditional Marketing – Refers usually to marketing that is not online. This can conclude television, print, broadcast, radio, phone and outdoor (billboard) advertising (Carmichel 2019).

Ad words – Google ad words is a program made by Google that helps to advertise through search engines and the internet (Google, Google ads: Definition).

Search engine – A software which helps a person to find what they are looking for by searching a database of information on the internet (Computer Hope, Search engine).

Database – a usually large collection of data organized especially for rapid search and retrieval (as by a computer) (Merriam-webster, database).

CTR – Click Through Rate, the percentage of times that people have seen the ad and clicked on it (Facebook for Business N.d.)

1.7   Demarcation

The study focuses on the European market on both traditional marketing and digital marketing. By traditional marketing what is meant is television, radio, billboards and print. By digital marketing social media and in this thesis the five platforms are YouTube, Instagram, Snapchat, Facebook and Google AdWords. Even though WhatsApp is one of the biggest social media platforms, the author of the thesis has left it out due to it not having the option to display advertisements during the time the thesis was written.

The focus group consists purely of the age group of 10 to 25 which is known as Generation Z. The aim is to focus on the effectiveness of each marketing strategy towards generation Z. Other generations are not taken into consideration in this thesis and are left out on purpose.

2 Marketing Strategies for Generation Z

2.1 Generation Z

By comparing different sources such as The New York Times (2015) Generation Z is usually seen as people who are born between 1995 and 2010. (Behrer 2016, 209 & Landau, L. 2015, 20) This is the generation that grew up with all the technology on their fingertips such as the internet and social media and tend to carry a stigma of being tech addicted. During 2019 Generation Z became the biggest generation with 32% of the world's populace belonging to the Generation Z category (Spitznagel 2020). This equals roughly to 2.56 billion people globally (Weinswig 2016, 10). In Europe the percentage is not as high with 15% of the European union's population representing Generation Z (Eurostat 2019).

What is also different with Generation Z compared to other older generations is that Z is more focused on the experience they have when buying. Not only that but they also have the need to express their individual identity though personalising their products. By growing up at the same time with the technology of today and by that being tech savvy makes Generation Z naturally efficient app users that can order easily anything from an app. This leads them to be more likely to order food delivered to home or use the internet to search for unique products. (Francis, T & Hoefel, F 2018; Weinswig 2016, 10).

Many businesses have had to reform to an on-demand platform during the last decade. Most of Generation Z being in their teens during the start of this change and tech savvy were able to adapt to it quickly. Now they are accustomed to having everything at their fingertip, they are predicted to be a demanding consumer base compared to previous generations. (Weinswig 2016). What this on-demand lifestyle has done to the attention span of people is that it has gotten shorter. According to a study done by Microsoft Copr. in 2015 people tend to lose focus after eight seconds. This is a drop from the year 2000 when the average times of focus was 12 seconds. It was explained that 2000 was around the time when the technological revolution started and the on-demand lifestyle started to become a norm. (McSpadden 2015.)

This is a generation that was born in the middle of the so-called fake news phenomena and was told not to believe everything they see on the internet. This has led them to do more research and not trust everything on the spot, making companies having to work harder in order to gain the trust of this generation. (Tienari & Piekkari 2011.)

2.1.1 Direct Marketing (Traditional Marketing)

The first time that someone used what would today be defined as direct marketing dates way back to the year 1000 BC in ancient Egypt. There landowners scribbled down advertisements for the people where there was gold offered for those who would return runaway slaves. But for direct marketing to be effective it has to reach bigger masses fast. This was possible when in 1440 there was the possibility to mass produce advertisements with Gutenberg's printing press. In the 19th century two American named Aaron Montgomery Ward and Richard Warren Sears had the idea of mailing pamphlets and flyers to customers in order to sell their products. This led to the way of how marketeers do traditional marketing today. (Crew, Parcu & Brennan 2017.)

As in the theoretical framework already mentioned:
"Direct marketing is a method of marketing based on individual customer records held on a database" (Tapp, Whitte & Housden 2014, 3). So direct marketing relies on the data that companies have gotten from customer through various ways such as cookies on webpages, during a sale, subscribing for a newsletter or even buying it from third parties.

For the purpose of the thesis the writer has chosen the most common traditional marketing tools them being television, radio, billboards and print.

2.1.2 Television

During 2011 amongst 18 to 24-year olds television was consumed on average 25 hours a week. In more recent years the time that 18 to 24-year olds spend watching tv has dropped for six consecutive years down to 14 hours in 2017. (Visual Capitalist 2017). Another challenge that marketeers will face with television is that 69% of Generation Z's see ads as disruptive and get a negative feeling when seeing one. (Visioncritical, 2019)

According to Nielsen (2015) Generation Z is also the generation that rather uses their laptops than the television when watching a video program unlike the previous generations which rather watch it on television. What contributes to this is the technological know-how between the generations, but also the previously mentioned on-demand way of life.
One of the challenges television has to face is that people like to surf the internet, even while watching television simultaneously. Almost at half, 44% of European television viewers say that they surf on the internet while watching video programming. This combined

with that 67% of global television viewers turn the channel when advertisements come on makes the television compete with the mobile ads on the phones. (Nielsen 2015). With Generation Z the skipping of ads is especially true, since they seem to have a lower threshold on for feeling bored than any other generation (AdReaction 2019).

Out of the whole Finnish population 66% watch television on daily basis and the average television viewing time was 2 hours and 45 minutes in 2018. Generation Z, being used to streaming services watches on the other hand on average only 41minutes a day. (Finnpanel 2018).

2.1.3 Radio

Unlike in the United states, in Europe the radio industry is actually declining and radio broadcasting enterprises are declining within the EU. In 2017 radio broadcasting enterprises generated 2 652 million euros which is 29% lower than the 5 192 million it generated in 2013 which again is lower than 2013 when the turnover was 6 979 million euros. (Eurostat 2020).

Traditional radio has clearly a rocky path ahead with Spotify and other music streaming services competing with it. Finland the situation is not as dire for the Radio with a reach of 68% of the whole population on a day and 90% of the population in a week (Finnpanel 2020). For marketers that want to target Generation Z the most useful information is that Generation Z and Millenials are actually consuming the most amount of the radio commercial stations compared to older generations . Older generations such as Baby Boomers who are born between 1945 to 1954, tend to listen more Yleisradio or better known as YLE. (Finnpanel 2020.) YLE is owned by the Finnish government and funded through taxation of private citizens and companies and does not have commercial ads on their platforms.

According to Routa Markkinointi Finnish people tend to listen to the radio mostly during car rides, but after that the second most popular place is their homes. Due to the rise of other streaming services this can change, since many radio stations also focus on streaming services such as apps where people can listen to the radio on their mobile device when it is most practical to them. One benefit from this is that with headphones on people focus better on the ads that are streaming during the program.

With the annual decline of radios popularity, the way people listen to audio will most likely change more to streaming in the future. This will change how people listen to audio as well, since most streaming can be done with a mobile device. Leading to be able reach people not only in the car or their home, but anywhere during the day. (Routa Markkinointi 2020).
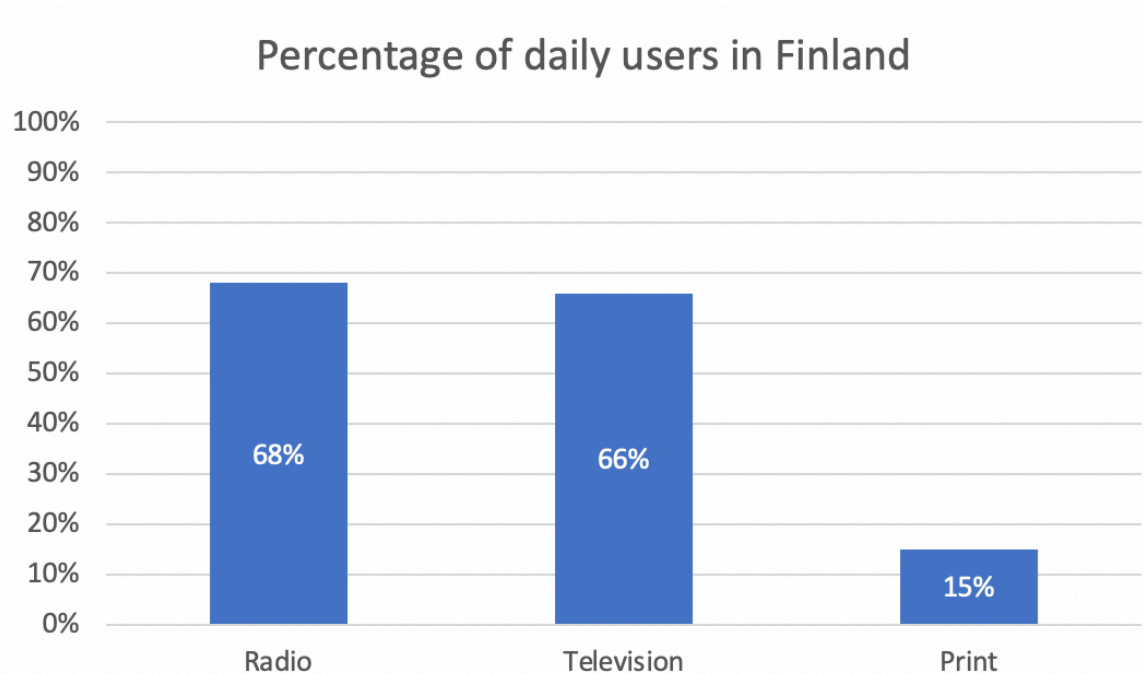
Percentage of daily users in Finland

Radio	Television	Print
68%	66%	15%

Figure 2. (Finnpanel 2018; Finnpanel 2020 & Saarenmaa, K 2020)

2.1.4 Billboards

Billboards are hard to escape and can be seen as part of the city view. They can be very cost efficient with a massive reach for that particular reason. Unlike most the other traditional marketing options the use of billboards is still rising in Finland and just last year gained a 19 percent increase being now 6 percent of the whole Finnish media advertising compared to last year. (Kantar 2020). Billboards are also changing and many companies such as Clear Channel use electronic billboards which help them to captivate the attention of people that are passing by with visual effects such as videos. Because the world is full of data there is also a new possibility for outdoor marketing companies to track where their consumers are going and through that find the best places for their billboards. Companies can now even change the ad to fit better the weather, time or even traffic news (Clear Channel 2020). Traditional static billboards can be just as good, since they are usually cheaper and with a good picture and clear slogan at the right place extremely effec-

tive. One of the things that make billboards so effective is just the reason that it is extremely hard to avoid one of them. People would need to walk with their eyes closed to actually not see one.

Billboards work the most effective when using them for local reach and when the target is to reach masses rather than individuals (Clear Channel 2020). Finnish restaurant Kotipizza realised that billboards had two key strengths on which they focused on when partnering with Clear Channel. First being the previously mentioned reach to masses, both near their restaurants but also big billboards near major roads. Second key strength was the repetitious nature that they have by always being on the same spot and people see them often with the same advertiser.

2.1.5 Print & Digital Media

Newspapers have had to change a lot in order to keep up with the time and technology. No longer is it sufficient enough to have printer versions only, but they need to be digital as well. This way people have the ability to check the news anytime anywhere on their mobile devices or computers.

One of the greatest benefits of newspapers and magazines is that if they are in a specific segment it is easier to target the ads to the right audience. As an example, beauty magazines have advertisements of beauty products, which fits considered that the person who picked up and bought the magazine is interested in the subject. (Riippinen 2019)

Not to forget, it is more important for people to have a quiet moment for themselves and really focus on the paper (Routa Markkinointi 2020). This does not only mean that people focus more on the paper, but also on the advertisements that are in it.

The declining of overall print media users can also be viewed as a positive problem in the eyes of a marketer that has their eyes on a very specific market. As previously mentioned, newspapers and magazines can be very powerful on targeting consumers with a specific interest due to the remaining users being more involved and interested in the market. (Riippinen 2019).

As the users of overall print media has declined so has the percentage of how much money was spent on both printed newspapers and magazines. Newspapers went down by -5,2% and magazines by -2,7% in 2019. (Routa Markkinointi 2020).

According to Merikoski (2016), in Finland, readers tend to feel more positively towards printed media such as newspapers and magazines compared to other media tools. Printed media tools were on the top of being most accepted with advertisements on newspapers being approved by 81%, while the internet-based tools such as social media with 26% and blogs with 25% were the most disliked places to have ads.

As mentioned in the beginning, news media and magazines are focusing more into digital media and publishing into various digital outlets. This is also the best way to reach young adults and generation Z's in the future with 67% of them following news on digital formats rather than print (Routa Markkinointi 2020).

2.2   Digital Marketing

The first mass-market bowser by Netscape was released in 1994. Just in two years after the company entered the market the number of web users rose from 16 to 70 million. Not long after that search engines and emails started to show up. Through this there were suddenly new channels through which companies could reach consumers. It did not take long for emails to be used as a mass marketing tool that competed with the other traditional marketing tools such as TV, radio or print. Search engines also allowed companies to be found more easily by consumers that were searching for what the company could offer. (University of West Alabama 2019).

According to Newlands (2011) 78% of consumers trust peer recommendations. Which is significantly higher than the 14% that trust advertisements in general. The Nielsen (2015) report on Global trust in advertising shows that people keep on relying even more on the recommendations of friends and family with the percentage going up to 83% four years later. The 83% said that they would "somewhat" or completely trust their friends and/or family. This comes from the fact that people trust genuine people more and friends and/or family tend to be genuine when recommending something since they are not getting paid. (Entrepreneur 2019).

When searching for a definition on what digital marketing is most sources agree with what was found Hubspot. "Digital Marketing encompasses all marketing efforts that use an electronic device or the internet. Business leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers" (Alexander 2020).

Since according to that quote, television, radio and electronic billboards would be categorized as digital marketing as well it was not precise enough. In order to have a clear distinct line, in this thesis digital marketing refers to social media and the internet.

In Finland Generation Z uses the most amount of social media compared to other, older generations. WhatsApp being the most used with 90% of Finnish 15 to 25-year olds using it, second place is taken by YouTube with 85%, Instagram 76%, then Facebook with 71% and the fifth most consumed social media platform in Finland is Snapchat with 67%. (DNA 2019).
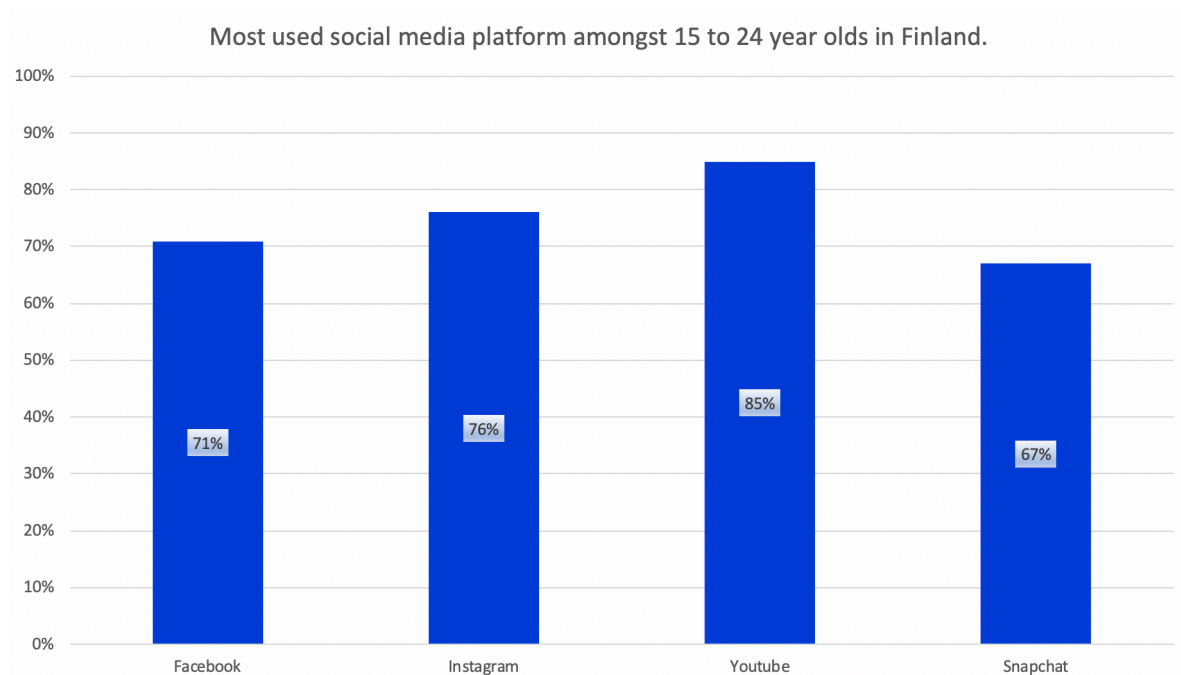

Figure 3. (DNA 2019)

When looking into the digital marketing environment it has become more complex than, ever, but there are three main channels that can be categorized. Paid, earned and owned media.

Paid Media. It is the ads that people see when searching something online or looking at something on a display. Most commonly used by Google ads and YouTube. These ads are paid by companies so that consumers would see them on the websites they visit. (Ellis-Chadwick 2019, 9).

Owned Media. As the name suggests it is the media that the company owns. This goes from their own website to email lists, apps and even social media presence. They don't

necessarily need to pay for their ads since it's on their own website or social media account. (Ellis-Chadwick 2019, 9).

Earned Media. Most easily understood as publicity that has been gained from advertisements, influencers and today even from customer to customer interactions. (Ellis-Chadwick 2019, 9).
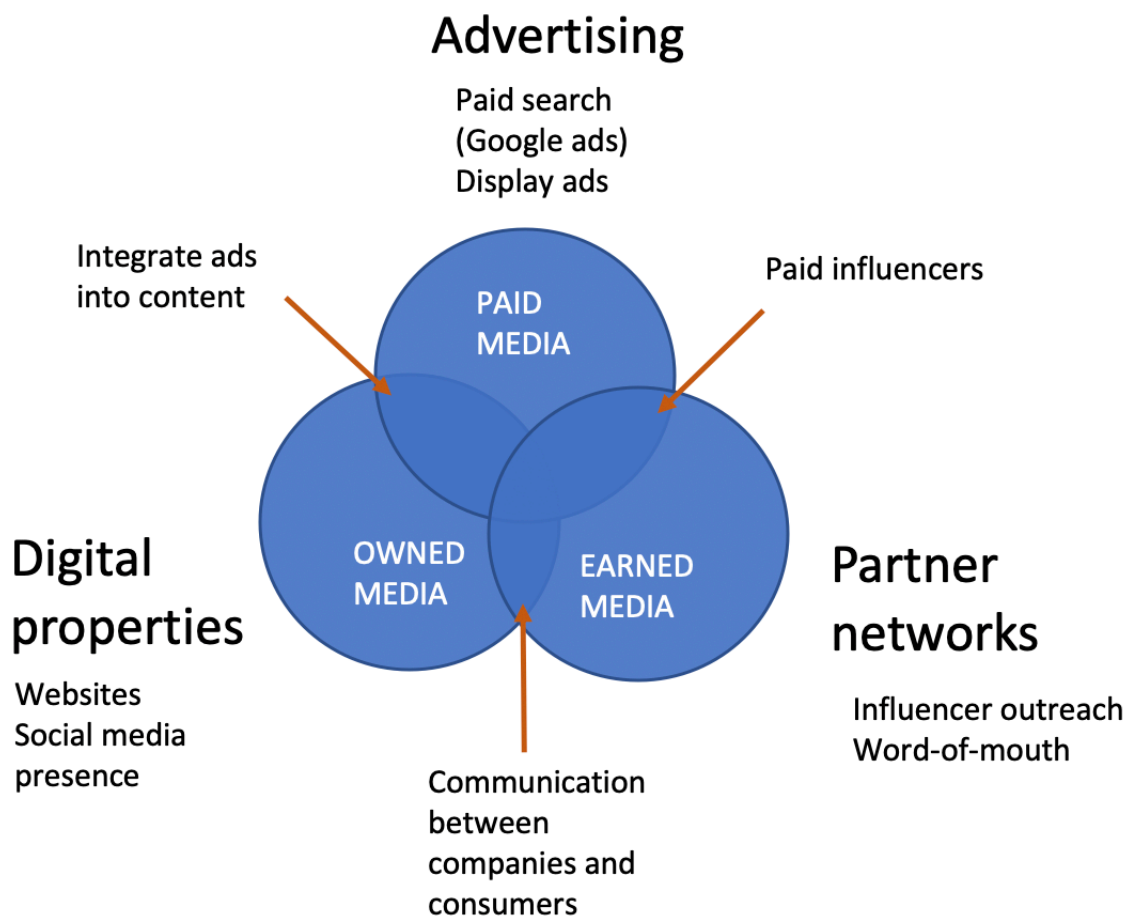
Advertising
Paid search
(Google ads)
Display ads

Integrate ads
into content

Paid influencers

PAID
MEDIA

Digital
properties

OWNED
MEDIA

EARNED
MEDIA

Partner
networks

Websites
Social media
presence

Influencer outreach
Word-of-mouth

Communication
between
companies and
consumers

Figure 1. (Ellis-Chadwick 2019, 9)

2.2.1 Impact of the internet

Out of 28 countries that are in the European Union, 95% of their 16 to 29-year olds say that they use the internet at least once a week. This age group is the closest to generation z and gives a strong idea on what kind of reach companies can have on this generation through the internet. (Eurostat 2020). Generation Z also use the internet for social interactions with other people unlike other age groups. In Finland within the age group of 16 to

24, 89% of them do social networking also known as social media, 99% of them watch internet streamed TV or videos and 97% of them use some sort of an instant messaging service such as WhatsApp, Messenger, Viber, Telegram (Eurostat 2020.).

2.2.2 Social Media

"Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)" (Merriam-Webster 2020).

The internet has helped humanity to connect with each other faster than anything before it and social media helped it to stay connected. Generation Z has grown up with social media just as much as social media has grown up with Generation Z. According to World Economic Forum (2019) Generation Z spends on average 1 hour and 50 minutes a day on social media in Europe. Surprisingly the time Generation Z spends on social media has decreased during the years, unlike for the older generations.

When it comes to social media, there are five platforms that are used the most. With 89% of people who are described as Generation Z say that they have used this platform in weekly basis. Out of these, Youtube is the most used social media platform. After this with 77% comes Facebook and third with 74% Instagram, Whataspp is used by 65% and Twitter by just 48%. It is worth mentioning that Generation Z is moving away from platforms such as Facebook and Twitter to more multimedia heavy platforms such as Youtube, which also the percentage of users indicates. (Cox 2019).

In Finland the top five most used social media platforms are Whatsapp with 79% using it, Facebook 72%, Youtube with 69%, Instagram 46% and LinkedIn with 23%. (Audienceproject 2016.)

2.2.3 YouTube

Owned by Google, YouTube is currently one of the biggest social media sites with over 2 billion users and over 1 billion hours of videos being watched every day (YouTube.

Youtube for press). One of the strengths YouTube has is that it fits the on-demand life-style of Generation Z where everything has to be done on the minute, since the videos can be watched, listened to or both at the same time. According to Google 85% of the Generation Z's watch YouTube and they watch even twice as much YouTube on their mo-bile device as millennials (Think With Google 2019). YouTube has grown so big that it competes with traditional television about who gets the viewers attention. This is even stated on Google-comissioned Nielsen study that during the primetime hours on televi-sion, people watch more YouTube, meaning that YouTube reaches during that time more people than any television network (Think with Google 2017). Even in European countries such as Germany, television networks have noticed that they need to engage younger generations where they are and that is no longer in front of the television. Germanys big-gest television channels ARD and ZDF realized that they are losing the 14-29-year old's and needed to go online to compete there with YouTube creating a webpage called *funk*. Funk became a platform for ARD's and ZDF's tv shows online where people were able to watch the shows whenever they wanted to. (Krachten & Hengholt 2017).

The main idea of YouTube is that a person can make their own page on the website called a channel and upload videos there so that others can see it, comment on it, share it and even review it by giving it a thumbs up or down. Some people find the channels and the content on it interesting and want to follow them or get notified if the there is a new video posted on a specific channel. Some channels grow massively such as that from fa-mous Swedish YouTuber Felix Kjellberg who is better known as Pewdiepie on the inter-net. Pewdiepie has at the time this thesis was written 103 million followers on YouTube. (Youtube. Pewdiepie).

Being a big social media platform and having billions of views daily, YouTube is also one of the biggest launch pads to becoming an influencer or YouTuber as they are called. Some gain millions of followers on YouTube as is the case with Pewdiepie and upload vid-eos daily for their fans to see. Some YouTubers, once having enough followers, want to monetize their channel, meaning allowing advertisements on their videos usually in the beginning or in the middle of the video. This allows the youtuber to gain revenue out if their video content and the advertisers to promote their product on the youtubers videos.

2.2.4 Instagram

Instagram's main idea is to share photos and videos to friends, family and even people that one has never met before. Creating communities around this photo, video and lifestyle sharing. This is a great way for companies to create their own community of followers through photo and video sharing, communicating through both the comment section of the post and direct messages.

According to Audienceproject (2016) Instagram is the third most used and liked app by Finnish people losing to only WhatsApp with 53% of Finns liking it, Facebook and Instagram both share the same place with 23%. But when looking at which app is the most essential users of Generation Z agree that Instagram comes second with 48% of them saying that it is the most essential.

Instagram has made many changes in the last years trying to improve the advertising for both advertisers and users of the app. Being owned by Facebook advertisers can have the same ad on both Facebook and Instagram and by that gain better performance and a wider reach of people. There are many ways to have an ad on the platform. Some companies pay to have the ad between other posts so when the user scrolls through the posts they will see the ad. One way to promote a product or service is having an Instagram influencer use it and take a picture or video of them using it. Then they can either post it on their account where it will be seen by other people that follow the influencer and are interested on what they are doing. Another way is to post it to a Snapchat styled 24-hour wall, which will be gone after the 24 hours have passed. This feature came after a lot of people started using Snapchat which had this feature before Instagram. (McGoogan 2016).

In Finland, the userbase of Instagram has risen by 5 percent during last year, most of the users are 15 to 29-year old's and around 2 million people use it (Meltwater 2019).

2.2.5 Google Ads

If you are online, you cannot escape Google Ads. Google offers anyone to advertise on their search engine which then appear on the results that was searched on. If someone would search for beans the first searches would be advertisements that some company has paid for to be there, usually related to the search, in this case beans. According to

Public First (2020) businesses that invest one euro into Google Ads receive on average 8 euros back in profit from various webpage visits and purchases.

In Europe with 61% percent Google Chrome is the most used web browser at the moment leaving the next biggest competitor Safari with 19% way back. In Finland the usage follows the rest of Europe with Chrome users 63% and Safari users 17%. This shows how much reach google ads can have when used with the right targeting on the internet. (Starcounter GlobalStats 2020).

One of Google Ads strengths is the customization of the ad and ability to target the right audience for the advertisement. Marketeers are also able to control the costs of the advertising and dictate how much they want to pay per clicked ad. (Google Ads Help)

2.2.6 Snapchat

Snapchat is the third most used app amongst Generation Z globally, as well as in Finland (Audienceproject 2016). The company states that they focus on Generation Z and Millennials, having over 218 million people use the app on daily basis. Also adding that one third of their consumers don not use Instagram on a given day. (Snapchat 2019).

When first launched Snapchat had a very basic idea of being a social media platform in which all pictures and messages were destroyed after they have been seen. This is still the main idea of it, but the company has also added a lot to the app. Geo filters can show other people where the picture was taken, and people can change their face completely with other filters which were added later on. It has a big appeal on Generation Z and is being used as a alternative for WhatsApp. According to DNA's (DNA 2019) study 67% of Finnish 15 to 25-year old's use Snapchat, ranking it up in to the top six most used social media platforms when WhatsApp is included.

Advertising on Snapchat is very straight forward. Once the Ad is created and uploaded on the app, it will show between stories that the people watch. Stories are videos or photos that stay on for 24 hours before disappearing. If there are many stories from different people, the ads are placed between stories. (Snapchat 2019).

2.2.7 Facebook

With over two billion users Facebook is the biggest social media platform in the world, that number is on the webpage of Facebook alone. Facebook also owns both Instagram and WhatsApp, two of the most used platforms amongst Generation Z. According to Niemi (2019) the age groups that use this social media platform are on average older than on the other social media platforms. Younger generations also seem to move away from Facebook to other platforms, especially 13 to 38-year old's. Still around 2.7 million people use Facebook in Finland and 71 % of Finnish 15 to 24-year old's use Facebook. (DNA 2019). The number has descended during the last couple of years, in 2016 around 75% of Finns said that Facebook is their most used social media and in 2019 it had dropped to 72% and the trend does not seem to change (Audienceproject 2016).

Facebook has focused a lot on making the targeting of the advertisements as precise as possible. Being able to precisely define who the ads are for, who is able to click them and even when the ads are shown. Having these options help to cut down costs on CTR by not showing the ads to unwanted users. They also use data gathered from WhatsApp to better target audience on Facebook (Haapala 2016.). WhatsApp being the most used social media platform by Generation Z and in Finland Facebook can benefit a lot from the gathered data (Audienceproject 2016).
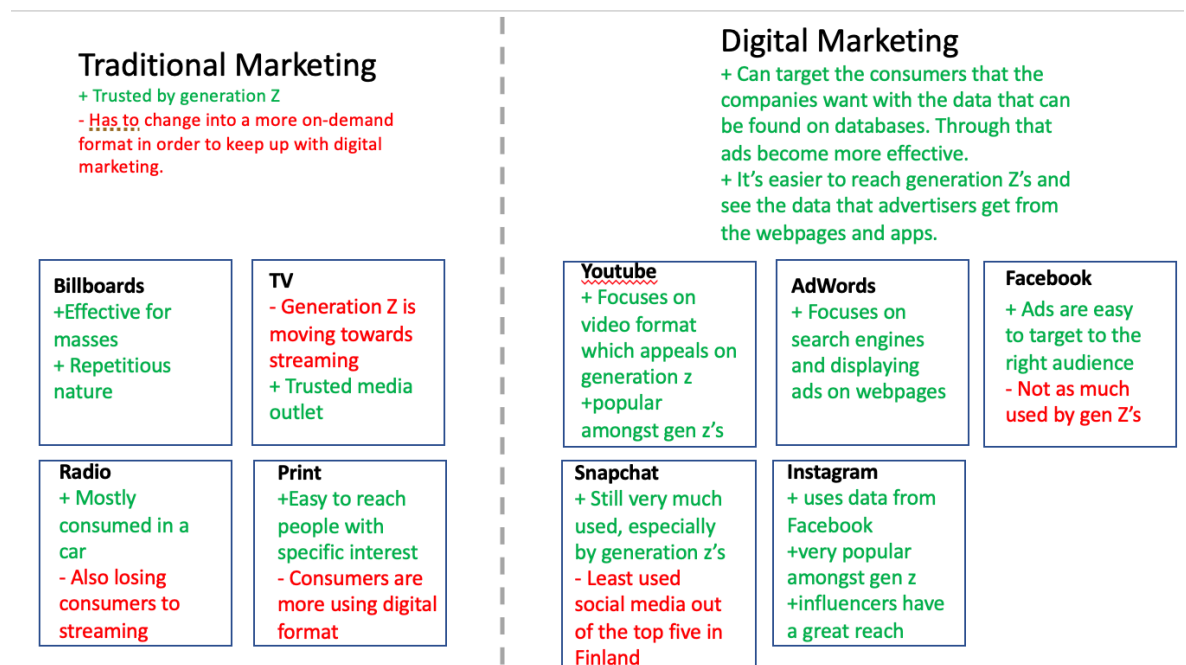

Figure 4. Summary of the different marketing tools and their pros and cons.

2.2.8 Influencers

With the raising of social media it did not take long for influencers to arise as well. Influencers are usually people that have gained fame from social media and have a fan or/and follower base. These fans and/or followers want to see what the influencer is doing in their life. Influencers tend to engage with their followers and even form a relationship with them which makes them feel included. This gives them the power to influence their followers with hidden product placements so that some people don not even understand that they are subconsciously influenced. Promoting a product for a company could be done in a very discreet and organic way. Companies are just realizing the value of influencers on social media and that not only the mega influencers, but also even the micro and nano influencers can have a big effect on consumers. This of course depending on what kind of market the company is competing in. Influencers, even if being paid by big companies to promote their goods or services, are not usually seen as the company but rather as a pleased consumer of their products. Through that companies can attract new consumers without pushing ads on other marketing channels. (Influencer Marketing Hub 2020).

At the moment as the thesis is written there are five distinct categories for influencers:

Mega Influencer – Usually celebrities. Over a million followers
Macro Influencer – Between 1 000.000 and 40.000 followers
Micro Influencer – Between 40.000 and 1.000 followers with high authenticity
Nano Influencer – Less than 1.000 followers but strong in niche markets
(Influencer Marketing Hub 2020.)

Companies are still experimenting and figuring out how to use influencers most efficiently in their marketing strategies. Some companies have also had to face the negative sides of having an influencer work for them as a brand ambassador or just as someone who advertises for the company in cases such as with Youtuber Logan Paul. Logan Paul was on a trip in Japan, Aokigahara the infamous suicide forest when he found a dead person hanging from a tree. The YouTuber made a video of himself with the body on the background for his channel. It did not take long for people to react on the video and Logan Paul quickly realized his mistake. People were furious about the lack of empathy of this social media star and commercial partners of Logan quickly withdrew their ads and any association with him. Even the platform YouTube got bombarded by both the viewers of other YouTube channels and the other influencers of the platform on how Logan's actions hurt the community. (Griffin 2018).

2.3 Role of Databases

A database is the backbone of both direct marketing and digital marketing. From there the companies can find all the information that is needed to find out who to sell to and what. Both marketing strategies rely heavily on the information on the company's database both the internal data and data from third parties.

Today's database could be explained as electronic binder that keeps all the data that is needed by a company and this data is retrievable upon request. In this thesis "database" is defined according to Merriam-Webster's definition which is that a database is a large collection of data that is organized so that it can be retrieved fast, usually by a computer Merriam-Webster. (n.d.).

Once the company has the data of consumers, they can start to analyze it and create better strategies from the results. The database is not only valuable for creating strategies, but also create relationships with customers or possible prospects. In a database there are multiple levels. The first one being the database itself. In the database there is a data record which is the information that is connected or associated with a consumer. In the data record are fields or a field which is one piece of information such as age, name for example. (Tapp, Whitte & Housden 2014).

Companies have the responsibility to handle all consumer related information with great care and make sure that it does not end up in the wrong hands. It is even heavily regulated, what kind of data and from whom companies can collect. Any private data that is from an EU citizen is protected by the EU's regulation known as *GDPR* (CNIL 2019). According to the official website of the European Comission, GDPR is applied when an individual uses personal data for personal sphere, social cultural or financial activities and then it has to be respected. According to the European Comission (2020) personal data is any data that relates to an identifiable person. Additionally, any other pieces of information that can possibly lead to the identification of a person is seen as personal data and by that is under the protection of GDPR (European Comission 2020). As a member of the European union this applies to Finland as well and any company that wants to collect any information from someone within the Finnish border.

2.4   Catching Gen Z's Attention

It is not enough for companies to just reach their target audience on different platforms if the ad is not interesting enough for the target audience to watch it or look at it (IBM 2017). As many times stated on this thesis, gen z's are born in the middle of social media and internet, being used to staying connected all the time. This is what they have grown to accustomed to and are expecting companies to be as well. Companies have to engage their audience; it is no longer enough to show an ad and wait for them to come and stay as your customer.

Authenticity is a must when dealing with Generation Z. Companies have to show where and for what they stand for. They can also no longer just rely on their ads, because Generation Z relies on their peers including friends, family and influencers when deciding on whether to trust a brand or not. With this generation, it is also about the experience. When dealing with Generation Z it is better to sell the experience rather than the product. For Generation Z it is about the social media postings and showing others how they are doing. (Weinswig 2016). Another key aspect to take into consideration when dealing with this generation is that they value freedom in their life both working and personal. Not to forget that having the possibility to customize work and their lifestyle fitting for them is important. (Tapscott 2010)
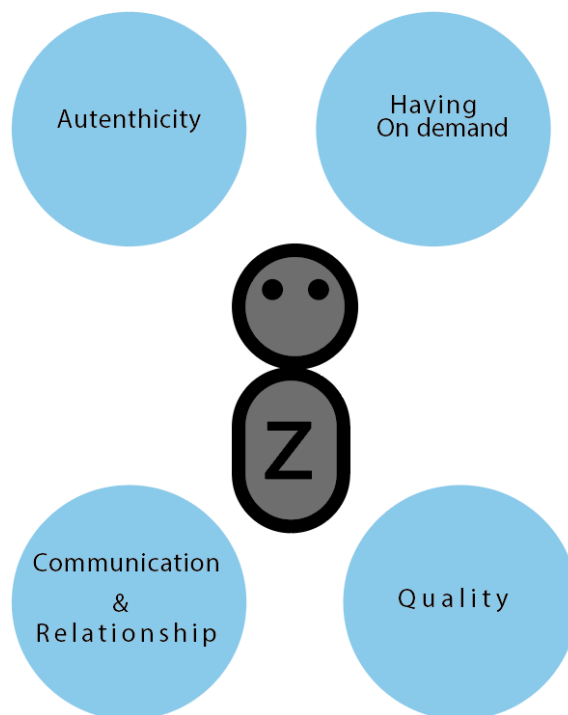
Figure 5. What makes generation z be interested in a company.

Technology has changed the categories of brand loyalty for Generation Z. They are separated into three distinct categories: Brand Devotees, Brand Connectors and Brand Pragmatists.

In Europe Generation Z is separated mostly into two categories, brand connectors and brand pragmatists. (NRF 2017.)

Brand pragmatists are looking for three key basics which are quality, value and availability. If these three conditions are met, it is more unlikely for them to switch to another brand. Unlike for the other two brand loyalty categories authenticity is not as important as getting the benefits of a product. (NRF 2017.)

The other group that is found in Europe would be the brand connectors. Unlike for the brand pragmatists authenticity plays a bigger role on whether to trust a company or not. The key characteristic of this group is that they want to have a part on decisions and that companies listen to them. Companies have to be able to adapt to this groups trends in order to win them. (NRF 2017.)

To be able to compete with digital marketing, traditional marketing tools have had to change and adapt into the digital world more and more as well. This leads them to be more intertwine with each other and the line between digital marketing and traditional marketing fading.

3   Research Methods

To research the subject of marketing to Generation Z, focus groups were used to get the qualitative data that was needed for the research. Morgan (Morgan 1997, 3) has a more inclusive approach to focus groups and according to him it is a "research technique that collects data through group interactions on a topic determined by the researcher". Meaning the researcher gives the group the theme, but the data or information comes from the group.

First the idea was to have a self-contained use, where the data of the focus groups would be the primary data. Due problems on arranging a meeting during the pandemic and the lack of interaction between the participants in online meetings meant that the data had to be gathered another way. Multimethod use with a little change was used instead.
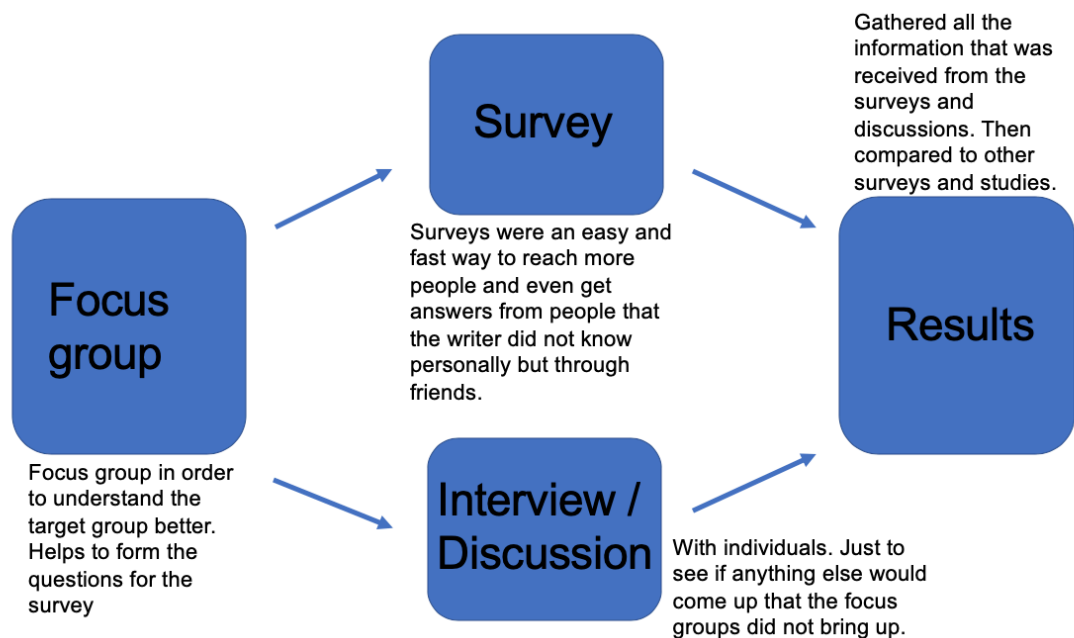
In multimethod use focus groups add data to the data that was gathered from other qualitative methods which in this case was interviews and questionnaires with open answers. But instead of other methods adding information to focus groups data, the information gathered from the focus groups helped to better understand what to focus on when implementing the other two qualitative methods. The goal of multimethod uses is that each qualitative method adds some new piece of information of the phenomena and the relative place of focus groups depends on the researchers needs of data which gives a very broad possibility to use it. (Morgan 1997, 3). This research method, or better said the combination of the three, focus group, interview and surveys worked great for the goal of gaining thoughts and ideas from Generation Z representatives on what they think of advertising and how to reach them.

To gather information for the thesis the focus group was planned to be set up with age groups of 13 to 25-year old's meeting physically at a location that helped to relax such as a cafe. Due to the situation of avoiding meeting other people because of the Corona virus the writer of the thesis had to meet the focus group virtually and it became more resembling an interview with many people in the same chat room. Through virtual meetings it was not as simple to get a natural interaction with the other people in the focus group and to get an actual conversation starting and by that became more of a group interview which again turned into an interview, where each of the participants was asked questions one after the other. This still gave valuable ideas and thoughts that needed to be taken into consideration when asking other generation z's more information through interviews and the surveys.

The main idea of the focus groups was to get a wider understanding on what other Generation Z feels about advertising. This really helped to take into consideration aspects that the writer of the thesis did not see at first, such as listening to radio while driving or seeing billboards while driving. It should be noted that the conversations and answers during this phase were not concluded into the final data that was gathered for the thesis, but as previously mentioned functioned as a guide for the questions.

When interviewing people and sending the survey, the same questions were mostly used but what was learned from the focus group is that when asking, there needed to be caution on how to ask in order to not lead the interviewees answers. During the focus group discussions, when asking what would be the best way for advertisements to reach one, giving out options was a mistake. It narrowed down the answers given by the members of the group since they focused solely on the given options. Leaving the question open made

the groups, interviewees and survey takers think and answer more broadly. Both focus groups contained three other persons including the writer of the thesis. Interviews were done virtually while first the surveys were sent with WhatsApp, but this was quickly noticed to be a very slow process and changed to Google docs where gathering all the data was easy and the author was still able to manage the amount of data.

Survey

Surveys were an easy and fast way to reach more people and even get answers from people that the writer did not know personally but through friends.

Focus group

Focus group in order to understand the target group better. Helps to form the questions for the survey

Interview / Discussion

With individuals. Just to see if anything else would come up that the focus groups did not bring up.

Gathered all the information that was received from the surveys and discussions. Then compared to other surveys and studies.

Results

What was discussed during the session:

What kind of advertisements catch your attention?

What is the last advertisement you can recall? Why?

How much do you think advertisements affect your purchasing behaviour? Why?

What kind of affect do social media influencers have on you? Do you follow any currently?

Where and what kind of ad would reach you the most likely?

What piques your interest in a product?

What kind of advertisements outside of Finland influence your buying habit?

What marketing channel would you see as most reliable? (What kind of advertising would you trust the most)

How many hours do you use your mobile gadget/pc?

The main idea of the discussion was to get a better understanding on how people that belong to Generation Z feel about advertising and whether they could present the thesis

writer with thoughts that had not concurred before. After the discussions the same questions were sent in questionnaire form to people that represented both sides of the Generation Z age's, from as young as 15-year old's to 25. All together the sample size with both interviews and questionnaire were 31 participants. This helped to understand the thoughts of Generation Z and reflect the research conducted both online and from books and how well they fitted the thoughts of the people that the thesis writer interviewed.

4   Results and Discussion

When discussing about advertising with the various age groups that represent Generation Z, some interesting ideas come up that were controversy to what the writer of the thesis had expected. One of the biggest surprises was that most of the people that were interviewed and of the ones that answered the survey felt that they could better trust the ads from a television or newspaper. When asked for the reason behind this most answered that they have a feeling that ads that are broadcasted on television go through a more thorough check on whether they are allowed to advertise it this is because advertising on television is more regulated (Kilpailu- ja kuluttajavirasto 2018). When discussing what would the respondents see as the most trustworthy channel for advertising the answers split between influencers, television and newspapers. What did come up many times is the same theme that was discussed in the theory part as well, which is the price of an advertisement. It was agreed by most that there is a stigma on television ads being very expensive and through that they are more trustworthy, since they would be affordable for bigger companies. Meanwhile ads seen on the internet from which most of the mentioned were Facebook ads and display ads that can be found on the sides of internet webpages, were seen more as untrustworthy by the interviewees and survey takers. For newspapers the most common reason was that most of the ads were from local companies that the subjects already knew. They promoted mostly sales which piqued the interest.

Radio was neglected almost every time, being mentioned just by two participants. When they said that advertisements can reach them through radio, it was because according to them they were sitting in a car with a radio. The lack of a car and/or radio, was also mentioned to be a reason on why radio is a bad way to reach them because radio is not consumed in by them as much.

Another piece of information regarding ad length. Again, most of the respondents agreed on that when talking about social media or being online in general an ad should be around

5 to 20 seconds long. Stating that if the ads are longer than 10 to 15 seconds, they skip them. This does not however apply to television where the accepted length for an ad was longer ranging from one minute up to two minutes. According to an article in CNBC (2017) Generation Z is more likely to avoid advertisings and 69% of them like ads that are skippable which is 13% more than the older generations. This could link to what came up during the conversations about being used to have the possibility to skip ads after 5 seconds on social media such as YouTube. Billboards were the only traditional marketing strategy that got positive feedback on the survey. The subjects also felt that since it is from hard to nearly impossible to escape billboards those would be one of the most effective ways to market towards them. Billboards also did not raise negative feelings as the other advertisements such as on television or social media.

Within the focus groups one of the biggest opinions dividing question was around whether influencers had an effect on the purchasing behavior of Generation Z representatives. From the groups 25% percent admitted that influencers can be persuasive when it comes down to buying an item, leaving 75% meaning that influencers had no effect on them. This is close to what was discovered during a research by an influencer platform Takumi (2018), which states that 32% of Generation Z and millennials bought a service or product that they have seen on social media. What was also found out from the interviewees and survey takers is that 85% of the answers stated that the viewers trusted more a Finnish influencer rather than a non-Finnish. Even though the non-Finnish influencers were not trusted as much as the Finnish ones, the influencers outside of Finland were seen as trendsetters who brought the newest trends into the country.

What almost one third of the respondents mentioned is how they felt that some big companies abroad tend to have a bigger marketing budget and can through that target more people than Finnish companies. This again led to them also noticing more ads from companies and products abroad.

In the theory part the interests of Generation Z was covered and the interviews/surveys mostly agreed with what was found for the theory. Quality was mentioned many times and also sustainability and that the company really does its part on taking care of the planet. This goes hand in hand with authenticity which was about companies standing for what they claim to stand for.

4.1 Conclusion

After the interviews and discussions with the people that represented of Generation Z combined with the research of the different marketing strategies and their tools it is time to pull them all up into a conclusion.

Generation Z is a very interesting target group since there are many elements that may surprise marketeers as much as the writer of this thesis. As the research has provided the information that the people that represent Generation Z are the first to have been raised in the middle of technology such as social media, mobile gadgets the internet. This has led them to be very tech savvy and having them accustomed on an on-demand lifestyle which again has left them with the reputation of being a hard customer to please.

Stating whether digital marketing or traditional marketing is better when marketing towards Generation Z does not have a simple black and white answer. What is clear after making this thesis is that none of the other is clearly the better option. It all comes down to, to whom is one marketing and what. If the company has a budget for it, the best is to make a hybrid marketing plan by using tools from both marketing strategies. As the research showed, traditional marketing tools gain more trust from Generation Z than those from digital marketing tools. This is essential for a company that has just started, is not well known and wants to attract audience. But since Generation Z spend most of their time on the internet, companies cannot afford to forget to invest into digital marketing as well. By investing into Google Ads to gain reach on the search engines and Instagram for social media presence companies can connect better with their future customers and start to build a relationship.

Because of new technology traditional marketing tools such as the billboards effects can be tracked as well. The companies can track where the masses move and place strategically the billboards there to be seen. This gives other companies a huge reach for the masses. Example being the Helsinki railway station with 91 million people passing through it annually, it is a huge knot that ties together many routes to different schools in the metropolitan area of Helsinki and by that can work as a great way to reach students, who are mostly Generation Z (Härkönen 2019).

Influencers are the new movie stars that people like to follow and get a glimpse of their life. The smaller influencers are more cost efficient and can, if they are focused on a spe-

cific area being gaming or beauty, they can reach people that are interested in that segment. They also give companies a unique chance on not only reach their target market but their walking, talking advertisement, being the influencer, can actually promote it while connecting with the consumer and again create a relationship. Influencers work effectively with Generation Z, since they are more likely to purchase something if it is validated or mentioned by a peer, family member or even an influencer as mentioned in the influencer section.

What is most important and was present in both the interviews and surveys but also in the research is that companies have to take the authenticity serious. Companies need to be transparent with their business, nothing would be as devastating as getting caught of lying and having for example factory with poor conditions producing all the products while promoting at the same time equal rights in their marketing.

So, in the end it comes to where do companies want to reach Generation Z. Traditional marketing works most effective with this generation when it has something local to promote. Mostly emphasizing on print such as newspapers, printed promotions and magazines, but also on billboards. Television is not as much used by this generation anymore and should be considered twice whether it is needed. In case, the target audience is further away, digital marketing is more effective. With digital marketing, companies have the ability to reassure their customers them being Generation Z in this case, in case of any doubt. Creating the needed relationship that traditional marketing is unable to do. While making the advertisements companies should focus on visual effects such as videos and have influencers that endorse their brand. Also bring up the company values and how they carry their part issues that Generation Z cares about such as the environment and equal rights. By combining and exposing with as many of the effective marketing tools as possible companies get the best possible results.

The Finnish Generation Z individuals are international and it is easy to see that they are not different to their European counterparts. During the writing of the thesis there were no big differences between the Finnish and European Generation Z.

4.2   Self-Reflection

In the beginning of the thesis the author was fairly sure that he knew what to expect the result to be, not believing that traditional marketing had chance when it came down to better marketing strategy towards Generation Z. To his surprise the one media that he had

the least faith towards, being newspapers and magazines proved to be not as useless as initially thought.

Another surprising element was the negative attitude towards advertisements on the internet. Being a generation that has been bombarded with advertisements from every angle through their childhood to adulthood and growing up with social media they would have been more understandable towards advertisements, but no. The most interesting thing was that digital media, the very thing that they spend most of their time on was the one that they did not tolerate long advertisements on.

Learning the process on how to make a thesis has been interesting and opened the eyes of the author to see that he too is capable of doing this, against what his first thoughts were. Seeing how much work it actually takes with gathering all the needed data from people and doing the needed research on both the internet and books was no easy task.

Former courses that have been part of the education of the author did help during the thesis, since it was easier to understand the different ways companies can advertise online such as social media and Google ads.

The main motivator for writing and finishing the thesis was the fact that Generation Z is going to be the next consumer base after millennials with purchasing power and knowing already how to advertise to this generation can be a huge advantage in the marketing business. Something that future employers will most likely see as a strength.

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