

GEN

Z

LOW-KEY LOOKING FOR COMMITMENT

A STUDY BY
DEVRIES
GLOBAL

SHIFTING PRIORITIES & PERSONAS

74%

of Gen Z feel like they need to shift what they are focusing on in order to keep up with peers.

34%



change who they are, on occasion, to fit in with different groups.

40%

of Gen Z say their life is inconsistent and unpredictable.



53%



post on social media about topics they feel they should care about, even if they don't.

* In fact, nearly half of Gen Z go to sleep at night unsure of what the next day will hold or what topic will capture their attention.

CRAVING THE FAMILIAR

69%

find comfort in the "familiar."



85%

of Gen Z like to buy from familiar brands over new and non-mainstream.



Gen Z is seeking out the familiar as a grounding amid the chaos. In fact, Gen Z places "control of my life" as the #2 thing they strive for in life behind happiness.

BRAND LOYALTY IS NOT DEAD, IT'S JUST DIFFERENT

76%

of Gen Z say they are loyal to a brand but only 50% say they are committed to a brand today.



60%



say when they are committed, they recommend brands.

BRAND COMMITMENT

is a bigger deal than loyalty. It is a two-way relationship between the brand and consumer where you get what you give.



The first in DeVries Global's series of surveys kicked off in July 2019. It included 2,470 consumers (1,193 Gen Z respondents between 15-24 years old) in addition to 1,277 consumers in other generations for comparative purposes. Researchers went back in the field to validate hypotheses developed from the initial survey with two follow-up phases with 510 and 546 Gen Z respondents respectively. Research fielding concluded in fall 2019.