



ORIGINAL RESEARCH PAPER

Management

CONCEPTUAL STUDY ABOUT THE PASSION BEHAVIOUR OF GEN Z

KEY WORDS:

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INTRODUCTION

Generation Z, also called them as iGen; are the group of people born after the Millennial. The generation is generally defined with birth year's array from the late 1990s through the 2010s or from the early 2000s to around 2025. Members of Generation Z are normally thought of as being comfy with technology, and networking on social media websites accounts for a noteworthy fraction of their socializing.

William Strauss and Neil Howe wrote several books on the subject of generations and are widely accredited with coining the term Millennial. Howe has said "No one knows who will name the next generation after the Millennial". (Horowitz, 2012)

According to research from Ameritrade, 46 percent of Generation Z worries about obtaining student debt while 36 percent troubling about being able to meet the expense of college at all. Yet, 54 percent also believe post-secondary education is critical for career success; although unreliable data shows they may not be earning as for endeavour. By disparity, a third of Millennial actually wish they hadn't divided out the cash for college.

A 2013 survey by Ameritrade found that 46% of Generation Z in the United States (considered here to be those between the ages of 14 and 23) were concerned about student debt, while 36% were worried about being able to afford a college education at all. (Henderson, 2013). This generation is faced with a growing income gap and a shrinking middle-class, which all have led to increasing stress levels in families. (Turner, 2015)

DIGITAL FRIENDLY

There is an area, where GEN Z meets the millennial its tech. More than one third of GEN Z says that they use technology as much as possible, compared to 27 percent of millennial. They are keen adopters of wearable technology and networked technology. This generation's parents didn't put them in front of a TV for distraction; they instead gave them a tablet, and GEN Z learned to swipe before learning to speak.

Generation Z is the first to have technology so readily available at a very young age. (Prensky, 2001) With the web revolution that occurred in throughout the 1990s, they have been exposed to an unprecedented amount of technology in their upbringing. As technology became more compact and affordable, the popularity of smart phones in the United States grew exponentially. 77 percent of 12 to 17 year olds owning a cell phone in 2015. (lookout, 2015)

In 2015, an estimated 150,000 apps, 10 percent of the apps in Apple's App Store (iOS), were educational and aimed at children up to college level. (education portland, 2015)

While researchers and parents agree the change in educational concept is noteworthy, the results of the changes are mixed. On one hand, smart phones offer the probable for deeper involvement in learning. On the other hand, lack of security and safety.

According to research from the Pew, excitement for Facebook is fading among teens with over sharing and "drama" being two of their key tingle points. They're cautious, however, to leave the platform because of its purpose as a hub for their social lives. As destiny sums it up, the site isn't less populated by Gen Z.

SOCIAL JUSTICE

This online-savvy generation has developed mores that are more liberal than those of previous generations. Social media outlets facilitate young people's ability to share these opinions with a wide swath of the population. In years past, the only outlet for self-expression and sharing political beliefs was writing to a newspaper's opinion section, Frederick says. Now, young people can publicly take a stance on an issue on their own social media platforms. "It becomes a greater part of your identity," Frederick said.

MULTI-TASKING

By almost every measurement so far, these Gen Z kids will take multi-taking to a new level. They prefer to be on 5 screens at once, not 2 screens like Millennial. Get ready to communicate to them while they look around, not into your eyes.

ENTREPRENEURIAL PASSION

Like Millennial, these guys plan to be initiate, not merely early settler in a career. 72 percent of current high school students want to start a business. They feel like hackers, not loafer. Since they're more exhausted, they know life is hard and entails work.

THEY PREFER COOL PRODUCTS OVER COOL EXPERIENCES

Many studies have suggested that millennial are gazing for great experiences, not great products. But the same is not essentially true for Gen Z. This info graphic from Deep Focus shows that Gen Z's potential from the brands they buy from differ from what millennial are looking for.

EARLY CAREER STARTERS

Generation Z has commenced to enter the place of work. Lots had multiple internships, some as early as high school. In fact, 80 percent of current high school students have interest in pursuing an internship while they're still in high school. No wonder LinkedIn determined to lower their minimum age to 13.

Gen Z is eager to launch their full-time career but anticipate a short possession. 83 percent of today's students believe that 3 years or less is the appropriate amount of time to spend at their first job.

As they enter the workplace, they expect assortment. As the first truly global generation, a lack of diversity (gender, race, culture, and age) will be a red flag to them. Generation Z understands the value of varying perception that diversity brings. Not only do they expect it, they want it.

GLOBAL CONTRIBUTORS

Gen Z becomes a "screenager" relating across 3-4 different screens (mobile, TV, laptop, and a game device) on a daily basis. They are now old enough to join Twitter and eagerly create an account. They also discover the social network and blogging platform, which provides them a global platform to share their ideas, passions, and opinions. This is also the year that Apple launched the App Store.

Generation Z are contributors, activists, and hackers. Technology has empowered them to have a voice, to streamline and systemize, and to simplify complex problems because after all, "There's an app for that."

CONCLUSION

These info graphics restate the need to engage with and understand Gen Z, an increasingly significant cluster of customers

who will help to figure out the future. As Gen Z enters the workforce and their purchasing power increases, companies can't afford to act within conformist postulation or generational frameworks.

Because of Gen Z leaning to champion civil rights issues and their entrepreneurial spirit, people have strained parallels between them and the so-called silent generation, those born between the mid-1920s and mid-1940s, and who lived through or in the immediate aftermath of the Great Depression. Like the silent generation, these young people will have experienced economic crisis for Gen Z the Great Recession of 2007 and its aftermath during decisive years of childhood

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