

The Malaysian Reserve: For Gen Z, Brands Need to be Personal, But Respectful of Privacy



“Gen Z consumers crave to be understood and expect customised experiences based on their personal interests,” says **Jayajyoti Sengupta**, Head, Asia Pacific and Japan. “At the same time, the majority of them think that companies ‘know too much’ about them, and they hold deep concerns about how their personal data is being used. To effectively market to this audience, brands must connect with them in a way that satisfies Gen Z’s need for instant information and two-way engagement.”

Excerpts from The Malaysian Reserve’s article:

“In a survey done by Cognizant recently, it was noted that 35% of Gen Z will find user-generated content more credible than advertisements by companies in the next three to five years.

Sengupta highlighted that this leads the shift towards more peer-to-peer advocacy and influencer marketing.

‘Brands must push their latest stories beyond news websites and also on to social media, in order to reach Gen Z, be at the top of their minds and to avoid getting left behind. This may seem like a daunting task, but it comes with exciting new opportunities for businesses in the Gen Z market,’ he said.

He also added that with the rising spending power among consumers, Gen Z will continue to define for brands what they want and how they want it.”

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