



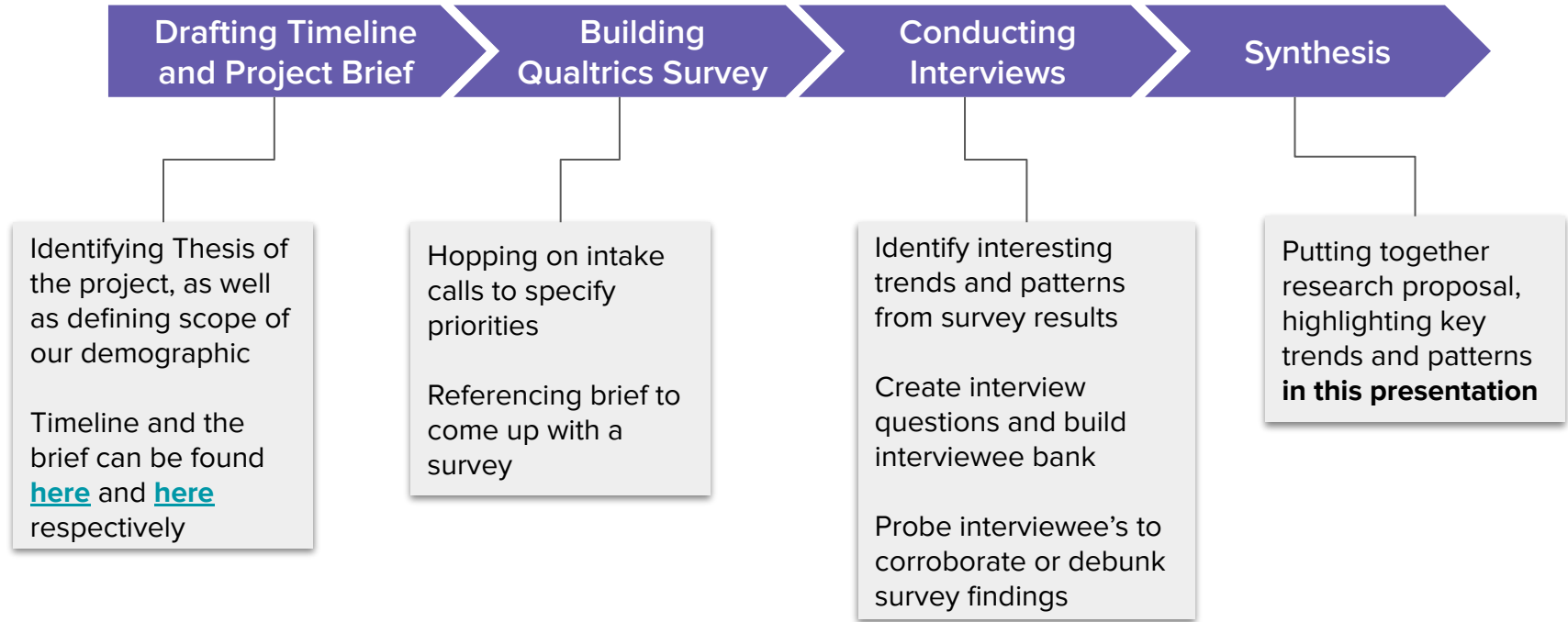
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Research on Gen-Z Shopping Behaviors

Project Managers: Nathan Setokusumo, Katrina Nguyen
Supervisor: Justin Oh

Background: Timeline Overview



Background: Statistics of our Demographic

Quick Numbers

5000+

Verified Survey
Responses

35

In-depth, Recorded
Interviews

<0.0001

P-Value for All Trends
Presented

9

Racial Demographics
represented

MECE

Mutually Exclusive,
Collectively Exhaustive

ExpertReview

100% of responses passed our
quality checks

5048

OUT OF 5048 RESPONSES

Severe 0
Moderate 0
Minor 0
Suggestion 0
Passed 4

No bots detected

Great job! We did not see any incidences of bots taking your survey.

[Learn more about bot detection](#)

Good completion rate

Good work! The last 24 hours did not show any signs of a low completion rate.

[Learn more about 24 hour completion rates](#)

No speeders detected

Congrats! None of the respondents seemed to have sped through the survey.

[Learn more about fast responses](#)

Good total completion rate

Good work! Your survey does not show any signs of a low completion rate.

[Learn more about completion rates](#)

Survey Findings: Demographic Statistics

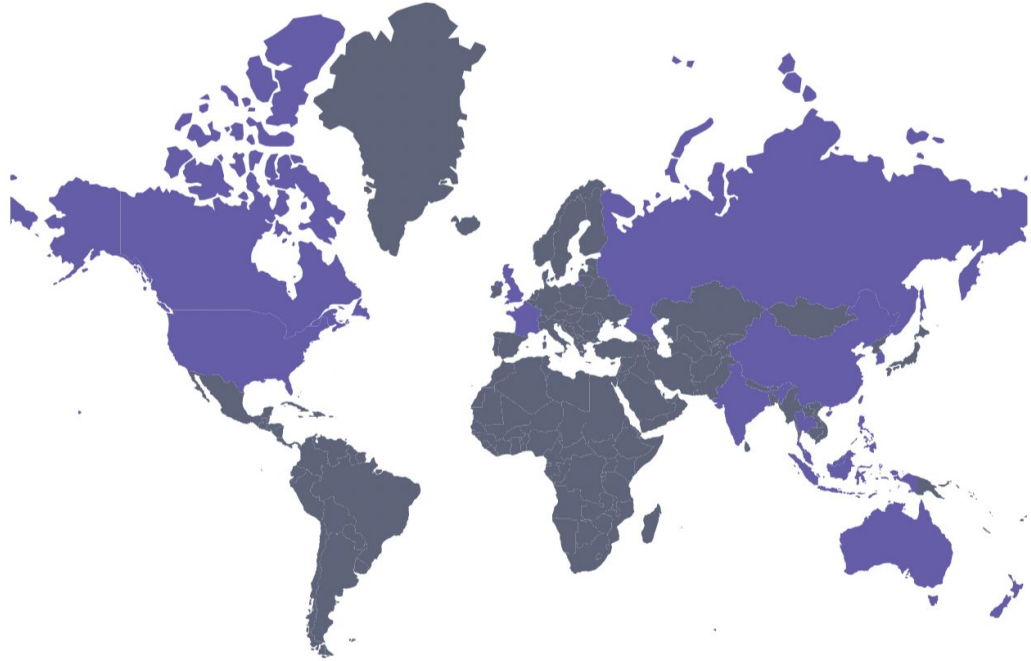
Race	% of Respondents
Caucasian	39.6%
Latino/Hispanic	32.7%
African American	23.4%
East Asian	12.2%
Southeast Asian	11.1%
South Asian	9.1%
Native American	8.2%
Native Hawaiian / Pacific Islander	5.7%
Other	0.2%

Shopping Frequency	Percentage
Daily	27.5 %
2 - 3 Times a Week	56.2 %
Monthly	14.7 %
Less than Once a Month	1.6 %

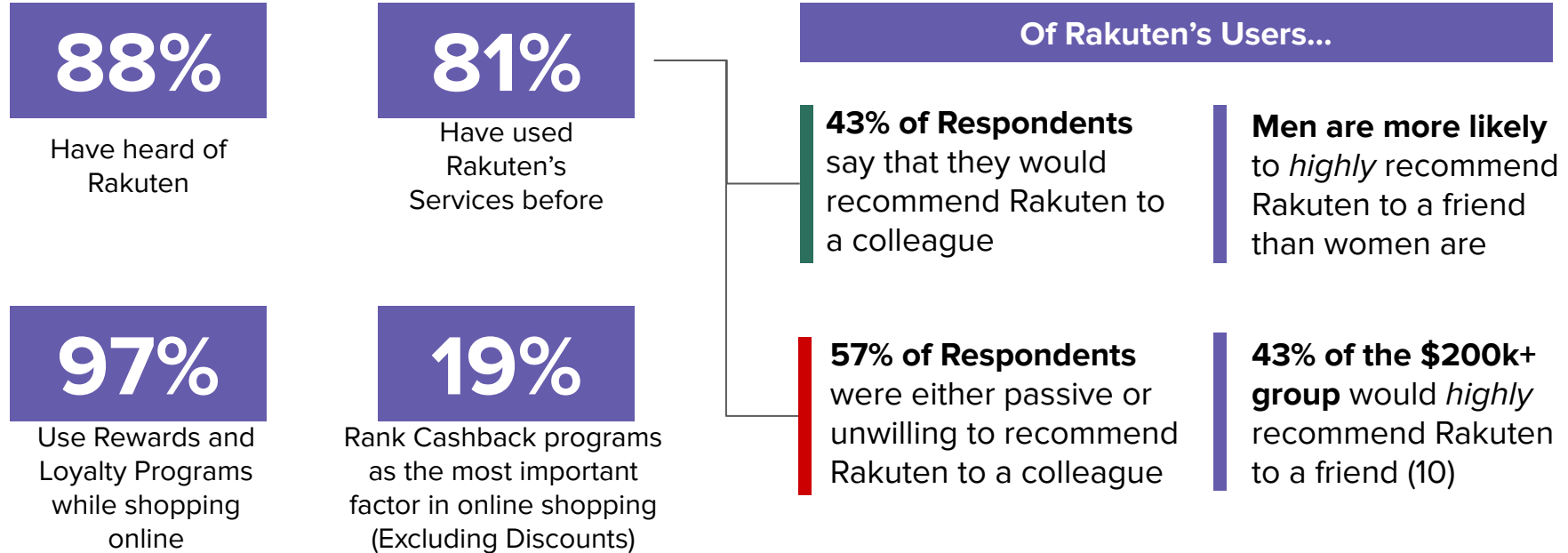
Age Groups	Percentage
Under 18	0.8%
18 - 22	20%
22 - 30	67.6%
Over 30	11.8%

Survey Findings: Regions Represented

**North America, East
and Southeast Asia,
Western Europe,
Australia and Oceania**



Survey Findings: Use of Rakuten



Entry Points: Approaches to Shopping

40%

First Look for deals
and then start
shopping

36%

Start shopping and
then look for deals

24%

Approach shopping
with a mix of both
strategies

Top 5 Functions That Users Found Useful in Shopping

Social Commerce (Instagram, Facebook Marketplace, etc...)	25.53%
Live Streaming	20.2%
Reels (TikTok + Youtube Shorts)	19.01%
Influencer Posts	17.21%
Online Promotional Websites	13.08%

Top 5 Factors That Direct Shopping Traffic and Behaviors

Social Media Ads	26.58%
Television Ads	21.35%
Online Advertisements	17.36%
Influencers	16.5%
Word of Mouth	13.13%

Key Takeaways

Correlation between usefulness and discovery - Social Media Ads > Social Commerce, Influencers > Influencer Posts

Entry Points: Most Frequent Shopping Demographics

Use of Rakuten	Total	Daily	2-3 Times a week	Monthly	Less than once a month
Yes	93.3%	97.0%	93.1%	87.5%	89.7%
No	6.7%	3.0%	6.9%	12.5%	10.3%

Daily Shoppers > Higher brand awareness and interaction

	Student	Part-Time Employed	Full-Time Employed
Daily	28.3%	23.1%	31.7%
2-3 Times a week	43.7%	60.7%	50.4%
Monthly	21.8%	14.9%	15.9%
Less than once a month	6.2%	1.3%	2.0%

Full-Time Workers represent highest portion of daily shoppers

Entry Points: Frequency and Importance of Rewards

Daily Shoppers > Higher Perceived importance of Rewards Programs

	Q15: How often do you shop online on average?				
	Total	Daily	2-3 Times a week	Monthly	< Once a month
Not at all important	7.0%	8.2%	6.5%	7.4%	4.3%
Slightly important	31.8%	32.0%	31.2%	31.4%	44.0%
Important	41.6%	38.0%	43.0%	44.9%	33.6%
Extremely important	19.5%	21.8%	19.4%	16.3%	18.1%

Entry Points: Most Frequent Shopping Demographics

#	Field	Not at all important		Slightly important		Important		Extremely important		Total
1	Shipping Time	6.82%	337	28.91%	1428	41.75%	2062	22.51%	1112	4939
2	Product Comparisons	5.65%	278	24.63%	1213	47.40%	2334	22.32%	1099	4924
3	Customer Reviews	4.52%	222	29.33%	1442	42.96%	2112	23.19%	1140	4916
4	Deals and Discounts	5.90%	288	27.23%	1329	42.90%	2094	23.97%	1170	4881
5	Price History/Price Drop Data	7.02%	344	32.21%	1579	41.57%	2038	19.20%	941	4902
6	Rewards (e.g. Loyalty Points, Cashback, etc...)	7.02%	345	31.76%	1560	41.65%	2046	19.56%	961	4912
7	Return Policies (e.g. Ease of Return, Warranties)	5.28%	260	24.36%	1199	42.91%	2112	27.45%	1351	4922
8	Payment Options (e.g. Affirm, Paypal, Apple Pay)	6.26%	307	27.39%	1344	43.31%	2125	23.05%	1131	4907

		Student	Part Time	Full Time	Other
Rewards (e.g. Loyalty Points, Cashback, etc...)	Not at all important	7.0%	8.1%	6.7%	5.3%
	Slightly important	34.0%	36.9%	29.0%	52.6%
	Important	41.9%	36.9%	43.7%	36.8%
	Extremely important	17.2%	18.1%	20.6%	5.3%

General breakdown of Rewards' perceived importance across all demographics within survey

Consistently, Full-Time Workers viewed Rewards as more important compared to part-time/students

Key Trends: Age and Occupation vs. Rewards Use

Importance	Below 18	18-21*	22-30*	Above 30
Not Important	5%	2.4%	4.3%	7.7%
Slightly Important	39.6%	41.8%	40.7%	30.0%
Important	41.2%	34.7%	42.4%	45.9%
Extremely Important	14.2%	17.4%	12.7%	16.4%

Importance	Student	Part-Time	Full-Time	Other
Not Important	7.0%	8.1%	6.7%	5.3%
Slightly Important	34.0%	36.9%	29.0%	52.6%
Important	41.9%	36.9%	43.7%	36.8%
Extremely Important	17.2%	18.1%	20.6%	5.3%

Key Takeaways

Older the respondent, more likely to use reward programs

Trend appears evident within specified demographic of shoppers aged 18 - 30

Student's and Full-Time workers viewed Rewards Programs as important

Key Trends: Age and Occupation vs. Rewards Use

“ As a college student, I don’t have that much money...
so I consider price a lot when purchasing clothing I like

- Iris De La Torre (F19, Student)

“ ... I’ll still consider price and necessity but I have a lot more extra income then when I was just a college student so I can buy the things I like

- Charissa Nguyen (F22, Full-Time)

Key Trends: Gender and Other Functionalities

Rewards...etc...)	Not at all important	345.0
		7.0%
	Slightly important	1,560.0
		31.8%
	Important	2,046.0
		41.7%
	Extremely important	961.0
		19.6%

41.7% of Respondents cited Rewards programs as **an important factor** in their shopping experience

19.6% Ranked Rewards programs as **Extremely Important**

Importance of Rewards	Total	Male	Female	Non-Binary
Not Important	5.1%	5.4%	5.7%	1.0%
Slightly Important	39.7%	34.9%	34.4%	77.5%
Important	41.3%	43.4%	44.7%	21.0%
Extremely Important	14.0%	16.4%	15.2%	0.5%

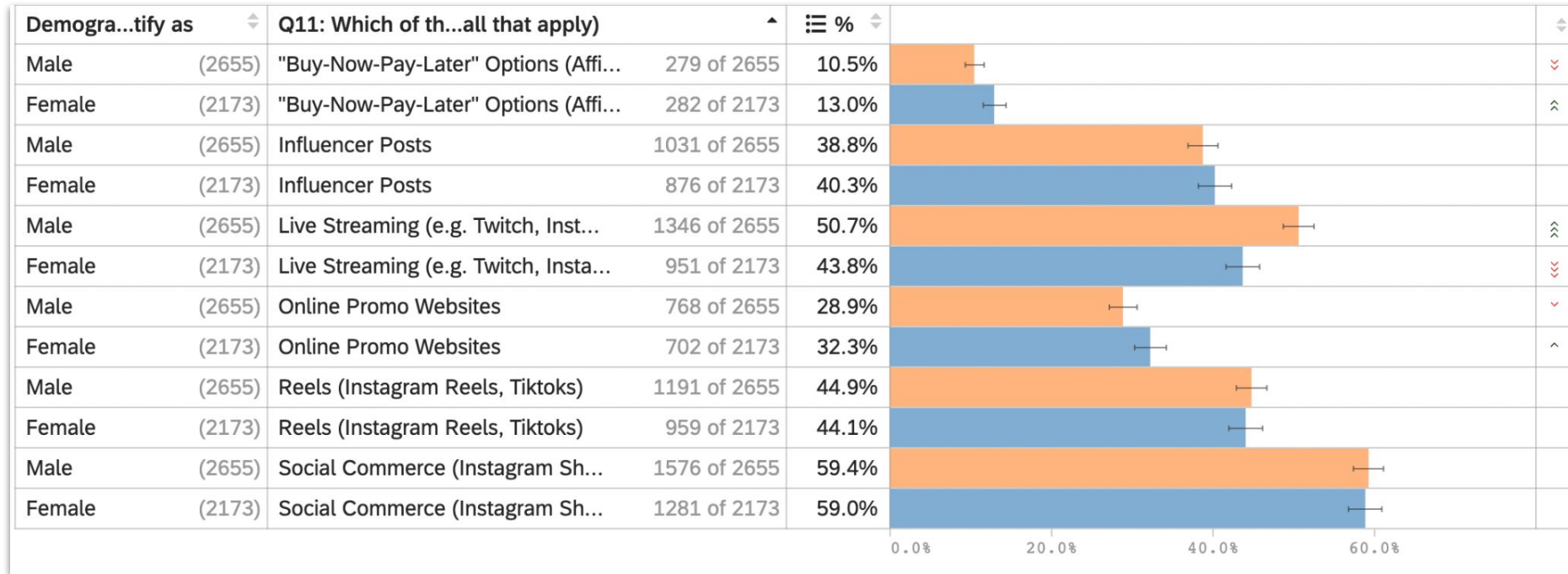
Key Takeaways

Little to no significant difference between how males and females view the importance of rewards

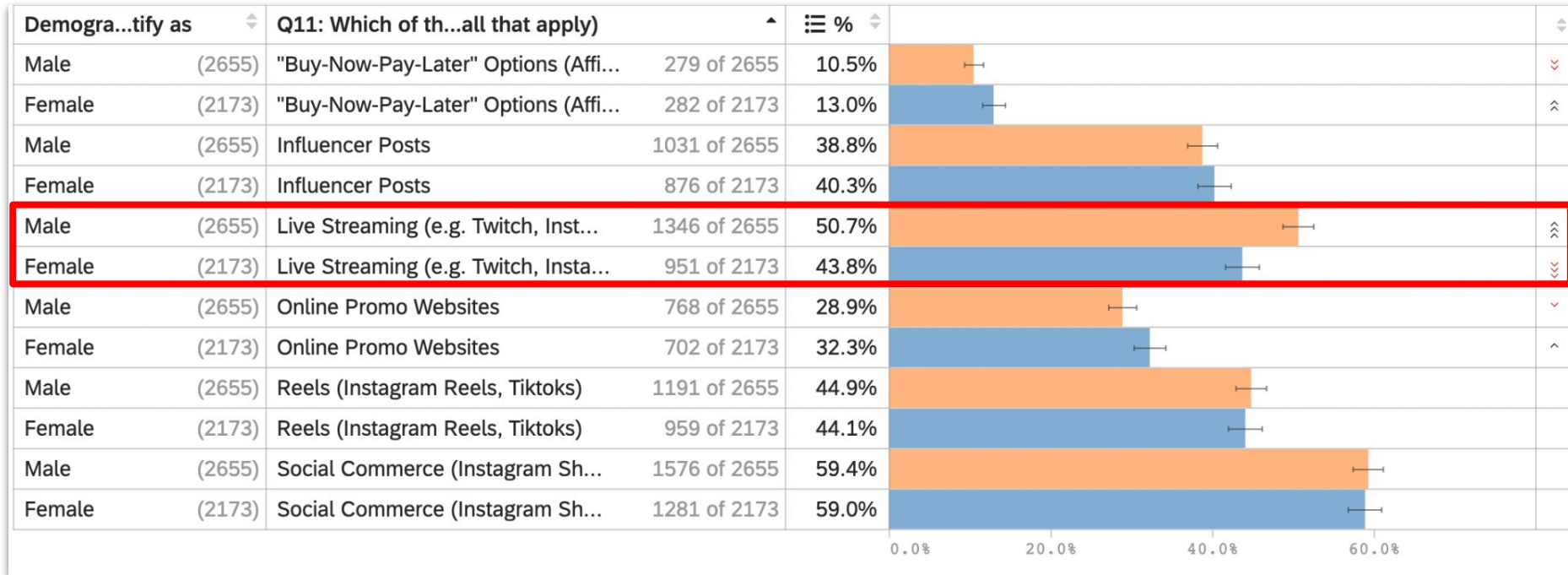
Same applies for **Shipping Time, Product Comparisons, Customer Reviews, Deals and Discounts, etc...**

Appendix 1.3

Key Trends: Gender and Live Streaming



Key Trends: Gender and Live Streaming



Of all functionalities, where women and men behave significantly differently is the use of Live Streaming services. 50.7% of men found said services to be useful, while only 43.8% of women found said services to be useful as well

Key Trends: Income and “BNPL”

	Total	\$0 - \$25,000	\$25,000 - \$50,000	\$50,000 - \$100,000	\$100,000 - \$200,000	More than \$200,000
Not at all important	5.0%	6.5%	3.8%	6.6%	3.8%	8.8%
Slightly important	39.7%	25.9%	59.3%	37.7%	31.9%	35.4%
Important	41.1%	46.2%	26.9%	40.2%	48.9%	37.6%
Extremely important	14.2%	21.4%	10.0%	15.5%	15.4%	18.3%

Q7: What...d income?	Q11: Which of th...all that apply)	^	≡ %	
\$0 - \$25,000 (121)	"Buy-Now-Pay-Later" Options (Affirm,... 8 of 121	6.6%		
\$25,000 - \$50,000 (716)	"Buy-Now-Pay-Later" Options (Affir... 59 of 716	8.2%		
\$50,000 - \$100,000 (1746)	"Buy-Now-Pay-Later" Options (Affi... 188 of 1746	10.8%		
\$100,000 - \$200,000 (1718)	"Buy-Now-Pay-Later" Options (Affi... 194 of 1718	11.3%		
More than \$200,000 (588)	"Buy-Now-Pay-Later" Options (Affir... 118 of 588	20.1%		

Counterintuitively, the data shows that the higher a respondent's income, the higher their willingness to use “Buy Now Pay Later” Programs as well as Rewards and Loyalty programs

Key Trends: Income and Other Shopping Functions

\$0 - \$25,000	(121)	Influencer Posts	48 of 121	39.7%		
\$25,000 - \$50,000	(716)	Influencer Posts	224 of 716	31.3%		<<
\$50,000 - \$100,000	(1746)	Influencer Posts	745 of 1746	42.7%		>>
\$100,000 - \$200,000	(1718)	Influencer Posts	714 of 1718	41.6%		
More than \$200,000	(588)	Influencer Posts	219 of 588	37.2%		
\$0 - \$25,000	(121)	Live Streaming (e.g. Twitch, Insta...	56 of 121	46.3%		
\$25,000 - \$50,000	(716)	Live Streaming (e.g. Twitch, Insta...	364 of 716	50.8%		^
\$50,000 - \$100,000	(1746)	Live Streaming (e.g. Twitch, Insta...	791 of 1746	45.3%		
\$100,000 - \$200,000	(1718)	Live Streaming (e.g. Twitch, Insta...	787 of 1718	45.8%		
More than \$200,000	(588)	Live Streaming (e.g. Twitch, Insta...	311 of 588	52.9%		>
\$0 - \$25,000	(121)	Social Commerce (Instagram Shopp...	66 of 121	54.5%		
\$25,000 - \$50,000	(716)	Social Commerce (Instagram Shop...	431 of 716	60.2%		
\$50,000 - \$100,000	(1746)	Social Commerce (Instagram Sho...	998 of 1746	57.2%		v
\$100,000 - \$200,000	(1718)	Social Commerce (Instagram Sh...	1060 of 1718	61.7%		^
More than \$200,000	(588)	Social Commerce (Instagram Shop...	354 of 588	60.2%		

There is only a clear correlation between Income and BNPL; the perception of the other functions we included did not have a discernable pattern when pitted against income

Summary: Main Takeaways

Key Takeaways

The income group with the highest proportion of Rakuten *Users* is the \$200k+ group

Men are more likely to recommend Rakuten to a friend / a colleague than are women

Little to no significant difference between how males and females view the importance of shopping functions with the exception of Live-Streaming

Full Time*, Daily shoppers between ages 22-30 represent demographic with the highest perceived importance of Rewards programs, irrespective of gender, or income*

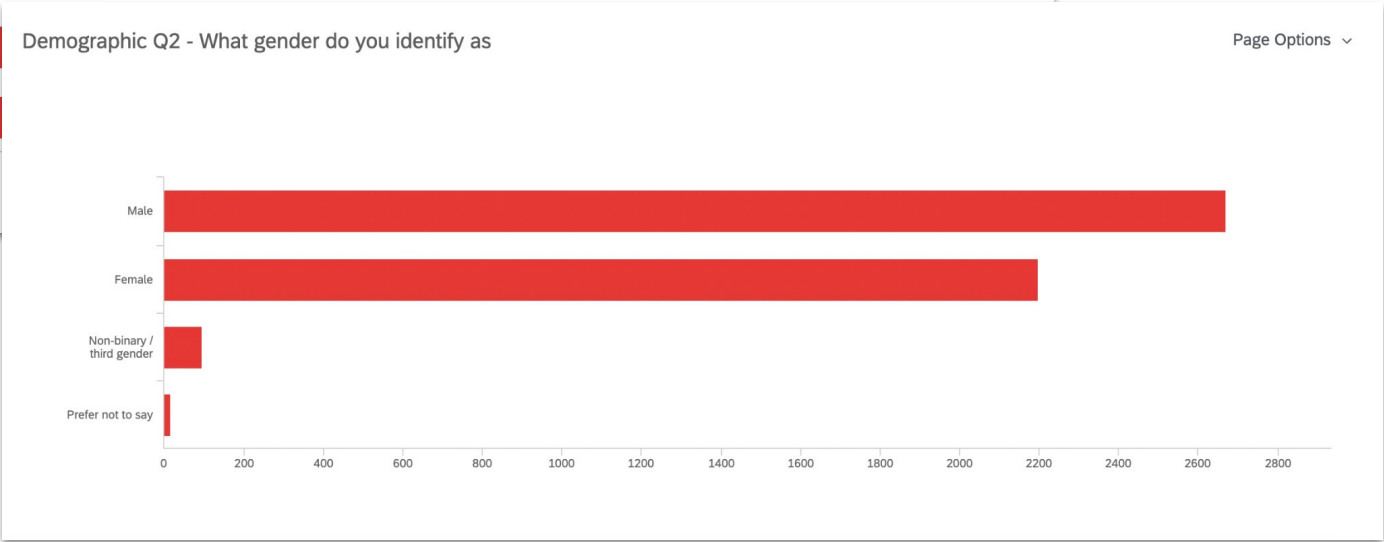
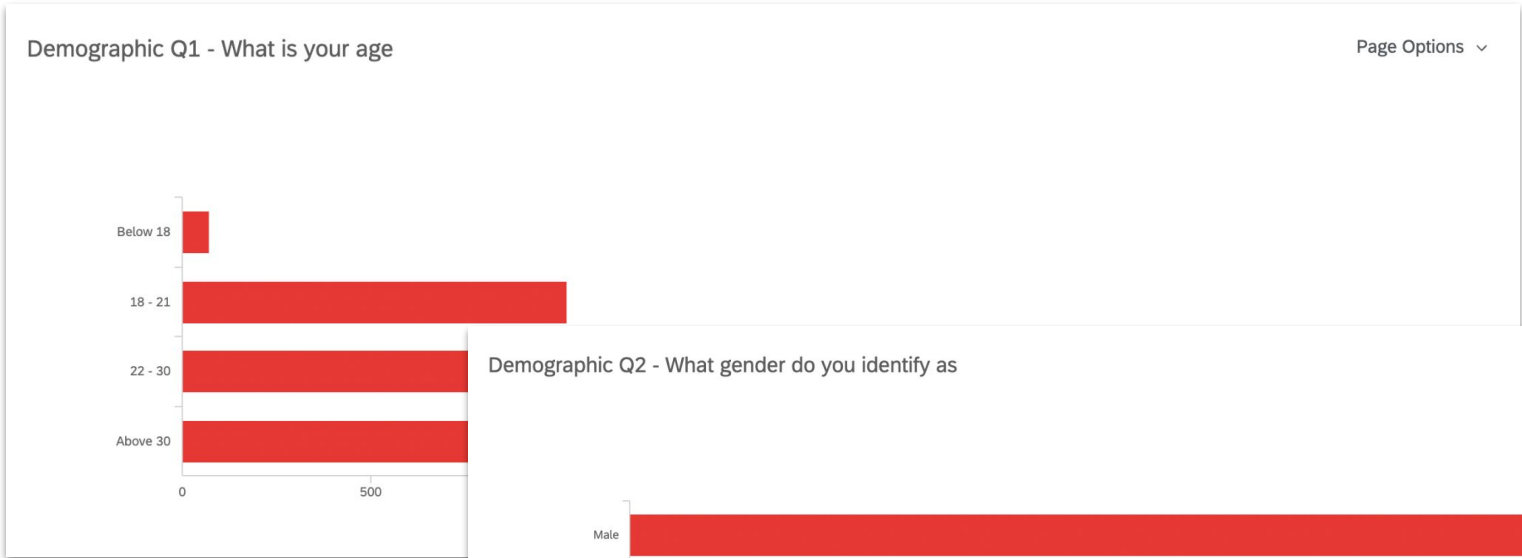
A scenic view of the San Francisco skyline at dusk. The Transamerica Pyramid is prominently featured on the left, illuminated with warm lights. The city lights are visible in the background, and the Golden Gate Bridge is visible in the distance. The sky is a mix of orange, pink, and blue.

Q & A



Appendix

Appendix 1.1 - Responses Counts



[Link to PDF](#)

Appendix 1.2 - Income and Importance of Shopping Features

		Q7: What is you...usehold income?						
		Total	\$0 - \$25,000	\$25,000 - \$50,000	\$50,000 - \$100,000	\$100,000 - \$200,000	More than \$200,000	Prefer not to say
Shipping Time	Not at all important	336.0	6.0	44.0	126.0	105.0	54.0	1.0
		6.8%	5.0%	6.2%	7.2%	6.1%	9.1%	1.9%
	Slightly important	1,425.0	33.0	192.0	568.0	480.0	133.0	19.0
		28.9%	27.5%	27.2%	32.6%	28.0%	22.4%	36.5%
	Important	2,056.0	40.0	324.0	710.0	718.0	243.0	21.0
		41.7%	33.3%	46.0%	40.7%	41.9%	40.9%	40.4%
	Extremely important	1,111.0	41.0	145.0	341.0	409.0	164.0	11.0
		22.5%	34.2%	20.6%	19.5%	23.9%	27.6%	21.2%

[Link to Spreadsheet](#)

Appendix 1.3 - Gender and Importance of Shopping Features

Stub: Q18: How important are these factors to you when buying a good/service from an online platform?

		Demographi...dentify as				
		Total	Male	Female	Non-binary...ird gender	Prefer not to say
Shipping Time	Not at all important	337.0	210.0	117.0	9.0	1.0
		6.8%	7.9%	5.4%	10.1%	6.3%
	Slightly important	1,425.0	762.0	619.0	39.0	5.0
		28.9%	28.7%	28.6%	43.8%	31.3%
	Important	2,061.0	1,088.0	939.0	29.0	5.0
		41.8%	41.0%	43.3%	32.6%	31.3%
	Extremely important	1,103.0	594.0	492.0	12.0	5.0
		22.4%	22.4%	22.7%	13.5%	31.3%

[Link to Spreadsheet](#)

Appendix 1.4 - Occupation and Importance of Shopping Features

Q11: What is your current occupation - Selected Choice					
Total	Student	Part-Time Employed	Full-Time Employed	Other (Please Specify)	
334.0	36.0	95.0	202.0	1.0	
6.8%	6.3%	7.7%	6.6%	5.3%	
1,415.0	172.0	451.0	781.0	11.0	
28.9%	30.0%	36.5%	25.5%	57.9%	
2,044.0	272.0	464.0	1,304.0	4.0	
41.7%	47.4%	37.5%	42.5%	21.1%	
1,103.0	94.0	226.0	780.0	3.0	
22.5%	16.4%	18.3%	25.4%	15.8%	

[Link to Spreadsheet](#)