

SAMSUNG

STREAM OR SKIP?

"GEN Z'S PARADOX OF CHOICE"

Fordham University Gabelli School of Business
MS Marketing Intelligence

FORDHAM | Gabelli School
THE JESUIT UNIVERSITY OF NEW YORK | of Business

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The Plot

Dive into Gen Z's behavior, preferences, and needs in TV viewing and purchasing, providing insights to help shape products and strategies that resonate with this tech-savvy, experience-driven generation

“INSPIRED BY GEN Z’S, CREATING THE FUTURE OF TVS”



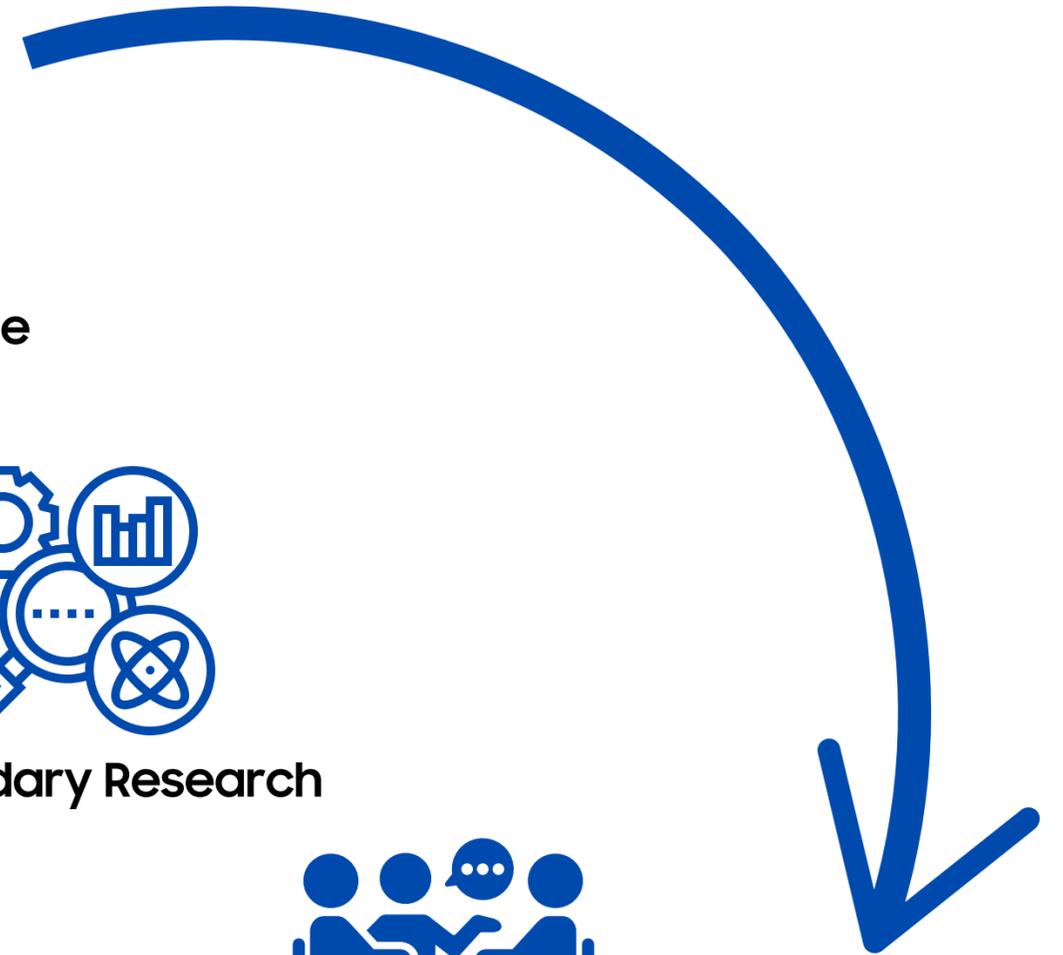
The Plot: What are we looking for



Secondary Research



Primary
Research: Focus
Groups



EPISODE 01:

WHO ARE GEN ZS?

Gen Z will be the largest, wealthiest, and highest-spending generational cohort in history

By 2030 Gen Z's spending power will reach \$12 trillion

Gen Z prefers social platforms like Instagram and TikTok

**Gen
Snapshot**

An illustration showing a large, stylized letter 'Z' in the center. Several small, diverse human figures are interacting with the 'Z': one is standing to the left holding a smartphone, one is sitting on top of the 'Z' with a laptop, and another is sitting to the right with a laptop. There are also some floating icons like a speech bubble and a gear around the 'Z'.

Core beliefs

- Value
- Authenticity
- Sustainability



SCREENED IN: The Gen-Z Paradox

Gen Z grew up surrounded by screens—laptops, smartphones, and tablets dominated their daily lives. On average, they spend 6.6 hours per day consuming some type of media.

Yet, in a twist of modern irony, the one screen that defined past generations—the television—is absent from their world.

The Gen Z Paradox explores the shift in how a generation connects, creates, and consumes, and redefines what it means to tune in.

Gen Z and TVs

73%

stated that they have a TV at home

59%

stated that own a TV personally

48%

stated that they use their TV daily

which is significantly **less** compared to older generations

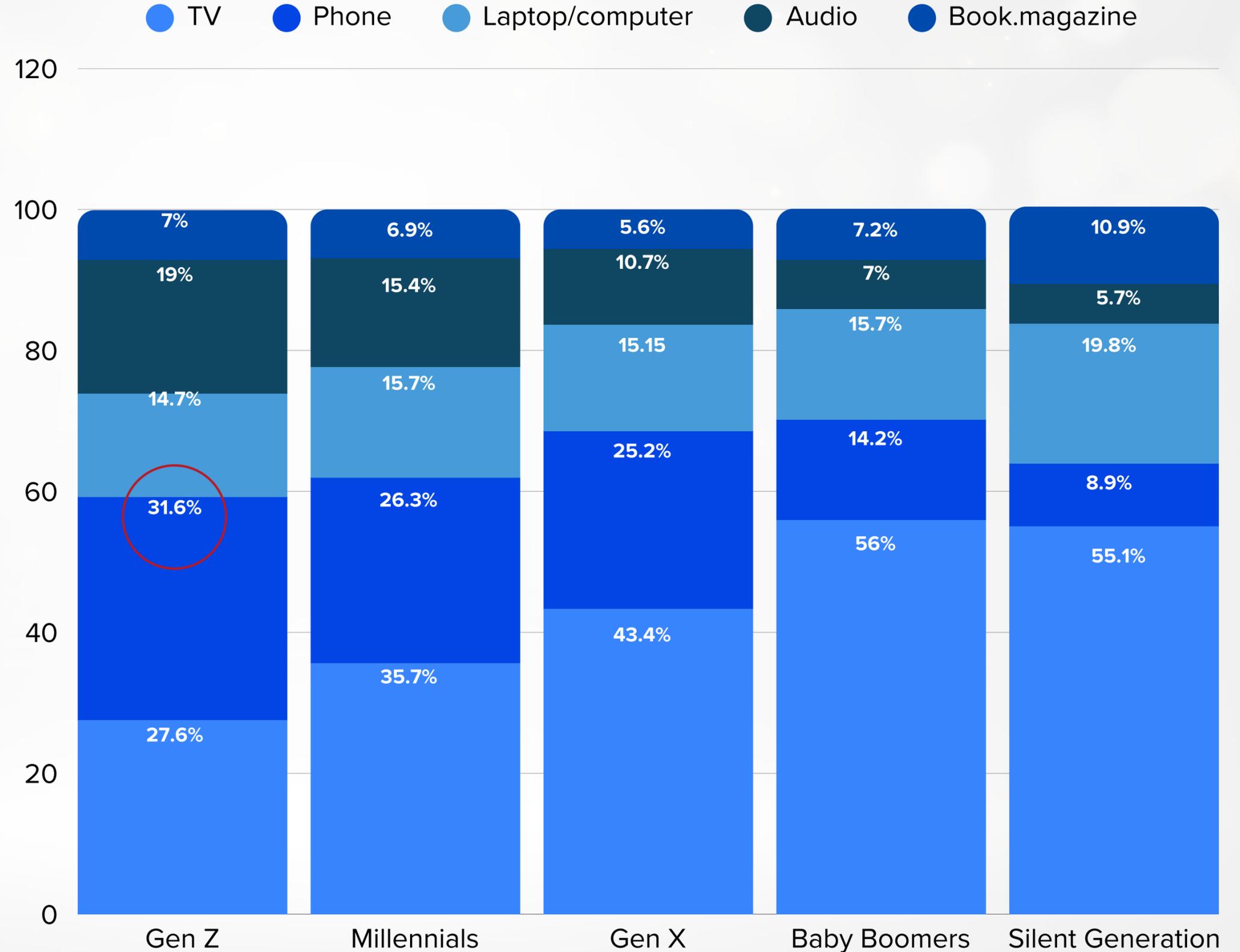
In contrast, Gen Z is more likely than older generations to:

personally own streaming devices & gaming consoles

be early adopters of new technology (60%)

Gen Zs: Phones
VS
Older Gen: TVs

How we consume media by generation



WILL YOU STREAM OR SKIP?

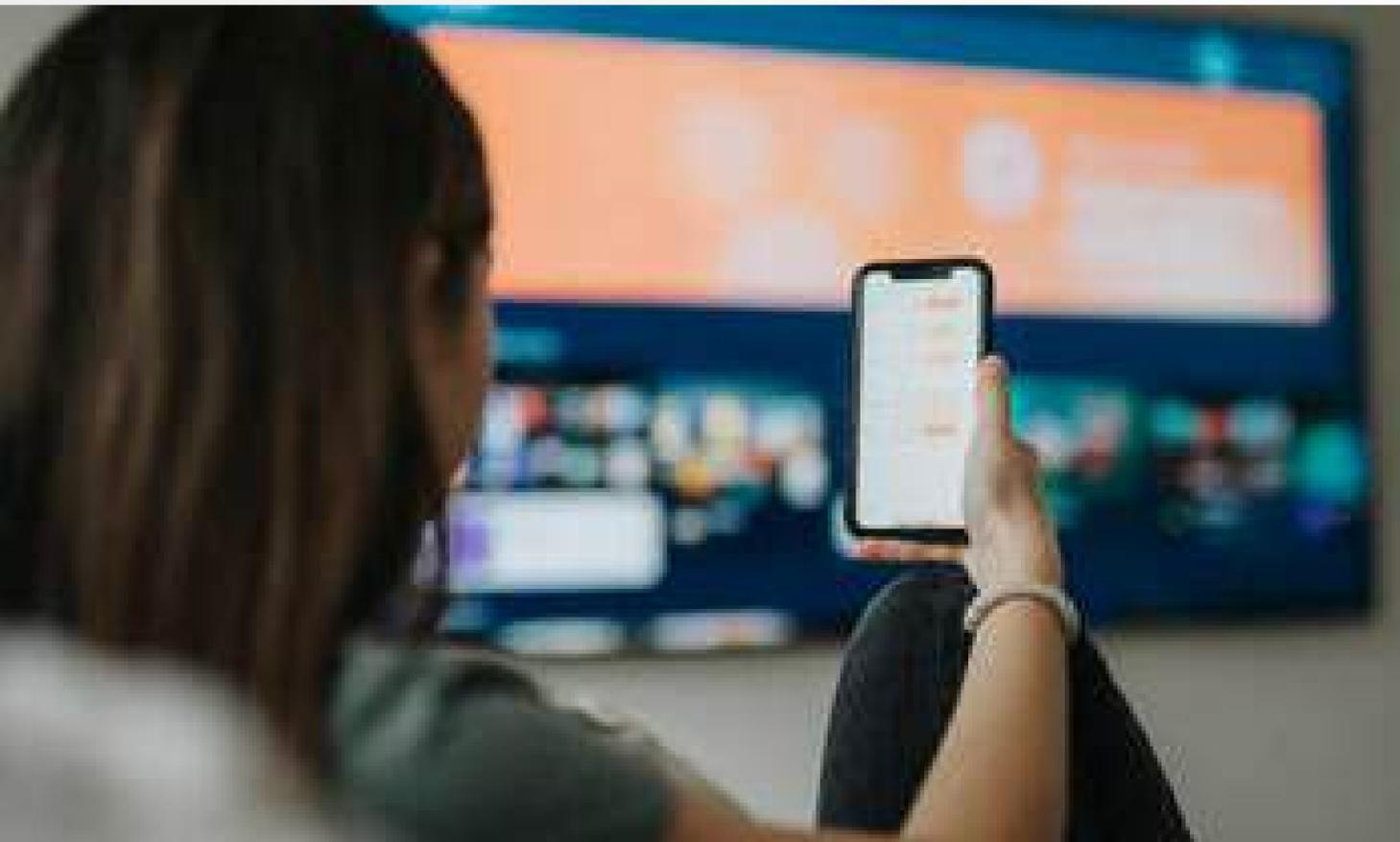


SOCIAL MEDIA: THE PREFERRED CONTENT HUB FOR GEN Z AUDIENCES



- 01 A Shift Toward Social:**
Nearly **47% of Gen Z favor social video and live streams** over traditional TV shows or movies on streaming platforms
- 02 Preference for Smartphones**
88% watch content on their smartphones as compared to **72%** who use CTV
- 03 Power of User-Generated Content:**
Around **60% of Gen Z find UGC easier to discover**, and over half trust social media recommendations
- 04 Streamlined Recommendations:**
54% of Gen Zs believe they get better recommendations for TV shows and movies from **social media** than from streaming services

Tech-Savvy Habits Shaping Media Consumption Trends



76%

Engage in “dual-screening” or watching different devices (4Mag 2024)

46%

Regularly stream on demand content over 30% of all adults (Pew Research Center 2017)

63%

Owns at least one smart home device (ADT 2023)

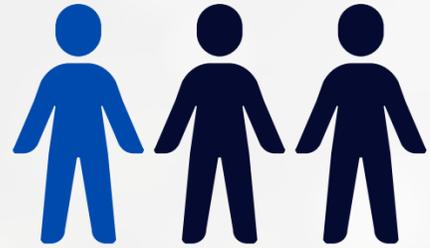
60%

Consumers say they’ll become repeat customers after a personalized shopping experience (Twilio Segment 2023)

70%

Influenced by AI recommendations in their media consumption choices

Although Gen Z prefers smartphones, there is a demand for TV purchase & consumption...

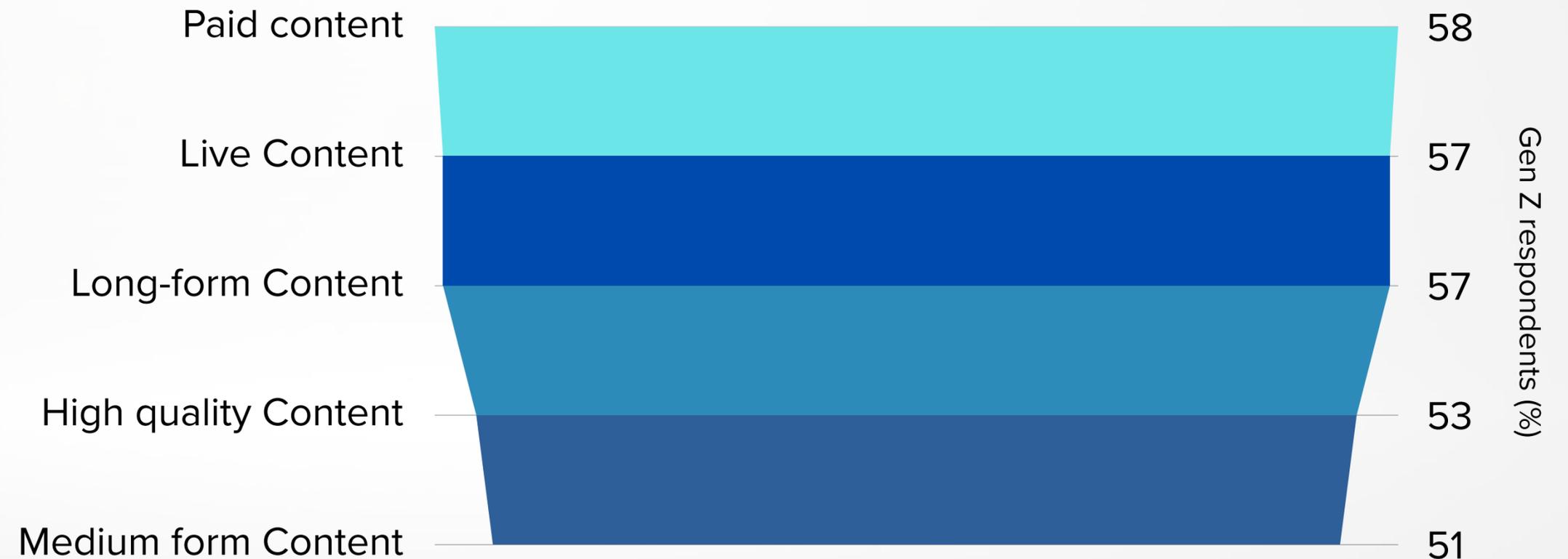


of Gen Z consumers stated that they plan to purchase a TV in the next year, on par with other generations



consistent increase in the adoption of connected TV devices, starting at **43.9 million users in 2020** and **projected to reach 56.1 million in 2025** (Statista 2024)

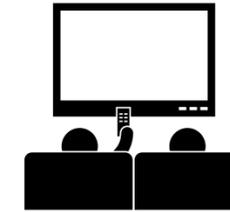
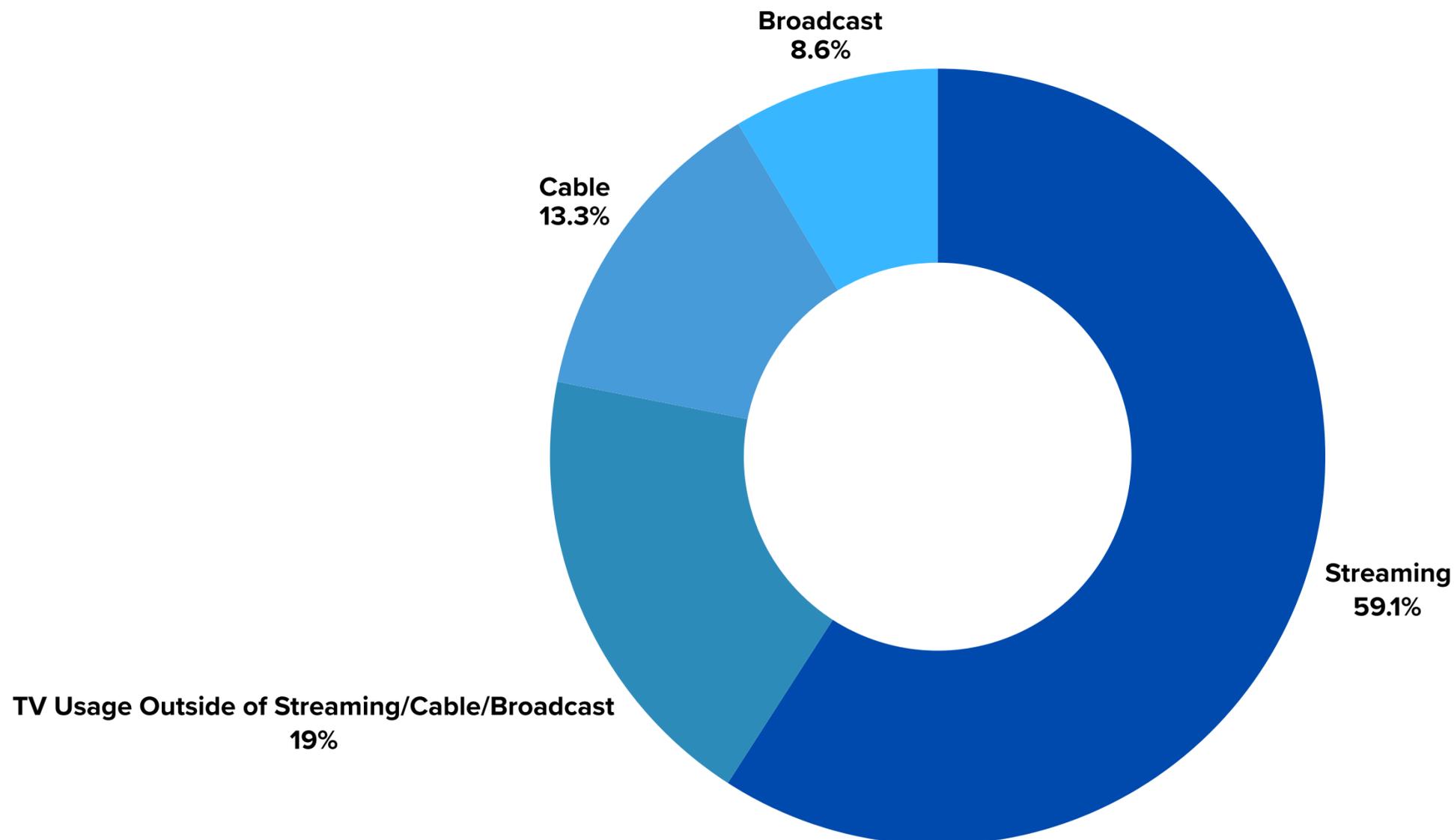
TV is preferred over smartphones for the following content:



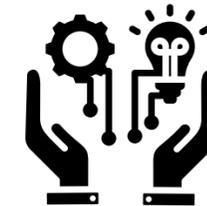
LIVING ROOM 2.0

How Gen Z Redefines Home Entertainment

Share of Time Spent on TV by Gen Z



Social and Shared Viewing Needs



Innovative TV Features Drive Interest



Rise in Interactive TV Options

EPISODE 02:

UNPACKING GEN Z'S

PURCHASES

#TIKTOK MADE ME BUY IT

- Viral trumps Value
- FOMO (Fear of Missing Out) on viral products
- Influencer recommendations feel like friend advice
- Impulse buying based on viral trends
- 4.6B Views for #TiktokMadeMeBuyIt videos

"NO-BUY" TREND

- Value over brand loyalty
- Stopping non-essential purchases
- Fight against overconsumption
- Strong preference for secondhand/resale markets
- Buy now, pay later adoption
- Focus on deals and savings

THE GEN Z PURCHASING PARADOX

Gen Z & Tech: Navigating Their Purchase Preferences & Priorities

Quality, durability, price and features

Most impactful factors influencing purchase decisions (CTA Study 2024)

Social media for product discovery

Serves as a discovery channel but also as a place to read reviews & get recommendations

Faster replacement cycles & Low Price-Sensitivity

Willing to spend on a high-quality product; expect new innovative products

Channel Comparison & Omni- channel Shopping

Frequently shop via mobile apps & compare products across platforms before buying

Decoding Gen Z's Path to Purchase



NEED RECOGNITION PHASE

- Dorm Room
- First apartment
- Streaming content consumption needs



RESEARCHING PHASE

- Online Reviews & Social Media
- Peer Recommendations
- Online platforms: Amazon, Best-buy, Walmart.com

CONSIDERATION PHASE

- Smart Technology
- Gaming Capabilities
- Sustainability & Brand Ethics



PURCHASE DECISION PHASE

- Online Platforms
- Financing Options

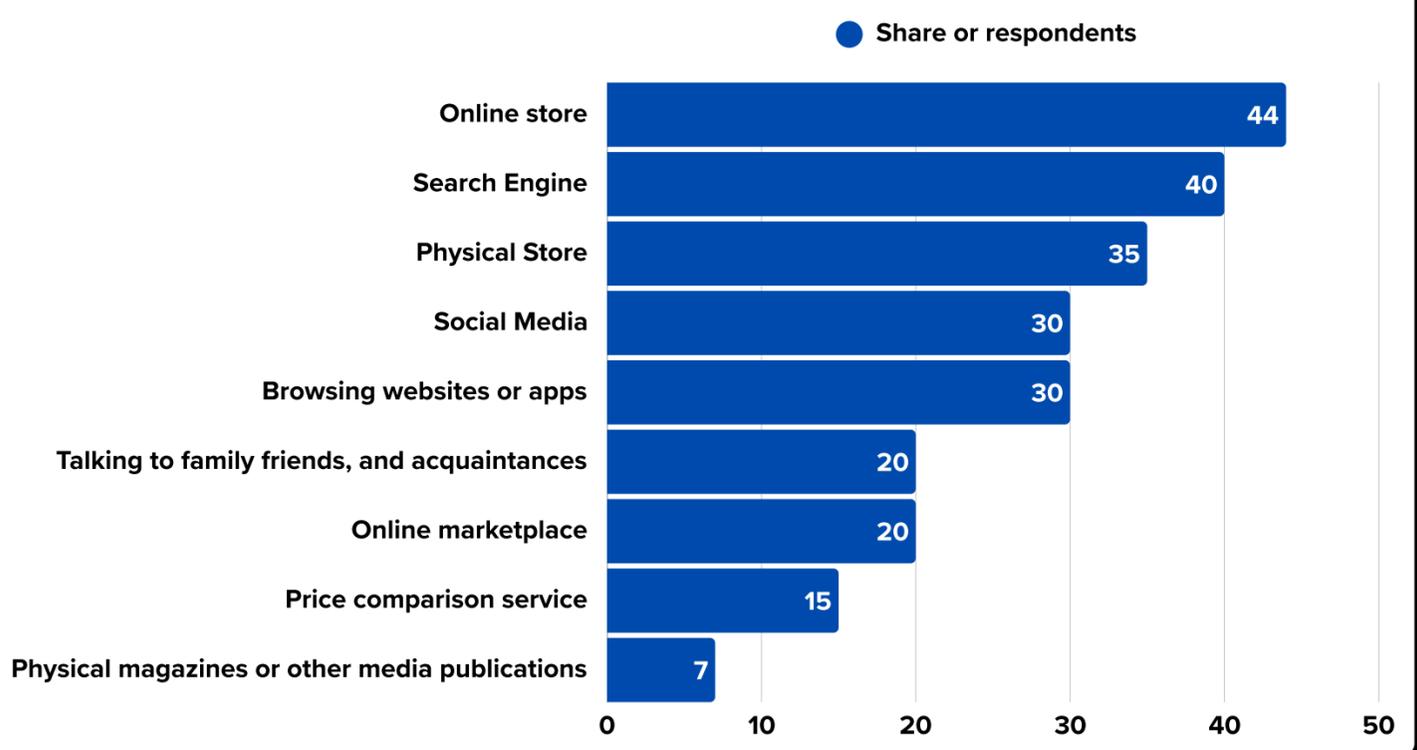


POST-PURCHASE ENGAGEMENT

- Sharing reviews online



Leading channels where Gen Z consumers begin their shopping journey worldwide in Q1 2023



Source: Statista 2024

EPISODE 03:

**WHEN BRAND MEMORY MEETS
FUTURE CHOICES**

Breaking the "Gen Z = No Brand Loyalty" Myth

THE COMFORT OF THE KNOWN

When Gen Z makes big purchases, they lean toward brands they grew up with, like Samsung and Apple

LOYALTY BEYOND THE LOGO

It's not about unyielding loyalty to a brand name—it's a loyalty rooted in quality, familiarity, and reliability

PRACTICAL OVER EMOTIONAL LOYALTY

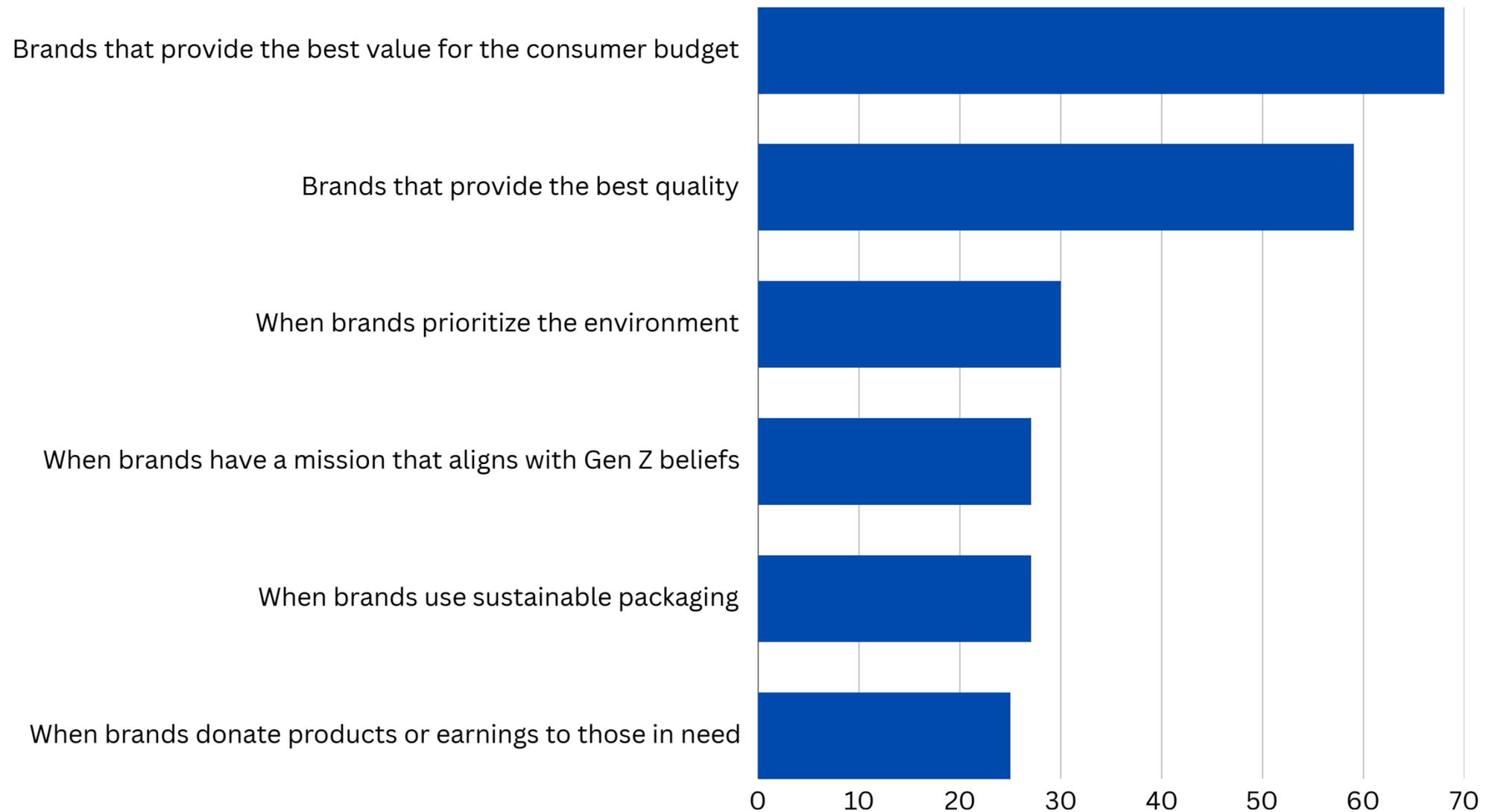
When it comes to Tech - Gen Z gravitates toward brands offering durability, value, and established reliability, driven by personal or family experience.



Gen Z's Loyalty Equation

What It Takes to Win Their Trust

Leading drivers of brand loyalty among Generation Z consumers in the United States as of February 2023



Source: Statista 2023

1

Value-Driven Decisions

- prioritizes quality and price when making tech purchases
- view their electronics as long-term investments

2

Authenticity and Purpose

- seek brands that align with values
- demonstrate authentic social responsibility

3

Ethical Considerations

- environmental responsibility is a key factor
- willing to pay more for sustainable electronics

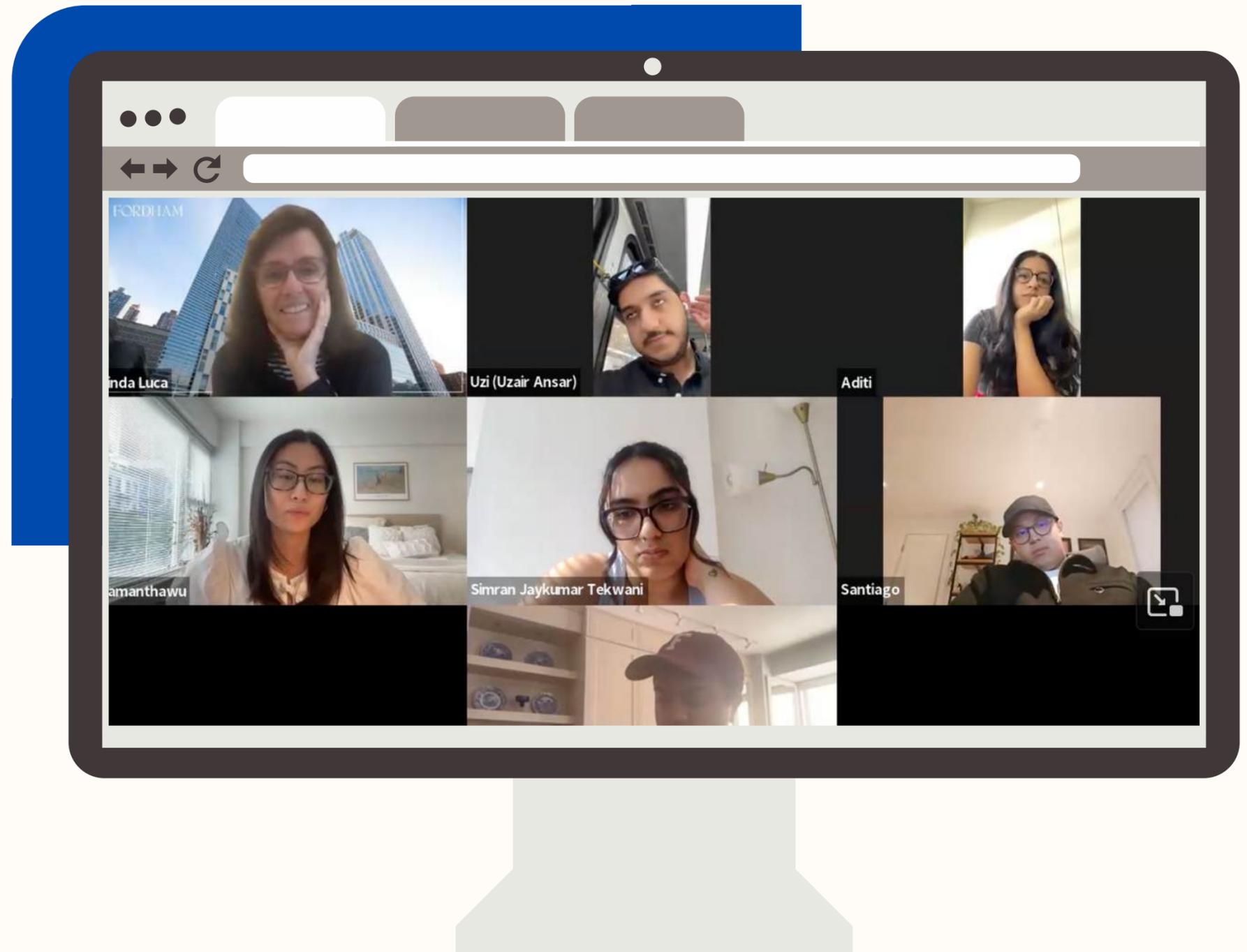
EPISODE 04:

“OFF THE AIR” WITH GEN Z

Recap Highlights

Masters students and working Gen Z shared their **behaviors, brand preferences, and needs regarding TV viewing and purchases** to identify market gaps and potential innovations.

Many findings mirror previous secondary research.



01. Brand Awareness

Top-of-mind Companies for **Awareness, Trust, & High Quality** in Electronics:

- Apple
- Samsung
- SONY

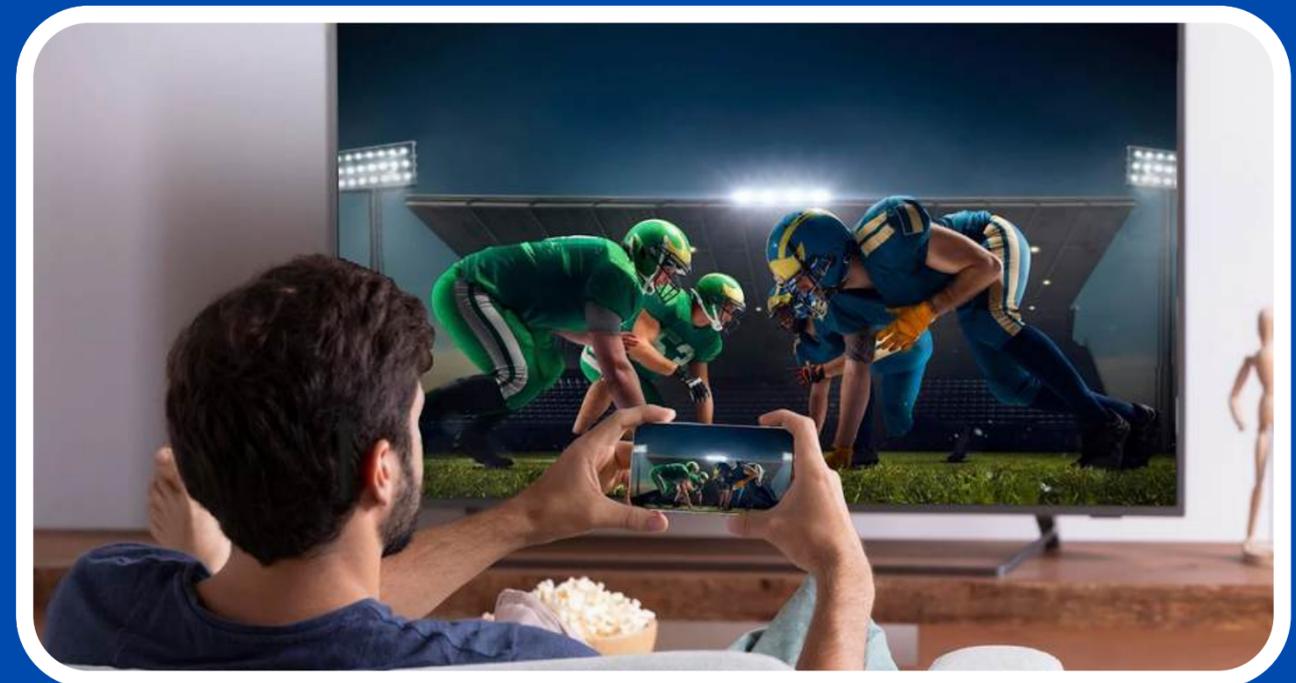
Awareness is driven by familiarity:

- Brands they “grew up with”
- High quality and reliability



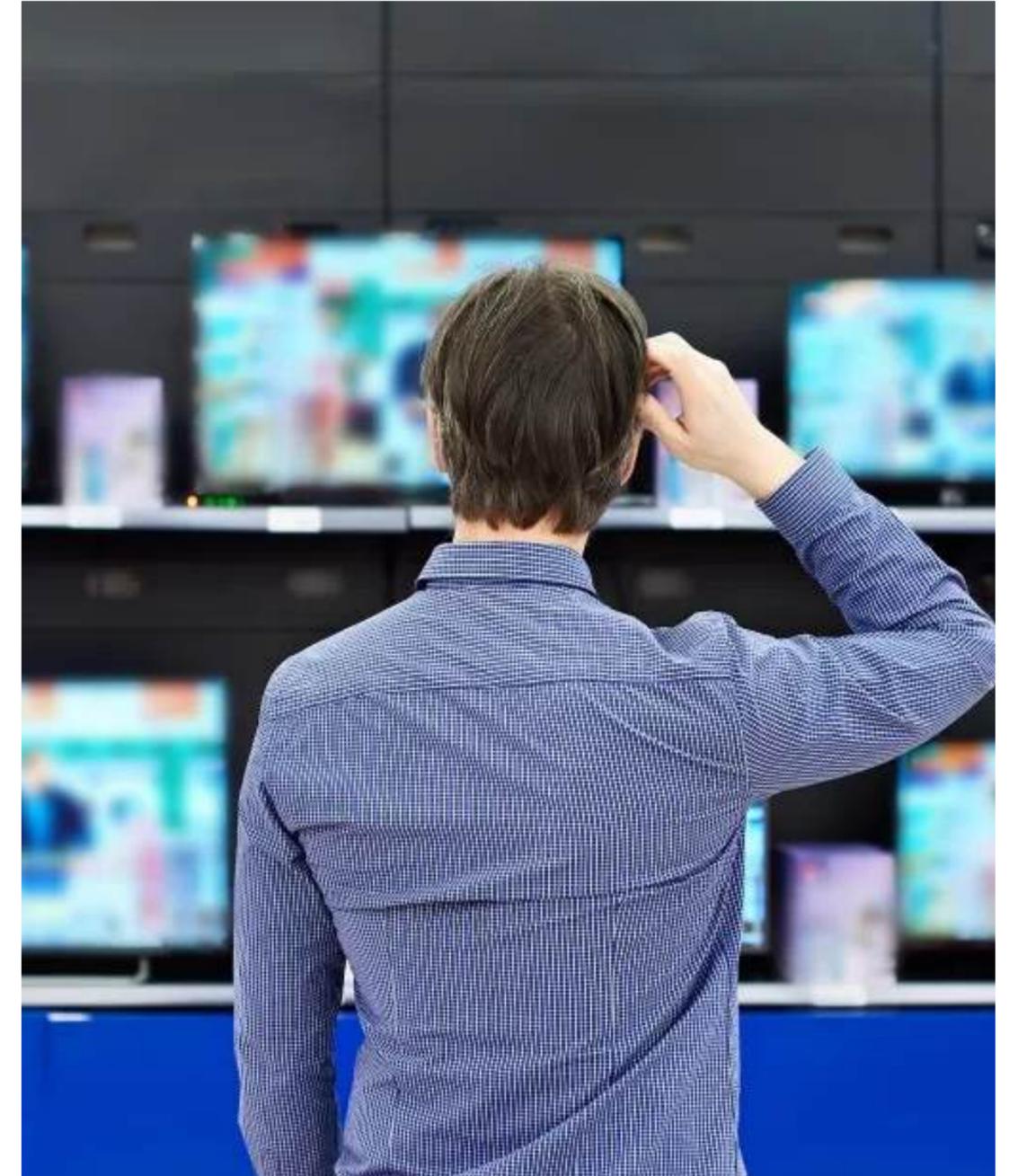
02. TV Usage

- Mainly for entertainment such as shows, movies, docu-series, sports, and gaming, as well as airplay phone content/images.
- For many, it is a social/ shared experience to watch TV with friends



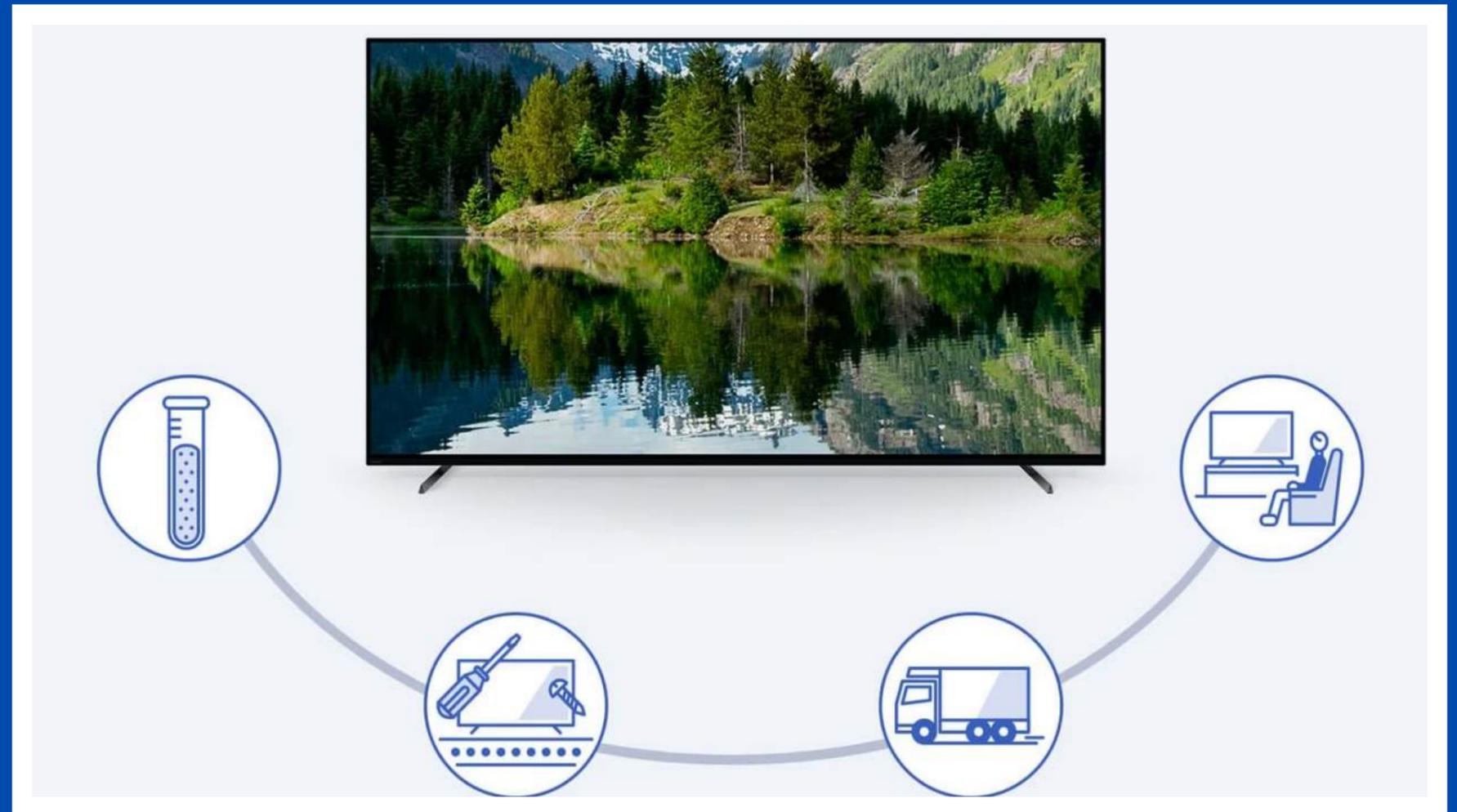
03. Gen Z Purchase Journey & Pricing

- No need to view in-store
- The brand name represents quality
- Online research and friend's recommendations are sufficient
- Social media influencers can be of value
- Different types of payment plans would be welcomed.
- Providing a "value add" would be very enticing
 - Bundling Netflix or Hulu gift card
 - Free delivery charge
 - Secondhand marketplace is popular



04. Sustainability & Eco-friendly

- Not a primary concern for purchase but for disposal
- Wish there was an upgrade system such as with phones



05. "Must Have" Features & Wish List

MUST HAVE FEATURES

- Smart capabilities
- High-quality display
 - minimum 4K resolution
- Sound quality is less important due to the availability of sound bars
- Resale value for some is very important

WISH LIST

- Connecting TVs with friends for shared viewing experiences might be a positive
- Some did not want a connection to social media
- Multiple device screen sharing on the TV at once to play games or both phone screens side by side
- Consider "open sourcing" for additional apps e.g. Netflix Tele Party

06. Living Situation Drives TV Ownership & Purchase



Students or those sharing an apartment less likely to buy or own a TV e.g. projectors, two monitor setups, shared TV in common area are more practical, creative solutions

Non-permanent living situation precludes consideration of large purchase items "I may be moving; need to limit large purchases"

Apartment ownership; permanent job fuels security about making large purchases

TV viewed as part of décor and furniture "TV as furniture" concept



TV or No TV?

Tale of Two Distinct Gen Zers

Screenless Nomads

Rooted Urbanites

EPISODE 05:

**RE-IMAGINED SCREEN TIME FOR
SCREENLESS NOMADS & ROOTED
URBANITES**

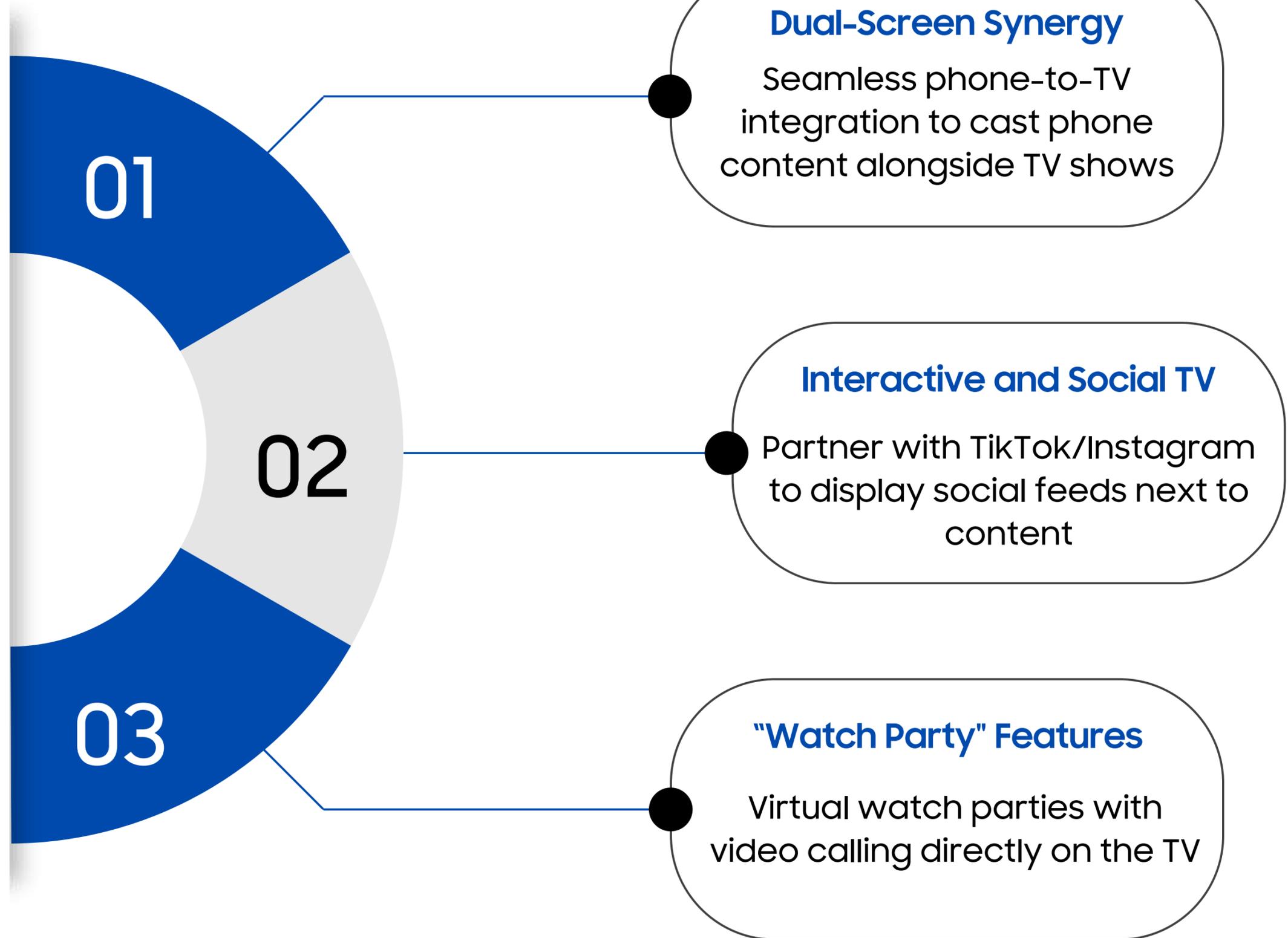


#1. Screenless Nomads

- Leads a highly mobile and agile life.
- Minimalist values, prioritizing experiences over physical possessions.
- Does not own traditional TVs, viewing them as non-essential.
- Relies on portable devices like laptops, tablets, and smartphones for entertainment.
- Seeks adaptability, portability, and efficiency in all aspects of life.



FUTURE OF TV: INNOVATIONS REDEFINING ENTERTAINMENT FOR SCREENLESS NOMADS



Compact & Portable TVs

Global projector market revenue is projected to **grow to 3.60 billion by 2034**

Portable models are leading growth due to lifestyle trends favoring compact technology (Precedence Research 2024)

**Samsung
Freestyle
Projector:
A TV
Alternative**

- Market as the **ideal TV replacement for on-the-go entertainment.**
- Highlight its ability to project a large screen on any surface while maintaining Samsung's signature picture quality.

**Samsung
Smart
Screens**

- Develop **ultra-lightweight, foldable, or rollable display technology** for TVs that can be easily carried,
- offer high-quality streaming experiences

Samsung On-the-Go: Redefining Work & Play Anywhere

70% of Gen Z prefers experiential marketing, making this a critical engagement strategy (HubSpot 2024)

1

Portable Work + Play Solution

- Introduce Travel Mode on Samsung TVs and projectors, allowing users to mirror their phone or laptop for work presentations

2

Travel Pop-Up Experiences

- Set up interactive Samsung TV Experience Zones in locations frequented by travelers, like airports, train stations, or festivals

3

Pop-Up "Content Cafés"

- Collaborate with global coffee chains (e.g., Starbucks) to host Samsung Nomad Zones featuring charging stations and portable Samsung products

4

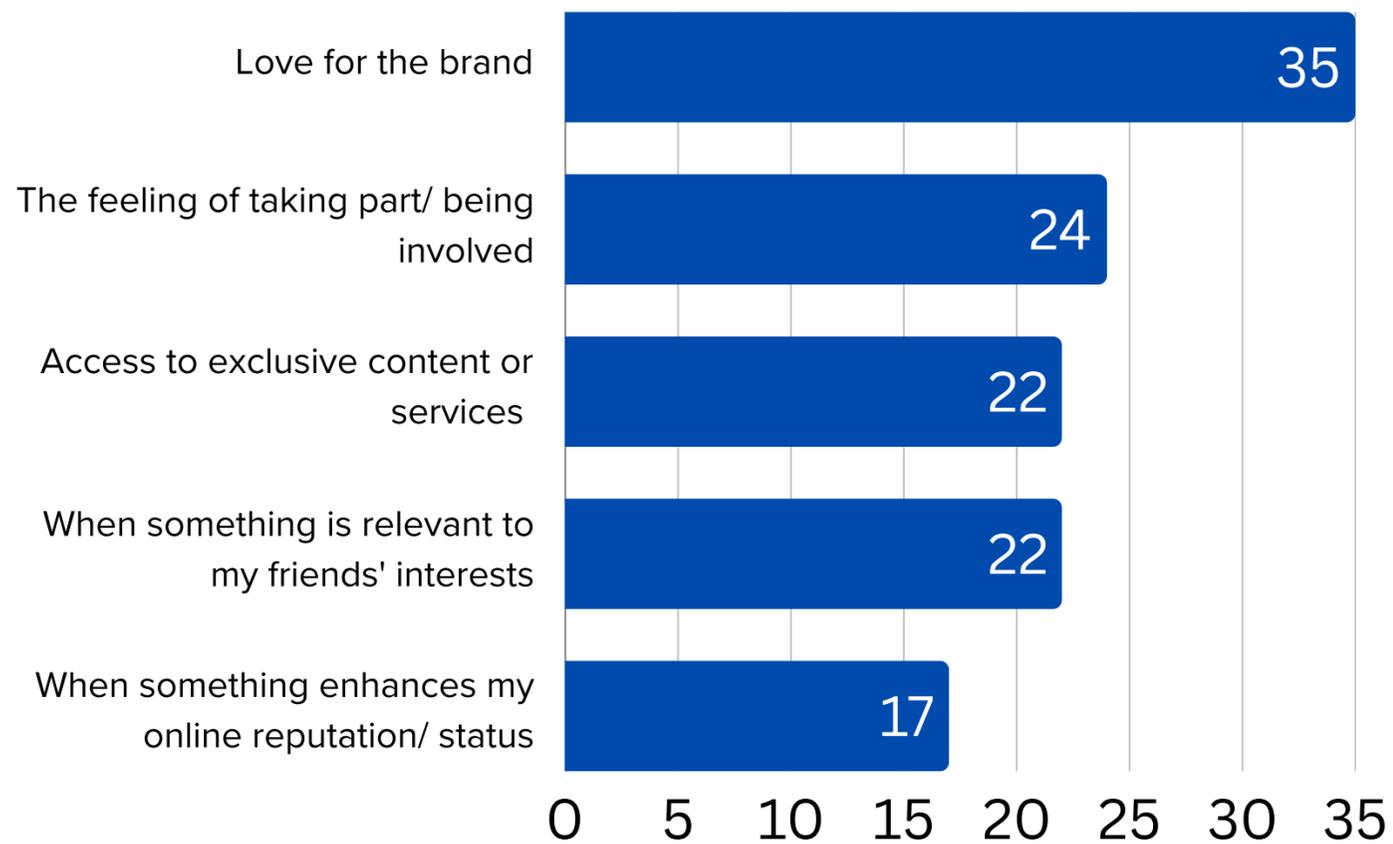
Deliver & Pick Up Service

- Offer a pick-up and delivery service which would include diagnostics, repairs, and setup, all managed through an intuitive app or website



Screen-Less Adventures: Engage, Reward, & Connect with Samsung

Aspects that would most motivate Gen Z consumers to advocate for a brand online worldwide in 2022



Source: Statista 2022

1

Screen-Less Challenges

- Launch a social campaign inviting users to share creative ways they've used portable Samsung TVs while traveling

2

Interactive Virtual Events

- Host global watch parties for Screen-Less Movers featuring Samsung TV users worldwide

3

"Stream-and-Play" Rewards Program

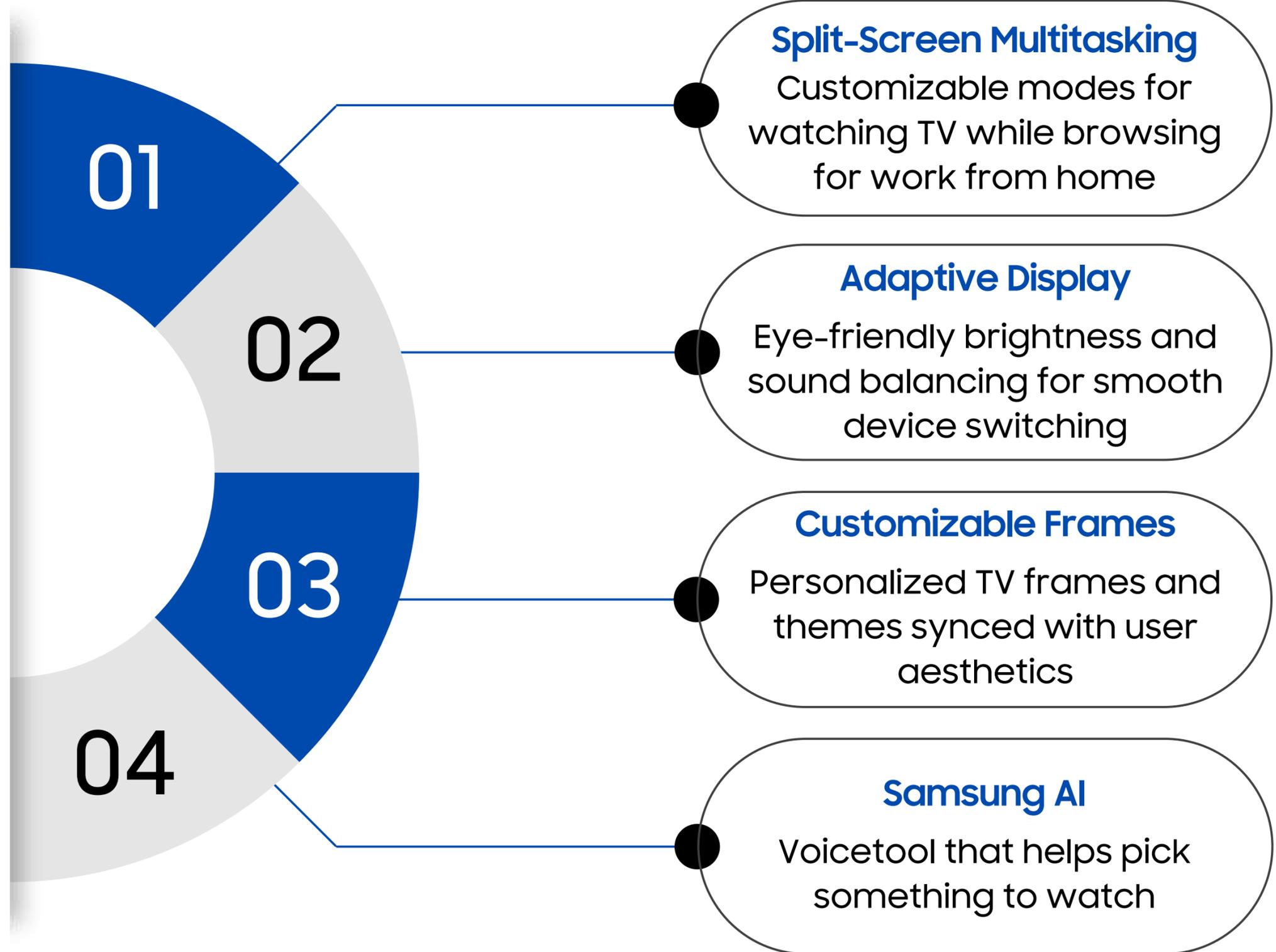
- Gamify the viewing experience by rewarding users with points for time spent watching Samsung TV Plus or playing games on Gaming Hub

#2. The Rooted Urbanites

- Grounded, establishing roots, likely settled in a city apartment or home, as well as their job
- Career path is looking good and they have created their own modern space complete with a TV, stable Wi-Fi and other comforts
- A sense of arrival



FUTURE OF TV: INNOVATIONS REDEFINING ENTERTAINMENT FOR ROOTED URBANITES



Transforming Virtual Concerts into Immersive Experiences

1

The Concept

- Revolutionize live music with virtual concerts, blending advanced TV technology and brand partnerships to position Samsung TVs as Gen Z's ultimate entertainment hub



2

Interactive Features

- Fan Shoutouts: Allow fans to send virtual messages or emojis that appear on the artist's live feed during the event
- Exclusive AR Filters: Provide AR effects that let fans virtually "attend" the concert by projecting themselves onto the event feed.

3

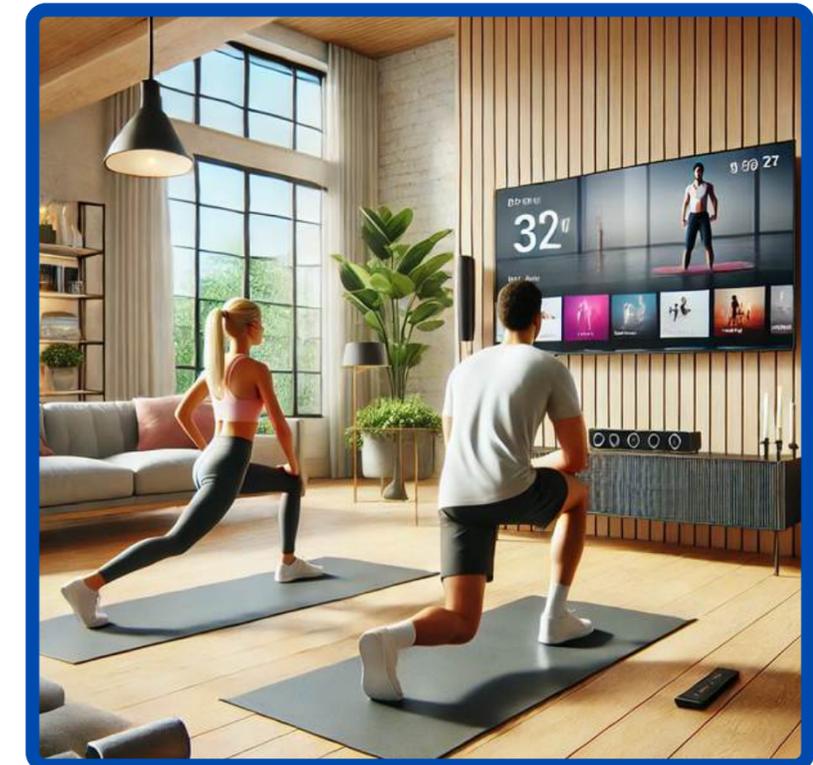
Multi-Screen Compatibility

- **Galaxy Device Sync:** Sync Samsung phones and tablets to enhance the experience with real-time trivia, lyrics, or behind-the-scenes videos
- Enable watch parties where fans can interact with others via Samsung SmartThings or integrated video calls

Samsung Screens: The Ultimate Hub for Work, Wellness, & Play

Samsung Health on TV

- Market fitness integration apps like Samsung Health turn the TV into a home gym tool that supports their active lifestyle.



"INFLUENCING URBAN LIVING: PARTNERSHIPS THAT SHAPE THE FUTURE"



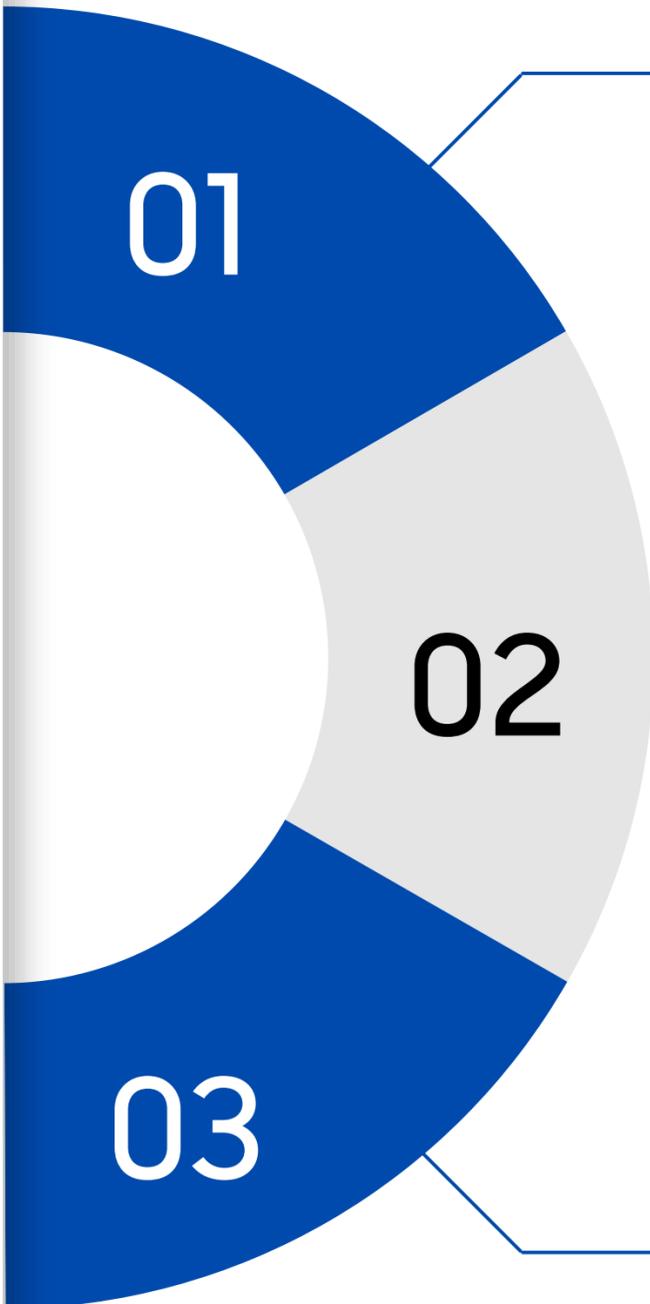
@mkbhd



@stevecordony



@alexandragater



Tech Influencers

Collaborate with tech influencers like Marques Brownlee (MKBHD) to highlight Samsung TVs' innovative features, such as 8K resolution, adaptive sound, and smart integration.

Lifestyle Influencers

Partner with lifestyle creators like Alexandra Gater to showcase how Samsung TVs fit seamlessly into modern, stylish living spaces.

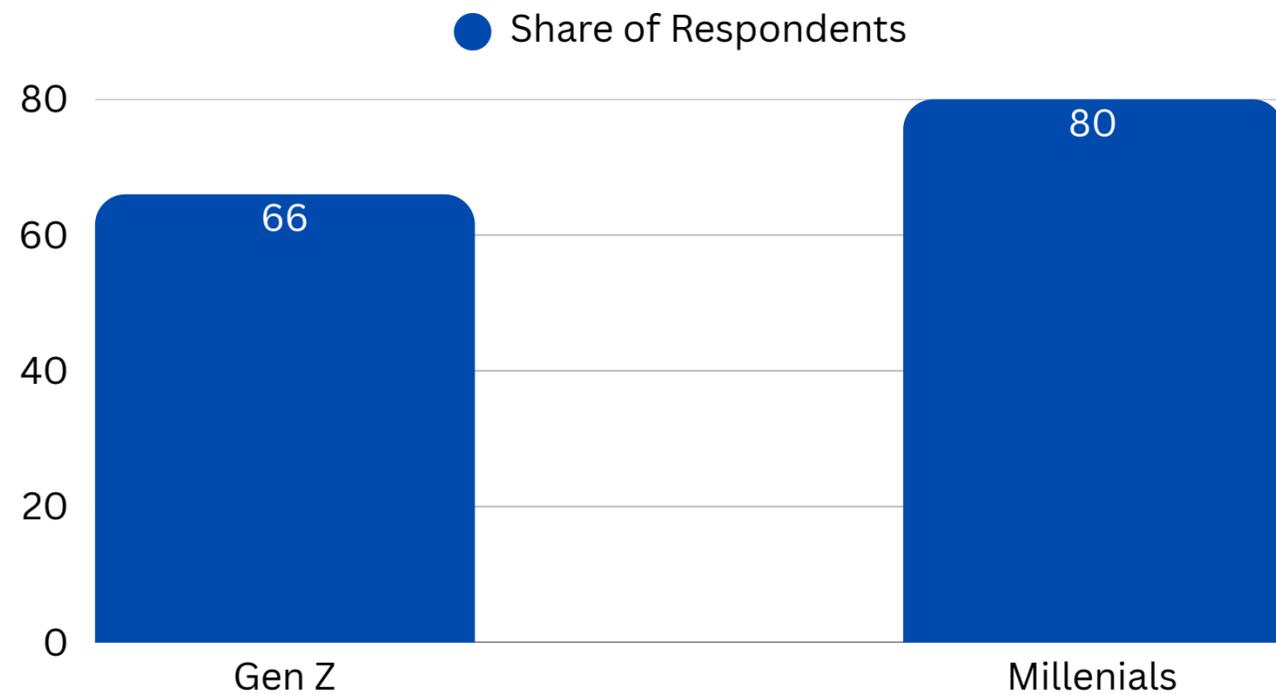
Design/Architecture Influencers

Engage architectural influencers like Steve Cordony to present Samsung TVs as integral to functional, aesthetically pleasing interior designs.

Old Screens, Making New Memories

"Upgrade sustainably with Samsung, turn your old TV into savings and innovation.

Share of Gen Z and Millennial consumers for whom sustainability is a driving factor behind their purchasing decisions in the US as of September 2023



Source: Statista 2024

01.

Trade-In for Rewards: Exchange your old TV for recycling and receive a Samsung gift card or a significant discount on a new TV

02.

Eco-Friendly Impact: Reduce electronic waste with Samsung's Sustainability Upgrade Program, contributing to a greener planet

03.

Experience Innovation: Enter the Samsung ecosystem and enjoy cutting-edge technology and quality that you'll never want to leave

SEASON RECAP

1. Media devices - Smartphones rule, but TV's not out!
2. Core values - authenticity and sustainability.
3. Everything online - No predictable plotlines
4. Two Gen Z archetypes - Screenless Nomads and Rooted Urbanites require different strategies and innovative features.



**THANK YOU FOR
NOT SKIPPING!**



References

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APPENDIX

QUALITATIVE RESEARCH: UNPACKING GEN ZS IN FOCUS GROUPS



Focus Group Objective

To explore Gen Z's behavior, preferences, and needs regarding TV viewing and purchases, with a focus on innovation, market gaps, and brand preferences

Demographics

- 10 Male
- 7 Female
- 23 to 27 years old
- Mix of working professionals & students

Focus Group Participants

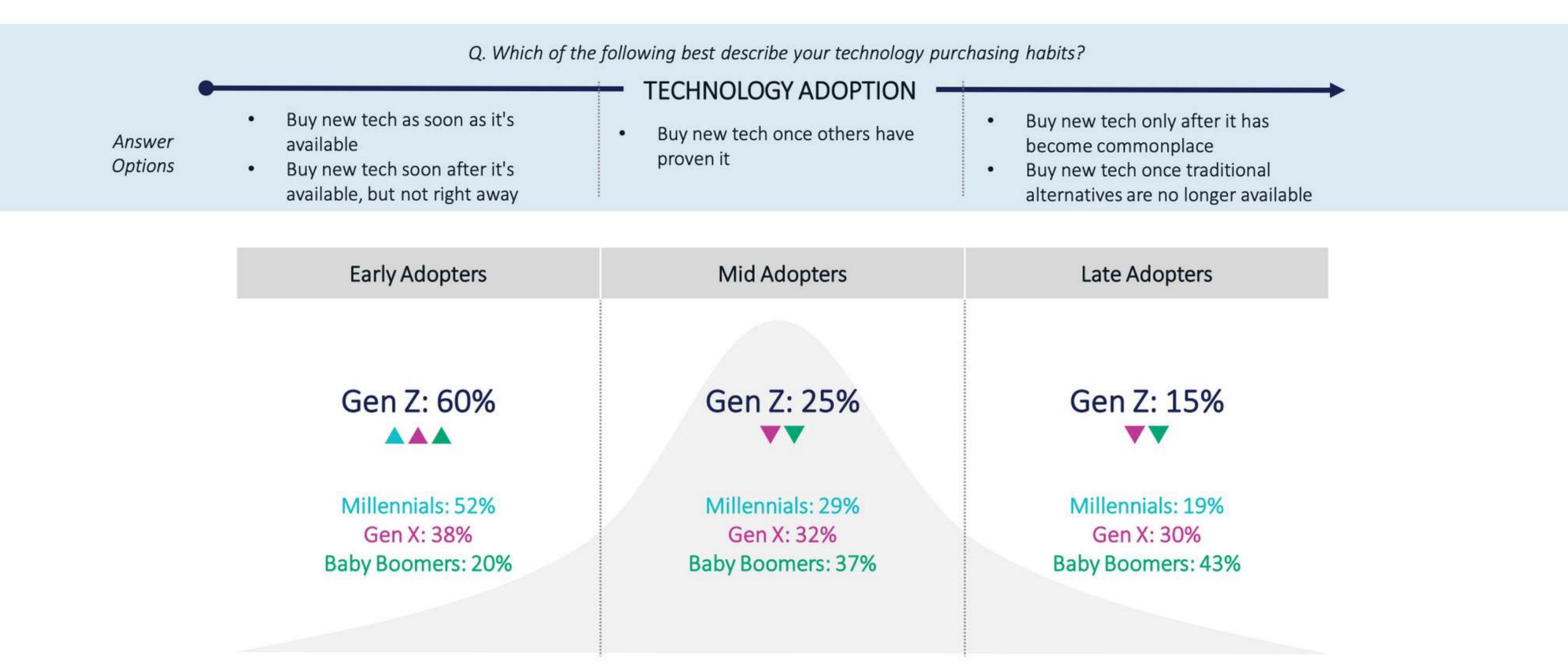
- 3 Focus group sessions held
- Dates: Oct. 25 - Oct.29
- 17 Gen Zs recruited

Gen Z is using TVs less than other cohorts, but is more likely to own and use gaming products

Among All Gen Z...	Television	Streaming device	Gaming console	Portable gaming console
IN HOUSEHOLD <i>% with product in household</i>	73%	69%	70%	43%
+ OWNERSHIP <i>% who own product in household & product is theirs personally (not shared)</i>	59%	52%	58%	36%
++ USE DAILY <i>% who own product in household & product is theirs personally (not shared) & use the product at least daily</i>	48%	41%	37%	17%
Number of tech products Gen Z households own and use daily (# millions)	33.7M	28.6M	26.0M	12.0M
<i>Among Gen Z users...</i>				
MULTI-PURPOSE <i>% who use product for both work/ homework & personal reasons (for products used at least a few times/mo)</i>	5%▲▲	8%▲▲	6%▲	7%▲
HOURS SPENT <i>% who spend more than 3 hours on product in a typical day (for product used daily)</i>	27%▼▼▼	23%▼▼▼	25%	16%
YEARS OWNED <i>Avg. number of years product has been owned (for personal product)</i>	2.6▼▼	2.2▼▼	2.3▼▼	2.3

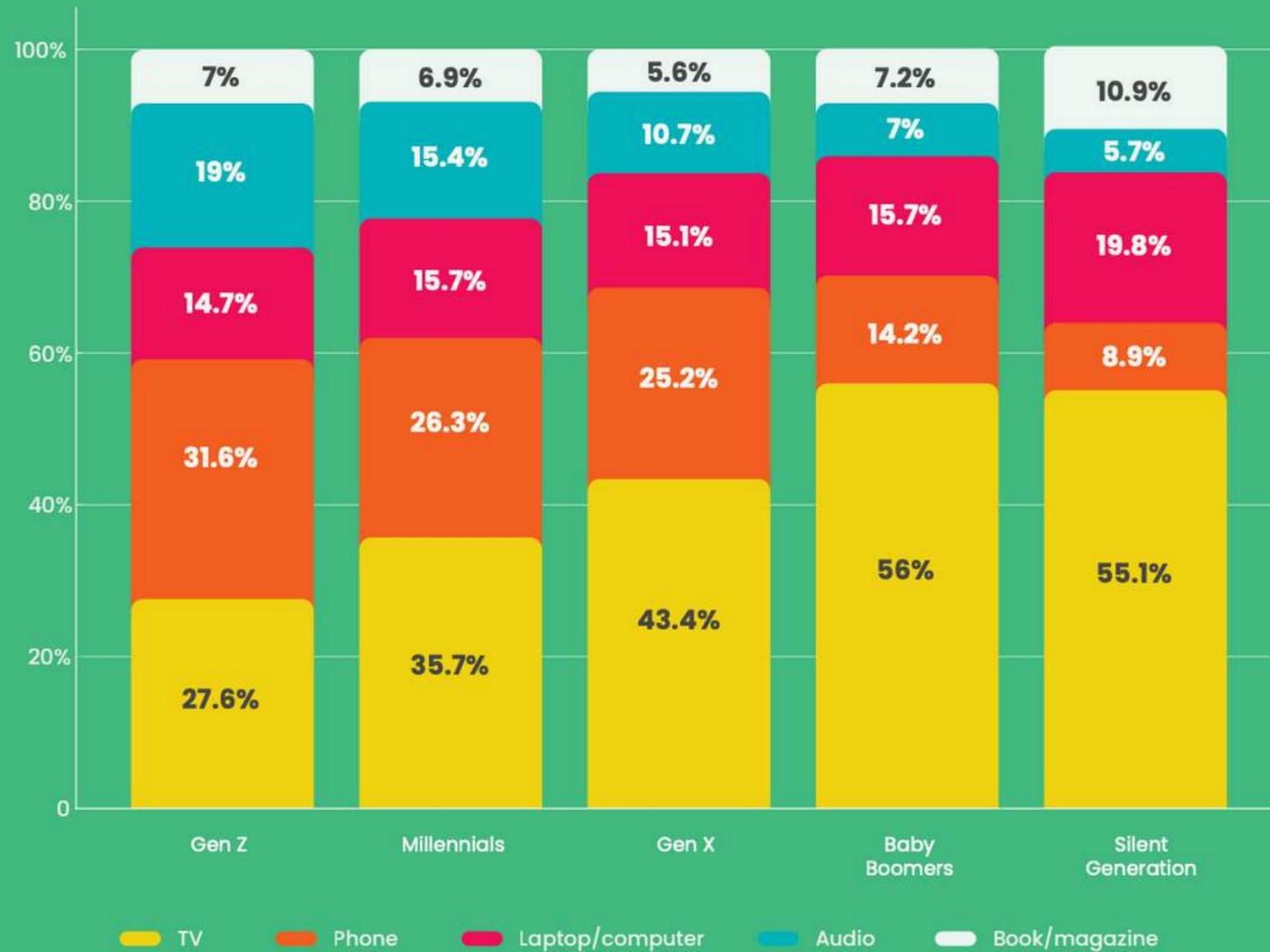
Source: CTA Study 2024

Gen Z are more likely to be early adopters of new technology than their older counterparts



Source: CTA Study 2024

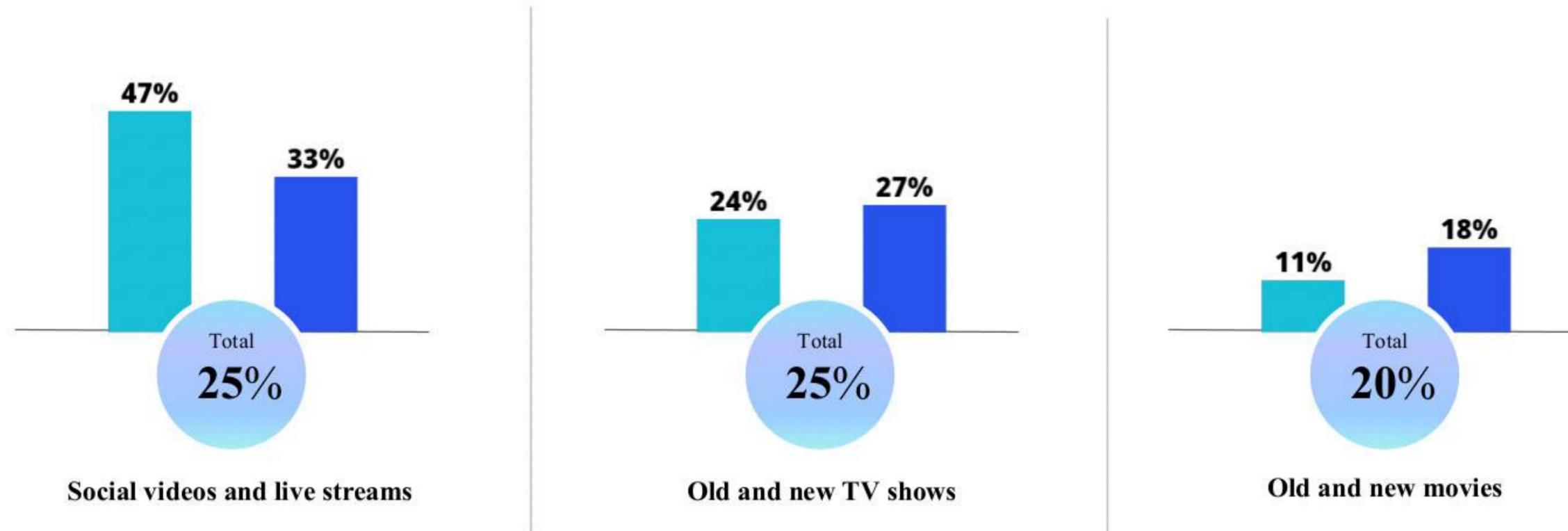
HOW WE CONSUME MEDIA BY GENERATION



Younger consumers prefer social media and live streams to TV shows and movies

Percentage of consumers surveyed who say the following is their preferred type of video content

● Generation Z ● Millennials

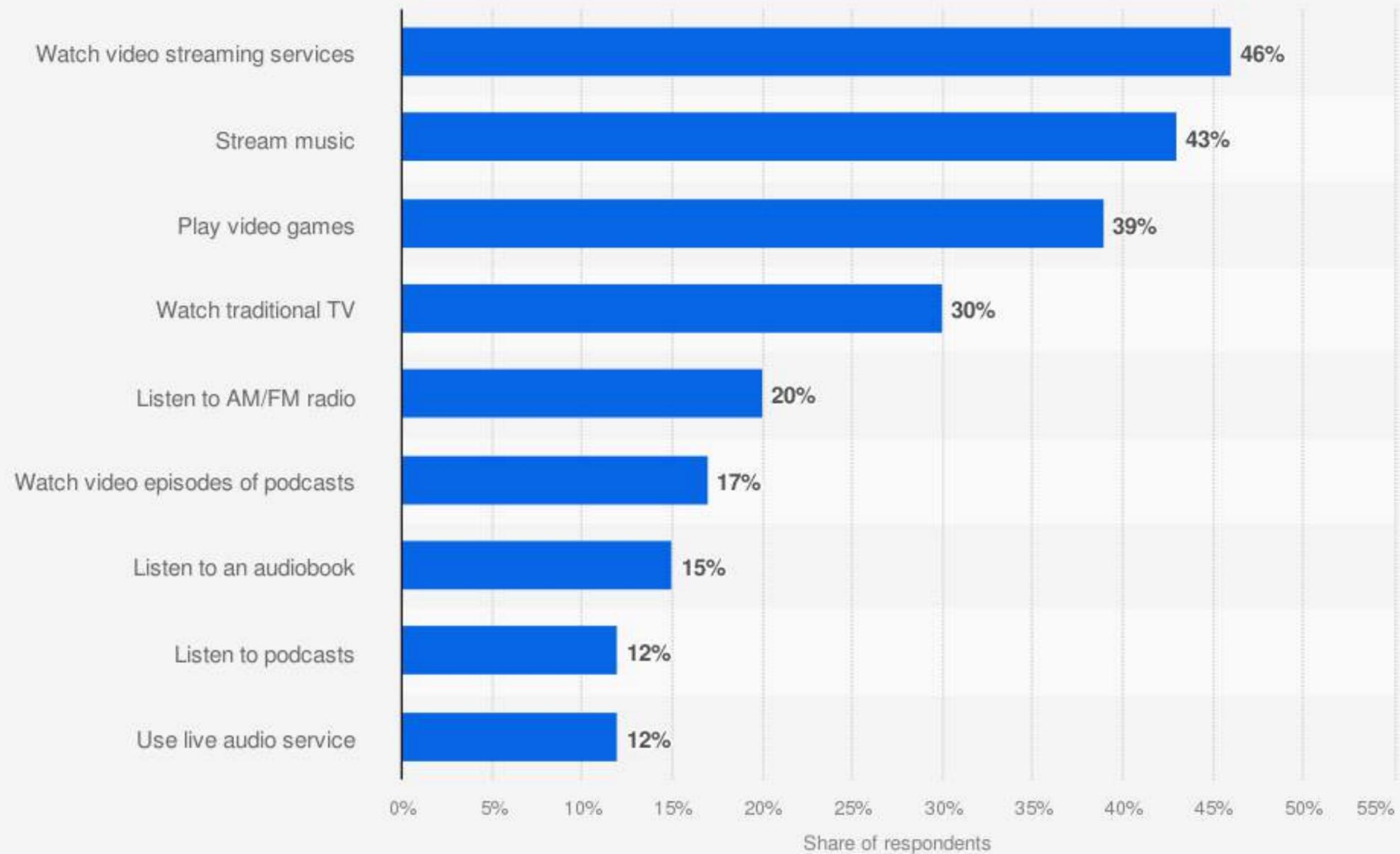


Note: N(All US consumers) = 3,517

Source: 2024 Digital Media Trends, 18th Edition (March 2024)

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Daily media consumption of Gen Z in the United States as of May 2023, by activity



Sources

Morning Consult; Insider Intelligence
© Statista 2024

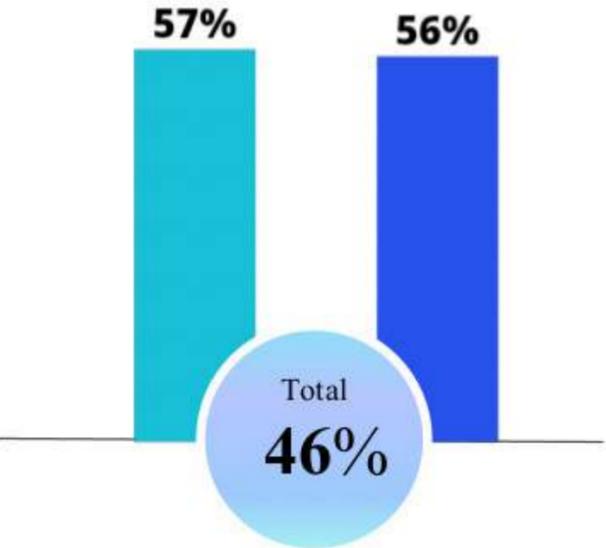
Additional Information:

United States; Morning Consult; July 2022 to May 2023; 2,200 respondents; 18 years and older

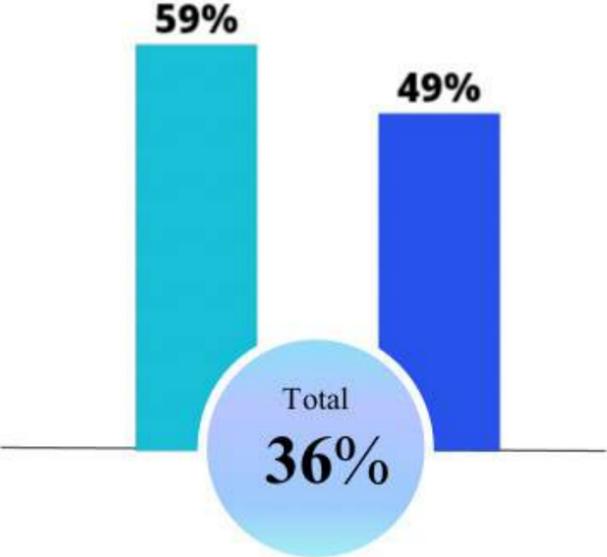
Many younger consumers rely on creators to navigate streaming content

Percentage of consumers surveyed who agree with the following statements

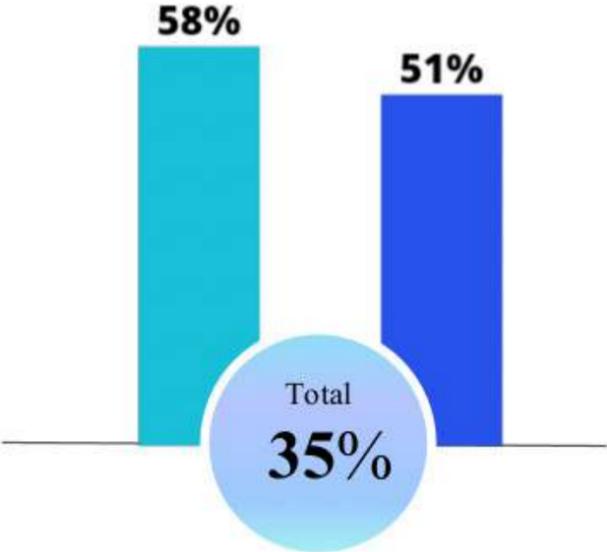
● Generation Z ● Millennials



I spend **too much time** looking for something to watch on streaming video services



I often watch TV shows or movies on streaming video services **after hearing about them from creators online**



I **get better recommendations** for TV shows and movies to watch **from social media** than from streaming video services

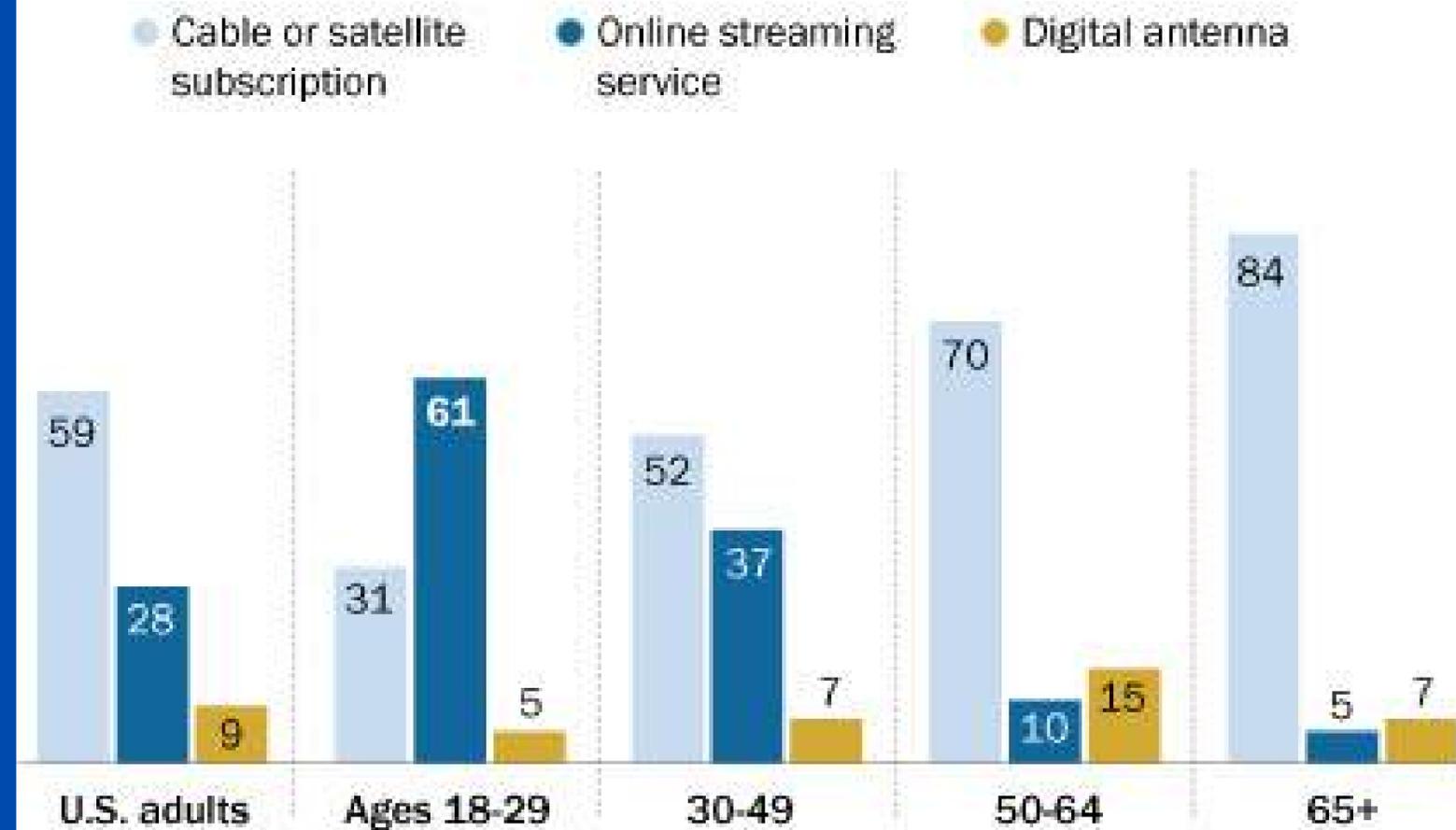
Note: N(All US consumers) = 3,517

Source: 2024 Digital Media Trends, 18th Edition (March 2024)

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Young adults use streaming services most to watch TV

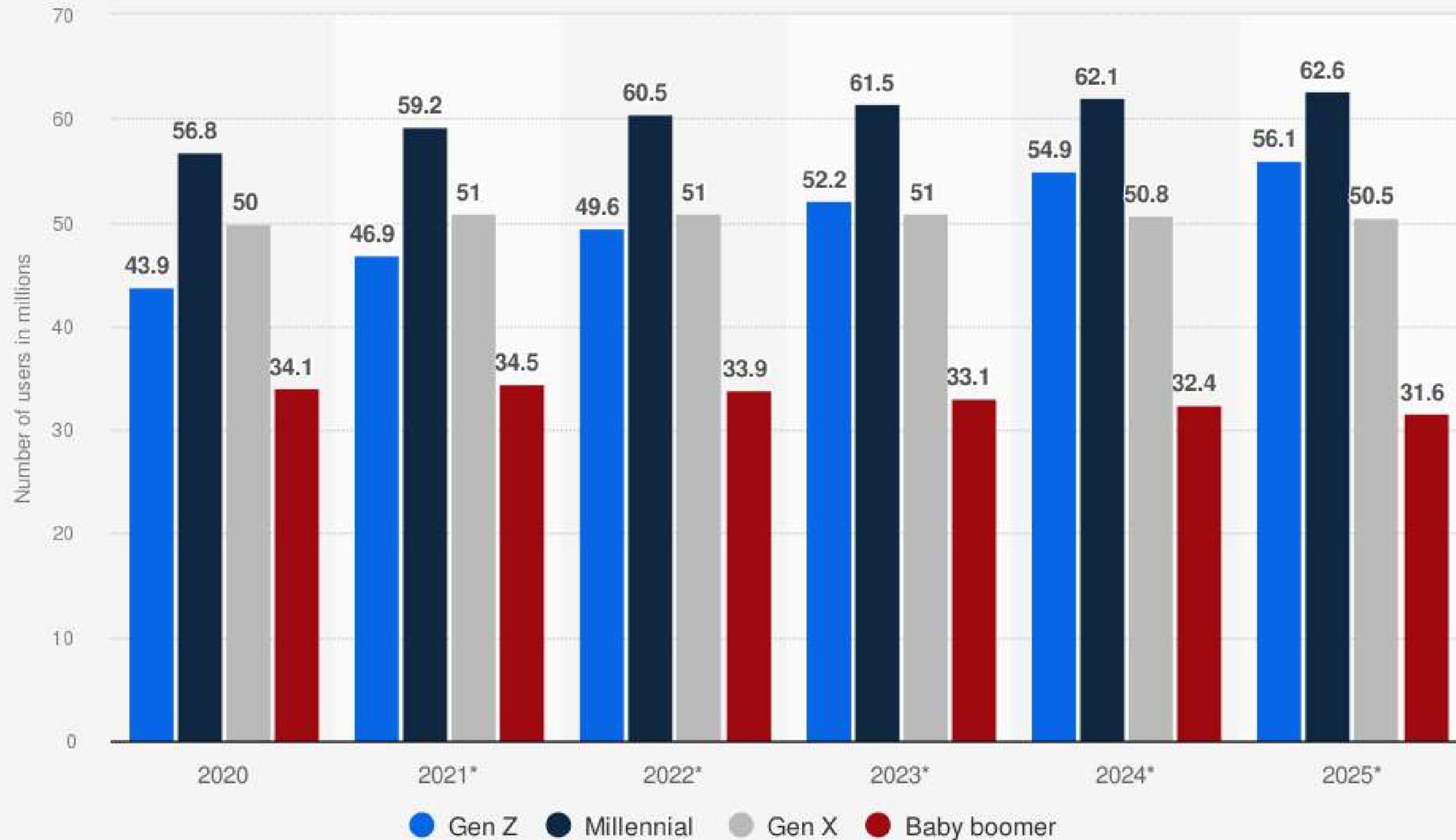
% of U.S. adults who say ___ is the primary way they watch television



Source: Survey conducted Aug. 15-21, 2017.

PEW RESEARCH CENTER

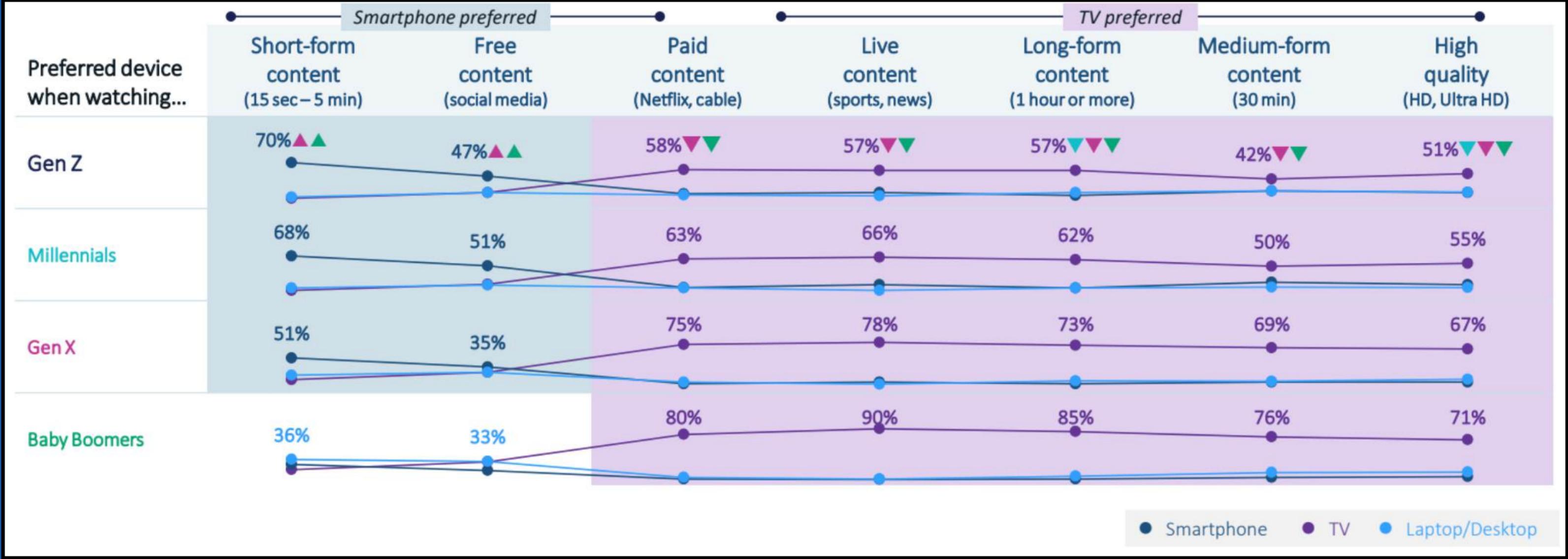
Number of connected TV users in the United States from 2020 to 2025, by generation (in millions)



Source
eMarketer
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Additional Information:
United States; 2020; individuals who use the internet through a connected TV at least once per month; forecast data from September 2021

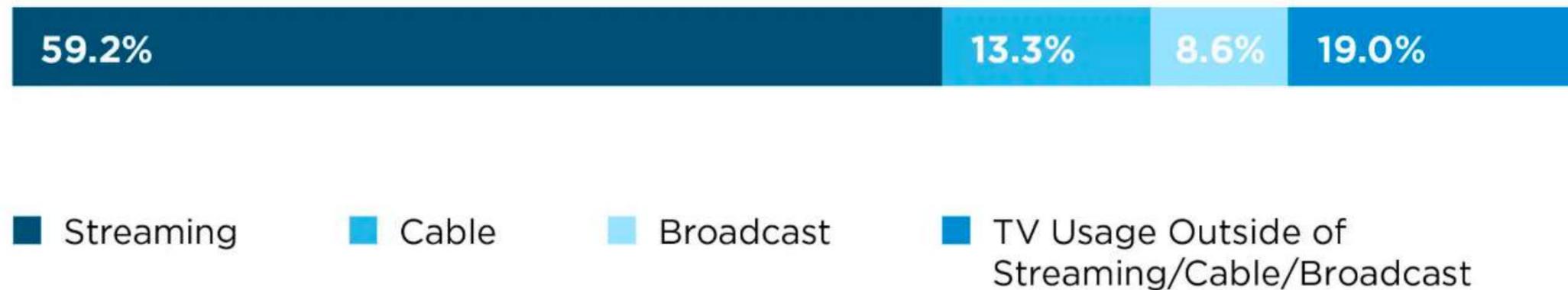
Gen Z (and Millennials/Gen X) prefer smartphones or TV for watching most types of content



Source: CTA Study 2024

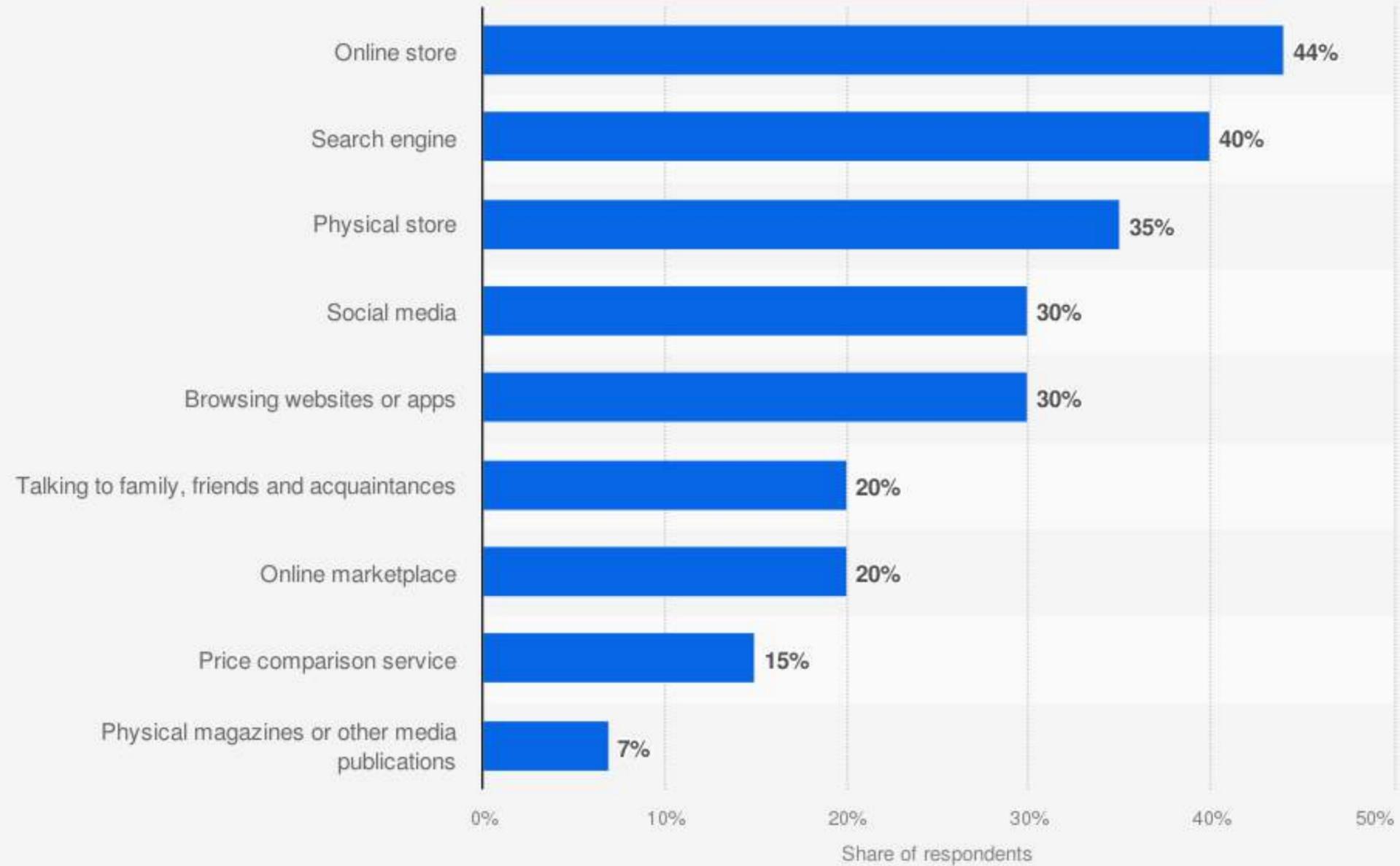
Share of Time Spent on TV Set

Households Containing Ages 18-24



<https://www.effectv.com/insights/blog/how-gen-z-consumes-media/>

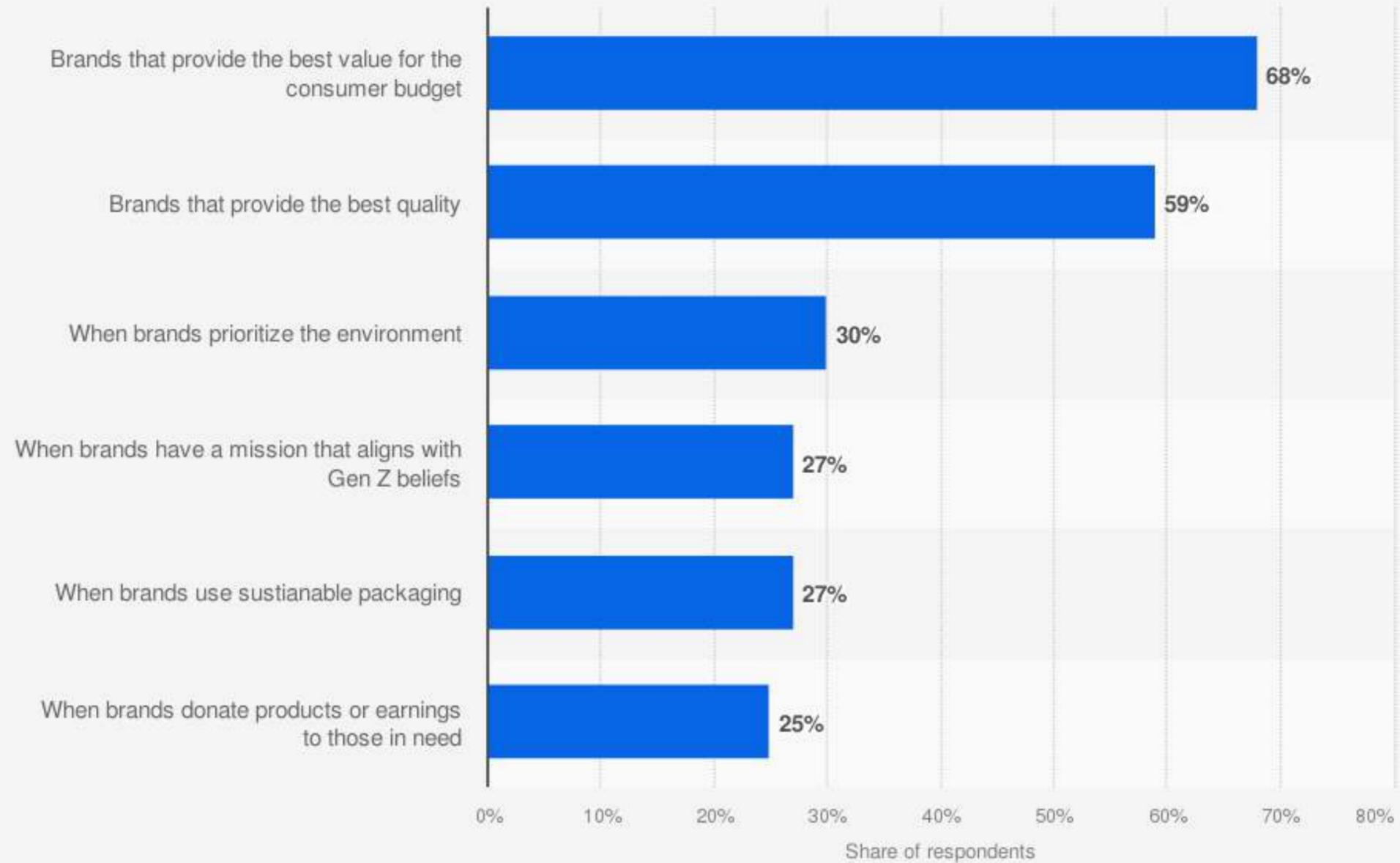
Leading channels where Gen Z consumers begin their shopping journey worldwide in 1st quarter 2023



Sources
Klarna; Nepa
© Statista 2024

Additional Information:
Worldwide; Q1 2023; 18-26 years

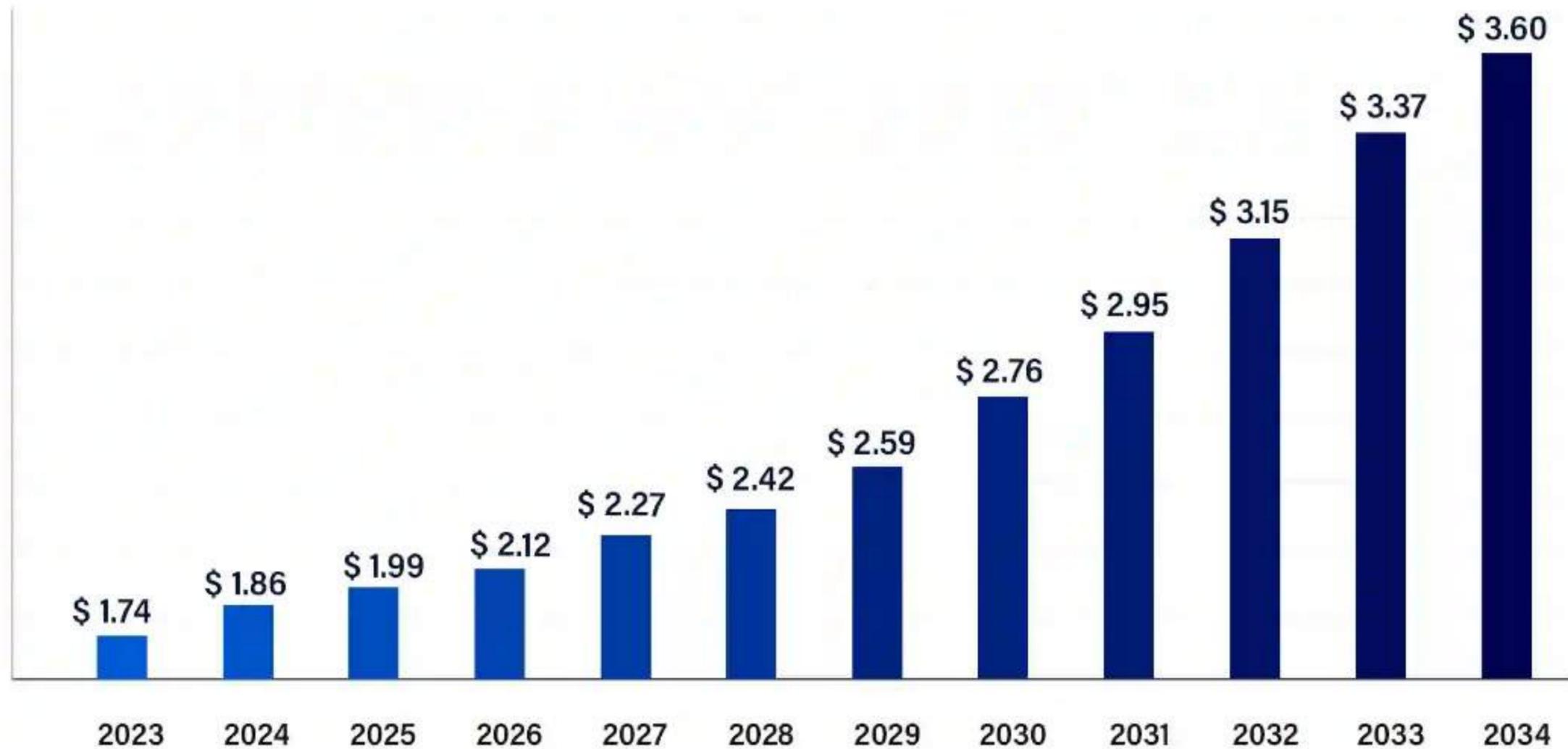
Leading drivers of brand loyalty among Generation Z consumers in the United States as of February 2023



Source
NCSolutions
© Statista 2024

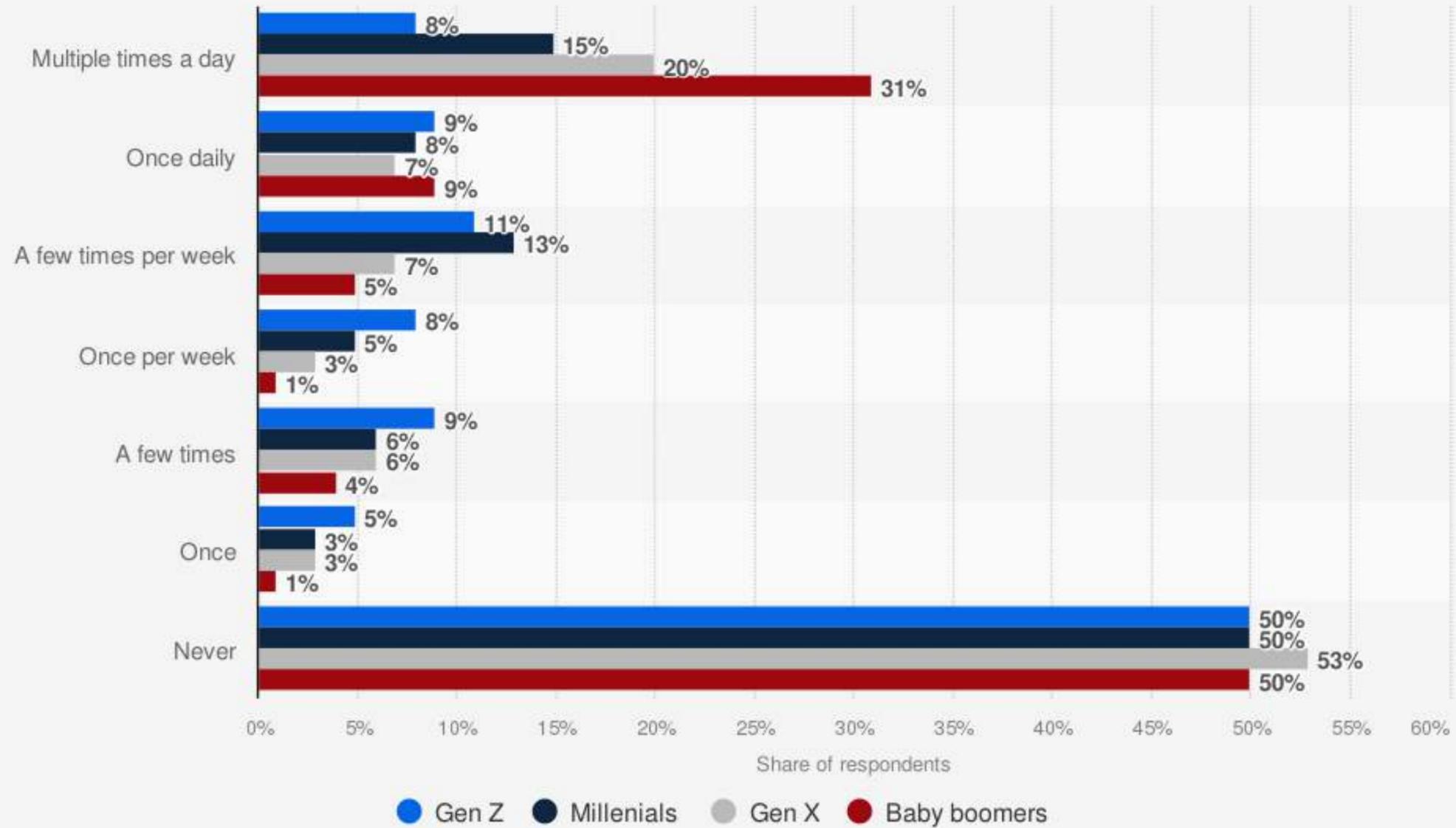
Additional Information:
United States; NCSolutions; February 2023; 2,186*; among consumers

Portable Projector Market Size 2023 to 2034 (USD Billion)



Source: <https://www.precedenceresearch.com/portable-projector-market>

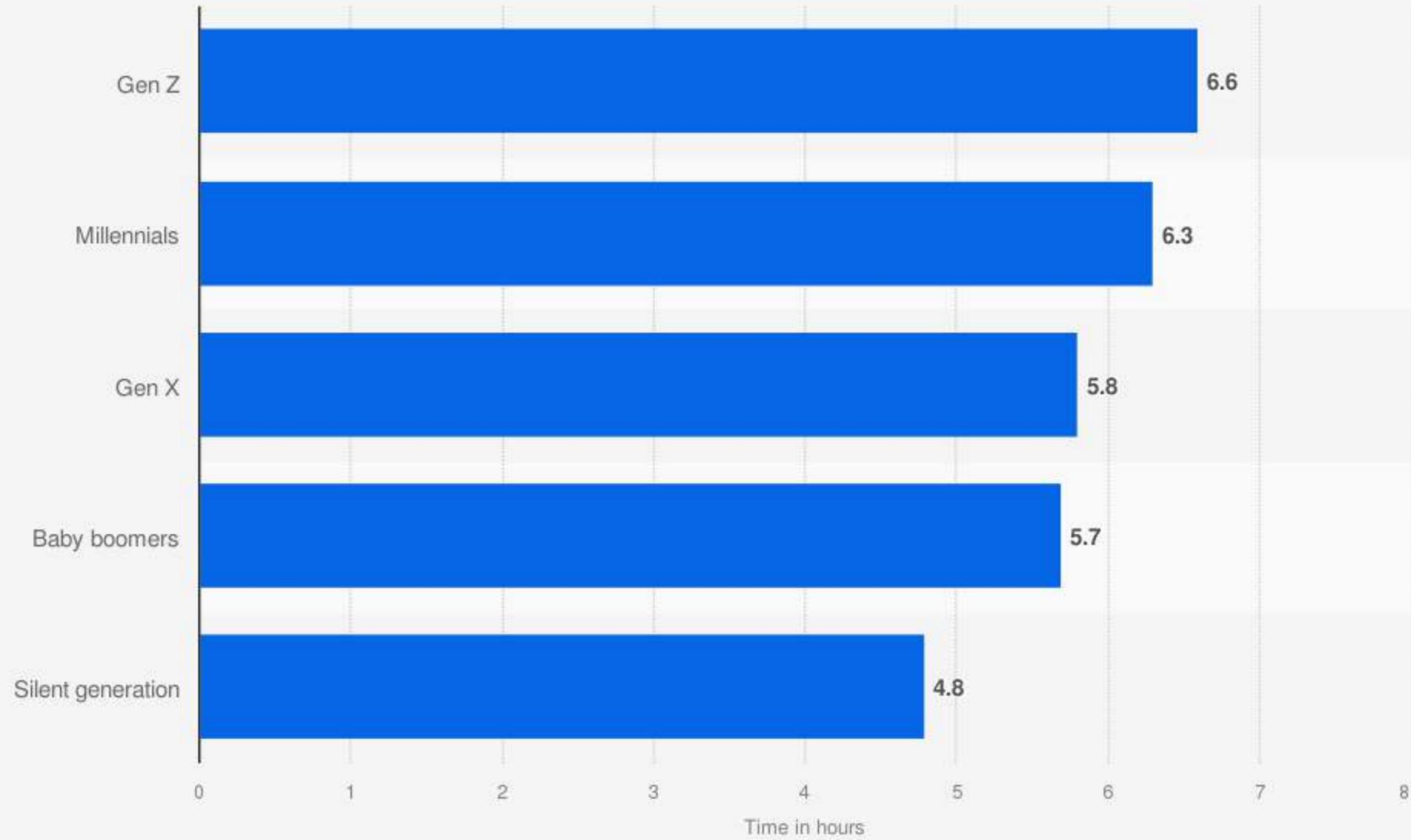
Frequency of watching cable television in the United States in 2022, by generation



Source
Morning Consult
© Statista 2024

Additional Information:
United States; November 2 to 4, 2022; 2,210 respondents; 18 years and older; Online interview

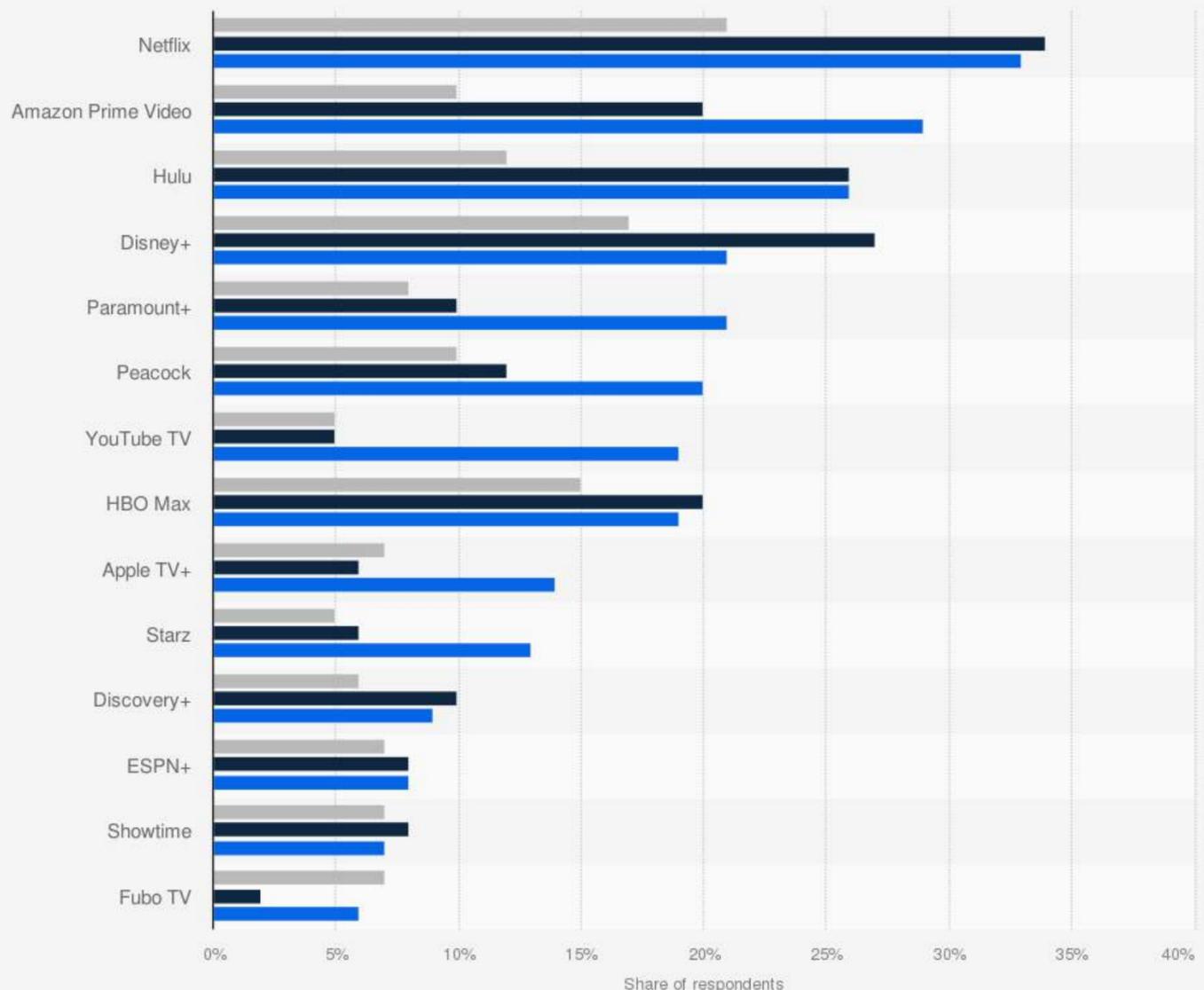
Daily time spent with media in the United States as of August 2024, by generation (in hours)



Source
Talker Research
© Statista 2024

Additional Information:
United States; July 24 to August 1, 2024; 2,000 respondents

Share of Generation Z consumers subscribing and using selected SVOD and vMVPD services in the United States as of May 2023



- I subscribe and do not share a password with anyone
- I subscribe and share a password with someone else
- I do not subscribe, but use a password from someone else

Source: Morning Consult © Statista 2024

Additional Information: United States; May 16 to 18, 2023; 240 respondents; 18 years and older; Gen Z viewers born between 1997 and 2012; Online survey





TIKTOK
Made Me Buy



Smartphones / TVs

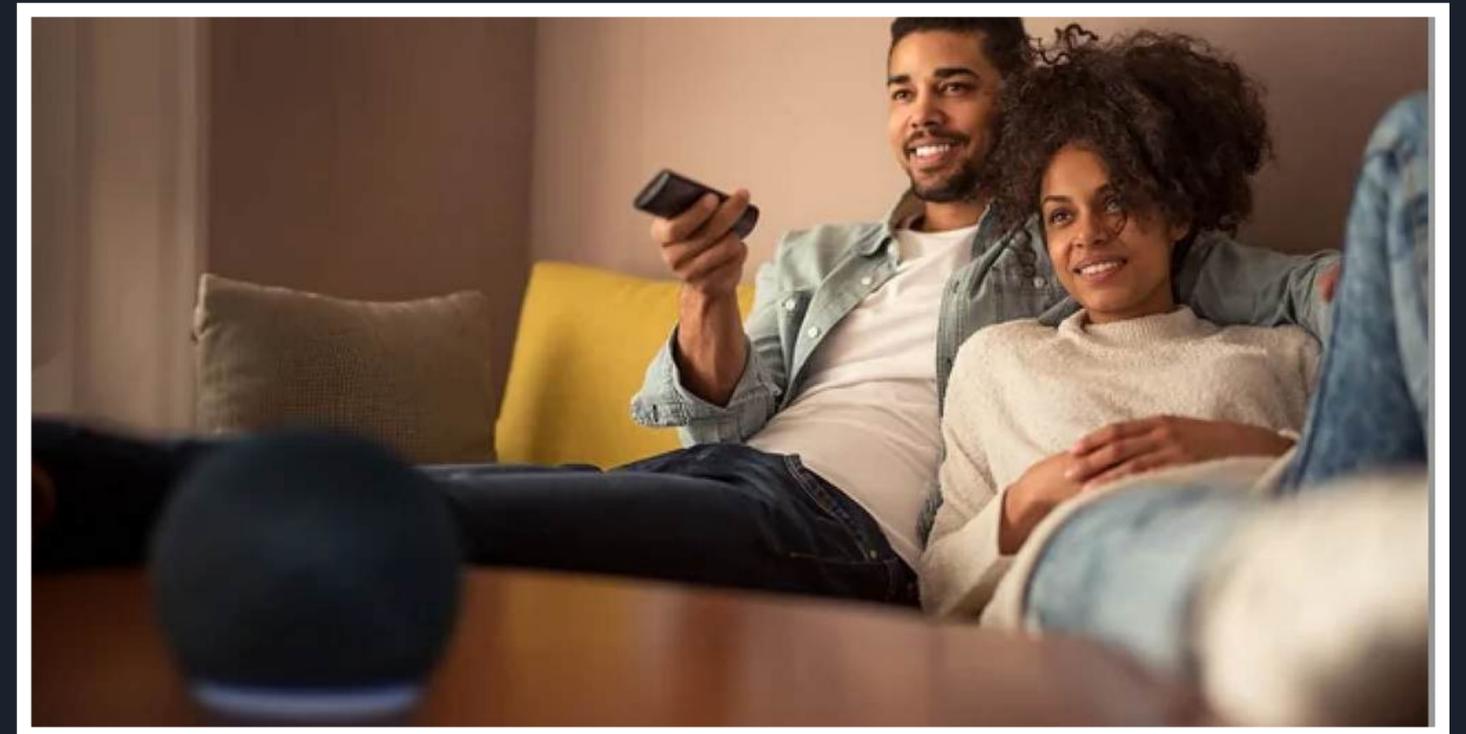
Authenticity / Sustainability

Everything online

**Screenless nomads /
Rooted Urbanites**

#2 The Rooted Urbanite

This Gen Z is grounded, likely settled in a city apartment or home, as well as their job. Career path is looking good and they have created their own modern space complete with a TV and other comforts.



#1 Screenless Movers

Embody a dynamic, mobile lifestyle. Don't own a TV. Often on the move, either by choice or necessity, perhaps due to job locations, travel habits, or a minimalist outlook that values experience over possessions. Their entertainment and information sources are portable, like laptops and phones, fitting their that's agile and adaptable lifestyle,

• They rely on digital streaming rather than a fixed traditional TV allowing them to consume content wherever they are,



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*Coming next Season -- Attracting the
Screenless Mover & the Rooted Urbanite
(recommendations go here)*

- Pop-up viewing events sponsored by Samsung
- utilize media influencers Tiktok
- Develop rental TVs or TV leasing to meet their agile lifestyle

Free delivery anywhere around the Globe (Arjun)

- lower cost projectors or payment options

6. Projectors

Projectors seem to satisfy need for individual and communal watching. The portability is valued. Downside is the "no light" factor
Often seen as a cheaper alternative



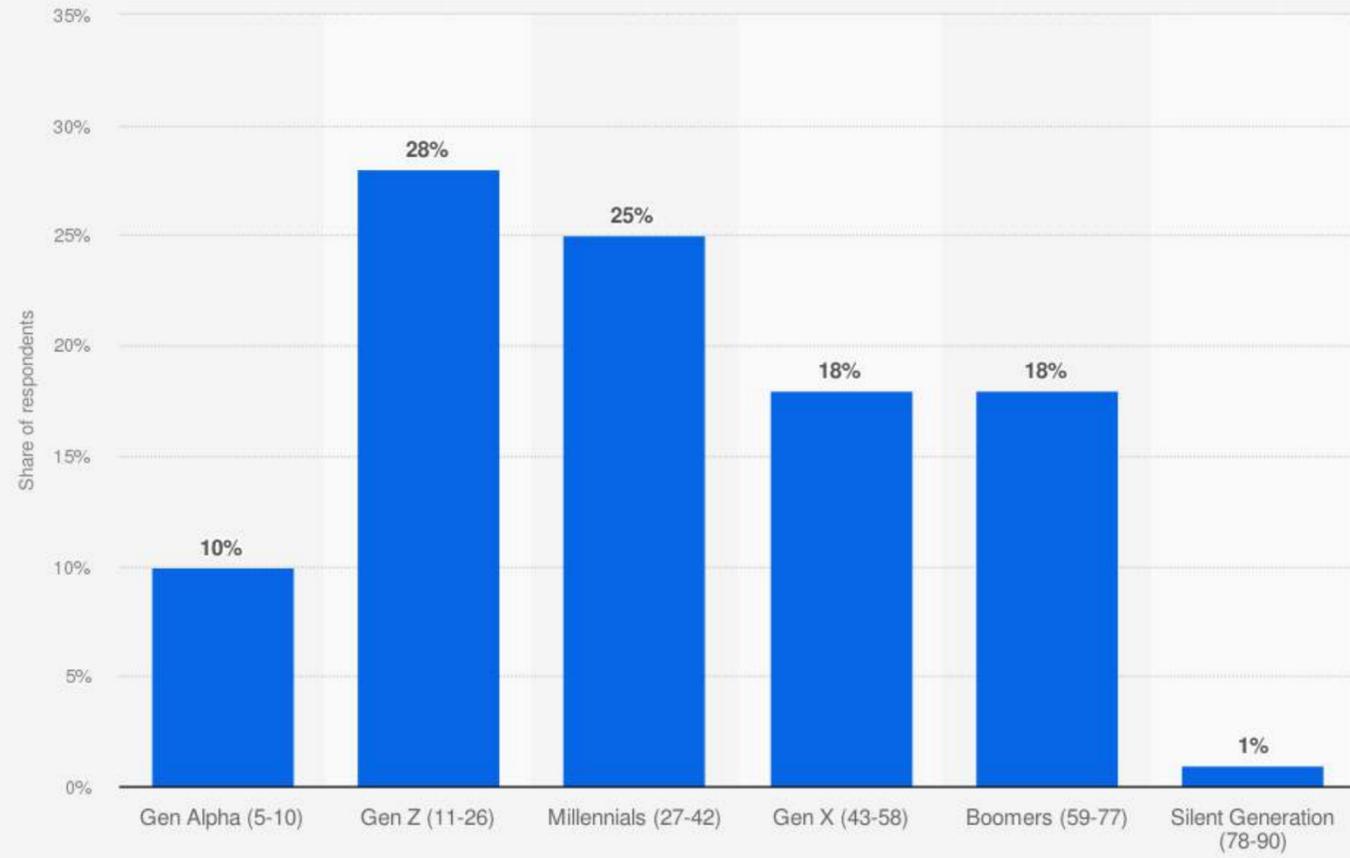
SAMSUNG

Focus on the Rooted Urbanite

Targeted ads on social media platforms
Home design influencers
Cause-related marketing and sustainability efforts appeal to some participants



Distribution of video gamers in the United States in 2023, by generation



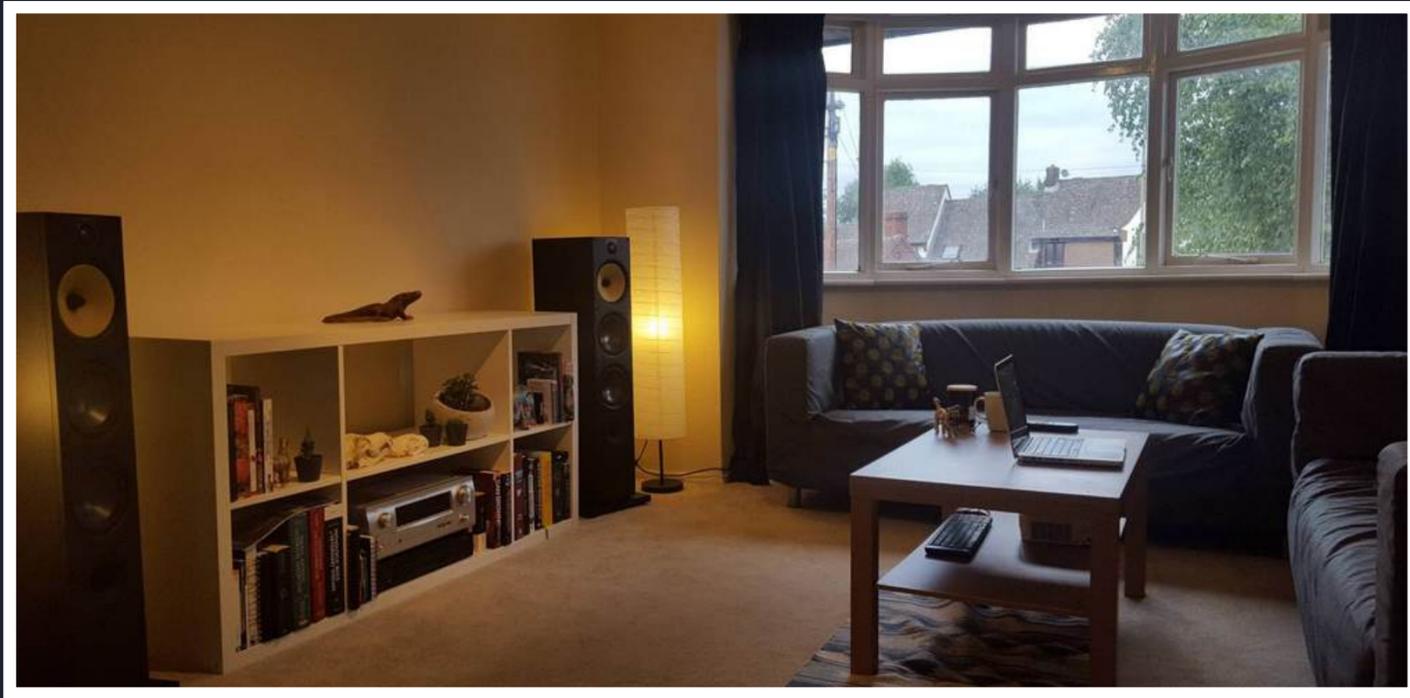
Sources

Entertainment Software Association; YouGov; VentureBeat
© Statista 2024

Additional Information:

United States; Entertainment Software Association; YouGov; October 23 to 31, 2023; 5,000 respondents; 5 to 90 years; Online survey

4. Living situation drives TV ownership & purchase

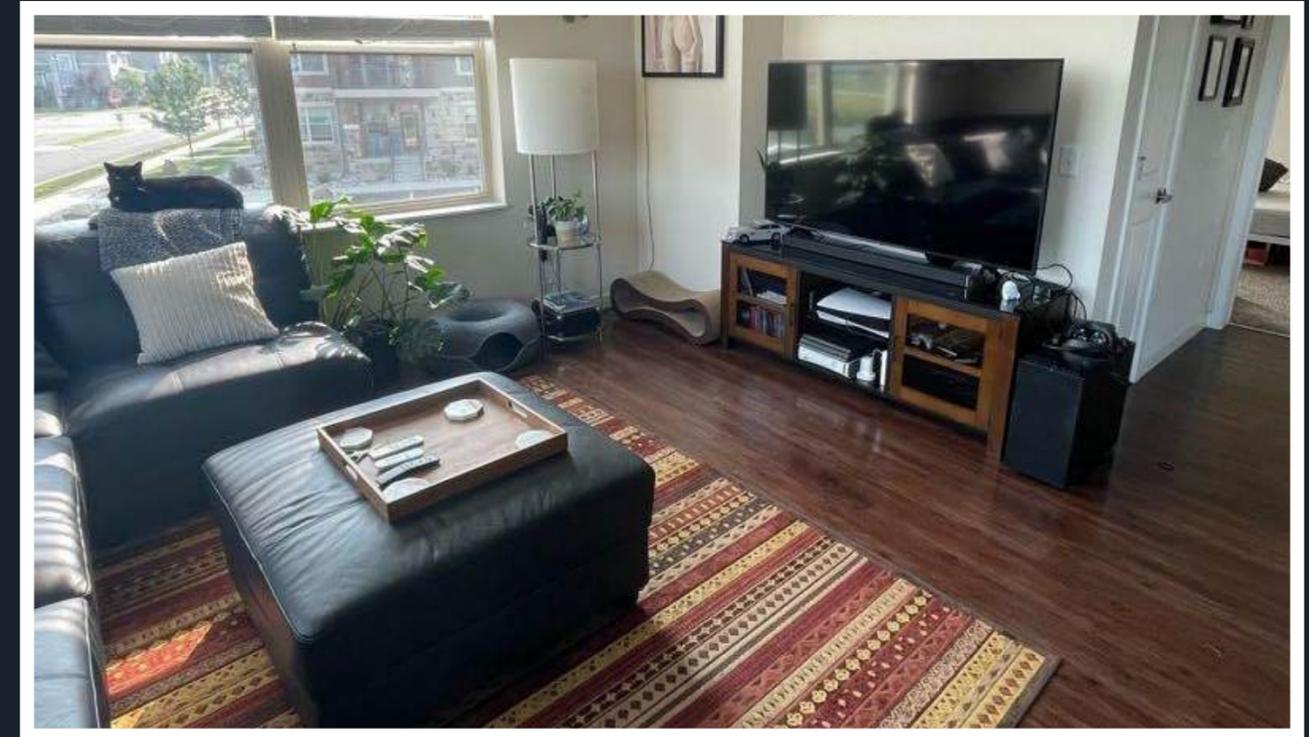


Students or those sharing an apartment less likely to buy or own a TV

e.g. projectors, two monitor setups, shared TV in common area are more practical, creative solutions

Non-permanent living situation precludes consideration of large purchase items

"I may be moving; need to limit large purchases"



Apartment ownership; permanent job fuels security about making large purchases.

TV viewed as part of décor and furniture

"TV as furniture" concept

#1 Screenless Movers

Constant movement, rely on digital streaming rather than traditional TV. The name reflects their on-the-go lifestyle and the way they consume content wherever they are, without the need for a fixed, physical TV setup.



5. Gen Z Purchase journey & Pricing

No need to view in-store

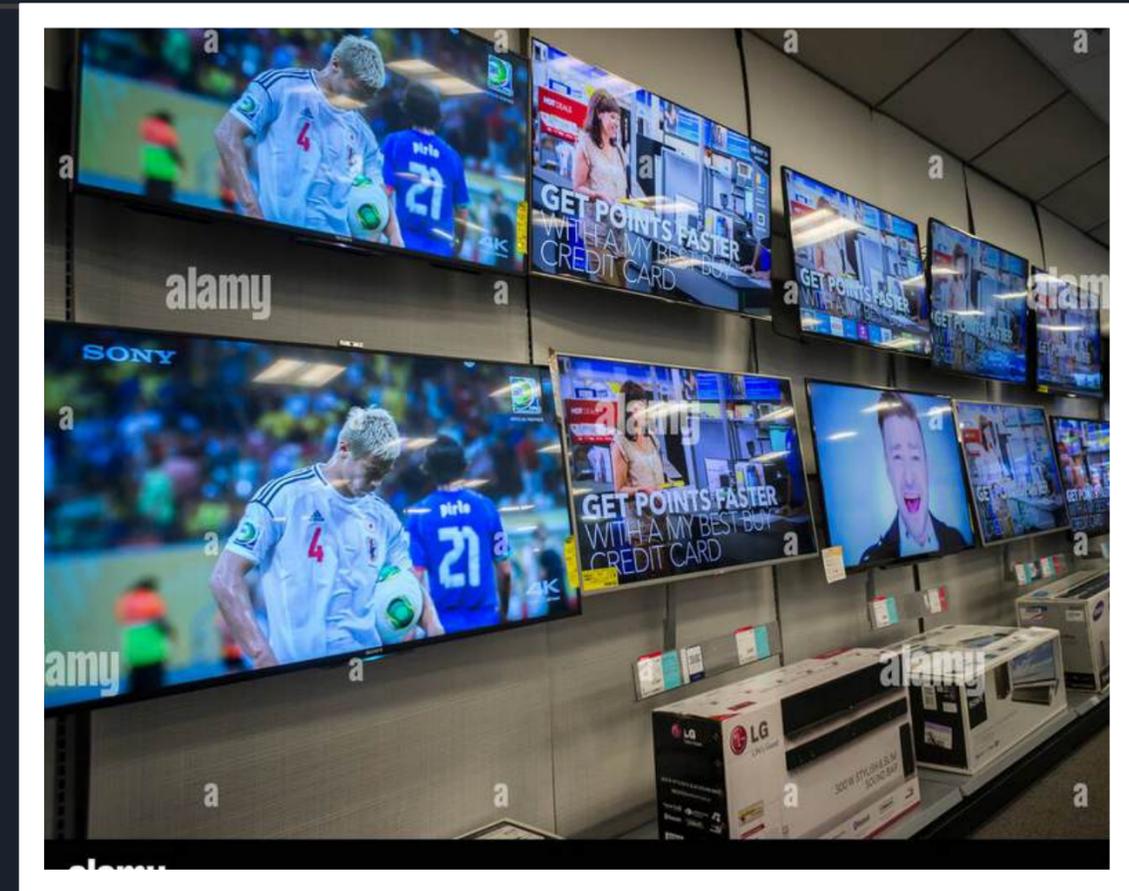
Brand name represents quality

Online research and friends recommendations are sufficient

Social media influencers can be of value

Different types of payment plans would be welcomed. Providing a “value add” would be very enticing

e.g. bundling Netflix or Hulu gift card; free delivery charge; secondhand marketplace is popular



6. “Must Have” Features & Wish

Smart capabilities

High quality display

- minimum 4K resolution

Sound quality less important due to availability of sound bars.

Resale value for some is very important

WISH List:

Connecting TVs with friends for shared viewing experiences might be a positive; others did not want a connection to social media
Multiple device screen sharing on the TV at once to play games or both phone screens side by side

Consider “open sourcing” for additional apps e.g. Netflix Tele Party



SAMSUNG

9. Pricing

Those in the market for their own TV acknowledge the current pricing structure and did not voice any issues.

Those "not in the market" display Gen Z's creative problem solving ability to find a variety of ways to minimize price

- e.g. Sharing; FB marketplace for second hand TVs; Innovative tech setups

However, different types of payment plans would be welcomed. Providing a "value add" would be very enticing

- e.g. bundling Netflix or Hulu gift card; free delivery charge



10. Innovations

Discussing innovations or what might improve with TVs did not generate much enthusiasm e.g. some respondents thought connecting TVs with friends for shared viewing experiences might be a positive; others did not want a connection to social media

Multiple device screen sharing on the TV at once to play games or both phone screens side by side

Consider “open sourcing” for additional apps e.g. Netflix Tele Party



7. Stable living situation drives personal TV ownership

More secure about making large purchases.

“TV as furniture”
viewed as part of décor and furniture



Conclusions

1. Many of the findings mirrored what we learned through secondary research.

2. However, the qualitative helped uncover two profiles for Gen Z.

One embodies a dynamic, mobile lifestyle. They don't own a TV, reflecting their reluctance to settle down in one place and a preference for flexibility. Often on the move, either by choice or necessity, perhaps due to job flexibility, travel habits, or a minimalist outlook that values experiences over possessions. Their entertainment and information sources are portable, like laptops and phones, fitting a lifestyle that's agile and adaptable, with little attachment to material things that might weigh them down.

The other persona is establishing their own space and embracing their own personal life early on, complete with familiar routines and a stable setup.

#1 Screenless Movers

Embody a dynamic, mobile lifestyle. Don't own a TV. Often on the move, either by choice or necessity, perhaps due to job locations, travel habits, or a minimalist outlook that values experience over possessions. Their entertainment and information sources are portable, like laptops and phones, fitting their that's agile and adaptable lifestyle.

They rely on digital streaming rather than a fixed traditional TV allowing them to consume content wherever they are,

