

Technology Habits of Gen Z - China - February 2021

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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.



“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

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