

Generation Video: How to Drive Sales With the New Wave of Consumers

A new study in 2022 proves authentic video has the power to inspire action and drive sales with Generation Z.



SUMMARY

In this report, we explore Gen Z as the new wave of consumers and discuss why brands controlled by Gen X leaders miss the target with the generation. We examine the role authentic video on social media plays in influencing Gen Z's buying decisions and how brands can use video to drive sales beyond social platforms.



Methodology

StoryTap surveyed **400** men and women aged 18-25 and 100 men and women aged 42-57 across North America. The survey aimed to understand the differences in video consumption between Gen Z and Gen X and the role authentic video plays in driving action to buy.

**Generation
Video is here.
It's time to get
on board.**

A new wave of consumers has emerged. You may know them as Generation Z, but they're better described as Generation Video.

Born between 1997-2012, **Gen Z are digital natives, spending their entire lives surrounded by technology, computers and social media.** Now, the oldest members are graduating from university and entering the workforce.



Gen Z are the new market of potential customers that brands can't afford to ignore. As their earning power increases, so will their buying power.

However, Gen Z remains a blind spot because their behaviour is unlike any generation before them. As a result, **brands controlled by Gen X leaders fail to connect with the new market of prospective customers.**

Although, the fault isn't entirely theirs.

It comes down to the differences in media consumption and usage between generations. According to our study, **the use of video-first social media platforms is significantly different based on age.**



use TikTok several times a day **vs. 11% of Gen X**

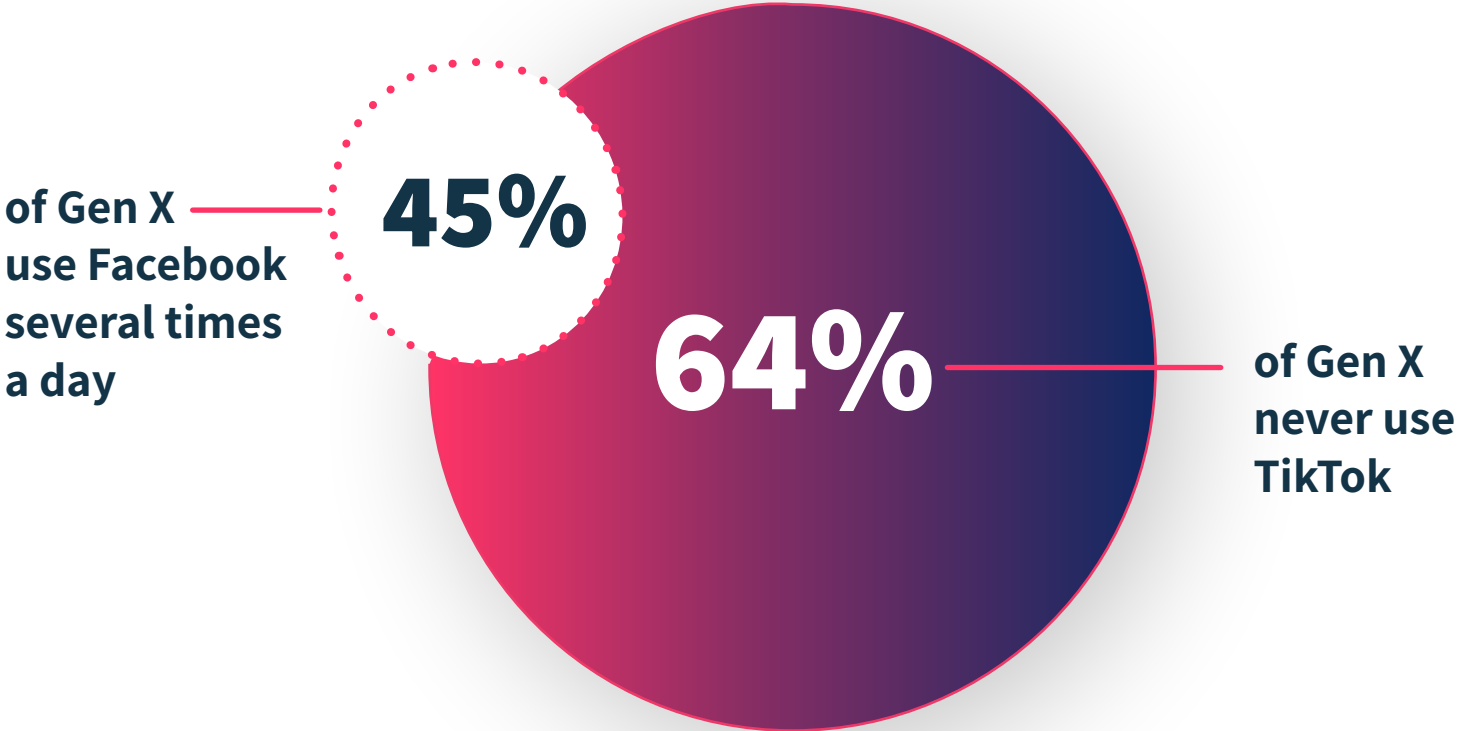


use Youtube several times a day **vs. 36% of Gen X**



use TikTok several times a day **vs. 17% of Gen X**

Instead, Gen X respondents are active on non-video-first platforms as their go-to social channels.



It's not surprising that brands run by Gen X leaders don't understand the younger generation. Without active participation on Gen Z platforms, it's easy to stay disconnected from what younger consumers find appealing.

So, brands continue to use outdated strategies that were once successful but are now ineffective. Consequently, the same brands lose out on valuable sales.

To remain competitive in today's marketplace, **you must adapt your strategy to drive sales with Gen Z consumers** before the market becomes over-saturated.

The key to driving sales is understanding what motivates Gen Z to take action and implementing it into your strategy.

The answer is simple.

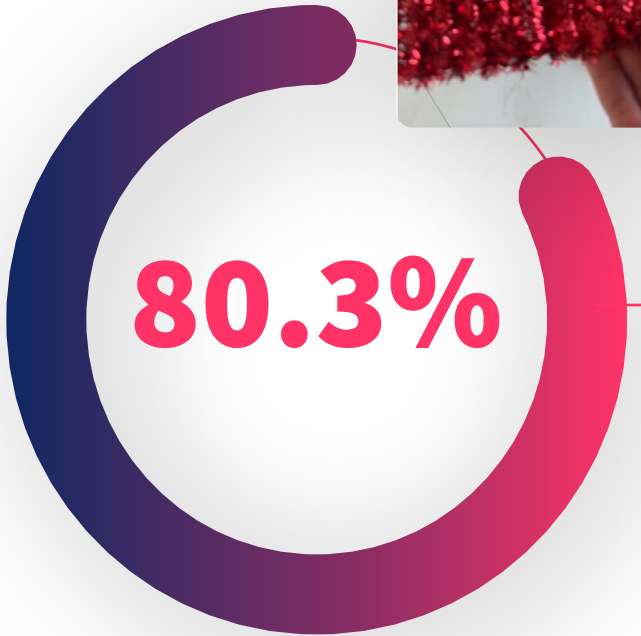
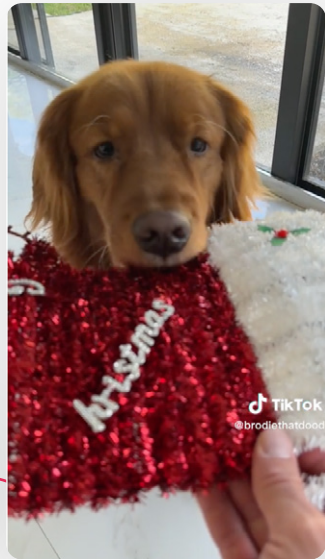
It's video.



Video consumption is more than just watching content

It's no secret that Gen Z are captivated by video content.

They even prioritize video-first social media channels like TikTok, YouTube and Instagram. And the majority of the generation wants to watch short videos on these platforms.



of Gen Z prefer to consume short-form videos like TikTok, Instagram Reels & YouTube shorts.

However, the appeal of video is bigger than just watching content. Video has the power to evoke emotion in viewers that influences their behaviour.

For Gen Z, that emotion comes from authenticity.

Many Gen Zers turn to social media to find the authentic video content they crave.



73.6%

of Gen Z find videos on TikTok to be authentic

It's imperative to understand what makes video authentic in the eyes of the new generation

because it reveals why platforms like TikTok are so influential.

From their definition of authenticity, it's evident **Gen Z are drawn to unscripted and honest videos created by real people**, also known as user-generated content (UGC). Types of UGC include video reviews, testimonials, unboxing videos and more.

39.5%

of Gen Z say **unfiltered content makes video authentic**

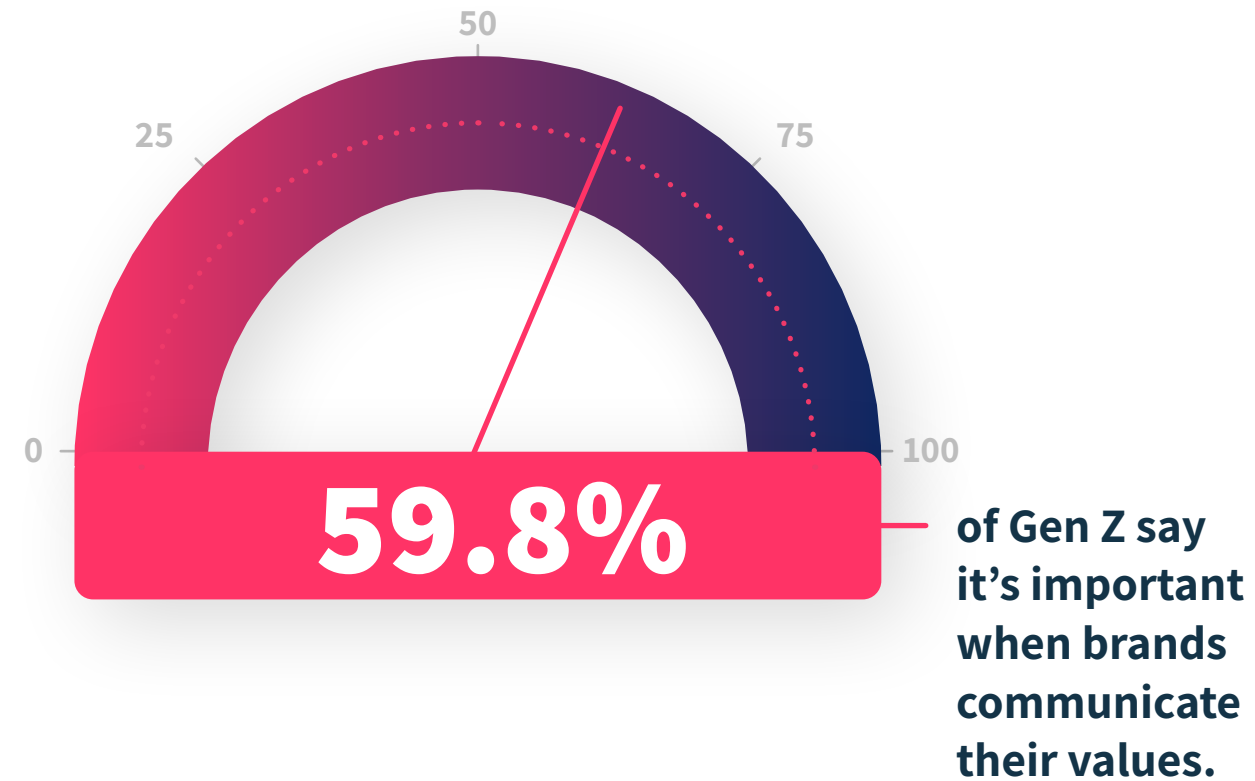
49.5%

of Gen Z say **authentic emotion by real people makes video authentic**

51.4%

of Gen Z say **honest recommendations makes video authentic**

In addition, **Gen Z values transparency and open communication** from the brands they buy from.



To successfully drive sales with Gen Z, you must first understand:

- Why they resonate with authentic video**
- What motivates them to take action**
- Where they watch videos**

Then, create the authentic video content that Gen Z craves.

Harness the power of video beyond entertainment

Traditional marketing strategies suggest video should be used as branded entertainment. While this remains true, there's potential to do more. Gen Z's behaviour shows us how.

The new generation has transitioned their consumption of authentic video from entertainment to discovery.

Now more than ever, younger consumers leverage video-first social media platforms as channels to find new information. For instance, they're searching for recipes, DIY ideas, fashion inspo and tutorials on social media, which leads to discovering new products, services and brands.



Quick and easy lunch idea



Where would you wear this to? ❤️



Another DIY Mirror to try with



Easy, cheap, and sooo cute!!

Search 



57.5%

of Gen Z use **TikTok**
to discover new brands



59.8%

of Gen Z use **YouTube**
to discover new brands



56.5%

of Gen Z use **Instagram**
to discover new brands

And with discovery comes the motivation to purchase. According to our study, **social media platforms influence Gen Z's buying.**





27.3%



of Gen Z say **TikTok** influences their purchase decisions the most



18%



of Gen Z say **YouTube** influences their purchase decisions the most



18.3%



of Gen Z say **Instagram** influences their purchase decisions the most



24.3%

of Gen Z say they buy online at least once a month after seeing products on social media



It's evident that authentic videos on social platforms positively impact Gen Z's buying behaviour. For this reason, you cannot afford to ignore social media's influence.

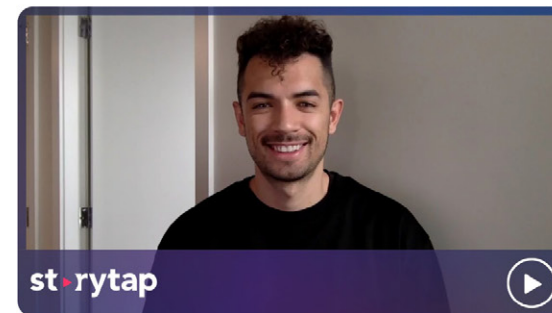
However, social media is not the end of the buying journey; **it's just the beginning.**

To establish relationships, build retention and drive sales, you must **harness the power of authentic video on social media and leverage it throughout your customer journey.**

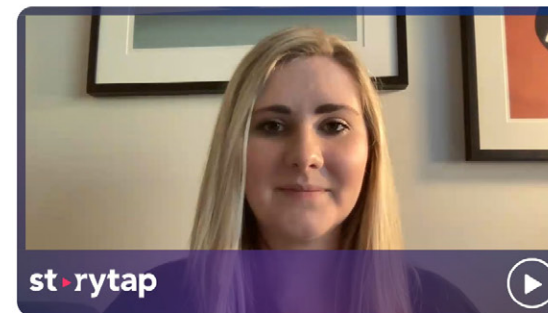
Drive sales with authenticity on your website

Gen Z responds favourably to authentic videos on social media, so much so that it influences them to buy. However, Gen Z consumers interact with brands on multiple channels beyond social. So, **creating a seamless experience at every interaction is imperative to drive sales.**

Do this by bringing authentic content to every part of your customer journey—especially where Gen Z is most likely to convert. **For instance, on your website.**



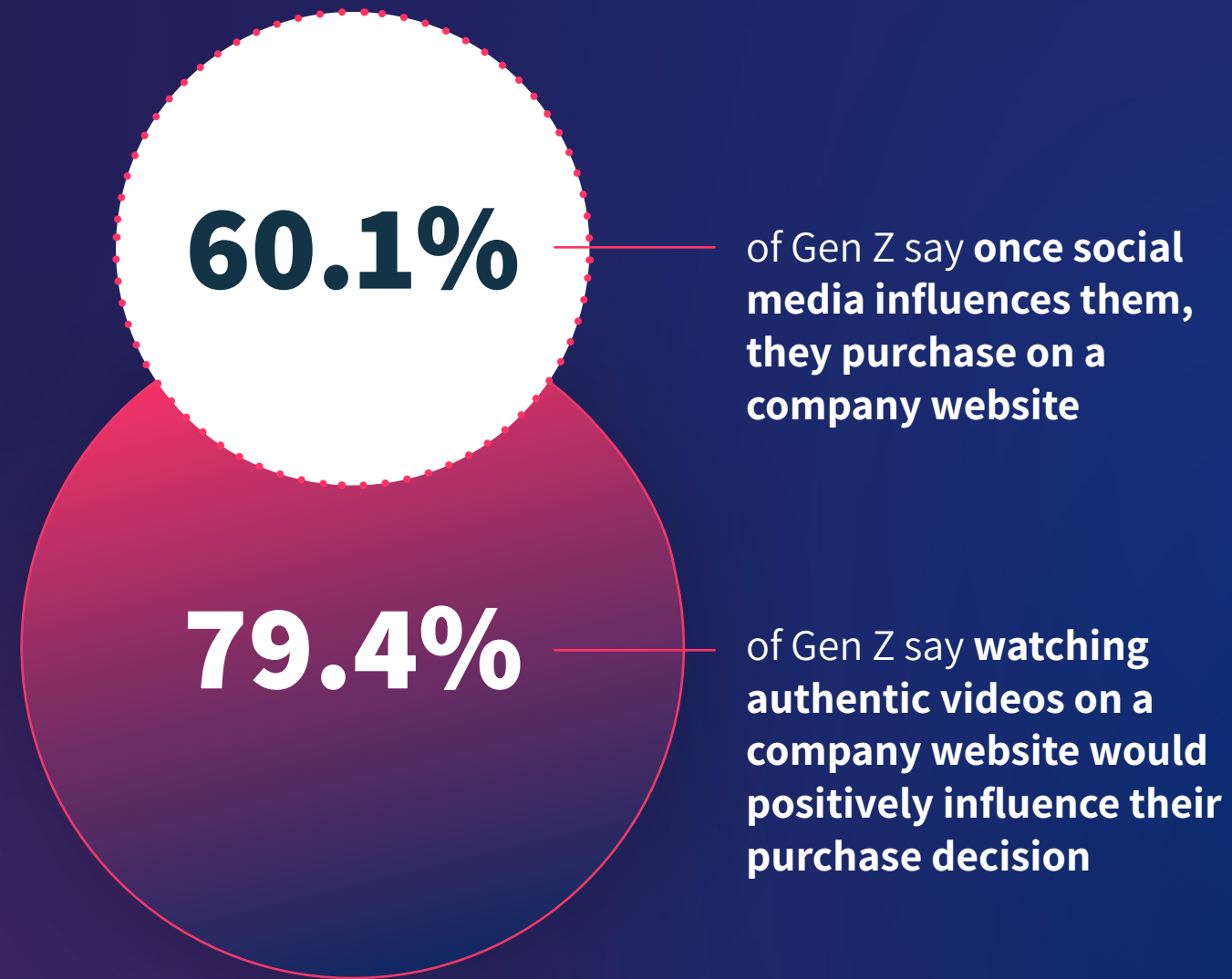
Albert



Molly



Matt



To effectively drive sales on your website, use the videos strategically by placing them where they will impact purchase decisions most, **such as product pages.**

Utilize branded UGC, like video reviews that are genuine and relevant, as they contribute to Gen Z's buying decisions.

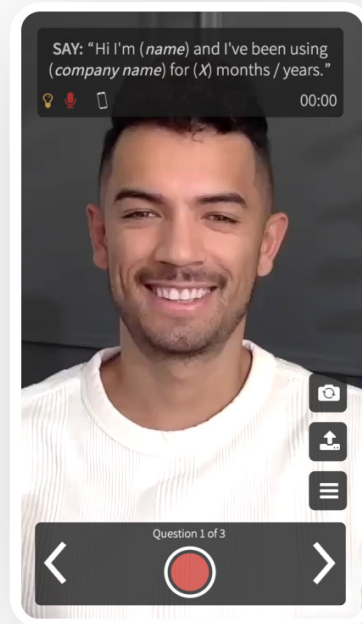


It's vital not to underestimate the value of social proof. Consumers like Gen Z trust other consumers and want to hear from them to shape their purchase decisions.

It's why authentic videos on social media successfully influence the generation. Unboxing videos, try-on hauls and reviews are examples of videos that have real power in driving sales.

It's up to you to harness the power of authentic video and leverage it on your website.

Start driving sales with authentic video



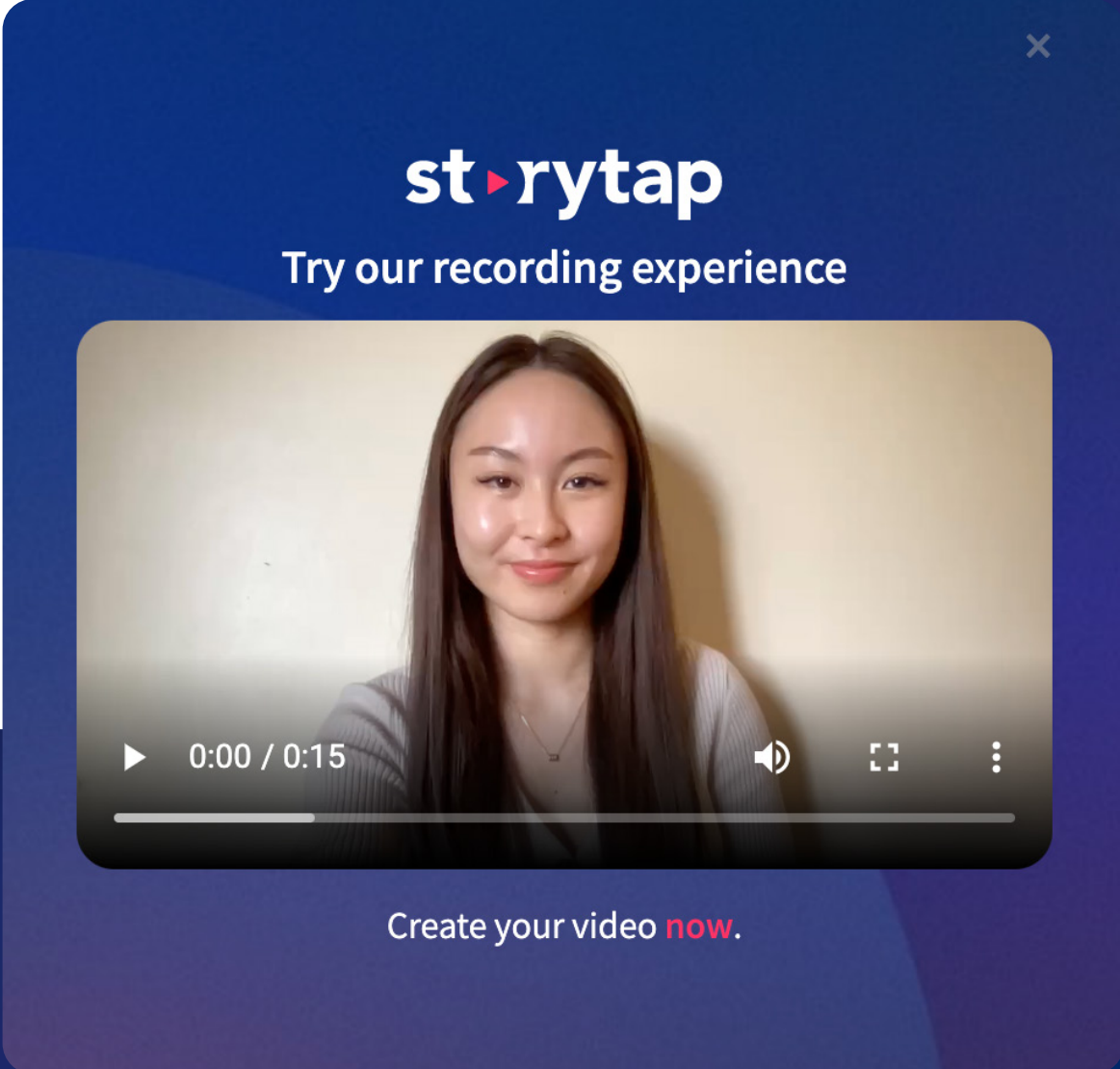
Driving sales with Gen Z is simple:

- **Create authentic short-form videos that evoke emotion**
- **Actively post them on platforms Gen Z uses**
(TikTok, YouTube, Instagram)
- **Add the videos on your website to drive sales.**

Our data reveals authentic video inspires action in Gen Z consumers. You have the potential to harness the power of authentic videos found on social media and carry it throughout your customer journey to drive sales. **The key is creating authentic UGC that highlights honest emotions from real people.**

StoryTap's video platform helps brands tap into the voice of real customers to collect, curate and distribute authentic videos at scale for a lower cost. Our data-driven video solution makes it easy to measure and optimize your video performance on your website and social media. Take advantage of our integrations and easily repurpose your content to Gen Z platforms like TikTok, YouTube and more.

Learn how we can help you adapt your strategy and drive sales with Gen Z.



st▶rytap
Try our recording experience

0:00 / 0:15

Create your video **now**.

Ready to Start?

**Or read our E-Guide for proven tips on
convincing your Gen X boss you need
authentic video to reach Gen Z.**