

Lifestyle of Generation Z during the lockdown

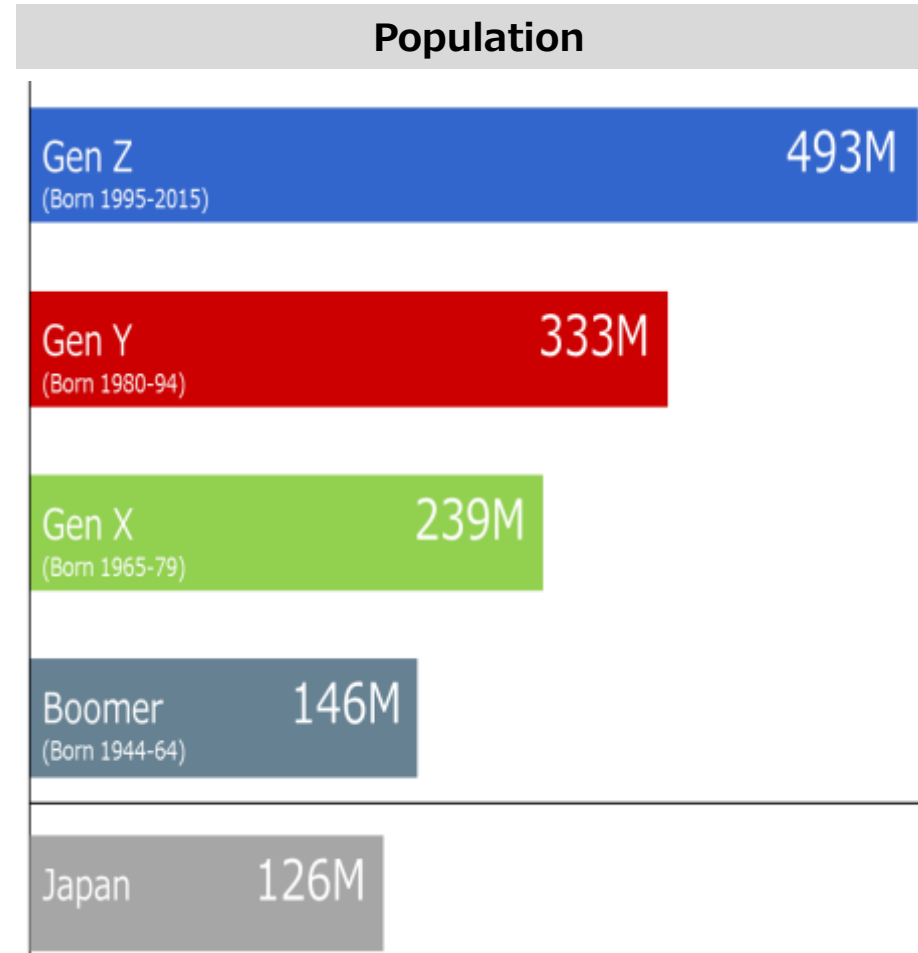
June, 2020

India is young country and Generation Z(Gen Z) will become next key consumer segment in India.

Aiming to understand their lifestyle during lockdown, Intage India conducted quantitative online survey and qualitative forum.

This report include:

- Characteristics of Generation Z
- Media usage of Generation Z
- How Generation Z spend time during lockdown



<https://www.populationpyramid.net/india/2020/>

*We conducted survey with Gen Z those aged 18 to 24 years-old in this report

Characteristics of Generation Z





Lifestyle of Generation Z is modernized and westernized



Generation Z's high-tech, connected, and social upbringing make them open and independent.



Open and independent mind

*"There are lot of differences .. in terms of the way they live, the way they think... **we are more open compared to parents. We support many things that they don't**, like LGBT community. Not like they don't but most of them have a problem accepting it from the core"*

*"We are confident...we are independent. **We know how to handle things independently"***

Technology advanced

*"...**we are smart enough to handle technology things.** We women are nowadays making positive changes in the society by developing our skills"*

*"**We are technologically advanced and we are well informed** about the situations. We believe in taking informed decisions"*

Always connect the world via SNS

*"**We prefer newer platforms like Snapchat, Instagram** etc. but our parents don't like them sometime"*

*"We are always **active of social media platforms.** We always like to be mobile. We don't want to stop"*

*"With the help of **social media we get to know what is happening around the world.** It broadens our horizon for learning new culture, habits, trends etc."*

Gen Z's communication is digital, though still most of their hobbies are offline.

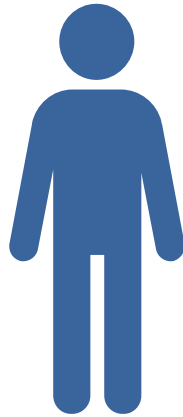
What Gen Z do in their free time?



Playing games



Work out



Chatting SNS & video calling friends



Streaming video platforms



Reading



Playing instruments



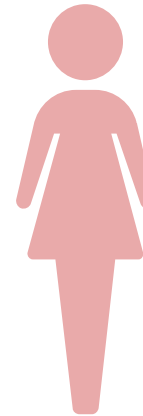
Cooking new recipes



Dancing



Listening Music



Singing / Karaoke



Cooking / baking

While photography and adventuring fascinates Gen Z males, good food, shopping, cooking fancy dishes excites females.

What excite Gen Z?



Photography

"I love photography, it gives me immense pleasure"

"Wherever I go I click pictures. I like to capture moments"

"Photography excites me a lot. Wherever I go I click pictures and capture those precious moments"



Adventure

"I love trekking... I love mountains"

"Mountain climbing excites me a lot...I love to go for trekking, mountain climbing"

"I like to do adventurous things... trekking, paragliding etc."



Travelling

"I love travelling. Exploring new things fascinates me"

"I like to travel to new places. Travelling excites me"

"I travel very often. Travelling with friends is always fun. I love exploring new places"



Cooking

"I love cooking new recipes. It works like stress buster"

"I love to bake cake. I check recipes over internet and try cooking them at home"

"In this lockdown I have cooked various items at home. I love snack items"



Shopping

"Shopping, shopping and more shopping...I never gets bored"

"I shop a lot. I have a huge collection of shoes and bags...It excites me the most"

"I love shopping. I have a good collection of accessories"

Gen Z demonstrates strong interest in going abroad for ‘future proof’ jobs – that increases value and meaning to their career.

Many of them prefer to work in Europe or US, because they aspire the place and understand that job opportunity is there

*“I would like to go to **UK or France**, as both shows a lot of opportunity for growth in artistic or creative field”*

*“**Edinburgh** because I love that place.. it's so beautiful. Recently my friend went there and she told me about the place and the atmosphere”*

*“**New York**. Just love that place would like to go and explore...my uncle stays there...it would be fun”*

*“ I want to go to **New Zealand**... it's a beautiful country and has good opportunities for CA's”*

*“**Japan**, because that's where my dream job is. It's my dream to work for Ghibli animation studio”*



Most of Gen Z males feel vehicle add freedom rather than status symbol.

What does cars mean to you?

Freedom



Status

"Owning a vehicle is very convenient mode of transportation as it gives you freedom to go anywhere at your own will."

"For me car is just a mode of transport because it helps to migrate from one place to another. It doesn't show the status of life"

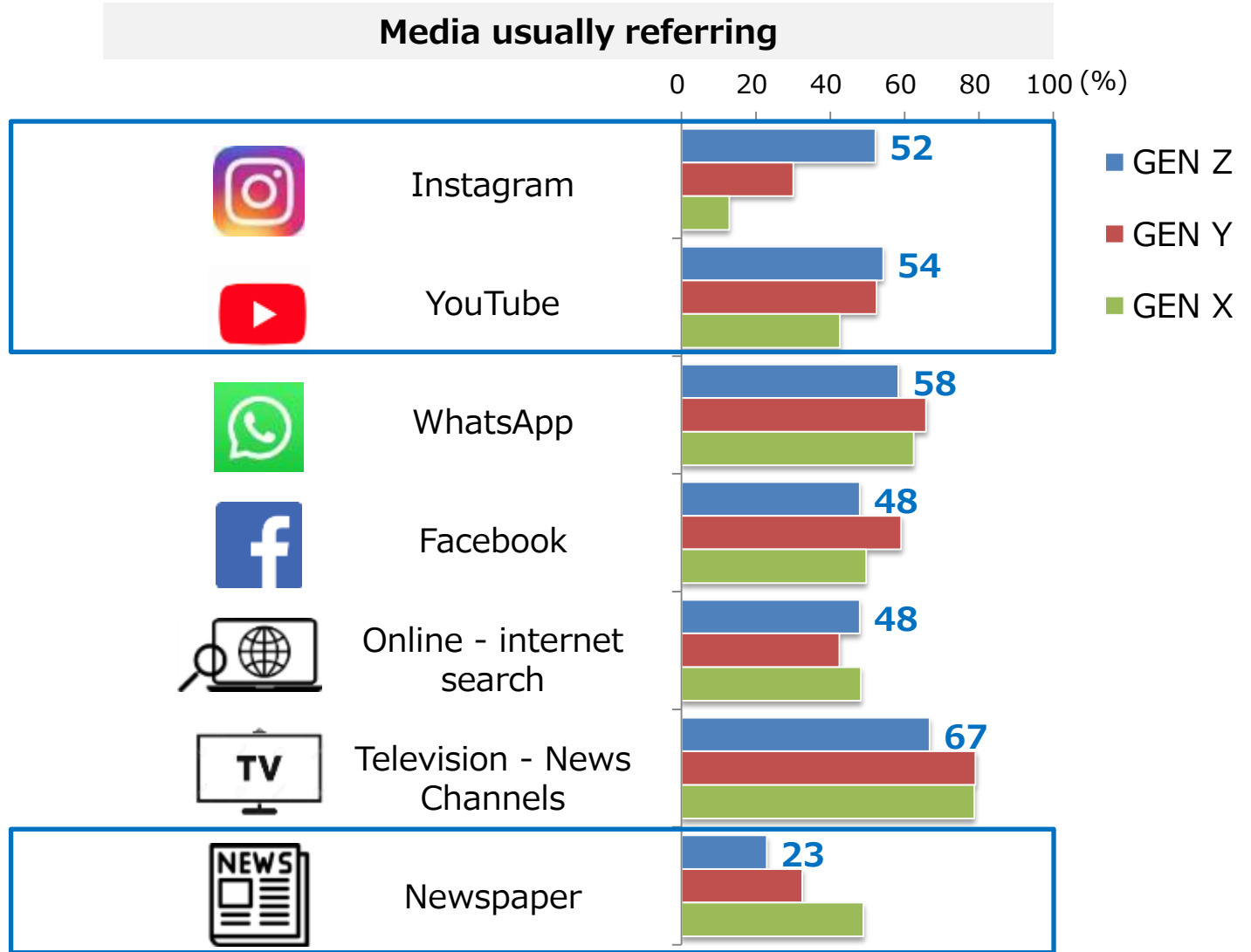


Media usage of Generation Z



Gen Z prefer visual content such as Instagram and YouTube, though TV is a common information source among generations.

Gen Z use more



Gen Z use less

Gen Z are active on social media and use each platform for different purposes.

Catch-up “news”: friends, family, and celebrity



*“Instagram gives us short & quick updates. People post stories, videos and pictures so we get to know their lifestyle & what they're doing. There are many pages for entertainment. We also get to see a peek of **celebrity lifestyle which Facebook don't offer**”*

Tutorial for everything



“Youtube helps us to learn something new... it makes us more knowledgeable... it helps us to gain or improve skills”

How to use SNS?



Daily communication

*“I use WhatsApp 24*7. It's basically something I'm addicted to. I can **chat with my friends and family, video call** them and now WhatsApp has a new update where we can video call upto 8 people, so that's really cool”*



Connected with friends and family

**But less entertained than
Instagram**

*“To get more updates around me and **stay connected with friends & family**”
“Generally for more elaborated news. I don't do Facebook these days because things I'm getting from Instagram are enough to keep myself entertained”*

Gen Z spends more time on their mobile devices to stream more content from TV shows, online videos to music.

Gen Z watches traditional TV rare for entertainment. Instead, they are attracted more towards online platforms and subscription-based services which are no restriction on time and place. Also, they consider that they can get latest information on online before telecast.

PC



Mobile

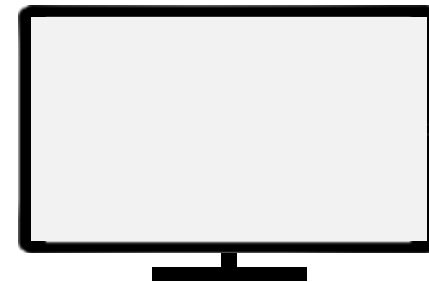


No restriction of time/ place to watch
Access to latest information/ contents

"I mostly watch movies on laptop for bigger screen & better resolution. I like to watch movies or series. I like watching Sitcoms, series like Brooklyn 99, The office, La casa De papel, The Witcher and many more."

"I do watch a lot of movies and web series on phone. Action and adventurous movies I prefer the most. I have amazon prime and hotstar vip for video streaming".

TV



Larger screen

*"Rarely I watch TV and in case if I'm watching TV, I go for **Bollywood new movies with family**, Or even on Hotstar I watch movies sometimes"*

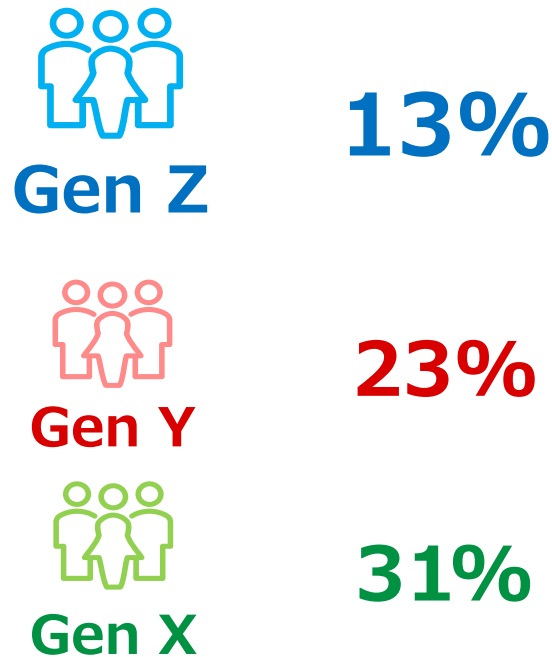
*"We get lot of information from social media and **we get to know everything within few minutes before it telecasted in TV**"*

How Generation Z spend time during lockdown



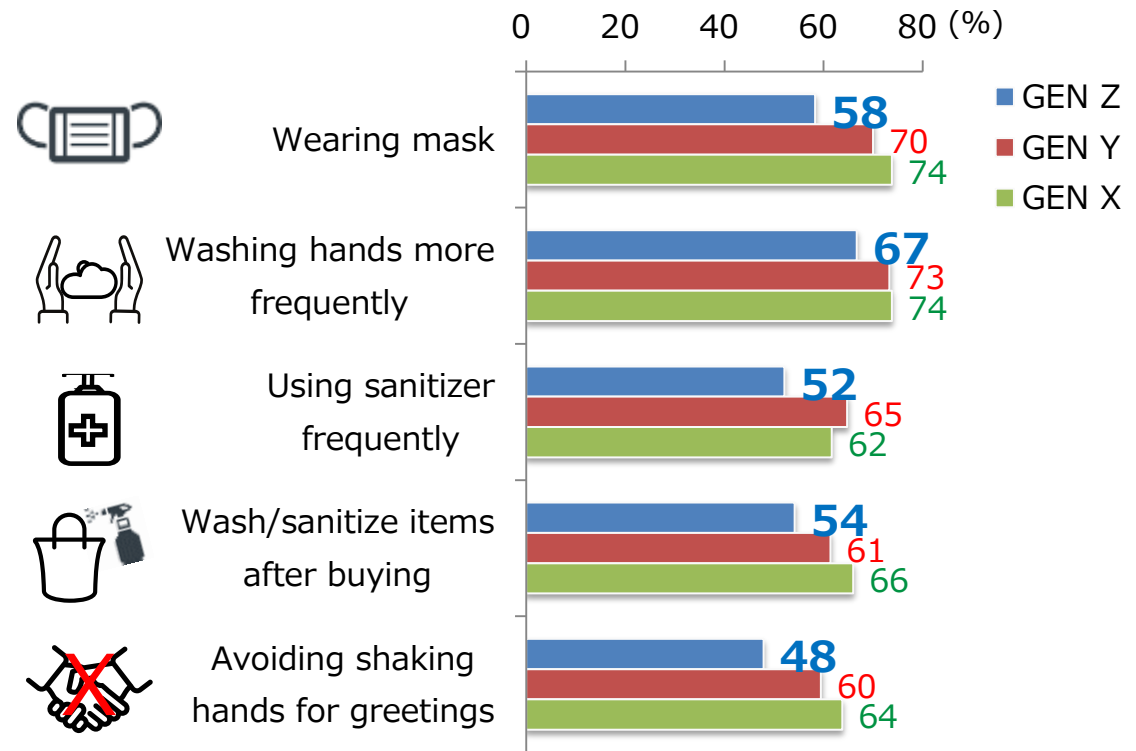
Generation Z is more optimistic and stay positive during this pandemic situation.

COVID-19's impact on their life:
% of Very impacted



Gen Z tend not to think covid-19 impacting on their life




New Habits after COVID-19



While Gen Z take care of preventing infection, the percentage is lesser than other generations

Gen Z have adjusted their lifestyle to “stay at home” mode; communication from home, enjoy time with family, and spending time for online entertainment.

How Gen Z spend their time during the lockdown (Top10)

| | | |
|--|--|------------|
|  | Chatting and reading social media | 77% |
|  | Spending time with family | 69% |
|  | Watching movies Online (Amazon, YouTube, Netflix etc.) | 63% |
| | Watching TV | 56% |
| | Cooking new cuisines | 54% |
| | Keeping track of government notifications on lockdown and fresh advisory | 50% |
| | Catching up with friends/ family members by voice call | 46% |
| | Catching up with friends/ family members by online tool (Zoom/ Google Duo) | 46% |
| | Online games | 44% |
| | Helping family in household works | 44% |

Remote communication

With family

Online entertainment

*“On weekdays work from home and after work ...songs , workout and play pubg. On weekends, **spending time with family** and **video calls with friends** and lockdown taught us important of human interaction.”*

*“Doing work from home and in the **evening spending time with family**, **getting connected to friends in online** and on weekdays meeting my relatives who staying nearby.”*

*“**Helping out mom**, **Using mobile to play games like Ludo**, sleeping and eating. Now, There’s not difference between weekdays or weekends as all the days looks same, many times we have to check to know what day it is.”*

*“**Playing mobile games**, **watching sitcoms**, sometimes cooking and working out at home.”*

Gen Z started something new and found it interesting.



Cooking

- "I was lacking in cooking and my guts says to do it and **I got time so started cooking favourite dishes** just as chicken dry, Kebab etc."
- "**I learn cooking** and start preparing 2-3 different dishes in lockdown."

Work-out at home



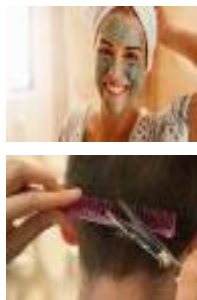
- "I have got dumbbells at home. I do basic **stretching and weight exercises.**"
- "During lockdown, I start **play badminton** inside home."



Online skill development












- "**Started Learning computer language.** Actually I want to be a developer and this is my passion also so these two leads to me learn this."

Managing skin & hair at home



- "I haven't given a thought to haircut. I've **grown quite a long hair by now and I like it that way.**"
- "I had stocked up some of the sheet masks , and I usually follow the basic CTM routine for day and night. **For hair I tried egg and yoghurt**"
- "I go to parlour only for eyebrows rest **I do it myself at home checking YouTube home remedies**"

Gen Z invests their time on gaming such as PUBG, Ludo during this lockdown too.

| | Male | Female |
|-----------------|--|--|
| What they play? |        |     |

Gen Z female also prefers Pubg but its more popular among male, whereas Ludo is popular among female, however male also prefers to play

With whom ?

Their friends and other online partners

Which device?

Using mobile

- Easy and convenient and don't have to spend additional expenses for purchasing extra part/consoles

Other than online/offline games, they also play indoor games like carom, Badminton, Ludo, Cards, Chess etc. However these games require more than one person and getting free at same time would be hard, therefore smartphone games are more played in this situation.

Though Gen Z are optimistic than other generations, they are getting nervous as lockdown extending again and again, and continue to stay home.

LOCKDOWN
Start



Happy



3 times
lockdown
extension



Bored
Confused



Mid May








Frustrated,
Angry, Afraid

"First it was relaxing, now it is boring, more tiring, frustrating. What to do. The same thing. How many movies or shows also can be watched. It gets tiring due to more pressure for work from home. It feels at times as if we do nothing other than the office work. And also not used to sitting this free and idle n being at home and not being able to breathe and roam in open. I need a mixture of outdoor and indoor time."

"At first, I was happy, but now I feel frustrated, suffocated, Worried. Worried for the future, We don't even have a cure for this. I was worried about what the financial condition might be in future but now I'm more worried about the people who might get it unconsciously and angry about the people not taking this seriously."

Gen Z are suppressing their desire during lockdown, such as social activities, traveling and shopping.

Activities missing under lockdown (Top 5 of Gen Z)

| | (%) | Gen Z | Gen Y | Gen X |
|--|-----|-------|-------|-------|
|  Social gathering with friends & family | | 77 | 53 | 50 |
|  Going to school/ college/ office | | 77 | 56 | 63 |
|  Traveling | | 65 | 60 | 43 |
|  Going out for Shopping - Malls, Market | | 63 | 44 | 38 |
|  Dining out | | 56 | 38 | 38 |

"I miss the friends party, cinema, get together with friends. Chatting with friends in the university campus. Cycling in the road."

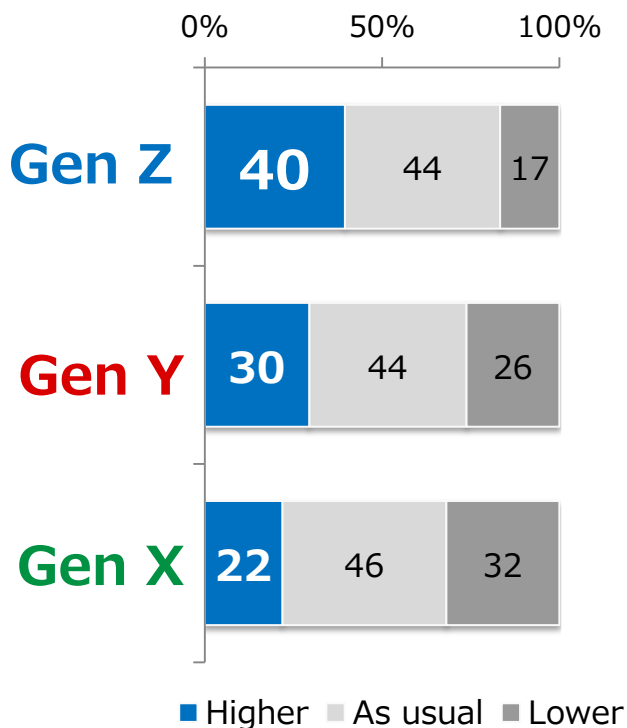
"Even though I am relaxing, I still miss my college days. Hanging out with my friends at our good old places, making weird plans etc. When I think of this, more I want this lockdown to end soon."

"Missing my work, Eating at restaurants and checking out new cafes, Meeting Friends."

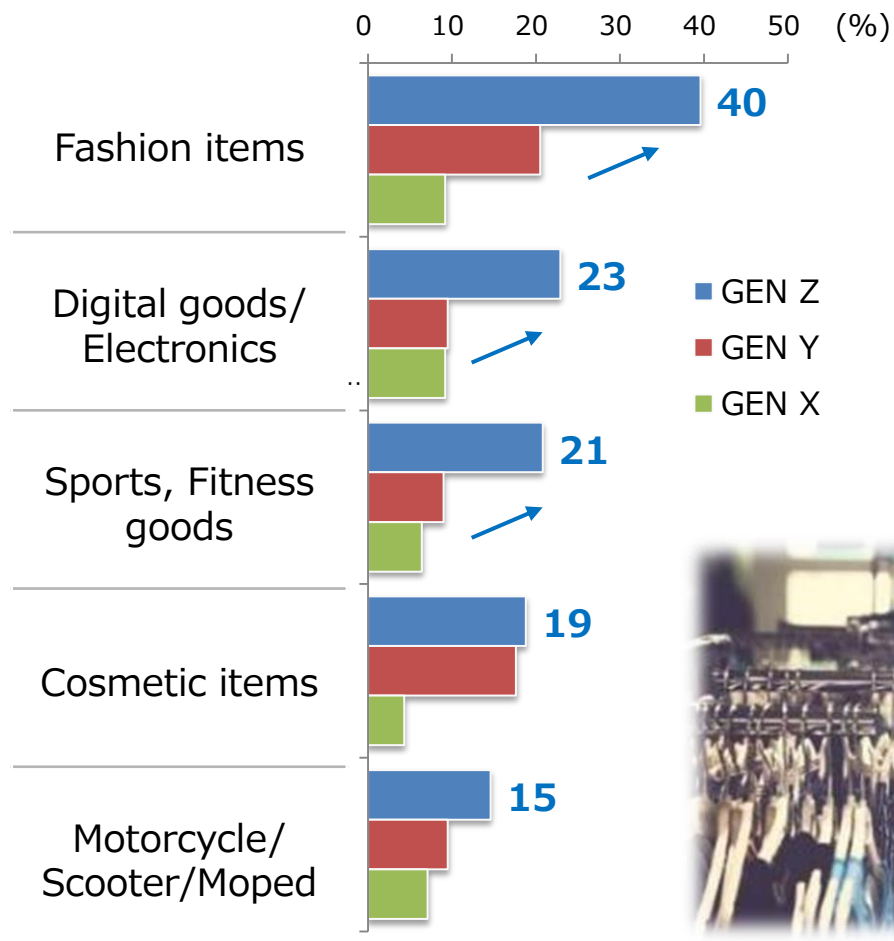
"Shopping, Going to restaurants and having good food, Miss hanging out with friends, cousins and my boyfriend."

Gen Z have stronger motivation to purchase many products after lockdown, such as fashion items and digital gadgets.

Intention to spend after lockdown

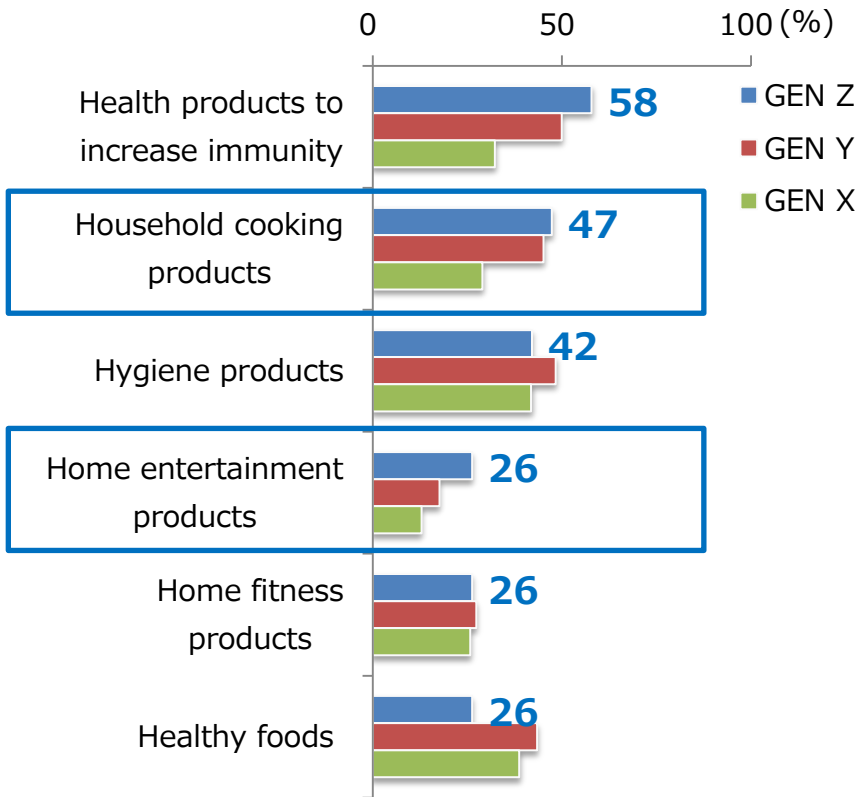


Products intend to purchase after lockdown (Top 5 of Gen Z)

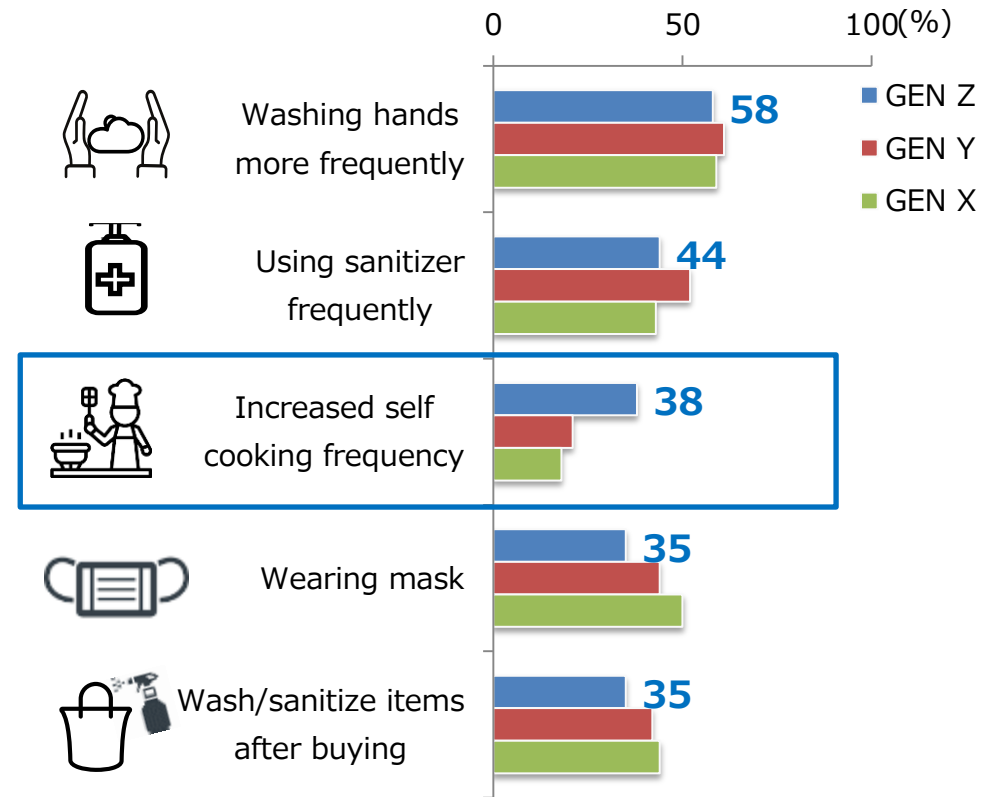


Gen Z will continue to cook by themselves and enjoy entertainment at home, in addition to maintain hygiene or immunity.

Products spending more after lockdown (Top 5 of Gen Z)



Habits continued after lockdown (Top 5 of Gen Z)

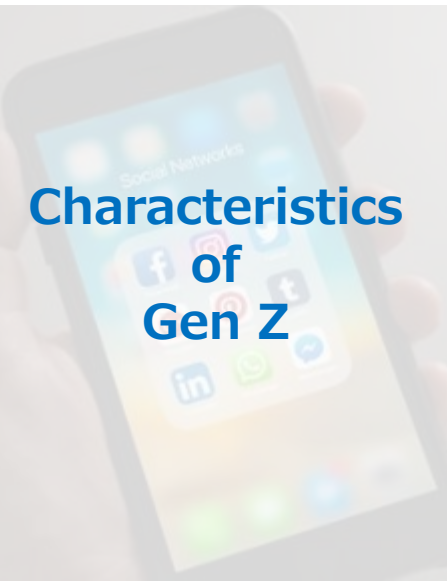


(Reference) Gen Z cooked wide variety of dishes/ snacks, from typical Indian to Western foods.



Summary





Characteristics of Gen Z

■ **Modern and open-minded**

Gen Z are easy to access the information through their mobile and understand what happen outside of their society. Their value is more open and have wider point of view than their parents.

■ **Media consumption: Instant access, selective, and intuitive**

Gen Z prefer to use SNS and online media because they can click any information before TV or news paper broadcast. Gen Z use Instagram and YouTube when they search information because it is easy to find necessary information in intuitive manner.



Lifestyle during lockdown period

■ **Gen Z adjusted their lifestyle to stay at home mode**

Gen Z tend to be more optimistic than other generations. They are open to new environment and adjust their life to “#stay@home” mode, adopting digital tools such as SNS, video call, or online games. They also explore home activities such as new cooking recipe, home gym, and home skin care, then fulfilling their life.

■ **Gen Z have active consumption mind**

Their investment for consumption will recover soon once lockdown will be lifted-up. They are suppressing their desire and are missing the activities outside home such as social gathering and shopping. In addition to hygiene products, Gen Z intend to purchase products which enrich their stay at home lifestyle.



Appendix

Outline: Quantitative research

| | |
|-----------------------------|---|
| Methodology | <ul style="list-style-type: none">• Online survey through a structured questionnaire• Online questionnaire link was developed by INTAGE India and shared with consumers across India using internal database/connections |
| Target | <ul style="list-style-type: none">• No respondent criteria |
| Area | <ul style="list-style-type: none">• India (Nationwide) |
| Key Information Area | <ul style="list-style-type: none">• Overall reaction on the current situation• How to spend time during the lockdown• Changes in shopping behavior during the lockdown• Changes in life in the future after the lockdown is lifted |
| Interview Length | <ul style="list-style-type: none">• Approx. 20 minutes (Approx. 40 questions) |
| Timing | <ul style="list-style-type: none">• 16th April - 24th April, 2020 |
| Number of sample | <ul style="list-style-type: none">• Gen Z=48, Gen Y=210, Gen X =141 [*No specific quota assigned] |



Outline: Qualitative forum

| | |
|-----------------------------|--|
| Methodology | <ul style="list-style-type: none">• Qualitative WhatsApp forum• Respondents are recruited across metros (Delhi, Mumbai, Bangalore, Chennai, and Kolkata) using internal database/connections |
| Target | <ul style="list-style-type: none">• Male and female aged 18 to 24 years-old• Mix of students and early jobber |
| Area | <ul style="list-style-type: none">• Delhi, Mumbai, Bangalore, Chennai, and Kolkata |
| Key Information Area | <ul style="list-style-type: none">• Lifestyle (value, hobby, fashion, etc.)• How to spend time during the lockdown• Changes in life in the future after the lockdown is lifted• Media usage |
| Interview Length | <ul style="list-style-type: none">• 8 days (3-4 questions per a day) |
| Timing | <ul style="list-style-type: none">• 11th May - 20th May, 2020 |
| Number of sample | <ul style="list-style-type: none">• 10 respondents (5 male & 5 female) |





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