

Everything Social Marketers Need to Know About Generation Z

Today's teenagers, individuals born between 1995 and 2010, are tomorrow's trendsetters. Here's what marketers should know if they want to reach Generation Z on social media.

They value individual expression

The phrase 'be yourself' has never rung as true as with Gen Z. The act of buying products or services isn't necessarily about fitting in with trends or 'what's cool.' It's about expressing individual identity.

"Generation Z is ready to pay a premium for products that highlight their individuality" research from global consulting firm McKinsey and Company finds. In fact, 58% of those surveyed says they're ready to pay more for products and services that highlight their individual personalities.

They're smart. Like, really smart.

Generation Z are the essential digital natives. They don't know a world without the internet, so they know how to use it .

Thanks to this digital-savviness, they make highly-informed decisions. According to McKinsey, "they're more pragmatic and analytical about their decisions than members of previous generations."

Before buying anything, Gen Z expects to access and evaluate information, reviews, and their own research.

Marketers need to ensure that information about their company is transparent and readily available online. You also want to make sure that information shines an honest, but positive, light on your business.

They use different networks for each stage of their shopping journey

Market research shows that 85% of Generation Z learns about new products on social media.

Instagram is the first app for brand discovery, with 45% of teens using it to find cool new products. The second is Facebook, with 40%.

YouTube is also the platform of preference when it comes to shopping recommendations, ranking first among Generation Z with 24%, followed by Instagram at 17% and Facebook at 16%.

Understanding how teens use social media throughout their shopping process is key to engaging them on the right platforms with the right message.

They're not afraid to buy things online

While older consumers still have some hesitations about sharing their credit card and personal or financial information online, Gen Z isn't as phased.

72% of Gen Zers have bought something online in the last month, with 6 out of 10 making purchases on their mobile devices.

What are they buying? Global Web Index finds that Gen Z is much more interested in spending money on experiences like concert tickets and other entertainment, technology, and fashion.

QUESTIONNAIRE

1. Where does Gen Z discover new brands?

Generation Z discovers new brands primarily through social media platforms. Market research shows that 85% of Generation Z learn about new products on social media. Instagram is the most popular app for brand discovery, with 45% of teens using it to find interesting new products, followed by Facebook at 40%.

2. Does Gen Z buy online?

Yes, Generation Z is not afraid of buying things online. In fact, 72% of Generation Z have purchased something online in the last month, and 6 in 10 have made purchases from their mobile devices.

3. Where does Gen Z seek information about products they want to buy?

Generation Z searches for information about the products they want to buy mainly through YouTube. YouTube is the preferred platform when it comes to purchasing recommendations, ranking first among Generation Z with 24%, followed by Instagram with 17% and Facebook with 16%.

4. What does “be yourself” mean?

The phrase “be yourself” means that Generation Z values individual expression and authenticity. For them, buying products or services is not about adapting to trends or what is fashionable; It's about expressing your individual identity. They are willing to pay more for products that highlight their individuality.

5. Are you a Gen Zer? Why or why not?

Yes, I was born in 2004, which makes me a member of Generation Z.