

YPULSE

BEHAVIORAL REPORT

Social Media Monitor

May 2021

Exclusive to YPulse Business Accounts

Behavioral Report Details & Methodology

Behavioral reports keep you up-to-date on Gen Z and Millennials' everyday lives, preferences, and views; supplying research data on the "how many, how much, and how often" of their behavior to inform marketing tactics.



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Behavioral Report Methodology:

- Behavioral report findings and insights are based on bi-monthly surveys of young consumers on 52+ topics annually
- Each survey is conducted among n=1,000 13-39-year-olds and is nationally representative with quotas across age, gender, race, ethnicity and region
- The data in this report is from a survey fielded 4/23/21-4/27/21
- YPulse defines Gen Z as those born 2001 - 2019 and Millennials as those born 1982 - 2000, in this report the age ranges for Gen Z is 13-19-year-olds and Millennials is 20-38-year-olds

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Intro

YPulse has explored all of the ways that the world is becoming one big showroom for young consumers, and one of the biggest areas of opportunity in the shoppable era is social media.

In YPulse's latest social media monitor, the majority of young social media users feel that social media platforms can be used to find products and services to buy, and many are posting their own purchases to their feeds. But the platforms they're using for window shopping and the type of content they're most attracted to depends on their age. This report dives into social media window shopping, content posting, and more by generation, to give you insight into their latest social media behaviors.

TL;DR

As young people scroll through social media, they're window shopping.

The majority of Gen Z and Millennial social media users feel that social media can be a source for product and service suggestions. But the best platforms for window shopping depends on the generation you ask. Millennials are significantly more likely to find shopping inspiration from Facebook, while Gen Z is much more likely to get their shopping inspiration from TikTok.

Millennials are showing off Instagrammable purchases on their feeds.

More than half of Millennials posted something they bought in the past month—and for brands that want to show up on their feeds, looking picture-worthy remains key. Compared to Gen Z, Millennials are more likely to care about the aesthetics of the content they post from purchases to product packaging to the restaurants and stores they shop in—and they are more likely to feel this way compared to 2017 when YPulse documented the rise of Instagrammability.

Gen Z is ushering a new era of scrappy social media content.

Gen Z is less likely than Millennials to feel that the content they post needs to look good on social media. To adjust to the pandemic, brands have adopted a lower-quality, scrappy aesthetic for campaign shoots, which have been well-received by young consumers and is destined to be the future of brand marketing based on Gen Z's preference for the real, candid, and authentic look.

The vast majority of Millennial parents use social media to shop.

More than nine in ten Millennial parents feel social media can be a place to find products or services to purchase, compared to 83% of non-parents. While parents are more likely to feel this way about many platforms compared to non-parents, Facebook is by far their top destination for purchase inspiration—making it the ideal to platform to reach this group.

Young people are social media window shopping — but where they're going varies by generation.

More than six in seven young social media users feel that social media can be a source for product and service suggestions. It's no secret that online shopping has taken off during lockdowns, and for young consumers scrolling, social media has become like window shopping. According to an Insider Intelligence report, social commerce shoppers grew by 25% during the last year, from 64 million to 80 million who make purchases through apps like Instagram, Facebook, and Pinterest. It's important to note that Gen Z and Millennial social media users are getting their purchase inspiration from different platforms: Millennials are significantly more likely to find shopping inspiration from Facebook, while Gen Z is much more likely to get their shopping inspiration from TikTok.

87% of 13-39-year-old social media users believe social media can be a place to find products or services to buy

82% Gen Z | **89% Millennials**

Best Social Platform to Find Products and Services to Buy

	GEN Z	MILLENNIAL
Facebook	20%	51%
Instagram	39%	42%
YouTube	37%	35%
TikTok	33%	18%
Pinterest	21%	18%
No social media platform is best for finding products or services to buy	18%	11%
Twitter	8%	10%
Snapchat	12%	8%

43% of Millennial Facebook users use the Facebook Marketplace feature **(vs 18% of Gen Z)**



YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

TikTok has become a go-to window shopping source for Gen Z, sending products into viral status.

TikTok has seen significant gains in users over the past few years, with 58% of Gen Z currently on the platform—a 40pt increase from May 2019. The platform has grown in popularity with dance trends, challenges, activism efforts, and more, but more recently it's becoming the Gen Z spot for shopping inspiration. The platform ranks third for Gen Z in best social platforms for finding products and services, and the hashtag #TikTokMadeMeBuyIt currently has a whopping 1.3 billion views. The platform also ranks third for Gen Z in social platforms that have their favorite influencers, and influencer marketing on the app is on the rise: According to Traackr, TikTok has seen a 164% increase in sponsored posts and a 481% increase in engagements in 2020. It's the only app "to have seen substantial growth in this area" with paid-for cosmetic influencer posts down 23%, 10%, and 39% for Instagram, YouTube, and Facebook.

58% of Gen Z are currently using TikTok

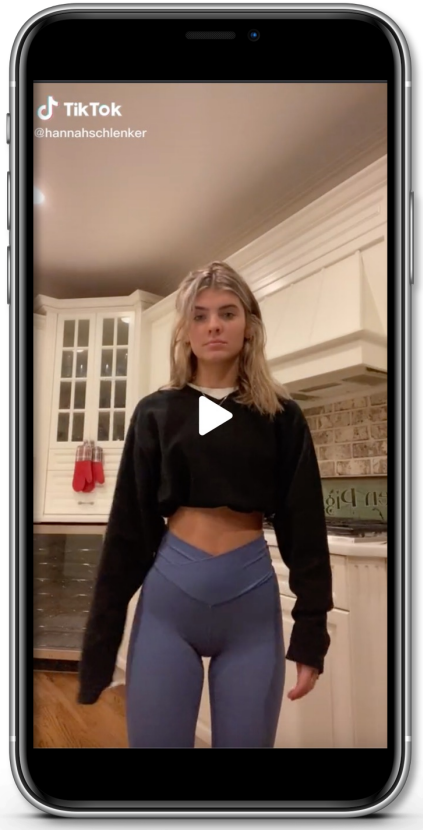
↑ **40pt** from 2019

Best Social Platforms For Gen Z to Find Products and Services to Buy

1. Instagram	39%
2. YouTube	37%
3. TikTok	33%

The Social Platforms With Gen Z's Favorite Influencers

1. YouTube	60%
2. Instagram	46%
3. TikTok	45%



TikToker @hannahschlendker uploaded a video of herself dancing, generating 5.5 million views. But the thing that was drawing viewers were the light blue Aerie Offline Real Me High Waisted Crossover leggings she was wearing. Soon after the video went viral, online demand reportedly '[hit the roof and they sold out very quickly.](#)'"

YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

More than half of social media users are posting their purchases to feeds.

More than half of social media users have posted something they bought in the past month to social media, ranking third on type of content they posted in the past month. Millennials are more likely than Gen Z to have posted in the past month, from purchases to events they attended to foods they've eaten to trips they've taken to items they wearing, presenting a bigger opportunity for brands to end up on their feeds.



54% of social media users have posted something they bought on social media in the past month

Content Social Media Users Posted in the Past Month

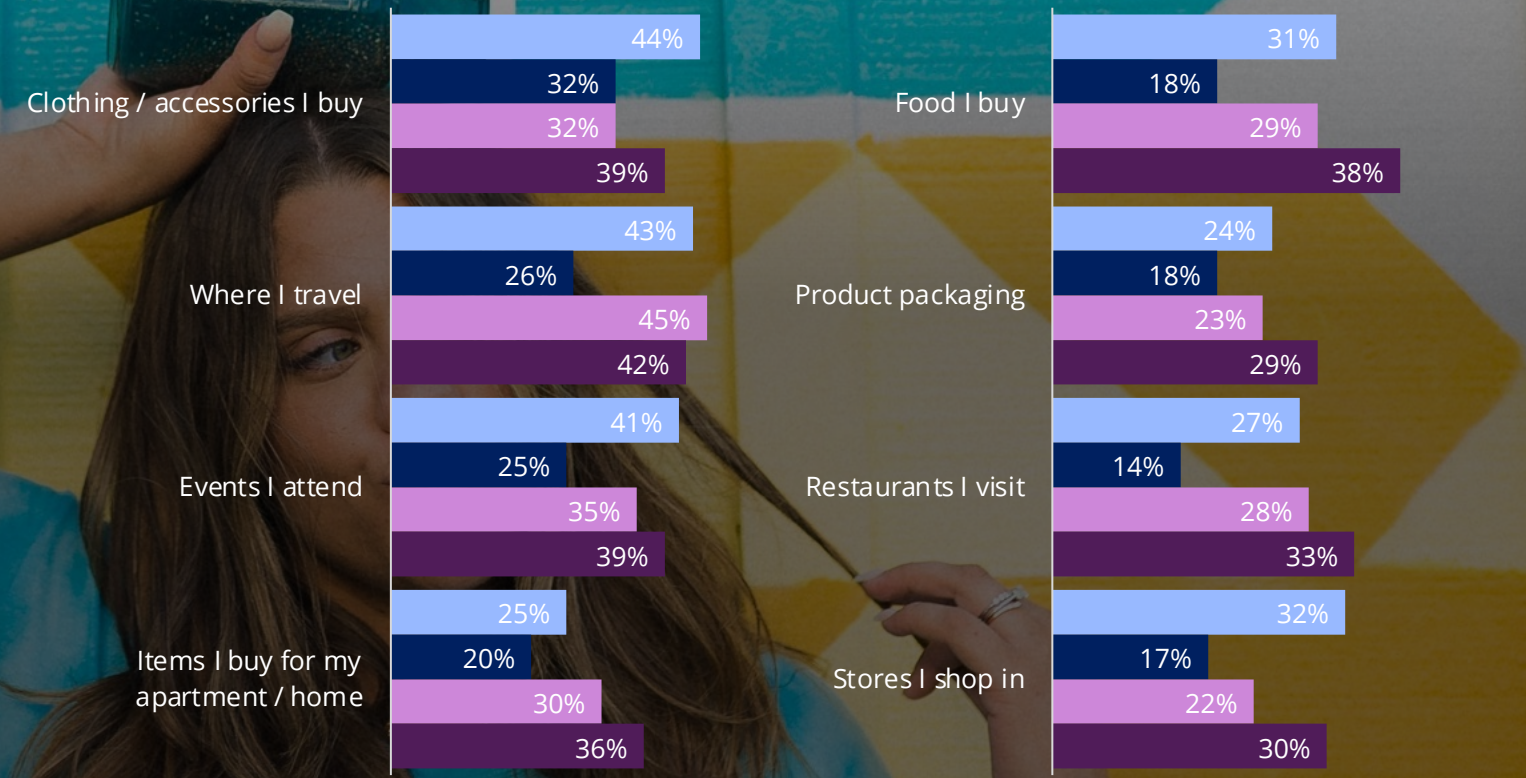
	GEN Z	MILLENNIAL
What I did that day	59%	62%
My family	45%	65%
Something I bought	47%	56%
Something I made	47%	54%
An event I attended	43%	53%
Something I ate	38%	52%
Somewhere I traveled	38%	52%
What I was wearing	41%	48%
My political views	24%	36%

YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

Instagrammability remains key to standing out online for Millennials.

Compared to Gen Z, Millennials are more likely to care about the aesthetics of the content they post from purchases to product packaging to the restaurants and stores they shop in—and they are more likely to feel this way compared to 2017. Instagrammability was born with the Millennial generation, and they're more likely than ever to feel that standing out online is about crafting the picture-perfect image. This also means they're more likely to be drawn to the products, and experiences, that lead to those Instagrammable shots.

According to Social Media Users, It's Very Important The Following Look Good When Posting to Pictures to Social Media



YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

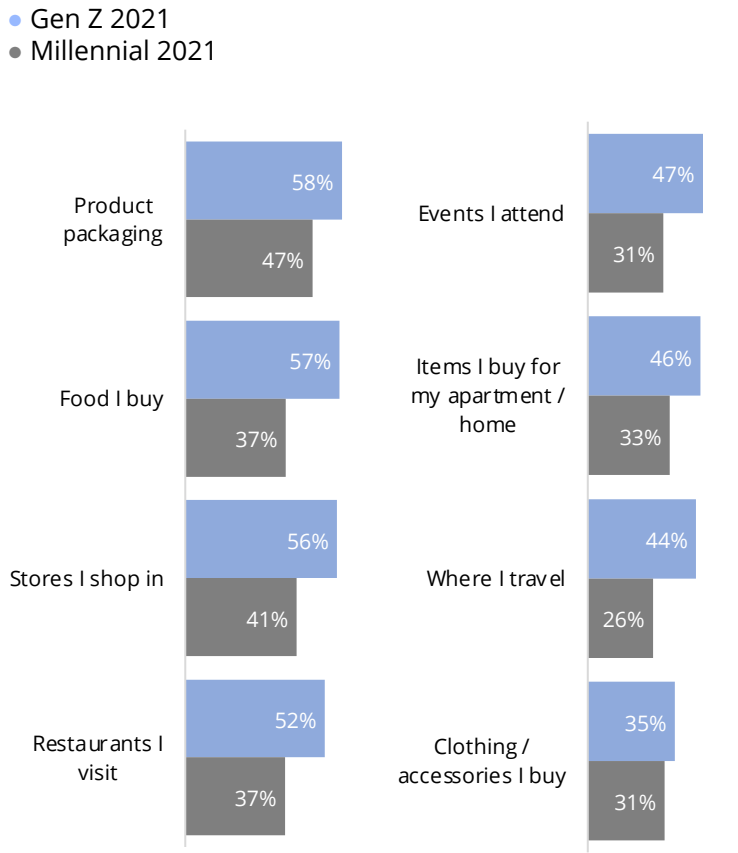
Gen Z on the other hand is ushering a new era of more candid, authentic social media.

Gen Z is less likely than Millennials to feel that the content they post needs to look good—and this is an attitude that has grown among the group since 2017. While Instagrammability is still thriving with Millennials, Gen Z is ushering a new era of authentic, real imagery on social media feeds. They're more likely across the board to say it's not important that things like product packaging, food events, and more look good when they post. Influencers who want to stand out are adopting a grainy aesthetic or posting more candid "unposed" shots. This generation has also been driving the popularity of platforms that are more likely to showcase authentic and less perfect moments.



In response to limitations of COVID, brands have been adopting a more lower-quality aesthetic for campaign shoots, echoing young consumers' social media aesthetics. At the start of the pandemic, fast fashion brand Zara sent clothes directly to models who photographed themselves around their own homes with iPhones. Fans of the brand praised them for the "genius" move, and Marie Claire called the campaign "refreshing.

DON'T Believe It's Important the Following Look Good When Posting to Pictures to Social Media



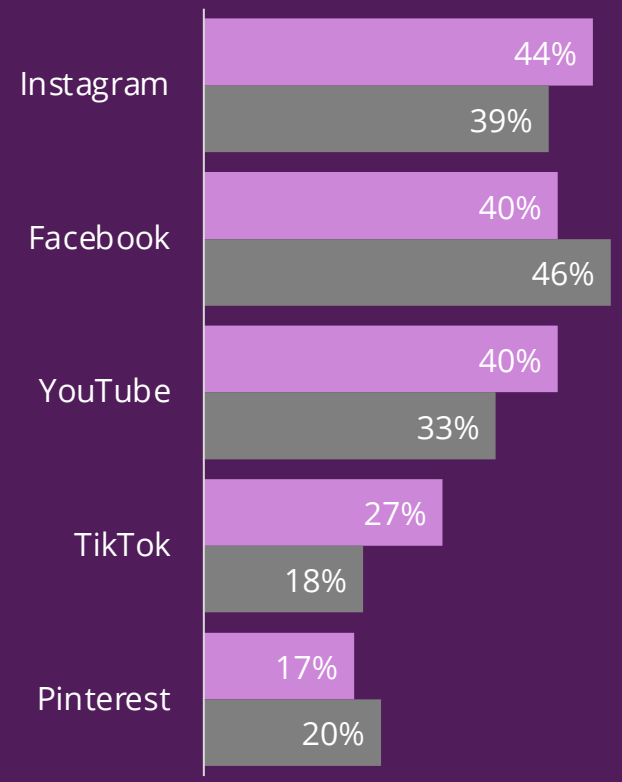
YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

BIPOC SPOTLIGHT

BIPOC consumers are more likely to be influenced by video-forward platforms.

The top social platform that BIPOC consumers say is best for finding products and services is Instagram — and they're more likely to say their favorite influencers are on Instagram than White/Non-Hispanic consumers. In general, BIPOC young consumers are more likely than White/Non-Hispanic young consumers to feel that video-forward platforms (aka YouTube and TikTok) and also more likely to say their favorite influencers are there as well.

Best Social Platforms to Find Products and Services to Buy



Which social media platform has their favorite influencers?

	White / Non-Hispanic	BIPOC
YouTube	51%	**57%**
Instagram	43%	**49%**
TikTok	28%	**32%**
Facebook	28%	**27%**
Twitter	17%	**14%**
Snapchat	16%	**15%**
Facebook Messenger	8%	**9%**
Pinterest	8%	**9%**

YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds
*BIPOC stands for Black, Indigenous, People of Color

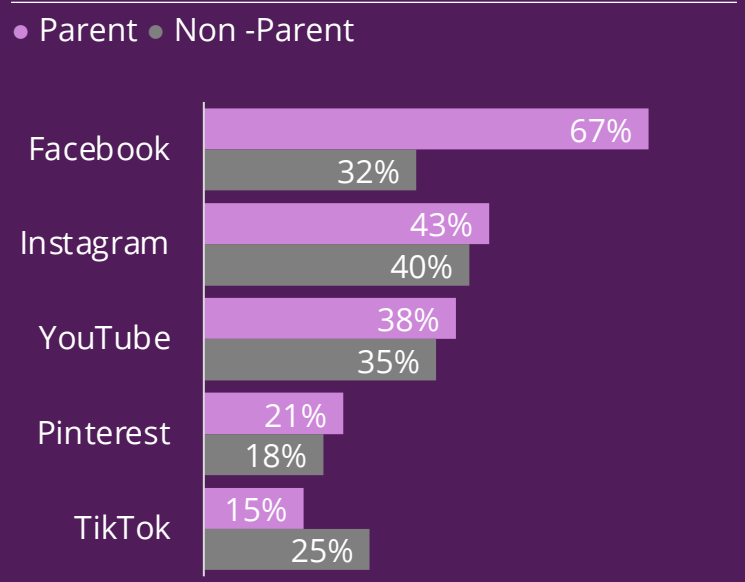
MILLENNIAL PARENT SPOTLIGHT

Millennial parents are the most likely to be window shopping on social media.

More than nine in ten Millennial parents feel social media can be a place to find products or services to purchase, compared to 82% of non-parents. While parents are more likely to feel this way about many platforms compared to non-parents, Facebook is by far their top destination for purchase inspiration. When looking for kids' purchases, Instagrammability is key: more than half of Millennial parents say it is very important the things that they buy their kids looks good on social media.

93% of parent social media users believe social media can be a place to find products or services to buy **(vs 82% of non-parents)**

Best Social Platforms to Find Products and Services to Buy Among Millennial Parents





YPulse research conducted 4/23/21-4/27/21 among 1000 13-39-year-olds

Want to see even more data on this topic?

Pro users can dive into this survey and more in the Behavioral Data dashboard.

For any questions about this report or your YPulse account, please reach out to questions@ypulse.com

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