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Generation Z as a reason for optimization of higher education systems

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Abstract

The generation Z is the newest due to the dates it based on. It appeared on 2000's and people in this generation were raised with upcoming worldwide trends of electronic and online devices. The generation Z is massively involved into the usage of modern technologies and attain the advantage of simplifying everyday life with the help of different devices, online platforms and other solutions. As a result, youths are searching for the opportunities provided by modern innovations in traditional educational systems by involving new trends and technologies into the studying processes.

The topic of the thesis was chosen to explore and attempt to invent and advise new educational programs suitable for the modern generation Z. The primary goal was to explore and understand how the new generation differs from the previous and to understand their characteristics and habits. In order to achieve this goal, a survey of students in high schools was conducted and the conclusion drawn on the basis of that results.

To implement this initiative a decision was made to cooperate with our university named JAMK University of Applied Sciences. In cooperation with JAMK, a questioner was created through which several Russian schools were surveyed. After receiving the survey results and analyzing them, we decided to visit these educational institutions were visited and discussion concentrating on the results were had with the participants themselves in order to get more complete answers to the questions.

Keywords/tags (subjects)

Generation Z, Generation X, Generation Y, Higher Education, Digitalization, Education system, Modern technologies, Culture, Customer behavior

Miscellaneous (Confidential information)

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1   Introduction

The generation Z are the people who born after 2000's and they have different views and convictions on life comparing with previous generations of X and Y. The target aspect of our thesis is linked with understanding of needs and expectations of young generation from higher education. The generation Z is unique in relations with technologies, this is the generation of the internet era. It brings a lot of new tendencies for youth and built new attitude for life itself. Generation Z is living with convictions which have been growing with the developing of the technologies. Concerning the education, youths have different understanding of the learning and education processes. Nowadays, they prefer to try new ways of lifestyle and education. There can be found a phenomenon of differentiating the lifestyle and its approaches in education comparing to the previous generation. (Jörg 2017.)

Studying the individuals, groups, in our case - generations, how they choose something, buy and use in daily basis: this is the question of consumer behavior of generation Z. Following the statistics and data about this generation there is an opportunity to make the possible general conclusion about generation Z, youth's intentions to education and their consumer behavior. Additional researches which were made during the work has the aim to make the core understanding about generation's intentions more clear and understandable. It answers on most desirable topics which are closely linked with a research. The core understanding reader will get after reading and comprising the whole work about the generation Z. With a combination of collected data, literature and discussions, reader will be able to understand the current behavior of generation Z from marketing, technological, psychological, and social aspects. Because of the fact, that the topic itself is still forming, reader will be able to make his or her own decisions about possible consequences which will be linked with generation Z. All youths of this generation, which helped the research with a survey and even all other, around the world, currently have their own expectations which might change even after two or three years because of the fact, that such things as lifestyle, habits, various intentions and attitudes about higher education, international experience and so on might change. Current target group of the generation Z

are the people with age of maximum eight teens, they have just started their life journey. Nevertheless, this work is able to provide reader with core understanding about generation and its real condition.

1.1 Explanation of needs and background information

We came up with this specific topic for the thesis because the generation Z is the new and unique group of youths who have completely different views on life. Here is upcoming idea of researching the customer and consumer behaviour of youths. We want to find out what is exactly managing the decisions of this teenagers when they are buying or choosing something, what for them good and useful and what is not valuable at all. We were born in Russia, in Saint Petersburg with the appearance of the generation Z and we are the part of it. We were grown with all tendencies which current teenagers have nowadays, for example, internet, smartphones, computers and even the life styles. As far as we are the marketing students we came up with the idea that new teenagers, who are finishing their schools might have different opinions or expectations from higher education. Do they still think that it is worth? Do they expect other approaches or study programs of higher education? That is why we want to discover the behavior of that generation to help modern universities understand needs of youths and improve or reinvent their study systems and attract new students from generation Z. To answer these questions, we decided to start the project with our supervisor Saleem Salman, we created the survey for Russian teenagers, who are currently studying at schools. We created different parts of the survey and separate them by topics, for example: their view on higher education, expectations from higher education, who will help them in choosing the next educational sphere after school etc. All this helped us to collect more than five hundred answers among Saint – Petersburg schools and made this thesis work become useful and completed.

1.2 Research question and objectives

JAMK University of Applied Sciences is currently modern place of high education for all students around the world. Various approaches of education and learning processes helps students of different nationalities go through chosen specialization and study field without any challenges. But will this approach and education system still be suitable for new generation Z?

The main question is how the new system of higher education should look like to satisfy the needs and expectations of generation Z?

Sub questions:

Do they have completely different view on life, comparing to their parents from previous generations?

What do they expect from the near future?

What are their beliefs?

Our thesis work will research this problem question from the side of education and marketing approaches. This work describes the new solutions for attracting new students from generation Z to higher education, exploring their real expectations from the side of marketing and education itself, moreover, identifying the customer behaviour of Z generation.

With a help of the JAMK's project there can be found answers for these questions and moreover, there can be found new questions and theories about generation Z which are taking place in the part of discussion and conclusion of the work.

1.3   Structure of the research

The structure of that work is based upon JAMK's academic structure for bachelor thesis, it helps to the reader follow the work without getting out from the key ideas.

The introduction part is helping the reader to understand the idea and key objectives of the research to make future reading of the work clearer and with understanding of the content. Moreover, here will be first information about Generation Z and its distinctions between youths who live in Russia and in Finland. After that, reader will be able to understand will this writing material be informative and useful.

The theoretical framework will provide the reader with secondary data which will be collected from different sources. Here reader will be introduced with the expanded information about

distinctions between generations Y and Z, also with the differences between generations Z in Russia and Finland. It will help to construct the base of future introductions of marketing concepts and solutions for study program developing.

Methodology will describe for the reader research questions and objectives and how using different research approaches of data collection and analyzation of the data will be implemented in our research.

The part of survey will show the clear data which have been collected through Russian and Finnish youths and will provide the reader with the real behaviour of generation Z among these two countries.

Results chapter will show the reader clear information outcomes of the data which have been collected through the survey which was made via help of Russian Saint-Petersburg schools.

Discussion parts consist of results of the research, summarization of findings for approving the research questions and the survey's data. In addition, here we will provide the reader with most of examples, which aim is to give the propriate understanding of generation Z.

In limitations, we will mention which obstacles and issues we have seen during research, as well as recommendations for future possible research and projects on the topic about generation Z or other, which would be somehow linked with generation Z.

In the conclusion chapter, we will summarize the results of the research, give proper solutions and answer on our main thesis question.

For simplifying and visual understanding, reader may pay an attention on figure one, which aim is to show the whole structure of the research, step by step, covering all chapters.

Table 1. Structure of the research
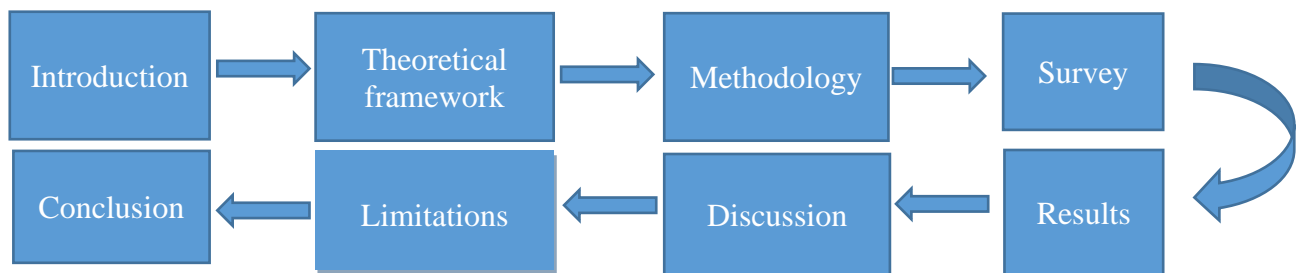
2 Literature review

2.1 The value of consumer behavior

Consumer behavior is the behavior and opinion of the buyer during the acquisition and consumption of goods and services. This process can be called "why people buy this product." It is very important for any company to know what their customers and customers want, as well as why people buy this product. A large part of this process is customer decision making and the determining factors of this decisions. (Bassiouni, Hackley, & Chris 2014, 56-57.)

The consumer decision making process consists of stages. First, the awareness of the need to purchase a product or service. Then begins the search for product data in various stores and the Internet. After this stage, the buyer begins to compare the company's chosen product with similar products from other brands. After analyzing all the options, the consumer buys the product and starts using it. The last stage is the most important for the company. It includes analytics of the selected option and decision evaluation. At this stage, the buyer forms an opinion about the product and the company. This step will affect whether he advises this product to others. (Mihart 2012, 122-123.)

2.2 Types of actions

The definition of consumer behavior includes several types of actions - acquisition, consumption and exemption. (Mihart 2012, 122).

According to Melissa S. Burnett and Dale A. Lunsford (2008), the acquisition refers to the actions leading to the purchase and includes the purchase or order of the product. Some of these actions include finding information about product features and choices, evaluating alternative products or brands, and actually purchasing. Consumer behavior analysts study these types of behavior, including how consumers make purchases — whether they visit specialty stores, malls, or use the Internet. Other questions may concern how consumers pay for products (in cash or by credit card), whether they buy products for donations or to themselves, whether they take out purchases on their own or use the delivery service, where they receive information about products and alternative stores and how trademarks affect product selection. (33-42.)

2.2.1   Acquisition

Acquisition includes actions that lead to the purchase and order of goods. Scientists study these types of behavior and how people make purchases - whether they go to company stores and consult with experts or make purchases on the Internet. The same research concerns how people today pay for their purchases (in cash or cashless payment), for whom they buy goods, whether they come for products themselves or order delivery, they receive information about products and alternative stores and how brands affect the choice of product. (Abraham Pizam, Kaye Sung Chon, & Yoel Mansfeld 2000, 436-450.)

2.2.2   Consumption phase

Next comes the consumption phase. This stage includes how, where, when and under what circumstances consumers use the goods. Are the products used in accordance with the seller's instructions or for their intended purpose or have consumers found their own unique way of using the product? Lm satisfied with the use of this product or service? This stage is very important to further improve or change the product to attract a new audience or retain the old one. (Gistri, & Romani 2008, 366-368.)

2.2.3 Exemption phase

The exemption phase includes how consumers dispose of products. In this case, scientists study user behavior from an environmental point of view - as consumers are exempt from packaging and product residues. Consumers may also refuse to reuse certain products, passing them on to younger children. Or they can resell through commission stores, exchange them online or resell them in their own way.

2.3 Customer behavior in marketing strategy

In the past, research boiled down to one question: Why do people buy? Recently, scientists have slightly changed the direction of research and began to devote more time to why buyers buy and how they use it. Analysis of consumption behavior is a broader conceptual framework than the behavior of the buyer, because it includes finding answers to questions about the actions of people and after the process of buying goods or services.

Successful organizations understand that every aspect of a firm's marketing program must be tailored to customer behavior (Beverlee, & Jenkins 1973). This is the essence of the marketing concept - the process of planning and implementing plans, pricing, promotion and distribution of ideas, goods and services, with the goal of an exchange that is mutually beneficial for the individual and organization.

Thus, the study of consumer behavior is necessary, because information about customer preferences helps firms better meet the needs of customers, retain them, sell them more and more, and this largely determines the profitability of the company.

2.4 Factors determining the behaviour of the buyer

The final choice of the goods of the buyer is influenced by many factors: cultural, social, personal and psychological factors. They can significantly influence this process. The crucial role belongs to the culture. (Lawan, & Ramat 2013, 519-520.)

2.4.1 Cultural factor

Cultural factors include a variety of reasons that can influence the choice of goods. Culture is a set of basic values, concepts, desires and behaviors perceived by a member of society from the family and other public institutions. (Lawan, & Ramat 2013, 521.)

2.4.2 Social class

The social class is a stable group of people, united by common values, interests and behavior. Each social class is distinguished by its unique preferences in products or objects, manner of speech, spending free time and many other characteristics. (Lawan, & Ramat 2013, 524).
First, the factors that distinguish social classes include the behavior of its members. It may be completely different or the same. Secondly, the participants of these social classes can have different social statuses that can greatly influence the choice of goods. Thirdly, his education, financial situation, type of activity and his hobby have a strong influence on the choice of the buyer. Finally, different social classes have common preferences in the choice of various services and goods. (ibid., 524.)

Some companies that take into account the above factors focus their production on consumers of a certain social class for the greatest demand. Popular and successful personalities also have a very strong influence on consumers today. There are also people who are influenced by social networks and television.

Social factors are defined as certain types of employment that influence others. Depending on the role a person plays at the moment, his buying behavior depends. Status is a certain role or position in the society that the individual occupies in society. For example, the status of the son, mother, manager. In his consumer behavior, an individual is guided by his status. This applies to clothing, and food, and much more. The family is the most influential and important social community of buyers. There are currently two types of families. In the first type of families, the child chooses his own values and interests in life through the guidance and influence of parents and relatives. Their influence can be significant or completely superficial. In another case, the family has a direct impact on the individual in various ways. (ibid., 524.)

2.4.3 Psychological factors

Psychological factors also have a strong influence on consumer behavior and choices. Psychological factors include motivation, perception, learning, persuasion and relationships. These factors have a strong influence on consumer behavior (Lee, Nam, Park, & Lee 2006, 260-261).

According to the theory of Freud's motivation, a man from birth is under the pressure of many desires that he is not fully aware of and does not control. Thus, the individual is never fully aware of the motives of his behavior. Researchers of consumer behavior are trying to uncover the underlying motives of their behavior and purchases. A direct interview is not suitable for this - special indirect methods are used, which make it possible to overcome the resistance of the individual to the desire to get inside his soul. The findings of researchers are often very unexpected. For example, the conclusion that smoking cigars for men is a continuation of the child's habit of thumb sucking. The appearance of the product can affect the excitement of emotions in the consumer, which are able either to promote or impede the purchase. (Ganti 2019.)

The theory of motivation A. Maslow (2020) is aimed at explaining why people as a motive for their behavior at a certain point in time have certain needs. A. Maslow developed a hierarchical system of needs, which in order of importance includes the following needs:

- physiological (in food, clothing, housing),
- in self-preservation (safety, security),
- social (belonging to a particular social group, in love), in respect (self-esteem, recognition of merit, winning a certain status in the organization),
- in self-affirmation (self-development and self-realization, the ability to fully reveal their abilities).

The person seeks to satisfy first of all the most important need. As soon as he manages to do this, she ceases to act as a motivator, and the person will try to satisfy the next most important need. For example, a starving person is much more interested in food (need of the first level) than events in the world of arts (needs of the fifth level), than the degree of his respect and

love of others (needs of the fourth and third levels) than the purity of the air he breathes (needs second level). But as the next, most important need is met, the next one comes to the fore. This knowledge is used in assessing the possible behavior of various categories of consumers. (Maslow 2020.)

2.4.4   Personality factors

The decision of the buyer is influenced by his personal characteristics: age and stages of the family life cycle, work, economic status, lifestyle, personality traits and self-esteem (Gangai 2016).

Age and stages of the life cycle of the family. During the life of a person acquires a variety of goods and services. The baby needs baby food. An adult tends to try a variety of foods, and in old age he switches to diet food. Over time, human tastes change in terms of clothing, furniture, leisure. Studies have established the existence of psychological stages of the life cycle of the family. During the mature period of life, a person experiences certain psychological "transitions", or "transformations". Marketers pay great attention to the circumstances that change a person's life - divorce, widowhood, remarriage - and their influence on consumer behavior. (ibid.)

Occupation is a great influence on the purchase of goods by the buyer has its occupation. The worker is forced to purchase workwear and shoes. And the position of the president of the company obliges to purchase expensive suits. Marketers seek to identify professional groups interested in acquiring specific goods and services, and companies seek to release products for them. (ibid.)

The economic situation greatly affects the choice of goods by the consumer. The economic situation of the individual is determined by the level and the stability of the expenditure side of its budget, the size of its savings and assets, debts, creditworthiness and attitude to the accumulation of money.

Lifestyle means that people belonging to the same subculture, one social class and having the same occupation can lead completely different lifestyles. Lifestyle is a form of being of a person

in the world, expressed in his activities, interests and opinions. Lifestyle reflects the "whole person" in its interaction with others.

When classifying different lifestyles, different techniques. For example, in 1992. advertising agencies "D'Arcy, Masius, Benton & Bowles "published a study" Russian consumer: a new perspective and marketing approach ", which describes 5 categories of Russians Consumers: Merchants, Cossacks, Students, Company Leaders and Russians soul. The Cossacks, for example, are characterized by ambitiousness, independence and the desire to improve social status, and the Russian soul - passivity, fear of choice and hopes of improving the economic situations. While the Cossacks drive "BMW", smoke "Dunhill" cigarettes and drink Remi Martin cognac, Russian souls ride Ladakh, smoke Malboro and prefer "Smirnovskaya" vodka. (Elliott 1992.)

Type of personality and self-image. A personality type is a set of distinctive psychological characteristics of a person, which determine his relatively constant and consistent reactions to environmental influences. The type of personality is usually determined on the basis of the following traits inherent in man: self-confidence, influence on others, independence of respect, sociability, self-defense and adaptability. A person's self-image (or self-image) is also directly related to the type of personality. (Orji, Sabo, Abubakar, & Usman 2017, 1-9.)

Thus, the behavior of customers is influenced by four main groups of factors: cultural, social, personal and psychological order. And in modern conditions, these factors should be taken into account for a complete picture of the behavior of the buyer when buying.

2.5   Buying decision process

The process of making a decision to purchase a product can be divided into four steps. The first step is the need. This is when the consumer is aware that he needs a particular product. The second step is to search for product information. This means that the buyer begins to look for the best places to buy goods, the best prices, and so on. The third step is the purchase. And the last step is the behavior of the product or product after the perfect purchase. (Buyer Decision Process: 5 Stages of Consumer Buying Decision Process 2017.)

2.5.1   Awareness of need

The buying process begins when a person realizes that he has an unmet need. Unmet need arises when the desired level of satisfaction is different from the current level. For example, the family wanted to go on vacation and they need a car for this. Therefore, they had a need to buy a car. (Millwood 2016.)

2.5.2   Search for information

Having determined the need, the individual begins to search for information about retailers or products that are able to satisfy it. Information retrieval can, was reduced, for example, to the consideration of three identical goods with different prices submitted by the seller. But such a limited amount of information is enough, because the buyer already has an idea of what products are sold in the store at what prices. In the case of a more comprehensive solution to the problem, the amount of information collected can be much larger. Also, the buyer may consider the goods not in one store, but in several. The benefit of information retrieval lies in its influence on the decision-making process. Will this process help find a cheaper product or product with better performance?

Someone collects large amounts of information, another fairly brief information. Someone used to prepare for a long time to make a purchase, someone does not like to visit stores in principle. Therefore, the process of finding information depends solely on the buyer.

Buyers have two types of information sources: internal and external. Internal sources include the memory of customers, which stores the names and images of various stores. External sources of information include advertisements, comments of friends. (Rundle 2016.)

2.5.3   Evaluation of alternatives

Buyers collect and study information about alternative products and stores, evaluate options and choose the one that best suits their needs. When choosing a store, buyers almost always make a compromise. For example, it is more convenient to make purchases in small shops, but

prices there are higher than in supermarkets. The choice depends on the needs of the person at a particular point in time.

2.5.4   Purchase of goods

The consumer does not always buy the product he chooses because it may not be in the store, it is in the wrong size or color. The same store, which was chosen by the buyer, may be closed, do not accept one or another type of payment. Therefore, companies must do everything to turn the choice of the buyer into a real purchase.

2.5.5   Conclusions after purchase

With the purchase of goods, the purchase process does not end there. The buyer consumes or uses the product, and then assesses it as satisfactory or unsatisfactory. The conclusions that a person makes after the purchase affect future decisions regarding the choice of store and product. Unsuccessful experience leads to the fact that the buyer will either make a complaint to the merchant, or will give preference to other stores. Thus, in the process of making a purchase decision, each customer goes through the following stages: awareness of the need, evaluation of options, the decision to purchase, reaction to the purchase.

2.6   Generations

According to the generation theory which was created in 1991 by American scientists Neil Hove and William Strauss. In general terms, the theory of generations shows that the period of time in which a person was born affects his or her outlook. Human values (social, political, economic, social, technological) and upbringing in the family (what is good and bad, what can be done and what is not). Values are formed according to this theory up to about 12-14 years. (23-30.)

The boundaries of generations depend on the level of technology development in the country where young people were born. For example, in the USA, generation Z includes children born since 1995 and in Japan, children born in 1985. In general, the next generations are distinguished: (ibit., 23-30.)

- The greatest generation (1900-1923)

- The Silent Generation (1923-1943)

- The generation of baby boomers (1943-1963)

- Generation X (1963-1984)

- Generation Y (1984-2000)

- Generation Z (From 2000's)

2.6.1   The Greatest Generation

The basic values of people belonging to this generation were formed until the mid-30s. During these years, as we remember, there were revolutions, the Civil War, collectivization, electrification. They are distinguished by hard work, responsibility, faith in a bright future, commitment to ideology, family traditions, categorical judgments. (Kagan 2020.)

Many of us were still familiar with people who were born in those years. If they judge something, it's really hard to convince them of something. These people, even in their old age, aged 80-90, are ready to go to different offices to prove their truth. Money is not a value to them. Apparently, this can be explained by the fact that money has been repeatedly depreciated during their lifetime, become paper, and people have lost many times everything they gained. (ibit.)

2.6.2   Silent Generation

The values of these people were formed until the mid-50s. We all remember this interval of time: The Great Patriotic War, first the destruction of countries, then the restoration, opening of antibiotics. (Kane 2019.)

For them, the concept of "family" is the most important concept. Only in the family they can talk about any topic, discuss problems, because the family will not betray and will not fail. In other places, they will control themselves. Hence the name of the generation - silent. The fact

that antibiotics were discovered at that time, which turned the world's medicine upside down, gave them unconditional respect for doctors. Doctors' words are a law that can't be discussed. People of this generation respect the laws, positions and statuses of others, they are very law-abiding. (Kessler 2020.)

2.6.3 Baby Boomer Generation

Events that had the greatest impact on the formation of values of people of this generation: of course, the victory in the Great Patriotic War, the conquest of space. These people are optimists, collective people. The generation was named because of the post-war spike in fertility (Chappelow 2020).

The best sport for them is football, hockey. The best rest is tourism. In other people, they have a great respect for curiosity (ibit.). Now representatives of this generation, "boomers", are quite active, go to fitness centers, swimming pools, learn new gadgets and the Internet, travel to other countries as tourists.

2.6.4 Generation X

Values: readiness for change, choice, global awareness, technical literacy, individualism, the desire to learn throughout life, not a formality of outlook, the search for emotion, hope for self, equality of the sexes. (Kane 2019.)

People of Generation X make conclusions based on their own experience, but they are strongly oriented to the opinion of close people. Unlike the previous generation, they are more and more fond of individual sports - big tennis, alpine skiing. They value time very much, they are in a hurry all the time. All companies doing business on semi-finished products and fast food should be grateful to the representatives of generation X. (ibit.)

The thing is that the representatives of Generation X are very pragmatic, they understand that fast food is not useful, but fast. Also, when choosing medicines, they will choose a more powerful one, knowing that this may not be the best option for a quality recovery. (ibit.)

What is happening in the world at this time during the maturation of generation X people? The cold war, the war in Afghanistan, the emergence of drugs. Family values have become very shaky at this time, many women - members of this generation - have started to do business, to strive for self-sufficiency.

The main value of Generation X is to have a choice (Kagan 2019). The best work for them is the one that allows them to show their creativity. They do not have to work all the time, but to be constantly realized. The patriotism of this generation is much weaker than that of its predecessors.

2.6.5 Generation Y

Values: freedom, entertainment, result per se. The system of values of these people also includes the concepts of responsibility, but psychologists note their naivety and ability to obey. For Generation Y, immediate rewards come to the fore. (Luenendonk 2019.)

In studies, Generation Y is also called the Thumb Generation due to the fact that a cell phone for them has existed almost always, and these guys can very quickly write SMS. They are very similar to the Great Generation, whose representatives were born at the beginning of the last century. They're equally categorical. (ibit.)

Drug addiction, tobacco smoking, alcoholism has become one of the main problems, are discussed at the highest level, up to the interstate level. The era of publicity has come - everything has gone on television and internet. Another important aspect is globalization, the erasure of grazes and the levelling out of national differences and traditions.

Important features. Almost all members of Generation Y are not accustomed to the autonomy that was inherent in their parents. They grew up believing in their own value. Due to the fact that the external environment around them was changing very rapidly during their growing up, they began to have features such as the desire to be immediately rewarded for their work, absolute disbelief in the distant future. (ibit.) When he is told that he has to work for ten years in an organization and that your work will be rewarded with a well-off life, he responds: "What?

Ten years? We may have another country in ten years. After all, life is changing so fast. Ten years ago, there were no smartphones, no fast internet, not even a Schengen zone in Europe".

And he's right. If for the previous generations nothing has changed for decades (and for their predecessors - and centuries), in his life, except for the rapid changes, nothing happened. He doesn't know any other life.

Another important aspect for people from Generation Y is fashion, brands. Even sports are not for winning, being healthy or feeling better, but because it is fashionable and fun. If they choose sport, it will be more of a beautiful sport than a useful one.

2.6.6   Generation Z

And finally, let's talk a little about the generation of people born after 2000 and still born today. Little is known about this generation, because the values of Generation Z are in the process of formation.

At the heart of the theory of generations is the assumption that generations are not only different from each other, they are also cyclical. So, as it was said above, representatives of Generation Y are something similar to "the greatest". There are also opinions that Generation Z will be very similar to the "silent generation" that was born before World War II. Of course, we can only assume, but if the theory of generations is correct, they will be about the same as those whose childhood was in the war and post-war years. (Hove, & Strauss 1991.)

What global events are taking place now, when the children of Generation Z are growing up? The global financial crisis, business consolidation, trade networks.

Their silence may also be due to the widespread spread of various means of communication, they draw conclusions from information received from the Internet. The share of live communication with people in favour of virtual communication is steadily decreasing.

Before we summarize the above on the theory of generations, I will pay attention to the fact that the years of birth, indicated in relation to each generation - the framework is approximate. Much depends on the specific region where a person was growing. Let's say, if in large cities

generation Y was born in 1983-1984, then in the hinterland back in 1986 were born X. In addition, there are people who were born on the border of generations, in this case they may have value characteristics inherent in both generations.

And here is how the American child psychologist Sherry Postnick-Goodwin describes Generation Z: "They will prefer a text message to a conversation. They chat online - often with friends they've never met. They are rarely outside unless their parents organise their leisure time. They can't imagine living without mobile phones. They've never seen a world without high technology or terrorism. They prefer computers to books, and they want immediate results in everything. They grew up in an era of economic depression, and all they are expected to do is be successful. Most of them grow up very quickly, seeing themselves much older than their years". (Postnick-Goodwin 2019.)

Members of Generation Z actively use tablets, iPads, VR and 3D reality. Often the term "Generation Z" is seen as synonymous with the term "digital human being". Generation Z is interested in science and technology (for example, it is assumed that many members of the generation will be engaged in engineering, biomedicine, robotics), as well as the arts. It is also assumed that the generation will economize on a healthy lifestyle.

Traditionally, Generation Z people have been seen as the children of parents of Generation Y, the border guards of Generation X as millenniums, or sometimes even Generation X. What previous generations have called "new technologies" or "future technologies" is already present for Generation Z. This is the first truly digital generation. Parents of children, who later became Generation Z, are called digital immigrants because there were no such technologies in their childhood. Now the Internet is not limited to the home computer and can be accessed at any time, thanks to new mobile phones, smartphones or handheld devices. In addition, Generation Z is the first generation to be fully born in the era of globalization and postmodernism. It is also noted that many parents of people from Generation Z work part-time or even take a job at home, spending more time raising children. There is a strong emphasis on safety in society. (ibit.)

A fundamental feature of the new generation is that it has high technology in its blood. It treats them on a very different level than even representatives of Y. This generation was born in the era of postmodernism and globalization. It has accumulated the features of its predecessors, which are close in time, as well as features that we already feel, but are not yet able to formulate accurately. It will be easier for us to do it in 10-20 years.

Values can be different, but they can be combined into four main groups: health (physical well-being and safety), family, social values (career, financial situation) and spiritual values (education, culture). Health values for the new generation will be even more relevant. People will realize that more effort is needed to maintain health in a modern way of life, and consumption in this area will increase. But the second group of values - family values - in the eyes of the new generation is doomed to gradual decline. The shift of attention will take place towards social values - career and well-being. The new generation will strive even more than its predecessors to elbow others to achieve personal goals. And the fourth group of values - spiritual - will again be devalued for a large mass of young people. The group of highly cultural people for whom education, spirituality, personal development has high priority will be reduced. (Torocsik, Szus, & Kehl 2014, 29-34.)

2.6.7 "Eight-second filters."

If we believe the recent research, it can be noted that generation Z attention span has been reduced to 8 seconds. They can't focus on anything longer. Representatives of this generation have grown up in a world where opportunities are simply limitless, but there is not enough time for everything. That is why they have adapted to the need to evaluate and sift through vast amounts of information very quickly. In mobile applications and the Internet, they rely on sections and tabs where the latest and most popular content is collected. Members of Generation Z can easily analyse huge amounts of information and quickly find the answers they need. If you can't express a lot of information in five words and one big picture, you won't get through to Generation Z. (ibit., 29-34.)

Working for Generation Z is simply a set of tasks that need to be completed by a given deadline. Something like a computer game in which the hero must have time to build a castle before nightfall - otherwise it will eat the enemies.

2.6.8 Follow the curators

I know by my own and my friends experience generation Z follows the curators. They trust them, trying to understand where the most adequate information and the best entertainment is. All of these tools are needed by Generation Z to reduce potential choices from a variety of options. The Internet in their era has allowed any topic to be studied in depth and to learn a lot from like-minded people. This generation's radar is tuned to find their time. In order to gain their attention and overcome these filters, you must provide experiences that are immediately beneficial and very exciting.

2.6.9 Social interactions

Generation Z is developing in the age of chat rooms, forums and communities. They seem to be together, but everyone in their gadget, everyone at home. Family is the safest place on earth for them. These children are characterized by high social activity and the need to constantly exchange information. They don't take big texts well and quickly navigate through visual information.

Generation Z media are often painted as a group of network residents, socially incompetent. Older people cannot understand why young people spend so much time online.

2.7 Key differences of generation Z

2.7.1 Do it yourself

This generation can be called the "do it yourself" generation. According to the concept, employees are greatly appreciated in our rapidly changing world. This means that there are no more talents and skills in the list of employees. (Tulgan 2013, 6-8.)

2.7.2 Interaction with the Internet

According to Pew Research, in 1995, when the first members of the Z generation began to be born, only 14% of American teens have Internet access. By 2014, this figure reached 87%. (Dimock 2019.)

"This generation cannot imagine its life without constant access to the Internet. It is completely different from teenage life. Therefore, one of the characteristic features of famous generations Z - their popularity in online communities. Nowadays there is a YouTube star. Stay in the family cannot have fun.

2.7.3 Imaginary multi-tasking

Any parent of a child from generation Z will tell how while he is talking on the phone, after another minute he is sending a text message, then sitting down at the computer. Since generation Z has a fanatical desire to control many things, most of its representatives believe that they do an excellent job with many tasks at the same time. (Reshwan 2019.)

In fact, the Z generation is not so successful in a multitasking environment. Their brains do not focus on many problems at the same time. What they are really strong in is switching between tasks, that they can do quickly and without problems. (Gebhart 2017.)

2.7.4 Fight boredom

Generation Z representatives are harder to get long-term projects, so they may need help to bring creativity to life and avoid boredom. If we are talking about physical work, then for this it is enough to periodically change its types. Sitting in the same office, working on the same project will be perceived more easily if there is an opportunity to be distracted from it sometimes. For example, listen to music, watch a movie and so on. (Ernest 2017, 19-22.)

More complex options for dealing with boredom are also possible, such as the revision of deadlines, so that the project can be divided into stages, and people from generation Z can switch between them.

3   Research Framework

3.1   Methodology

This part of the research work will describe the tools that have been used to process the infor-
mation and then draw conclusions. The methods can be divided into two main areas: quantita-
tive and qualitative research. In the current paper, the quantitative technique of research will
be applied. This chapter will discuss and describe data collection methods which linked with
quantitative methods. (Kananen 2011, 11.) The choice of these methods of information analysis
will enable accurate research and correct results.
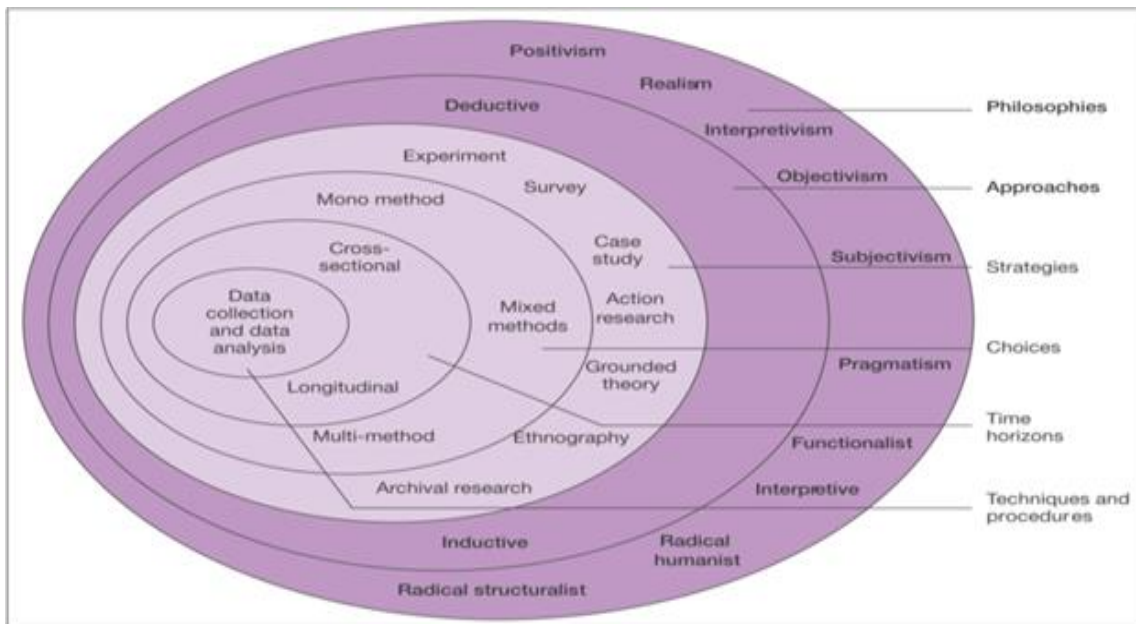
Figure 1. Research Onion

To better understand the structure of this study, the author decided to use the "Research On-
ion" model describing each layer one by one (see Fig. 1). To use this method correctly, the re-
searcher moves from the outer layer to the center of the given figure step by step.

The whole research is based on the collected data for the survey. For that reason, author chose
the interpretivism philosophy because it fully connected with the strategies which were taken
for that paper. Also, different conclusion was made based on the received data.

Because of the fact that the whole research is based on the one question about the Generation Z, there has been made a decision which would help in further understanding of how the work will be done. Sahay (2016), with a fact that research is closer to quantitative research, there is a big linkage with deductive approach for research. That is why here was made a decision of deductive approach usage during the research because it will make the process of data collection much easier, right out of the fact that the researches will need to use just quantitative research techniques.

Going deeper in the onion's core, the right strategy for research would be linked with survey, because of the fact that this is much easier to gather the quantitative type of data which allow to create clear conclusions which would explore the nature of Generation Z and will help to support the interpretive type of philosophical stance. In addition, survey helped to solve the research problem which is linked with amount of relevant information which would support the understanding of Generation Z.

As the main strategy for collecting data was taken quantitative approach but at the same time some data was collected from qualitative sources. That's why, author chose multi-method of methodological choices.

Onion's time horizons are linked with current research via longitudinal type, because here is mentioned and studied the Generation Z with a long period of time - around eighteen years. That is why research studied the phenomena of Generation Z based on the basic history of youths, their development and even actions. It allows in conclusion, make some kind of predictions for future possible attitude and behavior aspects of Generation Z.

4   Context of the research among Russian generation Z

First of all, there has to be found the understanding of the main trend of Generation Z – internet. Caywood R. and Kovaleva P. have interesting facts about the intentions of Generation Z according to their fundamental interests and life types.

The generation of Russian's youths currently living in the era of internet. Television and typical time spending watching the favourite show left with the previous generation. Current teenagers used to believe to social networks and YouTube videos more than to official states channels on the TV. This approach of news consumption brought some pluses and minuses in Russian society. (Caywood, R., Kovaleva, P. 2017).

From the one side, current teenagers have new opened and extended horizons on life itself. When looking on another side, youths are subjecting to influence from many improper and false sources which are affecting on their life style, views and choices. (Caywood, R., Kovaleva, P. 2017).

To get dipper understanding, there has been made the project about Generation Z in JAMK University of Applied Sciences, with a help of (names). There has been made the decision to make a competent survey which will be able to answer for all questions and prove some ideas and theories about Generation Z. The survey has been sent to five Russians schools: Gymnasium 2, Gymnasium 171, School 207, School 306, School 307. As a result, there has been collected five hundred nine answers, most of them are from School 207, those and other students who are youths of generation Z helped the research in a way of answering the most desirable question which opened some possible ways of solutions for current problems which modern education might face as in daily basis and in general. In addition, after collecting the data, there has been an open discussion among participants, where the core explanations were given, and the general attitude and behaviour of generation Z was understood. As it was mentioned, the total number of respondents is 509 as it is showed on the figure 3.
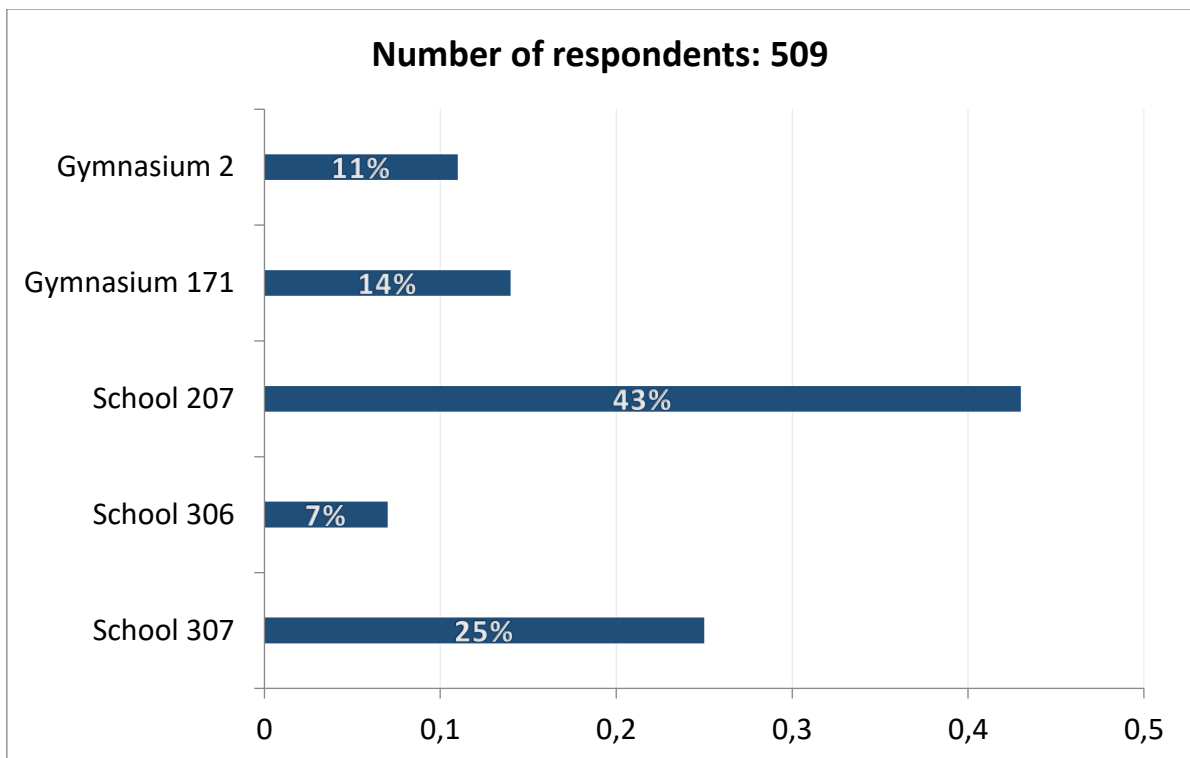
Figure 2. Number of respondents

Table 2. Number of respondents in percent

	n	Percent, %
Gymnasium 2	55	10.8
Gymnasium 171	71	13.95
School 207	220	43.22
School 306	38	7.47
School 307	125	24.56

4.1   Demographical side:

There are six people ages of 13, seventy-one students age of 14, the majority of answers was from the 15 years old students and it is one hundred seventy-six people, one hundred fifty-four age of 16, eighty-seven students age of 17, and fifteen-people age of 18. So, it brings a wide range of Generation Z.

Table 3. Demographical statistics: age
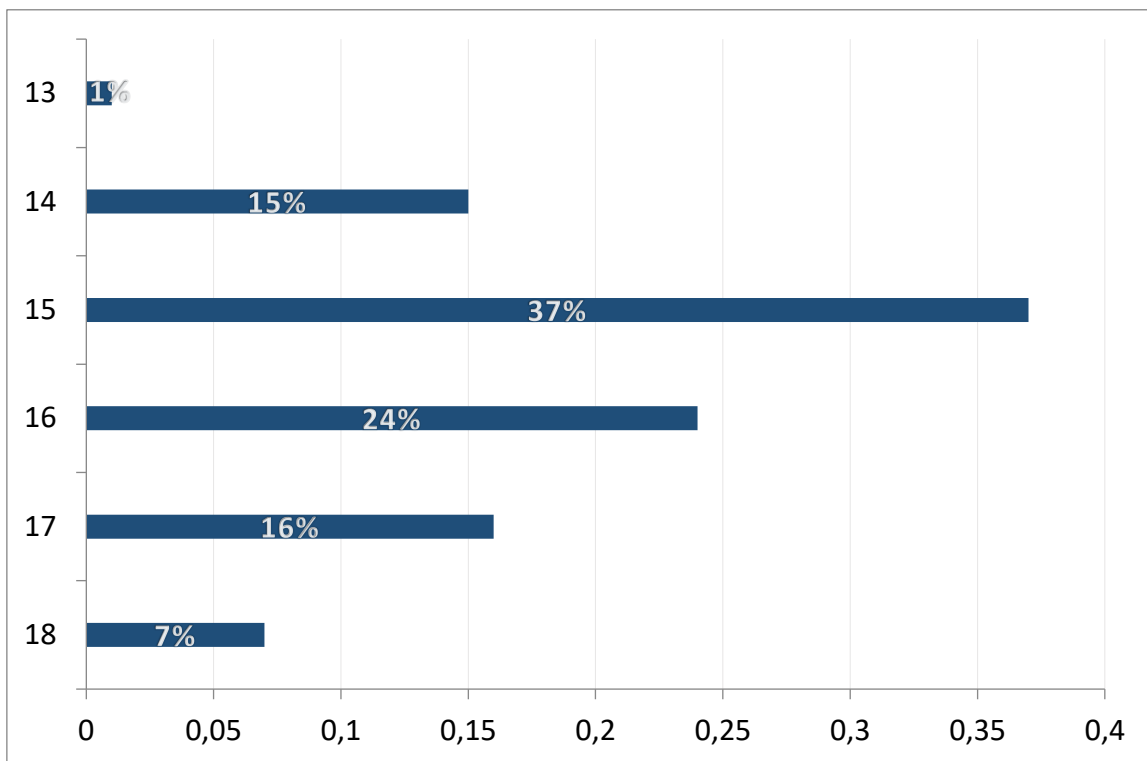
From the gender side: 310 of them are female and 199 of them are male.
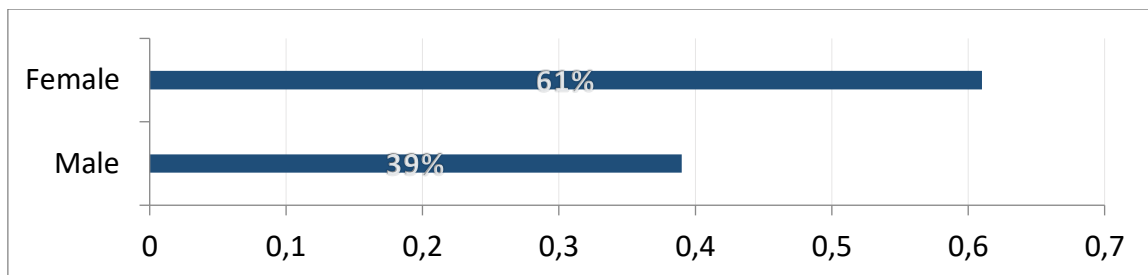

Figure 3. Demographical statistics: gender

Table 4. Demographical statistics: gender in percent

	n	Percent, %
Female	310	60.9
Male	199	39.1

Looking by grades, 40.47% of them are in 9th grade and it is 206 people, 26.33% are in 10th grade and it is 134 students, 16.89% are in 8th grade, it is 86 people, and the smallest part, 16.31% are students in 11th grade and currently are finishing the School.
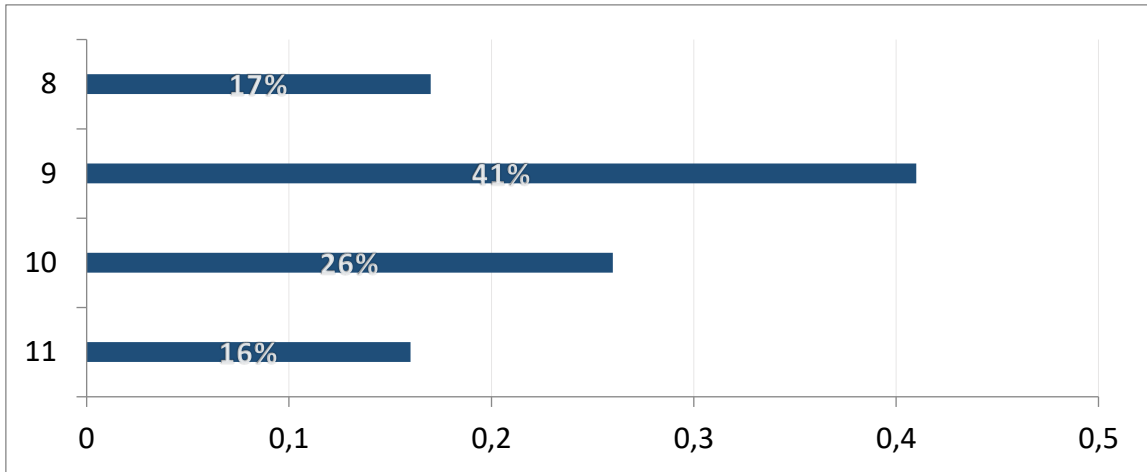
Figure 4. The grade of students

Table 5. The grade of students

	n	Percent, %
8	86	16.89
9	206	40.47
10	134	26.33
11	83	16.31

4.2   Interests among the English language and education:

Opinions regarding to the level of importance of English language and higher education were collected mostly from women. As minimum 105 people answered that English language is very important, 101 females answered that English language is extremely important, 73 women claim that English language is important, 27 – slightly important and just 4 students answered that English language is not important.

Looking on the scale of answers from 1 to 5, average answer is 3.9, so we can see that female gender care a lot about English language nowadays.
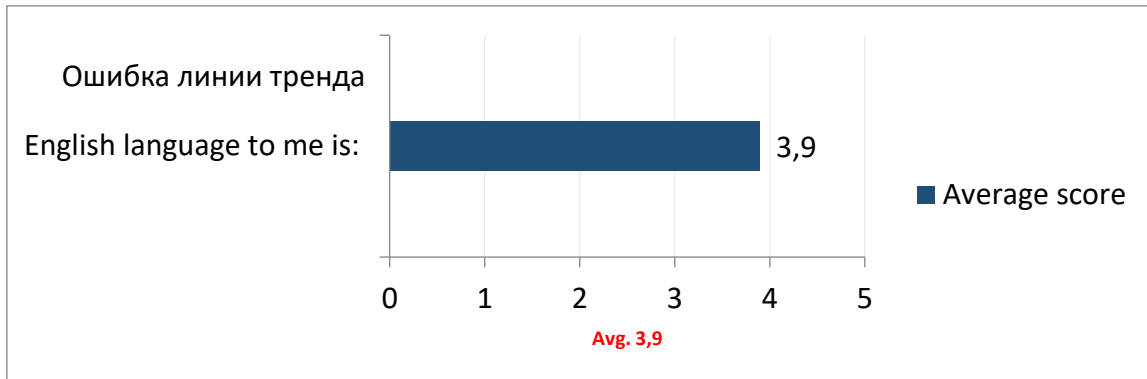

Figure 5. Interests in English language: females

Females intentions about future studies: 61% of all female want to obtain bachelor's and even master's level of education, 25% of all female just want to finish the school and 28% want to get the professional education, 13% still do not know yet.
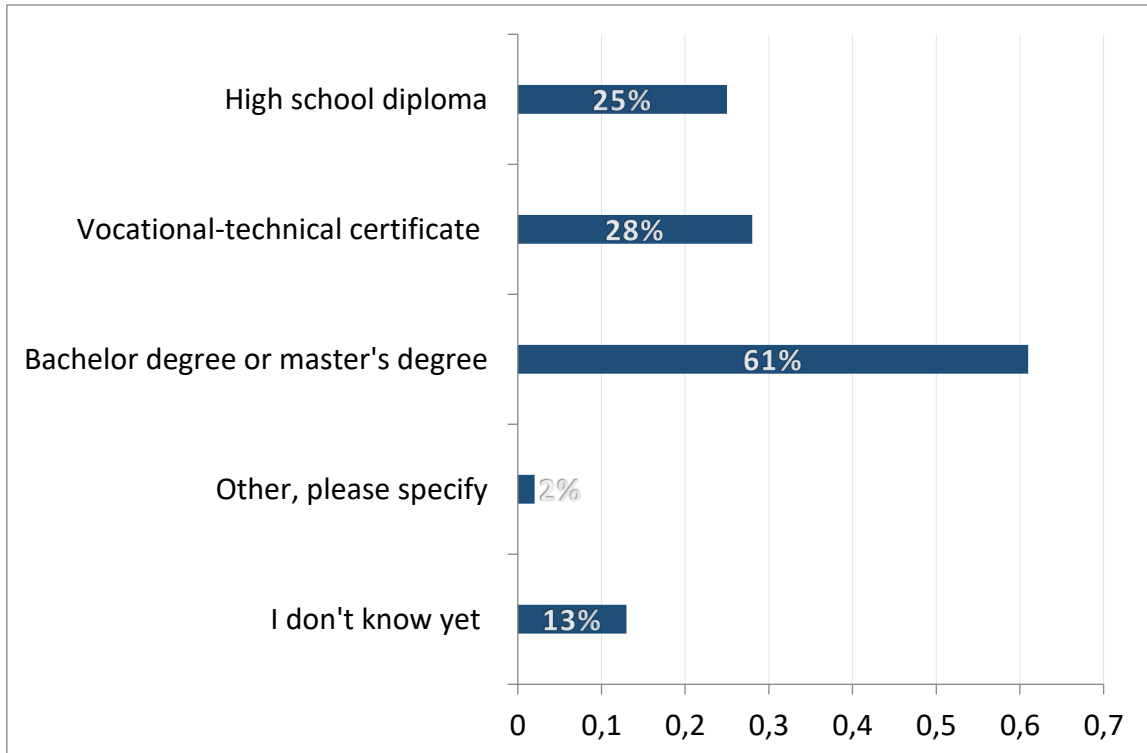
Figure 6. Future studies intentions: females

Considering the question about studying abroad: 66% of females want to study abroad, 17% of them do not want to study abroad and 19% do not know yet.
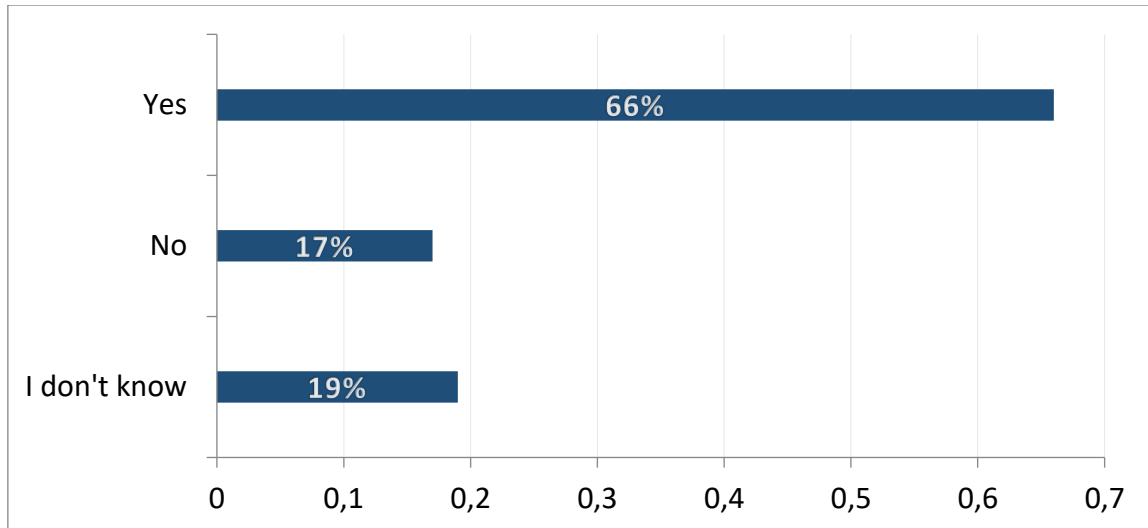
Figure 7. Female's intentions to international education

The question about preferred field of interest among female gender shows this statistic:

The most desirable study fields:

Arts – 42% of all female participants want to study in this field, this is the most preferred study field.

Humanities – the second, most preferred study field among women (37%);

Business and Economics – took the third place in the interest among females (32%);

Natural Sciences – took the fourth place among females (24%).

After these study fields goes less desirable ones: 22% want to study in Social sciences, 15% want to study in Health and Social care, 13% want to study in ICT (Information and Communication Technology) and less preferred study field is Engineering, just 10%.
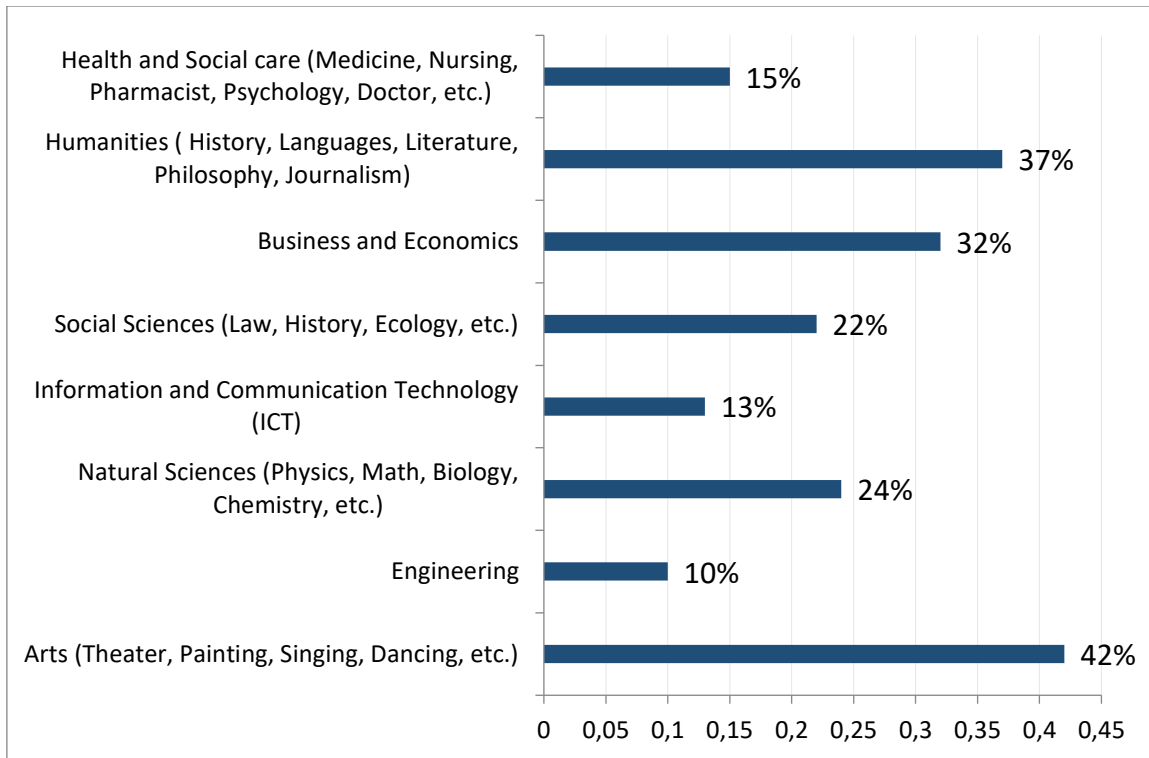
Figure 8. The most desirable study fields among females

Male gender answered quite less, but also it gets interesting answers and statistics. Looking on the importance of English language: 59 males answered that English language is extremely important, 67 males answered that English language is very important, 56 answered that English language is important, 13 answers related to the statement that English language is slightly important, and 4 students answered that English language is not important.

Looking on the scale of answers from 1 to 5, average answer is 3.8, so we can see that male gender is also caring a lot about English language nowadays.
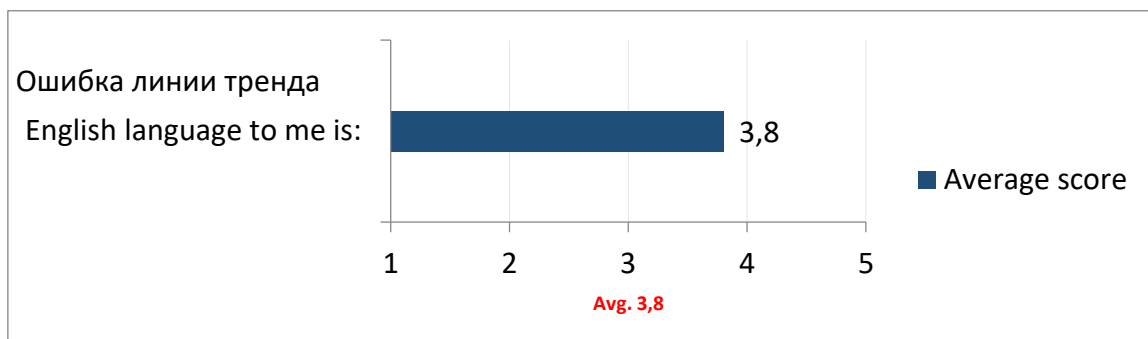
Figure 9. Interests among English language: males

Males intentions about future studies:

52% of males want to obtain bachelor or master's degree, 37% want to have vocational-technical certificate, 34% want just to have high school diploma, 15% of males do not know yet.
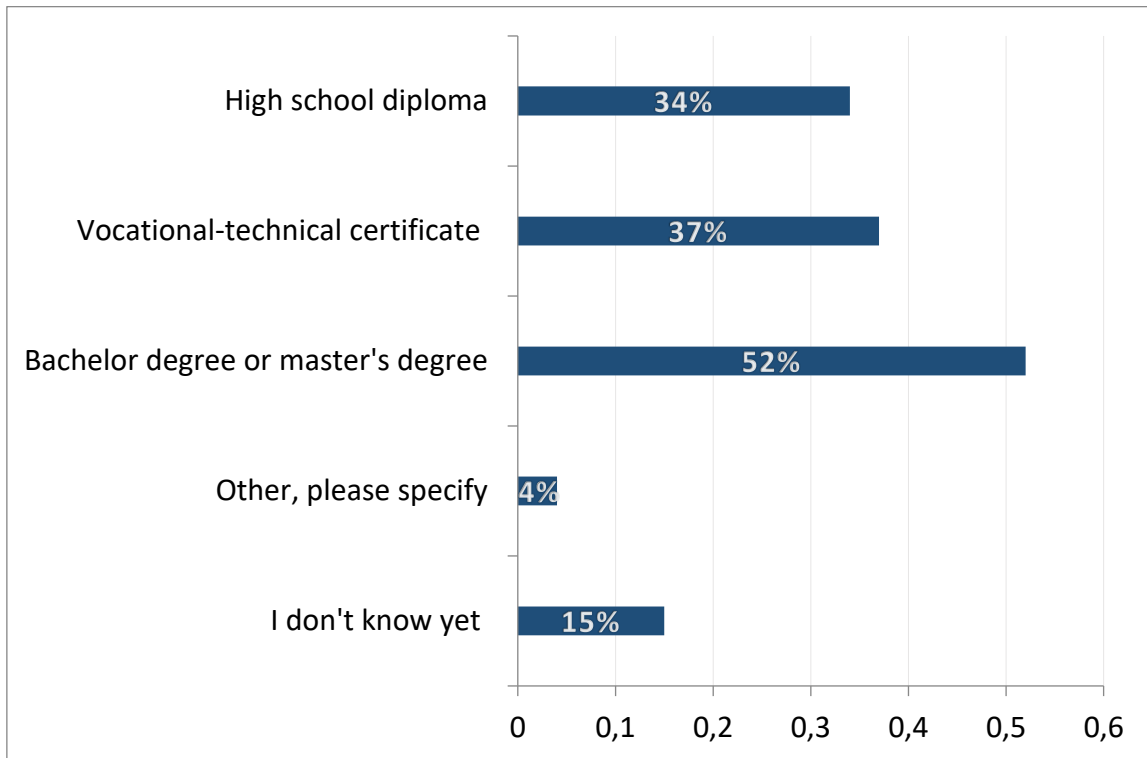
Figure 10. Future studies intentions: males

Considering the question about studying abroad: study abroad and 26% do not know yet.
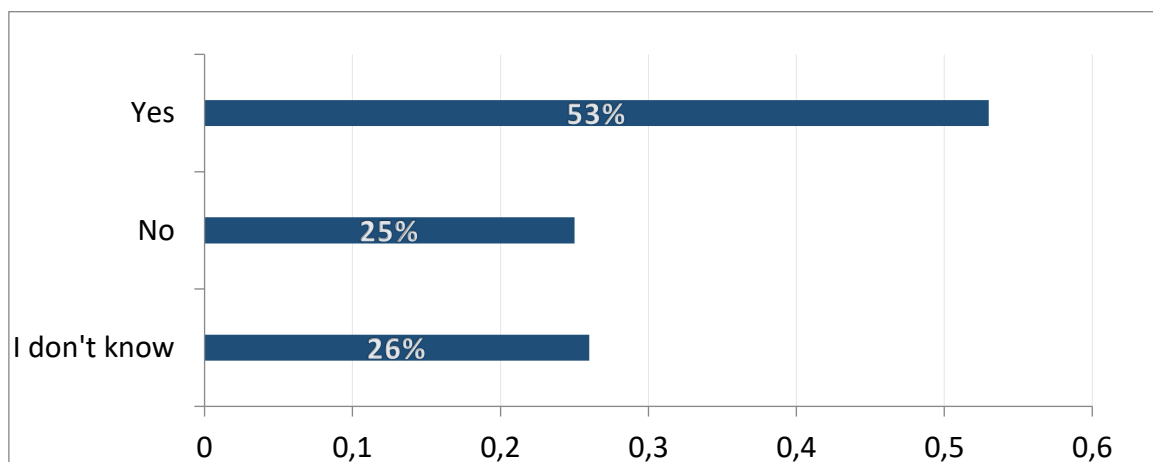
Figure 11. Male's intentions to international education

The question about the preferred study field shows this information:

Three, most desirable study fields are:

ICT (Information and Communication Technology) – 38% of males want to study in that sphere of education.

Business and Economics – 35% of males want to study in this field.

Natural Sciences – 31% of male participants want to study there.

Other, less desirable/preferred study fields are: engineering (30%), 25% want to study in humanities, Social science and Arts collected (17%) and Health and social care preferred among 13% of male participants.
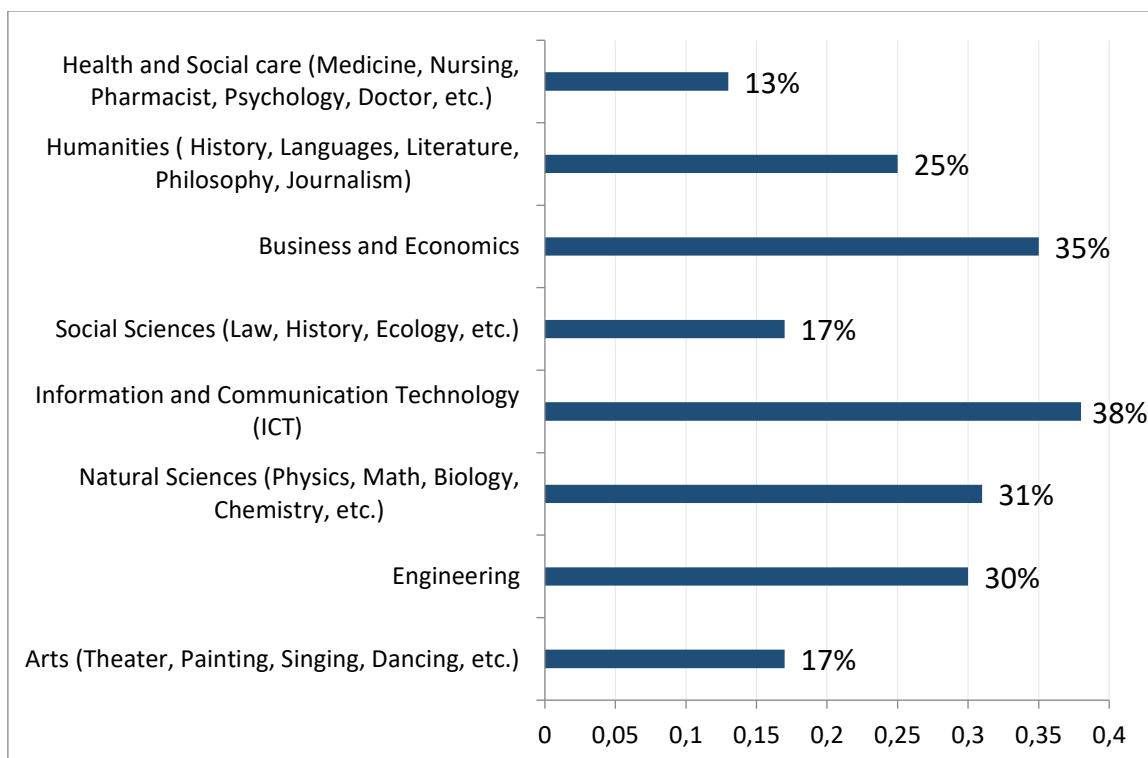
Figure 12. The most desirable study fields among males

The most preferred study field among the participants, including both genders is ICT (40%), Business and Economics (38%), Humanities (37%), Arts (34%), also some of students answered that they want to go in sport.
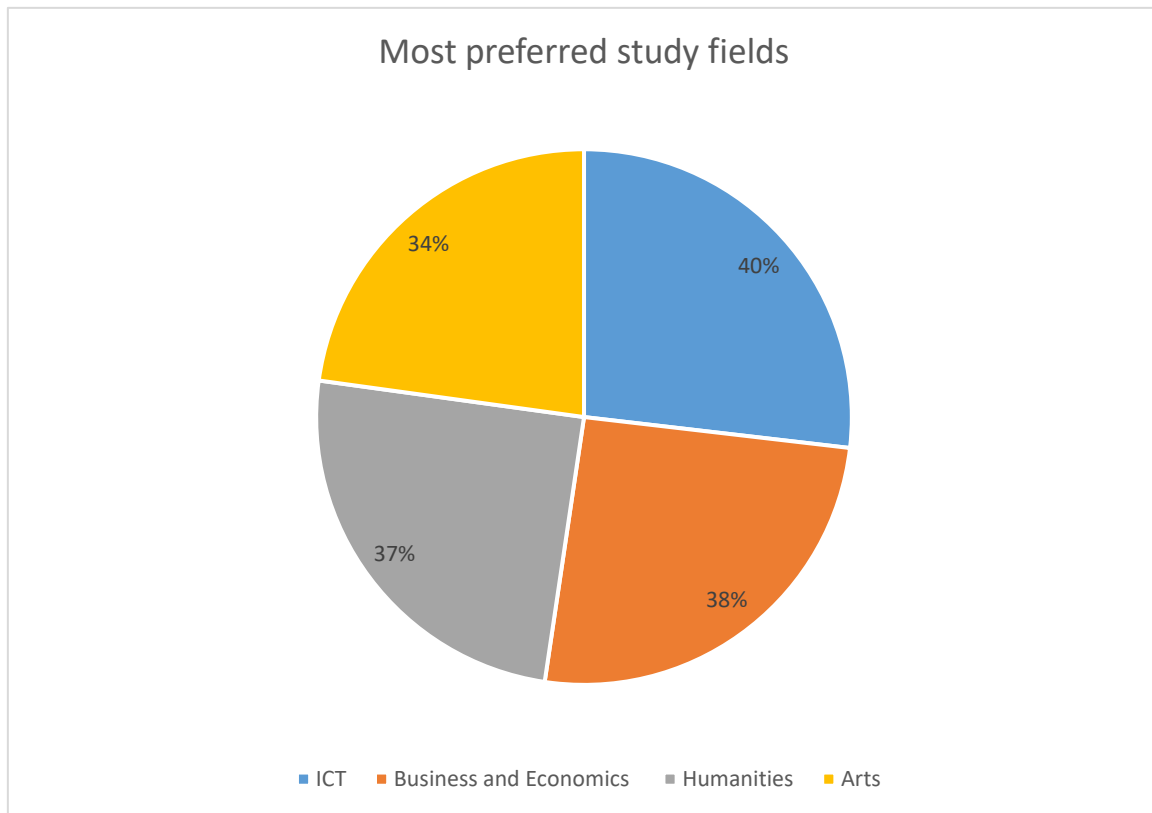
Figure 13. Most preferred study fields among participants

Most of choices were justified by their own answers. For example, choosing the higher education: they explained that nowadays it is very important, and you are nothing without it or that without finishing the higher education it will be very hard to find a job and earn money. Also, studying in university will help males to avoid the compulsory conscription into army.

But, some of them who choose professional education or having only school diploma justified their opinion that they just do not need something higher than this. Some of them just do not want to go and study in university.

Concerning the question about studying abroad, most popular countries are: USA, Canada, UK. Popular countries are: European countries like France, Germany, Spain and Japan. Less popular countries are: Finland, Czech, China.

Table 6. Most popular countries for international education among participants

Most popular	Popular	Less popular
USA	France and Germany	Finland
Canada	Spain	Czech
United Kingdom	Japan	China

The type and program of education. Concerning that question, here participants were able to choose the preferred type and program of education: Online or Traditional. Also, they were able to explain why they choose one, not another and what are the pluses of the program or certain type of education.

80% of participants answered that they want to study on full time study program and 20% on part time study program.

55% of students answered that they want to study on mixed type of education, which includes online and traditional class room education. 48% want to study with traditional system of education. Just 18% want to get the education using only online type of learning. The less desirable system of education is distance education (The education without being always be physically present at a school), so this type of education is popular just among 13% of all participants.

The following data was supported by personal comments from the participants, for example why they support one or another type or system of education.
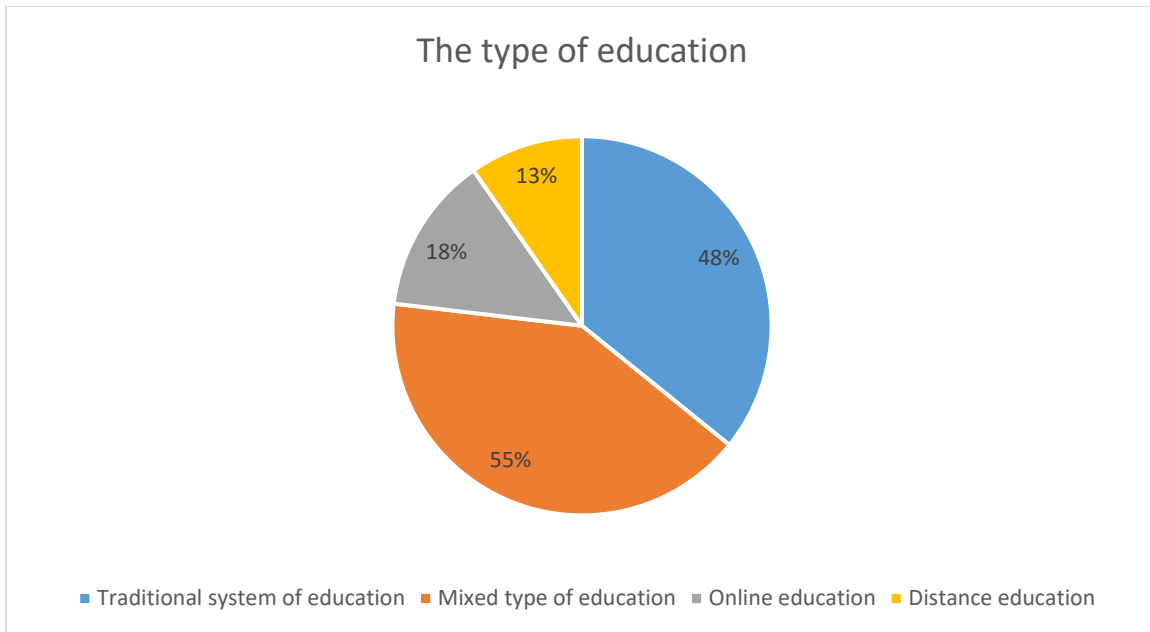
Figure 14. Preferred type of education among participants

After the choosing the education choice, there students were able to assess the following statements on a 1-5 scale. The big number of students are sure that their choice of education will meet their social expectations, also that they could be socially comfortable with their choice of education, that their choice of education will provide a good fit for them personally, that the choice of education will allow them to contribute to the society. What is interesting is that they prefer to choose their own field of education rather than following social norms (e.g. lawyer's kids become lawyers).

Likewise, there are still other part of statements which were not scored as well as previous statements above. For example, "My school friends may affect my choice of education" got just 2.3 of 5, or the statement "My friends who study/have studied after high-school may affect my choice of education" collected 2.4 of 5. Last to statements: "My relatives may affect my choice of education" and "My relatives who study/have studied after high-school may affect my choice of education" got 3 and 2.9 of 5.
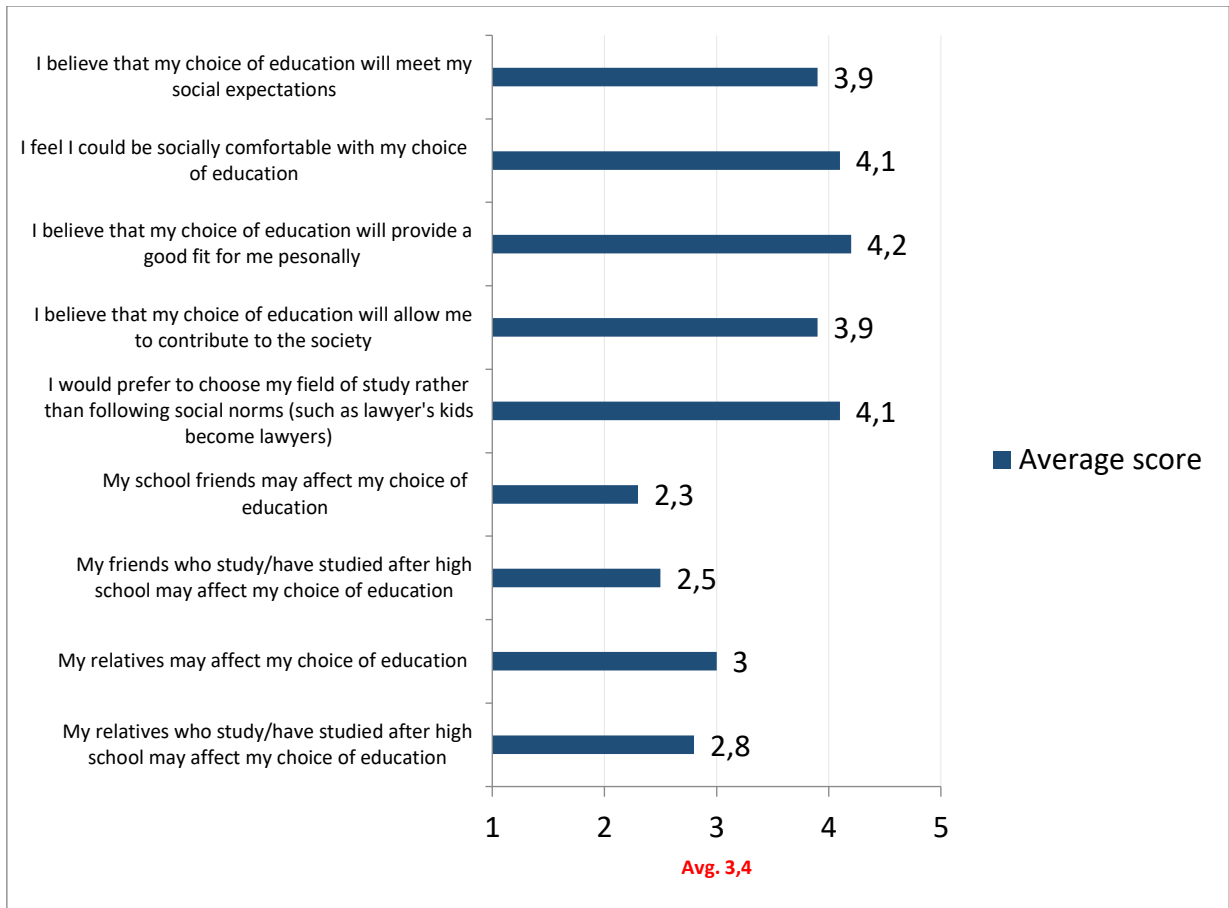
Figure 15. Statements escalations about education

The question about the impact on their decision about the studies after high-school shows that 88% of students want to choose by they own, half of them (49%) will discuss it with parents and their family will have big effect on their final decision, 10% of students will follow the recommendations or decision of school teachers and 8% of teenagers do not know yet who will make the decision. Also, In the field of their own answers, some students said that their best friends, or friends who are currently studying in university and describing about the education here will help them to make a decision.

The impact on the decision concerning the future studies
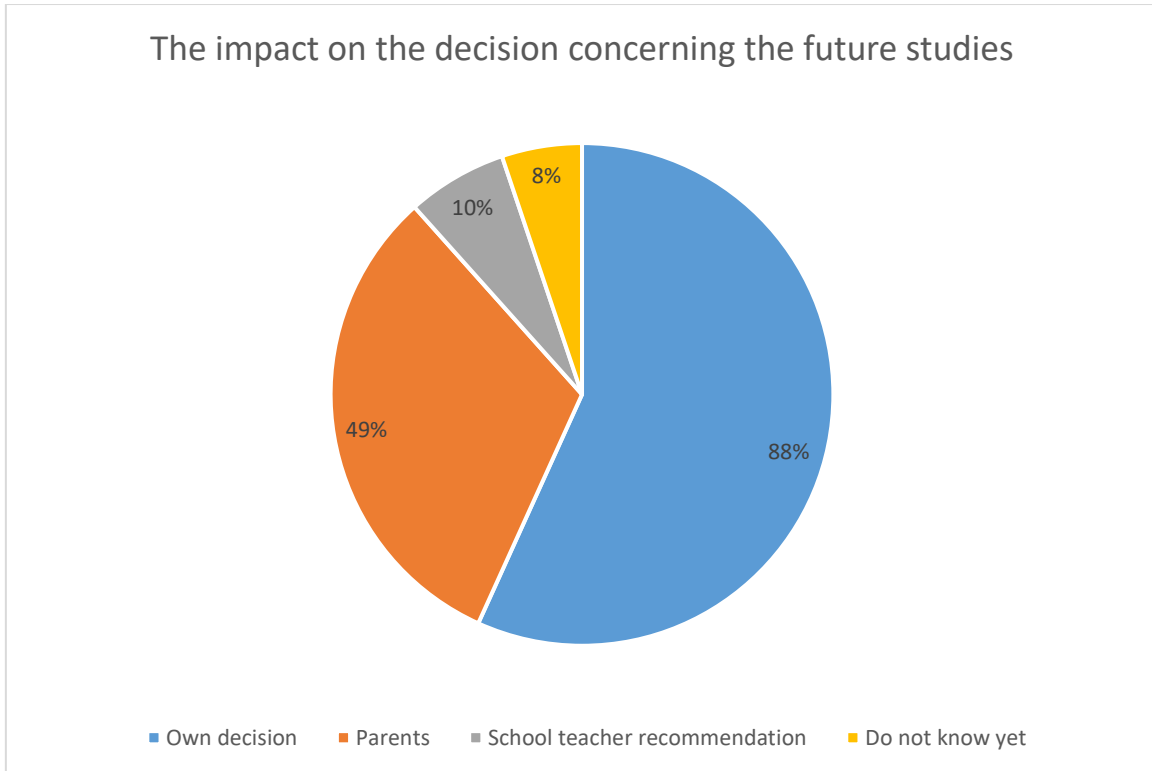
Figure 16. The impact on the decision concerning the future studies

The expectation of the future workplace, here students were able to choose as much as they want: 40% of respondents want to start their own business, 32% want to work in major corporations, 29% want to work in public sector organizations, 16% prefer to work in small and medium sized companies, 28% do not know yet.
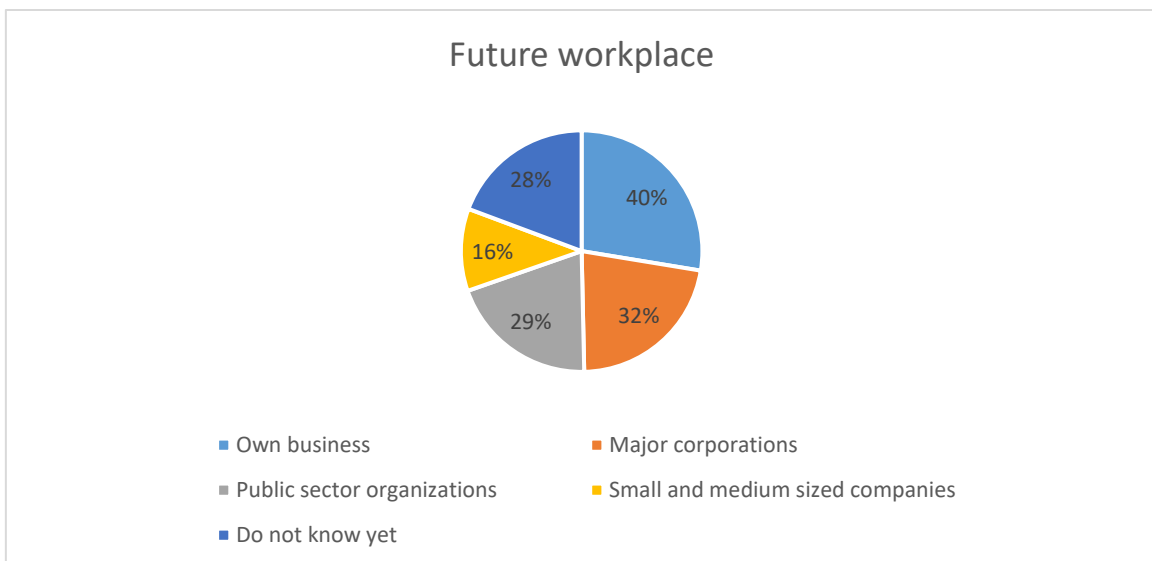
Figure 17. Expectations about future work place

One more question was about their expectations concerning studying and going in university, where students were able to access the statements from 1-5. Most of students are sure that university education will help them to acquire knowledge and develop skills, also that university education will allow them to explore interesting things, moreover, going to university will offer them the chance to meet many interesting people and one more statement: "completing a university degree is a good investment in the future" is also very close to 5.

Other statements as that university education will broaden their outlook on life, or that university education will expose them to international experience, and the expectation about student life, that it will be exciting and fun with plenty of activities and that University education will improve their English were scored not so high as previous statements, but some of them are also very close to average answer which is 4.2.
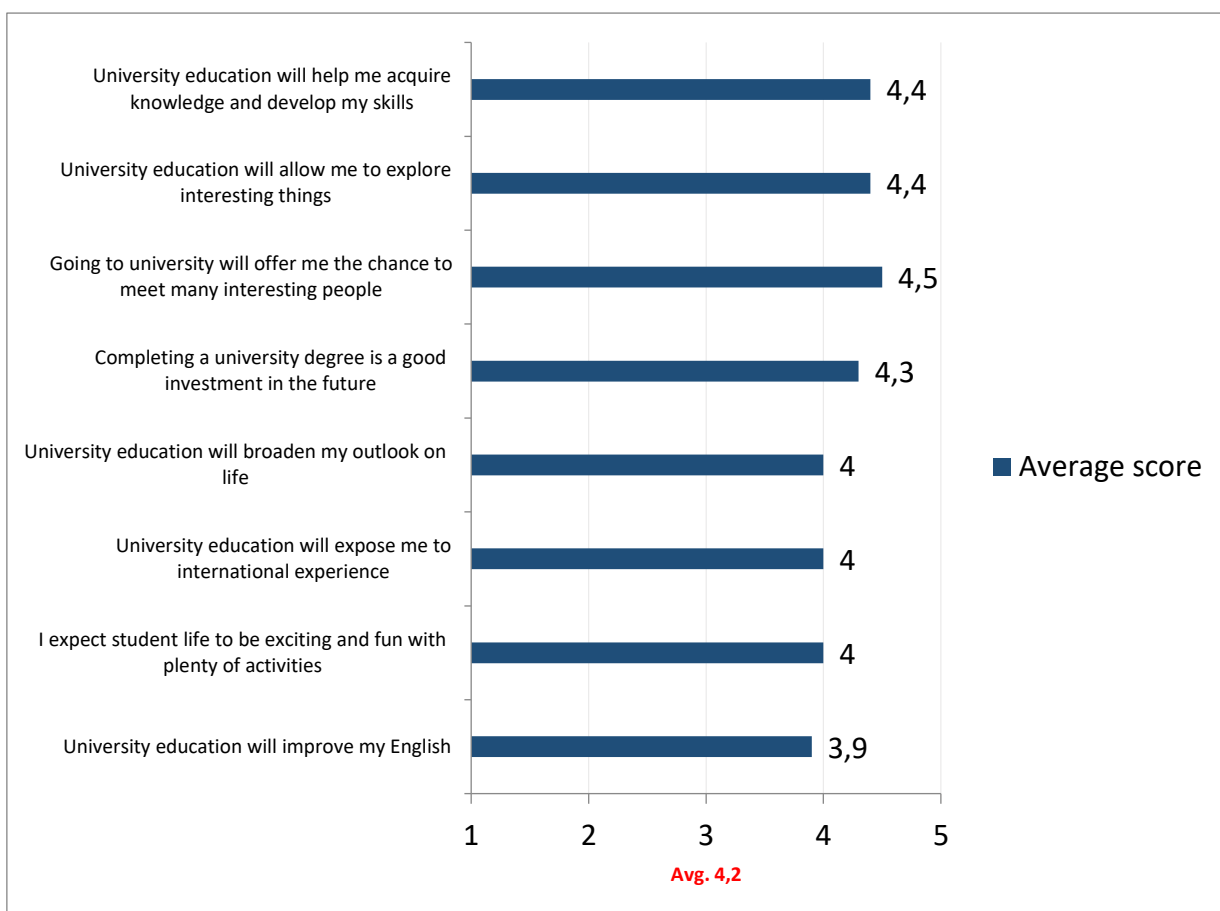
Figure 18. Statements escalations about university education and student life

The question related to the possession of digital devices was very important for the whole picture of the survey. It brought the new theories and even break the old ones. Linking this question with the preferred type of education, the picture of generation Z started to be much interesting with these statistics.

The Generation Z has a very good possession of digital devices. All of them are able to use mobile phones, 84% are very good with using of PC or laptops, 58% can use the tablets, also, by their own answers, they are able to use graphical tablets, smart watches and electronic books.
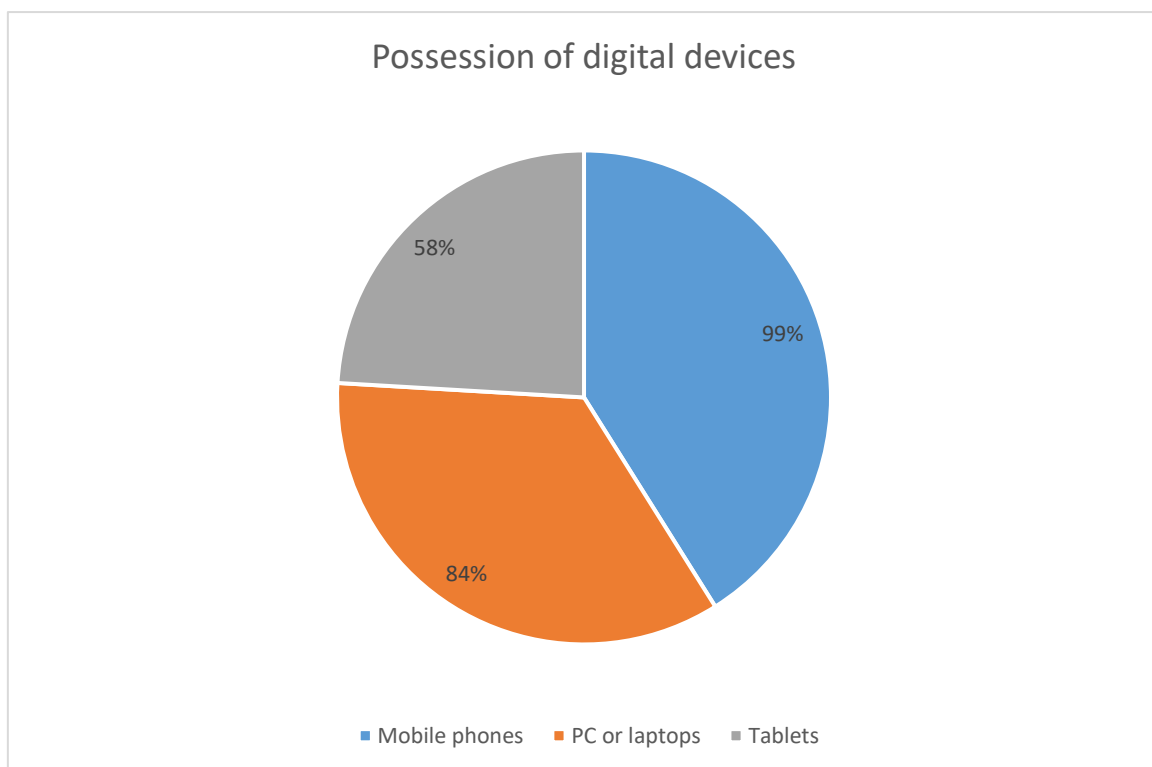
Figure 19. Possession of digital devices

5 Discussion

5.1 Discussion of findings

The decision has been made in JAMK University of Applied Sciences: to get clear understanding of generation Z, to obtain new knowledge about their skills, life expectations and intentions which are related to higher education, and finally find the approach of engaging them at JAMK.

For finding the answers there has been made the decision to make a competent survey for youths of generation Z which will answer on all concern questions. The survey has been created with a help of our supervisor and Educational Export Officier Pavlos Tarasanski. The survey itself helped the research be more grounded and viable, than before and as a result, it gives much more understanding about Generation Z.

Survey itself is based on three parts of questions:

- demographical questions (age of participants, their grade and gender). This part helped us to understand the core audience of participants, and their place of studying.

- Questions related to education. This part contains different questions related to education, for example their intentions and expectations about future education (Where, how and why they want to study in one place, not in another.) Also, some questions regarding the studying abroad and English language.

- The part of questions related to their future, for example where they want to work or who will make the decision concerning the choice of future education.

There were collected more than five hundred answers from five Russians schools which also helped us with the final version of the survey. The biggest number of respondents is from school 207. This amount of answers helped us to create the clear picture of generation Z, and even rise new questions for future studies about Generation Z.

Findings from demographical part shows that the biggest amount of answers were collected by women and mostly from the people age of fifteen and sixteen, these teenagers are currently studying in 9th and 10th grades.

The part about the education helped us to understand their intentions about the future studies and English level. We decided to separate some of answers by genders, so it helped us to clearly understand thoughts of women and men concerning the questions about education.

Basically, those statistics helped to make research more relevant and viable, than before. In addition, it gives additional possibilities for future researches which would be able to expend the topic of generation Z and create even new conclusions. At least, this data is relevant for youths of generation Z who strives to reach new horizons in their life and among various possibilities.

The first question is about the intentions to English language and the average answer is quite strong, it is 3.9 out of 5. It helps to understand that women gender cares a lot about English language. By their own replies, they are sure that English language nowadays helps a lot as in daily basis and as in work life. It will help them to find new relations, friends and better job places, because they are sure that most of jobs are require the good knowledge of English language. Also, as addition they claimed that English language will help them to be in trend with freshest news, for example it could be new episodes of their favorite series or the live stream of new Tesla's Car presentation.

Next question is related to females' intentions about future studies and what they want to have after they complete the certain educational place. Most of females want to obtain bachelor's or even master's diploma and just some of them want to just finish the high school or obtain vocational-technical certificate. Also, little percent is related to their own answers which shows that some of them want to link their life with sport. The answer about bachelor's or even master's diplomas was justified that nowadays it is much easier to find good and well payment job having these types of diplomas, because some of employers even does not go through the applications which does not contain these types of diplomas. Notwithstanding, that nowadays there are a lot of examples of persons which build their life and/or reached the huge success without higher education, generation Z still sure that even if you are talented, you anyway need the diploma of higher education, like bachelor or master level of education. Perhaps, this confidence is still taking place because of the upbringing from the side of their parents, which did not have any possibilities in life without higher education comparing to their children who have

YouTube, Instagram, cybersport and other aspects where every person can reach the success and gain a lot of money even without higher education.

Next question is related to studying abroad. The results we have shown us that female teenagers of generation Z are thinking a lot about the opportunity of studying abroad. Among three available choices, choice "yes" has been chosen by 66% of females. It shows us the big intention for developing the internalization aspect inside minds of youths. Of course, this is an intention, not the predict action in the future, some students mentioned that they simply do not have any opportunities to study abroad, it depends on financial situation and parent's thoughts. The fact is, that some parents do not think that studying abroad is a good way of building the future for their child, because in that case parents may lost control under the child and if it happens, then their children will just do drugs, hanging on the parties etc. Other part of parents, who also does not support the abroad studying claimed that, traditional Russian education is better and there is no need to put their son or daughter in international university or school education. From another part, children and other parents who support international education are sure, that it will be a great opportunity to develop language, communication and even self-skills as independence or as minimum cooking, but what is more important is feel and try different system of education. What was missed is that some students mentioned that they would like to go on exchange in international university during the studies in home university, unfortunately we did not have that option of choice in the survey.

The data which were collected in the question about preferred study field is different between female's and male's answers. As we know, females are more likely to go in universities or higher education institutions which link with sphere of arts, humanities and business and economics. Other words, they prefer to follow more humanitarian way of education, than any technical specializations. The field of Arts collected most of choices among females. Why it is so popular? In our opinion, nowadays there are a lot of tendencies and trends among teenagers, for example it is fashionable to draw some cute pictures and make posts with these masterpieces in Instagram, or to write electronic music and put all your works into your YouTube channel. It seems, that nowadays teenagers know a lot of examples of popular artists or for example musicians who are creating something new and unique for this world, and following

these people, they also want to do something interesting and unique, another word, this Generation has a lot of opportunities to do something which is somehow linked with arts and share it with world, even without big financial spending. Situation with business and economics is simpler that with arts. By own replies of students, they just see much more opportunities for their future in that sphere. For example, it will be much easier to find well payment job with real opportunities for career growth.

Notwithstanding, that male gender gave us quite less data, given answers are also interesting. For example, the question about intention to English language shows that male gender is also carrying a lot about the English language skills, the average answer is a bit lower than among girls, just on 0,1. The explanations were quite same: it will bring more opportunities as in daily basis and as in working life. Also, interesting comments were that some males started to learn English or even get the intention to learn this language because of video games which does not support their native Russian language. As we can see, both genders have other purposes to learn or to think that English language is important. These purposes do not only base on working life, but also on other things, from the social aspects and fields of interests.

The answers in the question about the future education and which diplomas or certificates they want to have after finishing the high school shows us quite the same results as female gender have, but here is the situation with uncertainty of the choice. This is because answers which males gave us shows that finishing high school or obtain the vocational-technical certificate have the same percentage of choices, and the option which describes obtaining the bachelor's degree or master's degree is only a bit more valuable for them. Oslo, there is more people who still do not know what they really want in their future. Maybe, it is because males itself in this age are carrying less about their future and education, than females.

The statistics considering abroad studying and education shows that males intentions are similar with females. As we can see, more than 50% of participants are looking forward to abroad studying. Following the replies of students, the key reason of abroad studying is internalization, which can expand and develop English language skills, find out differences between cultures and find any opportunities of international job with interesting workplace. Of course, some of

males do not want to study abroad, reasons can be linked with a financial situation or even cultural behaviour of individuals.

Also, some of them just do not want to leave the domestic country because of the fear of leaving relatives and personal comfort area. More reasons of the unwillingness or uncertainty about abroad education can be caused from the side of relatives who do not support any ideas which link with international studies.

Comparing the statistics among both genders, male's intentions about the preferred fields of studying are more technical orientated. Most of males, want to study in the sphere of ICT, business and economics and engineering. The situation with the choice about business and economics is simply as with female's one. This is the common opinion, that this sphere of work can get the possibility of easy job finding, moreover, this job will be able to afford the sustainable salary with a career growth. The situation with engineering is also understandable. Male gender itself usually has the technical mind-set than female's gender. It is much easier for men to understand an exact science and it is much more attractive for them.

But the situation with ICT is more interesting. With a growth of computer technologies and other digital devices, people have started to find more opportunities in ICT sphere for further development. Nowadays, even computer games and digital devices itself started to be like a common thing of entertainment for youths and kids, as toy soldiers or dolls for their parents during their childhood. That is why today everyone is living in the area of digitalization and technologies. Especially males, who grew up playing video and computer games are very familiar with technologies. This digital "world" is very interesting for them, they want to explore and develop it more. Of course, growing up they start to think about future job and life itself. Nowadays, everyone knows that jobs of IT specialists, game or web developers, jobs of graphical designers or programmers are high payed. This reason brings them more motivation to go, explore and study in that sphere.

Talking about the picture from both gender sides we can say that there are four most preferred study fields among teenagers from Generation Z. First one is ICT. As we already discussed it is so because of digitization and intention of the world to create and discover something new in

that sphere of life. At the same time, nowadays ICT work places are one of the most well payed professions in the world. Second most preferred study field is economics and business because still many people want to open their own business or work in a big multinational company. Other choses art and humanities because not the people are willing to be good in math, economics or programming and they just want to discover people's thoughts and create something wonderful. Basically, these are the most popular and what is more important valuable spheres of work and education nowadays.

The following question was about countries for abroad studying, where participants were able to write the desirable country for education. From the data of the survey, we can see that most preferred countries are United States of America, Canada, United Kingdom and some European countries as Germany, Spain and Finland. The reason why top three countries are so popular is very simple. In Russia, most people think that these countries can afford well payed and interesting job and quality of life and education is much better than in their domestic country.

One more reason of the big desire to live in United States of America or United Kingdom is that these countries made a lot of worldwide popular films, music and other masterpieces and have a lot of celebrities, whom everyone can meet on the street.

As we can see, the table also includes some Asian countries as for example China or Japan. Youths also think that these countries can afford better quality of life, also they know that these countries contain big business and technological centers as in Hong Kong or Tokyo, which also provides everyone with a chance to develop the newest technologies in the sphere of engineering and ICT.

The next question for teenagers was about the preferred type of education. Here students were able to answer by which type and system of education they want to study, the options were among traditional, online, mixed and distance system or type of education. The answers and data which was collected from student's reply shows quite expectable outcome.

Still there is tendency to follow the traditional system of education which has been loved by youth's parents over the previous years, so the logical consequence is that the ideas about the

perfect life path cover the fact that the typical university education, where student attend several lectures and lessons every day is the best way of knowledge obtaining. Here is the outcome from these ideas – about half of participants think that traditional system of education is the most suitable for them.

Unless, we can cover another fact – which tells us that Generation Z is the generation of technologies and its dominance among most of the old-fashioned trends, especially in 2019. With technological upbringing among youths, different Universities and other educational institutions became with the idea to make a new type of education, the mixed one. Where student would be able to attend some courses physically but do most of assignments or tests/exams electronically, even online. One more plus is that student even able to pass some courses distantly if he or she has some reasons not to attend this or another class, and the result is showing its popularity among 55% of all students.

Other types of education as completely distance learning or fully online type of education collected less then 20 percent for each. There might be an idea, that nowadays, students are looking forward for combination. It means, that if there will be an opportunity to do something in the easiest way for them, save some time or/and take the most productive outcome from the activity, they would definitely try to take all resent aspects of opportunity.

This is not the end, also this question covered the meanings of study programs. As it was mentioned: 80% of participants would like to follow the full-time study program while just 20% of them would like to study on part time study program. It might be thought with the idea of time management, especially with a fact that most of students prefer to work during their studies or do all out-class activities after the day in university or certain educational institution, for example because following the full-time study program helps students not to forget about any serious exams, tests or assignments. To get dipper understanding about everything which was explained on this question, have a look on the personal comments and replies from student about preferred type and system of education:

Here are their own replies regrading to the choice about traditional system of education:

- "I want to study with classmates, in a team"

- "This is the most effective type of education"

- "It is much easier for me to study and understand the study material"

- "I used to it. For me it is comfortable"

- "It is time-tested technique"

- "I think that this is the most effective type of education, but I would like to test the Online system of education"

- "The contact with the teacher or professor during the education is very important"

- "Discussing with a teacher during the class, helps me to understand the material much easier".

Here are their own replies regrading to the choice about online and mixed systems of education:

- "It is much easier to understand the study material"

- "For me these kinds of educational program are more useful"

- "I think online system of education is much comfortable and useful than any other"

- "Because I like internet, and internet it's my World. And another: because I'm lazy"

- "I want to have a free timetable".

- "I prefer modern education".

- "Modernity!!!".

Such comments can provide the reader with the real intention of generation Z concerning many aspects from survey. The idea is that sometimes it is much more efficient to have a natural

feedback instead of soft statistics. It helps to understand the nature of the topic or in this case – generation. Even with a fact, that statistically those parameters are more or less equal, these comments allow to feel why sometimes lower amount of replies could make the things more reliable and valuable.

Also, there were some other replies from youths. As comments regarding to types of education, for example some of participants claimed that they do not care about the system of education, because the place where they will study is much more important than its approach. Moreover, some of participants mentioned that they accept various types of educating, because they think that it is much more effective for a student to combine different ways of studying. Talking about the traditional system of education, they assert that this is time-tested technique and it is much easier for them to study inside the class, with classmates and teacher. Well, here might be underlined one comment about the idea that the place of study is much more important than its program. Let's go dipper inside this statement a bit later, in the general discussion.

After previous questions followed a scale which contains some statements about student's choice of education. First statements basically cover social expectations and it's comfort, personal fit, society contribution and one more, where student was able to show how much he or she would like to follow social norms, choosing the future education. And here statistic is quite good, the average number in the scale from 1 to 5 is 4. It shows us that future students are really confident in their choices and believes about their future, but what is more important is that this is their own future which they choose personally, so as minimum they already have some kind of plan or target which has to be reached by passing one or another educational institution by their own choice.

Well, further statements and replies from students on them can really prove the idea behind the first ones. There were statements about affection on their educational choice from the side of relatives, friends who are studying in schools, or those friends or relatives who studying/have studied in further educational institutions. So, the replies just make the previous statement result even stronger and more concrete. They do not think and/or believe that

somebody might affect on their choice. It supports again the idea that these students are sure in their plans and strategy as minimum for the near future. The average estimated number is 2.5.

The next upcoming question for new students covered pretty the same topic as the previous one, but also important aspect which link with the decision impact and life choose. The idea of the question was to understand will other authorities from the life of one or another student cause effect on the decision concerning the future studies. Of course, the one "acceptable" authority for youths is their parents. This tendency was supported by mostly 50% of students. Unless, that there is can be considered a fact that students were able to follow the multiple choice during the passing some questions from survey, as here for example. That is why most of students, there is mean 88%, choose the option "by own decision", and just 10% are looking forward for recommendations from the schoolteacher and 8% just do not know yet. To have an open look to the whole picture at all, there can be found the idea, that youths still have some authorities which they are listening and consider. Notwithstanding, most of them will make a final decision by their own thoughts and desires. What it can give for thoughts, as minimum that talking about higher or developing the higher education, some institutions can as minimum follow the thoughts and desires of school students, maybe sometimes it can bring the new outcome for educational system at all.

The following question covered the thoughts of students which linked with the expectations from the future workplace. Replies from students shows that 40% of them want to have or start their own business, 32% want to work in major companies, while just 16% want to work in medium or small firms and the rest of the students (29%) want to see their self in public sector organizations and 28% just do not know yet. It shows us a new tendency which takes place in our modern world and society – skills. If one person can for example draw, it does not necessary means that the one thing for them is just to take new physical layout and paint something by using real aquarelle. Nowadays people have much more possibilities to learn something new. If the person can just draw or have some kind of skill, then he or she can just finish the courses for computer drawing and become a real art designer or art developer in computer games, or even open own business for example to complete different tasks from other companies which

needs some design or art for the game or movie. And this is the key difference between old generations and youths from generation Z – they have more possibilities which even does not bring them risks, because looking on their parents, when they were young the best statement was – finish the higher education and find a job which can bring you the life stability and stability in job, as minimum concerning the salary.

Nowadays, teenagers plenty of possibilities to find their own way and path even if certain thing might be estimated as a risk before, now the risk is just a possibility. Nevertheless, parent's statements still can take a grounded place in the life of youth. That is why, perhaps, most people also choose to work in major corporations where they will be able to create a strong and stable career where they can grow as a strong specialist or manager.

Of course, before entering the job, students need to finish higher or any other kind of professional education which may prepare them to face and solve various troubles and issues on the workplace. So, the next question was about their expectations concerning the higher education. This question allowed to students to estimate different statements on the scale from 1 to 5. Here most of students are sure that university education is a good investment for the future, and it will allow them to obtain and develop new knowledge, explore and experience new interesting things and to meet new interesting people. The rest replies from statements which students answered were not estimated as high as the previous which were mentioned above. Statements which claims that university education will expand and broaden their outlook on life, will expose the international experience, that university life is fun and there is plenty of activities and the last one, that university education will improve the English language were estimated quite lower, but still high enough to be near the average number of 4.2. Basically, the expectation from youths of Generation Z concerning the university education and its life are pretty basic and common. Still, they do not think that this is something exiting and fun.

More or less, they take the higher education as just a tool for the future. Another word, as a paper to pass the job interview. Of course, they are sure that University and higher education may bring them the exact useful knowledge and even skills, but nothing more. If we can consider the previous results as minimum from the question about the impact on university and higher

education, there can be easily found the link between authority from parents and replies for this question. Perhaps, because of parents believes and explanations or even expectations to the child, students may estimate these statements following the words of parents which took a ground inside their minds. Which is ones again telling that University higher education is what they (youths) really need for the good and stable life and career.

The last question from the survey was created to understand the possession of digital devices among youths. Leaving the dry data and numbers there could be mentioned the fact that Generation Z is the generation of technologies, all people who were born in 1999-2000 were able to see the upcoming of computers, mobile phones, after smartphones and plenty of other digital devices and technologies. So yes, even survey and this question shows the real approval for these tendencies. All teenagers and youths who passed through this question have such huge possession for digital devices, which even sometimes stays out among previous generations. Once again, it tells that with the rising of the technological tendencies and trends, youths and teenagers started to have infinity amount of new ways for expressing, develop and even just make yourself as you wish.

Also, it applies to the career, for example using the electronic devices, as minimum just a computer and special tablet, the person who likes to draw may just pass some courses which will not take so much time and become a digital artist which may work in huge industries of cartoon, video and computer games and even in movies. With technology development, a lot of new careers comes. From just typical artist, now you can be a graphical designer, visual designer, art manager, artist who works with textures for games or even Hollywood movies and a lot of more. One more plus which data shows out of the digital device's possession is that nowadays, it is much easier to learn and study because of several programs, online courses and other sources which helps person id different aspects of daily basis.

5.2   General Discussion

First thing to start with here is the way of how Generation Z overcome previous generations with widened look on things. It can be admitted in more or less any case of how they deal with new, upcoming chapters of their life. Looking back on survey, they admitted so many variations

of how they will deal with higher education or any other possibility after the school. Many of them are looking for new type of self-development which would help them to understand or realize themselves as professionals or accomplished people. Youths from Generation Z are the first generation which tries to broader the reality of possibilities in life. They are looking for new ways even of finishing the university, many of them does not know why traditional system of education might be valuable for them, instead they are choosing new ways or methods of gathering the education. Talking about future realization, many opportunities for them are more transparent than for their parents. In general, their parents are the previous Generation Y, which have more traditional approach on life and on education itself. They used to think that the only way to be normal, independent and even rich person is to do everything, by following just one, step-by-step methodology of finishing school with the high grades, then enter the high university, then find a job which is linked with your university specialization and in the end, be retired. Well, now youths think not just differently, but they have much more possibilities to organize their own life as they even wish.

First, many new professions and specializations started to enter the world's market. Nowadays some professions which was not popular in the past are hyping a lot nowadays because of trends. Trends – are such things which push the world forward, its economy, behavior, and norms for different types of society. Comparing once again Generation Z with Generation Y, the first trend which comes to mind is technologies. Absolutely, nowadays everyone is fully involved into technologies, all people use their smartphones, computers, and many other electronic devices just because it is trend. Of course, it simplifies the life, but at the same moment it is starting to overcome the understanding of the trend. Generation Z was grown with a developing of technologies. Then, meaning of technology was something as a trend, new, but now even every car is full of various technologies. There can be recognized times when even buying a GPS system in your car was a big deal. Now, everything is inside, as a normal used thing. Same for youths, we used to think that technologies are the same things as TV or refrigerator, but here comes the next thing. Of course, new technologies are coming on the market, some of them survive and some – no. But the fact is that nowadays, used for Generation Z technologies are something as a motherlode for new trends. Many of things such as Facebook, Instagram, TikTok, some other social platforms started to be so popular just because of the usage among

youths from generation Z. And the fact is that some people from Generation Z, who are 17-21 years old are having salary which is forty times more than comparing to professional school-teacher. Of course, not every second or even tenth youth from Generation Z is getting paid so well just because of usage of social media. Notwithstanding, many of teenagers found themselves here as online managers, web designers, artists, account managers and so on. Comparing once again, there is a men whose name is Dima and he is an admin on online server about one game called GTA V. Every month he is getting paid with amount of ₽300.000, while usual teacher in every school among Russia is getting paid by ₽25.000-50.000, while usual sales manager in Russian's company can have salary maximum ₽70.000-80.000. These numbers are approximate, but still the reality is very near.

By this, the aim of getting such examples is to introduce how the new lifecycles are coming. If to imagine the youth who is looking on such example, he or she would think twice about their future expectations and road. Maybe they will decide to be a programmers or designers instead of micro-biological scientist, literature teacher and so on. Answering the question why, there can be given one answer: because they simply see much more opportunities and ways of realization, comparing to traditional life possibilities and ways of self-development. Not whole Generation is fully involved in the habit to think like it was mentioned above. Instead, many of them will not approach on their own understanding or decision process. As it was mentioned for example in the survey, where big part of teenagers claimed their attitude about asking and following parent's thoughts and recommendations. But still, even following like this, they are all more or less involved into trends among technologies and what is more important, they follow this trend. Here could be made a simple separation of Generation Z on segments, where one is sets the trend leaning on existing technologies or sources, another is involved in this new trend (remember an example of online administrator), and the last one is people, who used to be as simple consumers of the trend. Nevertheless, namely they will passively decide how long this trend will exist as a trend and will this phenomenon start to be as used thing for everyone as for example, TV shows or social networks. We strongly believe that Generation Z is the generation of acceptance and adaptation. Such amount of technologies, gadgets, trends came and burned during these twenty years and every trend or technology was accepted and fully studied before it started to be forgotten, or vice-versa be a normal thing. Comparing once again

with previous generations, which got such things as radio, TV, internet and first computers which presented the smallest, basic version of what everyone has now, generation Z had and still experienced kaleidoscope of new technologies and trends.

Still, everything mentioned above is not just fun or entertained thing, over again, it (technologies) gives real possibilities of solving various problems and unexpected things. Here can be taken the situation with a pandemic virus called Covid-19. It brings the huge resonance in our world. More or less every country's borders are closed, sometimes even internal, the world economy are in very tight position, economies of many countries are getting stopped. A lot of institutions are closed, such as schools or universities in order to prevent the virus expanding. To solve such limitations, there has been made a decision to work and study online and distantly, from home, to make all things more safer. Various technologies and online platforms mentioned above helped in organizing the new way of education and working. Here can be admitted the big role of technologies, but also the fact of recognizing the real experience for youths of massive online and distant learning. Some of them claimed in survey how they want to change the type of education to distant and online, from the traditional one. In the reality, it was new experience for both: students and teachers who did not used to drive and attend lessons in online and distant form. Here can be made a small conclusion, all universities which strives to redevelop or involve some kind of new approach inside their educational system will approach a lot on this pandemic situation, because by making conclusions everyone will understand current pluses and minuses of online education as well as limitations and will be ready to change current understanding of distant learning by redeveloping the system, or even involve something new or balanced combination of traditional and distant type of education.

Basically, the generation Z tries to be as independent as possible, as statistics shows, many people would just consider recommendations of older people, but the final decision will be held by them. Here, the discussion can be not just around the education, but about whole life itself, even about work and how job will be done, how their daily timetable will look like and so on. Many decisions will cover various aspects of daily-basis situations and other moments. As a result, more or less every decision will be based on their own life attitude which will be depended on technologies which as it was mentioned above will drive the trends. Here is mentioned the

psychology of generation Z, still there is not enough data to create the clear conclusion. As minimum because current Generation Z consists of youths who just start to enter the real world after school. Many of them might change completely their attitude and views, as it was mentioned above, a lot of trends come and out and we do not know what will drive the society after even three or five years. For now, Generation Z is the generation which will be able to change the attitude of the whole world in the future. They used to involve, accept, and use new trends and technologies, there is a bit percentage of the probability that they will change completely some things which we used to use and even understand now. The time will come, here would be clear what the Generation Z is all about. Moreover, with an acceptance of technologies and the desire of their usage and development, there can be mentioned such phenomena of relationship building manner. Based on even current fast development of AR or VR types of communication, there could be imagined such things as that everyone would use just this things for communication or even for education. Many of people claim that it is hard for them to imagine hard geometry figures from the geometry. Now there can be imagined the class, where everyone will use VR at their home, to attend the same class with classmates where everyone will be able to turn around such geometry figures and solve various exercises. Now, people used to think about VR as about something more entertaining or fun-based activity, but a lot of youths also have dreams about such possibilities in future, which will help to reinvent the distant and online type of education.

There are a lot of examples and words about technologies and their linkage with generation Z, but it is because the meaning of technology and trend is the core part of every youths. In addition, it is the core thing which affects a lot on decision-making processes. Even comparing two universities, where every university is popular, have a lot of exchange programs, study fields and so on, will win such university which will offer the widened usage of devices which will simplify processes of education and even open new opportunities for them.

What if the phenomena of Generation Z could be observed from marketing and innovation perspective? Talking about adaptation of Generation Z. It is starts to be as an interesting customer for various startups and new businesses which would like to have a risk in a way of producing something new. Entry threshold of generation Z is very smooth and even fast, comparing it to

their parents or adults of previous generations which entry threshold is much sophisticated due to the fact of acceptance. Let have a look on simple example which was taken from one family. This family includes mother, father, and their young child from Generation Z. The situation is that market launch new type of products called smartwatches. Basically, these are the same mechanisms which shows time, but here with addition of touch display, fitness apps, integrated WhatsApp and so on. As a result, here could be made a separation on three groups or even categories. Of course, the first thing which should be mentioned is the fact that a new trend, basically the innovation of smartwatches can be burned even during the year because of the basic market acceptance. Getting back to the group separation, the following groups are:

- Conservatives – it is about the mother, who strongly believe that she will not even think to buy any smartwatches because she just do not need all new innovations as touch screen, fitness and calculators apps and so on, she just need old-type watches which will be mechanic based and with one function – to show the time.

- Traditional loyalists – it is about the father, who will see the reviews, various feedbacks and will buy the smartwatches in order to test will it useful or not. Even though, after the transaction, father will need more than three or even four months in order to get used to new smartwatches and as minimum start to use some functions and innovations. While as a result, more than 70% of innovations will be forgotten, useless and covered by many other reasons which prevents the real usage of new innovation. In conclusion, many people who belongs to this category, as a father from the example will just try to use the new innovation, for example, during the year, but in the end there is a big percentage of the probability that person may come back to the previous, more comfortable and simple thing, as from smartwatches to classic watches. So, there is very low probability of the continuation of further usage, moreover, covering at least 70% of innovation characteristics.

- Generation Z – here is completely different picture comparing to previous segments of customers (mother and father). Because of the high trend and innovation usage, Gener-

ation Z will be able to prevent the uncertainty of innovation usage and give real feedback to the business about is it naturally useful or not. Based on real experience and customer's expectations, not on self-uncertainty or other factors which based on different psychology or age differentiation.

This example serves to show why the Generation Z is more positive target group for such type of businesses which are looking for an opportunity of making market penetration via new, unexpectable innovation. In our opinion, it is important to consider, because the Generation Z is the future core customer's group for the world market and business itself.

6 Limitations and Recommendations for Future Research

First, the biggest issue was the fact that the topic itself is to young, even more – it is forming because the Generation Z is too young as well. Many of youths are just finishing their school and may change themselves as well as their own opinions coordinately. That is why it was very hard to find relevant information about the topic and comprise it altogether. In addition, it was a big plus for work to collect the real data from students, youths of Generation Z who can give a real feedback and statistics of what happening in reality with them. Here are also hide some obstacles as for example the fact, that this data is more or less permanent and will be valid for two or three years maximum. After this period researchers will need to organize new and fresh surveys or basically data which will proof current conclusions and feedbacks or not. In addition, not all responds which we got from survey are surely correct. Some of comments went of topics or were something as jokes from students, it was hard to get real data from survey and delete all irrelevant information.

As well as with survey, we would like to have an open, more personal discussions with youths about their own expectations. It would broader our background about Generation Z and would bring more things to think about with this work. Basically, the data itself would be more realistic and not so straight as we got out from the survey. Talking about discussion, it was also hard to communicate later with people who is linked closely with work because of coronavirus. Here

was taken all regulations in order to prevent long pauses and continue to work on thesis, but still it was a bit harder to cooperate and comprise everyone's thoughts on distance.

The following recommendations will serve to simplify the understanding of future researches among Generation Z. Current situation with youths will not bring something grounded as it would be done with adults, who bring something to the market and have their own, structured attitude to life. That is why future researches will be needed. In addition, some situations as with coronavirus may affect a lot on Generation Z, that is why it is also important to have new researches based on various external effects which linked closely with Generation Z.

7   Conclusion

In conclusion, Generation Z – it is very interesting phenomena, which will need additional researches during the near and further future. It will allow to create a final conclusions based on real proved statistics and facts. Nowadays, it is the most interesting figure for modern businesses because of the possibility to enter new innovation without a huge risk which would be taken in early 2000's. Generation Z – it is generation which seeks various opportunities which may help them in basic life improvements. The same idea is linked closely with education, the Generation Z may basically follow the general ideology as their parents has about higher education, but anyway, this generation will seek the opportunities which will help to upgrade the various approaches or as minimum study mechanisms, which in conclusion will make the process of gathering the higher education more efficient, comfortable and basically modern. Generation Z will always try to redevelop something, find more unique and interesting approaches which will simplify life and make things more efficient, because the most important thing which worth among youths is time and its efficiency.

Such outcomes and feedbacks as with situation of coronavirus will show the real attitude and current situation with distant learning and will bring such feedbacks from youths of Generation Z which will help to reorganize, redevelop or as minimum bring something new to understanding of new methods of gathering the higher education. As a result, here can be made a correlation between generation Z and various aspects which are linked with psychology, technologies,

trends, marketing and target segments which would help to understand the generation and find the most suitable approach which will help in designing the further education. In addition, generation Z aims to have new kind of approaches not only in educational sphere, but as a result in marketing perspective. After several discussions with participants, we realized that most of them does not like phone calls as a way of communication between business and customer. As a result, it might negatively effect on such characteristic as customer's loyalty. In that way, they prefer to use social media and email as a type of communication. A lot of examples could be mentioned here, but the idea is that the current data from this research will be able to provide the interest side with some possible small redevelopments, but for future understanding of generation Z, as it was mentioned – further researches will give much more grounded and stable information.

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