

IS GEN Z REALLY THAT DIFFERENT?

Decoding Gen Z's Super app adoption: Evaluation dimensions and implications for mobile service providers

Research Objectives

This research discover the criteria Gen Z uses to adopt super apps and explores how these criteria differ across generational groups

Research Questions

- What are evaluation dimensions of Gen Z for super app adoption?
- How do they perceive the dimensions?
- Are the dimensions unique to Gen Z?



Why Super App?

Disruptive trend in Asia

Market Size **\$722.4 B**
by 2032 **+28.9% CAGR**

Why Gen Z?

World population **23%**

Significant consumers cohort

↗ purchasing power

Literature review

- Existing technology acceptance models
- Not reflecting user traits
 - Insufficient for studying complex technology

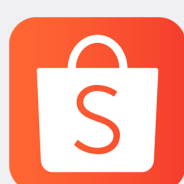
Trait-based App Dimensions
Combined Characteristics

Super App **+** **Gen Z**

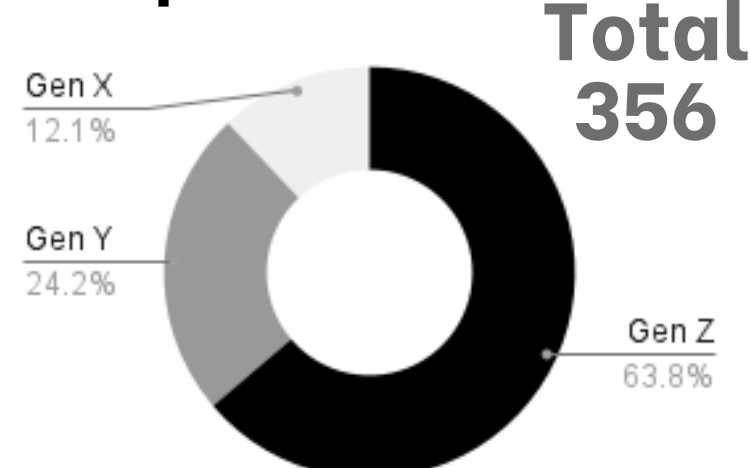
Methods: Survey, Quantitative, SEM-PLS, Multi-group Analysis

Setting

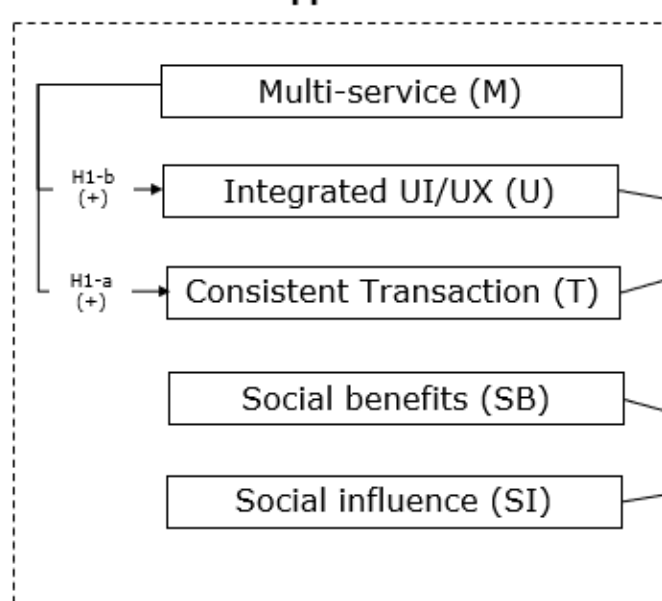
Super Apps



Sample size



Trait-based App Dimensions



Test Results

Supported hypothesis

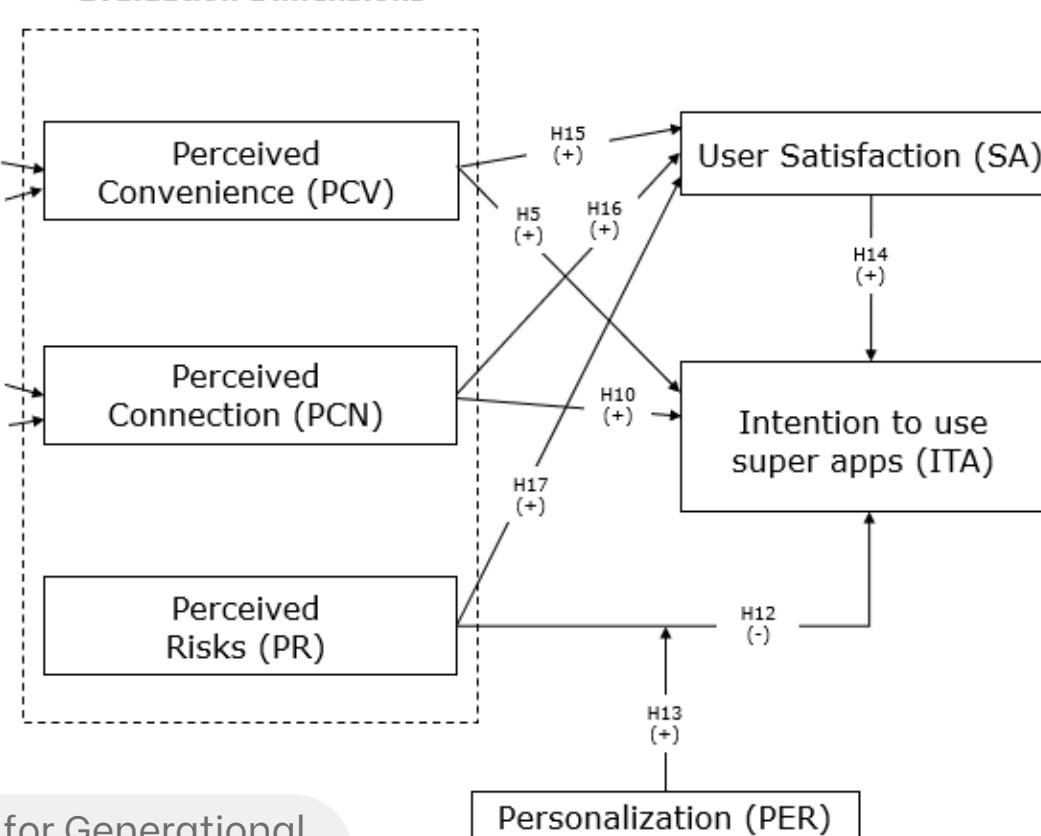
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for Gen Z

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for Generational differences

User Perception - Evaluation Dimensions



Findings and Implications

Evaluation Criteria of Gen Z

- Dimensions: M, U, T, SB, SI (indirect)
- Perceptions: PCV, PCN, SA (direct)
- No impacts: PR, PER

App design

Standardize

- M: more services
- PR: safe environment

Customize

- Gen X: PCV > + SA, functional and convenient
- Gen Y: PCN, social factors

Generational Differences

- Gen X: identified criteria are not relevant in their adoption intention
- Gen Y: SI (indirect), PCN (direct)

Marketing Strategies

Standardize

- Highlight multiple services
- Communicate security acts

Customize

- Gen Z, Y: community building, referral program