



EFFECTIVE COMMUNICATION BETWEEN ENTERPRISES AND GENERATION Z CONSUMERS VIA SOCIAL MEDIA IN THE LIGHT OF RESEARCH CONDUCTED IN POLAND AND GREAT BRITAIN

Olga Ławińska

Czestochowa University of Technology, Faculty of Management

e-mail: olga.lawinska@pcz.pl

ORCID 0000-0003-1960-8211

Corresponding author

Anna Korombel

Czestochowa University of Technology, Faculty of Management

e-mail: anna.korombel@pcz.pl

ORCID 0000-0003-0546-9708

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Abstract

Research background: Providing Generation Z customers with information about products and services in the place and the way they expect may contribute to increasing their involvement in relations with an enterprise, which may have a positive impact on the purchasing decisions of Generation Z. Understanding the impact of customer gender and place of residence on the expected form of online communication is an opportunity for an enterprise to personalise the form of content communicated to them.

Purpose: The purpose of the paper is to identify effective ways of communication between Generation Z and entrepreneurs via social media.

Research methodology: The research was conducted in 2023 among 322 students in Poland and 318 students in Great Britain. The CAWI surveying technique was used in the study and a survey questionnaire was used as the research tool. The number and frequency of responses from the respondents were determined. Statistical inference was used to identify correlations in the studied groups.

Results: The paper is a theoretical and practical contribution to the discussion on effective ways of communication between enterprises and Generation Z via social media. The forms of communication via social media expected by Generation Z were indicated and the correlation between the selected form of communication and gender of the respondent was confirmed. The study findings are important for enterprises intending to develop effective communication with Generation Z customers.

Keywords: communication, enterprises, Generation Z, social media, management, gender and place of residence differences

JEL classification: L86, M31

Introduction

Trend studies allow assuming that Generation Z will become a very important and independent source of consumer spending in the coming years (Oxford Economics, 2021). The purchasing power of representatives of Generation Z makes them very important customers – partners for modern enterprises. Currently, Generation Z accounts for more than 40% of the world's population (Facebook, 2020). In 2022 in Poland, Generation Z constituted a group of 6.2 million people, which represents approximately 16% of the Polish population. It is estimated that more than 42% of Generation Z representatives in Poland have entered adulthood and 52% of Generation Z were already economically active (AMS Smart OOH, 2023). In 2021, there were approximately 12.9 million Generation Z representatives in Great Britain, which makes it the fourth largest generation in the country (Statista, 4 July 2024). Generation Z, alongside Generation Alpha, was the most ethnically diverse generation in England and Wales. In 2021, 75% of Generation Z was Caucasian, 12% was Asian, 6% was Black, 5% was mixed race and 3% belonged to another ethnic group. In 2022, 4.3 million Generation Z representatives were employed, which makes them the third largest generation Great Britain's labour market (Statista, 3 July 2024).

This means that businesses, if they do not want to lose the market share, need to get to know Generation Z representatives to make them part of their business strategy by building lasting relationships with them (Barclays Bank PLC, 2018) and consequently inviting them to co-create value on the e-commerce platform (Widyastuti, 2024). Generation Z is of key importance for businesses and marketers also because it has a huge influence on the purchases of older generations, e.g. they often advise their family and friends which products are best to choose (AMS Smart OOH, 2023). Ignoring the present and future influence and power of this generation will result in the collapse of companies (Sladek, Grabinger, 2014). Therefore, it seems necessary to understand the behaviour of Generation Z and their expectations as customers. The feature that distinguishes Generation Z from other generations is the unique ability to move freely and function in both the online and offline world at the same time (EY Polska, 2024). Enterprises that want to communicate with representatives of the generation in question should not only be present on social media but, above all, it is crucial for them to know on which platforms to look for Generation Z representatives and what form of communication is best to build relationships with them. Given that 64% of customers stop doing business with a brand after a bad experience (Webex by Cisco, 2022), the quality

of services and contact with a customer are key to building satisfaction and, in the long term, buyer loyalty expressed in choices and consumer decisions.

1. Literature review

There is no consensus in the literature on the classification of cohorts by year of birth (D'Acunto et al., 2025). Authors assume that the year 1995 (and later years) as the year of birth of people representing Generation Z (Bassiouni, Hackley, 2014; Priporas, Stylos, Fotiadis, 2017; Hampton, Keys, 2017; McKinsey & Company, 2018; Kamenidou, Mamalis, Pavlidis, Bara, 2019), and the year of 2009 is considered the last year of birth for people of this generation. Young people want to have a harmonious and satisfying life in all areas of their functioning. Communication with Generation Z requires knowledge of social networking platforms they use and mode of communication they prefer. It is not difficult to establish a communication environment with Generation Z – for them, the Internet is the primary and daily means of communication (Wasko, 2016), which is used by the majority of young people to find information about enterprises, their brands and socially engaged marketing programmes (Witek, Hall, 2016). Currently, the flow of information takes place on a massive scale – people all over the world have wide access to social media, which, thanks to their speed and availability, have begun to replace the role of conventional mass media in disseminating news (Polskaya, Yakubovskaya, 2019; Hamilton et al., 2020, Korpysa, 2022). More than 70% of Generation Z prefer to communicate via digital channels, and personalised communication is extremely important for 67% of its representatives (Webex by Cisco, 2022).

Marketing aimed at Generation Z requires authenticity and personalisation. This means that brands must diversify their strategies depending on the industry in which they operate. For example, in the tourism industry, the financial independence of Generation Z and the increase in travel costs must be taken into account. The marketing strategy should be based on the use of flexible solutions, such as low prepayments or 'buy now, pay later' options. The marketing strategy should emphasise that travellers decide for themselves what to save on and what to spend their money on, and clearly explain the repayment terms. Marketing strategies in the cosmetics industry should take into account that Generation Z values ethics and authenticity, rejecting brands that are not in line with their worldview. Consumers demand that cosmetics brands show imperfections and move away from unrealistic beauty standards. It is advisable to use UGC (User Generated Content) photos – authentic photos received from customers (Mintel, 2025).

The most popular social networks in the world, based on the number of monthly active users, are Facebook, YouTube, Instagram and WhatsApp (Statista, 10 July 2024). In 2022, the average monthly number of Real Users of social media platforms in Poland was almost 28 million. The platforms are visited by 14.5 million women and 13.4 million men monthly, on average. Most users come from rural areas (10.1 million, on average). They are also mostly people with higher and secondary education – they account for 9.4 and 8.9 million users, respectively. The largest group of Polish social media users are people aged 15–34 – in 2022, it was a population of 8.2 million per month, on average (Gemius, Polish Internet Research & IAB Poland, 2023).

Globally, the most favourite platforms of Generation Z are YouTube and Instagram, however, according to the generation in question, TikTok tops the list as the platform with the greatest cultural impact today. Although Facebook is less popular, the majority of Generation Z representatives still use it regularly (GWI, 2023).

In Poland in 2023, the most popular platforms among Generation Z users were YouTube, Facebook, Instagram and TikTok (Social Media IAB Polska, 2023). It should be noted that the time spent by Generation Z on Facebook is drastically decreasing in Poland, which is primarily due to the low adjustment of the platform's content to the expectations of young users. In turn, the platform playing an increasingly important role is TikTok, where representatives of Generation Z spend a large part of their virtual time sharing creativity and observing trends (Social Media IAB Poland, 2023).

In Great Britain, Instagram is the social media most frequently used by Generation Z representatives – 71% of them use the Instagram mobile app on a daily basis. In Great Britain, approximately seven out of ten Generation Z representatives use the TikTok and YouTube apps daily (Statista, 2 February 2023).

The next stage, after identifying which platforms are used by Generation Z, is to select the appropriate means of communication which requires an enterprise to know the subject. Today consumers opt for using messages when making purchases, they prefer using communication channels for customer service and are increasingly willing to use chatbots (Webex by Cisco, 2022). Most customers choose messaging channels for customer service inquiries. Conversational messaging channels are the most important digital medium enabling businesses to grow by maintaining relationships with new and existing customers to increase sales and retention. Conversational messaging enables customers to access services from any 24/7 platform (Webex by Cisco, 2022).

The lack of knowledge (or its insufficient level) about the communication expectations of Generation Z as consumers might impede or even prevent effective communication of companies with Generation Z. Representatives of that generation, who were born in the digital world and do not know times without the Internet or smartphones (Sladek, Grabinger, 2014), are the most technologically advanced generation among all cohorts (Oxford Economics, 2021). Although Generation Z is considered to be the most digital generation, there is a growing concern among young people about information manipulation, loss of control over technology and the impact of AI on the professional future of this generation (AI Barometr, 2026). AI use among Generation Z is primarily determined by satisfaction, trust, and perceived improvement in quality of life (Joshi, 2025; Medina-Molina et al., 2025). Generation Z expects new electronic devices and processes to be widely available, to provide them as consumers with greater autonomy and faster transactions, thus enabling them to make more informed purchasing decisions (Priporas, Stylos, Fotiadis, 2017).

As compared to other generations, Generation Z representatives spend most of their free time browsing on their phones, with more than a quarter doing so for a minimum of six hours a day (GWI, 2023). Generation Z has enriched its communication with the environment with new communication forms such as emoticons, memes, GIFs, voice messages, live streaming and short videos. Unlike other generations, Generation Z is moving away from text-based communication towards visual communication (Social Media IAB Poland 2023). In advertising, Gen Z are most persuaded by non-standard ideas, music, humour, design and originality (AMS Smart OOH, 2023). *Rapid-fire content* is very attractive to Generation Z, although this varies depending on the market – in South Korea, Malaysia and Taiwan, Generation Z representatives are much more likely to watch shorter videos online than the average consumer. The use of TikTok outside of China and India has increased by +43% since Q4 2020, with more than 4 in 10 users watching or uploading content on Instagram Reels every month. Generation Z prefers online formats; streaming has led to a decline in linear viewing, and YouTube is still the most popular video service despite a 7% decline in engagement since 2021 (GWI, 2023).

Product information posted on platforms has led to making purchase decisions to a varying degree. TikTok and Instagram play the greatest role as messaging tools and platforms that influence the purchasing decisions of Generation Z (GWI, 2023). The most important motives for Generation Z representatives to choose and use various platforms include: follow/find info about products and brands; keep up-to-date with news/the world; message friends/family; post/share photos or videos; find funny/entertaining content (GWI, 2023).

Based on the literature analysis, the authors of the study formulated the following research questions:

1. Which social networking platforms are most frequently used by Generation Z?
2. Which form of communication with enterprises does Generation Z prefer?
3. Is there a correlation between the choice of the form of communication with an enterprise and gender of the Generation Z representative?
4. Is there a correlation between the choice of the form of communication with an enterprise and the place of residence of the Generation Z representative?
5. Are there any differences between the choice of the social networking platform and the preferred form of communication with enterprises when it comes to representatives of Generation Z in Poland and Great Britain? If so, what are they?

2. Research methodology

The research on Gen Zers' attitudes towards brands on social media is a part of a broader study conducted by the authors among students in Poland and Great Britain in 2023. The study involved students from the Faculty of Management at the Czestochowa University of Technology in Poland, as well as students from various universities in Great Britain, where the study was conducted by a professional polling agency. The research was funded by the Faculty of Management at the Czestochowa University of Technology. The selection of Poland and Great Britain as research areas was motivated by the desire to compare the behaviour of Generation Z in markets with varying degrees of digital maturity. Great Britain represents one of the most advanced e-commerce and social media markets in Europe, while Poland is one of ten countries in the region whose digital potential is considered to be that of "digital challengers" (McKinsey & Company, 2022). This comparison allows us to verify whether the communication models of young consumers with brands are transnational and universal in nature, or whether they are determined by local economic conditions and the varying levels of adaptation of social technologies by domestic companies.

The research employed a combination of qualitative and quantitative approaches, utilizing survey research as an indirect measurement method. It employed survey as the research technique and survey questionnaire as the research tool. The selection of variables used in the study was based on a critical analysis of relevant literature (Gummerus, Liljander, Weman, Pihlström, 2012; Gregor, Kubiak, 2014).

Regarding the birth year of Generation Z representatives, there is no consensus in the literature. The most frequently cited date is the year 1995, which the authors of the paper adopted as the cut-off year for their study. The authors also assumed that the independent variable in their study is the specific group of respondents being tested, rather than the entire population of Generation Z. Due to the challenge of definitively determining the age range of Generation Z, it becomes problematic to treat this variable as independent. However, the authors found that utilizing Generation Z as a heuristic is valuable, as generational profiling is now prevalent in popular media and popular culture, providing a descriptive framework.

Prior to commencing the main research, the authors conducted a pilot study in 2018, enabling them to identify and rectify any errors in the survey questionnaire before proceeding with the main study. In Poland, a total of 322 students participated, while in Great Britain, a total of 318 students participated. Table 1 presents the characteristics of the research samples from both countries.

Table 1. Number and characteristics of Generation Z respondents in 2023

Country	Number of respondents	Gender		Place of residence				
		female	male	village	city up to 50,000 residents	city up to 100,000 residents	city up to 250,000 residents	city over 250,000 residents
Poland	322	166	156	161	34	22	69	36
Great Britain	318	199	119	69	59	54	35	101

Source: own elaboration.

The research employed the CAWI (Computer-Assisted Web Interviewing) technique. In Poland, an online survey questionnaire was administered through the Webankieta.pl platform, while data collection in Great Britain was outsourced to an external institution specializing in survey administration. It is important to note that the sampling method used in both studies was non-probabilistic. While utilizing non-probabilistic sampling, the authors employed statistical inference as an opportunity to identify relationships within the studied groups, as descriptive statistics alone would not allow for such analysis.

Based on the research results, the authors calculated the number and frequency of respondents' responses to each question in the survey. The authors are aware that the sampling technique employed does not allow for the estimation of errors that may arise when generalizing the observed patterns in the sample to the entire population. To identify potential relationships within the studied groups, the authors utilized statistical inference, for which

they adopted a certain level of significance, as descriptive statistics alone cannot provide such analysis. Statistical inference was conducted with a predetermined significance level set at $\alpha = 0.05$, and a p -value was calculated for each test. The authors compared the p -value with the level of statistical significance to determine whether there was sufficient evidence to reject the null hypothesis (H_0) in favour of the alternative hypothesis (H_1) ($p < \alpha$), or not ($p \geq \alpha$). All analyses were performed using Statistica software, version 13.3.

The authors acknowledge that the survey research has certain limitations, such as providing only a surface-level understanding of the phenomena under study and the possibility of respondents providing inaccurate answers. One potential criticism of the presented research results is that the study was conducted on a small group of participants. While small sample sizes can raise methodological concerns, such as limitations in generalization, they can still provide valuable insights when proper statistical tests are applied for inference (Yates, 1934; Nachar, 2008).

3. Results

The presented results come from the research conducted by the authors in Poland and Great Britain at the beginning of 2023. The first question in the survey questionnaire distributed among the respondents concerned their use of social networking platforms. All surveyed representatives of Generation Z in Poland and Great Britain admitted that they used social networking platforms. Figure 1 presents the number of answers (%) to a multiple-choice type question related to the type of social networking platforms used by the respondents in 2023.

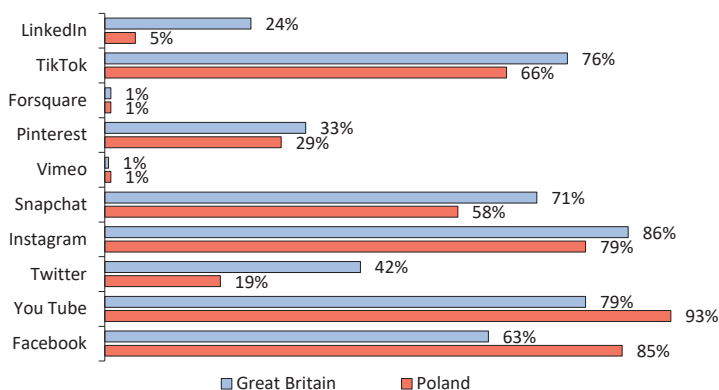


Figure 1. Use of social networking platforms by Generation Z respondents in Poland and Great Britain in 2023

Source: own elaboration.

Based on the collected data, it is possible to indicate the most popular social networking platform in the surveyed groups in 2023. In Poland, YouTube, Facebook and Instagram were the most popular social media, while in Great Britain, Generation Z most frequently used Instagram, YouTube and TikTok. Additionally, there is a very large discrepancy in the use of Twitter (42% in Great Britain and 19% in Poland), Facebook (85% in Poland and 63% in Great Britain) and LinkedIn (24% in Great Britain and 5% in Poland) by respondents in Poland and Great Britain.

In the next question (multiple-choice type) the respondents were asked to identify the preferred form of communication in social media between a Generation Z representative and an enterprise. The numbers of responses in Poland and Great Britain in 2023 are presented in Figure 2.

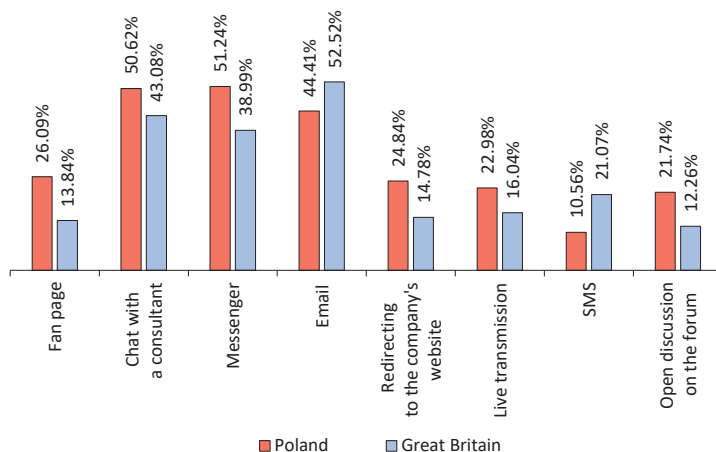


Figure 2. Preferred form of communication of Generation Z with an enterprise in Poland and Great Britain in 2023

Source: own elaboration.

The collected data make it possible to establish that the surveyed representatives of Generation Z, both in Poland and Great Britain, prefer the same forms of communication with enterprises. The obtained numbers of responses indicate a different priority order of the mentioned forms of communication with enterprises:

- in Poland, the respondents indicated: (1) Messenger, (2) live chat and (3) email,
- in Great Britain, the respondents indicated: (1) email, (2) live chat and (3) Messenger.

The next stage of the data analysis was to verify whether there was a correlation between the following variables: preferred form of communication (variable X) and gender of the respondent (variable Y). For that purpose, a significance test for structure indicators was used (comparison of two structure indicators). The fraction index of that feature was assumed to be p_1 in the female group and p_2 in the male group. The null hypothesis was verified:

$$H_0: p_1 = p_2$$

against the alternative hypothesis:

$$H_2: p_1 > p_2$$

Due to the adopted form of the alternative hypothesis, a one-sided critical area was considered. The answers to multiple-choice questions were analysed, indicators were calculated for the general population and separately for women and men, and then it was verified – using the structure index test – whether gender had a significant impact on those indicators. Detailed data concerning the preferred form of communication of the respondents with enterprises in Poland and Great Britain in 2023 and the result of the significance test for structure indicators by respondent gender can be found in Tables 2 and 3.

Table 2. Preferred form of communication of respondents in Poland in 2023 and the result of the significance test for structure indicators by gender

Responses	In total		Females		Males		P
	number	percentage of cases	number	percentage of cases	number	percentage of cases	
Fan page	84	26.09	36	21.69	48	30.77	0.0318
Chat with a consultant	163	50.62	95	57.23	68	43.59	0.0072
Messenger	165	51.24	92	55.42	73	46.79	0.0608
Email	143	44.41	77	46.39	66	42.31	0.2307
Redirecting to the company's website	80	24.84	45	27.11	35	22.44	0.1662
Live transmission	74	22.98	44	26.51	30	19.23	0.0604
SMS	34	10.56	20	12.05	14	8.97	0.1844
Open discussion on the forum	70	21.74	36	21.69	34	21.79	0.4913

Source: own elaboration.

The data collected in Poland in 2023 indicate slight differences (percentage of cases) in the preferred forms of communication with enterprises between female and male respondents. The difference between structure indicators by the gender of respondents proved statistically significant in two cases. Men indicated the use of a fan page more often than

women. An inverse correlation could be observed for the use of live chats, as women chose that form of communication more often than men.

Table 3. Preferred form of communication of respondents in Great Britain in 2023 and the result of the significance test for structure indicators by gender

Responses	In total		Females		Males		P
	number	percentage of cases	number	percentage of cases	number	percentage of cases	
Fan page	44	13.84	22	11.06	22	18.49	0.0317
Chat with a consultant	137	43.08	89	44.72	48	40.34	0.2226
Messenger	124	38.99	85	42.71	39	32.77	0.0393
Email	167	52.52	109	54.77	58	48.74	0.1487
Redirecting to the company's website	47	14.78	29	14.57	18	15.13	0.4458
Live transmission	51	16.04	31	15.58	20	16.81	0.3862
SMS	67	21.07	46	23.12	21	17.65	0.1235
Open discussion on the forum	39	12.26	20	10.05	19	15.97	0.0597

Source: own elaboration.

The analysis of the data collected in Great Britain in 2023 also indicates small differences (percentage of cases) in the preferred forms of communication with businesses between the female and male respondents of Generation Z. The difference between the structure indicators by respondent gender was found to be statistically significant in the following cases:

- men, more often than women, used a fan page,
- women, more often than men, used Messenger.

The next stage was an attempt to verify the hypothesis of the independence of two qualitative features: the choice of communication form and the respondent's place of residence. To this end, the Pearson's chi-squared test was used to analyse the collected data (contained in Tables 4 and 5) and provide evidence of the correlation between the two variables. The Pearson's chi-squared test involved comparing the observed frequencies and the expected frequencies, assuming the null hypothesis (no correlation between the two variables). The null hypothesis was verified:

H0: X and Y features are independent

against the alternative hypothesis:

H1: X and Y features are dependent

Testing the significance of differences concerned independent groups (5 groups), for the adopted scale of the dependent variable – the nominal one, where the independent variable was the form of communication and the dependent variable was the place of residence. The collected data regarding the form of communication based on the respondent's place of residence in 2023 as well as the results of the Pearson's chi-squared test and its significance level are presented in Tables 4 (data for Poland) and Table 5 (data for Great Britain).

Table 4. Preferred form of communication by respondent's place of residence in Poland in 2023 and the Pearson's chi-squared test results and its level of significance

Responses	Place of residence (percent against number of responses = 322)						chi-squared	p
	village	city up to 50,000 residents	city up to 100,000 residents	city up to 250,000 residents	city over 250,000 residents	row in total		
Fan page	12.73	3.11	1.55	6.52	2.17	26.09	1.86	0.7622
Chat with a consultant	25.47	5.28	2.17	11.80	5.90	50.62	3.74	0.4428
Messenger	24.53	5.28	4.04	10.87	6.52	51.24	1.60	0.8088
Email	23.91	4.66	2.17	9.63	4.04	44.41	3.19	0.5270
Redirecting to the company's website	13.98	2.48	0.62	4.35	3.42	24.84	5.18	0.2691
Live transmission	11.80	2.48	1.86	4.35	2.48	22.98	0.56	0.9700
SMS	5.90	0.93	0.31	2.48	0.93	10.56	1.48	0.8300
Open discussion on the forum	9.01	2.80	1.55	5.90	2.48	21.74	3.14	0.5343

Source: own elaboration.

In all cases, the results of the Pearson's chi-squared test, at the adopted level of significance ($\alpha = 0.05$), do not provide grounds to reject the verified null hypothesis. This means that there was no correlation between the preferred form of communication with an enterprise and the respondent place of residence in Poland in 2023.

The results of the Pearson's chi-squared test – for all forms of communication listed in Table 5 – at the accepted level of significance ($\alpha = 0.05$), indicate that there are no grounds for rejecting the null hypothesis being tested, which means that there was no correlation between the preferred form of communication with an enterprise and the respondent's place of residence in Great Britain in 2023. Therefore, it can be assumed that the results of the study are similar for both respondent groups (countries).

Table 5. Preferred form of communication by respondent's place of residence in Great Britain in 2023 and the results of the Pearson's chi-squared test results and its level of significance

Responses	Place of residence (percent against number of responses = 318)						chi-squared	p
	village	city up to 50,000 residents	city up to 100,000 residents	city up to 250,000 residents	city over 250,000 residents	row in total		
Fan page	2.20	2.83	2.52	1.89	4.40	13.84	1.25	0.8694
Chat with a consultant	8.18	7.23	8.81	5.35	13.52	43.08	3.36	0.4996
Messenger	10.38	6.29	7.55	3.46	11.32	38.99	4.90	0.2978
Email	11.95	9.75	7.86	4.40	18.55	52.52	4.63	0.3278
Redirecting to the company's website	3.14	2.52	1.89	1.89	5.35	14.78	1.14	0.8872
Live transmission	2.20	2.83	3.14	1.57	6.29	16.04	3.20	0.5256
SMS	4.40	4.72	2.83	2.20	6.92	21.07	1.38	0.8473
Open discussion on the forum	2.20	3.14	1.26	1.26	4.40	12.26	2.94	0.5683

Source: own elaboration.

To sum up, the use of the Pearson's chi-squared test made it possible to measure the significance of the correlation between the study variables but it did not allow to determine the strength and the causal nature of the lack of a correlation between the variables (selection of a form of communication and respondent's place of residence).

Conclusions

The results of the conducted research enabled deepening the knowledge on the behaviour of Generation Z in social media use. Based on the study, it can be concluded that the number of Generation Z representatives using social networking platforms is different in Poland and Great Britain. Respondents from Poland are most likely to use YouTube, Facebook, TikTok and Instagram, while respondents from Great Britain did not rate Facebook the highest, indicating that they use Instagram, YouTube, TikTok and Snapchat most often. The obtained results are consistent with those of other researchers (GWI, 2023; Social Media IAB Poland, 2023; Statista 2023, 2024). Both groups of respondents indicated the same group of most preferred forms of communication, with representatives of Generation Z in Poland being most willing to communicate with an enterprise via Messenger, while representatives of Generation Z in Great Britain prefer to use email. The obtained research results also showed a correlation between the respondent's gender and the choice of the form of communication. Business entities wishing to communicate with women representing Generation Z in Poland should primarily use live

chat, while in Great Britain the best tool for that group would be Messenger. In the case of men representing Generation Z, enterprises in both countries should use a fan page. The results of the survey did not reveal any correlation between the respondent's place of residence and the preferred form of communication (Table 6).

Table 6. Summary of the study results

Research question	Answer – Poland	Answer – Great Britain
Q1. Which social networking platforms are most frequently used by Generation Z?	YouTube Facebook Instagram TikTok	Instagram YouTube TikTok Snapchat
Q2. Which form of communication with enterprises does Generation Z prefer?	Messenger Live chat Email	Email Live chat Messenger
Q3. Is there a correlation between the choice of the form of communication with an enterprise and gender of the Generation Z representative?	Yes, the difference between structure indicators by respondent's gender proved statistically significant in two cases: – men, more often than women, prefer to use a fan page – women, more often than men, prefer to use live chat	Yes, the difference between structure indicators by respondent's gender proved statistically significant in two cases: – men, more often than women, prefer to use a fan page – women, more often than men, prefer to use Messenger
Q4. Is there a correlation between the choice of the form of communication with an enterprise and the place of residence of the Generation Z representative?	No (no statistically significant correlation between the analysed variables)	

Source: own elaboration.

The differences in the social media platforms used by Generation Z across different countries arise from cultural, technological and social factors. Respondents in both countries prefer platforms that use video (YouTube) and images (Instagram). This suggests that Generation Z prefers visual content to text and would rather see information about a product in the form of video and images than read about it. Instagram is the main platform for discovering brands and engaging with companies. The reasons for these choices may lie in the preferred speed and immediacy of communication, which gives a sense of almost instant contact with the brand, as opposed to communication via email, which is more formal and slower in terms of receiving a response. Choosing YouTube and TikTok channels allows users to see genuine reviews, which builds trust. Communication with the company in this way often takes place in the comments section, where users can see how others are reacting. Using Facebook, on the other hand, allows users to ask questions about a product without leaving the app. Generation

Z chooses communication channels that allow them to talk to a real person on the other end, rather than an impersonal corporation.

Men in both of the studied countries prefer Facebook Pages as a channel of contact, whilst women in Poland prefer live chat and those in Great Britain prefer Messenger. The reasons for these choices/preferences may lie in men's perception of fan pages as an official means of communication and a way to obtain the information they seek. Women, on the other hand, by choosing live chat and Messenger, indicate that they prefer direct communication, which also allows for the imitation of a natural conversation. Closed communication channels may give women a greater sense of privacy, discretion and security than other communication channels. The choice of Messenger in Great Britain may be due to the desire to have a conversation history within a single app, whilst the choice of live chat in Poland may be connected with the expectation of quick shopping support whilst browsing the shop's range.

The presented research results concerning the form of communication with the enterprise in social media most preferred by Generation Z, along with the study of the correlation between the preferred form and the respondent gender and place of residence, complement the knowledge on the behaviour of Generation Z in social media found in the literature.

Providing Generation Z customers with the opportunity to contact enterprises using digital communication through specific communication platforms can shorten response time, increase customer satisfaction and, as a result, strengthen relationships. Understanding the impact of customer gender on the form of online communication offers an enterprise the opportunity to personalise the form of content provided to customers. Generation Z values individual experience and is more willing to engage with brands that offer communication campaigns tailored to personal needs. Delivering information to customers in the places and in the way they expect can contribute to increasing customer involvement in relationships with the business entity, which may ultimately have a positive impact on the purchasing decisions of Generation Z. Enterprises that want to stay competitive in the market should invest in mobile experience – in new channels and forms of communication.

The study authors are aware that their survey research has some limitations, including the possibility of superficial knowledge of the phenomena under study and of respondents giving false answers. Another limitation may be the relatively small number of respondents, which does not allow the obtained research results to be treated as representative ones. However, if appropriate statistical tests are applied to small samples that are methodologically questionable (e.g. generalisation is difficult), such samples may be useful for inference (Nachar, 2008). The limitation of the study is that the respondents were students. This has consequences for

the interpretation of the results, as this group represents a specific part of the population – it is usually relatively homogeneous in terms of age, level of education, life situation, and social and professional experience. Therefore, the results obtained may primarily reflect the perspective of young people who are still in education. When interpreting the results, the specific nature of the sample should be taken into account and the conclusions should be treated as relating mainly to the student population, rather than to Generation Z as a whole.

According to the authors, future research should be conducted on a larger sample, and quantitative research should be supplemented with a qualitative study. Undertaking research in other countries would make it possible to compare the motives for using social media platforms among Generation Z representatives of different nationalities and thus determine which of them occur regardless of geographical location.

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