

## Consumer Buzz

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# What Motivates Millennials?

*Ann-Marie Vazzano*

According to the Fashion Institute of Technology 2017 Millennial Consumer Expectation and Brand Perception Survey, nearly half (48%) of Millennials are more likely to buy from a brand if they know the people behind it. In addition, 47% want a brand to take ownership for its mistakes and another 47% want brands to take their feedback into account. **GP**