



# Gen Z

CONSUMER TREND  
BEHAVIOUR AND  
LIFE STYLE

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# AGENDA



**WHY AM I  
HERE TODAY?**

GENERATION

Z Generation's Behaviors and Lifestyle

Answer your questions

# MOVE OVER MILLENNIALS, GEN-Z NOW THE LARGEST SINGLE POPULATION SEGMENT

Greatest Gen  
before 1954  
Age – 72+

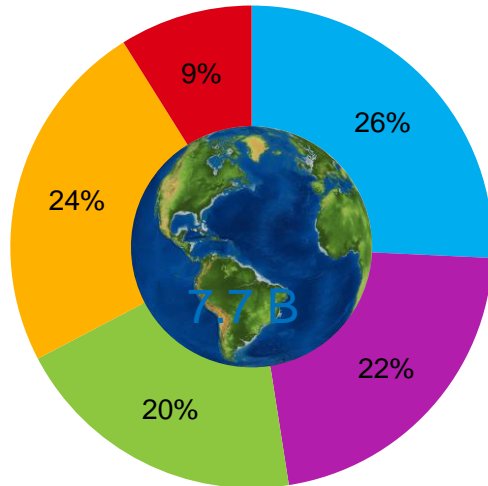
Baby boomers  
1955 -1965  
Age 71 & 53

Gen – X  
1966 – 1980  
Age - 38~52

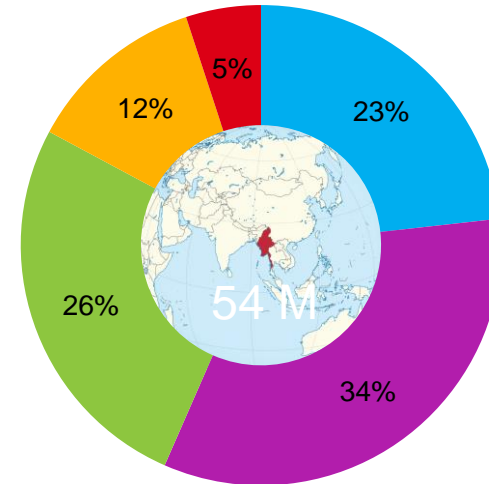
Gen – Y  
1981 – 1995  
Age – 23~37

Gen – Z  
1996 – 2005  
Age – 14~22

## World Generation Composition



## Myanmar Generation Composition

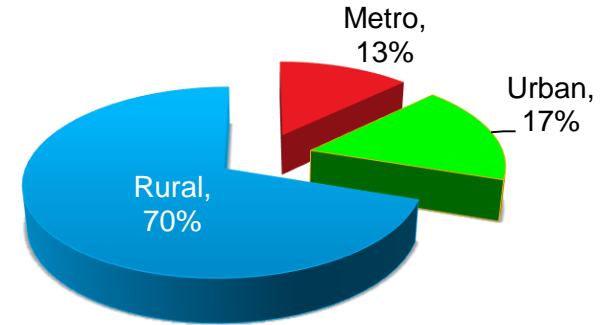
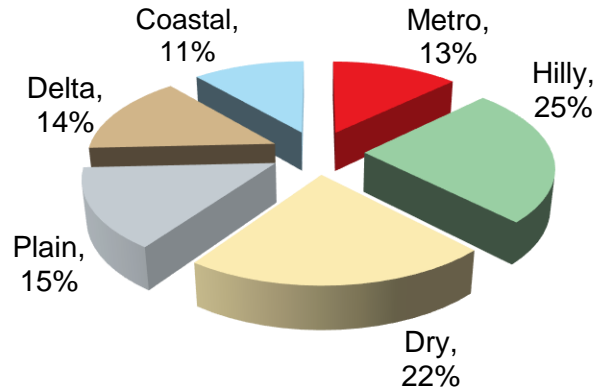


- Generation Z
- Millennials Gen Y
- Generation X
- Baby Boomers
- Greatest Generation

# POPULATION BY GEOGRAPHIC REGIONS ...



Two-thirds of the population live in one-third of land area (dry, plain & delta)

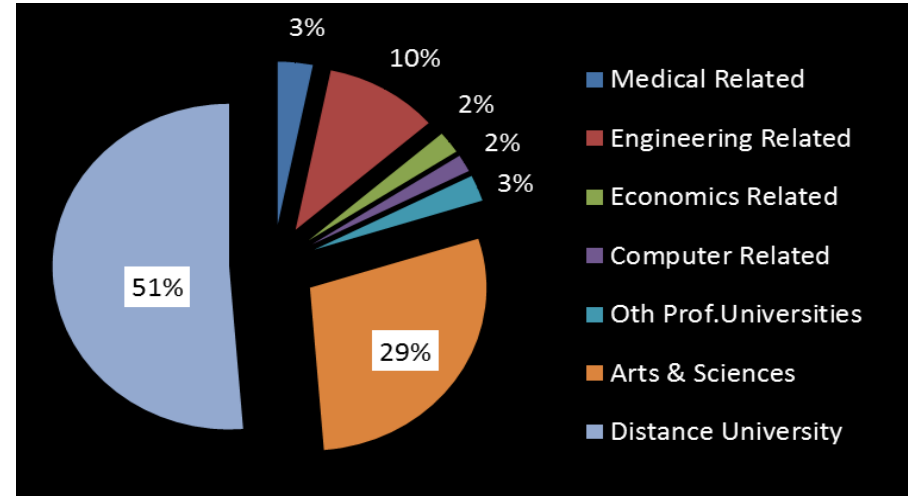
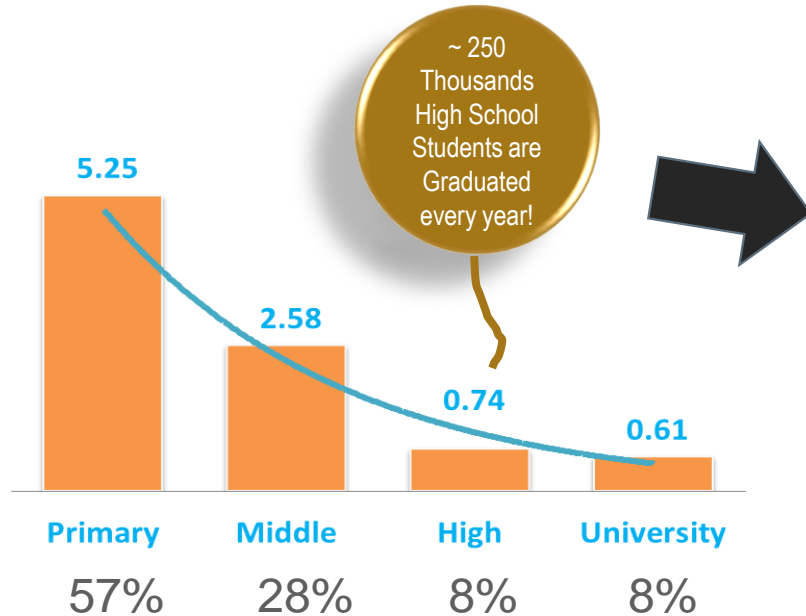


*Metro: Yangon, Mandalay and Naypyitaw cities*

*Urban: At the center of each town are "wards" which government defines as urban. Each urban area has a government office, market place, schools of at least high school level or colleges, hospitals; likened to a hub for internal trade for each town.*

*Rural: Surrounding areas of each town are villages which government defines as "rural". These areas mostly rely on farming, fishing, livestock breeding as livelihood.*

# EDUCATION ...



Drop out rate seems too high between each level. (*P to M, M to H, H to U*)

Majority of the students may not have chances to apply what they have learnt in university for 4 years at least!

# MARKET COMMANDS

## OVER +20MM STORES

### Value Share



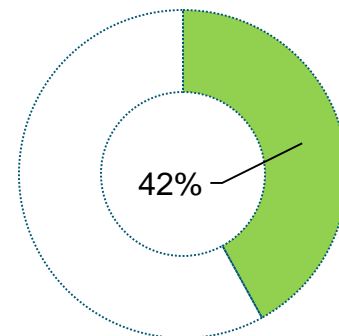
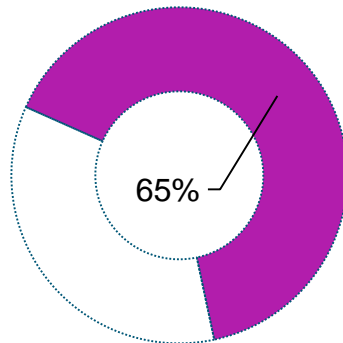
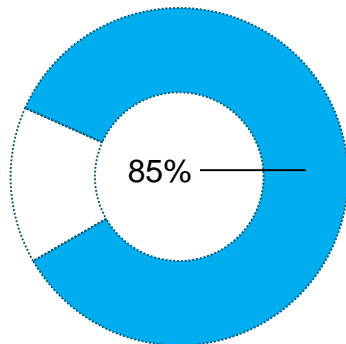
# ONLINE SHOPPING

Z

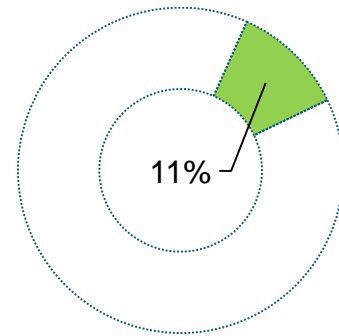
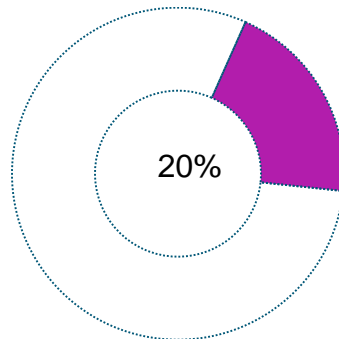
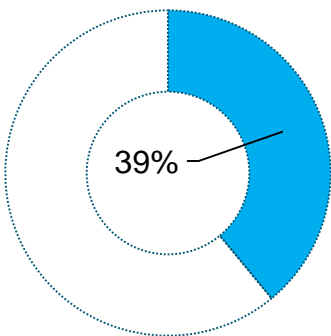
Y

X

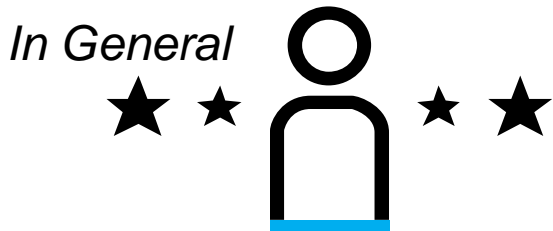
Awareness



Usage



# HOW DO WE LIVE



FEELING GOOD TO BE ATTRACTIVE

Z

Y

X

77%

70%

63%

IMPORTANT TO LEARN NEW THINGS THROUGHOUT LIFE

88%

83%

80%

LIKE TO KEEP UP WITH LATEST FASHIONS

69%

45%

34%

WILLING TO VOLUNTEER MY LIFE FOR A GOOD CAUSE

86%

90%

90%

IMPORTANT TO RESPECT TRADITIONAL CUSTOMS & BELIEFS

94%

95%

96%



# FINANCIAL



MONEY IS THE BEST MEASURE OF SUCCESS

Z

66%

Y

72%

X

73%

SAVING IS THE BEST WAY TO MANAGE MONEY

92%

95%

96%

VERY GOOD AT MANAGING MONEY

67%

73%

74%

I FEEL THAT MY INCOME IS NOT ENOUGH  
COMPARED TO MY EXPENSES

73%

73%

75%

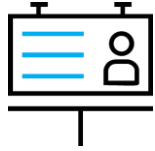
HOW TO SPEND TIME IS MORE IMPORTANT THAN  
TO MAKE MONEY

83%

87%

87%

# ADVERTISING MEANS TO US



Z

Y

X

USUALLY SELECT FAMILIAR BRANDS

84%

89%

91%

WILLING TO PAY MORE FOR FAMOUS BRANDS

86%

90%

91%

BUY PRODUCTS RECOMMENDED BY EXPERTS

47%

45%

45%

QUALITY OF PRODUCTS IS MORE IMPORTANT  
THAN PRICE

76%

81%

76%

RELY ON HEALTHY PRODUCTS

86%

90%

91%

# DOES ALCOHOL STILL SENSITIVE???



IT IS NOT A PROBLEM IF A WOMAN DRINKS ALCOHOL

DRINKING AT FAMILY PARTY IS ACCEPTABLE

ANY PARTY IS MORE FUN WITH ALCOHOL

DRINKING PROVIDES A SHORT ESCAPE FROM STRESS AND WORRY.

A PERSON WHO DRINKS ALCOHOL FEELS MORE CONFIDENT TO TALK TO

Z

Y

X

84%

89%

91%

86%

90%

91%

47%

45%

45%

76%

81%

76%

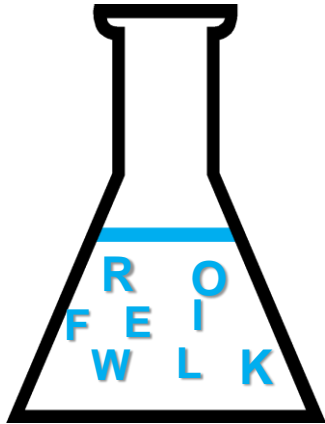
86%

90%

91%

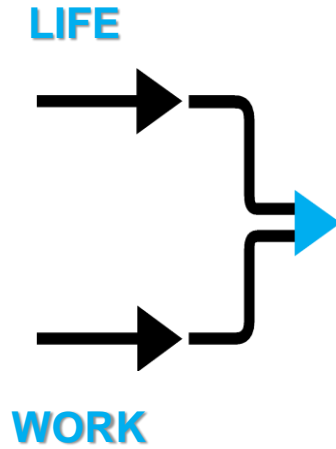
# WORK LIFE

Z



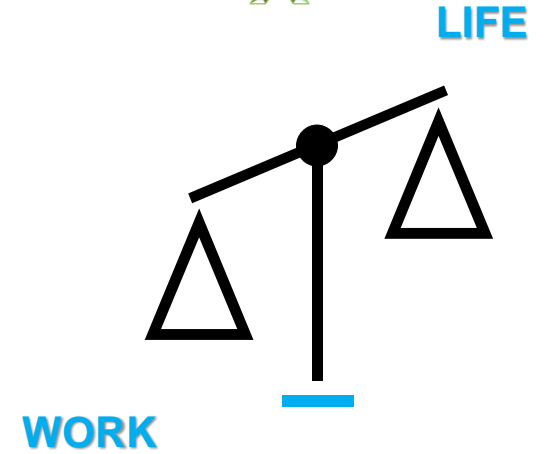
Blend

Y



Integration

X



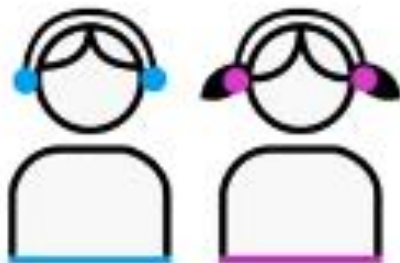
Balance

# Generation Z

Want to be a part of the solution

I know who I am and what I can do

More sober, practical & mature than their age



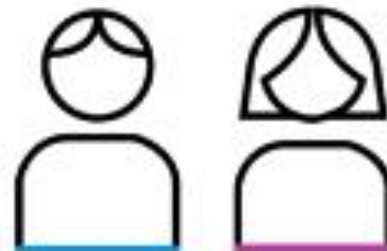
Higher expectation of others

Safety and security are more important

# Millennials

Who am I?  
Why am I here?

What's in it for me?



An exploring generation

More likely to share personal information

More tolerant

# LIFE STYLE



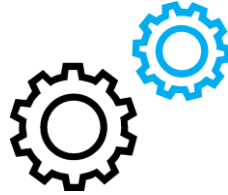
## Media Consumption

Y

Z

**Scan text**  
Focus on  
headlines and  
bullet points

**Think**  
Communicate  
& Consume  
information  
through image



## Personal Value

Y

Z

**Focus now**

**Focus future**

Optimistic

Realistic

Waiting to be  
discovered

Ready to work  
for success



## Technology Adoption

Y

Z

**Tech Suvvy**

**Tech innate**

Happy with 2  
screen at once

Love 5 screen at  
once

Communicate  
with text

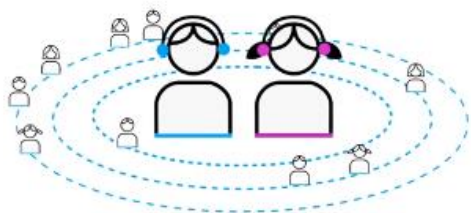
Communicate with  
image

Curator and  
sharers

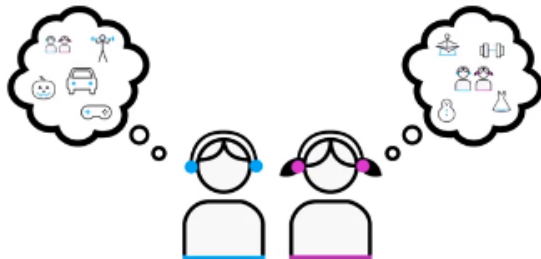
Creators and  
collaborator

# GEN Z

They are influenced by **THE CROWD**



but they value **PERSONAL THOUGHTS**



**SOCIAL MEDIA** is an essential part of their lives

but



so are traditional media like **TELEVISION**



are **WIRED**

but

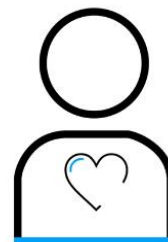


**REAL LIFE** is also important

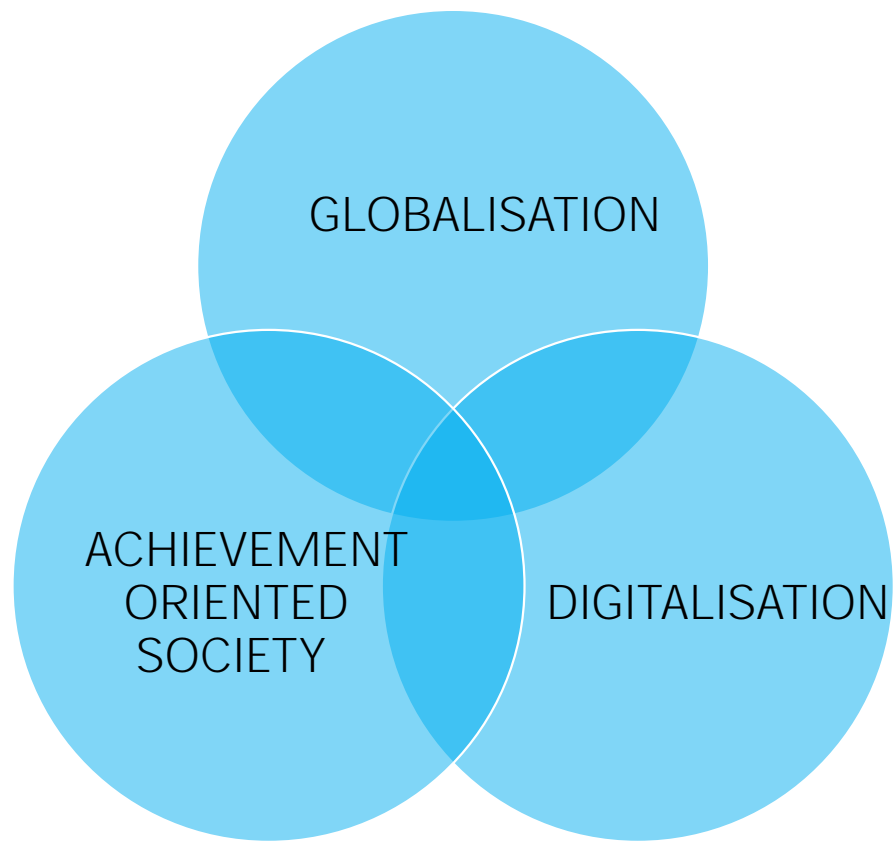
These traits are



**OPPORTUNITIES** and **CHALLENGES**



Brand loyalty **IS LOW**  
They want **NEW EXPERIENCES**







# Q & A

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THE SCIENCE BEHIND WHAT'S NEXT™

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