

Engaging Millennials and Generation Z in the Coronavirus Era

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Abstracts

Engaging millennials and Generation Z consumers matters now more than ever, as the disruptions experienced by these unique generations since the outbreak of Coronavirus (COVID-19) have accelerated both challenges and opportunities for businesses. To win over young consumers today, companies need to adapt agile innovation and redefine their strategies over price, values and activism to align with the new priorities and spending behaviour of millennials and Gen Z in the “new normal”.

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