

## Technology Habits of Gen Z - China - February 2021

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“Gen Zers are defining how marketers utilize technology services. Their technology habits are shifting from games to more hands-free entertainment-based activities. Their views on technology services have also been influenced by wider events and circumstances, namely COVID-19 and rising social pressure related to finances and health and wellbeing.”

– Amy Xu, Research Analyst

This report looks at the following areas:

- Enhance shopping experience with mobile technology enablers
- Retailers integrating tech to stand out from the competition
- Rising financial awareness amongst Gen Zers

Gen Zers are true digital natives. Digital technology and technology products are ubiquitous in their lives. For this cohort, technology products are daily essentials. At the same time, due to limited personal income, Gen Zers are hesitant when it comes to consuming new technology products and services, but they also enjoy the many convenient functions of technology and digitalization.

For Gen Z, digital media fills their everyday lives. Whether it in music or digital broadcasting, this generation of young consumers are the receptive audiences for brands. Brands can consider interacting more with this group using digital audio content and meeting their needs for digital learning and entertainment.

Gen Z won't blindly embrace just any future technological product or visions of a digital society. As a rational generation of consumers, they form their own judgments about things and are willing to pay more for what they think is important.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Covered in this Report

### Executive Summary

The market

Gen Z are true digital natives

Gen Zers' monthly disposable income is increasing

Medium length video is rising among Generation Z

Retailers integrating tech to stand out from the competition

Wearable technology to track health

The consumer

Crucial role for smartphones

Figure 1: Online activities across devices, December 2020

More hands-free activities

Figure 2: Time spent on different digital activities, December 2019 to December 2020

Rising financial awareness amongst Gen Zers

Figure 3: Engagement with technology services, December 2020

Favourite past times accompanied by audio

Figure 4: Occasions for audio content, December 2020

Knowledge payment anticipates fast growth rate

Figure 5: Knowledge payment experience, December 2020

Wellbeing a priority for the next decade

Figure 6: Outlook for the next decade of technology, December 2020

What we think

### Issues and Insights

Enhance shopping experience with mobile technology enablers

Stressed out financially but solutions exist

### The Market – What You Need to Know

Comprehensive social app ecosystems find success targeting Gen Z in 2020

Smart speaker sales boom along with the popularity of audio content

Music streaming services continue to integrate services to include knowledge payment and podcasts

Mainstream social media is still their top choice

### Market Landscape

Gen Z are true digital natives

Increasing monthly personal income

Figure 7: Monthly personal disposable income of Gen Z, December 2019 vs December 2020

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COVID-19 has left a clear mark on what Generation Z finds important

Figure 8: Changes in areas of interest of Generation Z, December 2019 vs December 2020

## Competitive Strategies

Bilibili builds strong learning community by engaging Gen Zers

Retailers integrating tech to stand out from the competition

Wearable technology to track health

Virtual KOLs

Marketing sustainability to Gen Z

Figure 9: Huawei and Xiaomi's earth day campaign on Weibo, April 2020

## Who's Innovating?

New social media based on voice

Figure 10: Clubhouse app

New packaging trend for smartphones

Luxury brands tap into wearables to target Gen Z tech habits

Figure 11: Wireless headphones by Louis Vuitton, January 2021

A surge of private labels from digital streaming platforms

Figure 12: FOURTRY mini program, January 2021

## The Consumer – What You Need to Know

Gamers shift from computers to smartphones

Financial anxiety prevalent

Music for most occasions

## Online Activities across Devices

Digital realm at their fingertips

Figure 13: Online activities across devices, December 2020

Changes in device usage in 2020 vs 2019

Figure 14: Online activities across devices, December 2019 vs December 2020

Online activities dictated by gender

Figure 15: Selected online activities across devices, by gender, December 2020

## Online Activity Frequency

Less time playing games but more time on reading and listening

Figure 16: Time spent on different digital activities, December 2019 vs December 2020

Male Gen Zers continue to be key group for gaming

Figure 17: Online activities frequency, playing games, December 2019 vs December 2020

Gen Zers with children utilize podcasts to learn

Figure 18: Frequency of listening to podcasts, by living situation, December 2020

## Engagement with Technology Services

Rise in the importance of finances

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Figure 19: Engagement with technology services, December 2020

Arts and culture products may be best sellers on second-hand platforms

Figure 20: Utilization of second-hand goods platform in the past 12 months, by areas of interest, December 2020

Appetite for UGC becomes the norm

Figure 21: Engagement with technology services in the past 12 months, by having made UGC content, December 2020

Younger Gen Zers are more active on dating apps

Figure 22: Engagement with technology services in the past 12 months, by found friends or partners through online dating apps, by age, December 2020

## Occasions for Audio Content

Growth needs to accompany consumers' favourite time

Figure 23: Occasions for consuming audio content, December 2020

Heavy users enjoy music while cooking and shopping

Figure 24: Occasions for audio content, differences between heavy users and light users, December 2020

Gen Z 21-22s live life to their own soundtrack

Figure 25: Occasions for audio content, music and podcasts, December 2020

Females use audio more while doing certain tasks

Figure 26: Occasions for audio content, by gender, December 2020

## Consuming Paid Audio Content

Paying for audio knowledge content not yet normalized

Figure 27: Themes for consuming paid audio content, December 2020

Paying for comfort with hopes to ease financial anxiety

Figure 28: Themes for consuming paid audio content, by those who have paid, December 2020

Brands are most likely to find paid users on tablets than other devices

Figure 29: Themes for consuming paid audio content, by those who haven't paid, by device used to listen to audio content, December 2020

Financial content appreciated by Gen Zers

Figure 30: Knowledge payment experience, by source of income, December 2020

## Outlook for Next Decade for Technology

Living and wellbeing come out on top as Gen Zers embrace a digital future

Figure 31: Outlook for the next decade of technology, December 2020

Technology-powered entertainment will help brands to stand out even more

Figure 32: Outlook for the next decade on virtual reality usage, by city tier, December 2020

Upgrade the conversation on smart home applications

Figure 33: Outlook for the next decade on smart home devices penetration, by secondhand goods usage, December 2020

Male Gen Zers will be first to adapt to multiple wearables

Figure 34: Outlook for the next decade on the importance between mobile phone and wearable devices, by gender December 2020

## Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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