

GEN ZERS

Shifts on Purchase Habits

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Prepared by
 Business Fishers

During these days, the majority of us are having nervousness and stress when going out for shopping as currently shopping can be considered as a military mission. **But how is it for Gen Zers?**

In Business Fishers, we wanted to respond to that question, so we did a full month of research with more than 5,000 participants representing the Generation Z.

We use different methodologies to investigate several topics such as the shifts on purchase habits, the understanding of their online purchases and the discovering of different types of online consumers.

Here is what we found in regard to the Generation Z shifts on purchase habits during COVID-19.



Shopping way



	 Online Purchases		 Grocery Shopping	
	Before COVID-19	During COVID-19	Before COVID-19	During COVID-19
Facts	57%	79% ↑	98%	82% ↓
Finding	Online purchase is not something new . Centennials used to make some online purchases that with the pandemic were intensified		Grocery shopping is not changing with the same intensity as the purchase of other products. The main reason is the inherited customs	

Insights about Online Food Shopping



DISTRUST

"I can buy books, alcohol and snacks online, but I have to go to the supermarket, I don't like that others choose what I will eat, this is something personal" –



SECURITY

"I could not avoid going to the supermarket, this is something I have to do, I like to touch the fruits I will eat, select the best meat or fish, I could not give that responsibility to other people maybe they will be careless and I will get something I don't like" –



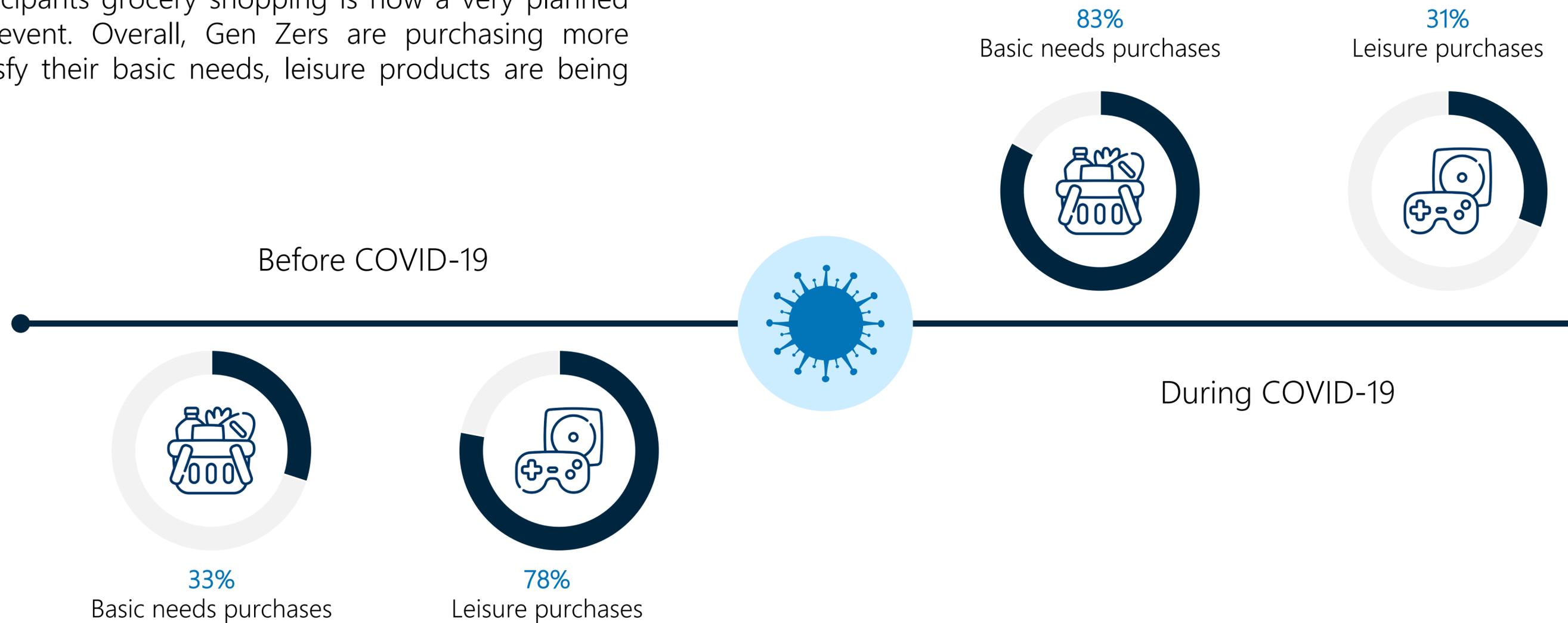
SHIPPING COSTS

"Sometimes the shipping costs are higher than the products themselves, also the deliveries take a long time to arrive or sometimes the products never arrive" –



How did purchases change?

For 85% of participants grocery shopping is now a very planned and deliberate event. Overall, Gen Zers are purchasing more products to satisfy their basic needs, leisure products are being less consumed.



Unfortunately, 13% of Gen Zers reported that they or someone in their household had lost a job or taken a cut in pay because of the outbreak. Reason why they are also taking care of their family. More than 32% feel they have to financially help their family during this period.



"I believe I need to help my family, so sometimes I purchase some basic products for all" –



"Even if I don't work, with COVID I don't want to ask for money to my family, I know I can live without having new clothes" –



"I see my family is having a hard time, so I try to help them by not asking for money" –

Our Conclusions?

Centennials are planning on their future as more than half of participants affirmed when the pandemic ends they will make more savings so they can be prepared for a future outbreak.

Gen Z are still a pragmatic and realistic generation of consumers that evaluate a broad range of information before purchases.

Before COVID-19



29%
Made Savings



During COVID-19

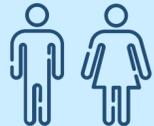


69%
Plan in doing some savings

If you want to know more don't miss our next article: ["Understanding Gen Zers' online purchases"](#).

METHODOLOGY

ONLINE SURVEY DONE IN MAY-JUNE 2020		
2500 CASES	95% CONFIDENCE LEVEL	+/- 3.5% ERROR
IN – DEPTH INTERVIEWS		
30 RESPONDENTS	60 MINUTES	ONLINE

	Between 16 – 24 years old All SELs	Nationwide distribution
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