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SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



GEN Z EDITION



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Bazaarvoice's Shopper Preference Report delves into the complex landscape of consumerism and examines how macroeconomic factors influence consumption trends.

Shopper Preference Report engaged 8,089 participants in 6 countries across various age groups, ranging from 18 to 65.

Shopper Preference Report, Gen Z Edition, focuses on insights from our 18-25 age group, with 851 participants.

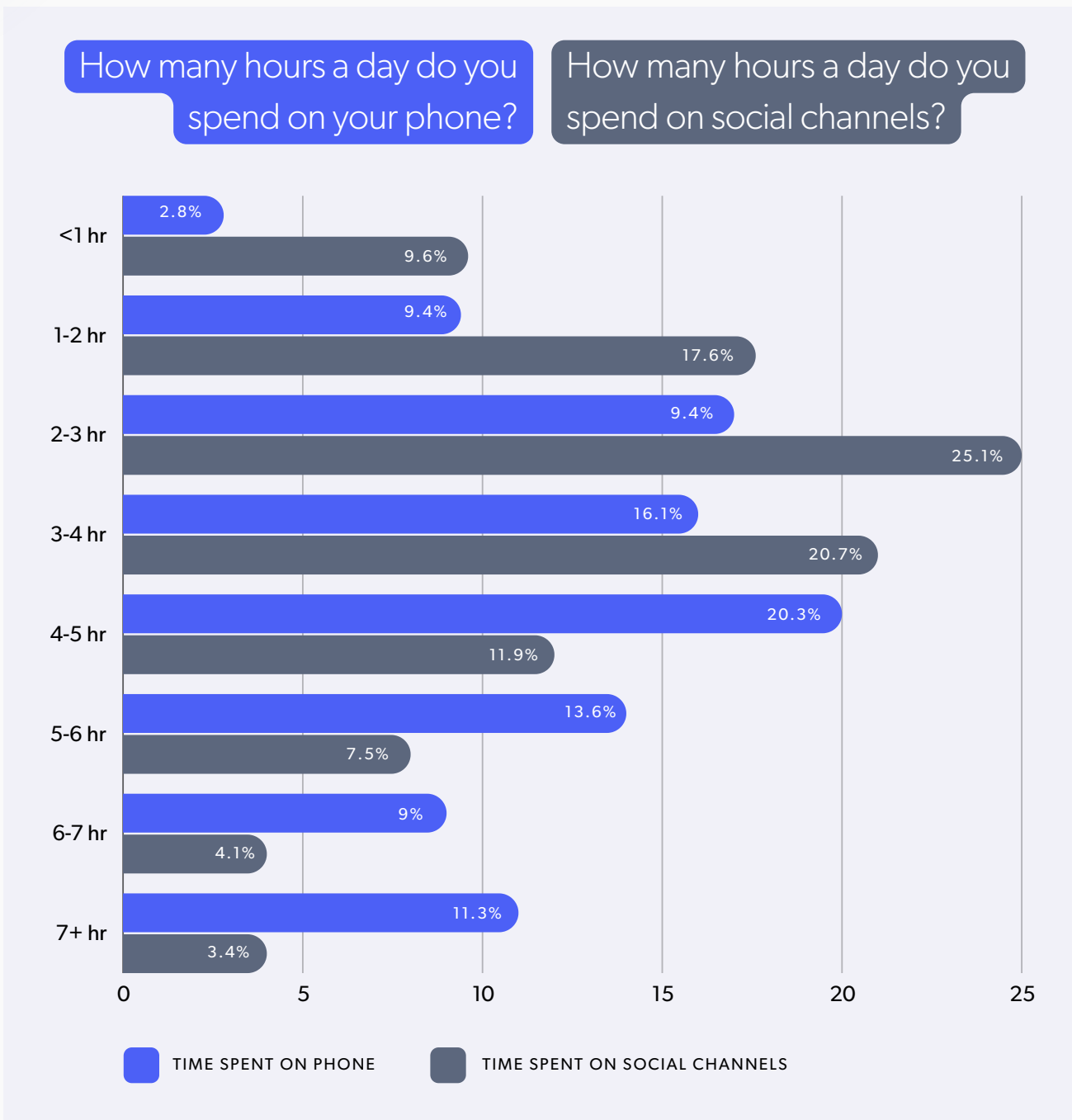
While our 18-25 age group isn't a complete representation of Generation Z, whose age range spans from 12 to 27*, the insights gathered from this group offer valuable data for understanding the consumer behaviors and preferences of Gen Z, who have spending power.

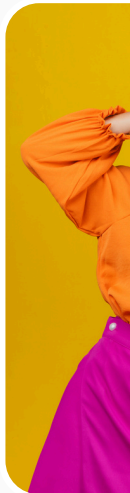
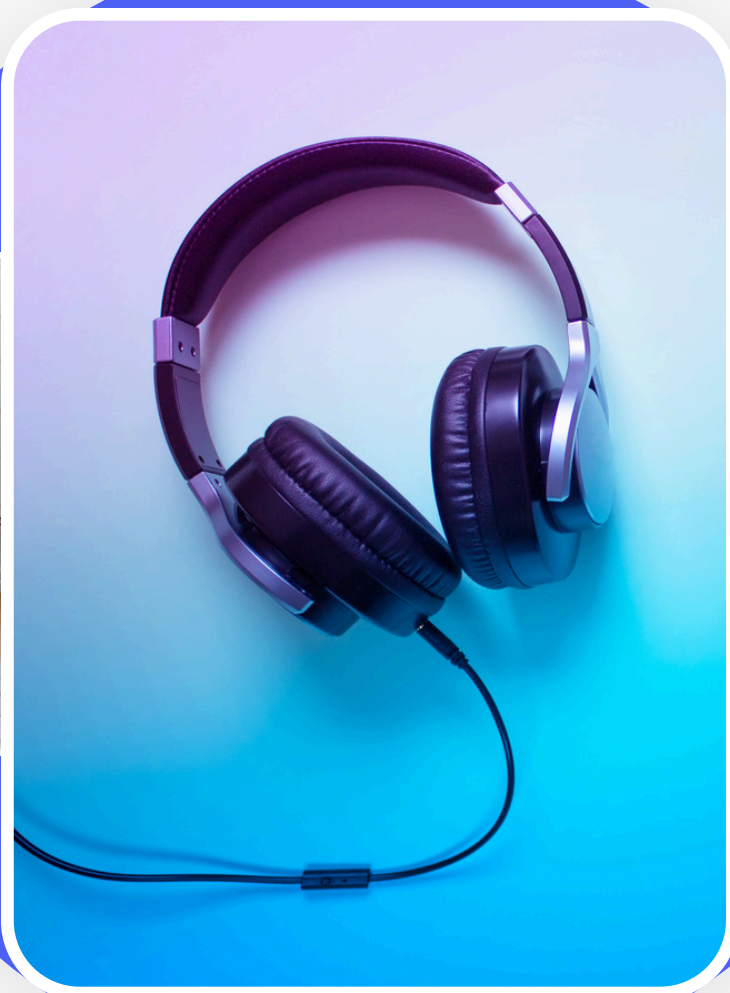
These findings highlight the need for brands and retailers to understand and actively engage with these diverse consumer preferences, adapt their commerce strategies to align with industry-changing trends and foster lasting connections by meeting the dynamic expectations of today's consumers.

*GEN Z: 1997-2012

Scroll. Tap. Repeat.

As the first generation to grow up entirely in the digital age, Gen Z's reliance on screens and social media further solidifies their reputation as digital natives, shaping their behaviors and preferences in the era of technology.

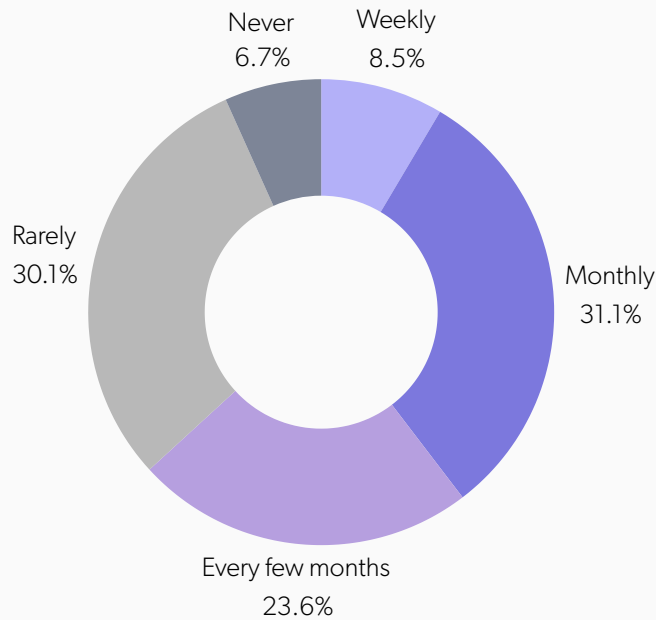




63%
FREQUENTLY MAKE
PURCHASES ON THEIR PHONE

26%
MAKE PURCHASES
ON THEIR LAPTOP

How often do you purchase something that you've seen on social media?



When asked whether they spend more money online or in-store shopping, they responded;

More online: 38%
More in-store: 35%
Both are similar: 27%

Video wins.

Just how much influence does video content have on Gen Z's purchasing decisions? Hint: It's a game-changer.



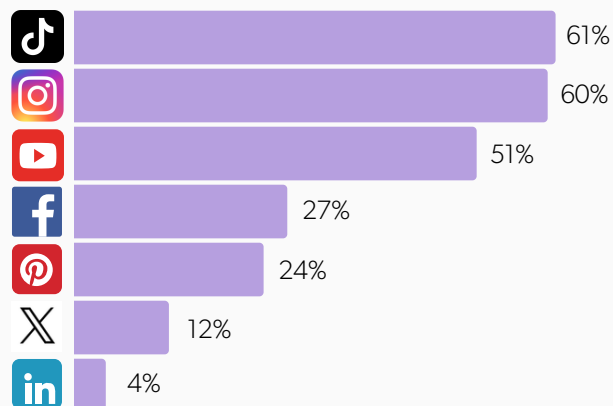
Have you ever purchased something after watching a video of a product on social media?

Yes 59.0%

No 24.4%

No, but I enjoy watching it 16.6%

On which platform do you prefer to see videos with products?



Do you enjoy watching videos on social media that highlight products?

32%

YES, IT ALLOWS ME TO DISCOVER NEW THINGS

33%

YES, I LIKE SEEING HOW OTHER PEOPLE USE PRODUCTS

27%

SOMETIMES, IT DEPENDS ON WHAT THE PRODUCT IS

7%

NO, I DON'T ENJOY SEEING PRODUCTS IN VIDEOS

Which type of video is most likely to make you purchase a product?



30%
A video of a consumer using a product that they have filmed themselves

18%
A video created by the brand showcasing the product

16%
A video of an influencer using a product



15%
A tutorial video explaining how to use the product

13%
A live video showing someone showcasing the product

9%
A testimonial video about the product from a previous customer

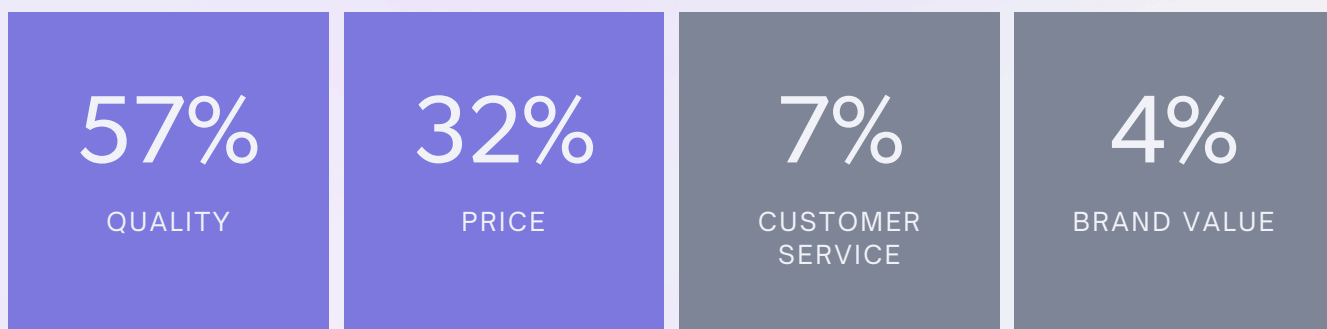


61% tend to purchase products more if they see videos on social media

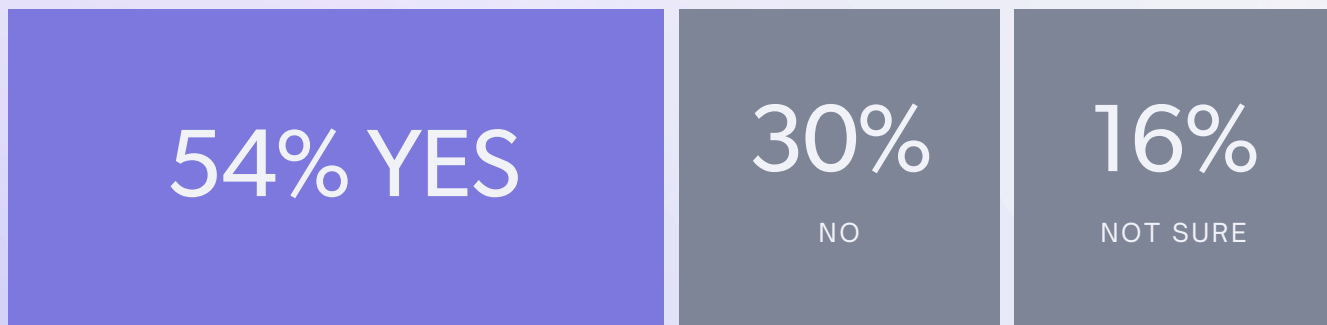
Trust over trends.

Rizz is important, and so is brand reliability. Gen Zs value quality and value as much as any other generation. But you'll need to engage with them differently.

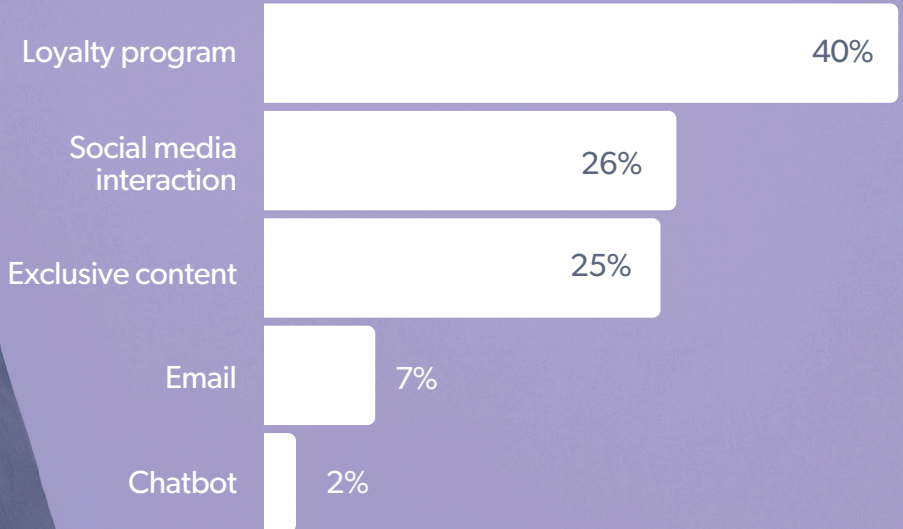
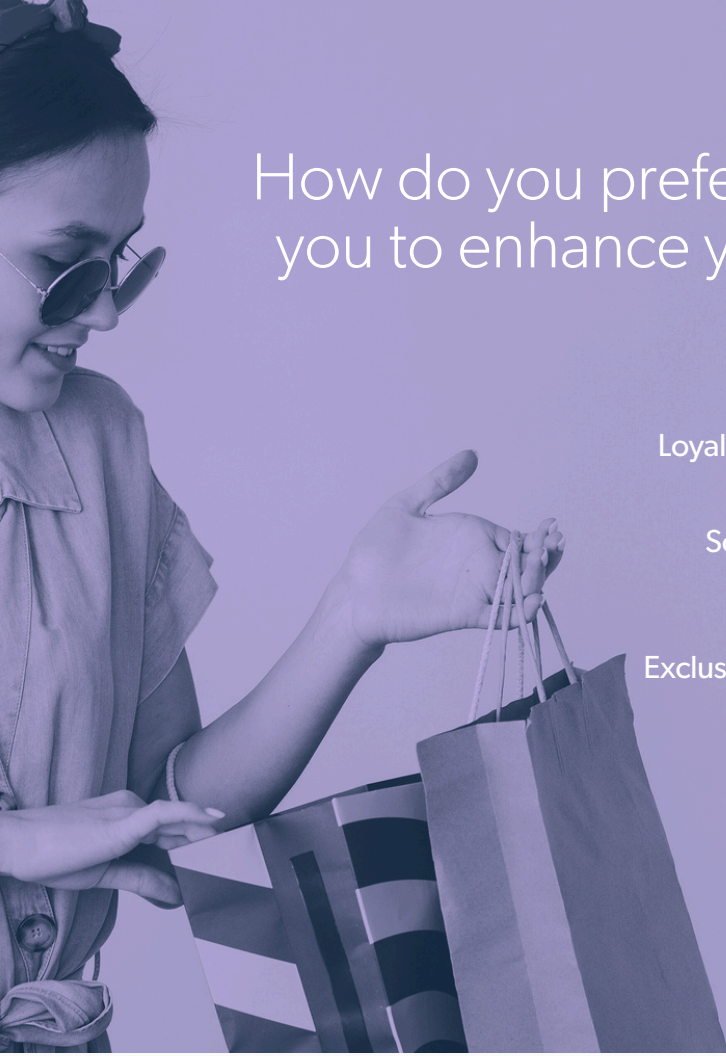
Which is the main factor that most influences your loyalty to a brand?



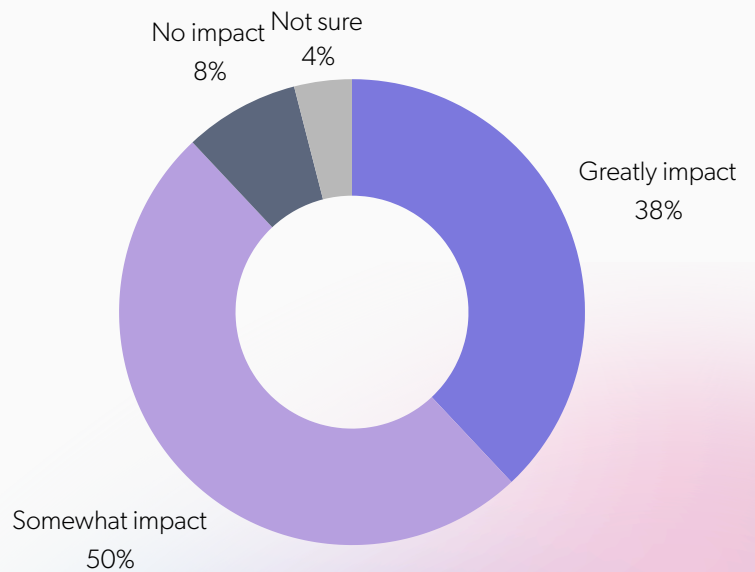
Do personalized recommendations or customized offers influence your loyalty to a brand?



How do you prefer brands to engage with you to enhance your loyalty experience?



To what extent does a brand's reputation for reliability and trustworthiness impact your loyalty?



Recap.

It's clear that social media plays a significant role in influencing consumer behavior among Gen Z. A considerable proportion of respondents reported purchasing products they've seen on social media, with over half admitting to making purchases after watching videos showcasing these products. This emphasizes the power of video content in driving purchase decisions, as well as the preference for discovering new products through videos rather than still images.

Interestingly, personalized recommendations and customized offers are influential in fostering brand loyalty among Gen Z, suggesting the importance of targeted engagement strategies.

INVEST IN VIDEO CONTENT:

Produce captivating video content tailored to Gen Z's preferences on platforms like Instagram, TikTok, and YouTube to influence their purchasing decisions effectively.

MAKE IT PERSONAL:

Implement data-driven strategies to drive higher relevancy with content, promotions, and interactions across social media.

PRIORITIZE AUTHENTICITY:

Build genuine connections with Gen Z by showcasing brand values, reliability, and trustworthiness through user-generated content by activating the right community of everyday shoppers and creators.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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