

Consumer Buzz

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Making Millennials Happy

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What's the secret to attracting Millennial shoppers? It turns out they just want to feel emotionally connected, according to the Fashion Institute of Technology Millennial Consumer Expectation and Brand Perception Survey. Here's a look at some of the findings:

- 48% are more likely to buy from a brand if they know the people behind it
- 47% want a brand to take ownership for its mistakes
- 47% want a brand to take their feedback into account **GP**