



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President ...

4d · Edited



## Understanding Generation Z

I have been observing people who belong to Generation Z and have read extensively about them. Generation Z encompasses individuals born from 1996 to 2010. This generation has been profoundly influenced by the digital landscape, concerns about climate change, evolving economic conditions, and the effects of COVID-19. Often referred to as "digital natives," they are the first generation to have grown up surrounded by the internet and smartphones, which has significantly shaped their perspectives and interactions with the world.

Gen Z exhibits distinct shopping habits that set them apart from previous generations. A significant majority prefer online shopping, utilizing their smartphones and computers to explore and purchase products, heavily influenced by social media platforms like Instagram and TikTok. Many Gen Z consumers are environmentally conscious, showing a strong preference for brands that advocate for sustainability and utilize eco-friendly materials. They often take the time to investigate a brand's practices before making a purchase. Additionally, this generation tends to be budget-conscious, actively seeking deals and discounts and often using apps and websites to find the best prices. While they can display brand loyalty, they are also willing to switch to alternatives if they encounter better options or if a brand's actions do not align with their values, placing a high premium on authenticity and transparency.

In terms of attitudes, Gen Z places a strong emphasis on diversity and inclusion, supporting brands that reflect various cultures, genders, and backgrounds. They are also more open about mental health, prioritizing their well-being and seeking resources to manage stress and anxiety. Many members of this generation are engaged in social and cultural activism, leveraging social media to advocate for critical issues such as climate change, racial equality, and women's empowerment. Furthermore, their comfort with technology makes them adept at using digital tools, often favoring text and social media communication over face-to-face interactions. However, a concern arises regarding their lack of cash, leading me to wonder how they support impoverished individuals on the streets and in various places unless they have alternative ways to contribute.

In summary, Generation Z is a distinctive group characterized by specific shopping habits and attitudes influenced by their digital upbringing. Their focus on technology, sustainability, and diversity shapes their interactions with the world around them. As they continue to evolve and impact society, understanding their preferences and values will be crucial for businesses and communities.

[#GenerationZ](#) [#DigitalNatives](#) [#ADU](#)

[Abu Dhabi University Khulud Abdallah](#)



219 · 29 Comments