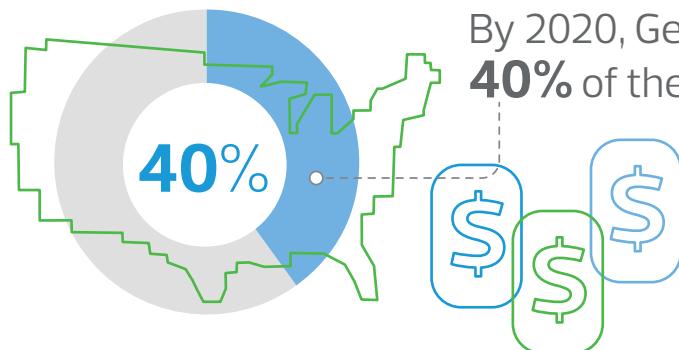


What does GENERATION Z want?

What to know about these important consumers, and how to connect with them

They've got the numbers and the dollars

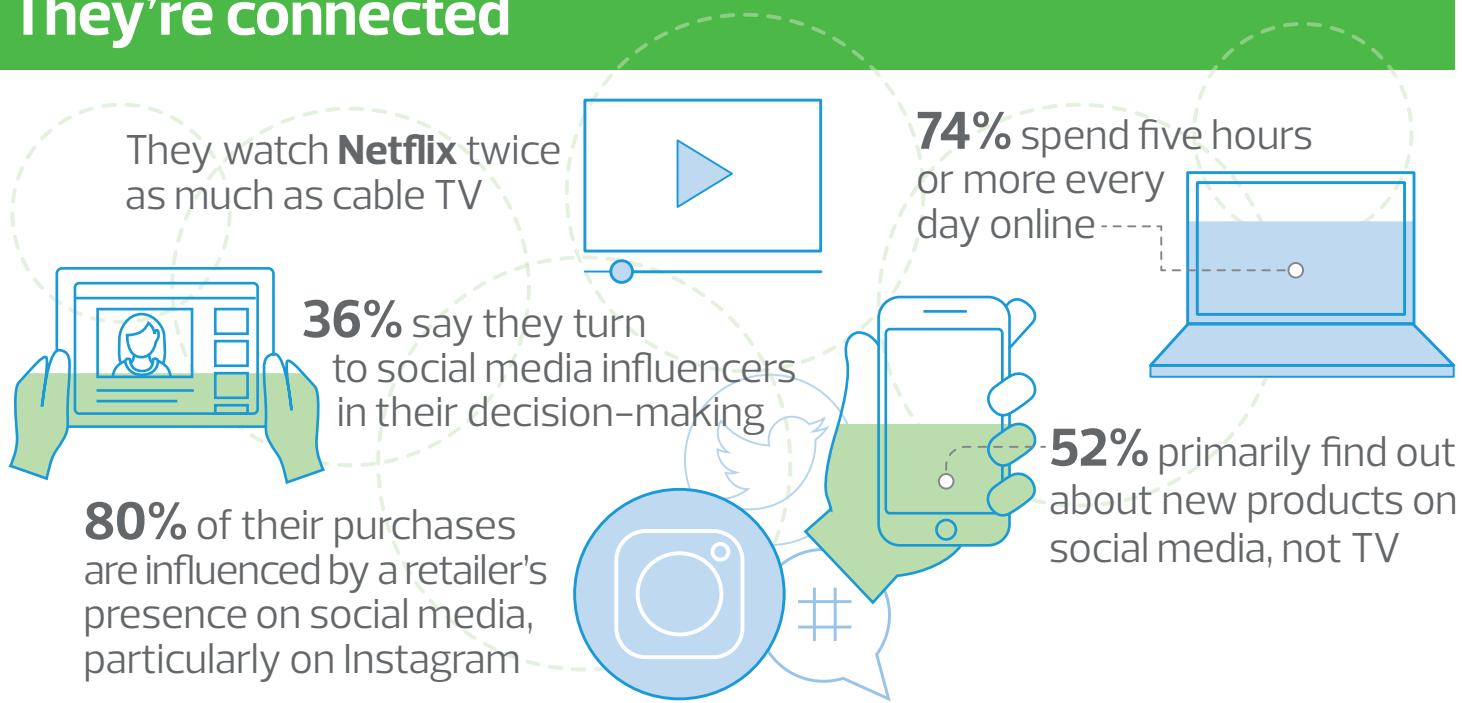


By 2020, Gen Z will make up **40%** of the U.S. population

They hold up to **\$150 billion** in buying power



They're connected



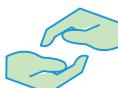
They care and they're unimpressed by traditional advertising



69% use adblockers



63% prefer real people to celebrities when it comes to advertisements



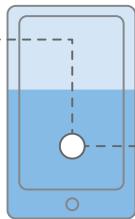
58% are more likely to buy from brands that back a good cause



60% say brands should post about their opinions on social media

They want fast, quality customer service

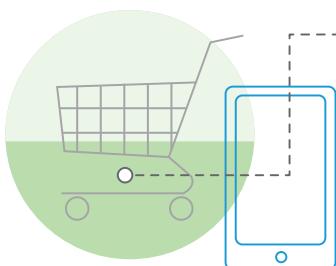
60% won't use apps or websites that load slowly or are difficult to navigate



60% are more likely than average consumers to hang up if their call isn't answered in under 45 seconds



They're curious



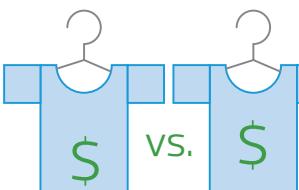
47% research items on mobile devices while shopping at brick-and-mortar locations



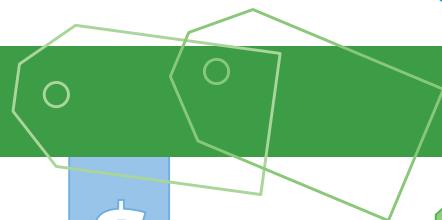
While in the store, 53% check online for other items they prefer that are not available



They're cost-conscious



52% compare the retail price with competitors



51% search the web for a coupon, discount or promotion



How can your consumer products company connect with Gen Z?

- Incorporate technology into the back-end of your business to create a seamless, speedy transaction experience
- Create a consumer-group committee of Gen Zers to bring their perspective and ideas to the forefront of the company
- Invest in products that are good for people and the environment and share your company's journey and experiences with your customers
- Promote your overall corporate culture via social media and other channels
- Don't promote social and environmental causes to sell products
—Gen Zers see through this; promote causes you believe in
- Leverage blockchain technology to address product sustainability and transparency; track sourcing, manufacturing, labor, logistics, inventory and more to ensure your processes adhere to sustainable standards
- Engage in a two-way relationship with Gen Z customers—listen to their feedback on product improvements, and try to make the changes they suggest
- Use influencers to market your products on social media; Gen Z consumers see them as relatable and real people, and prefer them over models or celebrities
- Incorporate a true omnichannel strategy—Gen Z consumers like to shop in brick-and-mortar retail stores, even if they buy online

Sources: Forbes, Ad Age, Netflix, Bazaar Voice, Morning Consult, Think with Google, Adweek, DoSomething Strategic, Sprout Social, IBM Institute for Business Value, National Retail Federation

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