

Consumer Buzz

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Gen Z Has Expectations

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Although many of them are still in high school and college, Gen Z definitely has purchasing power. According to a Forrester Consulting study, recently released by American Express, 81% of consumers aged 16 to 22 make purchases on their own, and 59% have bought something via mobile app within the last year. Here's a look at some other findings:

- 50% of Gen Z consumers care deeply about the reputation and brand image of the brands they buy.
- 21% of Gen Z said they'd stop using a product or brand if responsiveness on social media was lacking, compared to just 9% of Millennials.
- 77% keep careful track of their finances.
- 72% have a checking/savings account. **GP**