

# GEN Z & RETAIL SHOPPING

## WHAT GEN Z WANTS

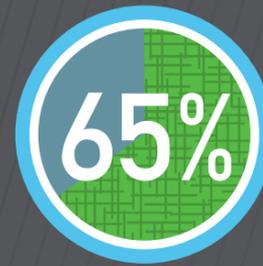
Gen Z students want to be served where, when and how it is most convenient for them.



want discounts, coupons and reward programs<sup>1</sup>



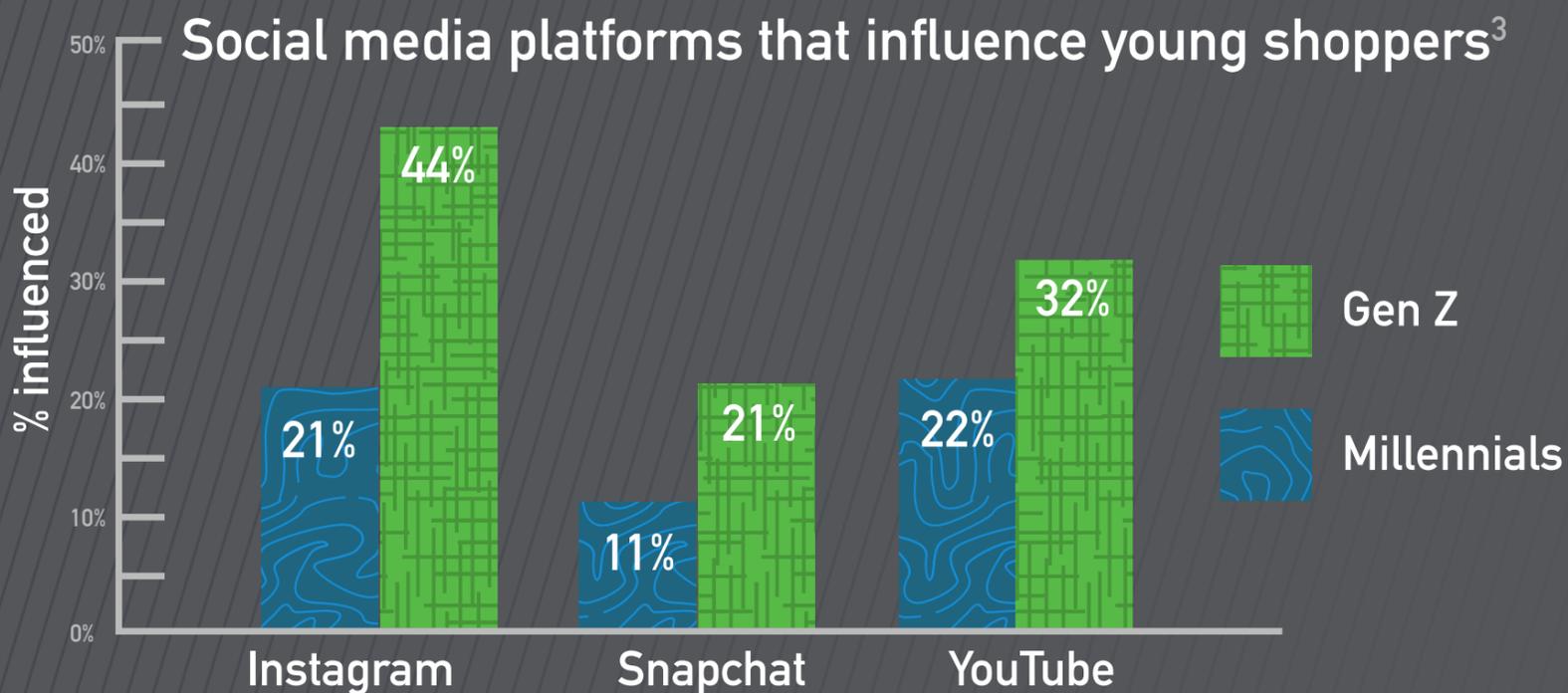
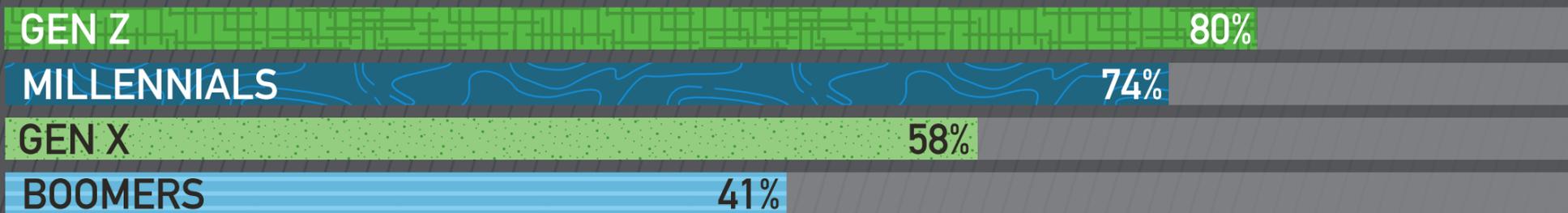
look for a fun in-store experience<sup>2</sup>



prefer touching and feeling products before making a purchase<sup>1</sup>

## SOCIAL MEDIA & SHOPPING

Social media's generational influence on purchasing decisions<sup>3</sup>



## GEN Z MOBILE

Gen Z converts **2X** more on mobile than other demographics<sup>5</sup>

How Gen Z uses mobile in-store<sup>4</sup>

