

Mobile Marketer, US: Cognizant Study Finds Gen Z Prefers Personalization Over Privacy



Excerpts from Mobile Marketer's article:

“As a generation that grew up with smartphones and social media, Generation Z is a highly connected demographic group. More than one-third of respondents to a recent Cognizant [study](#) (38%) said they feel stressed when they can't access the internet, while 73% of Gen Z females and 62% of Gen Z males are "very tense or uneasy" if their phone stops working.

The group's interest in social media and influencer content points to ways marketers can capture their attention. Gen Z is typically fatigued by being inundated with overt ads, so reaching them through newer social platforms could help marketers to drum up interest and cut through the ad clutter. While Gen Z is highly aware of the opinions of social influencers, word-of-mouth is the top way they find information they can trust. That could be mostly a reflection of being young and still living with their parents, but the group expects those attitudes to change over time.

Alongside interest in engaging with brands on social media, Gen Zers appear to enjoy interacting with content. More than half of survey respondents said they're likely to use virtual reality to watch shows and movies or play games in the next three to five years. Fifty-four percent of the group said they're interested in creating customized digital entertainment packages, pointing to how marketers can better engage these young consumers through content that's personalized and interactive. Media and entertainment companies need to experiment more with short-form programming and to adapt engagement models to appeal to Gen Z, per Cognizant.”

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