



bazaarvoice™

SLEIGHTHE HOLIDAY SEASON

Gen Z's top 10 shopping habits unwrapped

2024

Gathering data from thousands of shoppers across the globe, Bazaarvoice's research provides early insights into 2024 holiday shopping season consumer trends. With a total of 8,230 respondents spanning 6 countries (UK, US, France, Germany, Canada and Australia), the study focuses on understanding festive shopping behaviors from Gen Z to Boomers.



Brands and retailers have been plotting 2024 holiday e-commerce strategies since ringing in the New Year. Now is the time to sharpen those strategies and make data-driven decisions that give your firm a competitive edge in the holiday shopping craze.

Capturing the attention of the Gen Z consumer may be contrary to what you believe to be true; that they're more willing to trust a TikTok-dancing superstar over a loved one for a product recommendation or wouldn't step foot in a shopping mall before scrolling Amazon first.

Bazaarvoice surveyed thousands of holiday shoppers across the globe to learn more about generational shopping behavior.

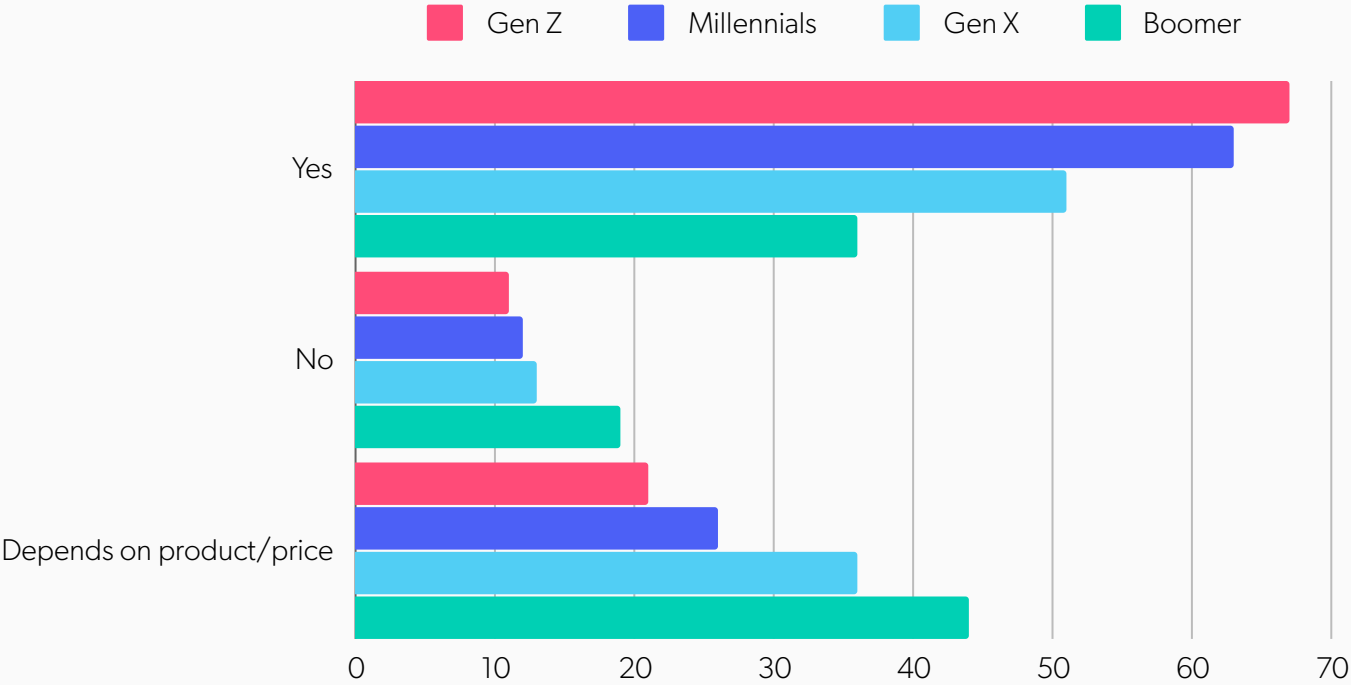
Here are our top 10 insights about Gen Z shoppers unwrapped.

1. GEN Z LOVES A DISCOUNT

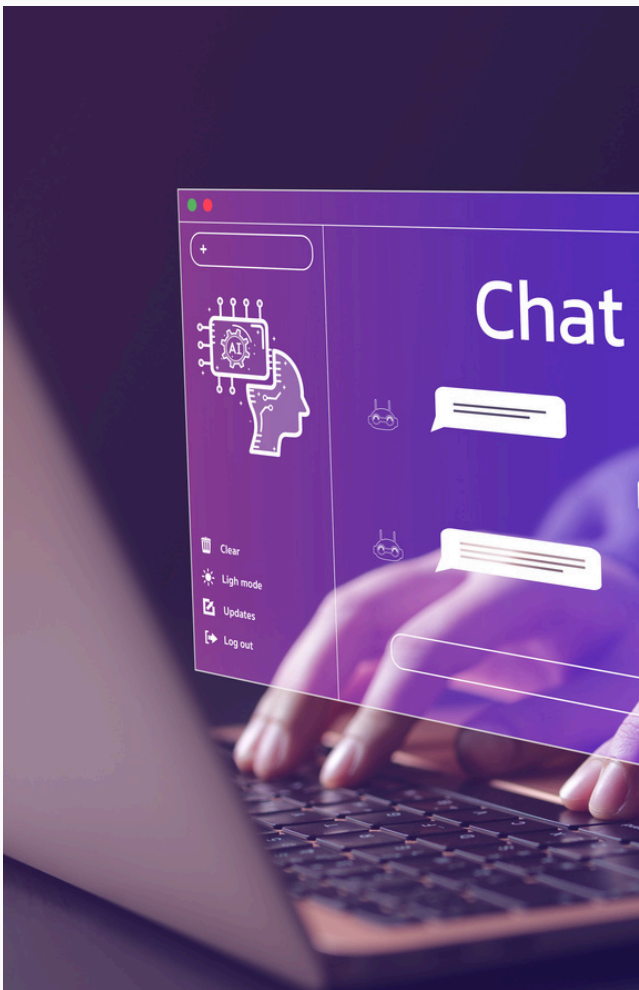
Scratching things off your holiday gift list can get pricey, especially if you're on a budget. Who doesn't love a deal? Well, it depends.

Of the Gen Z, Millennial, Gen X, and Boomer shoppers surveyed, Gen Z is the most likely to say they are more likely to purchase a holiday product online when the website provides them with a discount code, at 67% of respondents. 44% of Boomers say it depends on the product or original price.

Does it make you more likely to purchase a holiday product online when the website provides you with a discount code?



2. GEN Z CAN TELL YOUR CONTENT IS AI-GENERATED



There's a lot of chatter about AI shaking up industries across the world. Some are more aware of its prevalence than others. Gen Z is the most likely to say they've seen AI-generated content on social media at 67%. At 57%, Boomers are most likely to say they're unsure if they have.

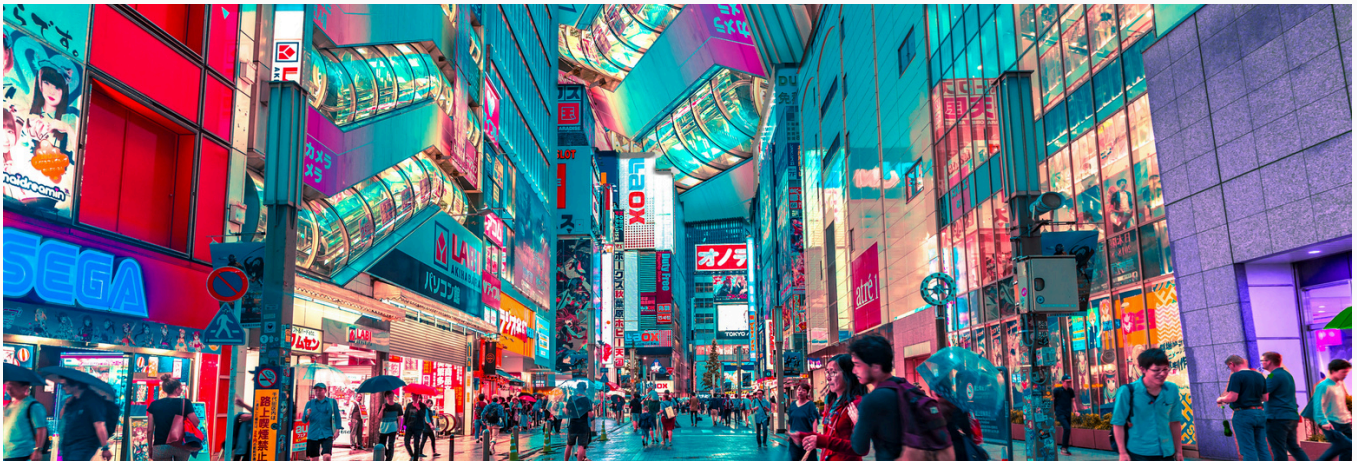
While half of Boomers say AI-generated social media content can lack genuine touch, 35% of millennials and Gen Z believe it can at least somewhat authentically capture the holiday spirit.

Even though Gen Z was the most likely to care if a brand posted something completely AI-generated during the holiday season (38% said yes), they're also the most likely group to say AI usage has at least somewhat of a positive impact on purchasing from that brand, at 37%.

3. GEN Z IS STILL HITTING THE MALL

Maybe it's the festive tradition of mall Santas and roaming a decked-out department store. It may come as a surprise, but going to the mall is still the most popular place people start their holiday shopping, at 28%.

Shockingly, Gen Z was the most likely group to say they start holiday shopping by going to the mall (35%) and the least likely to start on search engines like Google (19%) or looking directly at brand/retailer sites (19%). However, they were still the most likely group to say they began holiday shopping on social media (14%) and from influencers (4%).



4. VIDEO CONTENT SHINES BRIGHTEST

Overall, video is the social media format that captures Gen Z's attention the most effectively when looking for a holiday gift (49%). Gen Z likes to watch videos that are 1-5 minutes long (37%) and is the least likely to watch a video longer than 10 minutes (9%).

When it comes to other social media content formats, 10% of Gen Z prefer photo carousels, and 18% prefer stories when looking for holiday gifts.

5. GEN Z SLEUTHS FOR AUTHENTICITY IN REVIEWS



If a Gen Z shopper buys a gift, they do it with confidence and certainty. While they aren't the most likely group to write a review for holiday gifts they buy for others (Millennials, 30%), they're the first to make sure those reviews are genuine.

When vetting reviews while holiday shopping, 45% of Gen Z shoppers look for positive and negative reviews for the product. They are most likely, at 26%, to look for a third-party symbol of authentication, such as a Trustmark. 42% of Gen Z gift-buyers will closely examine reviews to see if they look like they were written by a human.

6. NICHE AND NICE

It may come as a surprise that Gen Z is not the most likely group to trust the words of content creators when promoting products during the holidays - that would be Millennials at 21%. Gen Z comes in a close second, proving to be slightly more skeptical of influencer promotions, at 19%.

Interestingly, Gen Z is the most likely group to trust niche content creators, who specialize in a specific topic, at 19%.

7. GEN Z WILL PAY A PREMIUM FOR SHIPPING



Christmas is just days away, and you still haven't gotten a gift for grandma? We've all been there. Shipping time can make or break your gifting plans.

Gen Z is the most likely to pay extra for faster shipping on holiday products or buy another product to qualify for free or faster shipping, at 40% of respondents. Boomers are more likely to do neither, at 67%.

8. GEN Z FINDS FESTIVE GIFT GUIDES USEFUL



Responsible for a "Secret Santa" or "White Elephant" gift at the office and have no idea what to get your colleague you've only met in the breakroom twice? Oof. That can be tough.

Gen Z is the most likely to turn to curated gift guides. 54% say they find gift guides helpful. 42% of Boomers do not find gift guides helpful.

9. SCARCITY SWAYS GEN Z



When a Gen Z shopper is debating a gift purchase, urgency is a driving factor for coming to a final decision. 46% of respondents are more likely to purchase a holiday product online when the website notifies them that there are only a few of them left.

Boomers, on the other hand, are more likely to say the dwindling supply will not affect their purchase decision, at 43%. 44% of Boomers say it depends on the product.

10. GEN Z IS MOST LIKELY TO SEEK CREATOR CONTENT OVER BRAND CONTENT



Gen Z is most likely to seek out creator content on social media during the holidays than any other generation. They are the least likely of any group to seek out brand content (42%) and user-generated content (41%) content, but most likely want to see influencer-created content (17%).

Gen Z is primarily looking to view and engage with content on social media, but will spontaneously purchase something for a holiday gift if they happen to find it (44%), making them the most likely group to holiday shop on social media and make impulse purchases.

When it comes to brand content, Gen Z finds personalized content more engaging during the holiday season (54%), and will be more likely to interact with a brand during the holidays if they are prompted to do so; this primarily includes the use of polls, giveaways, and interactive posts.

OUR SPARKLE.

Our mission is to build smarter shopper experiences across the entire customer journey. Whether it's starting your user-generated content program on day one or expanding global multichannel strategies, we're here to be a true strategic partner for your business. Your brand, powered by Bazaarvoice, means smarter shopping for your customers and business growth for you.

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