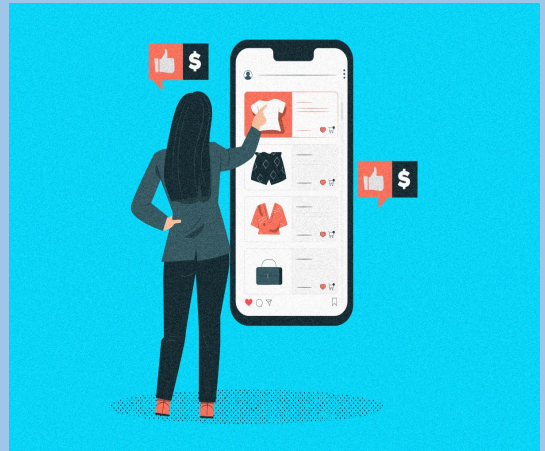


## ***Social Commerce: Engaging with Gen Z***



## **The Future of Online Retail**

*Direct audience:* My data science team at Organization XYZ deciding on what project to work on next

*Indirect audience:* C-Suite executives of a retail company looking for how to reach the Gen-Z with their product online.

A large reason for the shift of consumer behaviors is due to a generation that has never known a world before smartphones and social media, Gen Z. With social media platforms dominating the amount of time spent on their phones, social commerce has become the new online shopping, allowing users to easily buy products directly through social platforms.

The main challenge when engaging with Gen Z is understanding how to market to them. I propose partnering with a retail company and conducting an analysis to understand key strategies and social platforms for their brand to connect with Gen Z. This would include a mixed method approach using qualitative and quantitative research to understand the platform, style, and context of a brand's content these digital natives prefer.

Gen Z accounts for 40 percent of consumers in the U.S. and will soon become the largest generation of consumers in the world. Therefore, it is important for brands to start targeting these young consumers.

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