



The **Mobile** Imperative

Best practices for Gen Z
market research



Introduction

Opinionated, tech-savvy and increasingly influential, Gen Z customers are critical to the future of global brands. Now making up 40% of global consumers, Gen Z's tech superpower and social consciousness are changing the way everyone does business. We all need to keep up.

Insight professionals are in a unique position to help companies understand this cohort. But to do so, we must re-examine how we engage with them. Getting Gen Zs to give their authentic feedback requires understanding their values, technology habits, and expectations from brands.

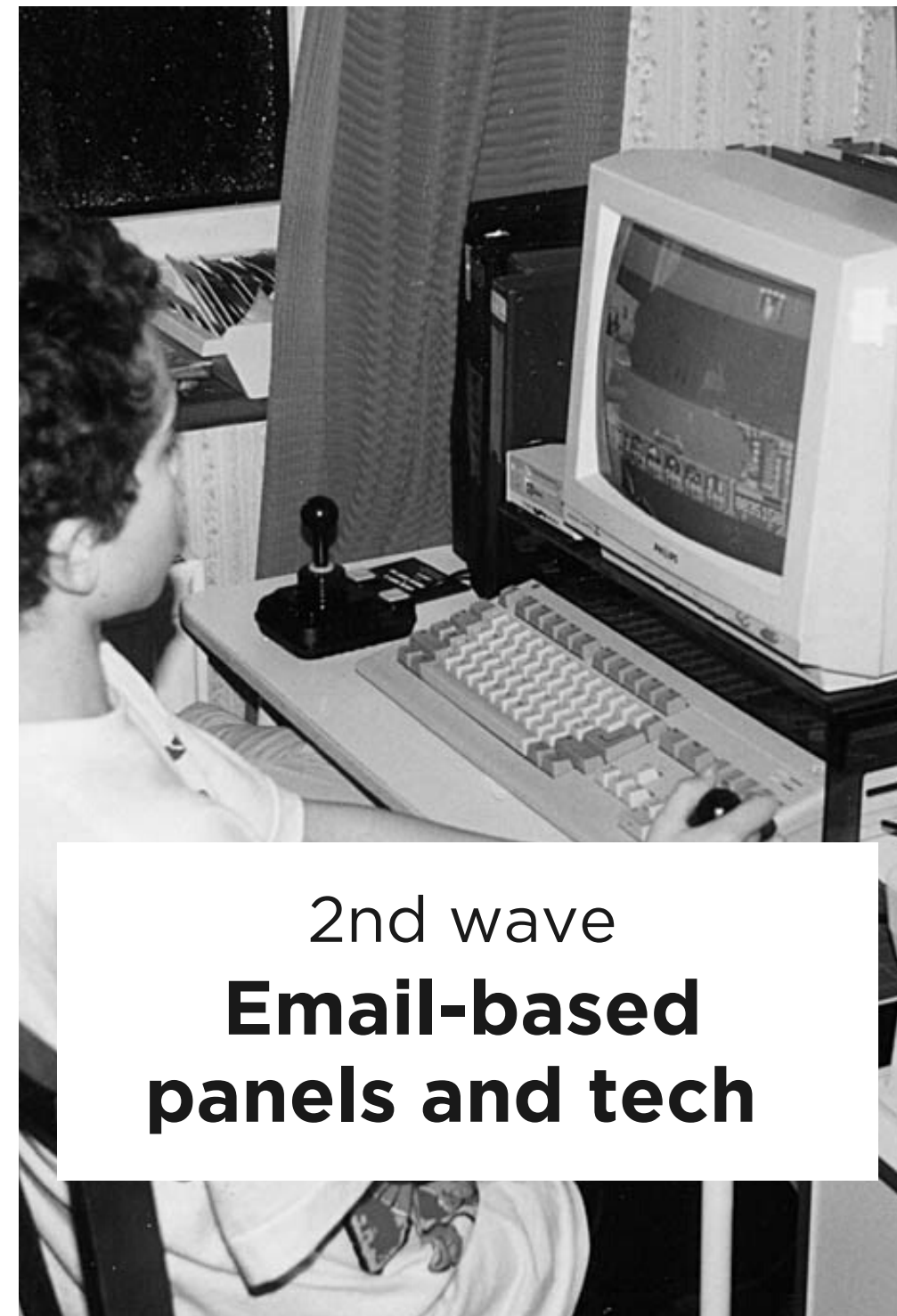




Table of Contents

Why market research needs to keep up	5
Intro to Gen Zs	6
Where to find them	10
How to engage with them	11
Key takeaways	26

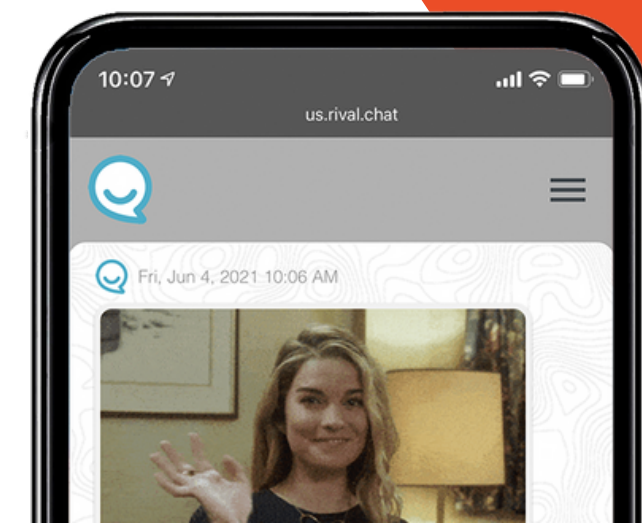
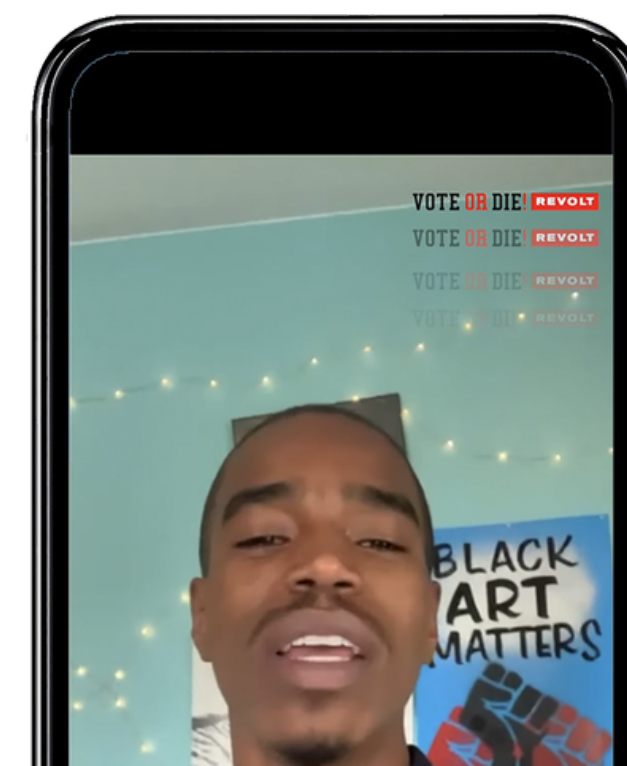
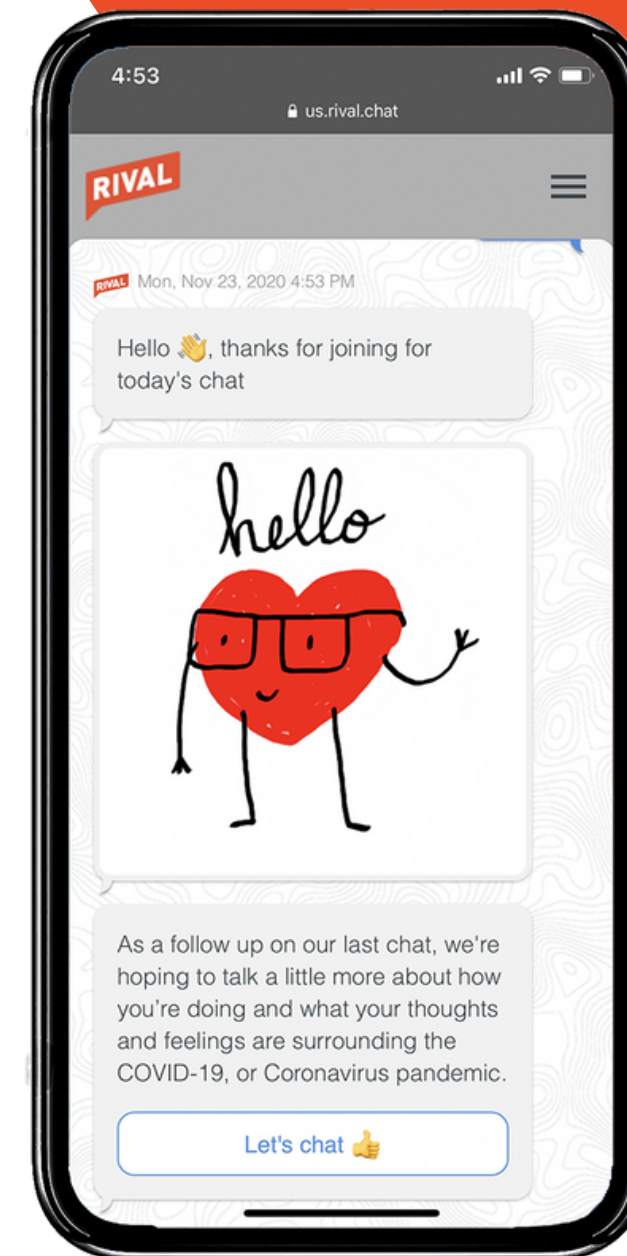
Market research needs to keep up



The new way

The Gen Z consumer demands an organic experience

One that is video enabled, mobile, social, and available on their terms



Created to help researchers make a bigger impact

Communities built with members in mind

Superb respondent experience means better response rates, better data and faster time to insights

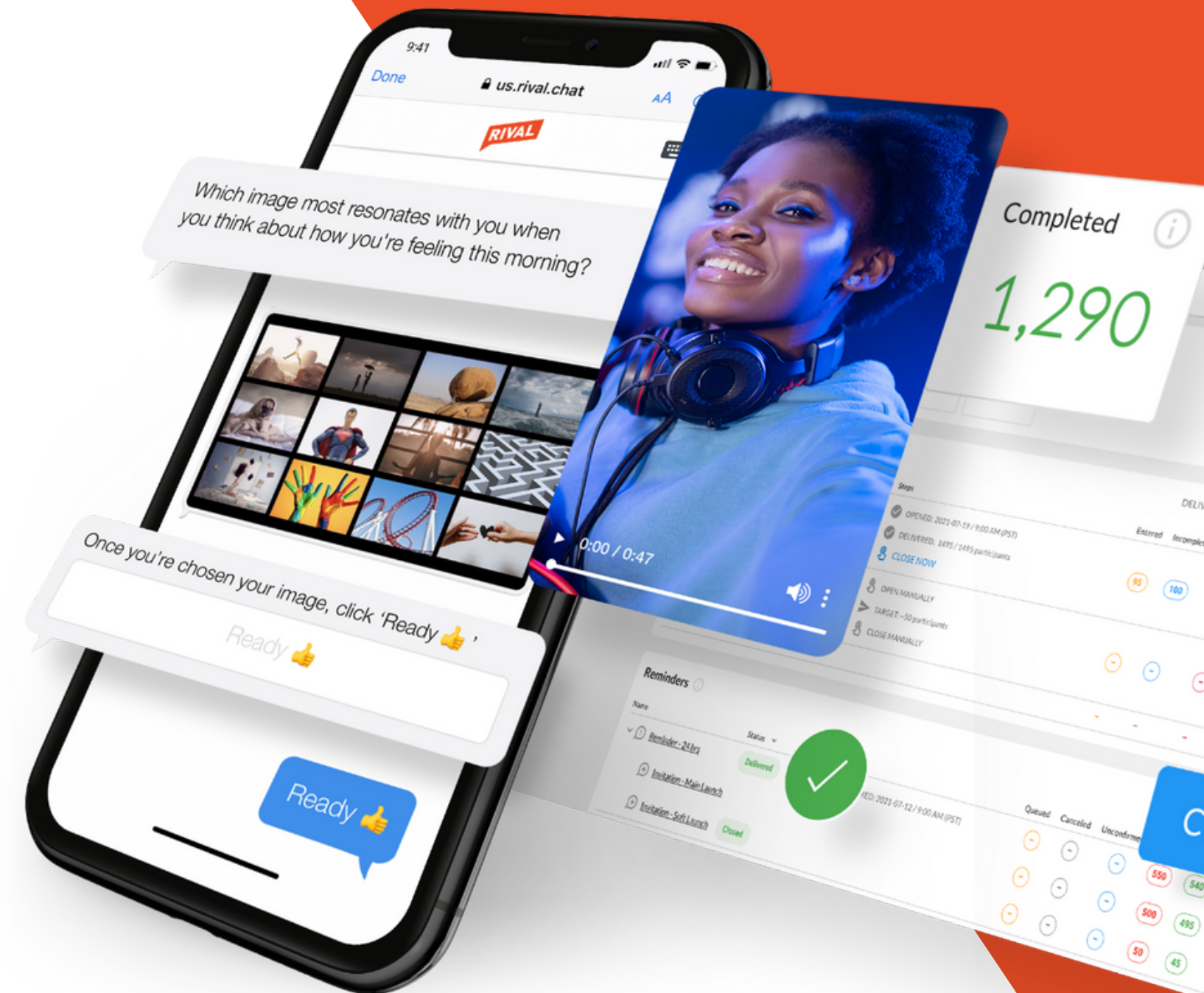
Kick-ass Quant and Qual capabilities

Sophisticated tooling AND video out of the box brings the voice of customer to life and makes stakeholders pay attention

World-class customer success team

An extension of our platform and your team—so you can focus on doing more great work

[Learn More](#)



The future for global brands

Gen Zs....

Have a
spending power
**Over \$143
billion USD**

Tech is their
way of life
**96% own a
smartphone**

Socially conscious
& diverse
**Demand that
you are too**





A once-in-a-generation opportunity

Insight professionals are in a unique position to help brands understand Gen Z engagement

But first, you need to understand:

- **How to find them**
- **How to engage with them**

“

The tech habits of Gen Zs

"In retrospect, maybe we shouldn't call them Generation Z at all. 'Generation Tech' seems better suited."

”

It's all mobile

Gen Zs...

Were 10 or younger when the first iPhone was released

Spend 10+ hours a day on their devices

Toggle through an average of 5 different screens

Send and receive 75 to 128+ texts a day





**Gen Zs spend
~3 hours a day
on social media**











How to connect with them

They consume media and interact with their chosen communities

It's an important brand connection: young consumers are sharing reviews, gathering product information, and learning about brands

Likes and Follows don't equate with real engagement—the "mob mentally" can impede real connections and the exchange of insight

Popularity of different platforms among Gen Zs

2021			2020	2021			2020
1.		77%	79%	6.		34%	33%
2.		67%	62%	7.		32%	33%
3.		64%	45%	8.		31%	23%
4.		60%	56%	9.		29%	29%
5.		42%	36%	10.		25%	13%

Tech habits



67%

Aspirational and curated

Photo-based and filter-reliant

Generally seen as dishonest

Need to strike a balance between aspirational and authentic



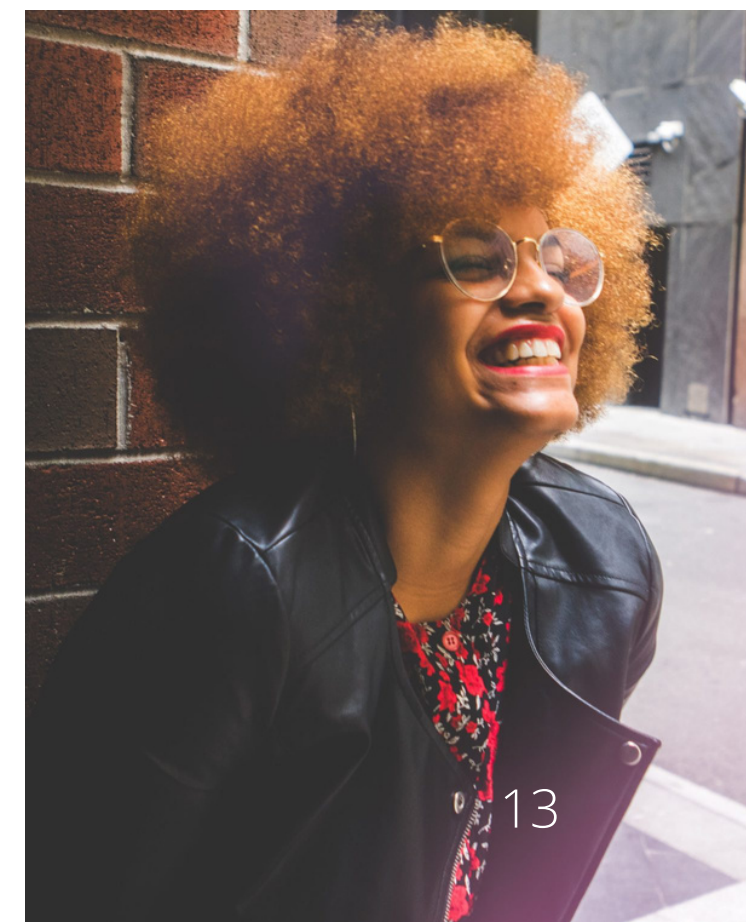
64%

Intimate and authentic

Video-based

Engage with all facets of the world, from politics to social justice issues

The go-to for user feedback on products and brands



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Tech habits



60%

Immediate but fleeting

Temporary
Freedom to get close without
fear of repercussions
55% of Gen Zs recall watching
an ad for >2 seconds



34%

Niche and personal

Community oriented
Gamer but growing
Seen a great place to connect and chat



32%

Conversational but combative

Where they reach out to brands
Beware of "angry mob" mentality
People and brands are resistant to
say too much

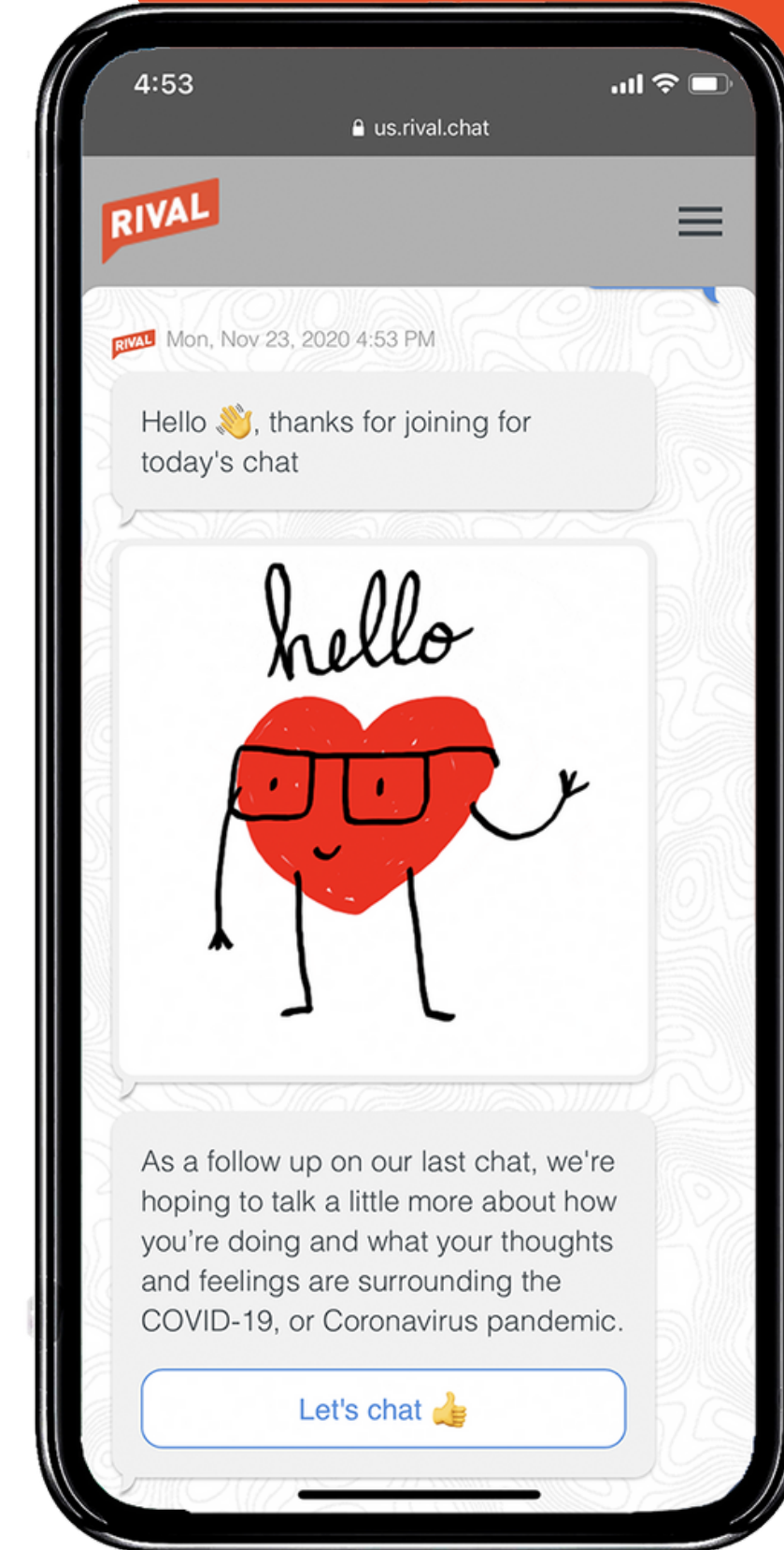


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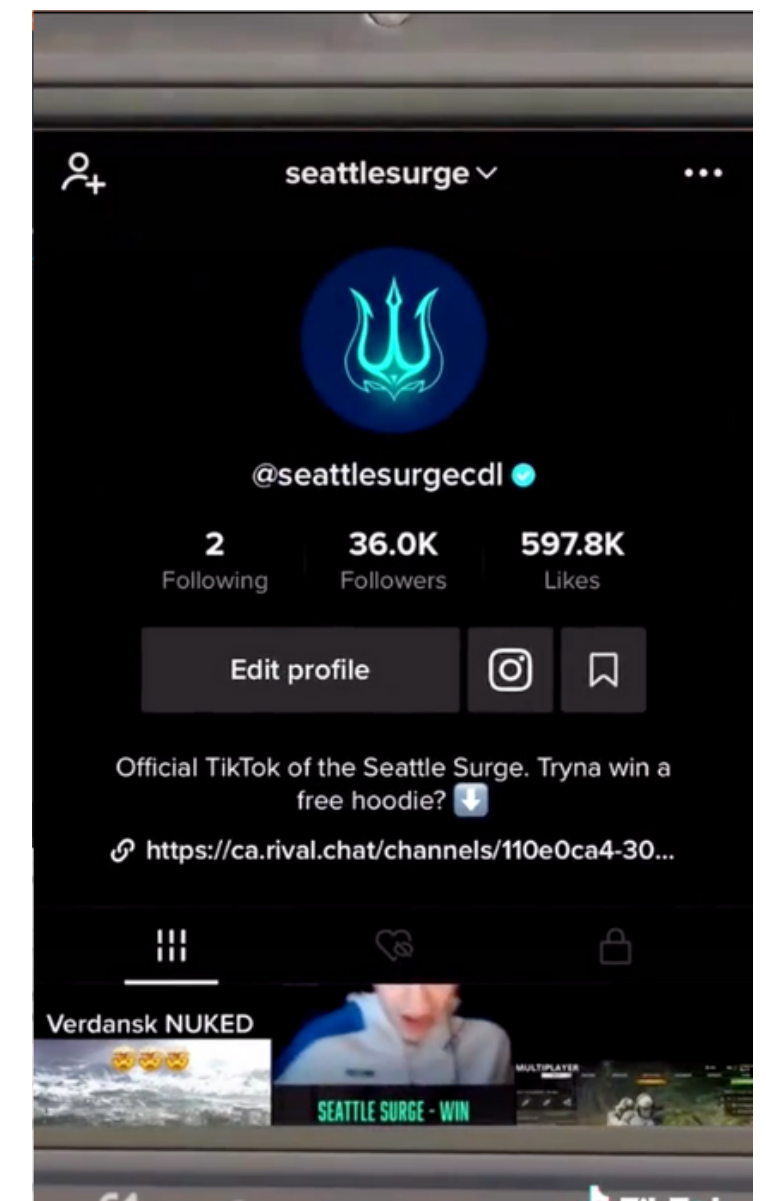
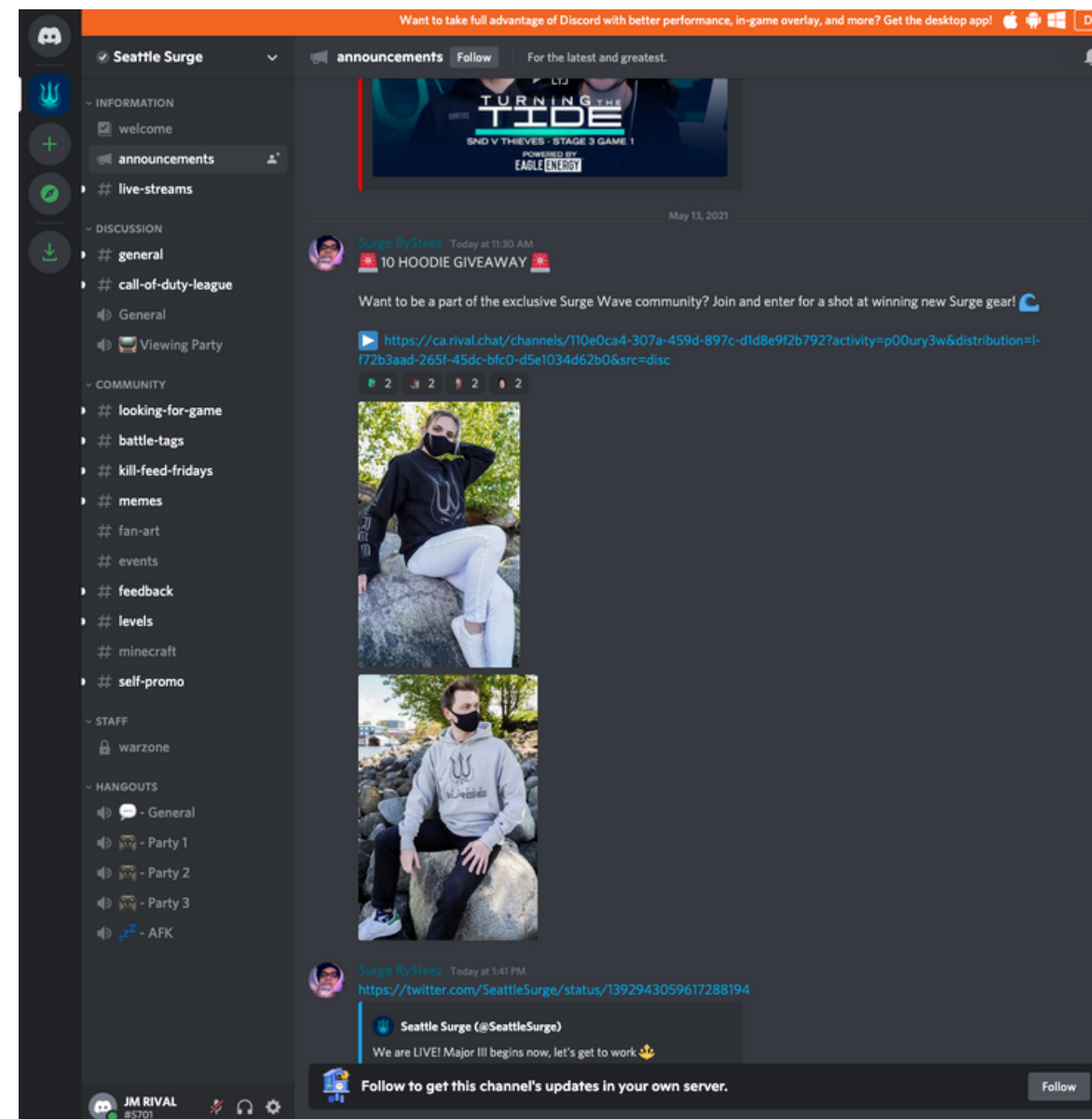
Consider the experience after you take them off social media

- Are you taking them from a super fun, dynamic experience to a flat survey?
- Are you starting off with demo questions?

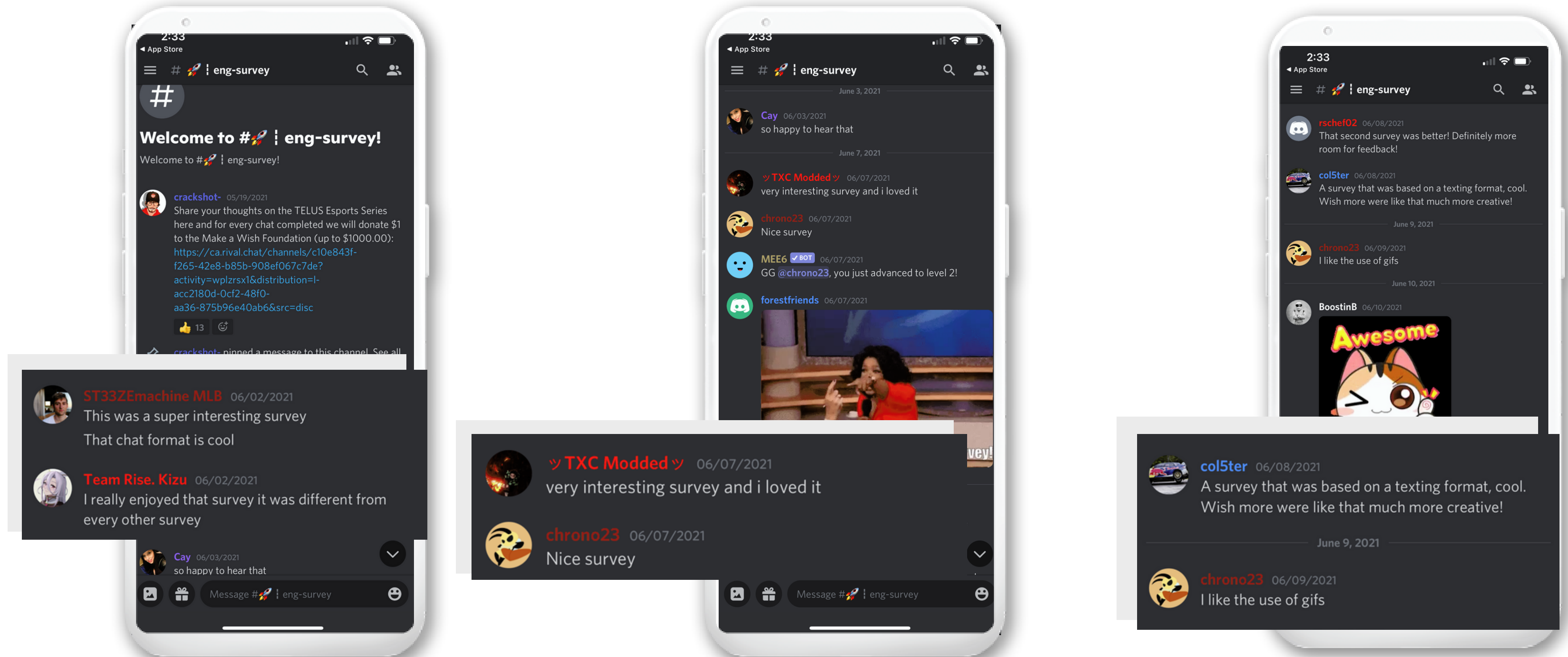


Seattle Surge: Community Launch

Leveraging existing Instagram, TikTok and Discord communities to recruit members.



Prioritizing the experience is worth it





Being mobile-first isn't enough

Gen Zs have a lot to say, but you have to first establish a relationship built on:

Authenticity

To be real or genuine

Transparency

To make it easy for someone to understand your motives

Trust

To firmly believe in the reliability of someone

1. Be authentic in the questions you ask

Speaking in "Gen Z" language isn't authentic. Don't try to be cute or trendy. Instead, use...

Everyday language

Video selfies to get video responses

Keep it conversational and to the point



82% of Gen Zs trust companies more when they use images of real customers

The cost of inauthenticity

American Eagle Outfitters

Promotes using "real" models that aren't embellished with airbrushing techniques

2019 sales saw 20% growth

Victoria's Secret

Resistant to social pressure to update brand messaging to portray realistic body standards

Overall sales in Q1 2020 decreased by 7% with 244 store closures over 24 months

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ROBLOX

Roblox leveraged its brand affinity to recruit ~3,000 of its Twitter followers to participate in a chat.

Players could share feedback in a variety of ways (including video) while exploring the evolution of their online friendships during COVID-19.

4500

completes in
first 12 hours

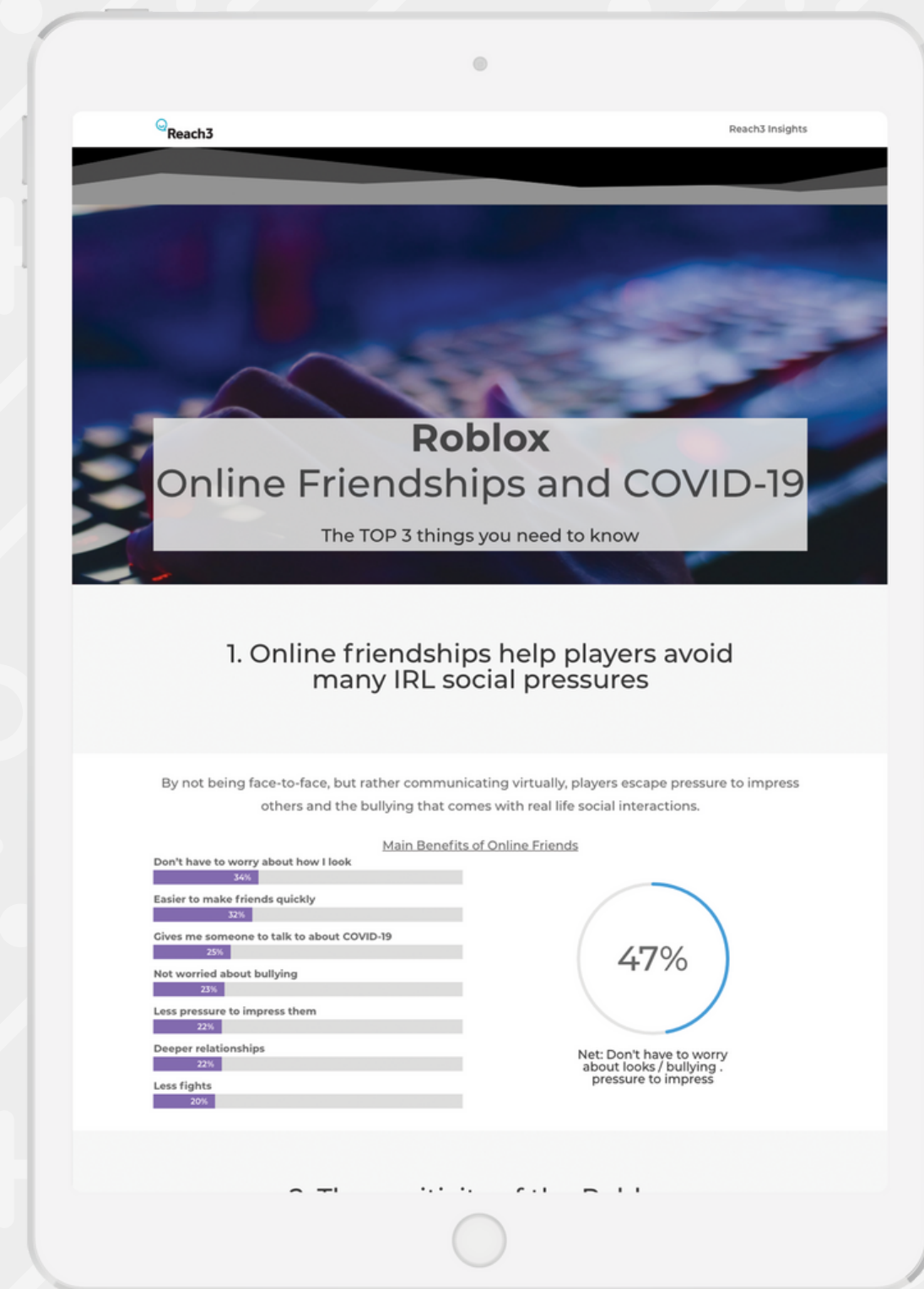
900+

selfie videos
uploaded

~3,000

teens recruited

[Learn More](#)

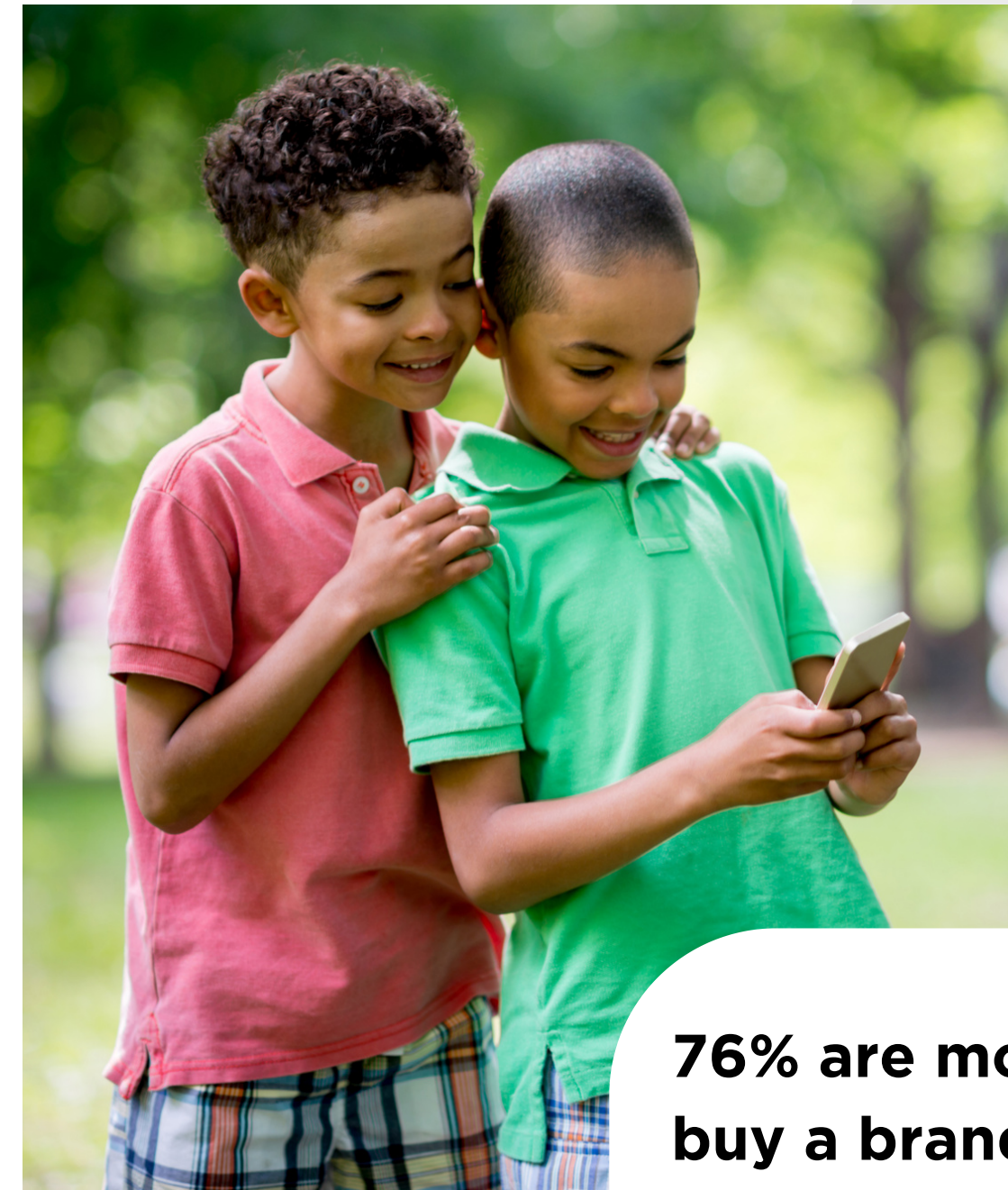


2. Be transparent in your research

Gen Zs want to know why they're getting asked to give their opinions. Take a moment to....

Include branded research questions where participants know who's asking the question

If you can't do that, take a moment to share the overall mission with them



76% are more likely to buy a brand's product or service if they've made statements on issues that matter to them...

Paramount

Paramount Velocity uses their Culture Keepers insight community of Gen Zs and young Millennials to continuously stay ahead of the trends in society and pop culture that matter to this demographic.

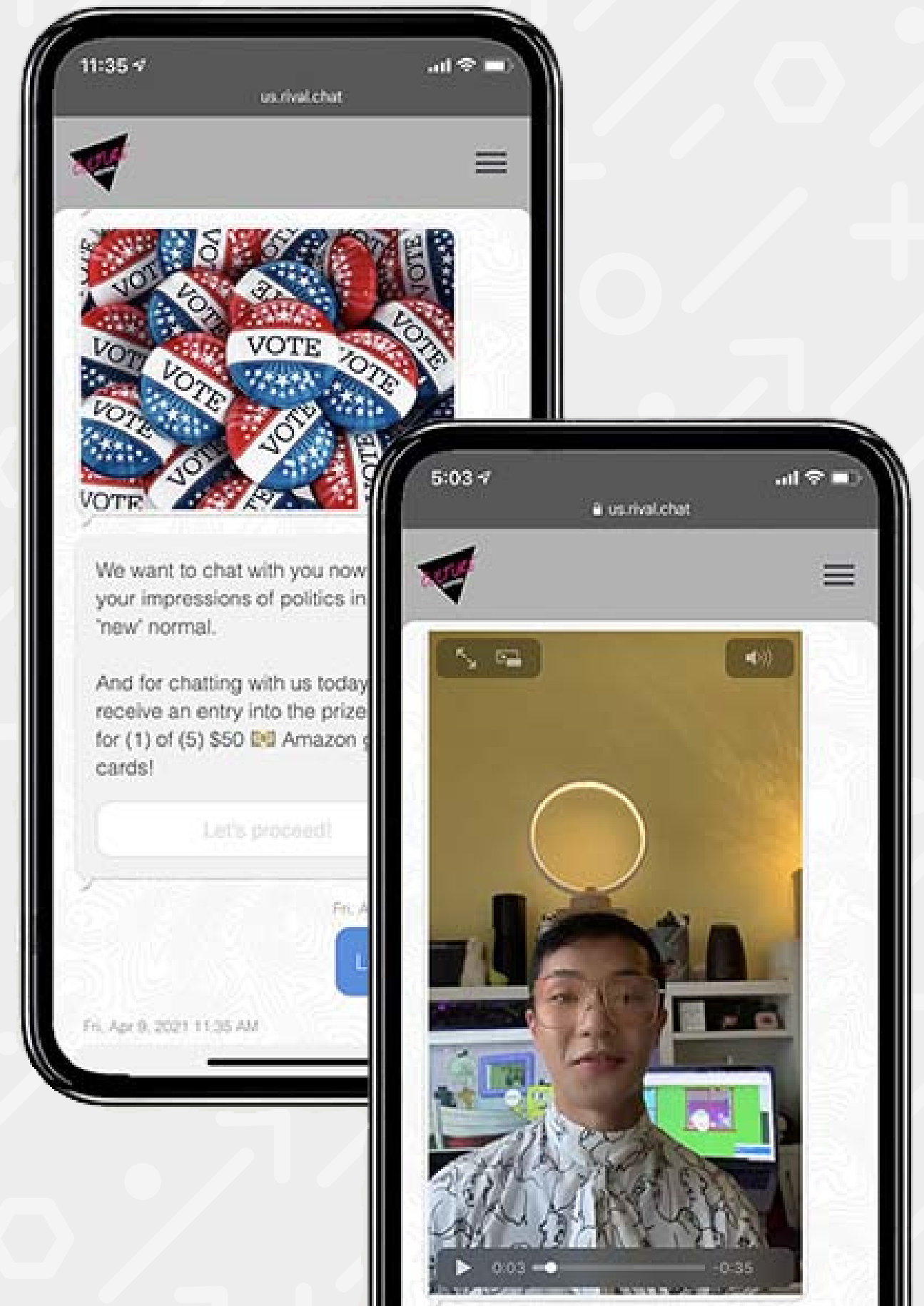
Gained deeper insights on polarized topics

Connected with hard-to-reach age groups

Recruited 1500+ community members via social media

[Learn More](#)

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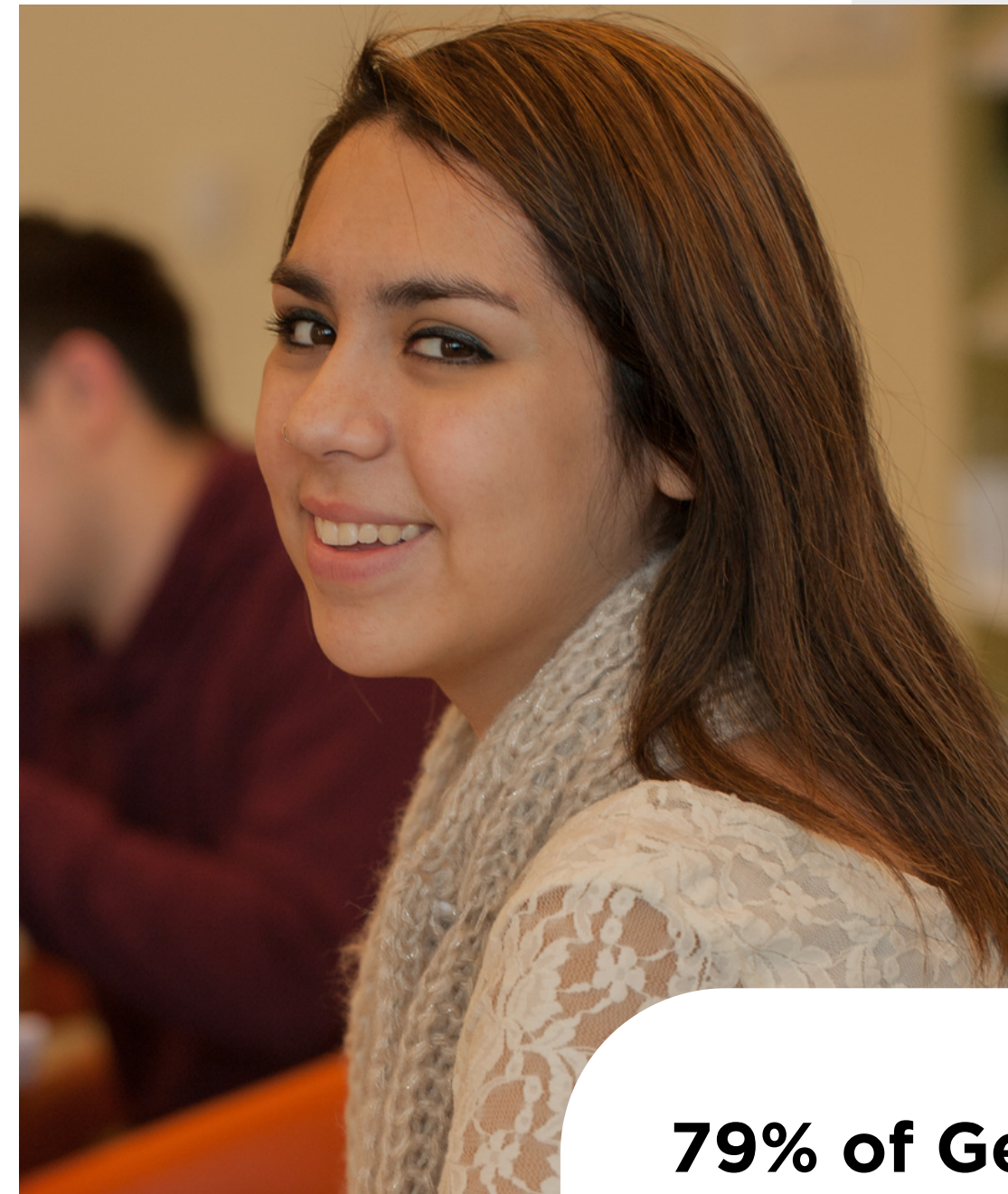
3. Give them a reason to trust you

Gen Zs know not to give private information to strangers. You have to get past this barrier by:

Closing the loop on incentives

Being mindful when asking for their private information

Making your questionnaires easily identifiable



79% of Gen Zs think brands are never honest, or not honest enough



To help bring potential buyers into the conversation as they developed their brand, LR&C worked with Rival to create a confidential research community of Gen Zs to get feedback on packaging, product design, pricing and ecomm.

**Recruited
500+ Gen Zs**

**Gathered rich
insights that guided
business decisions**

**Established
consumer loyalty
early on**





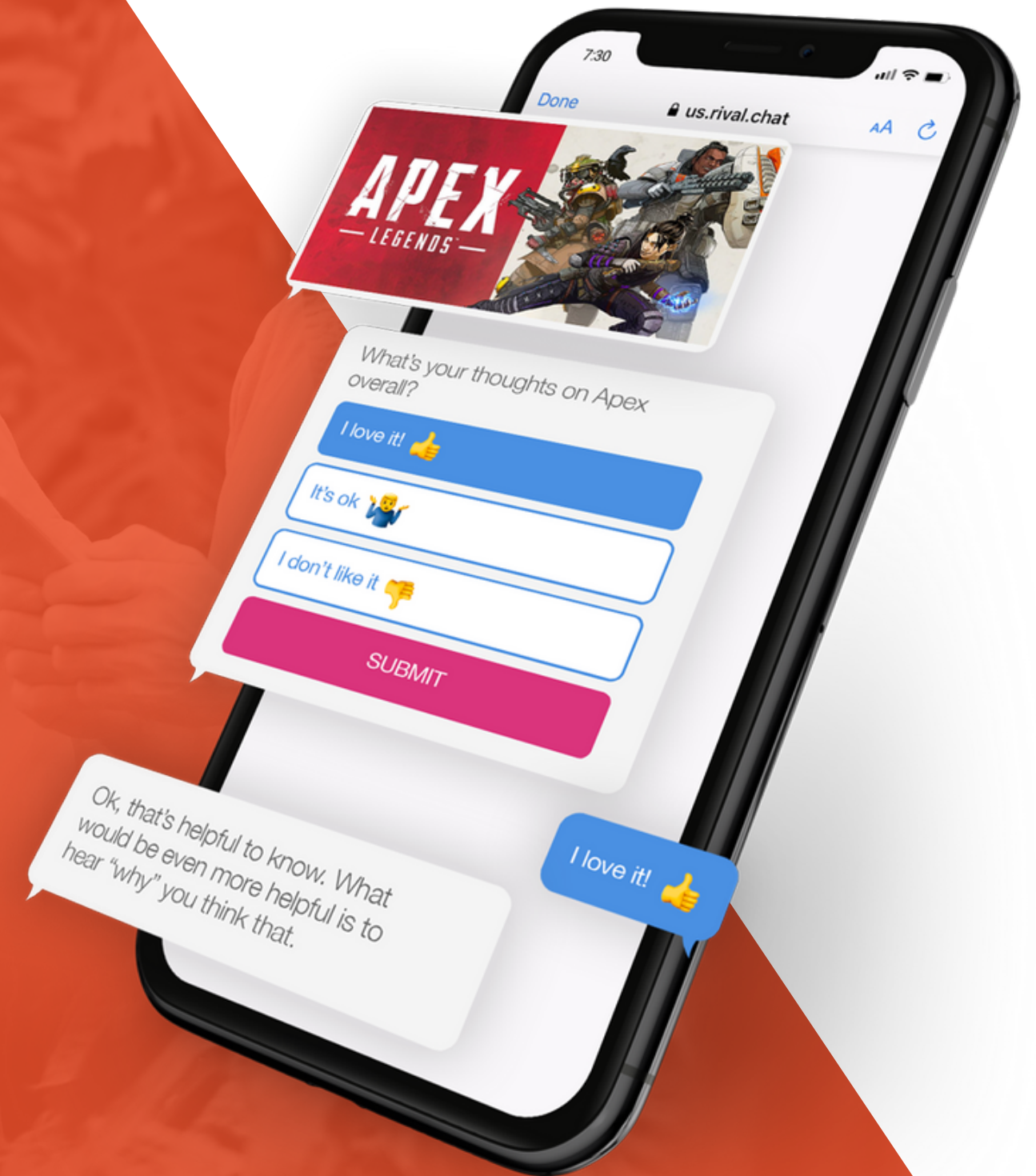
Key Takeaways

- 1.** Embrace the fact that Gen Zs are global thinking, multicultural, and brave in their ability to try new things
- 2.** Mobile-first isn't enough—you have to weave authenticity, transparency and trust into your research
- 3.** Leverage market research tools that help promote conversational research (like contact cards)

RIVAL

Make a bigger impact with a Gen Z community

Get better, deeper insights from Gen Zs using the world's only mobile-first insight community platform



Connect with Rival's Gen Z experts:
rivaltech.com/demo

About the author



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