

# Podcast: A Brand Visibility Tool for Attracting Gen Z

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## Abstract

Contemporary brands are leaving no stone unturned to enhance their brand visibility among Gen Z (Generation – Zoomers) consumers. Gen Z's are known for their tech-savviness and preference for authentic, engaging content. Currently, they are forming the largest chunk of Indian population. Indian market is full of close substitutes that's why every brand wants to take first mover advantage by using the current available trends. In today's contemporary and digital world brands across globe are constantly seeking innovative ways to connect with Gen Z. One effective way for brands to increase their visibility among Gen Z is through effective use of Podcasts.

**Keywords:** Brand Visibility, Consumers, Gen Z, Marketing, Podcast.

## 1. Introduction

In this era of dynamic marketing it is very crucial for brands to keep the buyers in touch to enhance their visibility especially among the young generation. The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Modern branding has enhanced their reach by making use of social media, public relations, digital communication channels etc. but here we are cantering on the use of podcast by brands to increase their visibility and awareness specially among Generation – Z (Generation – Zoomers). According to Cambridge dictionary podcast can be defined as, "A radio programme that is stored in a digital form that you can download from the internet and play on a computer or on a mobile phone". Podcasts present certain topics usually in a casual or relaxed manner with one or more talkers (Ollari, 2020). Podcasts can include visitor talkers, for example specialists of the episode's theme. Hosts of the podcasts can be celebrities, radio hosts, experts, influencers or people with no earlier experience on producing content (Ollari, 2020). Podcasts have characteristics of audio and non-visual nature with limited reach, but still these are becoming a famous marketing instrument for luxury and fashion companies (Gárgoles & Hiljding, 2023). As per PwC's Global Entertainment & Media Outlook 2020–24 report, India is at the third position after the U.S.A. & China for having the good number of podcast listeners. India has more than 56 million monthly podcast customers. Also, Entertainment, education, knowledge and connections all are ingredients of Podcasts (Hussain, 2024). The coverage of this research paper is among Generation- Z, these include people born between 1997 and 2012 and it is expected that by 2030 Gen -Z will be 36 % of the total workforce of the Indian population and this pattern would yield 46% share in total consumption spending in India by Gen Z. (Snapchat & BCG, 2024). This data shows the importance to understand the need to keep focus on gen – z population. So, that's why companies are trying hard to make their brand visibility and reachability to

Gen Z population and this impulse them to use the aggressive marketing strategies and one of them is make use of “Podcasts”.

## 2. Literature review

### Gen Z

As discussed in report of (Snapchat & BCG, 2024) Gen Z is born between the 1997-2012 also currently their population number is more than the total population of United States. Gen Z are considered more aware, conscious and alert generation as their lives revolves around the giant information source that is internet. Indian Gen Z are a step ahead from their previous generations in terms of financial matters. Previous generations are suppressed under the savings behaviour rather than spending behaviour. The Gen Z’s consumer behaviour regarding quality and price consciousness have influenced the brands to use such marketing tools which caters to the needs of the modern generations. (Mehta, 2021). It is the prediction that by the year of 2035, the spending power of Gen Z will roar to \$2 trillion, meaning that for every second rupee spent in India is coming from the pocket of a Gen Z (Snapchat & BCG, 2024). Gen Z is actually an important generation for brands whose preferences should be considered significantly due to their giant population size in India. From finger foods to automobiles, Gen Z’s are influencing nearly every single rupee spent today across almost all sectors. (Snapchat & BCG, 2024) . As per (Dey, 2024) the trendy generation of Gen Z is not easy to be gripped by brands, as per the co-founder (Gaurav Khatri) of the Indian tech brand “Noise” is seeding large funds for its tech purpose. Also. Titan which is one of the oldest watch brands in India have introduced the its sub brand like Fastrack which has its more sub-branches just to fetch the attention of Gen Z consumers.

### Podcast and its popularity

The digital world is transforming at fast pace. This transformation excites the business houses to upgrade themselves as per changed preferences of the buyers (Sharma, 2024). Podcasts are becoming a people choice media, this can be seen from the report of (Baxi, 2021) as in terms of believe on media information 48% of both millennials and Gen Z’s prefer podcasts over all other media sources and around 70 % of Gen Z feel “podcast’s host as their friend”. Podcasts has got warm welcome from modern world as the number of podcast listeners have jumped over 500 million in 2023 and it is expected that this number would exceed 650 million in 2027 (Leu, 2025). Podcast are having more popularity among youngsters in India with the age limit of 20 to 21 years (Chaturvedi, 2024). As per (Chaturvedi, 2024) from morning to evening during the daily chores Indians have got the one digital friend named - Podcast, which have replaced the position of radios, television and even You Tube videos in their lives. The main reason behind the popularity of podcasts is their distinct feature of easy availability anytime and everywhere with having the command in the hands of listener (Välimäki , 2018).

### Podcast as brand marketing tool

Modern consumer is very conscious he doesn’t want to put his limited income into risk by spending it on any useless goods and services. With the access to digital gadgets and media sources consumers can have an audio or visual review of the products. Having a discussion on gen z which are surrounded by the digital gadgets, they first evaluate and compare the distinct feature of the product with other products. Not only consumers but tycoons can also use the power of digital gadgets to connect with public for conveying their brand message, enhance customer attention and loyalty (Sharma, 2024). It was found in the studies by (Ge) that sensory gratification, perceived belief and perceived importance of top-notch products have a positive influential impact on buying decisions. And all these features can be found in one media that is

Podcast. Hence the present study explores the importance of podcast as brand visibility tool.

### **3. Main Reasons for companies or brands to use- Podcast**

#### **Gen- Z is India 's largest chunk of population**

Indian Gen Z is 377 Million in total of Indian population which is largest chunk of Indian population and Gen Z is 25% of the workforce strength of total Indian population. As Gen Z relies on social media or content marketing platforms for their information Also they spent 43% of the total spending toward Audio streaming comprising of Gen Z (Snapchat & BCG, 2024). As per the findings of the (Ge) it is seen that Generation Z buyers' purchasing decisions basically rely on their capacity to experience auditory engagement and fulfilment from podcasts, their level of trust and connection with the brand message communicated through the podcast, and their perception of the worth of premium products. So, by looking at the influential population proportion of Gen Z it can be concluded that Gen Z is actually an important population chunk to be focused by the brands for advertising or promoting their products.

#### **Emerging use of social media platforms**

Youth of the Generation Z have unique consumption habits and a trend-following group characteristic (Ge). And the craze for trendy lifestyle is due to influence of social media. People are fond of smart gadgets, mostly in their busy lives they depend on smart gadgets for their knowledge, education, news and updates. The consumer's consumption pattern regarding information and entertainment has been drastically changed using the powerful tool named – "Podcast" (Schofield, 2023). So, it can be said that podcasts are emerging content of social media. Also, the most engaging podcast stories were utilized for promotion on social media. Because some podcasts are made available not just in audio, but also in video format, the most compelling and intriguing segments from guest videos were frequently shared on YouTube, Instagram, Facebook, and Twitter (Amanzholova, 2024). One of the reasons for Emerging use of social media platforms is impact of social media influencers also. As brands can use word of mouth marketing tool through influencers and ultimately social media platforms compels brands to prefer podcast as marketing tool.

#### **Interactive and detailed conversations**

According to (Morais & Fernandes, 2021) Podcasts enable brands to dive deeper and expand further into their messaging and promotion. Social and digital media conversations are fast paced, but podcasts are having characteristics of deep, laid-back talks. The pace of the podcast aligns better with the rhythm of luxury brands, which require more time to craft their narratives (Gárgoles & Hiljding, 2023). Listeners prefer episode of podcast for their entertainment purpose but every brand that telecast podcast could be beneficial for it in two perspectives one is their promotion and other one is to make positive public image with long, deep discussions. In short it would be like "*Killing two birds with one stone*". According to (Yin, 2024) at present, there is a steady transition happening where companies, particularly those in the consumer sector, are beginning to recognize the potential of podcasts. One of the basic factors behind this change could be the ongoing rise in podcast content, resulting in a broader supply. However, a more important reason is that brands seem to have realized the significance of podcasts, or more accurately, the worth of audio media. In other words, sound offers brands an entirely fresh form of communication.

#### **Coping with changing dynamics**

Advertisements are considered as the strongest tactic used by the brands to supplement the knowledge, information, purchase arousal for boosting their sales but nowadays the purpose of advertisements is becoming less effective due to influence of trendy medias like social and digital media (Kawakami,

Tatsuya, & Iriyama, 2018). So, with the changing customer preferences brands also need to come out of traditional marketing style or tools. In this sense, Brands are embodied by the individuals featured in these podcasts, like the hosts and the guests (Morais & Fernandes , 2021). Additionally, in this modern era, podcasts cater to the increasing desire for on-the-go content, as they allow brands to connect with their audience wherever and whenever. By leveraging thought leaders, influencers, and authentic customer experiences, brands can personalize their presence, foster trust, and ultimately can boost customer's loyalty toward their brand (Amanzholova , 2024).

#### **4. Brands that have entered the world of podcasts for enhancing their visibility:**

##### **The Gentleman Show by The Man Company**

Brands are in the race to enhance their visibility through podcasts. There has been a tremendous growth in male grooming industry expanding beyond traditional shaving products to encompass a broad range of specialized care for every aspect of men's hygiene. Gen Z men are more body conscious than their other genders (Delville, 2024). The Gentleman Show is a podcast series by "The Man Company" which have left all the hackneyed idea behind for understanding the grooming needs of men while keeping in mind the various expressions of contemporary masculinity (Baratam, n.d.). The originator of the podcast series is the Man Company the one stop destination for male grooming products. This podcast is one such platform that sheds light on everything from personal grooming, health and fitness, career and finance to fashion and wellness. The Man company is trying hard to resist in the market where market is flooded up with female grooming beauty and wellness brands only, this company is not leaving a single opportunity to promote itself.

##### **Up Close and Medical by Manipal Hospitals**

Up, Close & Medical by Manipal Hospitals is a podcast series hosted by Vasanthi Hari, Prakash founder and CEO of Pickle Jar Media. It is a collaborative effort between Social Panga and Pickle Jar Media (Baratam, n.d.). This podcast invites experts from Indian Health Care Professionals to covers diverse topics from mental health, child Psychology, chronic illnesses, gender-specific health concerns, lesser-known diseases, technological advancements in medicine. 'Up, Close and Medical' is a bright step in spreading awareness among Gen Z which is covering the topics that youth hesitate to discuss freely. In this way Manipal Hospital tried to establish its brand name over its competitors like Apollo Hospital, Fortis Hospital etc.

##### **The WholeTruthFoods**

**WholeTruthFoods is a brand who has entered** the FMCG industry with its commitment to wellness and transparency. The Whole Truth Food asserts that it is a completely transparent food brand, meaning the company lists every single ingredient used in its products (Bardhan , 2022). As per (Bardhan , 2022) around 80% of sales of The WholeTruthFoods are online. This online craze of products leads to the need arousal for online promotion of the company also. So, Shashank Mehta, founder and CEO of the company has started a podcast series "truth be told" where he could unmask the lies of the food industry. This podcast covers a variety of topics from food sustainability to personal growth with inspirational guests who have made a mark in fitness industry that reverbate with contemporary youth.

##### **Forest Essentials**

A pioneer in the beauty industry, forest essentials was the first brand to combine traditional ayurvedic practices with modern aesthetics. It is handwoven by using 100% natural ingredients. As of 2022, Forest Essentials is India's leading high-end skincare and beauty brand, with more than 80 exclusive outlets

across the nation (Sinha, 2022). As per (Bhatia, 2022) Gen-Z is more receptive to inquiring and building connections with brands rather than solely focusing on appealing packaging and Instagram-worthy promotions that's the reason Forest Essential is having more focus on its ingredients and sustainability about environment as well. To cater the needs of tech savvy generation that is Gen Z, Forest Essentials has leveraged podcasts named- The Forest Essentials Story: Pioneering Luxury Ayurveda in India in collaboration with the Brick by Brick: Building Insurgent Brands podcast. This podcast series works hard to connect with Gen Z where it is sharing the success stories, and promoting their brand values.

### **Dabur**

Dabur is the world's leading Ayurveda Company and one of the largest FMCG companies in India. The Dabur success story is a testimony to the company's commitment to constant innovation, quality, and customer satisfaction. Dabur is expanding its reach to from the generation of Baby Boomers to Gen Z (Bhalla, 2023). Dabur India's CEO, Mohit Malhotra strongly emphasized on the importance of Gen Z in modern business economy and enhancing the brand's global reach (Dubey, 2023). Dabur is using digital marketing and product innovation to target Gen Z consumers. Dabur has launched a podcast series named- "Let's Rock Zindagi" with joint collaboration with Ammaya Vox. The podcast aims to connect with Younger audiences by showcasing their products in an intriguing way to captivate listener's interests.

### **5. Conclusion**

By understanding the current scenario, Brands do not want to remain stick on the traditional marketing or promoting tactics only for establishing their brands and enhancing their brand visibility. This paper has covered the various Indian brands which are trying to improve their reach and visibility among Gen Z. The main reason behind targeting the Gen Z is because they are forming the largest proportion of population in India as buyers. Podcasts have become a staple of Gen Z's consumption habits across the globe that has revolutionized its existence. Brands are making use of Podcasts as it is offering a unique blend of entertainment, education, and community. Brands have started creating their own podcasts to showcase their expertise and products. By understanding Gen Z's podcast preferences and leveraging the benefits of podcasts, brands can create engaging, effective content that resonates with this digitally native generation. Podcasts further drive website traffic, generate leads, and convert listeners into regular customers. By leveraging sponsored podcasts, branded podcasts, guest appearances, and influencer partnerships, brands can achieve their marketing goals and drive engagement with Centennials or Gen Z. In short Podcasts can be termed as "Publicity Audio".

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