

Marketing to Gen Z - China - March 2021

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This report looks at the following areas:

- Living and financial situation
- Job expectations and future plans
- Perceived importance of appearance
- Mood-boosting activities
- Tendency to change and persistency
- Online activities and app usage habits
- Consumption habits

Gen Zers, as a group of people with high openness to new trends and fast-rising purchase power, are possibly the main target audience of brands across categories, from necessities to luxuries. However, there is a common perception that young people are liable to switch their preferences frequently. A relieving fact covered in this Report is that their tendency to change interests is not as high as expected. The further solution to the issue is to find out young people's buydeology underneath. For brands, standing in support of issues that matter to them, as well as their self-identified lifestyles, can enable them to align with young people's values and drive interest.

This Report first unveils the background factors of Gen Z, including their living situations, job expectations and consumption habits. Based on the fundamental knowledge, it can be easier to understand their emphasis on appearance, no matter product or people, their tendency to switch choices as well as their persistence, and finally, their preferences on mood-boosting activities.



"Gen Zers have grown up to be a group of self-confident consumers. Instead of following traditional norms of success, they tend to live a flexible life path with an inclusive mindset. Meanwhile, they are eager to present their assertive nature by insisting a self-defined 'buydeology', including emphasising appearances of functional products and supporting good social causes."

Yuxi Shao, Research Analyst
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- **Young digital natives learn and thrive in the digital age to balance online and off-screen activities**
- **Gender diversity has raised acceptance of diversity and inclusivity in many aspects**

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- **Participation in business or investment is high among Gen Z**
- **Salary and career growth, though important, only mentioned by 40% of Gen Zers as the top important factor**
- **Product appearance has significant aesthetic and symbolic values for Gen Z of both genders**
- **Besides exercise, online shopping is considered as the top choice to improve mood**
- **Gen Zers are flexible to changes while aware of developing consistent "buydeology"**
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