

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT

In the digital age, video marketing has become an essential strategy for businesses to engage with Generation Z, a digitally aware and socially responsible group of consumers. This study explores the entrepreneurial challenges in effectively reaching and influencing Gen Z customers through video marketing. Key challenges include understanding Gen Z's rapidly evolving preferences, creating authentic and engaging content, navigating complex platform algorithms, and managing budget constraints.

Gen Z prefers short, creative, and authentic content on platforms such as TikTok, Instagram Reels, and YouTube Shorts. To analyse these challenges, the study adopts a convenience sampling method, collecting data from 120 respondents in Thoothukudi City through a structured questionnaire distributed via Google Forms. The collected data were analysed using statistical tools, including percentage analysis and graphical methods like, pie charts, Likert scales, and the Chi-square test. The findings provide insights into the effectiveness of video marketing strategies and offer recommendations for entrepreneurs to better connect with Gen Z consumers.

KEYWORDS

Entrepreneurial challenge, Video marketing, Generation Z, Digital platforms, Influencers, Collaborations.

INTRODUCTION

Video marketing is a powerful way for businesses to connect with Generation Z, a digitally native and fast-changing audience. The entrepreneurs face many challenges, such as creating interesting and genuine content, keeping up with social media trends, and working with limited budgets. This study looks at these problems, focusing on how Gen Z consumes media, the impact of influencer marketing, and ways to measure video marketing success. The goal is to help businesses improve their marketing strategies to better reach and engage Gen Z customers

The specific objectives include

- To understand the difficulties entrepreneurs, encounter in reaching and engaging Gen Z customers through video marketing channels.

- To identify strategies of the video marketing platforms and measure their success in engaging Gen Z customers.

MATERIALS AND METHODS

MATERIALS USED

Cheenepalli Hemanth Reddy, Ayush Kumar Singh, (2024), on the research, “Impact of Social Media Marketing on Gen Z Buying Behaviour” the main aim of this study is to understand the purchasing decisions of the Generation Z affected by social media platforms. This research is based on the Descriptive research. The survey method is used to collect data by the Questionnaire method where 220 respondents are selected. The sampling used are the multi stage sampling and the snow ball sampling. The objective is to identify the buying behaviour and the satisfaction level of the Gen Z due to the social media marketing.

Karta Negara Salam, Dhita Pratiwi A.R, (January 2024), on the research of, “Gen-Z Marketing Strategies: Understanding Consumer Preferences and Building Sustainable Relationships” this research main aim is to analyse the Gen Z consumer preference and their effective marketing strategies. The data is collected in qualitative method. The main objective is to identify the in-depth preference of the consumers purchasing decisions. The methodology used in this study is the Quantitative approach.

METHODOLOGY

Data was collected from both primary and secondary data. Primary data was collected from the respondents by means of questionnaire. Secondary data was collected from the magazines, journals and websites. The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like pie charts, Likert scale and Chi square test.

TABLE 1 Methods to reach Gen Z

Methods	Frequency	Percentage
Social media listening	34	28
Influencer partnerships	44	37
Surveys and feedbacks	33	28
Direct interaction	9	7
Total	120	100

Source: Primary Data

INFERENCE

The most effective method to reach Gen Z is influencer partnerships (37%), followed by social media listening (28%), surveys and feedback (28%), and direct interaction (7%).

Majority, 37% of the respondents use Influencer partnership method to reach the Gen Z.

TABLE 2 Managing stress in video marketing

Stress	Frequency	Percentage
Taking breaks during editing	33	27
Using templates	37	31
Using AI powered tools	33	28
Delegating tasks to a team	17	14
Total	120	100

Source: Primary Data

INFERENCE

It is inferred from the above table that 31% of the respondents manage stress in video marketing by using templates, followed by 28% who prefer using AI-powered tools. Additionally, 27% of the respondents manage stress by taking breaks during editing, while 14% delegate tasks to a team.

The majority, 31% of the respondents, find using templates the most effective way to manage stress in video marketing.

TABLE 3 Chi-square Test Significance between Gender and Physical strain due to long editing hours

Null Hypothesis(Ho):

There is no significant relationship between Gender and Physical strain due to long editing hours.

Alternative Hypothesis (H1):

There is a significant relationship between Gender and Physical strain due to long editing hours.

OBSERVED VALUE

Gender/ Opinion	Yes	No	Total
Male	38	22	60
Female	39	21	60
Total	77	43	120

EXPECTED

Gender/Opinion	Yes	No	Total
Male	38.5	21.5	60.0
Female	38.5	21.5	60.0
Total	77.0	42.0	120.0
	Value	df	Significance
Pearson Chi-Square	.036 ^a	1	.849

INFERENCE

Since the p-value (0.849) is greater than 0.05, we fail to reject the null hypothesis (H_0). This means there is no significant relationship between Gender and Physical Strain due to long editing hours. Where physical strain due to long editing hours does not significantly differ based on gender.

TABLE 4

Chi-square Test Significance between Gender and AI-powered editing tools for video marketing

Null Hypothesis (H_0):

There is no significant relationship between Gender and AI-powered editing tools for video marketing.

Alternative Hypothesis (H_1):

There is a significant relationship between Gender and AI-powered editing tools for video marketing.

OBSERVED VALUE

Gender/Opinion	Yes	No	Total
Male	27	33	60
Female	36	24	60
Total	63	57	120

EXPECTED

Gender/Opinion	Yes	No	Total
Male	31.5	28.5	60.0
Female	31.5	28.5	60.0
Total	63.0	57.0	120.0

	Value	df	Significance
Pearson Chi-Square	2.707 ^a	1	.100

INFERENCE

Since $p = 0.100$ is greater than 0.05, we fail to reject the null hypothesis (H_0). This means there is no significant relationship between Gender and AI-powered editing tools for video marketing. While there is some variation, it is not strong enough to be considered statistically significant.

RESULTS

- Majority, 37% of the respondents use Influencer partnership method to reach the Gen Z.
- The majority, 31% of the respondents, find using templates the most effective way to manage stress in video marketing.
- There is no significant relationship between Gender and Physical Strain due to long editing hours.
- There is no significant relationship between Gender and AI-powered editing tools for video marketing.

CONCLUSION

Reaching Generation Z through video marketing comes with challenges like budget constraints, evolving trends, and platform selection. However, entrepreneurs can overcome these by using user-generated content, collaborating with micro-influencers, and leveraging affordable tools like Canva and In Shot. AI-powered editing can further streamline content creation. A well-planned content strategy, adaptability, and staying updated on Gen Z's preferences will help businesses succeed in the competitive digital space.

Engaging storytelling, interactive content, and transparency are key to building trust with Gen Z. Staying adaptable and continuously monitoring emerging platforms will ensure businesses remain competitive in the fast-evolving digital landscape.

REFERENCE

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