

A CLOSER VIEW ON GEN ZS MENTAL HEALTH

by:

Edhmay Anne L. Cruz

Teacher I Pinulot Elementary School

Despite the fact that many people struggle with their health, there are significant variances among groups. Comparatively to Gen Z respondents, one in seven baby boomers claim their mental health has worsened during the previous three years. When compared to their male counterparts, female Gen Zers were almost twice as likely to report having poor mental health (21 percent vs 13 percent, respectively).

When compared to other aspects of health, Gen Z respondents said that their mental health was bad or very poor in the majority of the nations studied (16% against 7% for baby boomers). However, Gen Z respondents stated that they battled most with their social health in China, Egypt, Nigeria, Saudi Arabia, the United Arab Emirates, and Vietnam. Overall, there were regional differences in mental health experiences, with Gen Z individuals in Saudi Arabia, Egypt, and Nigeria most frequently describing their mental health as "very good."

Though Gen Z generally reports having lower mental health, the reason why is unclear. Independent of their generational cohort, several age-specific characteristics, such as developmental stage, amount of healthcare participation, and familial or social views, may have an influence on Gen Z's mental health.

The variables that influence consumer behavior change along with it. Consumers are becoming more and more demanding of brands, expecting them to deliver high-quality goods and take a position for social causes. As a result, marketers now have a new set of duties to perform if they want their brand to stay competitive.

For instance, previously, companies avoided discussing mental health because of the stigma attached to it. However, more customers today demand that companies openly discuss mental health. It is crucial for companies whose target market includes Generation-Z, individuals born between 1995 and 2012, to de-stigmatize mental health challenges via shared experiences. Tech-savvy, innovative, and autonomous are frequently used adjectives to define Gen-Z. Many Gen-Zers, nevertheless, are also troubled emotionally.

It has become more crucial for firms to openly communicate their commitment to self-care because Gen-Z is more willing to talk about mental health difficulties. In fact, 71% of Gen-Z customers enjoy it when firms include mental health in their marketing and messaging, according to YPulse research. Organizations that are passionate and stand for something are valued by Generation Z.

References:

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