



(REVIEW ARTICLE)



## Digital marketing strategies on Gen Z consumer attraction in fashion retail outlets: A literature review

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### Abstract

Digital marketing is promoting and selling goods and services through websites, applications, smartphones, social media platforms, search engine optimisation, and other digital tools. Many of the concepts of traditional marketing are also applied to digital marketing, which is frequently seen as an extra tool for businesses to reach out to customers and learn about their behaviour. Businesses frequently combine digital and traditional advertising strategies. A detailed plan outlining how a company will use digital media to meet its marketing goals is called a digital marketing strategy. Connecting, interacting, and converting target audiences, entails utilising a variety of online platforms and strategies. This review of the literature investigates how Gen Z consumers visit fashion retail establishments through digital marketing strategies. Gen Z, or those born between the years 1997 and 2012, have grown in importance in the fashion business. Retailers hoping to engage with and succeed over this generation must acknowledge their unique attitudes, actions, and tastes. A variety of digital marketing techniques are examined in the assessment, including social media marketing, influencer partnerships, personalised content, and immersive experiences. By employing these strategies, fashion manufacturers may develop authentic relationships, strengthen brand loyalty, and eventually boost sales among Gen Z consumers. The review also addresses the difficulties and moral dilemmas that come with aiming for this group of people. Fashion merchants may effectively traverse the digital market and attract Gen Z consumers by comprehending the key techniques defined in this assessment.

**Keywords:** Digital Marketing; Marketing Strategies; Consumer Attraction; Gen Z

### 1. Introduction

The process of advertising goods or services online via websites, email, social media, search engines, and other methods is known as digital marketing. It's an essential component of contemporary business since it enables organisations to measure the success of their campaigns, tailor their messaging, and reach a larger audience.

The planned activities and techniques utilised to accomplish particular marketing goals online are known as digital marketing strategies. They use digital tools and channels to connect with, interest, and convert target consumers.

Physical stores that offer apparel, accessories, and footwear are known as fashion retail outlets. They are available in a variety of formats to suit the needs and tastes of a diverse clientele. Fashion retail enterprises can be broadly classified into four categories: department shops, independent boutiques, luxury labels, and high-street chain stores. Fashion retail offers a wide variety of job options, from head office to in-store. Sales, purchasing, management, goods, and visual goods are all included in this. Every fashion business revolves around retail, and despite changes in consumer buying habits over time, many people still prefer the in-store experience to online purchasing.

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In the fashion retail industry, Gen Z, or people born between 1997 and 2012, has become a prominent consumer group. Their distinct habits, values, and tastes have completely changed the sector, necessitating the development of creative marketing techniques to draw and engage them. The focus of this literature analysis is on digital marketing tactics that work especially well in fashion retail establishments to draw in Gen Z customers.

Marketers should adapt their methods to resonate with Gen Z by recognising their penchant for immersive experiences, commitment to uniqueness and personalisation, and digital-first mindset. The goal of this review is to present a thorough summary of the literature on digital marketing strategies that have been effective in drawing in and retaining Gen Z customers in the fashion retailing sector.

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## 2. Review of literature

### 2.1. Digital Marketing

The article "A Literature Review on Digital Marketing: The Evolution of a Revolution" by Marina Basimakopoulou, Kostas Theologou, and Panagiotis Tzavaras [2022] provides a comprehensive examination of the key concepts, challenges, and strategic approaches within the digital marketing landscape. They emphasise integrating digital marketing strategies into companies' overall marketing plans to improve brand awareness, customer loyalty, and competitive advantage. They suggest a structured approach for companies to navigate the complexities of digital marketing and emphasise the need for cultural change within companies to adopt new tools and processes. The study also describes a systematic process of literature review that identifies key trends and future challenges in the field of digital marketing and ultimately argues for a redefinition of key concepts to remain relevant in the evolving digital age.

P. Mohammed Buhari, Dr. M. Mohamed Siddik [2021], "Digital Marketing: Channels and Strategies", discusses the evolving landscape of digital marketing and highlights its objectives, channels and strategies. It highlights the importance of digital marketing in attracting and retaining customers through various electronic media. The study reviews literature describing the challenges and opportunities facing marketers in the digital age and highlights the significant rise in social media usage and its impact on consumer interactions. Key digital marketing channels include website marketing, search engine optimisation, pay-per-click advertising, content marketing, email marketing and social media marketing. The document also highlights the need for companies to adapt their marketing strategies to effectively utilise these channels and ensure they meet the needs of increasingly tech-savvy consumers. Overall, the document argues for a shift in marketing practices to embrace the digital economy, which offers both opportunities for engagement and challenges that require innovative approaches.

### 2.2. Marketing Strategies

"A Way to More Effective Marketing Strategies: Analyzing Dimensionality of Cognitive Structures Quantitatively" by Carola Grebitus and Maike Bruhn [2011] The study examines the influence of cognitive structures on consumer behaviour, particularly regarding the perception of pork quality in 132 respondents. Using concept mapping, the study shows that age and education significantly influence the complexity of cognitive structures, while gender plays no role. The results suggest that emotional marketing strategies are more effective with consumers with simpler cognitive structures, while consumers with more complex structures respond better to detailed information, providing valuable insights for the development of targeted marketing strategies.

Rajan Varadarajan [2009], "Strategic Marketing and Marketing Strategy: Domain, Definition, Fundamental Issues and Foundational Premises", The paper discusses the concept of marketing strategy as an integrated pattern of decisions that organisations make to achieve their marketing objectives and create customer value. It highlights the influence of corporate behaviour on marketing strategies and emphasises that management decisions shape these strategies in response to supply and demand factors. It also highlights the variety of strategies competitors may use to achieve superior performance, including different types of innovation. It emphasises the importance of strategic marketing in understanding the differences in marketing behaviour among competing firms.

"Research in Marketing Strategy" by Neil A. Morgan, Kimberly A. Whitler, Hui Feng and Simos Chari [2019] provides a comprehensive overview of marketing strategy research published in six leading journals between 1999 and 2017. A downward trend in the publication of marketing strategy papers is noted, particularly in the Journal of Marketing (JM), while the Journal of the Academy of Marketing Science (JAMS) has a higher proportion of such studies. The authors categorize the research into four sub-areas: Formulation-Content, Formulation-Process, Implementation-Content, and Implementation-Process, noting a significant lack of studies in the Formulation-Process area, likely due to difficulties in obtaining secondary data. The paper emphasizes the importance of cumulative knowledge development in marketing

strategy, which is critical to the relevance of academic research to practice. A new integrated conceptual model is proposed to guide future research, and key gaps in the literature, ultimately aiming to develop a research agenda that enhances both theoretical understanding and practical application in marketing strategy.

### 2.3. Digital Marketing Strategies

"Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review," by Mohammed T. Nuseir, Ghaleb A. El Refae, Ahmad Aljumah, Muhammad Alshurideh, Sarah Urabi, and Barween Al Kurdi [2023], This study conducts a systematic literature review (SLR) of important articles to focus on modern digital marketing methods and how they affect customer experience. It lists successful tactics like optimization for search engines (SEO), promotional emails, affiliate marketing, electronic word-of-mouth (eWOM), social media marketing, and corporate blogging. Social media marketing is cited as the most successful tactic since it can improve interaction and personalization. The results emphasize the importance of choosing the right digital marketing tactics in the ever-changing digital ecosystem to optimize the consumer experience.

"Digital Marketing Strategies and Consumer Behaviour: Insights from Behavioural Economics" by Wani Irfan Bashir, Sufly Jan and Ayash Manzoor [2023] explores the intricate relationship between digital marketing tactics and consumer behaviour and emphasises the importance of behavioural economics in understanding this dynamic. They highlight how information overload, constant connectivity and evolving online platforms influence consumer decision-making in the digital age. Key principles such as bounded rationality and loss aversion are discussed, highlighting that consumers often prioritise loss avoidance over gain acquisition. The paper also suggests future research directions, including cross-cultural analyses to examine how cognitive biases influence consumer behaviour in different cultural contexts. Overall, the study offers valuable insights and actionable strategies for marketers seeking to effectively target and persuade consumers to take desired actions in a competitive digital landscape.

### 2.4. Customer Attraction

The paper "A New Model on Customers' Attraction, Retention, and Delight (CARD) for Green Banking Practices" by G. Nandini Prabhu and P. S. Aithal [2022] presents a conceptual framework to improve customer retention in the banking sector through sustainable practices. The CARD model emphasises the importance of customer acquisition, retention and delight and highlights the various factors that influence customer satisfaction, including service quality and alignment of banking services with environmental values. The study argues that banks should adopt green banking initiatives that not only meet customer expectations but also contribute to long-term economic growth and corporate social responsibility. By using empirical research methods, including a systematic questionnaire and statistical analysis, the authors aim to validate the model and provide banks with actionable insights to strategically plan their services to foster a loyal customer base and support environmentally protection-friendly practices in the financial industry.

"Effect of External Hotel Design Features on Customer Attraction and Retention" by Rachel Kirito, Prof. Richard Makopondo Dr. Mary Mutungi [2017] The study examines the impact of hotel design features on customer attraction and retention, focusing on hotels in Nairobi County. Using a cross-sectional survey with quantitative and qualitative methods, the study found that 74.2% of the factors influencing customer attraction and retention are related to design elements. The key findings show that 80% of respondents believe that design significantly influences their choice of hotel, with important design aspects being the shape of the hotel (68%), the material used (59%) and the colour (38%). The study recommends that hotel operators prioritize design development to improve competitiveness and promote customer loyalty.

The study by Randy Kwaku Amponsah, and Samuel Antwi (2021), "Consumers Attraction to Purchase Online: Website Quality as a Major Influencing Factor" examines the influence of website quality on online shopping behaviour in Ghana, focusing on key constructs such as information quality, system quality, service quality and engagement. The results show that both information and service quality have a significant influence on consumers' online shopping behaviour, while engagement positively influences this behaviour but does not moderate the relationship between website quality and shopping behaviour. Overall, the study underlines the importance of website quality for increasing the attractiveness of online purchases.

### 2.5. Generation Z

In "The Characteristics of Generation Z", Anna Dolot [2018] examines the characteristics of Generation Z, who enter the labour market with unique traits shaped by their upbringing. Key findings show that they value feedback, are tech-savvy and are willing to travel for work, even if they prefer not to relocate permanently. Contrary to common stereotypes, a significant proportion of this generation would consider long-term employment if the job is attractive, while only a small

percentage prefer rapid career advancement. The study, based on a sample of 1162 respondents, highlights the importance of understanding Generation Z for effective interaction in the workplace.

Chin-Wen Chang and Sheng-Hsiung Chang [2023], "The Impact of Digital Disruption: Influences of Digital Media and Social Networks on Forming Digital Natives' Attitude" examines the influence of digital media and social networks on the purchasing attitudes of Generation Z. Based on a survey of 505 respondents and using bootstrapping and ordinary least squares for analysis, the study concludes that digital media influence Generation Z's attitudes more than previous generations, while the influence of social networks shows no significant differences between generations. Furthermore, the study highlights that educational background plays a role in the level of influence of digital media, which emphasizes how important it is for marketers and researchers to understand the different digital interactions of Generation Z.

The article "Generation Z: A New Lifeline: A Systematic Literature Review" by Jayatissa, K.A.D.U. [2023] examines Generation Z's unique characteristics and expectations, defined as individuals born after 1995. Using a systematic literature review conducted via Google Scholar, the study identifies Generation Z as tech-savvy, socially aware, and diverse, with strong communication preferences and career aspirations. The findings highlight the importance of employers and stakeholders understanding and adapting to the needs of this generation to effectively harness their potential across different sectors while suggesting further research to deepen the insights into their influence.

Maria McKeever, Dr. Sarah Diffley and Dr. Vicky O'Rourke [2021], "Generation Z: An Exploration of Their Unique Values Driving Brand Affinity", The study examines Generation Z's unique consumer culture and its impact on brand affinity, highlighting its rise as a powerful market segment with significant purchasing power. It identifies five macro trends that shape their values: Global Citizens, Digital Accelerators, Future Proofers, Climate Consumers and Gender Equality Activists. Marketers are encouraged to align their brand values with these trends to effectively build brand affinity and emphasise the need for authenticity and social responsibility in their strategies.

## **2.6. Fashion Retail Outlets**

Khushi Gurnani, Nimish Gupta [2024], "Factors Affecting Consumer Behaviour in Indian Fashion Retail Industry: A Study of Recent Trends and Preferences", examines consumer behaviour in the Indian fashion retail industry, focusing on various factors that influence purchasing decisions. The key findings show that product quality is the most important factor influencing consumers' purchasing decisions, closely followed by price and availability. The study highlights the growing importance of online shopping, reflecting changing consumer preferences and the need for retailers to improve their digital presence. In addition, respondents are generally more likely to recommend products or services to others, suggesting the potential for effective word-of-mouth marketing. The study highlights the importance of understanding these consumer behaviour dynamics to help businesses adapt their strategies, improve customer satisfaction and drive loyalty in a rapidly evolving retail landscape.

Gyorgy Gonda, Eva Gorgenyi-Hegybes, Robert Jeyakumar Nathan and Maria Fekete-Farkas [2020], "Competitive Factors of Fashion Retail Sector with Special Focus on SMEs", The paper is a research article focusing on the competitive factors in the fashion retail sector, especially with a special focus on small and medium-sized enterprises (SMEs). It looks at the operational competencies and relationship resources that impact customer satisfaction, loyalty and the desire to be a brand ambassador for fashion retail stores. The study also examines the demographic characteristics of the respondents and the factors and indicators of the model. It discusses the validation of the structural model, analysis of retailers' practices, limitations and suggestions for future studies. In addition, the paper provides a comprehensive literature review on competitiveness in fashion retailing, highlighting the impact of globalisation, technological advancement and changing consumer preferences. The study aims to identify the most important competitive factors in the fashion retail sector and offers insights into the industry's current operation of chains and solo businesses.

Prakash H. Narayan Rao, Nitin Simha Vihari and Shazi Shah Jabeen [2021], "Reimagining the Fashion Retail Industry Through the Implications of COVID-19 in the Gulf Cooperation Council (GCC) Countries", Splash has established itself as a leader in sustainable fashion by integrating eco-friendly practices into all its processes, from manufacturing to post-consumer waste management. The brand places great emphasis on preserving the environment and promoting a nature-friendly lifestyle among consumers. It presents clothing made from eco-friendly fabrics with a sustainability content of up to 90%. As the largest end-user of recycled polyester in the Gulf Cooperation Council, Splash recycles approximately 28 million bottles annually, significantly reducing plastic waste and energy consumption. Splash also mandates the use of FSC paper to further minimize its environmental impact.

### 3. Conclusion

To shed light on the best digital marketing techniques for drawing Gen Z customers to fashion retail stores, this summary of literature will examine the current research that has been done on these subjects. However, internet marketing has its own unique set of difficulties. With the increasing use of internet browsing in the 1990s, digital marketing began to gain traction. The findings highlight the value of authenticity, personalisation, and a strong online presence in attracting and engaging Gen Z customers. Marketers may create compelling and focused campaigns that connect with Gen Z and increase sales by knowing the distinct traits of the current generation and their preferences.

### Compliance with ethical standards

#### *Disclosure of conflict of interest*

No conflict of interest is to be disclosed.

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