

Traits to Know About Gen Z

The youngest generation of consumers holds \$44 billion in annual purchasing power — and a passion for making the world a better place.

This is Gen Z.



1

Hyper Connected

Gen Z looks to a diverse group of influencers for product opinions and curated storefronts. At ease with online channels, they're often just a click or voice command away from their next purchase.

2

Convenience Driven

Accustomed to instant gratification, Gen Z will pay attention to content for an average of eight seconds.¹ They have a very low tolerance for friction. The easier the commerce experience, the better.

>> **60%** of Gen Z will not use an app or website that loads too slowly.²

3

Always Online

Immersed in the online world since birth, Gen Z's daily activity on social media surpasses that of any other cohort. Gen Z favors video-based platforms like Instagram, YouTube, Snapchat, and TikTok.

>> More than **74%** of Gen Zers report spending their free time online.³

4

Persuaded by Real People

Gen Z likes to learn about products via personal video reviews, unboxings, and demos. They also tend to use full phrases with longtail questions and keywords — because that's how individuals speak, not institutions.

>> **87%** of Gen Z prefers ads or marketing content that shows actual people discussing products.⁴



5

Careful Spenders

Forged during the Great Recession, Gen Z is persuaded by practicality and will heavily research before purchasing. For them, it's not about getting the best price. It's about getting the best value for a good experience.

6

Individualistic

Gone are the days of blindly following big brands. With endless choices at their fingertips, Gen Z cares less about mass-market logos and more about fun experiences that help them create a personal brand.

>> **75%** of Gen Z is more likely to buy a product if they can customize.⁵

7

Passionate and Ethical

Gen Z is passionate, diverse, and inclusive — and will choose brands that align with their values. On the flip side, they will call out companies that break their trust.

>> If an experience is positive, **89%** will promote the brand.⁶ Gen Z values authenticity and transparency.

8

Action Oriented

Gen Z believes that brands should stand for good. But performative activism is not enough. They want companies to show genuine concern — both with internal policies and outward action. For example, a clothing brand can't just claim to care about inclusion. Gen Z wants to see inclusion actively represented in the company's culture, workforce, product assortment, and marketing.



Gen Z has many layers. So should your commerce approach. Learn more at www.pivotree.com/commerce



How will the Gen-Z revolutionize e-commerce? Watch the replay of our latest webinar to find out.

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