

Research and the Elusive Generation Z

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Why Gen Z Matters

- Currently represent \$143 billion in buying power
- Influence 93% of household spending, \$44 billion
- 40% of primary consumers by 2020

Who are Gen Z?



<https://www.nytimes.com/2018/03/01/technology/generation-z-technology-usage.html>
<http://www.cnn.com/2018/03/15/tech/generation-z-technology-usage/index.html>
<https://www.technologyreview.com/2018/03/15/418615/generation-z-technology-usage/>
<https://www.technologyreview.com/2018/03/15/418615/generation-z-technology-usage/>
<https://www.technologyreview.com/2018/03/15/418615/generation-z-technology-usage/>

Gen Z Wants to Be Heard & Understood



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Let Them Speak

Dynamic Open Text Question Type

Please rate your overall satisfaction with your store experience today

(where 1 is low and 5 is high)

1 2 3 4 5

What is the reason for the rating you have given in the previous question?

A little more information would be appreciated

The staff were really helpful and the products

- Please tell us which item you have purchased.
- If possible, please state the name of the member(s) of staff who assisted you.



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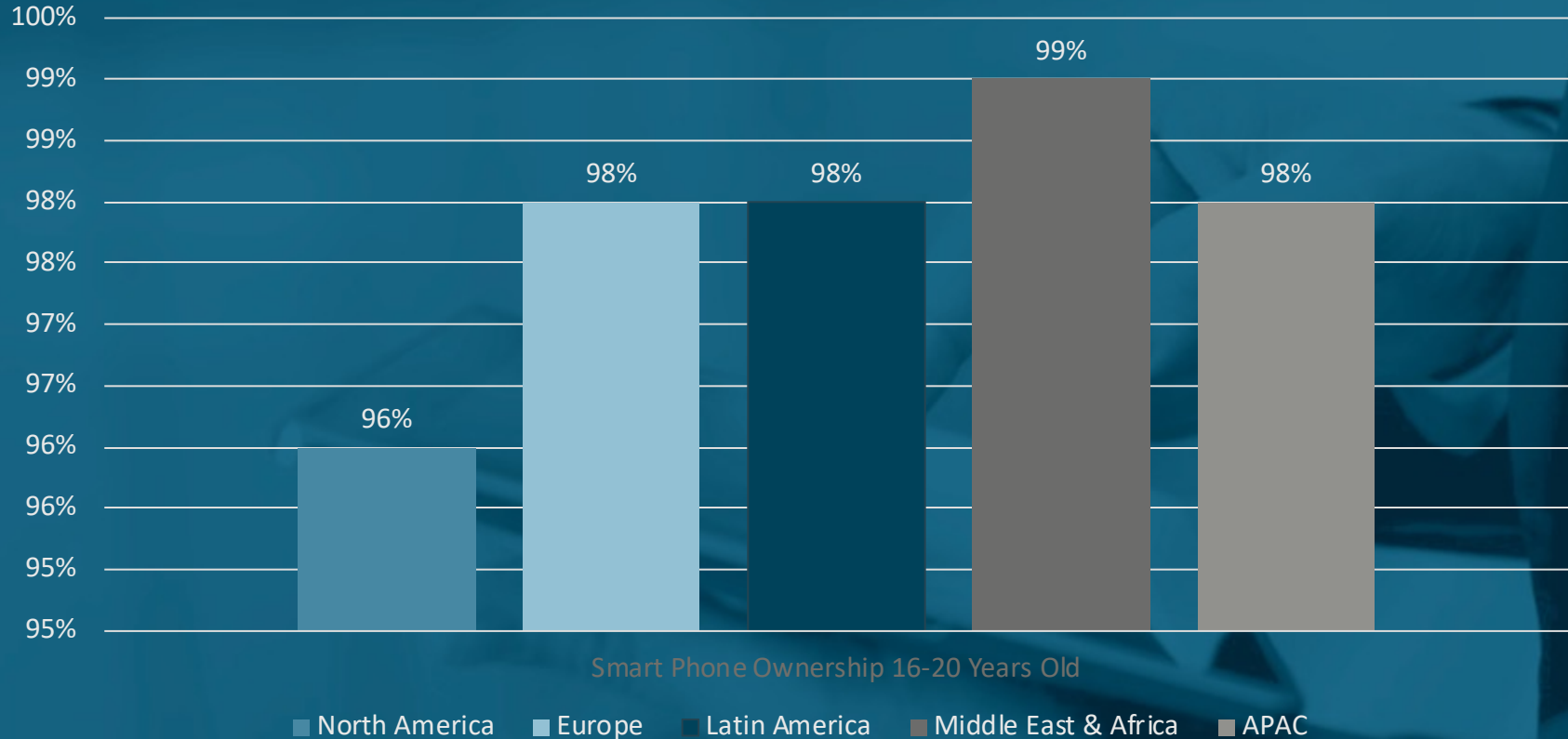
Understand Them

Automatically Categorize & Interpret Sentiment for Unstructured Text

- Find actionable insights in free-form text
- Increase respondent's engagement
- Improve respondent experience with shorter surveys

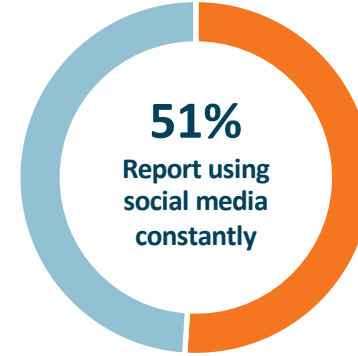
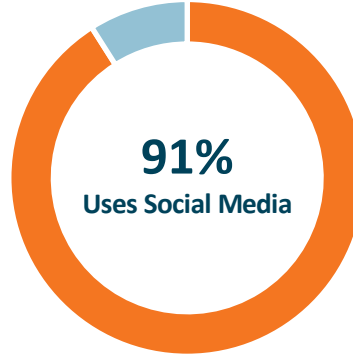
Insights Hidden in Unstructured Data

Gen Z are Hyper Mobile Users



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Gen Z are Extremely Social



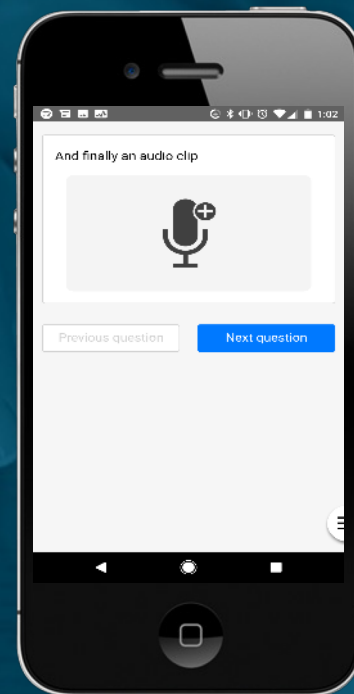
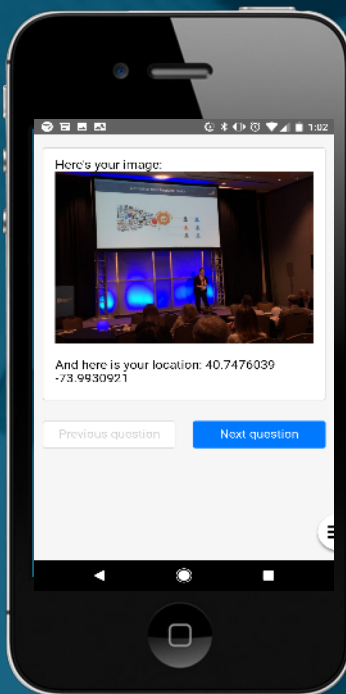
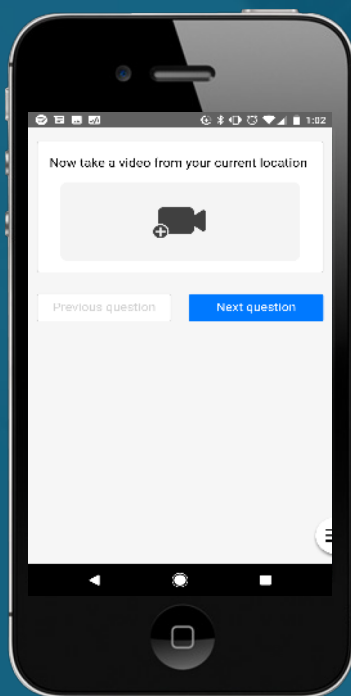
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Ask on Mobile & Allow Audio/Visual Replies

✓ Audio

✓ Video

✓ Images



Leverage Location

Make it applicable, in-the-moment

- 4 out of 5 cell phone owners leave on their **location** tracking by default
- 77% of smartphone users are willing to share **location** as long as they receive value in return
- 74% of adult smartphone owners use their phone to get information based on their **location**
- 69% of Google searches include a specific **location**
- 30% of smartphone owners have at least one social media account set up to include **location** in posts



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<http://marketingland.com/10-key-mobilelocation-based-stats-marketers-need-103308>
<http://www PewInternet.org/fact-sheets/mobile-technology-fact-sheet/>
<http://blog.surveyanalytics.com/2014/08/top-5-infographics-of-week-lbeacon.html>
<http://webcache.googleusercontent.com/search?q=cache:m8tG0V0eSedJ/www.bliksley.com/Research-and-Analysis/Coverage-Areas/Online-Search-and-Marketing-Summary+url:3FD0+DPS3D315567655F+url:3DNoi&cd=1&link&ct=clb&link>
<http://www PewInternet.org/fact-sheets/mobile-technology-fact-sheet/>

Deliver Location Based Surveys



- Empowers researchers to trigger surveys at a specific location, either indoors or outdoors
- Capture the right feedback from the right respondent at the right moment

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Make it Real, In-the-Moment

Convenient, Meaningful, Engaging



GPS Location

- GPS coordinates
- Outdoors
- Entry/exit survey

Beacon

- Bluetooth
- Indoors, short range
- Display feedback, path-to-purchase

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Don't Be

~~BASIC~~

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Make Data Collection Visual & Interactive



Elicit feedback by engaging the respondent in fun and creative ways.

What are the characters in the situation below saying?



Where are they?

What are these friends sharing?

Back

Next

Embedded Video - standard

Assessing China's Global Image and Soft Power



On a scale of 1-10, rate your level of interest with this topic.

Not at all interesting ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very Interesting

Back

Next

Please select the word or phrases you think describe travel.

SCARY
RELAXING BORING
LONELY FAMILY DRINKING
FRIENDS **EXCITING** AIRPORTS
RISKY LUGGAGE
NEW CULTURES **ADVENTUROUS**
STRESSFUL EXPENSIVE

Back

Next

Fill in the blanks:

The President of the United States  was awarded

the prestigious  in 2009.

This award was also awarded to  in 1993.

Back

Next

Summary: Engaging Generation Z

- Make surveys fun, visual
 - Engaging survey design
 - Mobile
- Ask their opinions, listen to their answers
 - Leverage open ended questions
- Incorporate social engagement tactics
 - Mobile & In-the-Moment
 - Multi-media

Thank You

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