Gen Z brand relationships

Authenticity matters

To build a successful relationship with Gen Zers, brands need to value their opinions...



60% said it is important that brands value my opinions



59 percent said they trust brands they have grown up with



66 percent also said that, once they find a brand they like, they will continue to buy for a long time

But brands are failing in their ability to give quality responses to Gen Zers

47% said they either did not get a response or were not satisfied or neutral about the response they got



4% are dissatisfied with the response from brands



23 percent said they did not get a response

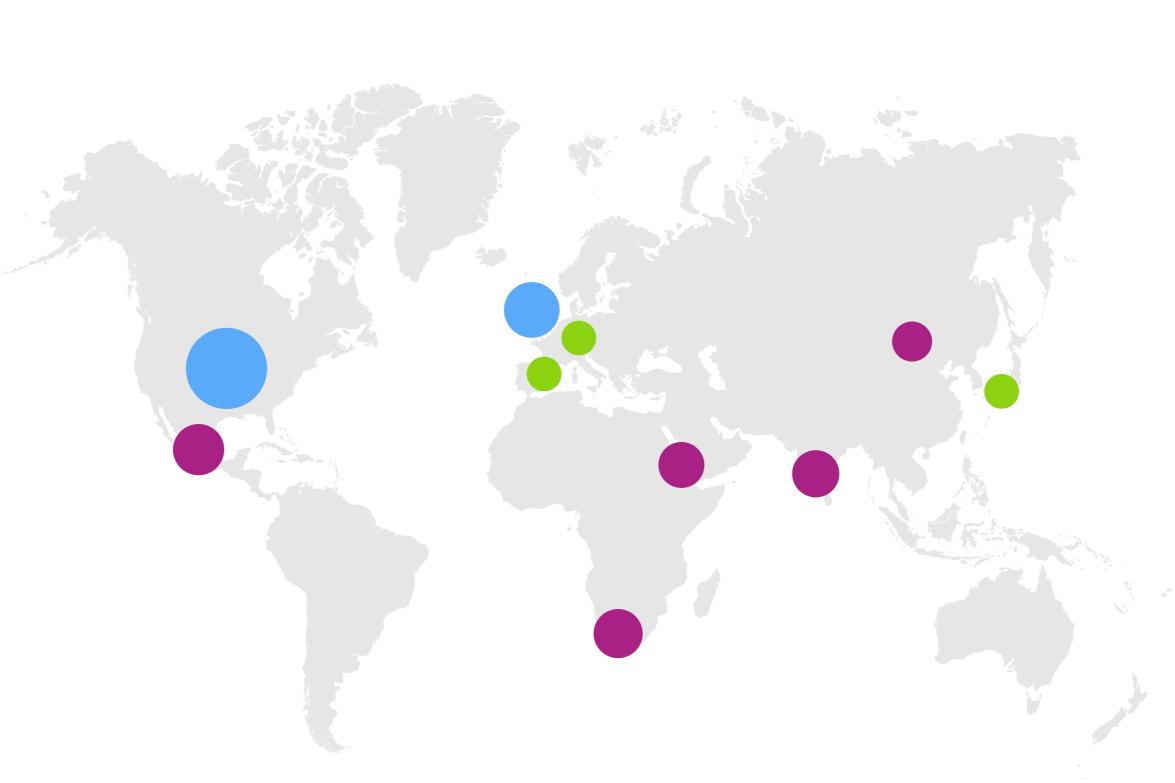


20 percent are neither satisfied nor dissatisfied



Gen Z is very diverse; one size will not address the needs of this generation

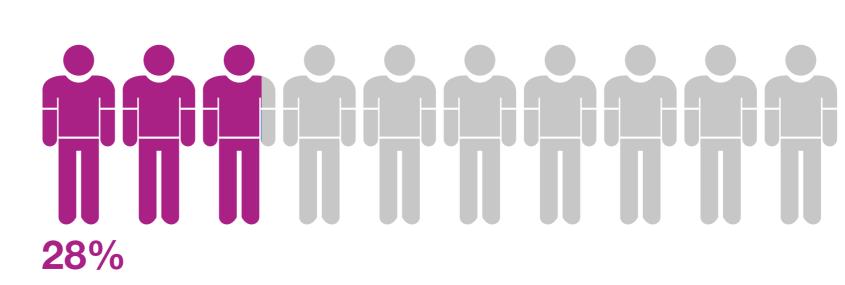
- **Brand Devotees**
- **Brand Connectors**
- **Brand Pragmatists**



From our analysis, we uncovered three distinct categories of brand enthusiasts

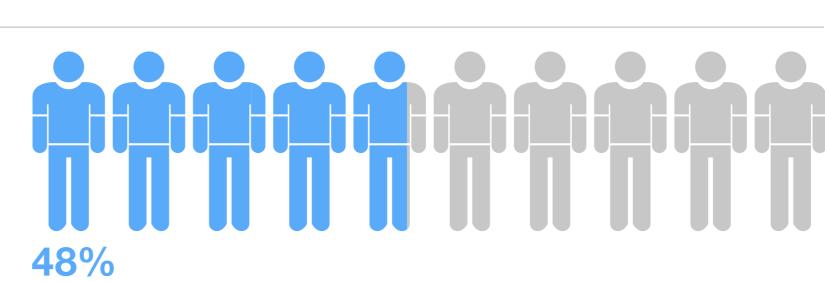
Brand Devotees

are super excited about the world of brands and happily associate themselves with their favorites.



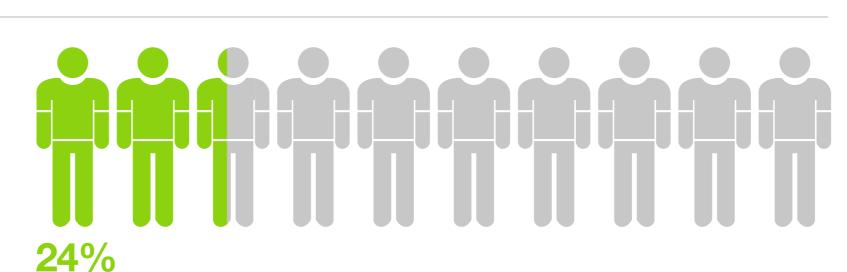
Brand Connectors

identify themselves with a brand. They like to have their voice heard by brands.



Brand Pragmatists

know what they like and like what they know. Being pragmatic about products also means that they are not interested in engaging more than they have to.



To learn more about Gen Z brand relationships and how authenticity matters download the executive report:

ibm.com/business/value/genzbrand



Degree

Brand Enthusiasm