Target Audience (Gen-Z):

Target Audience Profile:

- Age Range: Gen-Z (1997 – 2012)

Key Areas of Exploration:

- Technology & Social Media Usage:
- o Most used platforms
- o Social media habits
- Brand loyalty and social responsibility of brands

Research Questions:

1. How does gaming culture influence Gen Z's social interactions and identity?
2. What role do internet trends and memes play in Gen Z's daily life?
3. How has Gen Z's communication style evolved with digital technology?
4. What does Gen Z's priorities when choosing brands and products?
5. How Might We design a game that captures Gen Z's sense of humor?
6. How Might We ensure the game is appealing enough for Gen Z to share on social media and go viral?

Analysis & Reporting:

- Most used platforms (Instagram = 89%, TikTok = 82%, YouTube = 84%), *(Sprout Social, 2025)*.
- Gaming culture greatly influences Gen Z's social interactions and identity. Through online communities and multiplayer games, Gen Z forms strong social connections that transcend geographic boundaries. These digital platforms allow for self-expression, where players create avatars and usernames that represent aspects of their identity. The rise of esports has also shaped career aspirations, with many Gen Z individuals aspiring to be professional gamers or streamers. Gaming fosters collaboration and communication skills, which carry over into real-life interactions. However, it can also impact mental health, with issues like gaming addiction or online toxicity *(Johnson, 2022)*.
- Gen Z's communication style has evolved significantly with digital technology, emphasizing brevity, visual expression, and real-time interactions. They prefer using abbreviations, emojis, GIFs, and memes to convey meaning efficiently. Social media platforms shape their communication, encouraging creativity and privacy-conscious interactions. This generation also favors direct, transparent communication, especially in professional settings, and embraces collaborative, feedback-driven environments *(Ward, 2024)*.

- Gen Z prioritizes brands and products based on factors like quality, uniqueness, and seamless online experiences. They value transparent product descriptions, customization options, and quick access to reviews. Gen Z is also heavily influenced by video content, mobile optimization, and exclusive offers *(Bussey, 2025)*.
- To design a game that resonates with Gen Z's sense of humor, focus on incorporating memes, witty references to pop culture and relatable content. Gen Z values authenticity, creativity, and humor that speaks to their experiences. The game should engage players interactively and allow them to express

themselves, ideally incorporating viral trends. Additionally, it should avoid being overly forced or "cringe," which could alienate the audience (Mishra, 2025).

- To ensure a game is appealing to Gen Z and has the potential to go viral, it must be engaging, authentic, and easily shareable on social media. Creating opportunities for user-generated content (UGC), incorporating short-form, interactive content, and tapping into viral challenges or trends will resonate with this demographic. Additionally, aligning the game with Gen Z's values, such as inclusivity and sustainability, and using influencers to generate buzz can increase its chances of virality (InfoStride, 2024).

Conclusion:

In conclusion, this research shows that Gen Z's social interactions, communication, and preferences are strongly shaped by digital technology and popular platforms like Instagram, TikTok, and YouTube. Gaming is an important part of their culture, helping them form strong social connections and express themselves. However, it can also cause problems like gaming addiction and online toxicity. Gen Z's way of communicating is quick and visual, using things like emojis, memes, and short messages. They like creativity and privacy in their interactions, especially in work settings.

When it comes to brands and products, Gen Z values quality, transparency, and personalization. They want clear product descriptions, customization options, and easy access to reviews. Video content and mobile-friendly experiences are also important to them.

For game developers who want to attract Gen Z, it's important to include humor, creativity, and interactivity in the game. The game should allow players to express themselves and be part of trends that Gen Z enjoys. Games that focus on inclusivity and sustainability, and that use influencers and social media to spread the word, are more likely to go viral and succeed with Gen Z. By understanding these needs and preferences, brands and game developers can connect with this generation more effectively.

Sources:

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