

Behaviour of Generation Z consumers in the context of dual quality of everyday consumer products on the EU market

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Theoretical background

- ▶ The issue of dual quality of food and non-food products
- ▶ Generation Z

Characteristics of generation Z

- ▶ people born between 1997-2012
- ▶ the most technologically advanced generation
- ▶ phone has "grown to the ear"
- ▶ audiences on social networks
- ▶ they have a strong social network that is not limited by geography
- ▶ they do a lot of things at once, looking for opportunities
- ▶ the need for urgent satisfaction
- ▶ they are also presented through clothing, brands

Generation Z as consumers

- ▶ the challenge for sellers - Generation Z - is also expressed through purchasing behaviour
- ▶ they are saturated with brands, they are focused worldwide
- ▶ they can very quickly compare the quality and price of individual products
- ▶ they travel a lot
- ▶ a confident generation that can be compared to its peers from Western Europe
- ▶ demanding consumer

Research methodology

- ▶ research sample: 227 respondents from generation Z
- ▶ methods: questionnaire, focus groups
- ▶ main objective: to find out whether information and experience with the dual quality of daily consumer goods in the EU influence the consumption behavior of Generation Z customers

Partial goals

1. find out if Generation Z customers have information on dual quality issues
2. to find out how they perceive this issue, their attitude to it
3. to find out whether the behaviour of Z-generation customers has changed under the influence of information, resp. from experience with dual quality goods
4. find out when buying - in what type of assortment Generation Z changed its consumer behaviour

1. find out if Generation Z customers have information on dual quality issues

- ▶ 195 respondents, representing 86% of respondents, have ever heard of the problem of dual quality goods of the same brand in individual EU countries
- ▶ 96% have heard of this problem from the media, 59% have personal experience and 49% know a person with personal experience with products of different quality
- ▶ less than a third of the Z generation has personal experience or acquaintance with personal experience with dual quality non-food goods.

2. find out how they perceive this issue, their attitude to it

- ▶ As many as 76% of respondents aged 19 to 25 said that the problem of dual quality hindered them. Most consider dual quality to be an ethical as well as a legislative issue.
- ▶ Almost 88% of generation Z is interested in being informed about cases of dual quality goods. In the first place, related to the ways of getting information they prefer the media, and in the second place is a transnational website informing about the identified problems.
- ▶ As options where to share their experience, they chose a specialized website, social networks (a specialized profile where it would be possible to upload photos and information directly) and a mobile application designed for this purpose.

3. find out whether the behavior of Z-generation customers has changed under the influence of information, resp. from experience with dual quality goods

- ▶ up to 71% of respondents changed their shopping behavior
- ▶ Here are some of their statements, which we obtained through individual inquiries within focus groups: "Ever since I heard about dual quality, I have been studying the share of meat in products more." "Since I travel abroad, I notice the quality of the products, I take care of it.", "I don't buy cheap goods/shit anymore.", "If I have a choice, of course I prefer a better quality product and I'm even more interested." "I'm already studying labels more and looking for information about the products."

4. find out when buying - in what type of assortment Generation Z changed its consumer behavior

- ▶ they change their consumer behavior, mainly with regard to non-food products
- ▶ we offer statements regarding non-food products:
- ▶ "I want to be trendy and it is important for me to have quality and branded shoes, the ones bought from us are low quality, the same, better and even cheaper I buy online from abroad.", "I go with my friend to Vienna and there I buy the same cream, shampoo, conditioner for a better price and much higher quality. ", " I would be ashamed to leave the house if I did not have quality branded clothing, my father from Switzerland brings it, ours cannot be worn. ", " Quality cannot be compared and the price of washing powder and fabric softener of the same brand purchased in Slovakia and in Austria or Germany. I don't even buy washing powders here in Slovakia. ", " If my classmate has quality and branded clothes, I won't be worse. ", " I can't stand out from the crowd, I have to be random, so I watch on the internet where there is better clothes. "

- ▶ On the other hand, the respondents commented on the issue of dual quality of food products as follows:
- ▶ "I don't have time to follow the labels on the composition of food, because I'm in a hurry in the store, there are a lot of goods and not displayed properly, so I don't waste time and take the first thing I see." "I don't eat healthy, so the information about dual quality didn't affect me at all."

Summary

- ▶ Respondents from the Z generation have information on the issue of dual product quality.
- ▶ They obtained them mainly from the media and through their own experience.
- ▶ They are not indifferent to the topic, they perceive it as an ethical and at the same time legislative problem.
- ▶ They want to keep them informed.
- ▶ Based on the information obtained on dual quality, they change their consumer behaviour, mainly with regard to non-food products.

Thank you for your attention