

## Project Citation

### Paid

“Analyze Gen Z and Gen Alpha.” prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>

“How should gaming chairs be analyzed in terms of target audience and consumer decision roles?”

prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

“What are the main ways gaming chairs currently reach their audience?” prompt. ChatGPT, Mar.

2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

“What are the pros and cons if La-Z-Boy enters the gaming chair market?” prompt. ChatGPT, Mar.

2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

“What is the current market condition of gaming chairs, what gaps exist, and how do brands reach their audience?” prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

“What is the relationship between Gen Alpha exposure to advertising and parental decision-making, and who is the true target audience?” prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>

“What is Twitch?” prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

“What is YouTube Gaming?” prompt. ChatGPT, Mar. 2026 version, OpenAI, Mar. 23, 2026,

<https://chatgpt.com/share/e/69c0dd9f-b858-800c-a0c1-fcc9adb9fe3d>.

Calvert, S. L. (2008). Children as consumers: Advertising and marketing. *The Future of Children*, 18(1), 205–234.

Deloitte. (2024). *Global Gen Z and Millennial Survey*. <https://www.deloitte.com>

Livingstone, S., & Helsper, E. (2006). Does advertising literacy mediate the effects of advertising? *Journal of Communication*, 56(3), 560–584.

McKinsey & Company. (2023). *What is Gen Z?*. <https://www.mckinsey.com>

McNeal, J. U. (1992). *Kids as customers: A handbook of marketing to children*. Lexington Books.

Pew Research Center. (2020). *On the cusp of adulthood and facing an uncertain future*.

<https://www.pewresearch.org>

## **Earned**

“Identify the CEO of La-Z-Boy, analyze their statements over the past five years, including tone and key themes.” prompt. Doubao, Mar. 2026 version, ByteDance, Mar. 22, 2026,

<https://www.doubao.com/thread/w69c40d9cadca4760>

“Should companies be responsible for the healthy development of the next generation, and does this fall under sustainability?” prompt. Doubao, Mar. 2026 version, ByteDance, Mar. 22,

2026, <https://www.doubao.com/thread/w69c40d9cadca4760>

Grand View Research. (2023). Home office furniture market size, share & trends analysis report by product, by material, by distribution channel, and segment forecasts, 2023 - 2030.

<https://www.grandviewresearch.com>

La-Z-Boy Incorporated. (2023). 2022 Environmental, social, and governance (ESG) report: Designing a sustainable future. <https://www.la-z-boy.com/content/about-us/sustainability>

La-Z-Boy Incorporated. (2024). *2023 Annual report: A century of innovation*.  
<https://investors.la-z-boy.com>

Mayo Clinic. (2022, July 13). What are the risks of sitting too much?

<https://www.mayoclinic.org/healthy-lifestyle/adult-health/expert-answers/sitting/faq-20058005>

## **Shared**

La-Z-Boy Incorporated. (2023). *2022 Environmental, social, and governance (ESG) report: Designing a sustainable future*. <https://www.la-z-boy.com/content/about-us/sustainability>

La-Z-Boy Incorporated. (2024). *2023 Annual report: A century of innovation*.  
<https://investors.la-z-boy.com>

La-Z-Boy Incorporated. (2024). *Sustainability at La-Z-Boy: Our roadmap to Net Zero 2050*.  
<https://investors.la-z-boy.com>

La-Z-Boy Incorporated. (n.d.). *Conserve™ sustainable fabrics: Comfort meet conscience*.  
Retrieved March 23, 2026, from <https://www.la-z-boy.com/content/promo/conserve>

## **Owned**

“Is ‘intelligent wellness’ currently a La-Z-Boy’s proposition, and is there evidence to support it?”  
prompt. Doubao, Mar. 2026 version, ByteDance, Mar. 22, 2026,  
<https://www.doubao.com/thread/wfd3e3a85326ef627>.

Euromonitor International. (2023, November). Home furnishings in the United States: Market

analysis and consumer trends. <https://www.euromonitor.com>

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Grand View Research. (2024). *Gaming chair market size report*. <https://www.grandviewresearch.com>

IKEA. (2023). Life at Home Report 2023. <https://www.thelifearthomereport.com/>

La-Z-Boy Incorporated. (2024). 2023 Annual report: A century of innovation. <https://investors.la-z-boy.com>

La-Z-Boy Incorporated. (2024). Sustainability at La-Z-Boy: Our roadmap to Net Zero 2050. <https://investors.la-z-boy.com>

Market Research Future. (2024). *Gaming chair market research report*. <https://www.marketresearchfuture.com>

McKinsey & Company. (2023). Empty spaces and hybrid places. <https://www.mckinsey.com/mgi/our-research/empty-spaces-and-hybrid-places-the-pandemics-lasting-impact-on-real-estate>

Mintel. (2023). Furniture retailing - US - 2023: Consumer market research report. <https://store.mintel.com>

Statista. (2024, January). Furniture market worldwide: Deep dive into the living room furniture segment. <https://www.statista.com>

Statista. (2025). *Gaming equipment market revenue*. <https://www.statista.com>