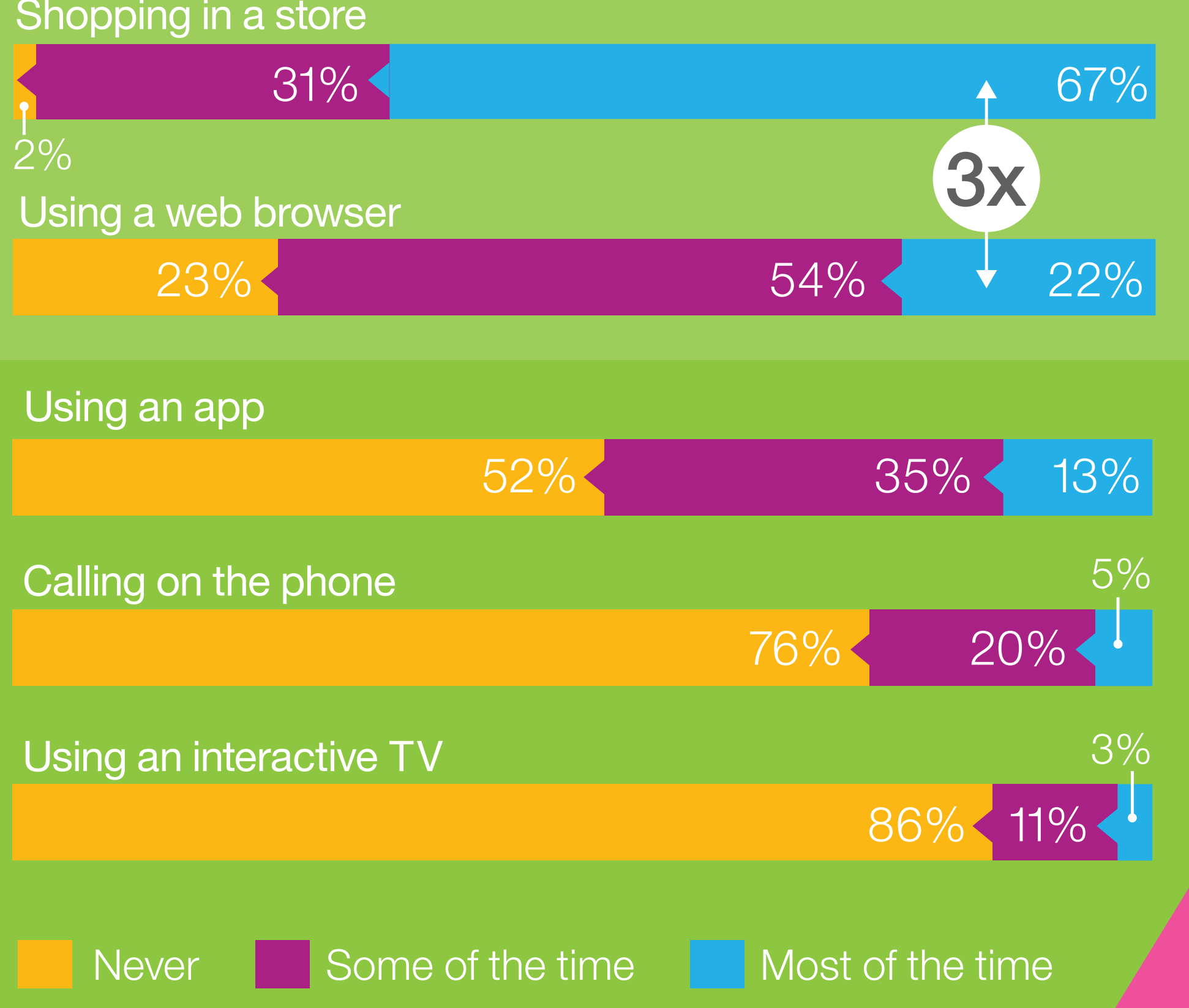


Demanding customers – but not in the way you think

Going shopping with Generation Z

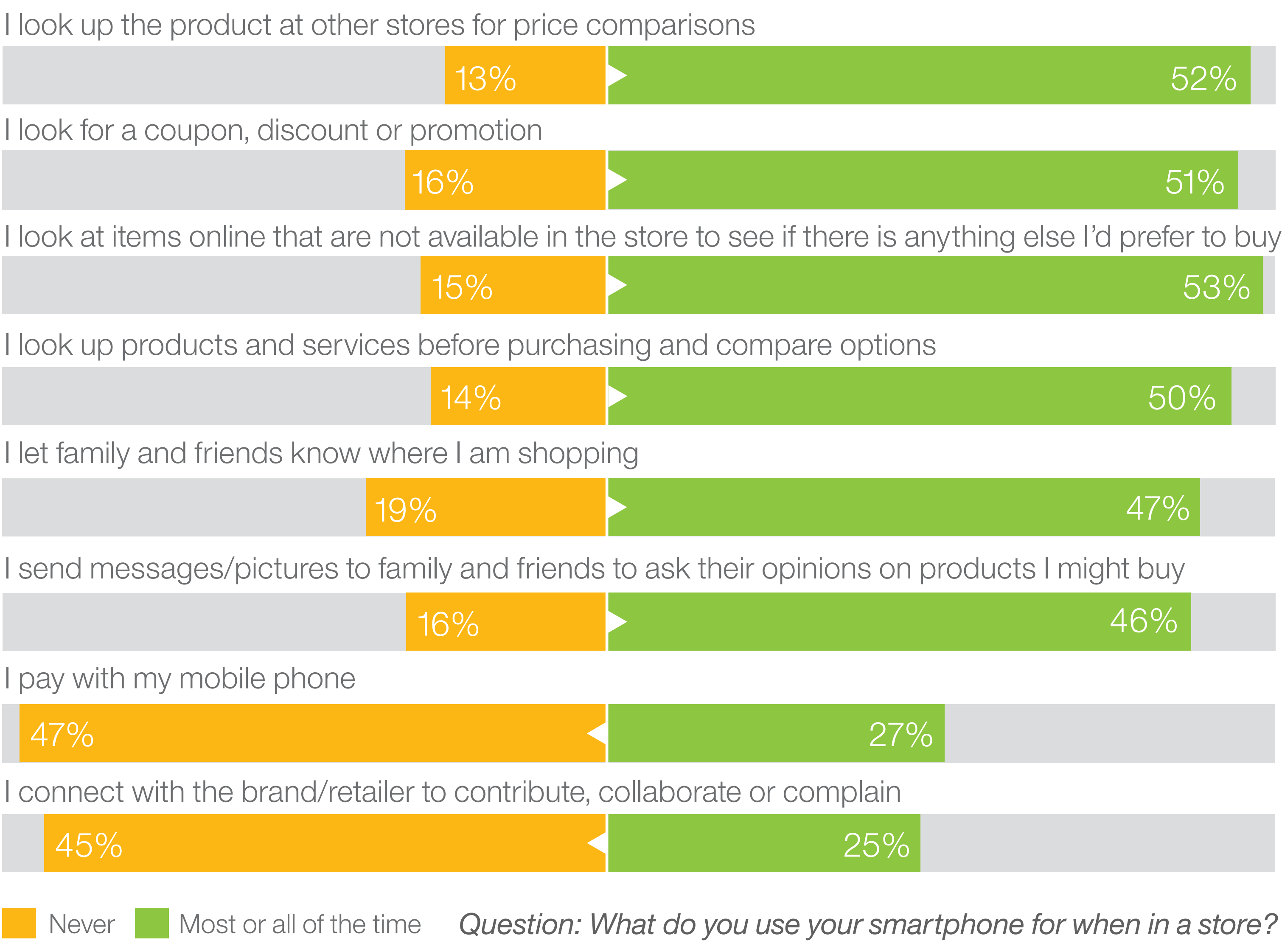
Three times as many Gen Zers shop in a store most of the time compared to online.



Question: How do you typically make purchases?

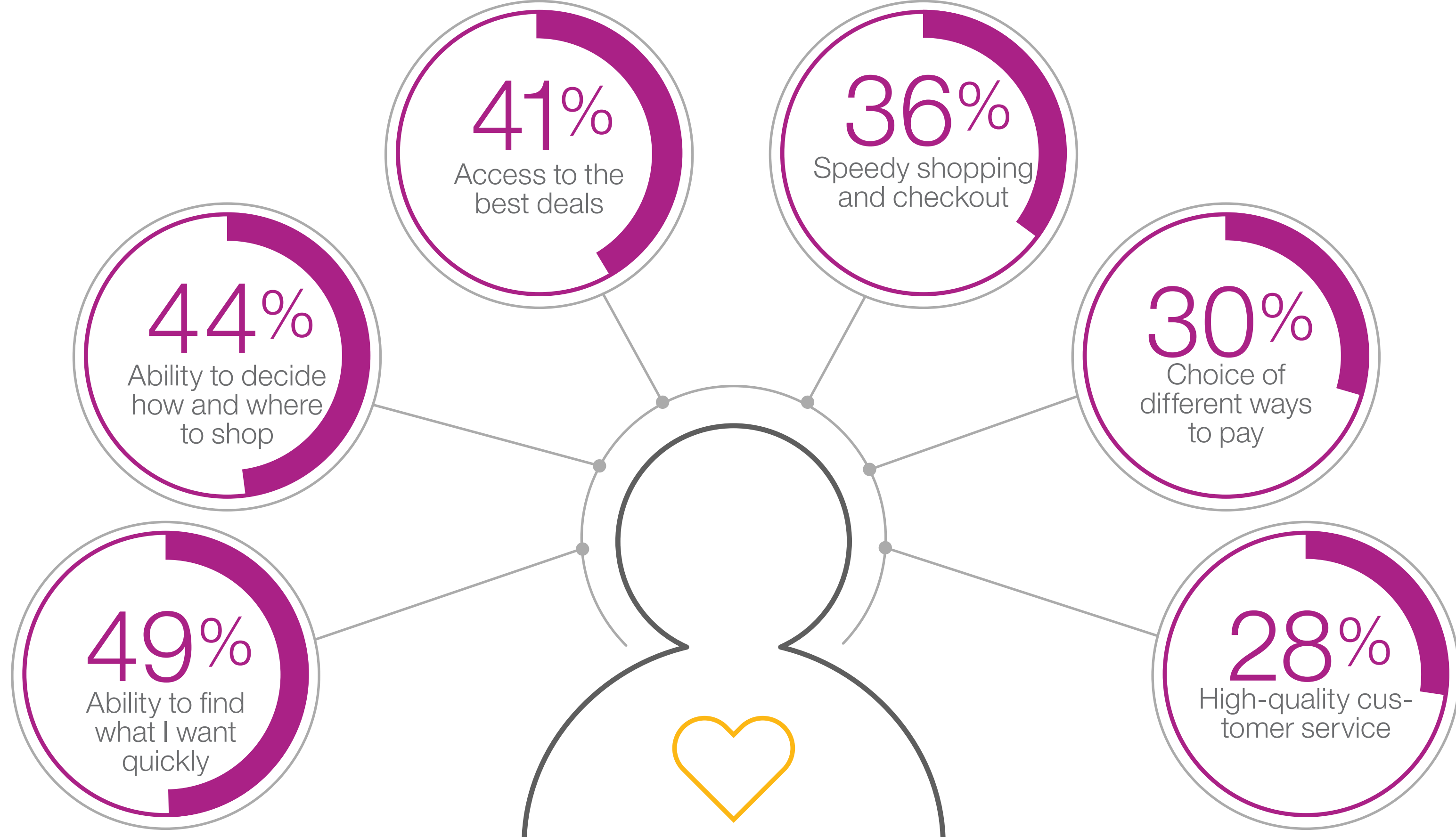


Mobile is a must for Gen Z shoppers. They use their phones to research products, compare prices, look for deals, make purchases and more.



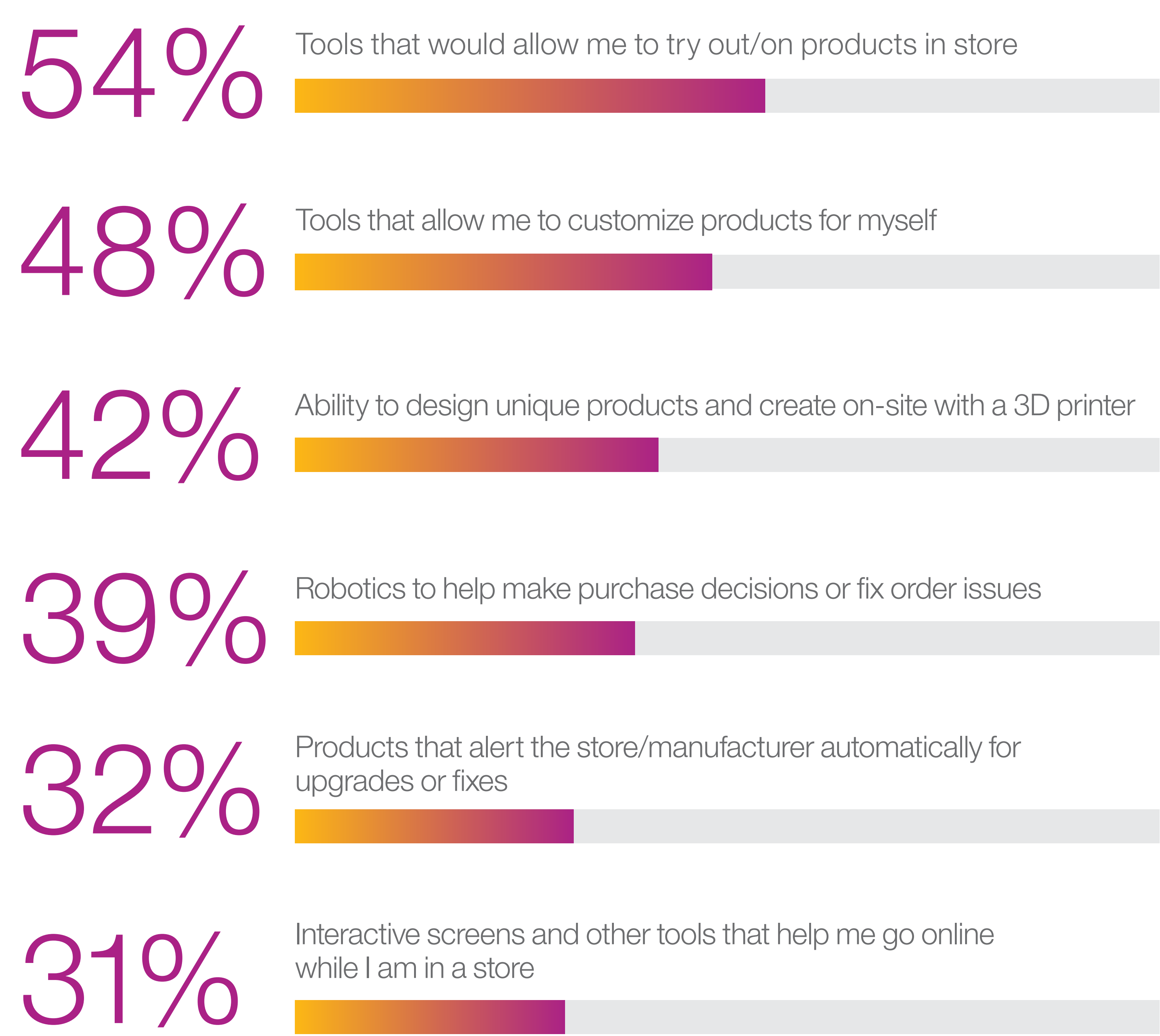
Question: What do you use your smartphone for when in a store?

Technology must add real value. It should help improve the frictionless shopping experience by enhancing speed, service, value for money and seamless digital integration.



Question: What are the most important things to you when shopping across channels?

It's all about control. Gen Zers want the ability to customize their own individual experiences. Effective brand engagement should be built on co-creation and collaboration.



Question: What new shopping technologies would you most like to see in the future?

For a more successful future, brands should begin engaging with Gen Zers now and satisfying their expectations before they come of age.

To learn more about Gen Zers and how they shop, download the executive report:

ibm.com/business/value/genzbrand

