Trends of Using Technology Devices of Vietnam's Gen Z Generation

Assoc, Ph.D. Hoang Thanh Tung | Vu Minh Nguyen

[1]University of Labour and Social Affairs
[2]Bilingual Canadian International School (BCIS)

Abstract:

The research study utilizes desk research methods to systematize fundamental issues regarding technology devices and the Gen Z generation, thereby clarifying the concept of technology, technology devices, the importance of technology devices in modern life, as well as the limitations of using technology devices. The study also elucidates what constitutes the Gen Z generation and their technology device purchasing habits. Additionally, survey investigation methods are employed to understand the trends in technology device usage among the Gen Z generation. The research results indicate that the influencing factors on the consumption trend of technology devices among young people from high to low are "The modernity and convenience that technology devices bring"; "Personal preferences"; "Everyone around uses technology devices". Young people are most concerned about "Durability", followed by "Degree of utility", thirdly "Warranty" and "Price", fourthly "Customer service". Based on the research results, the authors engage in discussions and exchanges with young people to use technology devices more effectively and with technology product manufacturers/distributors to be flexible, adaptable, and responsive in order to develop suitable strategies to bring technology products to the Gen Z consumers in Vietnam.

Keywords: Trends, usage, technology devices, Gen Z generation, Vietnam

1. Raising the issues

Gen Z, or Generation Z, commonly refers to individuals born between 1997 and 2012. They were born and raised in the digital age, marked by the rapid development of information and communication technology. Gen Z members are adept users of digital devices such as smartphones, tablets, laptops, and online platforms like social media, YouTube, TikTok, and Netflix. (Sforum.vn, 2023)

Technology products not only meet the personal and professional needs of the Gen Z

generation but also reflect their lifestyle and personality. These products are smart, convenient, and flexible, connecting with various services and applications. (mytour.vn, 2024)

According to reports, Gen Z users are willing to spend more to engage in exciting technological experiences that bring joy or help improve their daily lives. Newzoo predicts that there will be 2.95 billion gamers worldwide by the end of 2022, representing a 5.6% increase compared to the previous year. (Kim Ngoc, 2022)

It's evident that the Gen Z generation was born into a world where life is closely intertwined with mobile devices, laptops, and tablets. Want food? Within less than 10 minutes, they can have exactly what they want delivered to their doorstep without the need to venture far. Need a ride? Just a few simple clicks and a driver is at their service. Therefore, this generation is significantly influenced by technology. They possess independent thoughts, yearn to be themselves, enjoy exploring, and believe that they can achieve anything they set their minds to. Gen Z is a completely new generation in terms of thinking and action. With openness and a preference for experiences, every Gen Z member is ready to try out new products. This presents both opportunities and challenges for brands, especially technology brands.

The study will examine the trends in technology device usage among the Gen Z generation, with the aim of facilitating discussions and exchanges with young people to enhance their effective use of technology devices. Additionally, it seeks to collaborate with technology product manufacturers/distributors to be flexible, adaptable, and attentive, thereby developing suitable strategies to reach this consumer group.

2. Overview of technology devices and gen Z

2.1. Technology devices

2.1.1. Concept of technology devices

Technology has become an integral part of society and daily life. Technology is the application of scientific knowledge and techniques to improve the quality of products and production processes. (vietnamfinance.vn, 2018)

Technology devices are products or tools designed for use in technological activities, especially in electronics, telecommunications, computers, and other technologies. Technology devices can be hardware, software, or a combination of both. Examples of technology devices include computers, smartphones, digital cameras, tablets, gaming consoles, storage devices, networking devices, printers, scanners, and many others. (xenangnhapkhau.com, 2024)

Technology devices have completely changed how people connect and communicate with each other. Individuals can now easily connect with family and friends from a distance, communicate, and share information more quickly and easily than ever before. This has significant implications for businesses as well, as companies can easily connect with customers and partners remotely, saving time and costs. (xenangnhapkhau.com, 2024)

2.1.2. The significance of technology devices in the modern lives of young people

Expand connectivity

One thing that's undeniable is that technology has made our lives easier over the past two decades since it began its explosive development phase. Technology connects people globally, creating convenience and comfort in your home or, on a larger scale, supporting the operation of a formal business without physical space. Technology has positively impacted our lives in several ways. (vnreview.vn, 2022)

With just a smartphone or laptop, you can chat and exchange work with partners and clients from multiple countries. Not only does this save time and bridge distances, but it also allows for the quick resolution of important issues. Despite work pressures, you can take some time to "connect" with friends and family even if they are thousands of miles apart, thanks to the current development of technology. (vione.ai, 2021)

The modernity of society

Electronic devices and technological products are making human life progressively more modern, especially with devices capable of replacing human labor in various situations. We can mention everyday electronic devices such as phones, computers, water pumps, rice cookers, and more. (sapuwa.com, 2021)

Awareness gradually increases and decreases

According to a survey by the Pew Research Center, for every 6 teenagers, 1 uses the internet to seek information about issues they find difficult to discuss or open up about in their lives, such as

depression, sexual health, and more. (sapuwa.com, 2021)

Creating more job opportunities

When the information technology industry was born and grew, many new activities were created, bringing many work opportunities to the community. Many young people are working in the information technology industry and have very high incomes, and their lives are getting better. (sapuwa.com, 2021)

Enhancing the quality of life

In the array of resources for economic and social development, technology always plays a crucial role with the emergence of a wide range of highly applicable products to meet essential needs in the daily lives of individuals. (thanhnien.vn, 2023)

Not only in the economic field, but technology is also making our social lives more modern, interesting, and optimized. Technological applications have infiltrated every sector and industry: from manufacturing and services to education and healthcare. This has brought about a significant transformation in how people live, learn, and work. While education is gradually adapting to technology with the development of online courses, webinars, and the ability to access unlimited resources, healthcare, on the other hand, has witnessed a remarkable breakthrough thanks to technology. Medical technology has helped humans advance further in treating diseases, reducing pain, and enhancing quality of life. (thanhnien.vn, 2023)

Industrialization and modernization

This is one of the social adjustments highly emphasized by modern technology today. The use of advanced machinery and equipment in both daily life and production processes has increased the value and quality of goods, as well as enhanced the scale of production in the domestic industry.

Closer connections and interactions

With just a smartphone or laptop, people have the ability to chat and exchange work with partners, customers, and consumers from multiple countries. Not only does this save time and bridge distances, but it also enables quick resolution of specific issues.

Amid work pressures, individuals can take some time to "connect" with friends and family even if they are thousands of miles apart, a task made incredibly easy with the current development of technology.

Empowerment in learning, mastery of knowledge

To avoid the hassle of job hunting after graduation, young students need to take initiative in learning, build a solid knowledge foundation, and regularly gain practical experience in their chosen field while still in school. Researching information and gaining practical skills in any field, at any time and place, all require the assistance of technological devices. Therefore, with the growth of technology, young people will be more empowered to take control of their own knowledge foundation.

2.1.3. Limitations of using technology

Adverse effects on mental health

Not only does it cause physical health issues, but it also poses risks to mental health. According to some studies, young people who use 7-11 social media platforms are three times more likely to experience depression and anxiety compared to those who use only 2 platforms. (daotaotester.com, 2020)

Visual impairment

Overuse of digital devices can lead to eye strain, fatigue, and may cause symptoms such as headaches, difficulty concentrating, itching, and dry eyes. Excessive use can also cause blurred vision, astigmatism, and increased sensitivity to light. According to research by the American Optometric Association, this is known as computer vision syndrome or digital eye strain. People who use phones or computers for more than 2 hours continuously are at risk of developing this syndrome. (daotaotester.com, 2020)

Causes spinal degeneration The spine functions to support the entire body, including the head. In a normal posture (with the head held straight), the head weighs approximately 5.4 kg. However, it becomes heavier and exerts more pressure on the spine when we bend our head forward while sitting, lying down, or standing. This causes the cervical spine to bear a much larger load, leading to rapid wear and tear of the cartilage and bones below the spinal joints, resulting in degeneration.

Insomnia

According to the National Sleep Foundation, using electronic devices before bedtime can disrupt sleep. The reason is that the short wavelengths and artificial blue light emitted from phone and computer screens can interfere with the body's biological clock, inhibiting the release of melatonin – a natural hormone that regulates the body's sleep-wake cycle. The organization states: "Using electronic devices at night can make it harder to fall asleep and stay asleep. Additionally, it can delay the onset of REM sleep, reduce total REM sleep, and diminish alertness the following morning. Over time, this can lead to chronic sleep deprivation or difficulty sleeping". (thcslequydon.com.vn, 2020)

May cause addiction

Psychologist Doreen Dodgen-Magee suggests that on average, an adult in the United States spends over 11 hours per day using technology devices. This has negative impacts on the mental health of users. (thcslequydon.com.vn, 2020)

Box 1. Harmful effects of using many electronic devices on adolescents

According to researchers, the initial hours of using computers, phones, and TVs for entertainment purposes each day initially provide social and psychological benefits, but shortly thereafter, they can lead to harmful effects on health. Excessive use of electronic devices at this age can lead to depression, obesity, poor quality of life, unhealthy eating habits, and decreased cognitive abilities such as memory loss and poor concentration. The research group emphasizes that parents need to take a comprehensive approach to reduce children's screen time and encourage them to spend more time on physical activities.

Source: quangngaitv.vn, 2021

2.2. Gene generation Z

Gen Z, or Generation Z, refers to a demographic group born between 1995 and 2012, although some opinions extend the range to 1997 to 2015. This generation is considered to have been born and raised during the peak of the information age, witnessing significant changes in consumer markets. Globally, there are around 2.6 billion individuals belonging to Generation Z, comprising approximately one-third of the population. In Vietnam, there are about 15 million Gen Z members, accounting for roughly 25% of the national workforce. Generation Z follows the Millennials (Gen Y) and precedes Generation Alpha (α), often being the offspring of Generation X (born between 1965 and 1979). (zozo.vn, 2023)

Most members of Generation Z are exposed to and use technology from a young age, so they feel very comfortable and accepting of technology, mobile devices, the internet, and social media platforms like Facebook, Google, YouTube, Instagram, and more. Generation Z individuals can all use and access information quickly, without much effort, but it's not necessary for them to have high levels of digital literacy. Unlike Millennials, most individuals who are exposed to and understand digital technology often have high levels of technical expertise. Generation Z (Gen Z) is born into an era of Internet development, exposed to technology from an early age. Gen Z is dubbed as citizens of the digital age, with knowledge of finance and economics, and they are hoped to be the "captains" in the endeavor to change and build a developing world in the future. (zozo.vn, 2023)

2.3. Gen Z generation and technology equipment purchasing habits

In contrast to Millennials who prioritize experiential travel, purchasing household goods, and furniture, Generation Z consumers prioritize buying electronic, technology, healthcare, and wellness products, according to the Consumer Culture report conducted by 5WPR. Therefore, Generation Z is willing to spend more to engage in exciting technological experiences that bring joy or help improve their daily lives. (Bang Hao, 2022)

For young people in general and Generation Z in particular, technology devices and smartphones are always indispensable items in their daily lives. Smartwatches, Bluetooth speakers, LED backpacks are considered popular tech gadgets among Gen Z as they are both convenient for meeting their needs and ensuring fashionability, expressing individuality. (Le Trong, 2022)

For Gen Z, home entertainment gadgets are also considered technology items. Gone are the days of public internet cafes; Gen Z has the whole world of technology right at home for their leisure activities. For this generation, the absence of technology is seen as a step backward in the era of progress. (Quang Vu, 2021)

According to the 2023 Report, shopping channels that are gaining trust from consumers include e-commerce websites with a rate of 78%, social media platforms such as Facebook, Instagram, Zalo, etc., at 42%, and shopping apps on mobile phones at 47%. In particular, the percentage of shopping via mobile phones has increased from 31% to 47% in just one year (from 2020 to 2021). (Trang Vu, 2023)

3. Research methodolody

Desk research methods

The author team utilized a literature review approach to systematically organize fundamental issues regarding technology devices and the Gen Z generation, thereby clarifying the concepts of technology, technology devices, the importance of technology devices in modern life, as well as the limitations of using technology devices. The article also elucidates what constitutes the Gen Z qeneration and their habits in purchasing technology devices. Data in the article were gathered from domestic and international scientific books, journals, and synthesized information from articles across various media platforms.

Sociological investigation methods

The research team developed a survey form to conduct sociological surveys, and the contents were guided to determine the key trends in using technology devices of generation Z.

The survey form includes a section to collect general information about the survey subjects such as age, education level, occupation, gender, age, living area, income/amount of daily support from parents and relatives. month. The main content of the survey is to find out the trend of using technology equipment of generation Z, with information asked including whether the job is close to technology equipment or not? What is the situation of using technological devices, the ratio of using technological devices in the total graph of young people? What type of equipment is used frequently? Channel for learning and shopping for technology equipment? Purpose of using technology equipment? What factors govern the use of technology devices by generation Z youth? What aspects are of concern when using technological devices?

The data collection method employed by the research team was based on two approaches: the convenient sampling method and the "snowball" method - a technique of identifying subsequent subjects based on referrals or introductions from previously surveyed individuals. The survey questionnaire was developed on Google Drive, and a pilot survey was conducted with 9 young participants who regularly use technology devices to refine the questionnaire. After completion, the survey questionnaire was sent to participants through the survey link (https://docs.google.com/forms/d/e/1FAIpQLSctn T27hRcX9YoF0XOZajKhk2jaADYSaa4npRZvH qqeeYSRug/viewform) through social media

platforms such as Facebook, Zalo, and Email... A total of 211 survey responses were collected.

Data analysis and processing methods:

The survey data was compiled and statistically analyzed using Excel software. The method of synthesis analysis was then utilized to analyze, consolidate, compare, and contrast the content provided in the survey.

With questions built on a scale likert5:

1. Very uninfluential/Very uninterested

2. Uninfluential/ No interest

3. Neutral/No opinion

4. Influential/Interest

5. Very influential / Very interested

The research team determined the distance value and average value of each factor, and determined which response threshold the average score falls within.

Distance value = (Maximum - Minimum) / n = (5-1)/5 = 0.8

Evaluation thresholds based on average score value:

+ 1,00 - 1,80: Very uninfluential/Very uninterested

+ 1.81 - 2.60: Uninfluential/ Not interested

+ 2.61 - 3.40: Neutral/ No opinion

+ 3.41 - 4.20: Influential/Interest

+ 4.21 - 5.00: Very influential/ Very interested

From the information collected and survey results, the research team proposed a number of discussions to find solutions to help young people use technology devices more intelligently and effectively.

4. Consumption trends of generation Z with some technological devices: Seen from survey results

4.1. Description of survey participants

The survey primarily involved college students, with a total of 200 student participants (94.8%). There were only 7 high school students, 2 young individuals pursuing postgraduate studies, and 1 individual currently employed. Regarding the gender of the survey participants, 183 were female (86.7%) and 24 were male (11.4%), while 4 individuals chose not to specify (1.9%). In terms of age, the majority of participants were born between 2001 and 2005, comprising 203 individuals (96.2%), followed by 6 individuals born between 2006 and 2010 (2.8%), and 2 individuals born between 1997 and 2000 (2.8%).

Figure 1. Income/amount of money provided by parents and relatives of survey participants
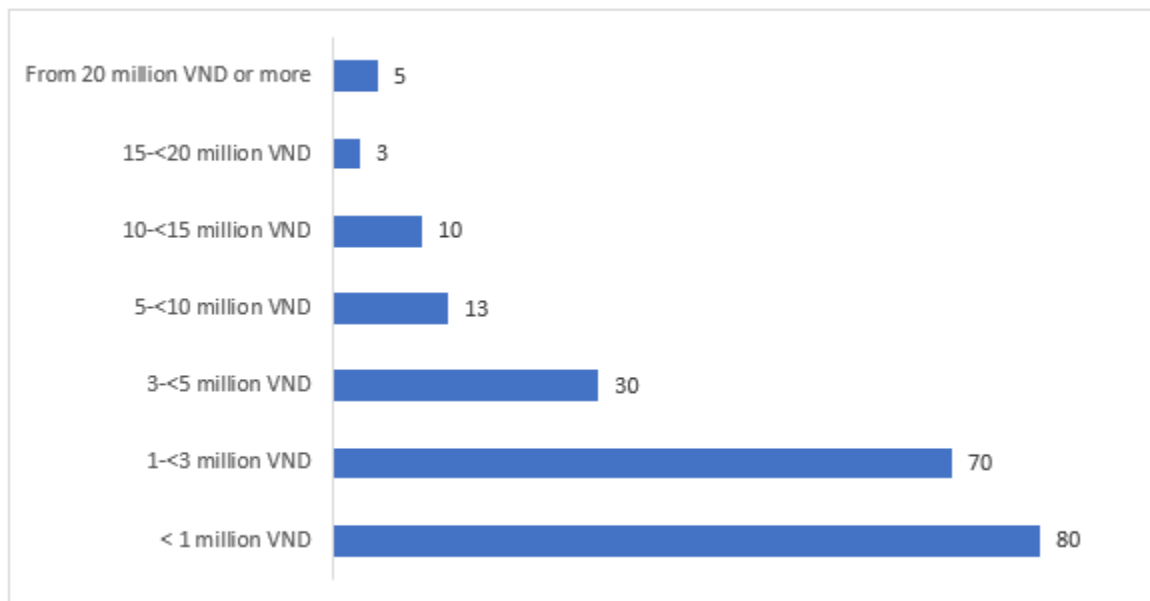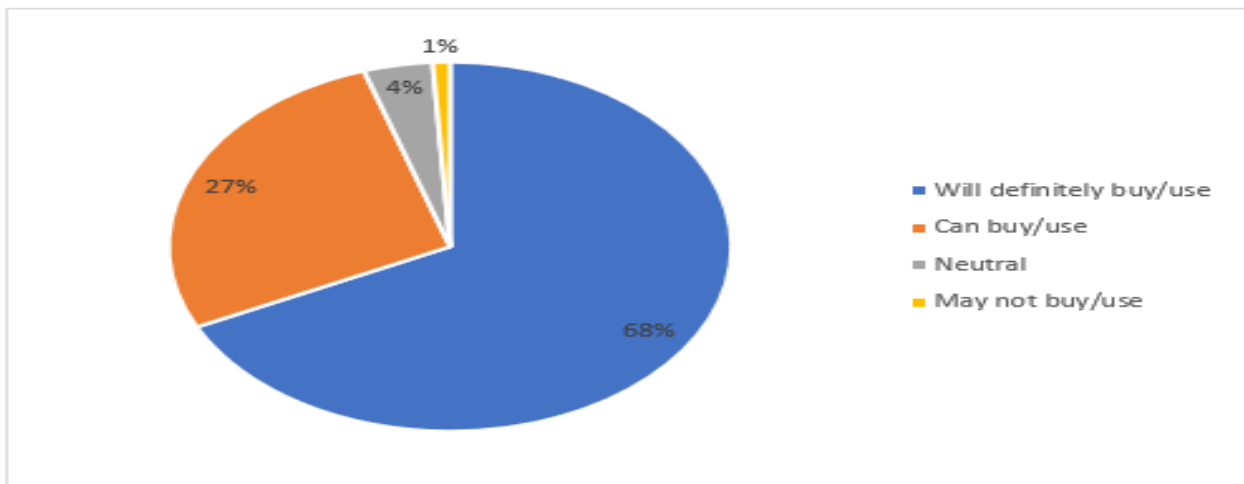

Source: Survey results

The survey reference subjects are mainly students, so the income/amount of money provided by parents and relatives is mainly under 1 million VND (80 young people), at 1-<3 million VND is 70 people. children, from 3-<5 million VND is 30 young people, 5-<10 million VND is 13 young people, 10-<15 million VND is 10 young people, 15-<20 million VND is 3 young people, from 20 million VND Copper or more has 5 young people.

4.2. Trends in the use of technological equipment

Of the 211 people participating in the survey, the number of young people who know about technology devices accounts for a large proportion of 204 people (96.7%), only 7 of them do not know about technology devices (3.3%). Of the 7 young people who do not know about technological devices, 5 of them want to learn about technological devices in the future (71.4%), 2 of them do not want to learn (28.6%). Of the 204 people who know about technology devices, the majority have ever/are using technology devices (202 people), accounting for 99%, with only 2 people having never/not used technology devices. And the reason you don't use technology devices is because you don't have a need to use technology devices.

Figure 2. Trend of using technology equipment in the future
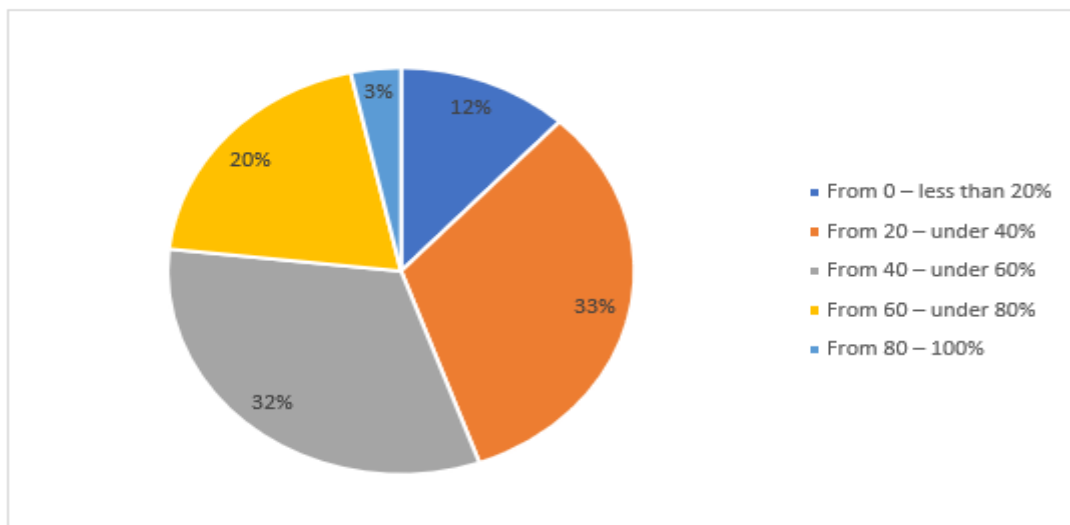

Source: Survey results

Of the 202 people asked, 137 people answered that they would definitely buy/use technology equipment in the future (68%), 55 people answered that they might buy/use it (27%), and 8 people gave their opinion. neutral opinion (4%) and 2 respondents said they might not buy/use (1%).

Of the 202 people who have used/are currently using technology devices, 171 people said they used it a long time ago (84.7%), while 31 people said they used it recently (15.3%).

Figure 3. Percentage of technological equipment in the wardrobe of the subject survey reference
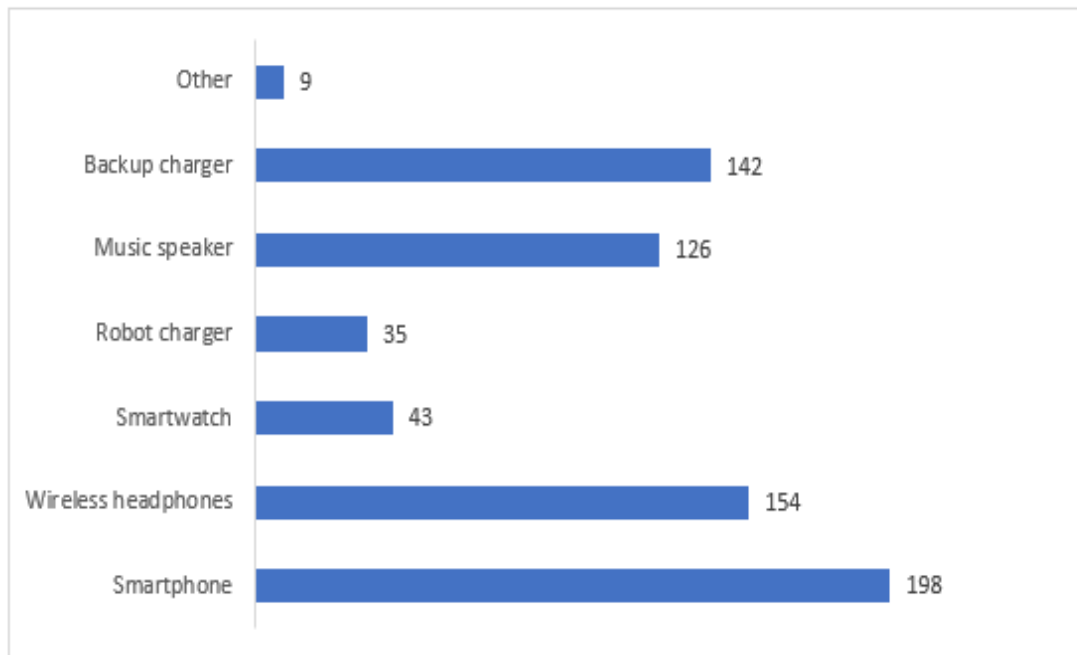

Source: Survey results

Regarding the percentage of technological devices in the survey subjects' wardrobes, the highest percentage is from 20-under 40% with 66 respondents (33%) followed by 40 - under 60% with 65 respondents. answered (32%), from 60-under 80% 40 people answered (20%), from 0 - under 20%, 24 people answered (12%) and 7 people answered from 80-100% (3 %).

**Figure 4. Technological devices often used by young people**

Source: Survey results

Standing in first place is smartphones with 198 responses, followed by wireless headphones with 154 responses, power banks with 142 responses, music speakers with 126 responses, smartwatches with 43 responses. answer, of charging a robot with 35 responses and some other devices that you use a lot such as laptops, tablets...

Regarding the channel to find out information about technology products, young people often find out information about products through the social network 193 of their choice, through friends, people around them 143 of their choice, through Technology exhibitions with 28 people to choose from, some of them said they learned through Mobile World or FPT shops.

**Figure5. Channel to learn information about technology equipment**
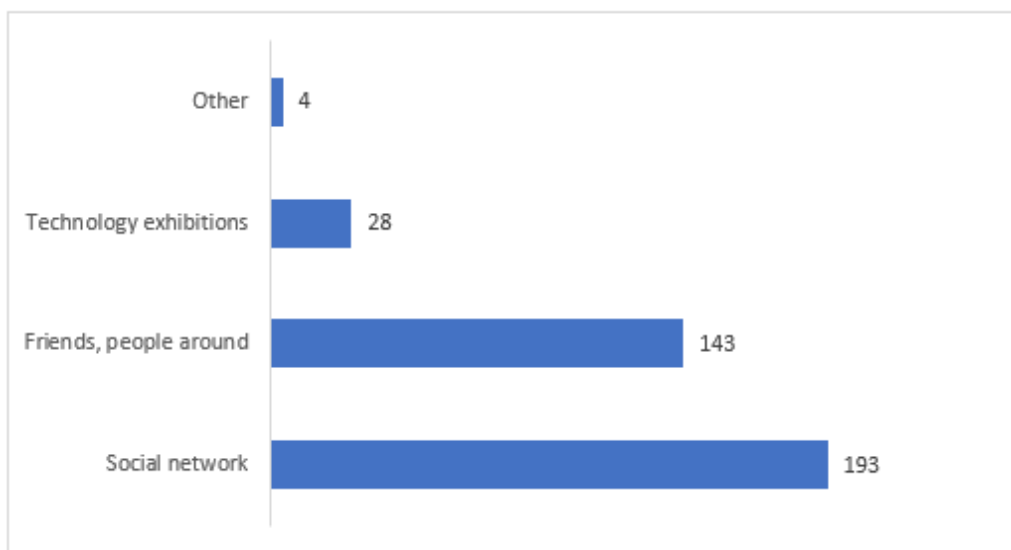
Source: Survey results

Regarding where to shop for technology equipment, most of you choose to buy at technology equipment stores such as Mobile World, Cellphone S... with 183 choices, 100 of you choose to buy through websites. society, 74 you choose through acquaintances, friends...
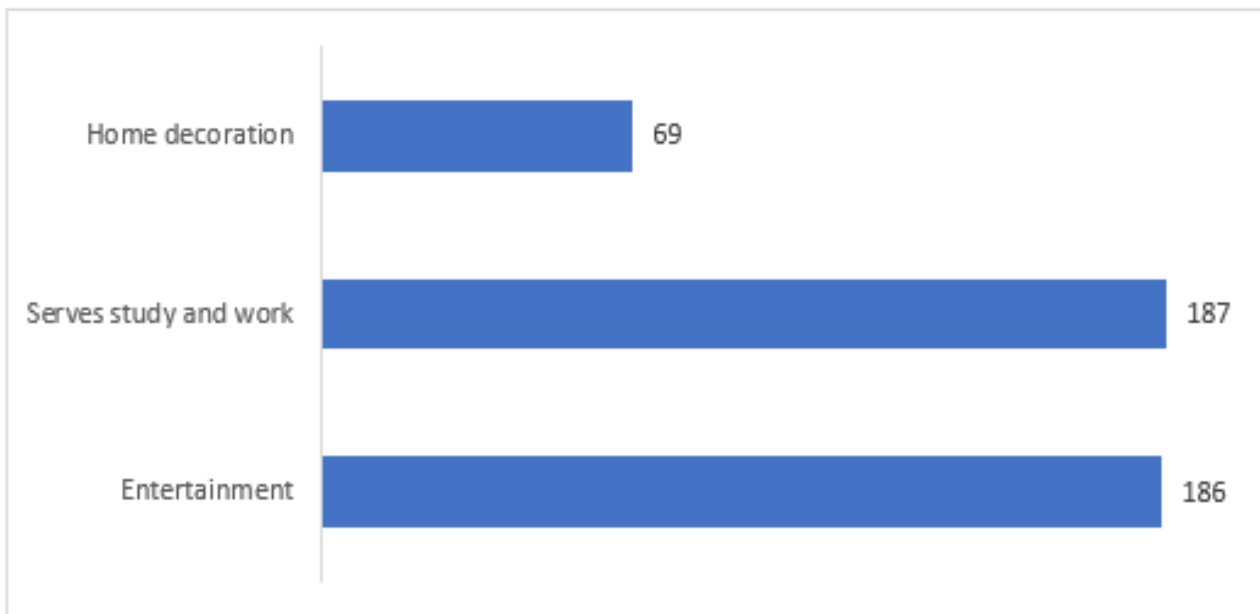
Figure 6. Places to buy technology equipment
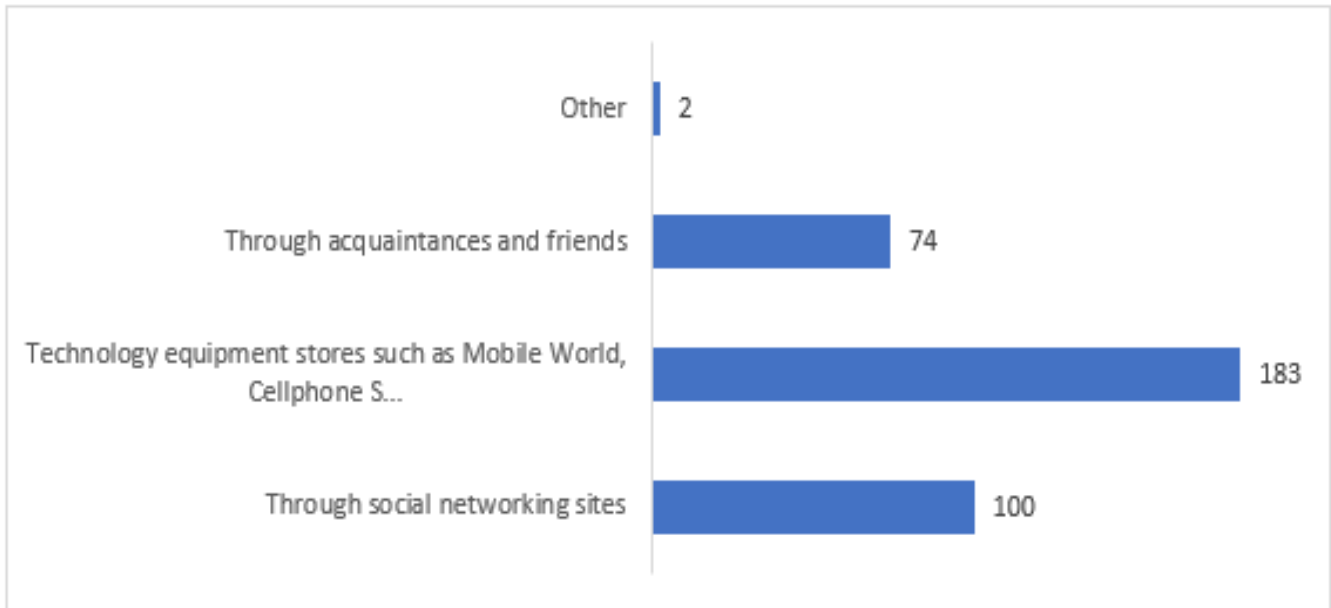
Source: Survey results

Regarding the purpose of using technology devices, there are 186 choices for entertainment purposes, 187 choices for study and work, and 69 choices for home decoration.

Figure 7. Purpose of using technology equipment

Source: Survey results

With 3 factors taken into consideration to consider the influence on young people's technology device consumption trends: "Personal preferences", "The modernity and convenience that technology devices bring", "Every People around all use technology devices" the average value achieved is 2.92; 2.95; 2.89 shows that all factors are at the threshold of normal impact on the consumption of technology products and equipment. The order of greatest influence is "The modernity and convenience that technological devices bring".

	1	2	3	4	5	Average score value	Threshold of perception	Order of influence
Personal preference	33	45	60	33	31	2,92	Normal	2
The modernity and convenience of technological equipment	37	47	49	27	42	2,95	Normal	1
Everyone around us uses technology devices	29	48	69	29	27	2,89	Normal	3

In which: 1. Very uninfluential; 2. Uninfluential; 3. Normal; 4. Influential; 5. Very influential

Source: Survey results

Regarding the aspect of paying attention to technological equipment, there are 5 aspects to consider: "Price", "Durability", "Warranty", "Customer care service", "Level of convenience" and price. The average value received is 3.88; 4.10; 3.94; 3.88; 4.09, the assessment thresholds are all at the "Concern" level and the most concerned aspect is "Durability" followed by "Convenience level", the third is "Warranty" and "Price", "Customer service" is the fourth level aspect of concern.

Table 2. Aspects of interest in technological devices

	1	2	3	4	5	Average score value	Threshold of perception	Order of influence
Price	12	5	42	80	63	3,88	Concern	4
Durability	11	6	32	56	97	4,10	Concern	1
Warranty	14	5	37	70	76	3,94	Concern	3
Customer care service	11	4	46	78	63	3,88	Concern	4
Utility level	12	3	34	59	94	4,09	Concern	2

In which: 1. Very uninterested; 2. Not interested; 3. Neutral; 4. Interested; 5. Very interestedSource: Survey results

5. Some discussions
For Gen Z youth

To use technology equipment effectively and optimize the convenience it brings in daily life, Gen Z young people need to:

Determine clear goals: Before using the device, clearly define your goals. This helps young people focus on the work they need to do and avoid getting lost.

Plan your time: Determine specific times for device use, and try to stick to this plan. Avoid wasting time on unnecessary activities on the device.

Limit distractions: Turn off unnecessary notifications and limit distractions from social apps while you're working or studying.

Utilize useful applications: Make use of productivity-enhancing apps such as time

management apps, note-taking apps, and online learning tools.

Learn to leverage device features: Understand the features of your device and utilize them to optimize your user experience.

Ensure safety and information security: Protect your personal information and accounts on the device by using strong passwords, regularly updating software, and considering the use of security tools like VPN apps.

Maintain balanced entertainment: Use the device for recreational activities like watching movies, reading e-books, listening to music, but remember to maintain balance with time and not let it interfere with other goals in life.

Mental health care: Monitor device usage time and establish healthy habits such as exercise, relaxation, and socializing with friends outside the virtual world.

With manufacturers/distributors of technology equipment

To stimulate consumption demand among the Gen Z target group, technology device manufacturers and distributors can implement some of the following strategies:

Understand the needs and preferences of Gen Z: Grasp new trends, preferences and needs of this generation through market research and direct interaction with customers.

Create diverse and flexible products: Gen Z often prefers diversity and flexibility in products. Therefore, offering products in a variety of features, colors and designs to suit a variety of personal preferences and styles.

Create a good user experience: Easy-to-use features, friendly interface and good user experience are important factors that help attract Gen Z.

Focus on digital features and network connectivity: Gen Z often favors devices with network connectivity and integrated digital features such as internet access, social applications, and platforms. online entertainment.

Create engaging and interactive content on social networks: Use social networks and digital media channels to create engaging and interactive content for Gen Z. Provide product information, instructions for use applications and creative advertising messages.

Integrating social and environmental factors: Gen Z is often interested in social and environmental issues. Brands can increase engagement by integrating social campaigns and programs, as well as using environmentally friendly resources.

Maintain a commitment to security and privacy: Gen Z is often concerned about online security and privacy. Therefore, ensure that the products and services provided fully meet security and privacy requirements.

6. Conclusion

The Generation Z (born roughly between the mid-1990s and the early 2010s) often approaches technology usage in a distinctive manner. They frequently connect to the internet through mobile devices such as smartphones and tablets. This is due to their engagement with social media, online gaming, watching videos on YouTube, and accessing other online services. Generation Z values user experience, from interface to functionality. They prefer apps and websites that are user-friendly and provide an enjoyable experience. Generation Z consumes a variety of online content, from short videos on TikTok to blog posts and podcasts. They prefer content that is concise, creative, and interactive. Generation Z often cares about social and environmental issues, and they prefer using technology devices and services from companies committed to social and environmental causes. They are highly aware of online safety and privacy issues. They tend to use security tools and apps to protect their personal information and online data. Generation Z enjoys participating in content creation and interacting with online communities through platforms like TikTok, Instagram, and Twitch. They also enjoy creating new content through photo and video editing apps. Generation Z often consumes content on mobile devices such as smartphones and tablets, so apps and websites need to be optimized for the best mobile experience.

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