

## Digital Natives and the Advantages of their Generation to the Business World

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### *Abstract*

The divide between individuals who were brought up with technological devices (digital natives) and those who possess not (digital immigrants) is getting wider as a result of the ongoing advancement of technological devices. However, this gap is present in the business sector today. As a result, this study investigates the traits and actions of digital natives in the business world. This study used an analytical approach, depending on secondary data and content analysis to interpret the data that was collected. According to the study's conclusion, businesses that recognise and value the potential of digital natives will be more competitive in the long run. In order to accomplish this, managers must interact with this generation using novel, frequently nuanced techniques and behaviours. This does not imply that everything businesses have done in past decades to attract as well as retain talent is no longer relevant. However, we must expand our toolkits and alter our work cultures and beliefs.

**Keywords:** Digital natives, competitive edge, organisational culture, business success

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### INTRODUCTION

Digital natives use their digital skills to navigate the world in which they live. They are beginning to join the workforce across the globe. Organisations that want to include digital natives in their workforce and human resources must pay particular attention to their needs and expectations. Social media has been utilised by numerous organisations, both for profit and non-profit, for marketing of goods, brand building, effective customer communication, and network platform creation. In the current economic climate, businesses must act quickly to assess new business prospects, find suitable partners on the fly, and acclimatise digital natives to the organisational culture. The way employees, managers, executives, suppliers, and associates interact with one another within an organisation is influenced by its culture. It is an important factor in business success. It produces a socially and psychologically healthy atmosphere. Nowadays, the bulk of an organization's workforce is made up of digital natives. They differ greatly from workers in earlier generations. They are appreciative of remote work. Compared to earlier generations, digital natives bring an innovative workplace culture that integrates technologies into their professional and private lives when they join the workforce. Employers stand to gain from promoting these individuals to share it with more senior colleagues, which will boost work efficiency and enhance workplace effectiveness. Culture is not imparted; it is taught. Digital natives must comprehend organisational culture in order to progress in their current positions in the organisation (Sadiku et al., 2022).

Digital natives and digital immigrants are two distinct groups of people that were initially identified by Prensky (2001). He underlined that the primary differences between the two groups were in language and communication, in addition to

differences in technology usage. According to Prensky's theory, young individuals utilise and organise information in completely distinct manners from older generations due to "hypothesised changes in their cognitive structure" brought about by the adoption of a technology-rich setting. Having grown up with technological innovations all around them, digital natives are unable to live without laptops video games, smartphones, and other high-tech gadgets. Their internet activity and connectedness are part of their culture (Sadiku et al. 2017). Every facet of our lives education, medical care manufacturing, farming, government, transportation, and recreational activities, is being integrated through digital technology. The way we conduct business is changing due to digital innovations, which include computing through the cloud, robotics, big data analytics, 3D printing, artificial intelligence, social media, augmented reality, and virtual reality. Travel, banking, and retail are just a few of the consumer-focused industries that are quickly going digital. Our business practises have evolved as a result of the Internet. Globally, digital media are changing the face of business. In order to stay competitive in the business world, major corporations like Google, Apple, Amazon, Facebook, Microsoft, Alibaba, Baidu, PayPal, SAP, Uber, AT&T, Cisco, Tencent, Oracle, Siemens, Huawei, Bosch, Booking.com, Netflix, and others are creating digital platforms and devices (Sadiku et al., 2021).

According to Tustin et al. (2011), parents and educators whose kids fit to Prensky's description of digital natives started to embrace the term "digital natives". The digital native emerged into the business world as a novel and potentially profitable approach to target customer segments for marketing purposes. Digital natives have been the target of many tactics, but most of these have been little more than fundamental promotional strategies with a couple of additional buzzwords thrown in. Several companies were inspired to enhance promotions and use social media as their primary promotional tool by the emphasis on digital natives. Insights from advertising data analysis, appealing to motivating desires, and an array of other fundamental concepts that employ to marketing to everyone, regardless of their upbringing with technology, were some more marketing strategies to appeal to the digital natives (Sadiku et al. 2017). Sadiku et al. (2022) assert that digital technologies play a central role in both our social and economic lives. Everything has changed because of them, including business, healthcare, and education. The landscape of marketing and advertising is shifting as a result of them. The digital world is inevitable because of the union of demographics and digital technologies. Although the term "digital native" has been surpassed by the "millennial" classification in recent years as a marketing segment, many traits and strategies are still applicable. The millennial generation, which is expected to become the biggest generation by 2028, is contributing to the ongoing growth of the labour force. Positive advancements are already being seen both internally and externally by businesses that are taking advantage of this group of individuals (Wang et al., 2013). Attracting these game-

changers to any organisation requires a fundamental knowledge of the way digital natives can positively impact the evolving workplace. The aim of this study was to comprehend digital natives and the benefits that their generation offers today's business world.

## **REVIEW OF RELATED LITERATURE**

### **Digital Native**

Marc Prensky first used the term "digital native" in 2001 to refer to the generation that was raised in an age when technology and the internet were commonplace. Digital natives view technological devices as an essential and vital component of their lives and feel at ease using technology and other electronic devices from a young age. Since social networking sites, texting, and computers are the primary means of communication and education for many children and teenagers in developed nations, these individuals are referred to as "digital natives". Digital immigrants, who had to learn a new language in the world of technology, and digital refugees, whose lives jobs, and means of subsistence were upended by the quick development of information technology, artificial intelligence, and automation, are the opposites of digital natives (Prensky, 2001).

Compared to digital immigrants (born before 1980), who had to pick up new technology as it became available, this generation is older. The digital immigrants, on the other hand, are people who have gradually gotten used to instant social media, on-demand entertainment, emailing, texting, and web browsing. This generational divide between them is commonly referred to as the "digital divide". Because they grew up in a digital age, this generation's personal habits and behaviours will have an impact on how businesses operate and how both employees and employers collaborate in the future. Digital natives have experienced a fatty upbringing. Their upbringing and adolescence, along with the resources at their disposal, have given rise to a mentality that prioritises enjoyment above duty fulfilment. This is one of the reasons why digital native workers see their coworkers as friends and see their work environment as an excellent spot to hang out. They prefer independence, like to make their own rules, and try to stay away from unpleasant jobs as much as they can (Kvasny & Keil, 2006).

The busiest and most connected generation ever will not permit their careers stop them from engaging in specific tasks or modes of communication. Your digital native staff will quickly become disgruntled with tight and inflexible schedules. Prohibit them from accessing social networking sites online; they will put their iPhone in its place. They will comply if you make them work during certain hours, but the results may not live up to your expectations. Physically and psychologically, it is hard to compel Digital Natives to work in a traditional 9–5 office setting. Rather, try to be as accommodating as you can with regards to times and places. To make working flexible and enjoyable for digital native members, reevaluate which aspects of the work

timeline and the atmosphere are necessary and which could be modified (Karsten et al., 2011).

### **Characteristics of Digital Natives**

Some people consider all young people who were born after 1980 to be digital natives in the 21st century. These young people are unique; their methods of learning, working, writing, and socialising differ from our own upbringing. They spend a large portion of their lives on the internet and do not distinguish between online and offline environments and before meeting in person, they have an online meet. Their music is available online and they always have mobile phones with them. Digital technologies govern many aspects of their lives. All this time, they have been using gadgets such as computers, e-mail, instant messaging, smart phones, audio recordings, videos and computer games. Because they always have Google on hand, they would rather use it than a dictionary to find the meaning of a word. To put it briefly, they live surrounded by technology every day. It's well known that digital natives spend the majority of the day on the internet. This generation is adept at multitasking and can engage with various media platforms simultaneously (Judd, 2018). Prensky listed several traits of digital natives, including their propensity for multitasking and parallel processing, their aptitude for playing video games, their ability to take in and process information rapidly, and their inclination for visual content over written content. The following are some items that digital natives want in their workspace:

1. The requirement for an excellent user experience;
2. The need to be "always connected";
3. The preference for convenience over security in service access and consumption;
4. The capacity to adjust to and accept new technologies;
5. The readiness to forgo adherence to outdated instruments when they no longer provide the best outcome. They consider it suspicious when a business does not offer social media, instant messaging, or other real-time online communication tools (Helsper & Eynon, 2009).

Having a digital native in the workplace has advantages. Members of the current generation most often share the following characteristics:

1. **Increased Digital Literacy:** Millennials are adept at navigating the uncharted territory of cutting-edge marketing approaches. They deftly adjust to the existing terrain while coming up with creative ideas for how to advance even farther. Consider their experience and make use of their special skills to deal with ongoing change. Businesses can use this to give their audiences the appropriate content through the appropriate channels. Young team members guarantee that your business is aware of the latest trends (Hargittai, 2010; Okereka, Orhero & Okolie, 2023).
2. **New Approach to Work:** First and foremost, businesses need to be aware of the most important objectives of the working millennial population. Research

indicates that millennials' primary concerns are clear leadership, balancing work and life, financial security and support, and career pathways. The capacity to use their work to positively impact the world is equally important. These common objectives have already started to change typical workplace procedures, processes, and organisational frameworks, which is having an impact on various sectors. Companies that embrace the ideas of digital natives and show initiative will keep up with industry trends (Hargittai, 2010).

3. **Engranded Adaptability:** Young people who grew up in an era of technology are known as digital natives. They had to pick up skills like being resourceful, adjusting to new technology, and eventually speaking a previously unheard-of digital language. One of the main advantages that this age group offers is their ability to adapt. It increases their propensity to innovate quickly to satisfy customers' ever-changing needs (Hargittai, 2010).

### **How to Attract Digital Natives**

It is inevitable that in the not too distant future, digital natives will be managing your business on a daily basis. The real challenge will be luring the right people onto your team. When it comes to using technology, having a flexible work schedule, and communicating professionally, these people have greater demands than earlier generations (Goode, 2010). Here are some strategies for companies to create an environment that draws in the ideal digital natives:

1. **Go mobile:** Applicants reported that having a clear and easy-to-use app to research colleges increased their likelihood of attending by 70%. Last but not least, having someone to contact within the organisation can be extremely helpful for companies and colleges trying to hire millennials. Fewer obstacles to answers can be encountered with mobile messaging services, instant chat, and a recruitment hotline as options. Do not underestimate the power of portable mobile devices, all businesses these days need to be mobile ready.
2. **Send Targeted Messages:** The new ways to find potential clients are through specific messages for millennials and online advertising. Regretfully, because you're not speaking to the appropriate platform, mailers, radio, and recruitment events just don't have the same impact as they once did. The capacity to develop entertaining, captivating digital campaigns that highlight the special advantages of your company is especially crucial. Reaching digital natives via their chosen platforms smartphones requires doing this, which is crucial.
3. **Hyper-focus on Social Media:** Digital natives use social networking strategies all the time. Posting an online promotion on Instagram, Snapchat, and Twitter, for instance, that highlights renowned customers or accomplished projects and asks millennials how they can impact significant change. Businesses ought to give voice to their needs for transformation. Making the most of their fresh insights in your field will entice potential customers to accept a challenge.

4. **Transparent:** Lastly, compared to previous generations, this new generation possesses more knowledge in schooling, more intense internet wisdom, and an acute promotion intuition. Because they witnessed older generations fall for digital media at a young age, they are inherently more wary. This implies that you cannot deceive them by offering glitzy items like ping-pong tables or recurring happy hours. Simple channels of communication that enable them to effectively evaluate information and comprehend the happenings in a business via top to bottom are what this generation most desires.

### **Challenges of Attracting Digital Natives**

Digital technology adoption has not taken place all over the world in unison. The consumer now has access to a far greater amount of information. The issue of information overload sometimes referred to as explosion of information, knowledge deluge, disarray and chaos, affects buyers. Being overloaded with information and having limited capacity to process it is known as overload of data. It is a decrease in productivity brought on by the careless generation of information (Hargittai, 2010). No one person can access the entire information accessible due to the abundance of information. Organising meetings can be difficult for businesses with remote branches. Even though teleconferencing like using Skype allows you to communicate more effectively and quickly, it is not always dependable. In particular, erratic Internet connections can cause issues with sound and video synchronisation. Scheduling meetings during different time zones can also be challenging (Karsten et al., 2011).

Digital market adoption is facing significant challenges from trust, privacy, and internet fraud. Numerous technological advancements, including digital certificates, firewalls, and cryptography, have addressed the problem of security. In order to guarantee user authentication and lower the risk of fraud, all payments made in digital markets deserve to be made securely using technologies that meet these requirements (Kvasny & Keil, 2006). When it comes to marketing and the worldwide use of internet products, culture is important. The notion of the worldwide integration of culturally diverse markets to one-world customs is a mirage. Critics of the concept of "digital natives," which asserts that these people are seasoned and naturally adept at using technology, have begun to gather evidence in favour of and against the concept (Sadiku et al., 2022). Despite this evidence, many writers still adopt, acknowledge, or quote Prensky's original thoughts about digital natives without question. The stereotype of digital natives is still prevalent in academia and business.

### **CONCLUSION**

There have always been differences between generations, and developing one's identity and growing up requires "being different." However, much like nostalgia, things have changed and aren't the same as they once were. Societies are rapidly transitioning into contemporary cultures of unlimited access and immediate

satisfaction, mostly because of technology. Under these guidelines, new democracies are emerging, and time compression is giving rise to new lifestyle, employment, and socialisation patterns. While a large portion of the population is well aware of the changes occurring, digital natives have never known a world without technological devices. They are the perfect example of the changes in society that have occurred during their lifetimes. Leaders of businesses need to be aware of the times and adapt thoughtfully. In the future, businesses that truly grasp and value the influence of digital natives will be at a competitive advantage. In order to accomplish this, managers must interact with this generation using novel, frequently nuanced techniques and behaviours. This does not imply that everything we have done in the past to draw in and keep talent is no longer relevant. However, we must expand our toolkits and alter our work cultures and mindsets. When it pertains to managing people, control and command is outdated. In the future, collaboration across borders including generational ones will be key. We must take the time to comprehend the differences between generations.

The future economics will undoubtedly be more global, digital, and web-based due to the Web's unrestricted nature; however, the Internet and its related services do far more than generate new ventures and consumer goods. They alter the business practises of companies across the economy. Employers who adhere to the digital age will benefit from having a workforce that is more tech-savvy across all ages. Businesses will need to adopt novel concepts of work as greater numbers of digital natives replace digital immigrants in the labour force. Starting that transition now in 2024 is one of the best ways to ensure you're ahead of the curve. Commencing that shift in 2024 is among the most effective methods to guarantee your organisation is ahead. It is time for organisations to modernise their work practises as we approach 2024 and establish an atmosphere that is appealing to and draws in digital natives. In the years ahead, these tech-savvy youths will lead companies as CEOs and Presidents; understanding the manner in which they work, what drives them, and what competencies they have at their disposal could make or

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