

MARKETING

Brands should leverage Gen Z's willingness to try new products

January 11, 2022



Gen Z's top motivator for purchasing new products is wanting to be first to trends. Image credit: Pinterest

By NORA HOWE

Being the first to experiment with new products is a top priority for Gen Z shoppers.

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In comparison to other generations, Gen Z is 20 percent more likely to try and compare products to their current brands, according to new research from social platform Pinterest. As these young consumers continue to gain momentum as a consumer base, brands must consider how to engage Gen Z when they are launching new products.

"Gen Z is the most individualistic and expressive generation we have seen yet," said Alvin Li, researcher at Pinterest, in the report. "They are constantly craving new experiences to cultivate their own individuality."

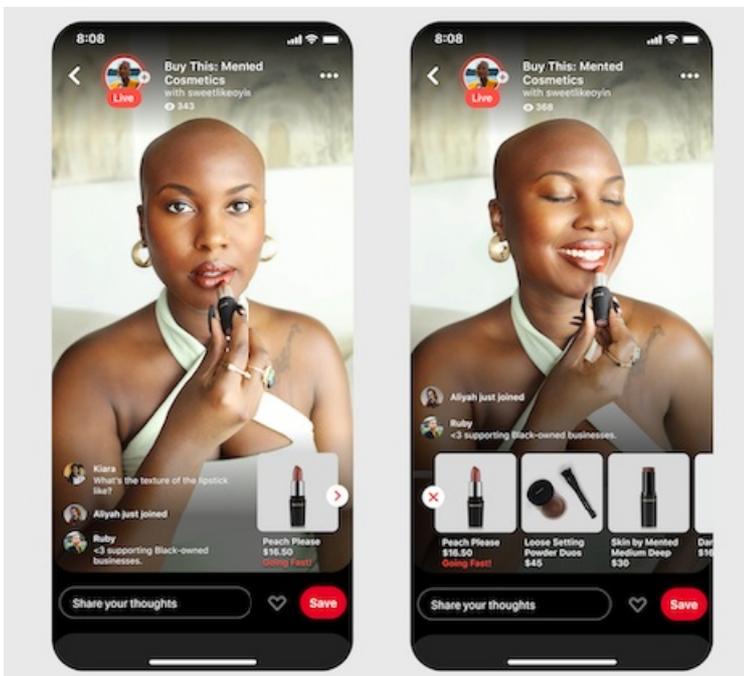
Pinterest defines Gen Z as consumers born between 1997 and 2012.

Power of Gen Z

Not only are these consumers psychologically open to new products and services, but they actually buy 80 percent more new products than other generations, suggesting brands that connect with Gen Z consumers could see 14 times greater revenue growth opportunities.

Further, Gen Z Pinterest users adopt new products at 3.7 times the rate of Gen Z consumers who are not on the platform.

To successfully reach this powerful consumer segment, Pinterest recommends that brands focus on building mutually beneficial relationships through video advertising, shared values and unique product offerings.



Gen Z finds video content the most compelling form of advertising. Image credit: Pinterest

As arguably the most digitally-savvy generation, Gen Z consumers are 16 percent more likely to say that video advertising appeals to them while shopping.

In November, Pinterest introduced Pinterest TV, a series of live and shoppable shows featuring the platform's creators. Pinterest TV episodes will be refreshed daily, Monday through Friday, but are recorded so that Pinterest users may view them on-demand at any time ([see story](#)).

Further, this generation prioritizes authenticity, transparency and shared values, so brands must meet them where they are and embrace their passions.

Having grown up in the most socially open era yet, Gen Z consumers crave standing out through various forms of self-expression. Brands that use creative marketing to show Gen Z how their products will add to their individuality will succeed, according to Pinterest.

Other brands are finding that Pinterest is a great place to launch new products.

Unlike other platforms where people go to vent or flaunt, people often come to Pinterest to discover and buy and try new things. They are in exactly the right mindset to hear about new products.

Data from Pinterest's research found that its users are 15 percent more likely to purchase a new product within a week of launch.



Authenticity and individuality are of the utmost importance for Gen Z consumers. Image credit: Pinterest

However, when it comes to which social platforms are most influential on Gen Z consumers, StitcherAds recently shared that 59 percent of its Gen Z survey respondents said that Instagram's advertising influences their purchasing decisions the most, followed by TikTok at 57 percent, Facebook at 36 percent and Twitter at 29 percent ([see story](#)).

Individuality reigns

Having grown up with digital technology in every facet of their lives, members of the Gen Z cohort have developed a fluid way of processing information and culture, which has led to an inclusive approach to fashion and self-expression.

Resale platform Depop and consulting agency Bain & Company found that 75 percent of Gen Z consumers say their race, gender or sexuality cannot be easily categorized, and 60 percent say their identity spans race, cultures or language ([see story](#)).

These sentiments get translated into buying patterns, and Gen Z consumers are looking to brands that will reflect their values of individuality.

In the beauty sector, specifically, self-expression and creative freedom are hugely important to Gen Z customers, and product experimentation plays a significant role in that sense of self-discovery.

According to Kyra Media's Gen Z State of Beauty report, Gen Z sees makeup as a form of creativity and is seeking inspiration through video or social content ([see story](#)).

"Gen Z is more motivated to buy and consume new products, to discover and express who they are and how they want to show up in society," Mr. Li said.