



Gen C (Connected Generation)

Gen C refers to a **psychographic group** defined by behaviour and lifestyle rather than age. Unlike generations such as Millennials or Gen Z, Gen C includes people of any age who are highly connected through digital technologies.

Members of Gen C rely extensively on the internet, smartphones, social media and digital platforms for communication, work, learning, entertainment, shopping and social interaction. The concept reflects the growing influence of digital connectivity in shaping consumer behaviour, lifestyles and economic activities in the modern world.

APSC Relevance: Digital society, information technology and changing socio-economic trends.