

# MarTech Advisor, U.S.: Three Unexpected Gen Z Trends Defining Tomorrow's Digital Content



"Gen Z has provided a glimpse into the future," writes Tiran Dagan, chief digital officer. "Now is the opportunity for marketers to create it."

*Excerpts from MarTech Advisor's article:*

"To understand the evolving perspectives across generations, Cognizant commissioned a research study in the United States, spanning Gen Z (15-22), Gen Y or Millennials (ages 23-41) and Gen X (42-53). With much already written about Gen X (and Y), we put a spotlight on Gen Z and identified distinct differences in their views on technology, privacy, content and what influences their purchasing decisions:

- Gen Z is willing to pay for technical help. Perhaps because of their reliance on devices, our research revealed that Gen Z is the least likely group to fix their devices themselves when something goes wrong. In fact, 52% of Gen Z said they repair their smart devices on their own, compared to 72% of Millennials and 63% of Gen X.
- Gen Z wants to control their content. Gen Z has made it clear they want a level of decision-making power over the content they consume. More than half of respondents in this group want to be able to control the content of a movie or TV show in the next 3-5 years.
- In peers Gen Z trust. Better direct marketing is key for connecting with a new generation of consumers, and whom they trust gets at the heart of effective engagement. We found that 47% of Gen Z trusts family and friends first when making purchasing decisions, and 37% say that user-generated content will have more credibility than content from a company in the next 3-5 years."

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