

A Generational Breakdown of Trust in Social Commerce

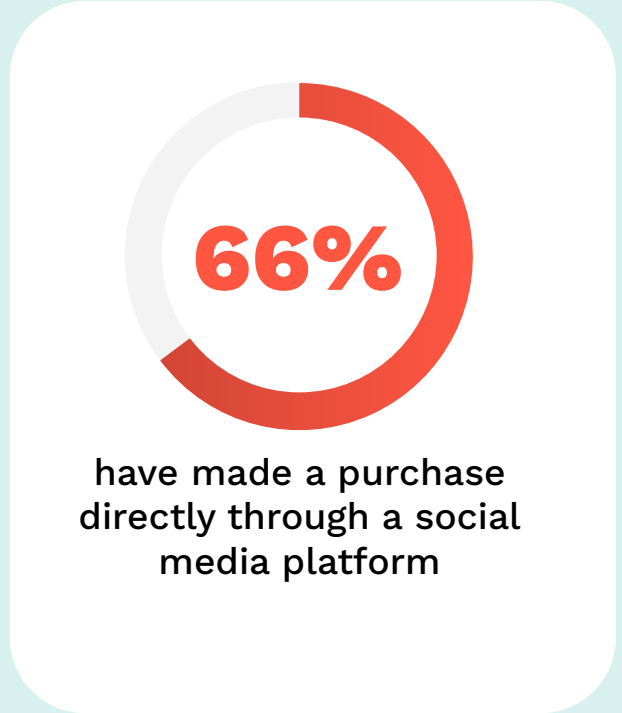
Social commerce continues to grow, and it's not just Gen Z making online purchases. Explore how trust factors influence purchasing decisions across different age groups.

Gen Z

Born Between 1997 and 2012

- 53%** made the purchase because of a discount or promotion offered
- 49%** made the purchase because they trust the influencer recommendation
- 36%** made the purchase because they need the product or service

Gen Z demonstrates a significant inclination towards prioritizing influencer trust over the necessity of the product itself.



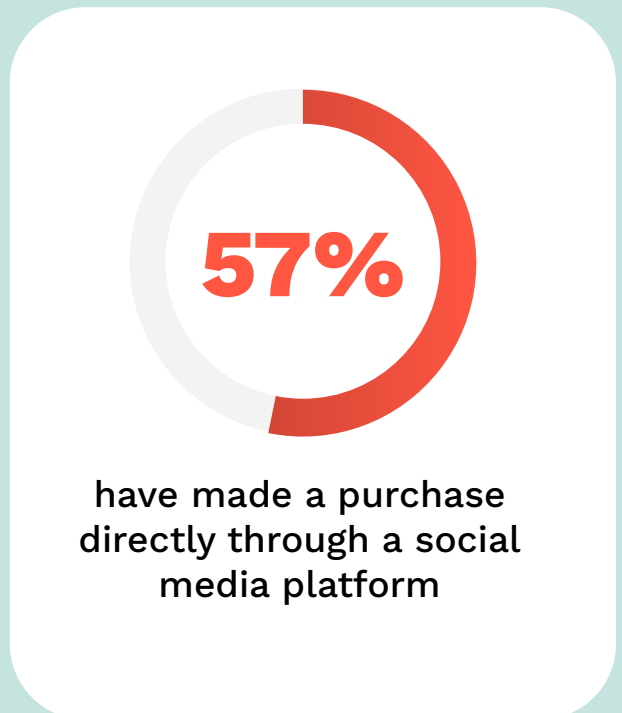
Gen Z Creators Jake Shane and Pragathi Guruprasad

Millennials

Born Between 1981 and 1996

- 67%** made the purchase because of a discount or promotion offered
- 46%** made the purchase because they trust the influencer recommendation
- 44%** made the purchase because they need the product or service

Similar to Gen Z, Millennials also indicated that influencers move the needle even more when making a purchasing decision than needing a product or service itself.



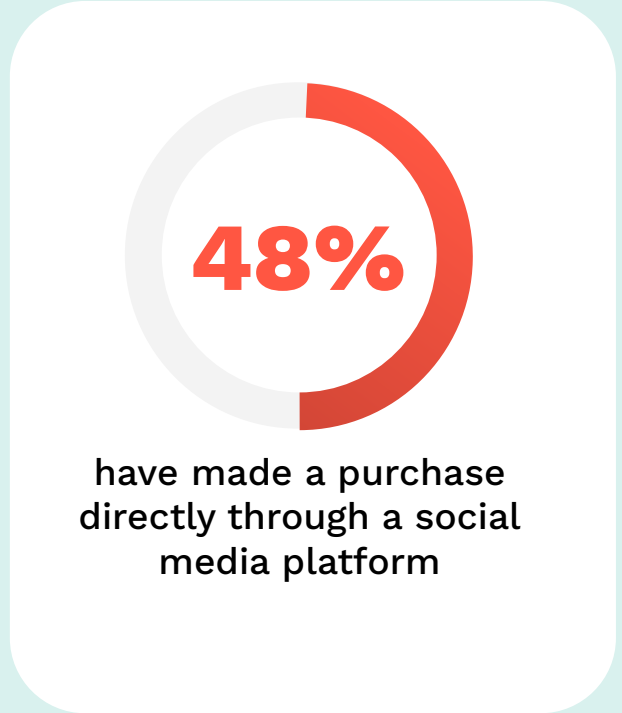
Millennial Creators Ally Love, Jalen Noble, and Adam Waheed

Gen X

Born Between 1965 and 1980

- 55%** made the purchase because of a discount or promotion offered
- 44%** made the purchase because they trust the influencer recommendation
- 33%** made the purchase because they need the product or service

Gen Z and Millennials are not the only ones contributing to the growth of social commerce. In fact, nearly half of all Gen Xers have also made a purchase directly through a social media platform!



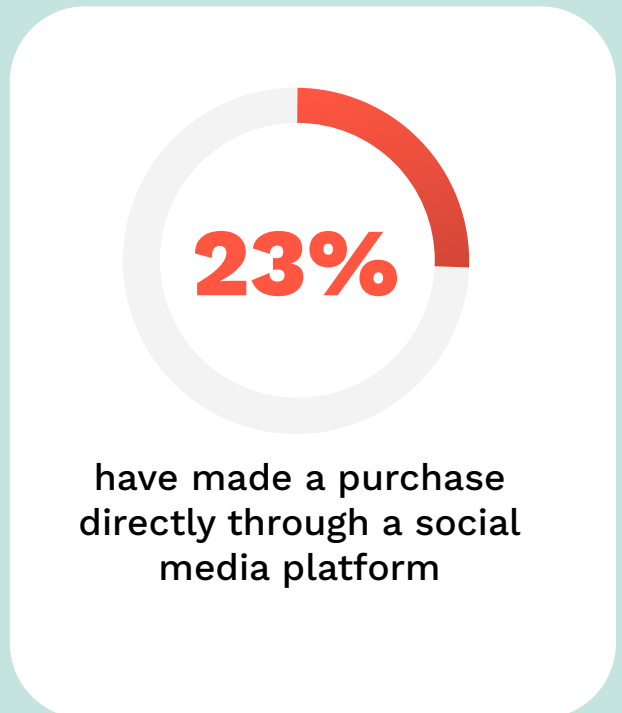
Gen X Creators Rhett McLaughlin and Link Neal

Baby Boomers

Born Between 1946 and 1964

- 56%** made the purchase because of a discount or promotion offered
- 53%** made the purchase because they trust the influencer recommendation
- 41%** made the purchase because they need the product or service

Penetrating the Baby Boomer market is difficult, but possible with effective strategies. They prioritize essential products and good deals, with over 50% influenced by discounts or promotions.



Baby Boomer Creators Helen Van Winkle and Jessay Martin

Have Questions? Want to Learn More?
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