

## RESEARCH REPORT ON MARKETING'S IMPACT ON GENERATION Y

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### ABSTRACT

Fashion includes style or dress that makes others look beautiful and attractive. Similarly, the fashion industry is based on the fashion industry. This business targets all types of people, whether they are girls, boys, men or women. Examples of the fashion industry are clothing, traditional wear, clothing, etc. Many aspects of the fashion industry also play an important role in many business, social and personal lives. We will look at how Generation Z is influenced by the fashion industry and how they use these industries and their resources to create jobs. It collects consumer opinions about the fashion industry. Marketing to Generation Y is a complex task, as they are not easily influenced by traditional marketing methods. They value authenticity, social responsibility, and experiences over traditional advertising. This research report examines the impact of marketing on Generation Y consumers. It explores the different marketing channels and strategies that are most effective in reaching and engaging this generation. The report also discusses the challenges and opportunities of marketing to Generation Y.

**Keywords:** Population, trends, business, management, strategy, and impact

### INTRODUCTION

#### Preface

The design industry comprises of fashion or wearing dress to see more satisfactory and alluring to others, whether within the organization, school, college, or others. Additionally, the design industry is considered an industry that's based on design which can moreover be named the clothing industry. The design industry bargains with acquiring crude materials like filaments, kinds of cotton, and so on, utilizing these materials for making the item as per customer/consumer inclinations. After this handle, offering the yield to the clients. In other words, to deliver their item within the advertise, it incorporates a few steps which are as appeared.

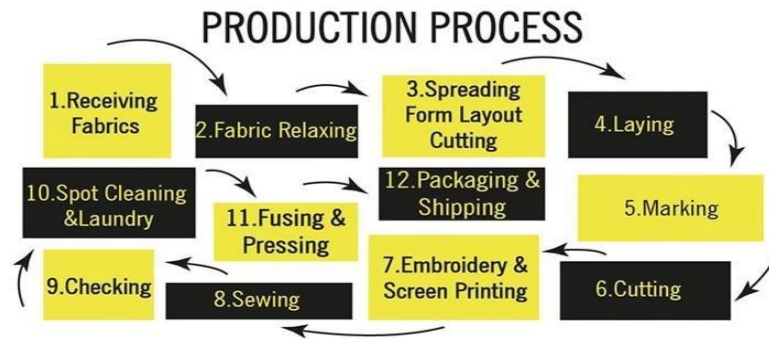


FIG.1: STEPS OF PRODUCTION IN THE FASHION INDUSTRY

It is an industry in which they target each sort of individuals whether we conversation around boys, young ladies, men, and ladies. They center on each individuals to extend their deals as much as conceivable. In this industry, a few organizations center on those individuals who buy the item at reasonable costs, they for the most part follow generation concept of the advertise to offer their items by focusing on bigger individuals by offering items at reasonable costs, and a few organizations center on creating a better-quality item to their client, they for the most part take after on the item concept by creating way better quality at the higher rate.

Here are a few cases of the design industry: bridal dress, casual dress, formals, footwear, sportswear, etc.

### Quality of the design industry

The design industry may be a wide concept as we figure out over that it incorporates numerous components related to fashion. As we examined the concept of the design industry, we have watched that it appears a few of the highlights which are as takes after:

#### ➤ BRINGS NEW TRENDS

##### **“Design comes and goes all the time”**

It means that fashion changes always from time to time. Many brands change their item in a month. For case, SHEIN is one of the brands that persistently brings changes in a week.

Another case is one of the well known brands, Forever 21, which keeps changing its items to create superior items and development.

#### ➤ NONSTOP PERFORMANCE

These businesses as it were survive in the event that they bring changes ceaselessly. Because it goes through numerous questionable situations like changes in customers' tastes, a detrended of items showing up by competitors, etc. For illustration, Zara and H&M are the finest examples.

#### ➤ PRODUCE AS PER CUSTOMER'S DEMAND

Fashion businesses continuously center to satisfy the customer's tastes and inclinations. So, they continuously aim to present something diverse and special item within the showcase conjointly adorned their existing item to bring a unused drift which straightforwardly leads to deliver assortments of items to the clients.

➤ CHANGING ENVIRONMENT

Many competitors within the fashion industry can create their best to improve the development of the company. They will plan or enhance their existing item and present a unused item to extend the deals and goodwill of the company persistently client taste moreover shifts from time to time which impacts the environment to alter agreeing to the same.

➤ ADHERE TO THE PROMOTING CONCEPT

When the company offers the item, they follow to either the generation or item concept. It implies that they will create the item by focusing on a huge populace can at reasonable costs beneath the generation concept. As per the item concept, they will offer their item by creating great quality items at a tall cost.

### **Challenges in Fashion Industry**

It's like a double sword in case we have a few advantage, we can't disregard their challenges. By analyzing this industry, a few focuses show up that appear challenges within the fashion industry

### **Models Get Wellbeing Issues**

In a modeling career, models generally don't eat anything for nearly a day. They keep themselves starving for nearly hours. There's much news about many models passing on from starving themselves into 90-60-90 estimations. So, usually one of the foremost challenges within the fashion industry.

### **Disregard Human**

Respecting human rights is one of the fashion industry's issues. Most individuals don't know approximately the dress they buy from retail are made in creating nations in which individuals are in poor condition and indeed children they paid a couple of sums of cash.

### **Chance of Confronting Racism**

When they need the show to speak to their design occasions like a design appear. They for the most part attempt to enlist those models whose color is reasonable. As per their thought they see more attractive and satisfactory to others which isn't great considering, the individuals who have a dull color moreover see beautiful, they can indeed too speak to the appear and perhaps way better as compared to others.

### **Some Styles Moreover Driven To Terrible Influence**

In social media, ready to see numerous individuals spread the awful impact to others related to fashion which may be getting improper for others, and within the present day time, children are moreover utilizing social media which makes terrible mindfulness for them.

## **OBJECTIVES OF THE STUDY**

The objective of the consider is to investigate around what are the benefits they are providing to fulfill the wants and needs of different segments like financial matters, society, and people and how they impact generation Y by creating products for clients.

The study attempts to look at specifically:

- ❖ How does the fashion industry impact millennials?
- ❖ Does it give modern trends to society?
- ❖ How does it give benefits to society?
- ❖ Does the fashion industry play a critical part within the economy?
- ❖ Is the fashion industry promoting start-ups? Is it help to extend export items?
- ❖ What is the part of fashion in an individual's life?

These are a few questions which reply I will cover in my project report by inquiring about and analyzing the process.

## **RESEARCH METHODOLOGY**

### **Types of research**

This research includes descriptive approach and exploratory approach of the mentioned study as the descriptive analysis includes survey and fact finding of the mentioned topic. This research shows previous existing information related to study and the survey conducted by previous researchers. The exploratory research includes critical evaluation of the material and analysis of the findings.

### **Scope of Study**

Population of the study consists of people of faridabad and Delhi region of India in this study.

Sample size – 67

Data collection methods

Primary data collection – Questioner method will be used for survey of the consumer.

Secondary data collection – Research papers, Internet webpages.

### **Research limitations**

This study has some limitations which is Small Sample size of the research from the population of Faridabad region and Delhi region. Gen Y is highly aware of privacy concerns and data security issues therefore some samples didn't provided proper data and views .

## **REVIEW OF LITERATURE**

Demand Forecasting in the Fashion Industry: A Review

Maria Elena Nenni [menenni@unina.it](mailto:menenni@unina.it), Luca Giustiniano, and Luca Pirolo

They have made a few presumptions related to the fashion industry that what is the financial as well as work force development in this industry. How it'll contribute to employment generation. Sustainable Retailing within the Fashion Industry: A Efficient Writing Review by Dr. Shuai Yang, Dr. Yiping Melody, Siliang Tong. For development, strategies are a fundamental step. Without procedures, the process to run the business become complicated. Consequently, the fashion industry too required strategies and management to run the task because it is the primary step that guides the organization.

### **Analysis Of The Marketing's Impact On Generation Y**

I have prepared a survey to get people's conclusions with respect to the fashion industry and I have got so numerous reactions that help in my analysis report. Here is my survey with respect to the fashion industry:

- As per the analysis of information, the result of the fashion industry is that It is generally impacted by people whose age between 15-30 years old, there can be a chance that companies generally contract those people to become influencers for promoting or advertising their items who looks youthful and whose age is between 15-30 years old.
- They are most likely to wear casual dress, particularly young ladies, and formal dress are generally preferred by boys. Most people think that fashion trends are energetic in nature, it'll change rapidly which is true we have too considered that business is continuously energetic in nature, and there are many chances to confront uncertainty and chance within the organization.
- There may be a address I have asked Does the fashion industry have a great scope? And most people said it includes a great scope. People can select a career within the fashion industry and even begin their own trade as fashion gets to be a part of their identity. People judge another person by their outfit as well whether we conversation almost schools, colleges, workplaces, societies, etc.
- As per the analysis, people concur that fashion plays a crucial part in an individual's life but spending as well much cash on usually, crazy. These days, people don't want to repeat their dress after wearing them 2-3 times. That's why spending as well much cash on a single dress is ridiculous.
- There may be a chance that people get impacted by influencers to buy the item. Social media gets to be the most excellent stage to offer or promote items. Online shopping is generally utilized by people and in this 90% of people are youth.

### **Research Findings**

Generation Y, also known as Millennials, represents a demographic that has grown up in the digital age, shaped by the internet and mobile technology. This generation exhibits a profound reliance on digital platforms, utilizing online research, social media, and mobile apps extensively to gather information and make purchasing decisions. Moreover, Millennials are characterized by their value-driven choices, emphasizing a preference for brands that align with their ethical and environmental values. In their consumer behavior, Millennials prioritize experiences over material possessions, seeking brands that offer unique and personalized experiences to enrich their lives.

Furthermore, this generation places substantial trust in user-generated content, valuing the opinions of peers and influencers over traditional advertising methods. Reviews, social media recommendations, and user-generated content significantly influence Millennials' purchasing decisions. In summary, Generation Y's consumer habits are defined by digital immersion, value-consciousness, a preference for experiences, and a reliance on peer-generated content in shaping their brand preferences and choices.

### **Conclusion to the topic**

There's a good impact or bad impact as well on the fashion industry.

#### **GOOD INFLUENCE**

The fashion industry encompasses a vast career scope, providing individuals with opportunities to initiate and manage their enterprises. Beyond individual careers, the fashion industry plays a pivotal role in contributing to economic development by enhancing GDP, fostering exports, and reducing import dependence. However, the dynamic nature of the fashion sector introduces an element of volatility, characterized by frequent trend changes, uncertainties, and associated risks. Innovation and entrepreneurship are crucial components of the fashion industry, with practitioners adopting various strategies to stay ahead. The significance of clothing extends beyond aesthetics, as individuals often judge identity based on attire in diverse settings, including educational institutions, workplaces, and communities. Notably, the modern era witnesses a significant influence of fashion on individuals aged 15-30, leading to a culture where outfits are seldom repeated after being worn three times. The evolving landscape of the fashion industry not only influences personal choices but also contributes to the realms of social media marketing and online shopping. Moreover, the essay highlights the application of SWOT analysis and PESTLE analysis specifically to the SHEIN brand, offering a comprehensive exploration of the fashion industry's multifaceted dynamics, from individual careers and economic contributions to societal perceptions and brand analyses.

#### **BAD INFLUENCE**

The fashion industry, while a powerful force in shaping trends and styles, is not without its drawbacks. One prominent concern lies in the portrayal of diverse body types, often leading to instances of racism and body shaming. Fashion shows, a prominent feature of the industry, sometimes perpetuate harmful beauty standards by predominantly featuring models with specific body types, creating an environment that fosters discrimination and contributes to the prevalence of body shaming. Another troubling aspect of the fashion industry is the impact on models' health, particularly those striving to fit into the industry's narrow definition of beauty. Models, especially those with slender bodies, may resort to extreme measures, including starvation, to conform to prevailing standards. This pursuit of an idealized physique can result in severe physical health issues for models, raising ethical concerns about the industry's impact on the well-being of those involved. Moreover, the fashion industry is often synonymous with high costs. The expense associated with acquiring trendy clothing, accessories, and keeping up with rapidly changing styles can be financially burdensome for consumers. This financial strain contributes to concerns about the accessibility and inclusivity of fashion, prompting discussions about the industry's

responsibility in fostering a more equitable and considerate approach to its influence on societal standards, well-being, and financial implications for individuals.

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