

The Ultimate Guide to Getting Gen Z to Buy

Everything you need to know about Gen Z's buying behaviour.



We surveyed 400 Gen Z respondents to learn the role authentic videos play in getting them to take action and buy. For more insights, read our [Generation Video report](#).

How do you think Gen Z prefers to consume content?

Where are they watching videos?

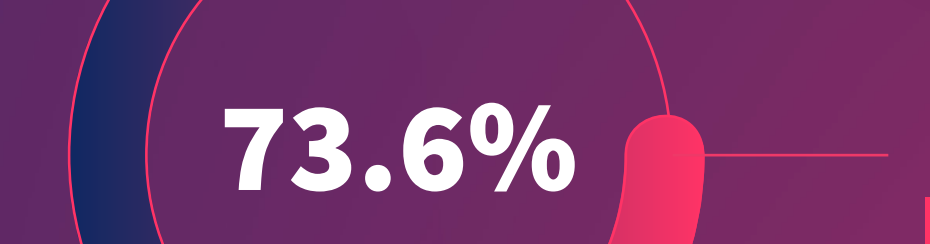
Social Media

Gen Z uses these platforms several times a day.



What are they doing on social media?

Brand discovery



Authenticity guides their social media activity.



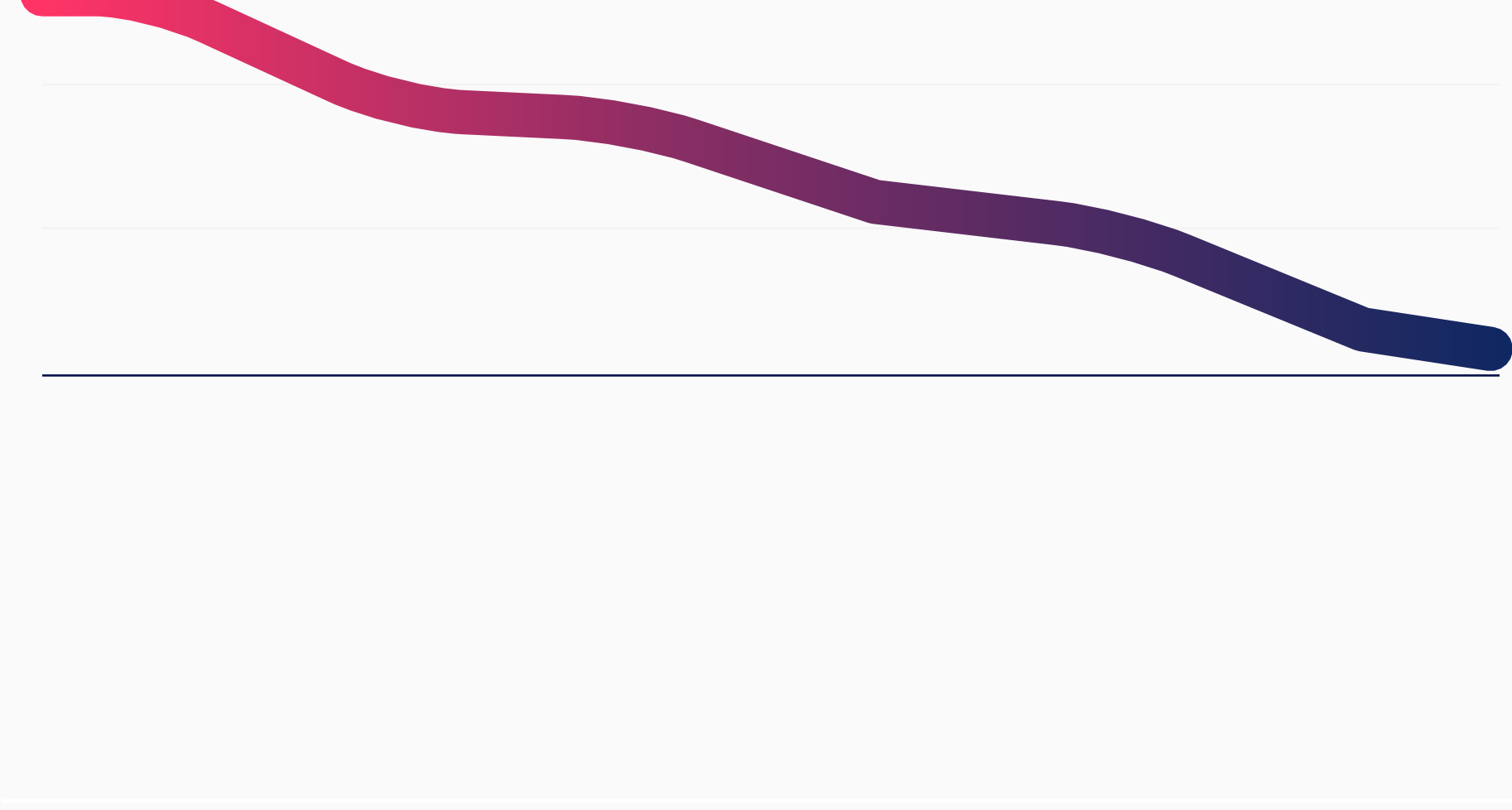
73.6% of Gen Z find videos on **TikTok to be authentic.**

What do you think makes TikTok videos authentic to Gen Z?

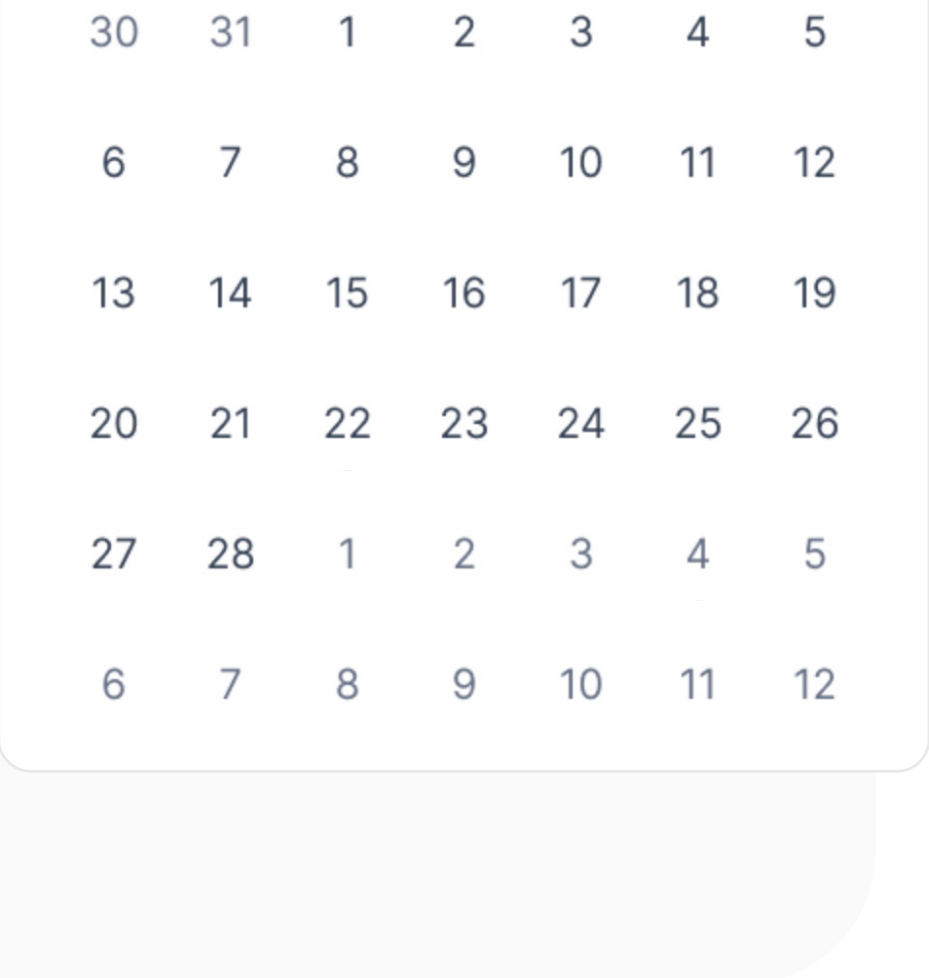


If I recommend any products from 2022, these are them!!!!...
glambyfto 4.3M

Authenticity on social media is influential in their buying decisions.



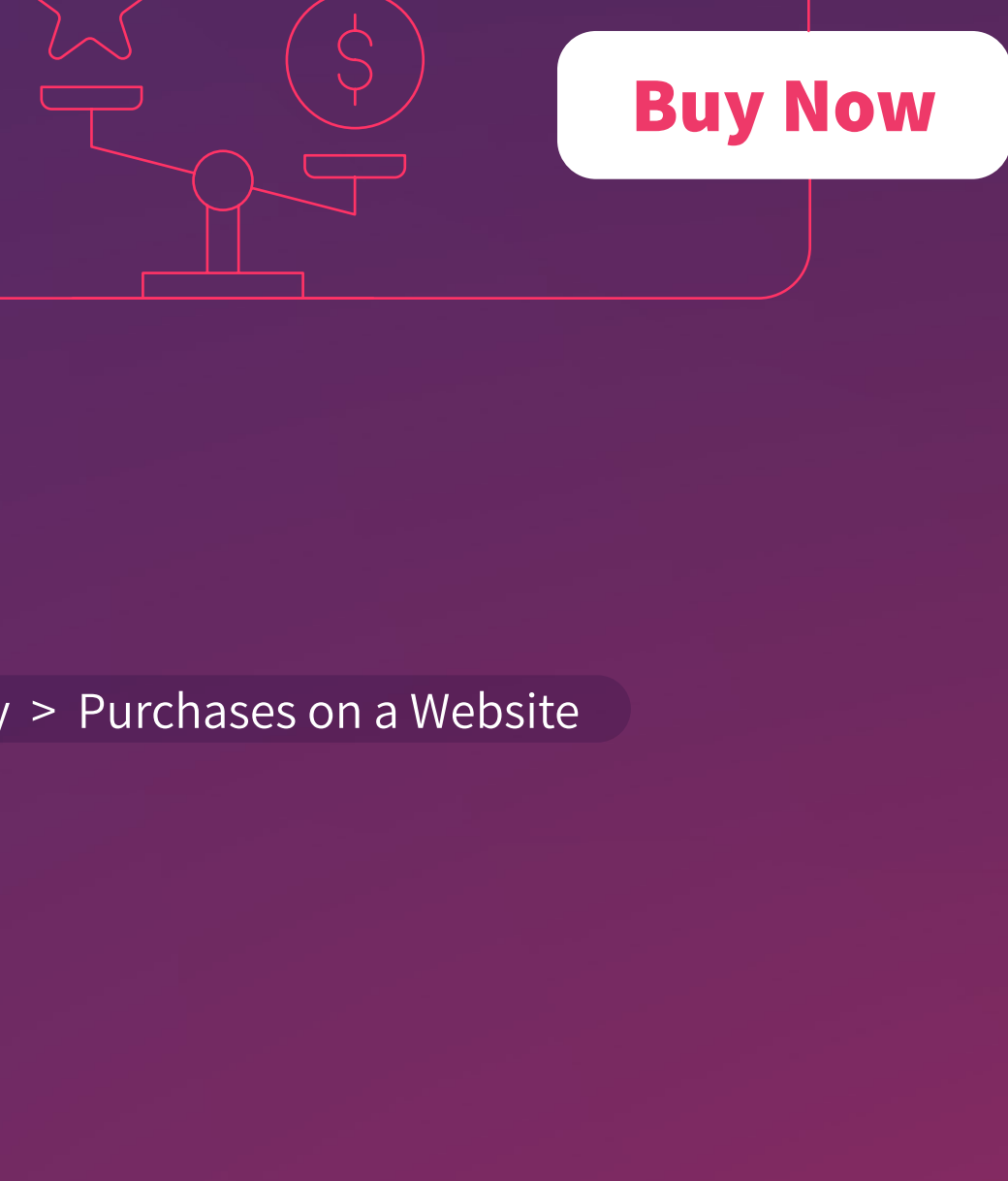
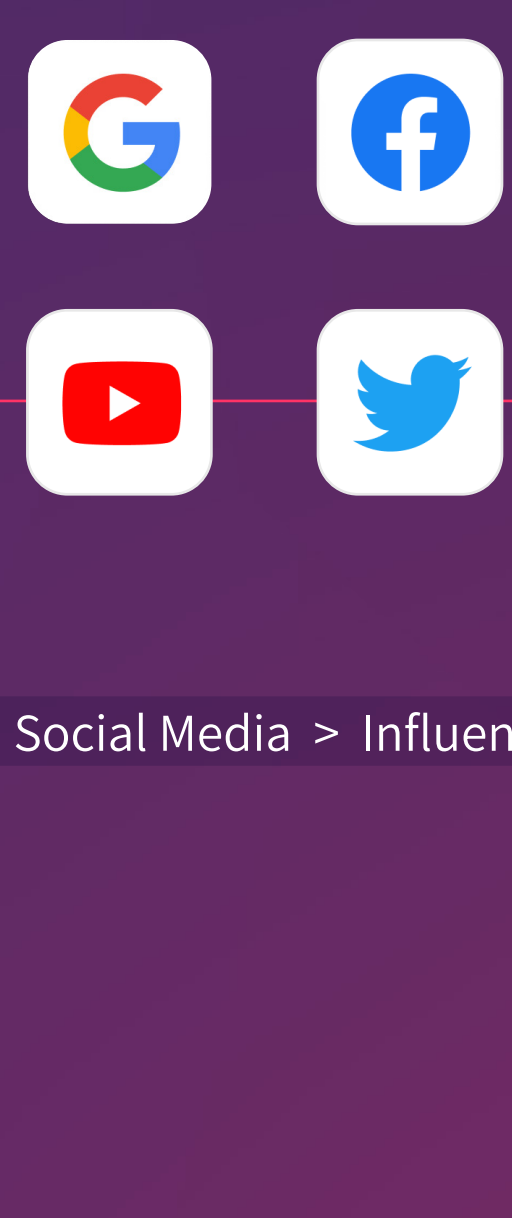
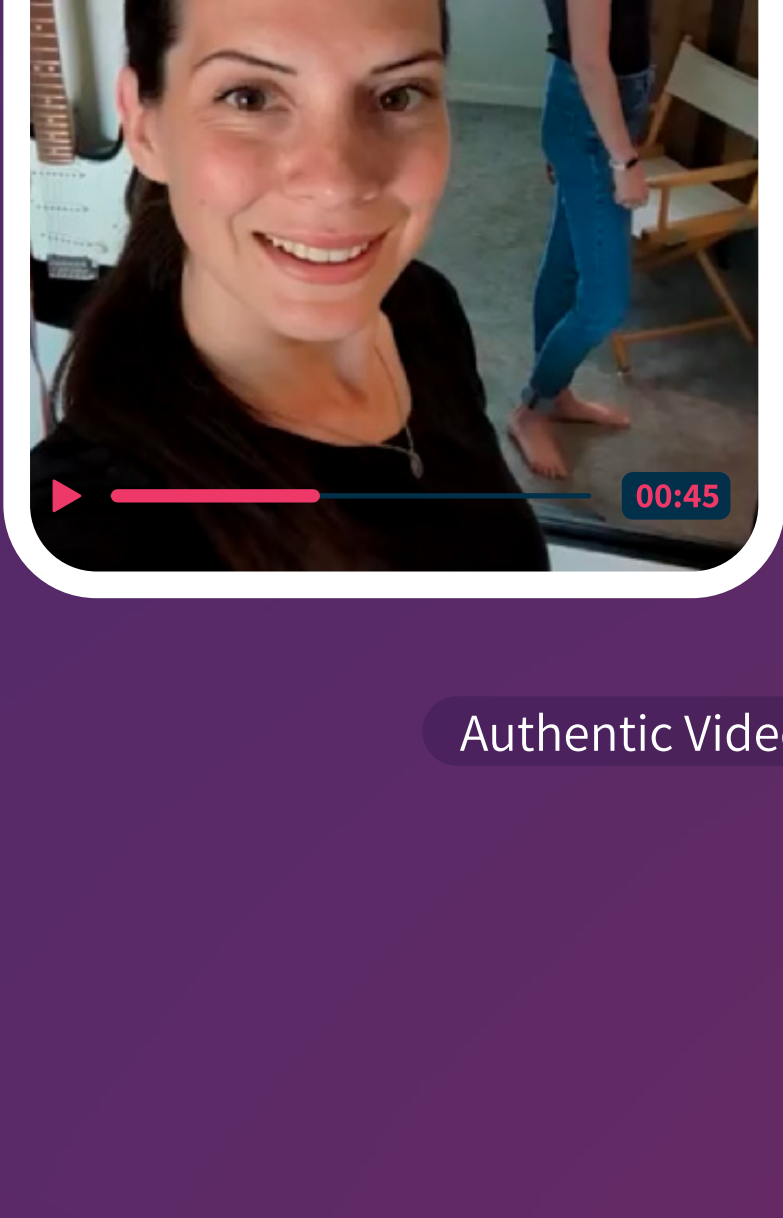
The proof is in their purchase behaviour.



But where are they actually buying?



So how does authentic video fit in?



Authentic Video > Social Media > Influenced to Buy > Purchases on a Website

The Secret to Getting Gen Z to Buy

Dos

- ✓ Create authentic short-form videos
- ✓ Post videos on social platforms Gen Z uses
- ✓ Add the videos on your website to drive sales

Don'ts

- ✗ Create picture-perfect branded videos
- ✗ Post videos where Gen Z won't see them
- ✗ Neglect using video on your website

Start selling to Gen Z with StoryTap