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Institiúid
Teicneolaíochta
Leitir Ceanainn

Letterkenny
Institute
of Technology

MASTERS BY RESEARCH

DURATION: (2 YEARS)

GENERATION Z : EXPLORING THEIR INTERACTION PREFERENCES AND THE IMPACT ON MARKETING COMMUNICATIONS STRATEGIES'

SUPERVISED BY: DR. SARAH DIFFLEY



DEPARTMENT OF BUSINESS STUDIES

OVERVIEW

An increasing body of literature has drawn attention to need for marketers to gain a fundamental and detailed understanding of Generation Z (see for example Fromm and Read, 2018; Kitchen and Proctor, 2015; Southgate, 2017; Williams and Page, 2011). This new generation of customer presents even greater challenges to marketers than their Millennial predecessors. (Fromm and Read, 2018). Mobile-first, socially conscious, information rich and technologically savvy (Fromm and Read, 2018; Kitchen and Proctor, 2015), Generation Z gather information utilising both digital technologies and face-to-face interactions. As such, marketers must develop strategies that target these customers using both these approaches (Spears et al., 2015).

The size of this market is growing significantly, Generation Z account for 32% of the total population of 7.7bn and by 2025 it is projected that they will make up 50% of the total spend in the personal luxury market (Forbes, 2020). Yet despite the size and power of this generation, they are often overlooked (Fromm and Read, 2018). This research aims to fill this gap, exploring the unique characteristics of Generation Z and key differences that exist between them and their predecessors in relation to buying behaviour. Given that Generation Z represent a powerful consumer group both now and in the future, this research is essential.

POSTGRADUATE EDUCATION AT THE SCHOOL OF BUSINESS

The School of Business incorporates three vibrant departments in Business Studies, Design & Creative media and Law & Humanities which offer a mix of taught, research and executive education masters/postgraduate programmes. The School has over ten years' experience in industry focused postgraduate programmes which are developed in partnership, and, a dynamic community of over 100 student and staff researchers working on a range of areas reflecting the complexities and challenges which the 21st century brings. For further queries please contact the School of Business on 074 9186210.

RESEARCH MASTERS SUPPORTS

By undertaking a Masters by Research in the School of Business at LYIT, not only will you receive a Level 9 qualification, but you will also receive:

- A stipend of €10,000 per annum for 2 years. Programmes fees will also be waived
- Structured and Accredited Research training/support
- Dedicated Research workspace and Laptop

APPLICATION PROCESS

- This is a funded Research Masters, therefore normal programme fees of €5,000 per annum do **not** apply.
- The minimum requirement for recruitment is a Level 8, Degree in Business (minimum 2.1) or equivalent. Applicants will be called for interview, please note that shortlisting may apply.
- Further information available at:
<https://www.lyit.ie/Research-Innovation/Postgraduate-Research-Opportunities> or alternatively contact: schoolofbusiness.admin@lyit.ie