

Generation Y

Generation Y is born during the 1980s and early 1990s. The name is based on its predecessor Generation X, born during the 1960s and 1970s. Generation Y grew up in a multimedia world with technical gadgets like laptops and smartphones, and rely on it to perform their jobs better. That is why they are also called digital natives.

The fast-lane has lost much of its appeal for Generation Y who is more aiming at a better work/life balance with flexible schedules as they prioritize family over work. Generation Y is confident, ambitious and achievement-oriented. They have high expectations of their employers, seek out new challenges and are not afraid to question authority. Generation Y values teamwork and seek the input and affirmation of others. Generation Y yearns for attention in the forms of feedback and guidance. They appreciate being kept in the loop and seek frequent praise and reassurance.

Generation Y and Social Media

Especially, this generation has a very high [social media](#) affinity and is linked to each other in social media platforms like Facebook and Twitter. Therefore they play an important role in [Social CRM](#) where a [Customer Relationship Management](#) is linked to social media platforms in order to interact with the customers.

References

- [Business Dictionary](#)
- [Welt Online](#)
- [Time Magazine](#)
- [Tagesspiegel](#)

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