P1. TOPIC & OBJECTIVES

GEN Z SHOPPING TREND ANALYSIS AND WHAT IT MEANS FOR BUSINESSES

PROJECT GROUP 20

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BACKGROUND

Generation Z (Gen Z) consists of all the people born between 1997-2012. Coming from a wide age-range and diverse mindsets - it includes people just entering early adulthood and also the people just learning their first few lessons about life. Despite being young, Generation Z already possesses a sizeable spending power at their fingertips. With its rapid growth, it is expected to become America's largest generation by 2034. Gen Z is quickly becoming the most powerful consumer group in the world, so an analysis of their shopping trends and choices, in addition to what influences them to make that purchase would be beneficial for the growth of businesses.

MISSION STATEMENT/OBJECTIVES

The objective of our database project is to help businesses and organizations with our analysis of Gen Z and their purchase trends, including what influences the purchase. The goal is to help businesses come up with the right products and strategies focusing on the more important details, leading to an increase in sales. A few of many questions that we would like to answer from our analysis would be:

1. What do they spend the most on? (Food, Clothing, Travel, Electronics, Entertainment)
2. How often do they eat out?
3. What is a more convenient purchase option for them? (Mobile App, Website)
4. What is their preferred mode of shopping? (Physical Store, Online Store)
5. Do they refer to reviews before making the purchase?
6. Do they spend more on? (Comfort, Luxury)

P2. DATABASE DESIGN, INITIAL ERD

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BUSINESS PROBLEM

Retailers, marketers, and company owners that want to create and maintain sustainable businesses that cater to the demands of this young generation will benefit from understanding Generation Z. Brands are always striving to work on themselves to find their spot in peoples' wallets and adapt to the demands of the consumers. With Gen Z playing a huge role in the consumer population, brands need to find their spot in the Gen Z wallet. Having grown up with individualized, sophisticated technology, Generation Z expects to know more about what's happening within each organization competing for their business. To leverage on Generation Z's spending patterns and establish enduring relationships with these clients, businesses must concentrate on their core values, effectively communicate them, and invest in technology that streamlines and simplifies the purchasing process.

LIST OF ENTITIES:

- Consumer
- Expense

  - Clothing
  - Food
  - Travel
  - Electronics
  - Entertainment

- ExpenseMedium

  - PhysicalStore
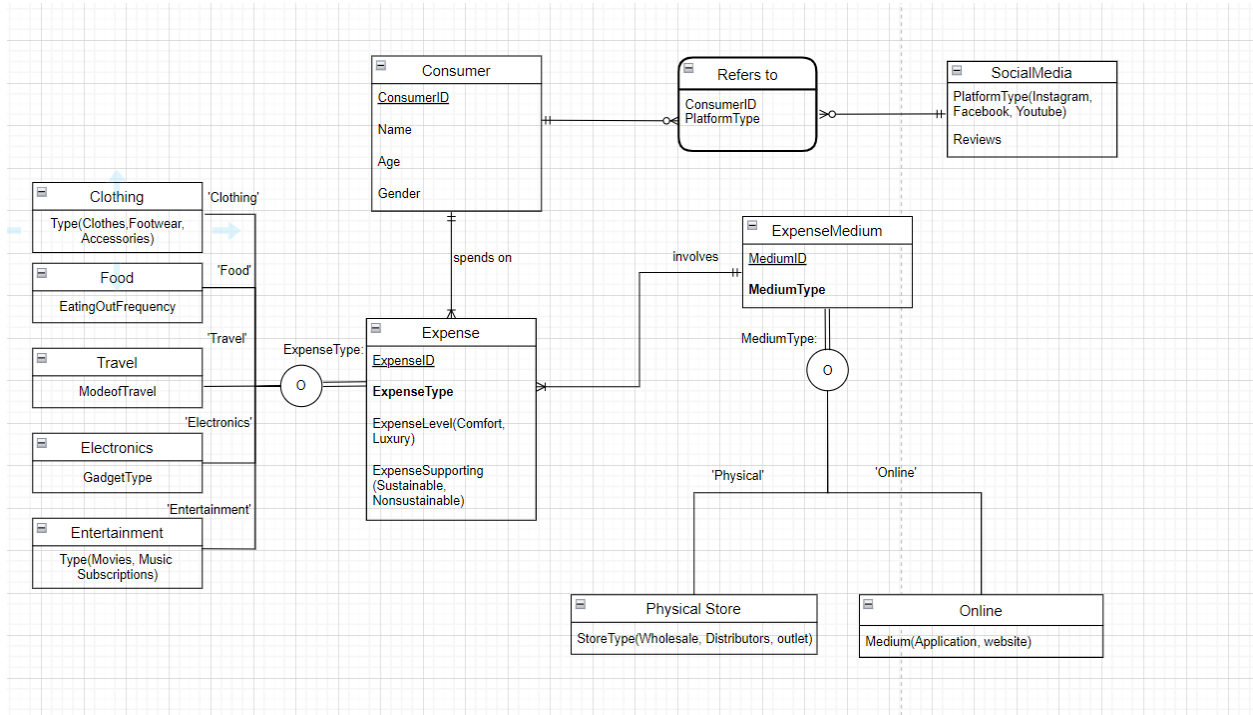 - Online

- RefersTo (Associative)
- SocialMedia

RELATIONSHIP BETWEEN ENTITIES:

- One consumer must spend on at least one expense (Mandatory One to Mandatory Many relationship)
- Expense is a Super-Type which has Clothing, Food, Travel, Electronics, Entertainment as Sub-Types
- Many consumers refer to reviews on many social media platforms to spend on an expense
- Expense involves an expense medium which can be physical or online

KEY DESIGN DECISIONS:

- The core of our initiative is an investigation of Gen Z consumers' spending patterns. Consumer and expense are thus our two major entities.
- Most common expenses made by Gen Z consumers are clothing, food, travel, electronics, and entertainment. Hence, we have included those entities as subtypes for Expenses.
- As social media reviews are having huge impact on the purchases made by Gen Z group. We integrated social media as an entity with refers to as an associative entity.
- There are 2 ways of purchases which are online and physical store. So, we have connected expenses entity with expenses medium which acts as a super type for physical store and online store.

INITIAL ERD:

https://github.com/ekta-bhatia/GenZ/blob/main/MicrosoftTeams-image.png