



StudentBeans

The ultimate guide to Gen Z

**in seven
minutes**

Born between 1996 and 2010, the cohort we call Generation Z is growing up. With around 2 billion Gen Zs worldwide, they're now a bigger generational cohort than Millennials - and the most mature are carving out their financial independence right now. With a spending power of \$44 billion - which grows to \$600 billion when you consider the influence they have on their parents - Gen Z is the future. It's time to get to know them better.

Gen Z is digitally native

The internet became publicly available right before the first Gen Zs were born. This means they've never known a world without it - and it affects every facet of their lives.

As digital natives, it's tempting to think of Gen Zs as internet junkies - constantly tuned into smartphones or scrolling through social media for hours. In fact, being digital natives gives Gen Zs an innate ability to switch between online and offline worlds. They're the most digitally literate generation to date - after all, apps and social media are part of their DNA. But they also know when to switch off.

As digital natives, Gen Zs flip seamlessly between IRL and URL. They move through multiple digital and IRL touchpoints as they talk to friends, forge relationships, consume information, and purchase from brands. They exist in a world of hyper-connectivity - and they expect the brands they love to meet them there.

[Book a demo](#) to see how you can reach Gen Z today.

95%
of US Gen Zs
shop online

65%

get ideas of
things to buy
from social media

74%

of US Gen Zs check
Instagram daily

78%

are TikTok
users - and

55%

have bought
something they
first saw on TikTok



Gen Z is authentic

This demographic has mastered the art of keeping it real. From their social feeds and sense of humor to the marketing they consume and their purchasing decisions, authenticity is everywhere.

If Millennials made high-octane influencer content and carefully applied filters the norm, Gen Zs are flipping this aesthetic on its head - on their social feeds, you'll find scrappy, unfiltered content, brutal honesty, and celebrations of the imperfect.

Gen Zs demand this level of authenticity from the brands they love. They want to see accountability for past mistakes and a transparent commitment to future growth. They put comfort and feeling good at the forefront of their purchasing decisions - and rather than lofty celebrity influencers, they respond best to homegrown content from people with smaller followings. If you want to build a genuine rapport with them, make sure you're keeping it real.

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68%

want brands to post funny TikTok content

74%

don't trust influencers to be honest about brands

73%

would use a discount code posted on social by someone they know

68%

dress for comfort compared to

24%

who dress to impress



Gen Z is ethically conscious

Ethics and values underpin everything that Gen Zs do. Having lived through some turbulent world events, they've been galvanized into action from an early age. We've seen them lead protests, start difficult conversations online, influence family members - and put significant pressure on brands to align with their values. Black Lives Matter, gender equality and identity, and the environment are just a few causes of which Gen Zs have become champions in recent years.

The members of Gen Z who have reached financial independence are also more likely to put their money where their values lie. If a brand stands up for what they believe in, they'll be more likely to buy from them. But ethics and authenticity go hand-in-hand for Gen Z: they want to see long-term commitment from brands, rather than superficial support.

80%

think brands should use their platforms to raise awareness of racism

71%

have changed their shopping habits as a result of the Black Lives Matter movement

97%

think that brands should get involved with the Stop Asian Hate movement

95%

say it's important that a brand cares about sustainability and protecting the environment

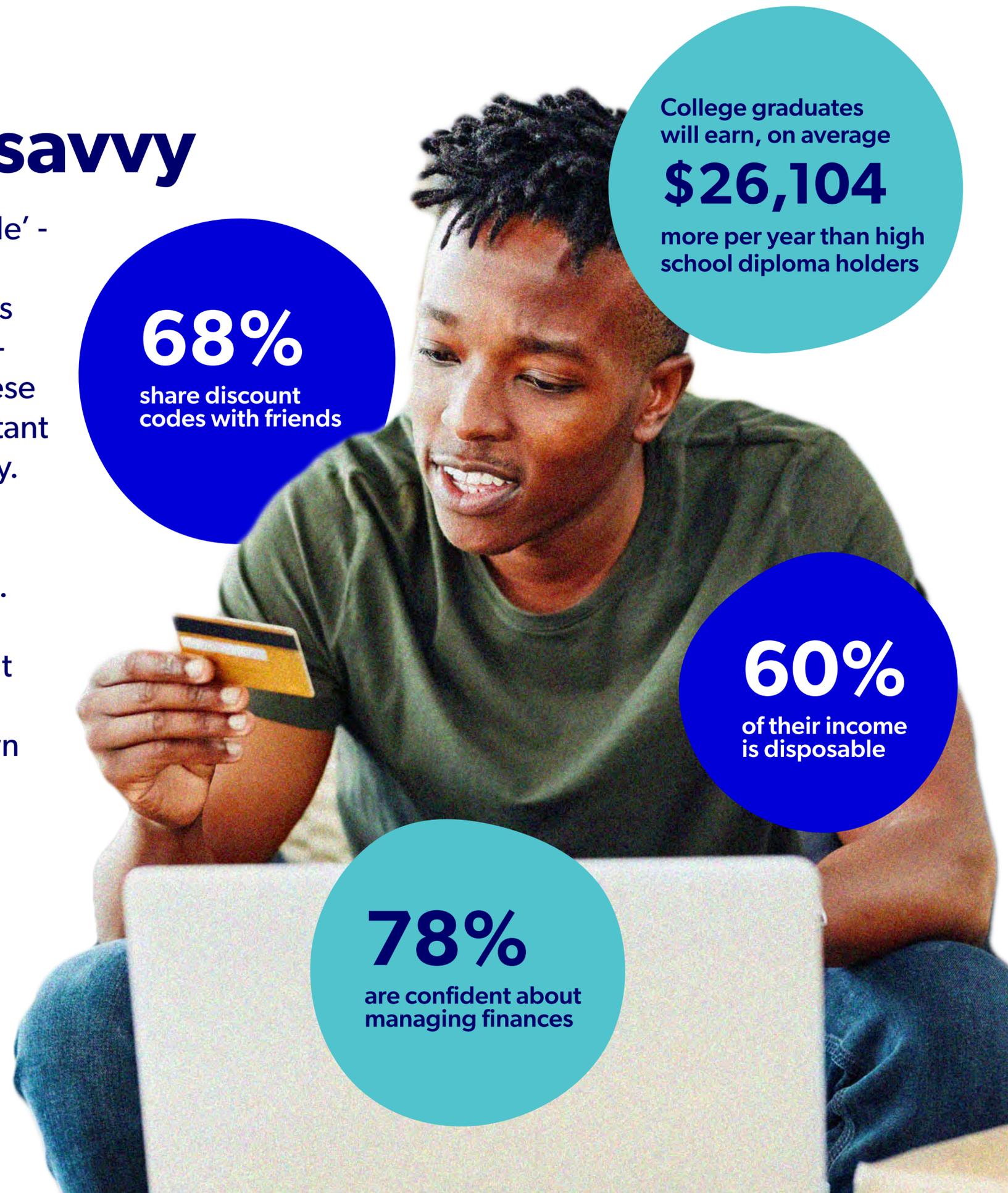
Gen Z is financially savvy

Gen Z is sometimes known as 'generation sensible' - and when it comes to their money management, the name certainly fits. The most mature members of the cohort - students and young professionals - have just inherited their spending power, and these consumers show time and time again how important it is for brands to balance quality with affordability.

Gen Z students, in particular, represent a group that is making financial decisions for the first time. A combination of paid work, scholarships, and familial support gives the average college student a disposable income of around 60% to spend across discretionary items. They're typically drawn to brands that incentivize them - but they're unwilling to compromise on quality.

As Gen Z students graduate, their earnings will continue to rise - but the brand loyalties they establish during their college years are likely to stay with them for life.

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68%
share discount codes with friends

College graduates will earn, on average
\$26,104
more per year than high school diploma holders

60%
of their income is disposable

78%
are confident about managing finances

About Student Beans

Your gateway to success with Gen Z

Student Beans creates lasting relationships between Gen Z and brands. Our suite of solutions help brands to find, attract, engage and convert verified students. And that's just the start. Our extensive network of global media touchpoints, along with our conversion optimization tools, drive repeat purchases, building the habits that turn Gen Z into your lifelong customers.

Our conversion optimization tool

Reduce basket abandonment, and ensure that every discounted purchase comes from a fully verified student.

Our Gen Z media suite

Make use of our Gen Z-centric media suite to speak to them wherever and however they browse.

Our Gen Z database

Leverage our global Gen Z database to retarget more efficiently, earning loyalty that lasts way beyond their student years.

Our global publisher network

Once your student discount program is live, we'll place it in front of the audiences that work for you.



Find out more about our [conversion optimization tool and Gen Z media suite](#) today.

The story of Student Beans

Student Beans was founded in 2005 in Birmingham, UK, by James and Michael Eder. Today, we partner with thousands of the world's biggest brands across fashion, technology, food, entertainment and more, and power a global network of students in over 160 countries.