HISPANIC MARKETING COUNCIL

IT'S TIME!

The Power of the Multicultural Majority

Webinar #4 - What Matters to the Multicultural Majority in Their Purchase Journey

4-23-2024

MC Majority (GEN Z), The 'Bridge' Gen (Millennials) + A Few Gen Xers…All Through a Cultural Lens

Building on 20,500+ HMC consumer touchpoints to-date

2023 NAT'L ONLINE QUANT

4,600 13-24s (Gen Z) + 25-49s (Millennials/Xers)
= Hispanics, NH Blacks, NH Whites, NH Asians*

2023 QUALITATIVE

48 respondents (24 Gen Z/24 Millennials)
In-home pairs (Hispanic/Black/White/Asian)

3AF
Asian American Advertising Federation

KANTAR

thinknow
cross-cultural research

Televisa Univision

* Except AAPI teens (200 v 400) due to lower incidence

Picture Source: Pexels Free Download

Meaningful Insight #1
Teens Matter More in Today's Highly E-Commerce World

9 in 10 teens buy own their preferred brands v. something a parent chooses for them/HH (soap, shampoo, mobile phone, pain reliever)

- 8 in 10 Asian teens

% 13-17s: Buy Their Preferred Brand(s)
(4 category average*)

85%	90%
2020	2023

Vast Majority of 13-49s Buy Both Online & in Physical Stores, Teens More Likely Via Social Media (85% v 76%)

Physical stores #1 in <u>last week</u> non-grocery purchases with both teens & adults

- +21% v. online with teens (52% v 43%) & +15% adults (60% v 52%)

Adults more likely v. teens to buy <u>last week</u> online (+21%) & in-store (+15%)

Bought <u>Non-Grocery</u> Items…

	Last 6 Mos.		Last Week	
	Teens	Adults	Teens	Adults
Online	95%	94%	43%	52%
Physical Store	97%	97%	52%	60%
Via Social Media	85%	76%	38%	35%

S4. How recently did you buy any non-grocery items online/or via an app Within last week? S5: … in a physical store? Within last week?
BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) S7: How recently did you buy any non-grocery items via social media? Within last week.
BASE: USE SOCIAL MEDIA: 4,403 13-49s (3,074 18-49s + 1,330 13-17s)

Picture Source: BigStock Photo

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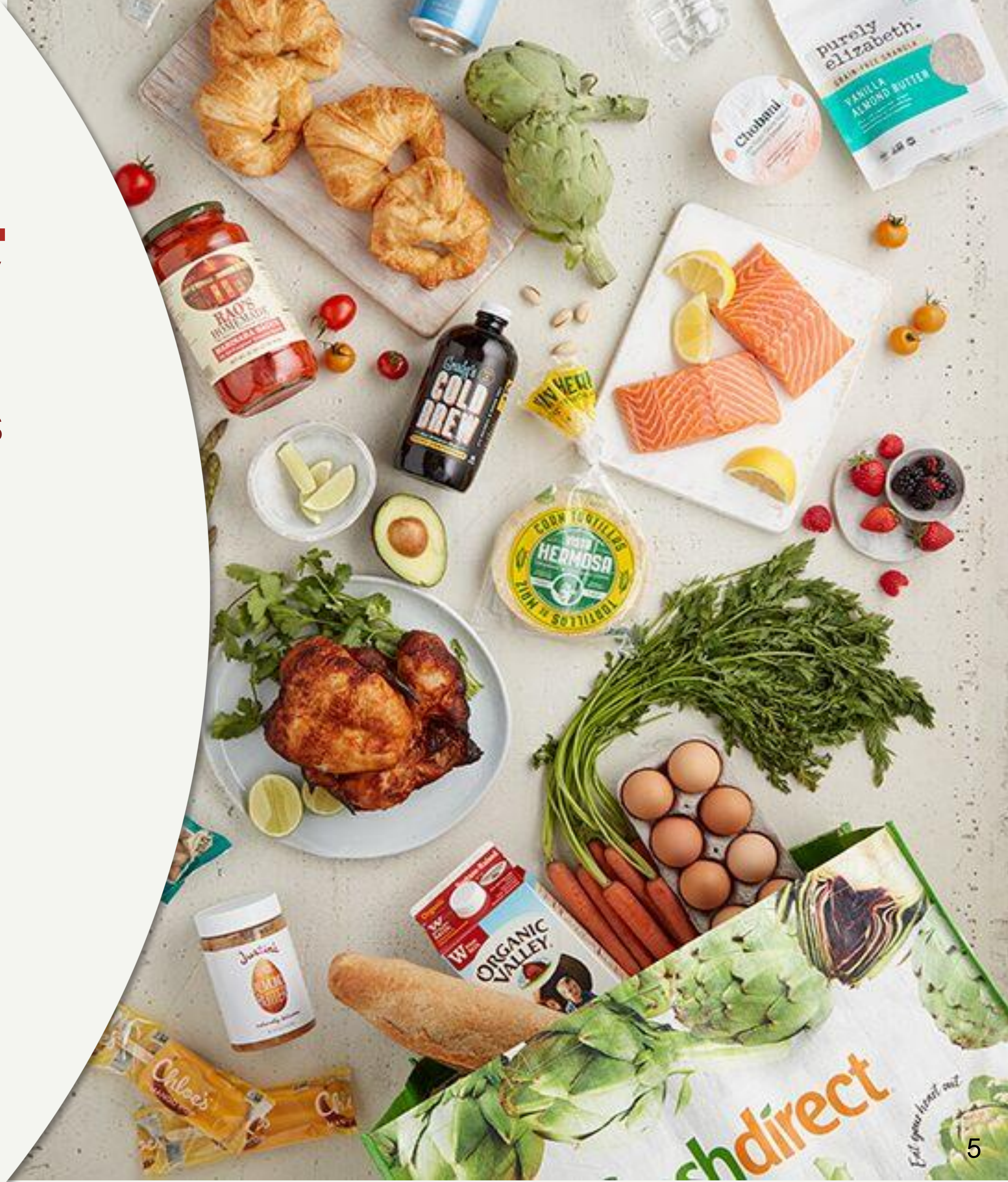
Teens Matter in the Online/SM Grocery Realm

Teens & adults equally as likely to buy grocery items online or via social media in last 6 months (80%)

In <u>last week</u> purchasing, adults edge out teens

- 46% adults/40% teens (+15%)



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S9. How recently did you buy any GROCERY items online/or via an app?…Within last week?...Within last 6 months
BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s)

PICTURE SOURCE: FreshDirect.com.

Teen Single Brand Loyalty +31% Since 2020, Adults Flat (3 CPG Categories)

Surpassed adults in 2023

% Loyal/Semi-Loyal/3 CPG Categories
(soap/shampoo/pain relievers*)

	Teens			Adults		
	2020	2023	% +/-	2020	2023	% +/-
Single Brand Loyal	26%	34%	+31%	29%	29%	+/- 0%
Semi-Brand Loyal**	51%	49%	-4%	58%	57%	-2%
Total Loyal/ Semi-Loyal	77%	83%	+8%	87%	86%	-1%

Pic Source: BigStock Photo

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*All 3 category loyalty data similar ** A few brands I choose from
2023: S22/S23/S25/ 2020:. S25, S26, S30 What best describes the soap/shampoo/pain relief brand you use?
BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s)//2020: 2,418 13-49s (1,220 25-49s +1,198 13-17s)

Buying “Newest & Coolest” in Mobile Category Surging With Teens (+64% v 2020)

However, this masks their extreme loyalty to Apple’s iPhone

- For 9 in 10 teens, both single brand loyal & those seeking ‘newest & coolest’…it’s an iPhone
- Sometimes to the point of “othering” Android users

Mobile Phone Category

	Teens			Adults		
	2020	2023	% +/-	2020	2023	% +/-
Single Brand Loyal	52%	43%	-17%	48%	47%	- 2%
Buy “newest & coolest”	25%	41%	+64%	35%	39%	+11%

Picture: Pexels free download

Source for iPhone teen currently owning an iPhone and planning iPhone for next phone purchase: Piper Sandler research, 2023
2023: S24 2020:. S27, S26, S30 What best describes the mobile phone brand you use? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s)//2020: 2,418 13-49s (1,220 25-49s +1,198 13-17s) S24a. Today, are you using the same favorite mobile phone brand as you were 2 years ago? ? BASE:SINGLE BRAND USERS: 2,123 13-49s (1,518 18-49s + 605 13-17s)

Picture Source: Pexels Free Download

Meaningful Insight #2
Trust Continues to Reign As #1 Consumer Value That Matters More Than Price

Quality & reliability building blocks of trust

Slight slippage with teens (-11% v 2020)

% Say – 'Trust' (Quality/Reliability)
Matters More Than Price

Teens		Adults	
2020	2023	2020	2023
62%	55%	68%	65%
-11%		-4%	

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Brands That Are What They Say They Are, In All They Say & Do…Build Trust

…plus, those with a perceived, true commitment to diversity (YouTube, Nike, Fenty, Dove, Rare Beauty)

57% (13-49s) have purposefully chosen to try, buy, or use a brand they knew to be diverse/inclusive

54%+ of all MCs 13-49 + NH white teens say brands with "authentically" diverse ads are 'more trusted'

% Say Brands With Authentically Diverse Ads Are More Trusted

64%	56%	54%	39%
HISP/ BLACK 13-49	ASIANS 13-49	NH WHITE 13-17	NH WHITE 18-49

Picture: Pexels free download

Source: HMC qualitative + C5. Have you ever chosen to try, buy or use a brand/service you knew was diverse/inclusive or after viewing an ad that showed you it was diverse/inclusive? BASE: 4,800 13-49S(3,200 18-49S + 1,400 143-17S)
R9, R10, R11, R12 series: You are in an English language mainstream place for everyone, not just for [Hispanics, Blacks, AAPIs or Whites] , and see an ad that authentically portrays Hispanics, Blacks, Asian-Americans, Whites and/or other people of color together. (On a site, social media/virtual space or watching a TV show/movie) - Do you…(pay more attention to the ad/trust the brand or service more/are you more likely to try, buy, or use the brand/service?

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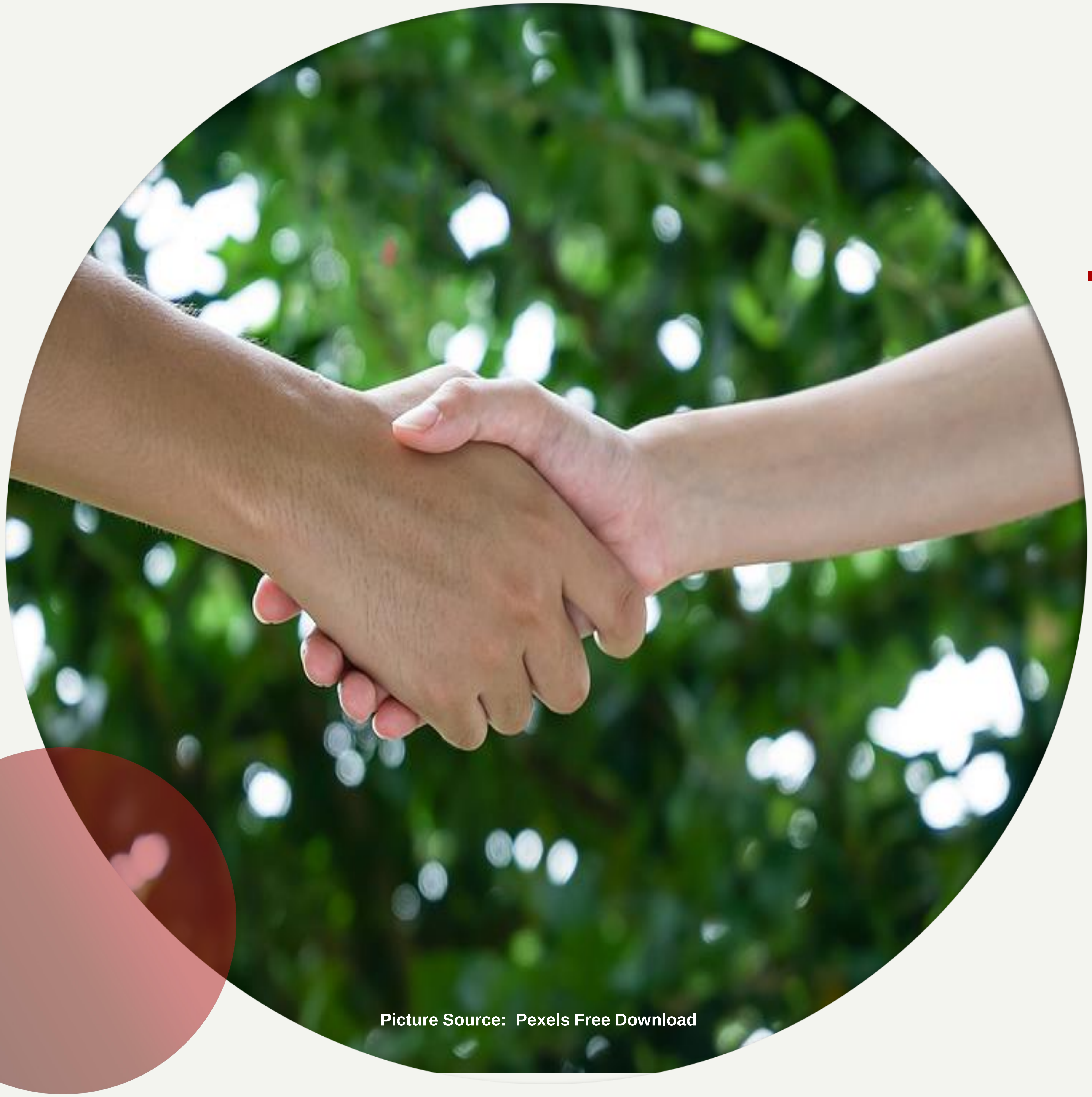

Meaningful Insight #3
As Teens Gain Experience Selecting Own Brands, Their Consumer Values Aligning More With Adults

…and occasionally, vice versa

Mostly teens changing/growing to meet adult perspective

Picture: Pexels free download

‘Healthy & Safe’ #2 Value & Growing, Mostly With Teens (+68%) … Now Matching Adult Levels

Organic foods, non-toxic cleaning products, etc.

- Most mentioned in qual… Apple’s encrypted blue texts

% Say – ‘Healthy & Safe’ Matters More Than Price

	Teens		Adults	
	2020	2023	2020	2023
	25%	42%	37%	42%
Change	+68%		+14%	

2023 C2/2020 C11a. Price is usually important to people. Do any of these choices matter MORE than price to you?
2023 BASE: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020 BASE:2,418 13-49S; 1220 Adults 25-49 + 1,198 13-17s

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Picture: Pexels free download

'Convenience' #3; A Growing Value, Both Teens & Adults (+41% Teens/+28% Adults)

4 in 10 13-49s say convenience matters more than price in 2023 (3 in 10 in 2020)

- Most mentioned in qual…Amazon, whose convenience often outweighed guilt re: perceived ethics issues around workers' rights & environmental impact

% Say – 'Convenience' Matters More Than Price

Teens 2020	Teens 2023	Adults 2020	Adults 2023
27%	38%	32%	41%
	+41%		+28%

"Amazon, such a non-ethical company, but they're just so damn convenient"

Gen Z Adult 18-24

* re: worker's rights & environmental impact

2023 C2/2020 C11a. Price is usually important to people. Do any of these choices matter MORE than price to you?
2023 BASE: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020 BASE:2,418 13-49S; 1220 Adults 25-49 + 1,198 13-17s
2023 S2a; Where did you end up buying this recent item? BASE: 4,600 13-49s (3,200 18-49s + 1,200 13-17s)

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‘Style’ #4 Value & Growing With Adults Narrowing ‘Style’ Gap With Teens

+25% with adults while teens slightly declined

% Say – ‘Style’ Matters More Than Price

Teens 2020	Teens 2023	Adults 2020	Adults 2023
37%	34%	24%	30%
-8%		+25%	

2023 C2/2020 C11a. Price is usually important to people. Do any of these choices matter MORE than price to you?
2023 BASE: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020 BASE:2,418 13-49S; 1220 Adults 25-49 + 1,198 13-17s

Having 'Shared Values' With a Brand Growing in Importance, Especially With Teens (+62%) …

…now slightly exceeding adults as a brand value more important than price

Nike most mentioned in qual

% Say – 'Shared Values' Matters More Than Price

Teens		Adults	
2020	2023	2020	2023
13%	21%	17%	19%
+62%		+12%	

Having shared values is #6 consumer value
2023 C2/2020 C11a. Price is usually important to people. Do any of these choices matter MORE than price to you?
2023 BASE: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020 BASE:2,418 13-49S; 1220 Adults 25-49 + 1,198 13-17s

Picture: Pexels free download

Picture: Pexels free download

Thrifting Primarily Driven by a ‘Bundle’ of Values: Style, Quality & Affordability

…Sustainability ‘nice to have’ value, but less essential to thrifting motivation

60%+ thrift; NH whites more v MCs in 2023
(+10% white adults/+13% white teens)

Rising costs, fast fashion inventory degrading quality both called out as drivers for less thrifting

% That Buy Used, Recycled or Thrift Shop Finds

	Adults			Teens		
	2020	2023	% +/-	2020	2023	% +/-
NH White	76%	75%	-1%	74%	68%	-8%
MC	70%	68%	-3%	69%	60%	-13%

2023 C2/2020 C11a. Price is usually important to people. Do any of these choices matter MORE than price to you?
2023 BASE: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020 BASE:2,418 13-49S; 1220 Adults 25-49 + 1,198 13-17s

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Picture Source: Pexels Free Download

Meaningful Insight #4
There's Both Peril & Power in 'Shared Values'

Power: Strengthened brand trust, loyalty, & connections for brands that uphold consumer's values (Nike, Dove, Fenty etc.)

Peril: Quitting brands that violate shared values

- 50% 13-49s have stopped buying a brand because it offended or disrespected their values
- And, increasingly, as of 2023, 'purchase cutbacks'

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2023 #1 Reason to Quit a Brand For ALL*; "Disrespect For My Racial Group" OR "Someone Else's"

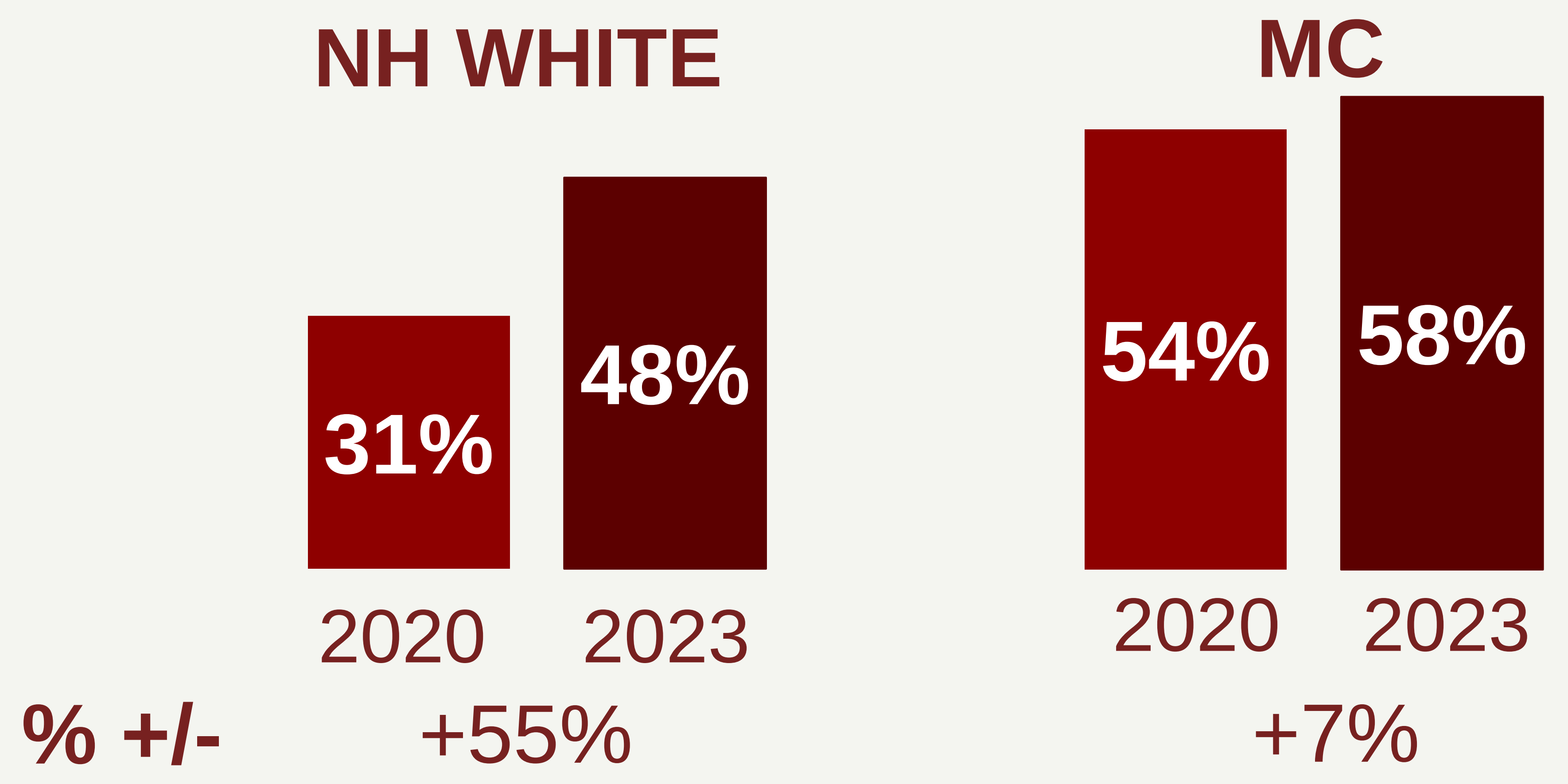
…especially for Blacks (71%)

NH white/MC gap narrowed 17 percentage points in just 3 years as white adult mindset shifted

- NH whites +55% 2023 v 2020

Pic Source: BigStock Photo

% Say Stopped Buying a Brand as it Disrespected My Racial Group or Someone Else's (13-49s)



Offending one's 'moral' values #2 (31%)

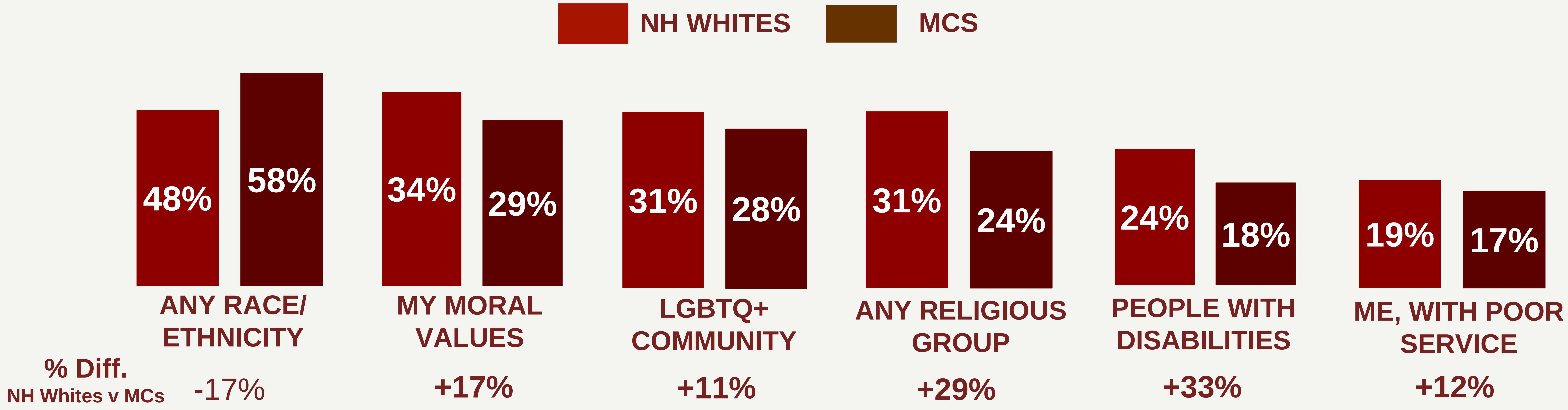
*** In 2020 #1 with MC adults & ALL teens but not with NHW adults (#3)**

2023: C3/2020: C13 Have you ever stopped buying a brand or service because it offended or disrespected you, in some way? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) + C3a: The brand(s) or service(s) I stopped buying offended/disrespected… 2023 BASE: THOSE THAT STOPPED BUYING A BRAND/SERVICE IN C3.: 2,284 13-49s (1,604 18-49s + 681 13-17s)/2020 BASE: 685 25-49s + 622 13-17s

NH Whites More Likely to Have Quit a Brand/Service For a Greater Variety of Reasons

Except offending/disrespecting "any race/ethnicity" even though NH whites +17 percentage point since 2020.

% Saying – Stopped Buying a Brand/Service; It Offended/Disrespected …(13-49)



2023: C3a: The brand(s) or service(s) I stopped buying as they offended/disrespected…… BASE: THOSE THAT STOPPED BUYING A BRAND/SERVICE IN C3.: 2,284 13-49s (1,604 18-49s + 681 13-17s)

Reducing Purchase Occasions An Emerging Trend For Guilt Inducing Brands You Can't Quite Quit

Brands too convenient, too affordable, too 'tasty'

Amazon, fast fashion, Chick-fil-A, Nutella, Hobby Lobby all mentioned

For fast fashion…balance purchases with thrifting

- Or negotiate with themselves… such as shopping at Zara but not Shein

Pic Source: BigStock Photo

SOURCE: 2023 QUAL

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Picture Source: Pexels Free Download

Plenty of Powerful Brand Love Going On As Well

…especially for big box stores (Costco, Target, Walmart)

For Amazon, even if it’s guilty “love” for some

For footwear (Nike, Adidas, Jordans)

- Although Vans & Crocs lost “love” since 2020

For Apple products (9 in 10 teens want iPhone)

YouTube & Netflix (Media & Representation webinar)

*** In 2020 #1 with MC adults & ALL teens but not with NHW adults (#3)**

2023: C3/2020: C13 Have you ever stopped buying a brand or service because it offended or disrespected you, in some way? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) + C3a: The brand(s) or service(s) I stopped buying offended/disrespected… 2023 BASE: THOSE THAT STOPPED BUYING A BRAND/SERVICE IN C3.: 2,284 13-49s (1,604 18-49s + 681 13-17s)/2020 BASE: 685 25-49s + 622 13-17s

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Big Box is BIG! It's About The Experience

Affordability, product variety & convenience are part of the value bundle but with Gen Z & Millennials…it's a cool, fun experience!

- "Costco is like Disneyland"

Ypulse research findings corroborate

- Big box stores fueling "treasure hunter" mentality finding "cheap versions of trendy designer items [dupes]"
- Over 1/3 say they "get a rush" when finding something they like "for cheap"
- 76% of 13-39s think it's cool to buy clothes from stores like Walmart, Target, and Amazon

Sources: HMC Qualitative + Ypulse Quantitative research
Picture Credit: Target.com

Power in Authentic, Diverse Brands …

MC & MC Inclusive Brands Revolutionized Beauty Industry

Rihanna's Fenty
Selena Gomez's Rare Beauty
*Korean Skin Care**
Youth to the People
Dove

*34% of 13-49s have purchased Asian beauty products

2023 S26 Do you purchase Asian makeup or beauty products? YES/
BASE: 4,600 13-49s (3,200 Adults 18-49 + 1,400 13-17s)

Picture Credit: Retha Furguson/PEXELS Free download

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Meaningful Insight #5
COVID Changed Many Things, But Not Our Basic Selves

INTROVERTS & EXTROVERTS

40% prefer the high social & sensorial experience of physical stores

32% prefer the peace & efficiency of online shopping

28% are ‘in-betweeners’* with no preference; want the best of both worlds

*** Plus 28% in-between, liking both for different shopping occasions**

S12. What best describes your shopping point-of-view?
BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) + 2020.23 QUALITATIVE

Pic Source: BigStock Photo

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Picture: Pexels free download

A Few "In-Betweeners" Switched to the Online Camp Since COVID

What Describes Your Shopping Point-of-View?
Prefer to Buy …(13-49s)

	2020	2023	% +/-
Everything/mostly online	30%	32%	+6%
Equally online or in-store	30%	28%	-7%
Everything/mostly in-store	40%	40%	+/-0%

Physical stores preferred when buying something for the 1st time with 71% (13-49s)

Online preferred when buying something again, 59% (13-49s)

S12. What best describes your shopping point-of-view? S15: S15. Imagine you want to buy something for the 1st time. Which would you choose? S16: S16. Now, imagine you like the product & want to buy it again. Where are you most likely to buy? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) + 2020.23 QUALITATIVE

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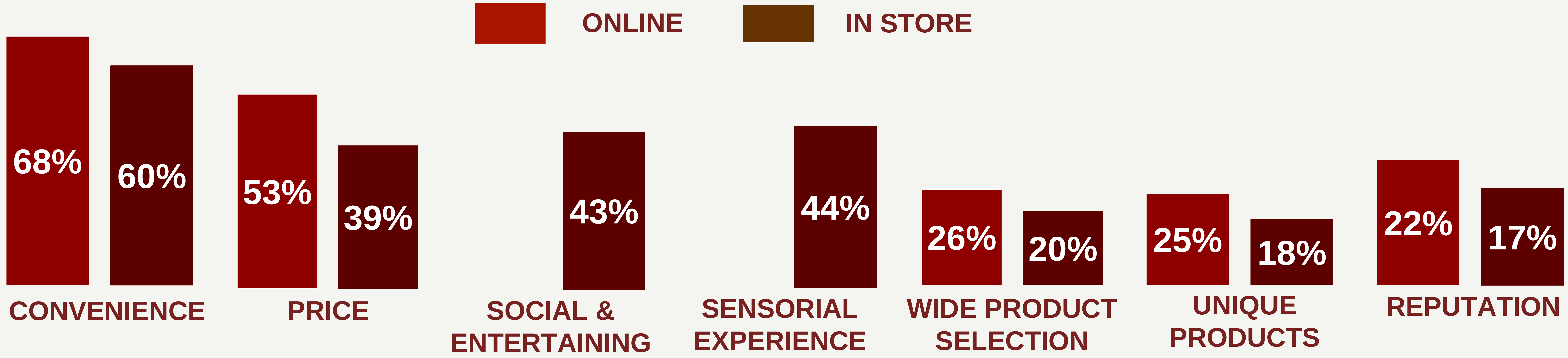
Convenience' Beats 'Price' As #1 Reason To Buy Online OR In-Store

Price more of a factor online, less-so for in-store shopping

- Wide product selection, unique products & reputation also matter more online

Social, entertaining, sensorial experiences are uniquely important to in store shopping

% Saying – A Top 3 Reason To Buy …(13-49)



	CONVENIENCE	PRICE	SOCIAL & ENTERTAINING	SENSORIAL EXPERIENCE	WIDE PRODUCT SELECTION	UNIQUE PRODUCTS	REPUTATION
% Diff. Online v In-Store	+13%	+36%	NA	NA	+30%	+39%	+29%

S10/S11 What are the 3 MOST important reasons you buy from an online site/physical store, in order of importance? - Top 3 Box Summary BASE: THOSE THAT SHOPPED ONLINE LAST 6 MOS.: 4,600 13-49s (3,200 18-49s + 1,400 13-17s)/THOSE THAT SHOPPED IN-STORE LAST 6 MONTHS

Picture Source: Pexels Free Download

Meaningful Insight #6
Social Media Increasingly Important Part of the Purchasing Journey

As a 1st prompt for purchase consideration

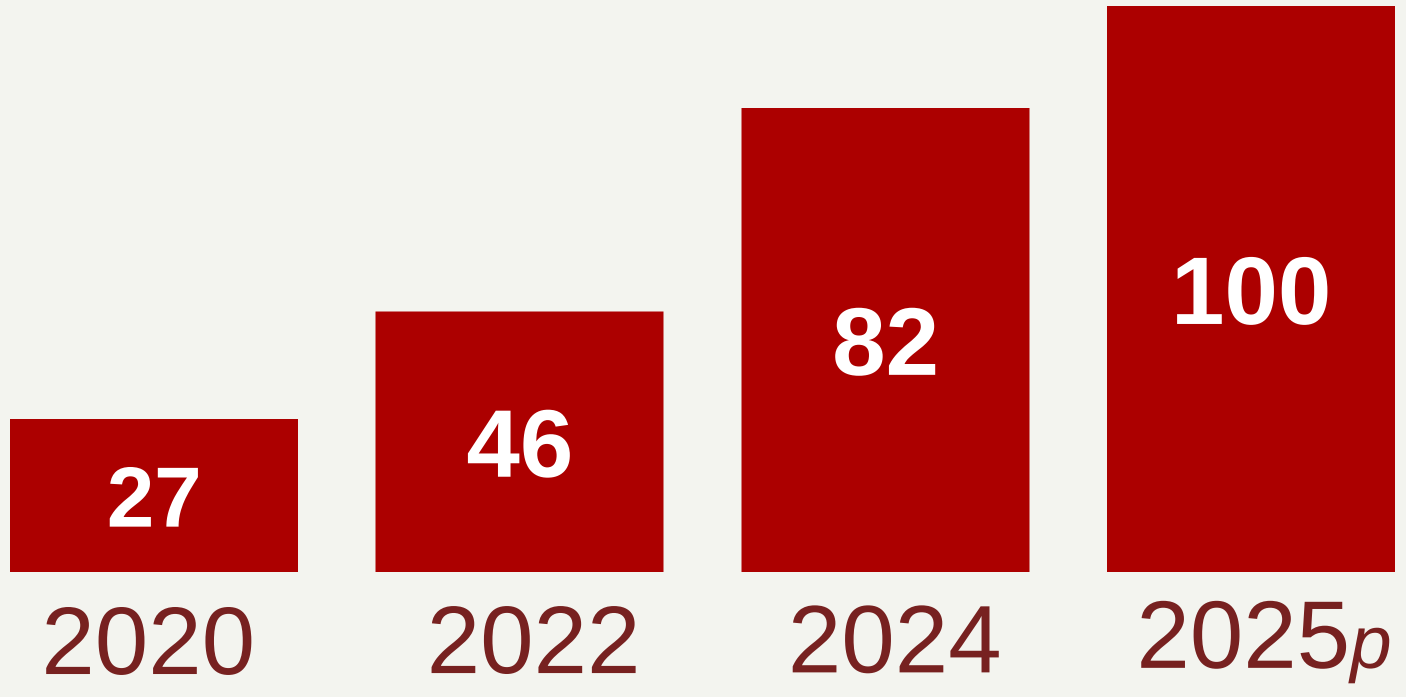
As a place for brand discovery

To find out more about brands

Part of growing social commerce trend

- +270% sales growth in just 5 years

U.S. Retail Social Commerce Sales
($ billions)



Share of total retail e-comm sales	3.4%	4.4%	6.1%	6.5%

3RD party sources: 2020 % 2022 data (McKinsey & Co//2024 and projected 2025 data eMarketer

Facebook & Instagram: 'BEST' For Brand Discovery

	Teens	Adults
Facebook	31%	35%
Instagram	36%	33%
YouTube	18%	12%
TikTok	9%	12%

'S6a. Which social media site is BEST for finding out about new brands/services/products? BASE: THOSE EVER PURCHASED VIA SM: 3,162 13-49S (2,155 18-49s + 1,005 13-17s

Pic Credit: PEXELS free download

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Picture: Pexels free download + Wikipedia Facebook & Instagram logos

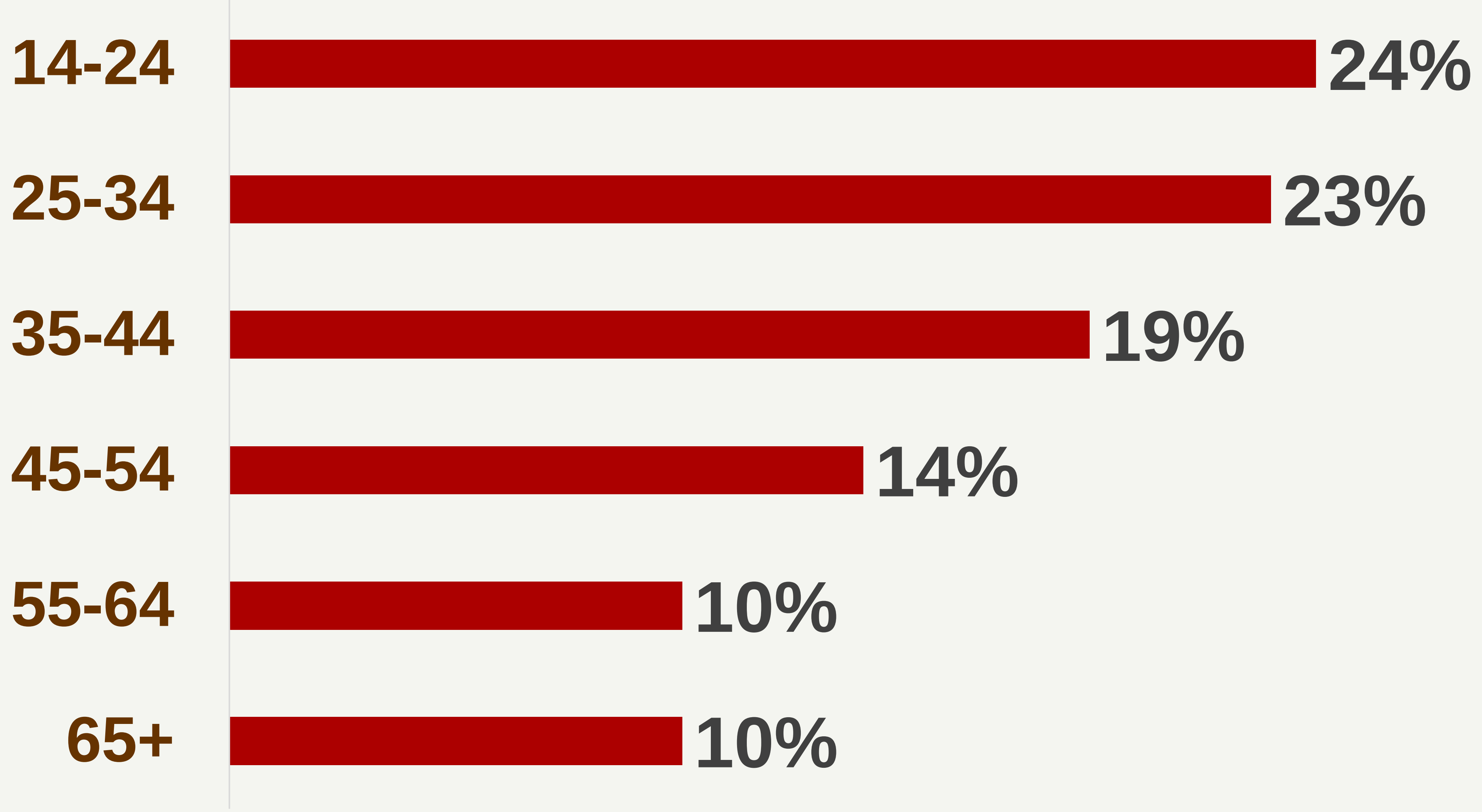
79% of 13-49s Have Bought Something Through Social Media

76% of 18-49 adults, 85% of 13-17s (HMC)

- Versus 59% 18+ overall (eMarketer 2023)

Growing wave of social shoppers skews young…47% <35, 66% <45

U.S. Social Buyer Share by Age (eMarketer 2023)



3RD party sources: eMarketer salesforce "Connected Shoppers Report, Fifth Edition" 8/18/23 + Insider Intelligence/eMarketer Forecast September 2023 (Age data)
S7:. Bought any non-grocery item via social media in last 6 months or less?
BASE: ALL USERS OF SM: 4,403 13-49s; 3,074 Adults 18-49 + 1,330 13-17s

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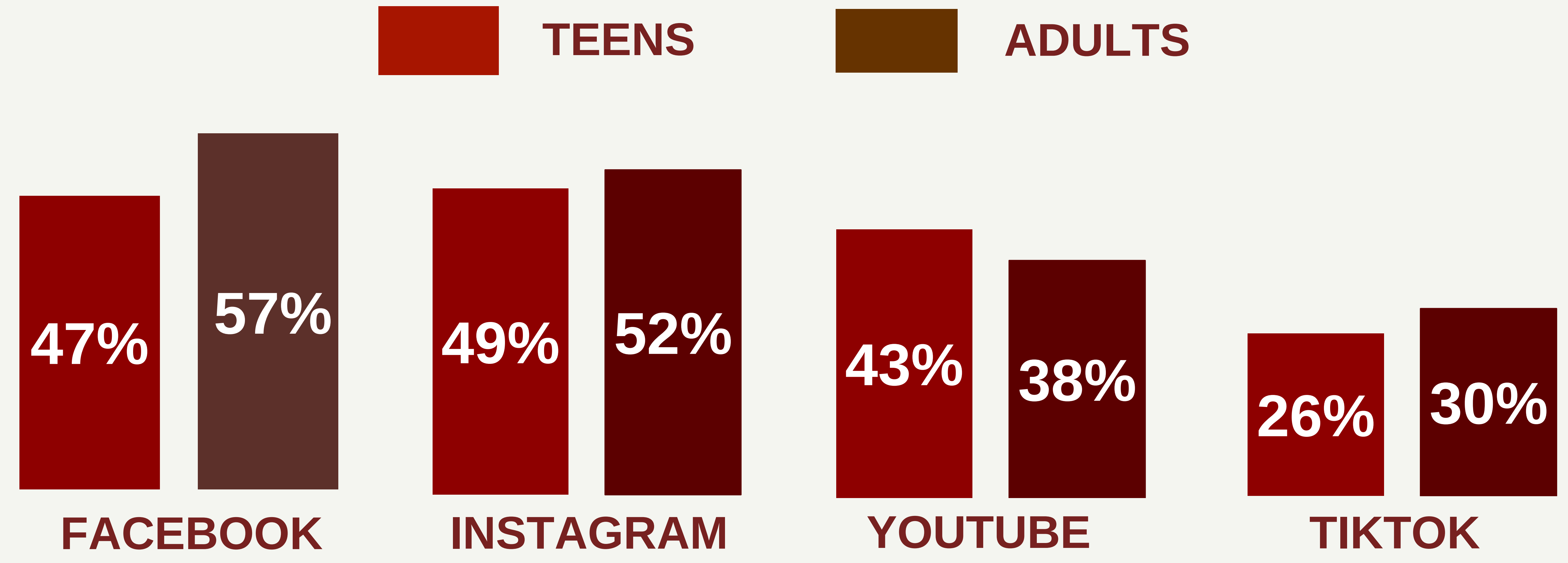
Facebook & Instagram Lead in Social Media Commerce

Facebook skews adult, yet strong #2 with teens

Instagram performs equally among 13-49s; #1 with teens, #2 with adults

Which Social Media Platforms Bought Something Through? (% last 6 months/13-49s)



We saw both generational & racial differences in social media platform purchasing behavior…

S8 Which social media platform(s) did you buy something through BASE: THOSE THAT USE SOCIAL MEDIA IN LAST 6 MONTHS TO BUY SOMETHING .:3,459 13-49s (2,327 18-49s + 1,129 13-17s)

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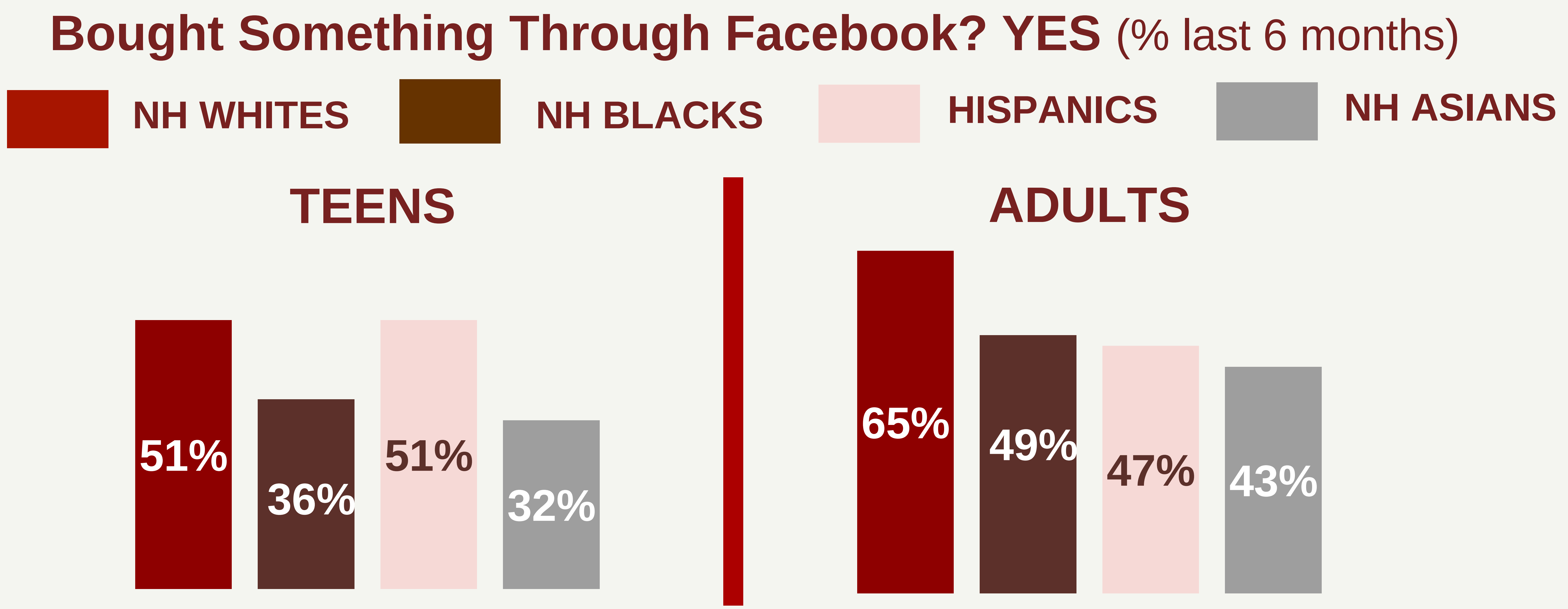
Facebook Does Best With White Adults; 65% Have Bought Something Via Facebook in the Last 6 Months

Skew non-Hispanic white overall, except Hispanic teens equally likely to have bought as white teens (last 6 months)

Fare worst with Black & Asian teens



S8 Which social media platform(s) did you buy something through? Facebook…YES
BASE: THOSE THAT USE SOCIAL MEDIA IN LAST 6 MONTHS TO BUY SOMETHING .:3,459 13-49s (2,327 18-49s + 1,129 13-17s)

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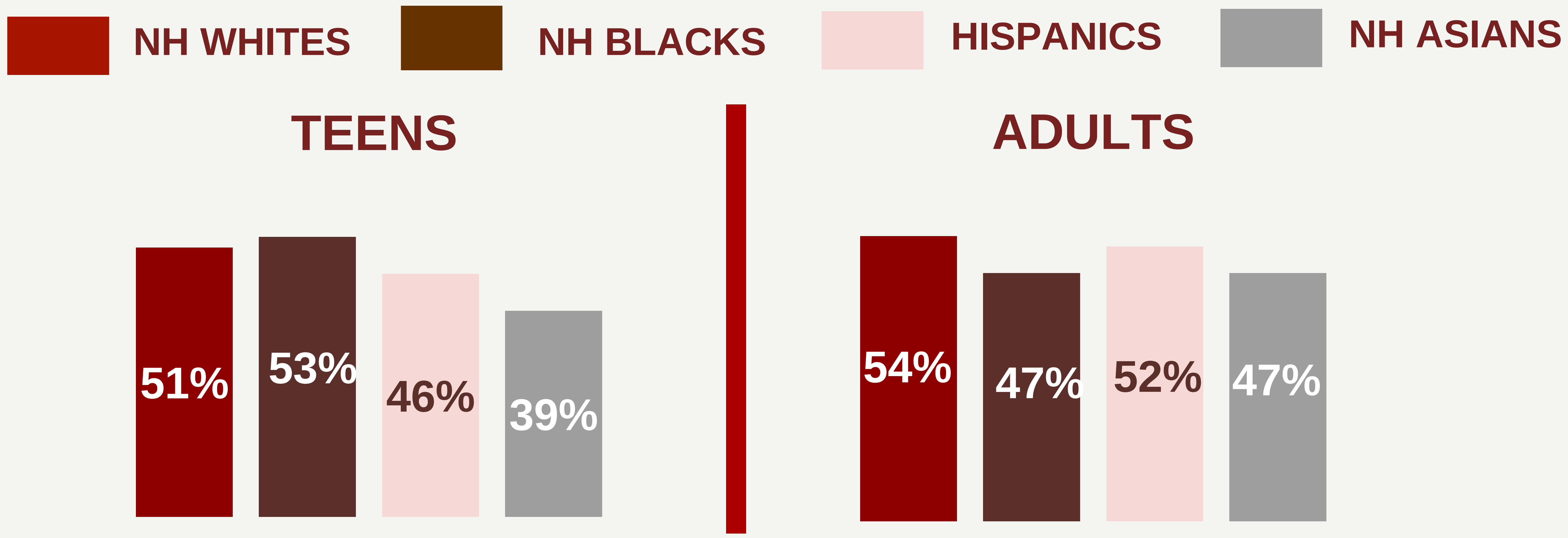
Instagram Generally Does Equally Well With Teens & Adults

…except for Asian Adults who are 21% more likely than Asian teens to have made a purchase in last 6 months (47% v 39%)

Fewer racial/ethnic differences than Facebook

- Asian teens least likely to have purchased something via Instagram

Bought Something Through Instagram? YES (% last 6 months)



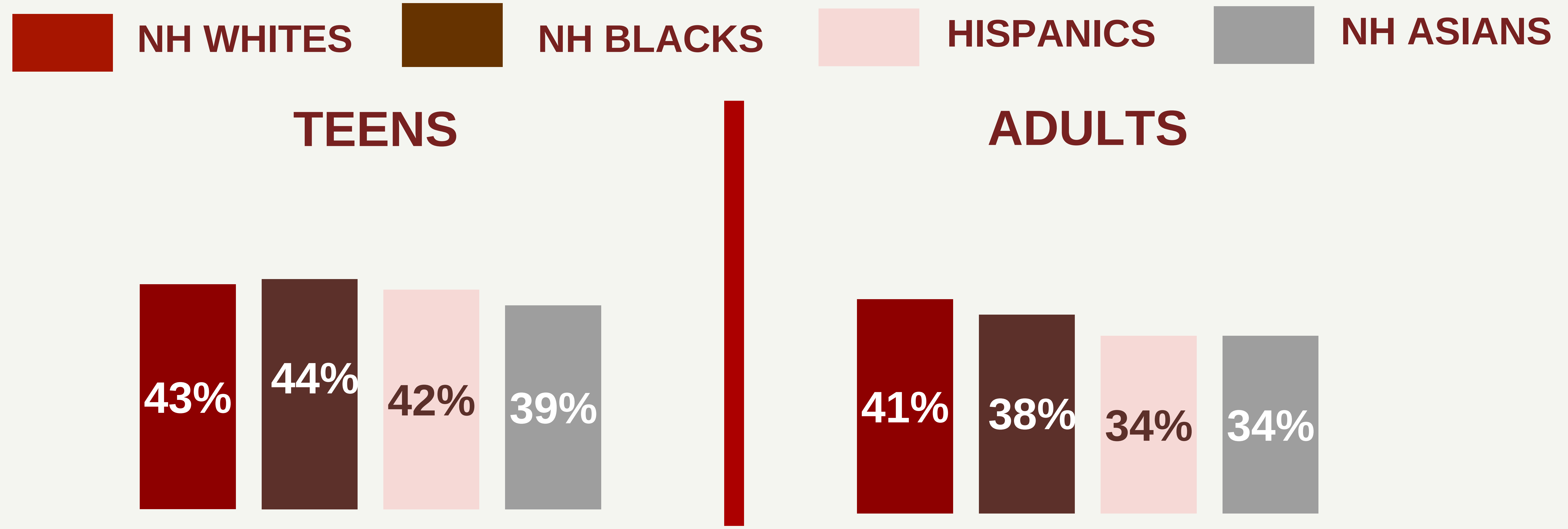
S8 Which social media platform(s) did you buy something through? INSTAGRAM…YES
BASE: THOSE THAT USE SOCIAL MEDIA IN LAST 6 MONTHS TO BUY SOMETHING .:3,459 13-49s (2,327 18-49s + 1,129 13-17s)

YouTube Does Better With MC Teens v MC Adults

NH white teens & adults more similar in their YouTube purchasing behavior

Among adults…YouTube performs better with whites/Blacks v. Hispanics/Asians

Bought Something Through YouTube? YES (% last 6 months)

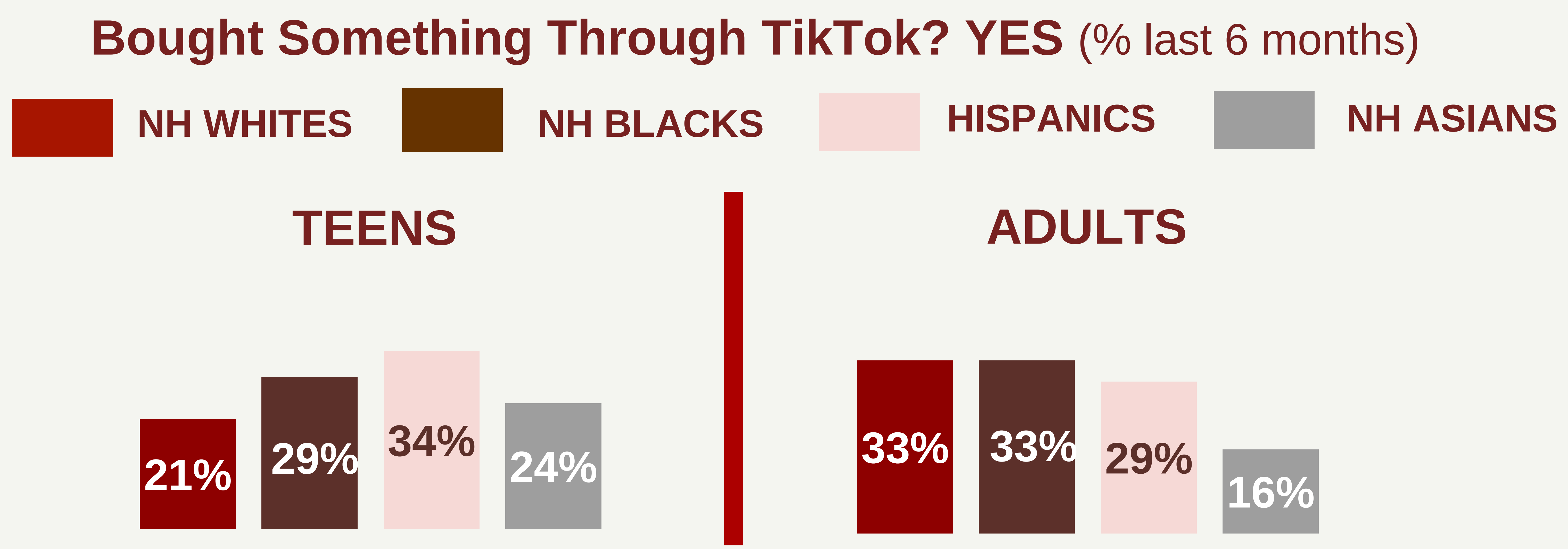


S8 Which social media platform(s) did you buy something through? YOU TUBE…YES
BASE: THOSE THAT USE SOCIAL MEDIA IN LAST 6 MONTHS TO BUY SOMETHING .:3,459 13-49s (2,327 18-49s + 1,129 13-17s)

TikTok Does Best With MC Teens & Non-Asian Adults

White teens & Asian adults least likely to have bought something via TikTok in last 6 months

- Hispanic teens + white/Black adults most likely



S8 Which social media platform(s) did you buy something through? YOU TUBE…YES
BASE: THOSE THAT USE SOCIAL MEDIA IN LAST 6 MONTHS TO BUY SOMETHING .:3,459 13-49s (2,327 18-49s + 1,129 13-17s)

Social Media Replaced Word of Mouth as #1 First Prompt For New Purchase Consideration

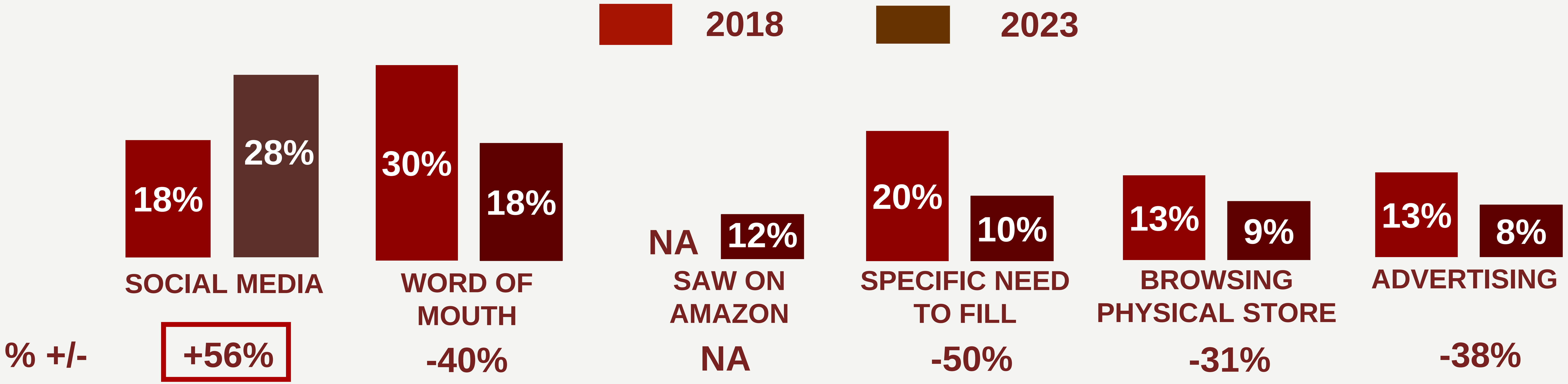
WOM -40% v. 2018, social media +56%

- 73% (13-49s) have bought something discovered on SM

'Saw on Amazon' new 2023 option coming in at #3

All other choices in decline, eroded by social media & Amazon

1ST PROMPT: PURCHASE CONSIDERATION FOR SOMETHING NEW (13-49s)



Note: Asian Teens rely more on WOM (23%)

SM includes influencer endorsements (11%), saw on YouTube (10%) & gen'l inspiration from SM (7%)…WOM includes SM and/or real-life friends + family

2020 & 2023: S1. Thinking about something you bought recently that you had not purchased before (excluding groceries) …what first prompted you to consider it? BASE: ALL RESPONDENTS 4,600 13-49s (3,200 18-49s + 1,400 13-17s) S6: Have you ever purchased something you discovered through social media? BASE: Those on SM: 4.403 13-49s (3,074 18-49s + 1.330 13-17s)

While Mega Influencers Have "Reach", Micro & Nano Influencers Have "Trust" … Increasingly Important For Brands

"I like those [micro influencers] better. They're much more real & honest because big influencers are normally being paid a lot. So they're not going to tell you this pre-workout product tasted disgusting. I feel micro- influencer reviews are much more raw."

GenZ 18-24 Black Female

"... the micro ones are a lot better and you learn a lot more from them."

GenZ 18-24 White Male

Pic Credit: PEXELS FREE DOWNLOAD

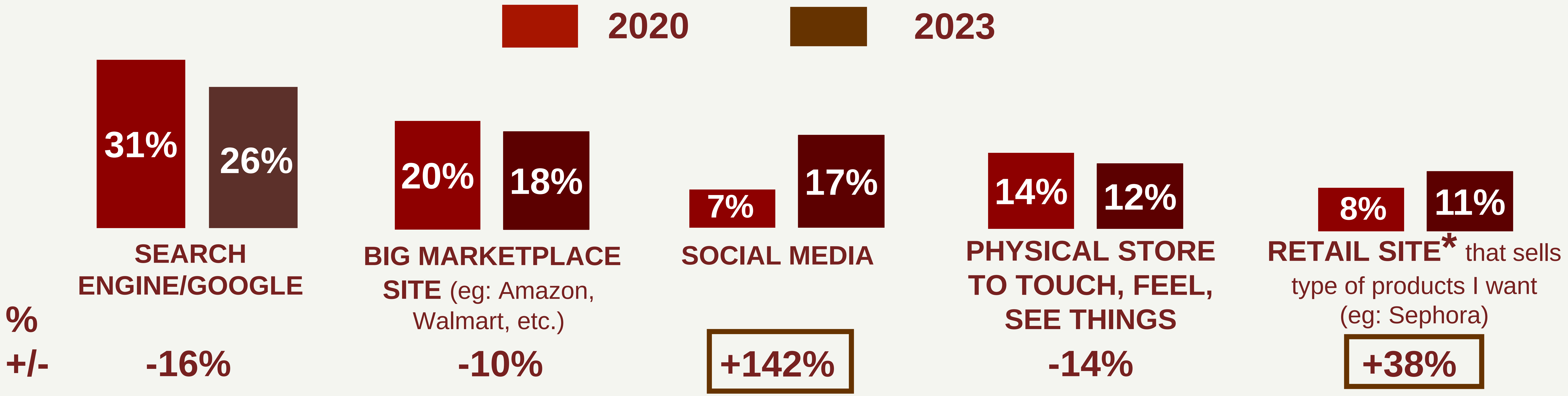
2nd Step in Path to Purchase? Mostly Google, go to Social Media, or a Big Marketplace Site (Such as Amazon, Walmart etc.)

Going to social media to find more info prior to purchase more than doubled since 2020 (+142%)

Going to retail site selling type of product you want* also grew

Other options declined or held steady

You Have Decided You Want to Buy Something, But Not Sure of Brand/Style/Model…
1st Thing You Do?… "I go to…" (13-49s)



* Many of these sites offer rewards programs that can strengthen loyalty/usage

2023: & 2020: S2 :You have decided you want to buy something but are not sure what brand/style/model etc. What is the 1st thing you do? BASE: ALL RESPONDENTS/ 2023: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s/2020: 2,418 13-49s (1,220 25-49s + 1,198 13-17s)

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Final Step in Path to Purchase? Mostly a Big Marketplace Site

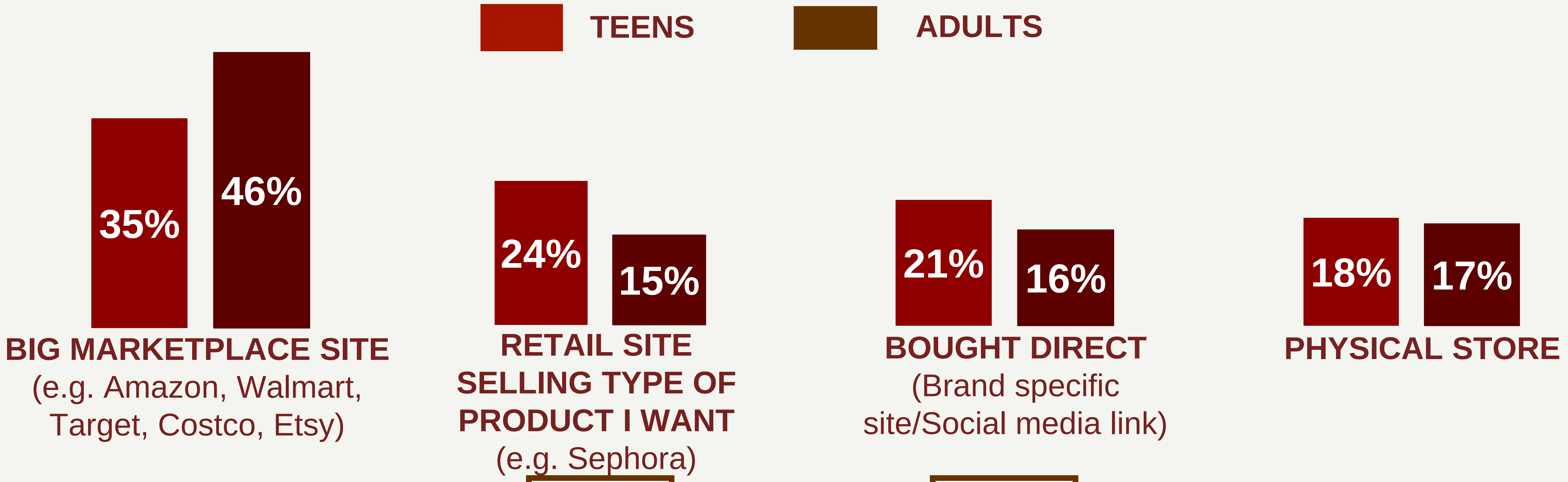
(Such as Amazon, Walmart, etc.)

However, teens turning more to retail sites & direct purchase options

- Possibly acting on their values; reduced reliance on big marketplace sites such as Amazon

Blacks least likely to buy at a big marketplace site (24% teens, 34% adults), more likely at all other options

Where Bought Item? 13-49s…(2023 only)



% Diff. TEENS V ADULTS	-24%	+60%	+31%	+6%

:S2a. Where did you end up buying this recent item you have never purchased before? BASE: ALL RESPONDENTS/ 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s

Among The 43% of 13-49s Purchasing 'Recent Item" at Big Marketplace Site, 91% Bought at Amazon or Walmart

…Amazon # 1, 68% of 'recent item' purchases… Walmart #2, 23%

- Blacks more Walmart oriented … Amazon 57%, Walmart 34%

Which Big Marketplace Site Purchased Item At? (13-49s)
(2023 only)

Amazon	68%
Walmart	23%
Ebay	4%
Target	3%

S3. Which big marketplace site did you purchase the item at? BASE: THOSE BUYING AT A BIG MARKETPLACE SITE: 1,964 13-17s (1,480 18-49s + 487 13-17s)

Shoppable Videos & Livestream Shoppable Events Hold More 'Interest' With Teens

Teens also more likely to have already participated in a livestream shoppable event and equally as likely to have bought something via a social media shoppable video

- 3rd party data (McKinsey & Co.) indicates that main drivers for creating livestream events are revenue, and of equal importance, enhanced customer engagement.

Have You Bought Anything Via… (% 13-49)

	Shoppable SM Videos		A Livestream Shoppable Event*	
	Teens	Adults	Teens	Adults
Yes	30%	32%	37%	30%
No, but interested	44%	27%	39%	28%
Yes + Interested	74%	59%	76%	58%

*such as those from influencers,/creators, retailers, and more

3rd party data re: revenue/customer engagement: McKinsey & co. 2022. both primary benefits ty 49% of survey respondents
S12a. Have you bought anything via shoppable videos (NOT live stream) on social media? :? BASE: SOCIAL MEDIA USERS: 4,403 13-49S (3074 18-49s + 1,330 13-17s)
S12b Have you shopped any Livestream shoppable events such as those from influencers/creators, retailers and more? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s)

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New Merchandise, Customization, Limited Editions, Collaborations, MC Relevant Products, All Important to Shoppers

New merchandise more important to teens (82%)… adults (72%) (top 2 box 'important')

Customization, limited editions, collaborations all make both teens & adults more likely to buy a brand, similar to 2020

Are You More Likely to Buy From a Brand That Offers? (13-49s…online or in-store)

	2020	2023	% +/-
Customization	71%	74%	+4%
Limited Editions	64%	69%	+8%
Collaborations	60%	65%	+8%

85% of all MC segments (13-49) agree they are likely (top 2 box) "to shop a retailer, physical or online, that offers a larger selection of multicultural relevant products."

:S13. How important is it to you to see NEW merchandise each month when you visit a site or store? S14. Are you more likely to buy from a brand or retailer that offers…customization, limited editions, collaborations? BASE: ALL RESPONDENTS: 4,600 13-49s (3,200 18-49s + 1,400 13-17s) S21. How likely are you to shop a retailer (physical or online) that offers a larger selection of Multicultural relevant products? Top 2 bos: Very Likely + Somewhat Likely BASE: ALL Multiculturals in study:3.167 13-49s (2,227 18-49s + 940 13-17s)

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Picture: Pexels free download

Online: Not Enough Detailed Product Information & Specs Deter Sales

72% of all 13-49s say this has caused them not to buy something

S17:. When buying online, have you ever NOT bought something due to not enough detailed product information & specs?
BASE: ALL RESPONDENTS: 4,600 13-49s; 3,200 Adults 18-49 + 1,400 13-17s

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Are You Ready For The MC Majority?

(Leadership/process & systems?)

Now dominating 18-34 demo & soon, the <50 demo.

Teens matter more in e-commerce world; especially social commerce as they make more personal brand choices

Trust #1 value more important than price

- “Healthy & Safe” & “Convenience” … growing values

Power & peril in ‘Shared values’

- Power: strengthened brand loyalty & connections
- Peril: Quitting or purchase cutbacks for brands that violate ‘shared values’

Physical store/online shopping preference part of basic ID

- Convenience matters most to ALL!
- Social, entertaining, sensorial drive the physical store oriented

Social media an increasing part of brand purchase journey, every step of the way

WANT TO GET IT ‘RIGHT’?...
BE CULTURALLY LITERATE & HIRE ‘IN-CULTURE” EXPERTS TO GUIDE YOU...

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