

WHAT ATTRACTS GENERATION Z

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Annotation. The article deals with the term of Generation Z, its role in contemporary marketing and user involvement, as well as with their preferences, tastes and distinct features.

Keywords. Generation Z, advertisement, conducted research, respondents, features, demographic cohort.

Recently we hear about Generation Z almost everywhere. Some people pin their hopes on youngsters, others can be disappointed by the youth, but not everyone knows what actually Gen Z is. Formally it's people who were born between the late 1990s and early 2010s. A key thing to understand is that Generation Z is a digital native. Some of them can't even remember the time without social networks such as Facebook or Instagram. Nowadays 95% of Gen Z members in the Republic of Belarus own a smartphone [1]. So that Z generation has a different mentality.

The research was conducted to identify distinct features of people aged from 16 to 22 in Minsk. 278 respondents were shown billboards, web banners, television commercials, and other forms of advertisements. They were also asked a few psychological questions to reveal hidden preferences and motivation.

In the process of the research the following facts have been discovered:

1. If something can't be done or watched on a mobile phone this product is not suitable for Generation Z. The mobile phone is the main device of Gen Z, which is in their hands even when they sleep. So if you want to involve this segment in product consumption, first and foremost is to offer the youth convenient platforms. Not surprisingly that this multi-tasking leads to multi-screening. From time to time responders of the research use 4 and even 5 gadgets simultaneously for different goals [2].

2. Gen Z can lose focus as fast as they absorb information. Clearly, we can regularly see teenagers scrolling dozens of posts in a minute. Moreover, they can chat with 5-8 people at the same time [2]. The 21st century is the time of excessive information. That is why advertisements aimed at Gen Z shouldn't be long. Responders choose shorter banners and commercials where messages are easier, more understandable, and not longer than 10 seconds [2].

3. Responders prefer to receive personalized content. It is worth considering that Generation Z is the most diverse generation to exist ever. Consequently, companies should recognize diversity, find their segments and offer youngsters as many solutions to their problems as it's possible. We have defined this feature as a competitive nature of this demographic cohort [2].

4. Gen Z is also can be described as a generation with a high level of activism particularly brand activism. More than half of responders (53%) reject products and services that don't suit their political, social or other interests. Moreover, 75% think companies should speak out on social issues connected with their products or services [2].

The result of the conducted research is a model of an ideal product that will definitely attract Z generation. It is an easy, accessible product or service manufactured by a company to meet consumer needs. Product application shouldn't take lots of time. A company should be focused on client's problems and should offer personalized solutions to make customers feel unique.

To sum up, this research is not only for companies chasing Gen Z segment to get their purchasing power. Actually, these ideas can also be useful for millennials or even Gen X members who are trying to understand youngsters. Come to think of it is not only about differences and generation gap but also about similarities and continuity in people's behavior. As Gen Z members and researchers we can say that our generation is a mixture of inherited finest features of previous demographic cohorts and distinct 21st-century attributes.

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