**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.

- **65%** want discounts, coupons and reward programs
- **56%** look for a fun in-store experience
- **65%** prefer touching and feeling products before making a purchase

**SOCIAL MEDIA & SHOPPING**

Social media’s generational influence on purchasing decisions

<table>
<thead>
<tr>
<th>Generational Influence</th>
<th>GEN Z</th>
<th>MILLENNIALS</th>
<th>GEN X</th>
<th>BOOMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN Z</td>
<td>80%</td>
<td>74%</td>
<td>58%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Social media platforms that influence young shoppers

<table>
<thead>
<tr>
<th>Platform</th>
<th>% Influenced</th>
<th>Gen Z</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>21%</td>
<td>44%</td>
<td>11%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>21%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>YouTube</td>
<td>22%</td>
<td>32%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**GEN Z MOBILE**

Gen Z converts **2X** more on mobile than other demographics

- **67%** use mobile in-store for **DISCOUNTS/DEALS**
- **65%** use mobile in-store for **COMPARE PRICES**
- **72%** use mobile in-store for **RESEARCH PRODUCTS**

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2) [https://nrf.com/research/uniquely-gen-z](https://nrf.com/research/uniquely-gen-z)
4) [https://nrf.com/research/what-do-gen-z-shoppers-really-want](https://nrf.com/research/what-do-gen-z-shoppers-really-want)