

MARKETING

Gen Z continues differentiating itself by shopping with intention

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Members of Gen Z are those born between 1997 and 2012. Image credit: Nordstrom

By KATIE TAMOLA

NEW YORK The differences between Gen Z and millennials can feel vast, and it goes deeper than their age discrepancies.

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Members of Gen Z have never lived in a time without the internet, and with many glued to their smartphones, there is an endless amount of purchase opportunity. During a session at Luxury Daily's digital Luxury FirstLook 2022 conference on Jan. 13, participants discussed how Gen Z consumers differentiate themselves through thoughtful, intentional shopping habits.

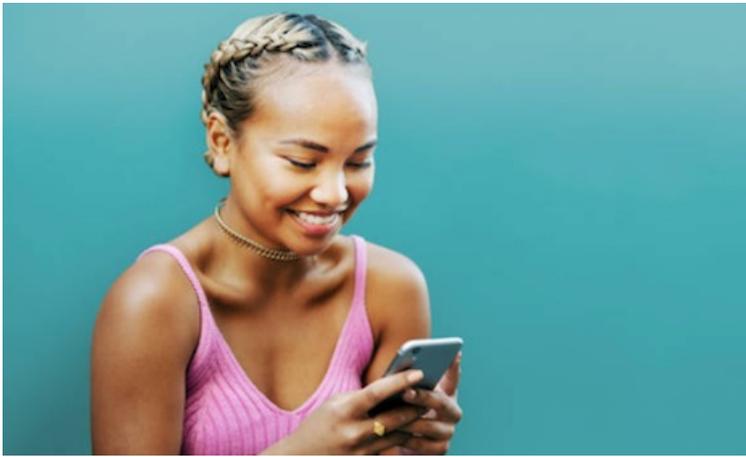
"Gen Z are what I would describe as the most intentional of all consumers, generation [wise]," said Pamela C. Danzinger, president of **Unity Marketing**. "And I think it's because they are the generation that has been exposed to so many more products."

The panel was moderated by Mickey Alam Khan, editor in chief of *Luxury Daily*.

Limitless selection

Millennials consist of people born between 1977 and 1996, while members of Gen Z are those born between 1997 and 2012. Thus, the oldest millennial is currently 41 while the youngest member of Gen Z is 10, reflecting an immense age gap.

Gen Z consumers are younger and can use shopping as a means of expression and discovering their interests or how they want to evolve. With youth on their side and the breadth of information and selection online and in-person, Gen Z can experiment and modify their styles.



Gen Z shoppers have limitless options with ecommerce. Image credit: Getty

"It's funny how we outgrow what we once thought we couldn't live without and fall in love with what we didn't even know we wanted," Ms. Danzinger said. "Life keeps leading us on journeys we would never go on if it were up to us, [and we have to] find the lessons trust the journey.

"And I think when we think about Gen Z, they are on a journey, and we have to adapt to that."

While millennials have also had access to the internet for most of their lives, it has ostensibly been a disparate technology experience for Gen Z consumers.

Gen Z consumers have lived through the advent of social media, with apps such as Instagram, TikTok and Facebook gifting them an innumerable amount of products to shop from since they were born.

With such easy access to technology and seemingly limitless ecommerce offerings, affluent Gen Z consumers can ostensibly find whatever they desire.



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

According to [Walloo](#), TikTok has an average of 1 billion users, with 60 percent of users belonging to Gen Z.

Apps like TikTok offer ample opportunity for social commerce through events ranging from livestream shopping to unboxing and recommendations and beyond.

Brands and retailers are also cognizant of Gen Z's huge role in China, with this age range [reportedly](#) accounting for 15 percent of all luxury goods sales in the country.

This generation is also notably concerned with sustainability notably enjoying resale options and ethical practices, often researching how certain products are made, how organizations treat their employees and brands' long-term

environmental goals.

Research, decide, spend

For most Gen Z shoppers, it frequently comes back to making a well-informed purchase.

These consumers want to purchase from organizations that reflect and respect their values and are willing to do the work to identify those that do.

Fashion brands need to start paying attention to the non-binary thinking of Gen Z consumers, according to joint research by online marketplace Depop and consulting agency Bain & Company.

Having grown up with digital technology in every facet of their lives, members of this cohort have developed a fluid way of processing information and culture, which has led to an inclusive approach to fashion and self-expression. In their "Futureproof" report, Depop and Bain & Company examine how Gen Z is shifting the fashion industry through an empathetic lens ([see story](#)).

As Gen Z grows up and gains more purchasing power, this cohort's values will contribute to shifts in luxury spending.

In a webinar hosted by *Business of Fashion* in September 2021, fashion industry experts discussed how Gen Z consumers have shifted luxury as a whole towards more value-driven spending ([see story](#)).

"They have such a range of opportunities and what's interesting to me, studying consumer behavior is that they actually love the process of doing their research, finding out, visiting the About Me page to find out what those brands stand for," Ms. Danzinger said. "They are so interested in gathering all the information and really making the right choice."

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