

# Behavioral Differences in Millennials vs. Gen Z Towards Digital Marketing of Electronic Gadgets: A Focus on Eastern Uttar Pradesh

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## Abstract

The present research focuses on the impact of digital marketing on Millennials and Gen Z consumers and their buying behavior of electronic gadgets in Eastern Uttar Pradesh. In this research, Pearson correlation, Regression analysis and ANOVA were used quantitatively together with survey data to evaluate the effects of digital marketing, such as social media, influencer's recommendations, and ad personalization. The results indicate that two generations are highly responsive to digital advertising however, Gen Z's focus is on influencing content. This research finds that communicating with these consumer groups adequately targeted digital marketing is crucial in the electronics industry.

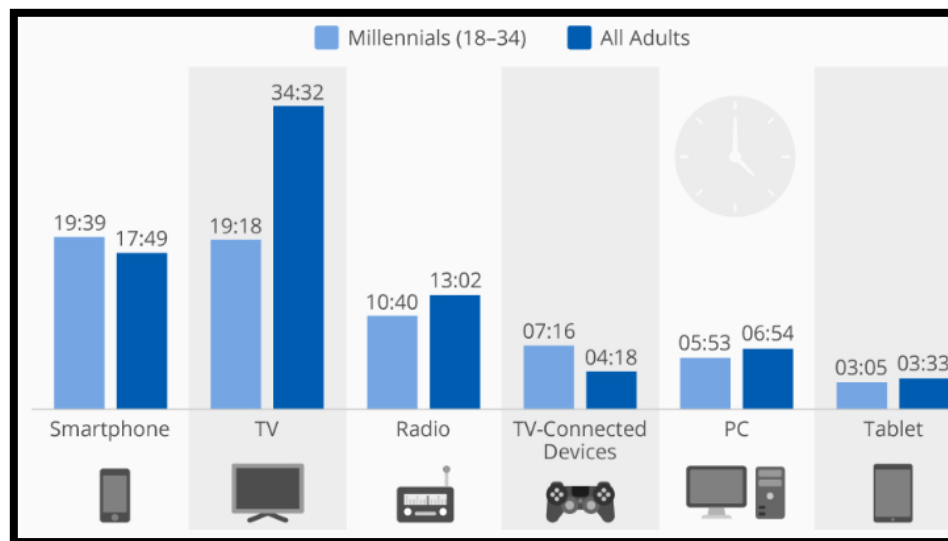
**Keywords:** *Digital marketing, Electronics industries, Gen Z, Millennial, Purchasing decisions.*

## INTRODUCTION

### Background and Context

Digital marketing utilizes media and technologies to communicate or market a product or a service. It has become one of the central business models of today's business environment, especially in the electronics industry. Digital marketing provides brands the unique opportunity to directly communicate with consumers through social networks, search engines, Websites, and e-mail communications, enabling advertising and marketing to be more focused and individualized (Makarim & Auliya, 2020).

Therefore, the research objective of this paper is to establish whether Millennials and Gen Z have different behaviors when it comes to the digital marketing of electronic gadgets in Eastern Uttar Pradesh. This paper finds that digitalization has changed consumer behavior significantly, especially amongst Millennial and Gen Z consumers (Israfilzade&Guliyeva, 2023). While millennials have seen the growth of the internet, they prefer brands to be accurate and digital natives. Generation Z focuses on the technical compatibility of the product with the digital environment, focusing on seamlessness, interactivity and personalization. These changes have called for a change in marketing strategies among companies in electronic gadgets by trying to suit the young generations.



**Figure 1: Millennials Use Electronic Media**  
(Source: Statista, 2024)

The infographic compares Millennials' weekly media consumption habits (18-34) with all U.S. adults in Q4 2016. Millennials aged 18-34 spend the most time on smart phones- (34:32 hours), followed by TV- (19:18 hours) compared to all adults. Both groups prioritize smartphones and TV, indicating their dominance in media consumption. However, Millennials use TV-connected devices more, while adults spend more time on PCs and tablets, highlighting generational differences in media preferences. In Eastern Uttar Pradesh, the rise of internet connectivity and smartphone usage has made digital marketing a critical tool for reaching potential customers.

### Problem Statement

The rise of digital marketing has fundamentally altered consumer purchasing behavior. However, little research has focused on the behavioral differences between Millennials and Gen Z toward digital marketing in the context of electronic gadgets (Munsch, 2021). In Eastern Uttar Pradesh, where internet penetration and smartphone usage are increasing, understanding these generational shifts is crucial for marketers (Salwanisa&Wikartika, 2023). This study explores how digital marketing strategies influence Millennials and Gen Z differently, specifically regarding their engagement with electronic gadget advertisements, reviews, and purchasing decisions.

### Research Objectives

1. To investigate consumer (Millennials and Gen Z's) awareness of digital marketing in the Eastern Uttar Pradesh region.
2. To study the consumer (Millennials and Gen Z based) buying behaviour towards electronics goods.
3. To analyze the current digital marketing strategies used by electronic gadget's brands and their effectiveness in reaching and engaging consumers.
4. To study recommendations and strategies for electronic Gadgets brands to optimize their digital marketing efforts and enhance their competitiveness in the market.
5. To study digital channels are associated with the change of opinion towards the Consumer buying decision.

### Hypothesis

Ho1: Consumer is not aware of digital marketing in the Eastern Uttar Pradesh region

Ha1: Consumer is aware of digital marketing in the Eastern Uttar Pradesh region.

Ho2: Consumer buying behaviour is not towards electronic goods.

Ha2: Consumer buying behaviour towards electronics goods.

Ho3: Current digital marketing strategies are not used by electronic gadget's brands and their effectiveness in reaching and engaging consumers

Ha3: Current digital marketing strategies used by electronic gadget's brands and their effectiveness in reaching and engaging consumers

Ho4: Recommendations and strategies for electronic Gadgets brands are not to optimize their digital marketing efforts and enhance their competitiveness in the market.

Ha4: recommendations and strategies for electronic Gadgets brands to optimize their digital marketing efforts and enhance their competitiveness in the market.

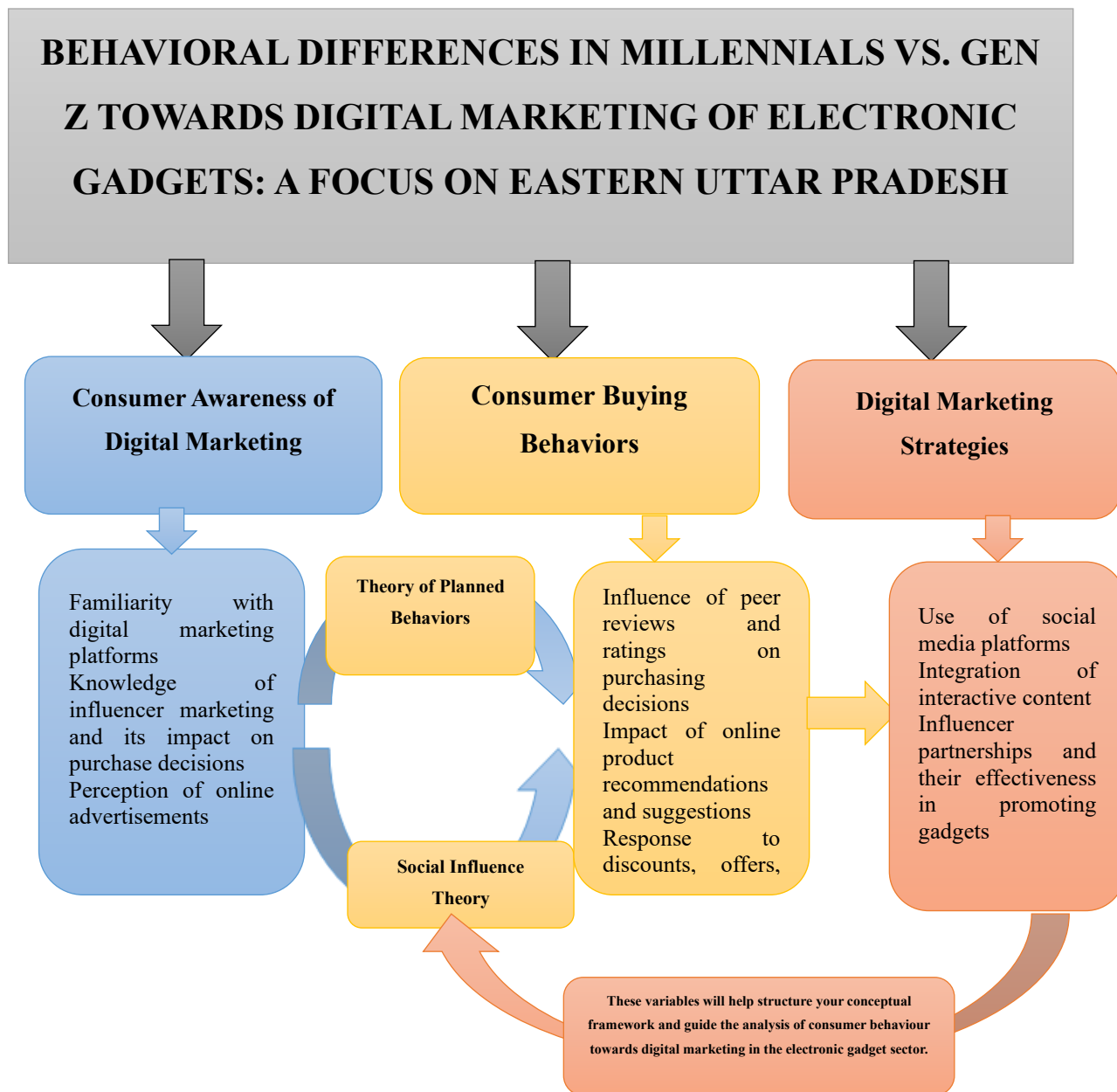
Ho5: Digital channels are not associated with the change of opinion towards the Consumer buying decision.

Ha5: Digital channels are associated with the change of opinion towards the Consumer buying decision.

### **Scope of the study**

This study focuses on understanding the behavioral differences between Millennials and Gen Z in response to digital marketing strategies, particularly in the electronic gadget industry within Eastern Uttar Pradesh (Popa et al., 2023). It will explore how these two generational cohorts interact with digital platforms such as social media, influencer marketing, and customer reviews (Salam et al., 2024). The research will examine factors like online engagement, purchasing decisions, and perceptions of digital advertisements.

**LITERATURE REVIEW**  
**Conceptual Framework**



**Figure 2: Conceptual Framework**  
(Source: Self-Created)

The conceptual framework explores the relationship between electronic gadgets, digital marketing, and consumer behavior, particularly among Millennials and Gen Z. Portable electronics means gadgets such as mobile phones, notebook computers, handheld computing devices, and wearable electronics. Marketing communication refers to the tools employed through the internet, including advertising through social media platforms, influencer marketing and content marketing to consumers. This paper focuses on consumer behavior relative to psychological, social and cultural factors defining consumer decision processes. Prior literature confirms that Millennials and Gen Z show excellent receptiveness towards digital marketing, with social media being highly influential in their buying decisions and the web in the electronics category.

## **Review of literature**

### **Understanding the Digital Marketing Landscape**

Millennials and Gen Z exhibit varying levels of awareness of digital marketing techniques, with both generations highly influenced by online platforms. According to Munsch (2021), Millennials are fully aware of social media ads or influencer marketing since they belong to the digital generation. However, Gen Z's more profound involvement with mobile applications and video-sharing sites like TikTok makes marketing awareness more vibrant and engaging (Salam et al., 2024). However, contrary to this, a study by Makarim and Auliya in 2020 revealed that only 35% of Gen Z consumers in Southeast Asia have basic knowledge of digital advertising methods. Instead, this implies that although people have a higher awareness of digital marketing, their understanding of how it affects decisions made when purchasing remains relatively limited in depth.

### **Millennials and Gen Z Buying Preferences**

Due to the current generation's orientation toward technology and excess purchases, the buying behavior of these young generations, Millennial and Gen Z, is culturally different. In support of this, Makarim and Auliya (2020) note that the buying behavior of Millennials is inclined more towards online shopping because of its convenience, while that of Gen Z is inclined towards social media content for recommendations, including the opinions of influencers. Popa et al. (2023) highlighted how Gen Z shoppers make investment decisions based on social media, 72% of them, while the same is valid for 50% of Millennial shoppers. Thus, according to Aaker, more Gen Z are impulsive and make decisions by seeing the content, while Millennials make decisions carefully.

### **Evaluating Digital Marketing Impact on Consumer Engagement**

The same digital marketing strategies differ in efficiency depending on the targeted generation. According to Duffett (2020), Instagram and YouTube are some of the most suitable channels to target Millennial and Gen Z. Dobre et al. (2021) report that while 68% of millennials like to search for products on YouTube, 75% of Gen Z asks brands to find them on TikTok. This analysis shows that brands that include interactive components, especially influencer promotion and involving users, receive 40% higher engagement rates than brands that do not use these strategies (Mejía Trejo, 2021).

### **Enhancing Digital Marketing for Competitive Advantage**

The brands of electronic gadgets need to ensure they incorporate their digital marketing strategies to reflect the Millennial and Gen Z's behavior; according to Salam et al. (2024), brands should create content-driven, personalized campaigns based on data analytics. Marin and Miller (2021) show that about 80% of the Gen Z features prefer personalized ads, which shows that baby-sitting them being tailored is appreciated more (Salwanisa&Wikartika, 2023). Also, Millennials appreciate brands with sustainability indicators in marketing communication at a higher level than other generations (Rashi et al., 2021). This underlines that brands must adapt content and the overall marketing approach to their audience values, such as environmentally friendly disposal and digital social media interaction.

### **Digital Channels and Their Influence on Consumer Choices**

Specifically, it is worth mentioning that Millennials and Gen Z rely much on digital channels when making their purchase decisions. Fathinasari, Purnomo, & Leksono (2023) concluded that while 67% of Gen Z turn to Instagram and TikTok to make purchasing decisions, only 45% of millennials use e-commerce platforms to read online reviews. The heavy use of short-form videos and influencer recommendations further means that Brands need to improve the standing of their products on platforms like TikTok as the content is more engaging. Furthermore, Duffett (2020) emphasizes that both generations tend to have more trust in social media influencers, making the influencer marketing method very effective in making consumer decisions. Those organizations that incorporate these facts with the help of investigating and

modifying their marketing approaches towards the two digitally involved generations will likely experience a rise in conversion rates and customer retention.

### Theoretical framework

This study's theoretical foundation consists of the Theory of Planned Behaviour, Social Influence Theory, and Uses and Gratifications Theory (Duffett, 2020). These theories assist in understanding factors such as attitude, social influence, and media consumption, as well as the behavior of consumers, especially millennials and Generation Z, in digital marketing practice.

### Research gap

The research gap is thus identified in the absence of research studies that seek to establish the extent of digital marketing's impact on consumer behavior in the selected region across the various generational segments. Current studies lack regional differences, particularly involving electronic gadgets and the efficiency of the leading digital marketing tools, such as influencer marketing and social media networks, in forming buyer preferences in this region.

## RESEARCH METHODOLOGY AND HYPOTHESES FORMULATION

### Research Design

Using both *mixed methods approaches*, this research examines the effects of digital marketing on consumer behavior, explicitly targeting Millennials and Gen Z in Eastern Uttar Pradesh. The *primary quantitative survey* is chiefly descriptive, collecting figures to determine consumer behavior trends (Siedlecki, 2020). For *qualitative* data, an *exploratory research design* is adopted in both interviews and secondary data because they help the researcher gain insight into the perception and experience of consumers of digital marketing (Olawale et al., 2023). The current study offers an initial broad approach with the survey to establish the existence of generational differences, levels, and distribution, followed by interviews to focus on these differences.

This primary quantitative survey adopts hypothesis testing to capture theoretical propositions derived from digital marketing and consumer behavior theories (Hall et al., 2023). On the other hand, *qualitative interviews and secondary data* use an *inductive approach*. However, the secondary data incorporate inductive analysis that enables the investigation of consumer experiences and the search for themes and new theories (Sabharwal & Miah, 2022). This *approach is ideal* to understand shifting perceptions of the Millennial and Gen Z populations, especially when considering Eastern Uttar Pradesh. The *positivist* philosophy of the quantitative survey carries out research based on the utilization of fact-based data to find a correlation between the amount of effort put into digital marketing and the mimetic consumer response (Park et al., 2020). While carrying out the qualitative interviews and secondary data, an *interpretive* philosophy is employed due to the desire to capture the consumers' endgame.

### Data Collection

Firsthand data will be obtained through questionnaires, interviews, and observation. An online survey through Google Forms will be used on *100 respondents and will include 15 close-ended questions* centered on the digital marketing experience of Millennials and Gen Z (Ganesha & Aithal, 2022). Secondary data will be collected from *academic journals, research papers*, and industry reports to support the primary data collection. This combination will guarantee extensive analysis of the impact of digital marketing on consumer behavior.

## Sampling Strategy

The study's target population is the young generation, which includes millennials aged (18-34) and Generation Z aged (18-25) from the eastern region of Uttar Pradesh State. **One hundred will be surveyed through Google Forms**, and an effort will be made to include members across generational groups. The survey will concern their use and purchase behavior regarding digital marketing. Couched with purposive sampling, participants for qualitative data will be sourced from these digital arenas, including social media and online shopping, as noted by Wallwey and Kajfez (2023). Interviews will allow further understanding of the respondents' orientation or orientations. Secondary data will supplement the primary data because they will provide a broader perspective on trends in digital marketing and customer conduct.

## Data Analysis

This data will be collected from surveys and analyzed using **Excel and SPSS software**. Descriptive analysis tools, including mean, percentage, standard deviation and multiple regression analysis, will be used to analyze the relationship between digital marketing strategies and purchasing behavior (Wallwey&Kajfez, 2023). In turn, **regression analysis** will identify how influencer marketing and social media advertising affect it. Analyses will use **chi-square tests** to find significant relations between Millennial and Gen Z consumers' responses to digital marketing. Consumer preference differences will be analyzed using **T-tests and ANOVA** on various digital channels to make empirically based recommendations for digital marketing.

Interviews will be analyzed using **thematic analysis**, where common themes will be observed, such as the role played by influencers, social media presence, and customers' reviews (Mezmir, 2020). The data will be analyzed and coded to extract usable information that will help explain the attitudes of millennials and Gen Z toward digital marketing (Alharahsheh& Pius, 2020). This analysis will supplement the quantitative data by providing a richer understanding of consumers' attitudes, preferences and behaviors, namely how digital marketing influences consumer behavior.

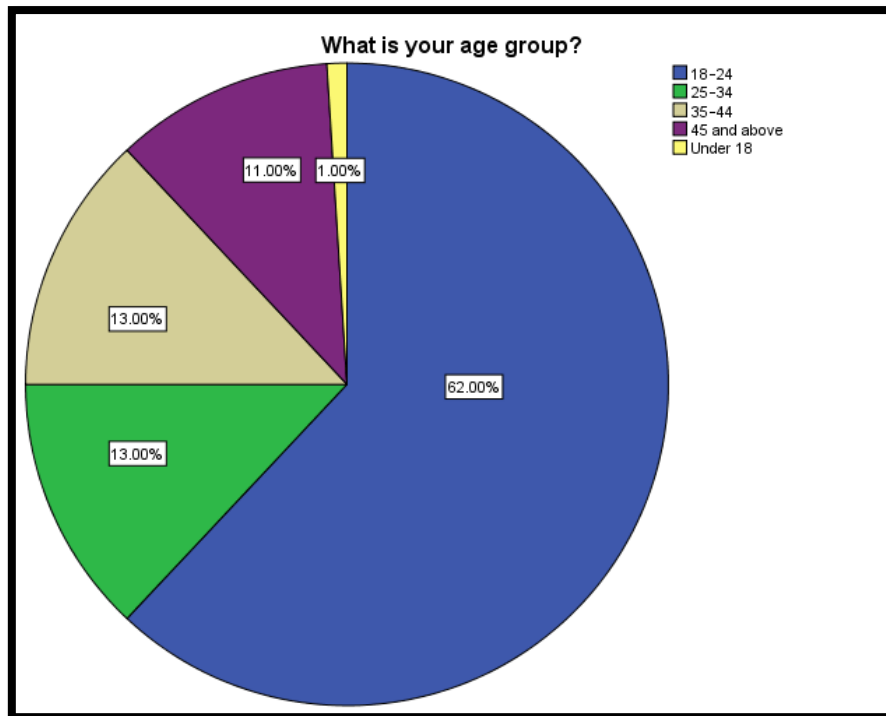
## Ethical Considerations

Ethical consideration will be observed to ensure the research is credible and without compromise. All participants will be asked to complete an informed consent form to signify their approval of being used in the study and what it entails. Participants' identities and responses will be kept confidential to ensure that the information collected in this research is used solely for research purposes. Informed signed consent will be sought from participants, and ethical approval will be sought where required. Various participating subjects will have the right to withdraw their participation at any one time without giving any reason given to them. These measures will guarantee the ethical conduct of the research and respect for the rights of the participants.

## DATA INTERPRETATION AND ANALYSIS

### Demographic analysis

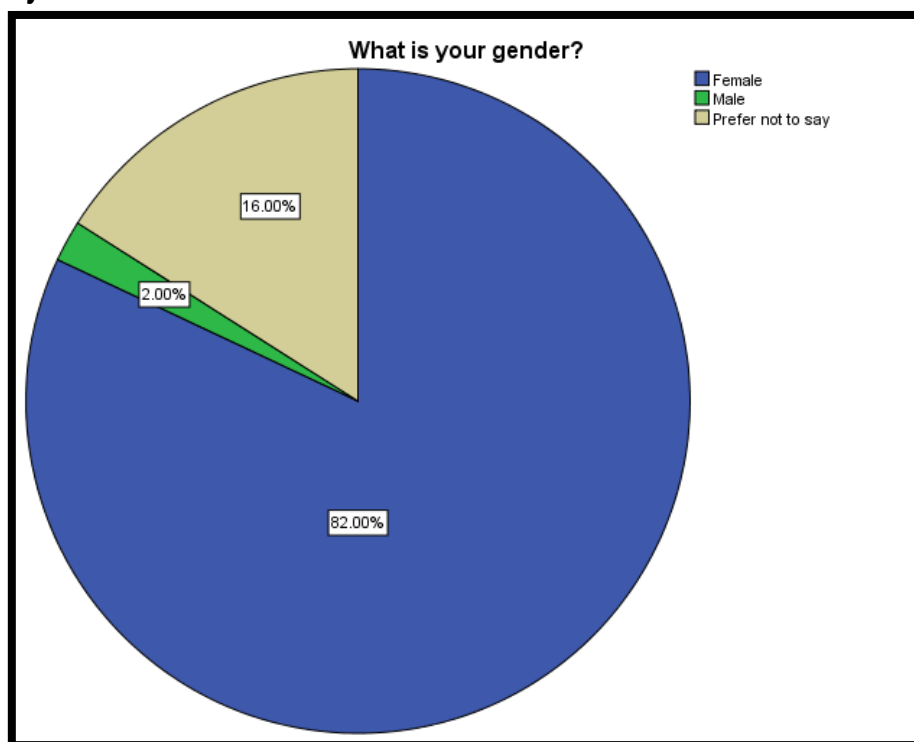
#### Age Group Analysis



**Figure 3: Age Group Analysis**  
(Source: SPSS)

Most respondents (62%) fall within the 18–24 age group, indicating a youthful sample. The subsequent age groups, 25–34 and 35–44, each account for 13% of the sample, contributing to 38%. Only 1% of respondents are under 18, and 11% are 45 or older. This distribution suggests a predominance of younger individuals, potentially reflecting the target audience for digital marketing campaigns.

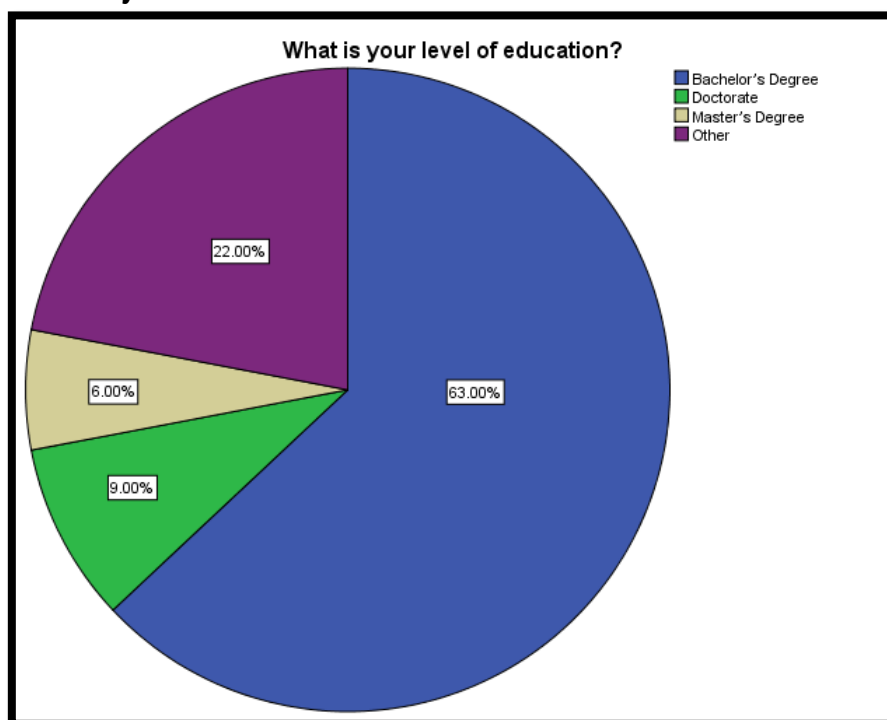
**Gender Analysis**



**Figure 4: Gender Analysis**  
(Source: SPSS)

Most respondents (82%) identify as female, while only 2% identify as male. Additionally, 16% chose not to disclose their gender. This skew towards female respondents may indicate that the survey sample is not fully representative of the population, possibly influencing the findings related to digital marketing preferences and behavior. The relatively high percentage of non-disclosures also suggests a degree of gender sensitivity.

**Education Level Analysis**



**Figure 5: Education Level Analysis**  
(Source: SPSS)

The education level of respondents shows that 63% hold a Bachelor's degree, with 22% having completed other forms of education. Doctorate holders account for 9%, and those with a Master's degree represent 6%. This distribution indicates a highly educated sample, with many respondents possessing university-level qualifications. The sample's educational background suggests that the respondents will likely have a relatively high awareness and engagement with digital marketing strategies.

**Hypothesis**

- Ho1: Consumer is unaware of digital marketing in the Eastern Uttar Pradesh region.
- Ha1: Consumer is aware of digital marketing in the Eastern Uttar Pradesh region.

**Chi-square test**

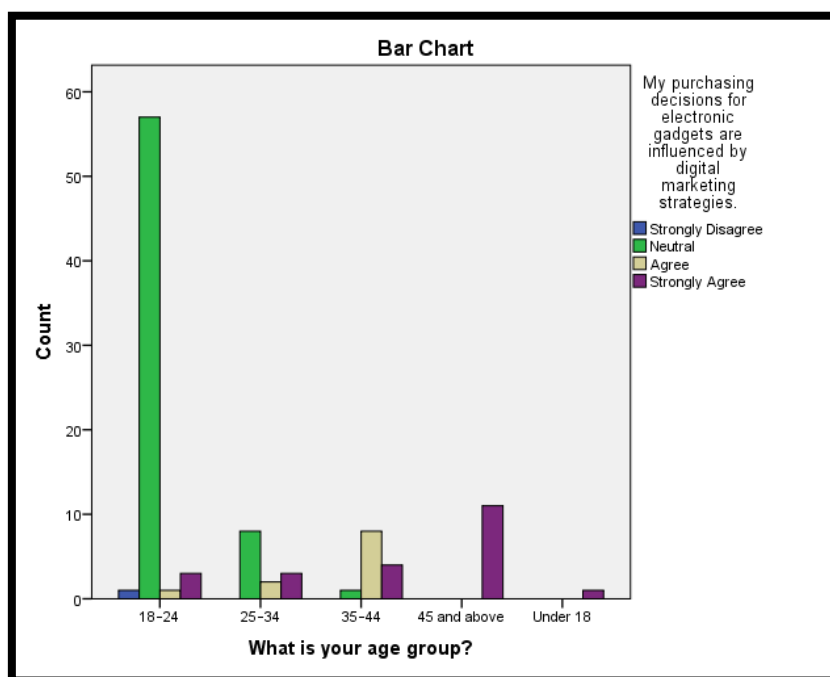
**Analysis of Purchasing Decisions and Digital Marketing Influence by Age Group**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.233 <sup>a</sup>	12	.000
Likelihood Ratio	88.594	12	.000
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .01.			

**Table 1: Chi-square Analysis of Purchasing Decisions and Digital Marketing Influence by Age Group**  
(Source: SPSS)

The Chi-square test result of the relationship between age groups according to the impact of digital marketing strategies on purchasing decisions ( $\chi^2 = 100.233$ ,  $p < 0.001$ ) revealed a significant relationship. There is a generally low p-value of 0.000 concerning the age group, tentatively indicating that it does matter how digital marketing impacts buying behavior for gadgets. The outcome of the current study supports **Ha1**, suggesting that the consumers in Eastern Uttar Pradesh possess a perception of digital marketing techniques

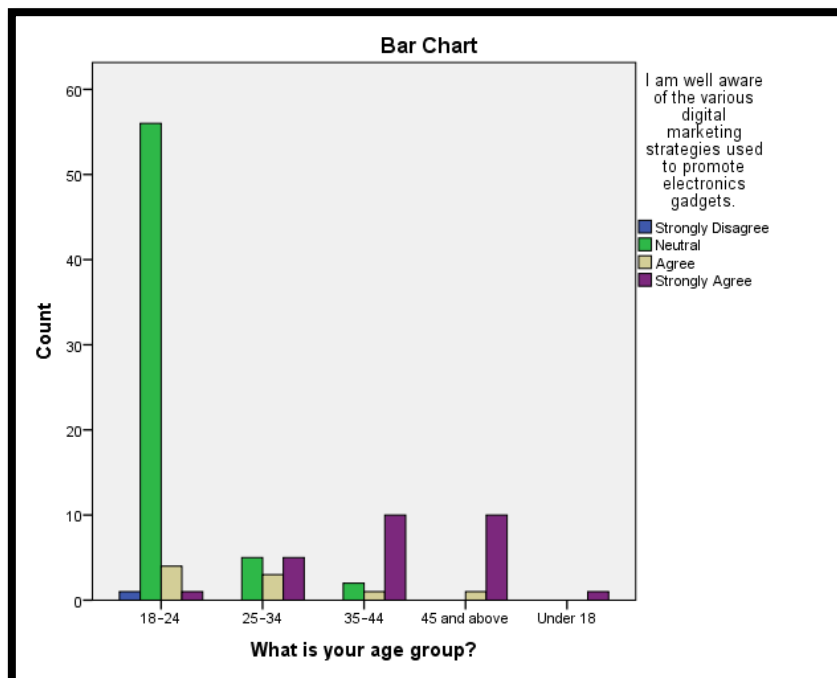


**Analysis of Awareness of Digital Marketing Strategies by Age Group**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	70.911 <sup>a</sup>	12	.000
Likelihood Ratio	79.164	12	.000
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .01.			

**Table 2: Chi-square Analysis of Awareness of Digital Marketing Strategies by Age Group**  
(Source: SPSS)

The Chi-square test of the differences in awareness of the digital marketing strategies across the age group is also significant ( $\chi^2 = 70.911, p < 0.001$ ). The p-value of  $<0.05$  indicates that age group is a significant determinant of consumer awareness regarding digital marketing efforts. This result supports **Ha1**; consumers in RU-EUP are aware of different strategies for digital marketing of electronic gadgets. At this juncture, we can say that both analyses support Ha1 as it posits that consumers of digital marketing in Eastern Uttar Pradesh are informed. The high Chi-square test values in both cases indicate the specific importance of age groups as to their influence on consumers' knowledge and buying behavior of electronic gadgets in the region. Based on these insights, the study affirms the modern study on the significance of different web promotion techniques in various segments (Duffett, 2020).



**Hypothesis**

Ho3: Current digital marketing strategies are not used by electronic gadget brands and their effectiveness in reaching and engaging consumers.

Ha3: Current digital marketing strategies used by electronic gadget brands and their effectiveness in reaching and engaging consumers.

### Correlation Analysis

Correlations							
		My purchasing decisions for electronic gadgets are influenced by digital marketing strategies.	I am well aware of the various digital marketing strategies used to promote electronics gadgets.	Social media platforms significantly influence my purchasing decisions for electronic gadgets.	Recommendations from influencers on social media affect my purchasing decisions.	I trust the information and advertisements I see on digital platforms.	Personalized ads (e.g., based on my browsing history) make me more likely to buy a product.
My purchasing decisions for electronic gadgets are influenced by digital marketing strategies.	Pearson Correlation	1	.804**	.866**	.809**	.918**	.763**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
I am well aware of the various digital marketing strategies used to promote electronics gadgets.	Pearson Correlation	.804**	1	.763**	.718**	.815**	.920**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Social media platforms significantly influence my purchasing decisions for electronic gadgets.	Pearson Correlation	.866**	.763**	1	.909**	.935**	.800**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Recommendations from influencers on social media affect my purchasing decisions.	Pearson Correlation	.809**	.718**	.909**	1	.877**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
I trust the information and advertisements I see on digital platforms.	Pearson Correlation	.918**	.815**	.935**	.877**	1	.800**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Personalized ads (e.g., based on my browsing history) make me more likely to buy a product.	Pearson Correlation	.763**	.920**	.800**	.781**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 3: Correlation Analysis**  
(Source: SPSS)

The correlation matrix reveals significant positive correlations between all the variables measuring the influence of digital marketing strategies on consumer behavior ( $p < 0.001$ ). The highest correlation is between social media influence and personalized ads ( $r = 0.935$ ), indicating that social media influence the more consumers, the more they trust personalized advertisements. These findings support **Ha3**, confirming that digital marketing strategies effectively reach and engage consumers, influencing their purchasing decisions for electronic gadgets.

### Regression Analysis

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.810	5	12.562	97.589	.000 <sup>b</sup>
	Residual	12.100	94	.129		
	Total	74.910	99			

a. Dependent Variable: My purchasing decisions for electronic gadgets are influenced by digital marketing strategies.

b. Predictors: (Constant), Digital marketing campaigns influence my perception of a brand's reputation., I rely heavily on customer reviews and ratings before purchasing electronics gadgets., Personalized ads (e.g., based on my browsing history) make me more likely to buy a product., Social media platforms significantly influence my purchasing decisions for electronic gadgets., I am well aware of the various digital marketing strategies used to promote electronics gadgets.

**Table 4: Regression Analysis**  
(Source: SPSS)

The regression analysis indicates a significant model ( $F = 97.589, p < 0.001$ ), demonstrating that the predictors (digital marketing campaigns, customer reviews, personalized ads, social media influence, and awareness of digital marketing strategies) collectively influence purchasing decisions for electronic gadgets. The significant results support **Ha3**, confirming that current digital marketing strategies used by electronic gadget brands influence consumer behavior and engagement.

### T-Test

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	My purchasing decisions for electronic gadgets are influenced by digital marketing strategies. - I am well aware of the various digital marketing strategies used to promote electronics gadgets.	-.080	.563	.056	-.192	.032	-1.421	99	.158

**Table 5: T-test**  
(Source: SPSS)

The paired samples test results indicate no significant difference ( $t = -1.421, p = 0.158$ ) between the statements on purchasing decisions and awareness of digital marketing strategies. This result suggests that consumers' awareness of digital marketing strategies does not significantly differ from the influence

these strategies have on their purchasing decisions. While this does not support **Ha3**, it implies that awareness may not always translate into more substantial influence.

### ANOVA Analysis

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
My purchasing decisions for electronic gadgets are influenced by digital marketing strategies.	Between Groups	14.416	2	7.208	11.558	.000
	Within Groups	60.494	97	.624		
	Total	74.910	99			
I am well aware of the various digital marketing strategies used to promote electronics gadgets.	Between Groups	9.962	2	4.981	6.545	.002
	Within Groups	73.828	97	.761		
	Total	83.790	99			

**Table 5: ANOVA Analysis**

(Source: SPSS)

The ANOVA results for both variables, "purchasing decisions influenced by digital marketing strategies" and "awareness of digital marketing strategies," show significant differences between groups ( $p < 0.05$ ). This indicates that different groups perceive the influence of digital marketing strategies differently, supporting **Ha3**. It implies that digital marketing strategies used by electronic gadget brands are effective, but their impact varies across different consumer groups.

## FINDINGS, CONCLUSION, SUGGESTIONS AND FUTURE DIRECTIONS

### Findings

The key findings from the quantitative analysis reveal significant insights into the influence of digital marketing on consumer purchasing decisions for electronic gadgets, with a particular focus on Millennials and Gen Z in Eastern Uttar Pradesh (Salam et al., 2024). The correlation analysis shows that digital marketing strategies highly influence both age groups, with significant positive relationships between social media influence, personalized ads, and purchasing behavior ( $p < 0.001$ ). Notably, social media platforms emerged as the most influential factor for Millennials and Gen Z, with a Pearson correlation of 0.935, indicating a firm reliance on social media content for shaping purchasing decisions. Furthermore, personalized advertisements, particularly those based on browsing history, were also a key driver of purchase likelihood, with a correlation of 0.763.

The analysis also indicates that Millennials and Gen Z exhibit similar attitudes towards digital marketing, but subtle differences exist. Nevertheless, Gen Z appeared to be even more engaged in influencer marketing ( $r = 0.909$ ) and thereby had a better inclination towards word of mouth in their generation than the Millennials. However, both groups know digital marketing affects their brand preferences and buying behaviors. Generation Z frequents the contents that promote influencer and sponsored social media posts (Rashi et al., 2021). This behavior translates to marketers needing to implement strategies unique to the generation's digital consumption.

### Conclusion

By elaborating consumer-shopping decisions on electronic gadgets in Eastern Uttar Pradesh and experimenting with digital marketing strategies, the study also proves that Millennials and Gen Z are highly sensitive to digital marketing approaches. This research has established that both generations rely

heavily on social media influence, Personalised ads and influencers; however, Gen Z has more significant tendencies of content influence via influencers. These differences mean that one must look at digital marketing campaigns about each generation more individually. The work, therefore, provides a valuable addition to the existing literature on generational differences in consumer behavior, particularly in the electronics market, targeting the two generations of interest for digital marketers. Therefore, in addition to supporting the study's objective and emphasizing the relevance of digital marketing in the region, the work provides a more profound understanding of the attitudinal and behavioral traits of up-and-coming consumers regarding digital media content and purchasing.

### **Linking with Objectives**

In Eastern Uttar Pradesh, the research objectives are fulfilled by analyzing data on the effect of digital marketing on Millennials and Gen Z. Concerning the first research question, the studies provided solid indications of the role of digital marketing in the decision-making process and were confirmed by younger and older consumers. The second research question posed by the study was about the differences in the digital marketing behavior between Generation Z and Millennials, in which the data exposed that Gen Z uses social media and influencers more than Millennials. The third objective of this paper, regarding the factors influencing the behavior of consumers, was met by discussing the most appealing advertisements and the use of tools such as social media and influencer promotion. In conclusion, the study proves the effectiveness of digital marketing strategies among both generations. It proves the hypothesis valid, stating there is a difference between favorite strategies and ways of interacting between the two generations. The findings assist in explaining changes in consumer behavior across generations, satisfying the research aim of studying the influence of digital marketing on consumers' actions in the electronics industry.

### **Recommendations**

This study indicates that digital marketers communicating with the Millennials and Gen Z in Eastern Uttar Pradesh should employ specific approaches. The content that will appeal to the Millennials is helpful, comes with a guarantee, and is cheaper or competitively priced. At the same time, Gen Z should be targeted through influencers and social media platforms (Mejía Trejo, 2021). Using interest-based and past purchase behavior targeting can increase relevance, and customer reviews should be stressed to change decisions. These strategies will enhance the engagement rate, brand identification, and overall sales in the electronics industry (Dobre et al., 2021).

### **Future Directions for Research**

A major limitation of this study is that its results are specific only to Eastern Uttar Pradesh and may not apply to other areas. Future studies could examine digital marketing behaviors in other regions of India or include another generational segment, including Gen X or Baby Boomers (Debb et al., 2020). Therefore, the expansion of the work and investigation of the advanced impacts of the digital marketing strategies on brand identification or brand markup and consumer retention in electronics should be valuable for future trends in marketing.

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