

GEN Z REPORT - INDIA

HOW TO GET GEN Z TO **OBSESS** ABOUT YOUR BRAND

GEN Z
MARKET

2B
WORLDWIDE

100M
INDIA

SheerID



9 in 10

Gen Z students
said they would be more likely
to purchase from a brand that
gave them an exclusive offer.



99% of Indian College Students are Gen Z

One of the best ways to win Gen Z is to target students, so we had Centiment survey college students in India about their purchasing behaviour, what they want from brands, and how brands can provide it. Survey results reached a 95% confidence level.

Our survey indicated that more than half of Gen Z students in India feel optimistic about the economy, a confidence that's likely driven by their country's astonishing 7% estimated [annual GDP growth rate](#). The survey also revealed that one of the best ways brands can leverage this optimism and win Gen Z is by offering a student discount.

When a brand gives college students an exclusive offer:

- 64% feel more emotionally connected to the brand.
- 9 in 10 are more likely to buy from the brand.
- 8 in 10 would be more likely to join the brand's loyalty program to redeem it.
- 99% would share it with others who were eligible for it.

LEARN HOW YOU CAN ACQUIRE LOYAL GEN Z CUSTOMERS.

DON'T SLEEP ON THE POWER OF GEN Z RECOMMENDATIONS

With 57% of Gen Z students feeling optimistic about the economy and the number of college students in India [nearly doubling by 2035](#), now is the perfect time for brands to strategically prepare for this incredible opportunity. Doing that successfully starts with understanding how to reach them and how they make purchase decisions.

Our survey revealed that 74% of Gen Z college students find out about a new brand through

social media. That's no surprise, given that [28% of urban Gen Zers in India](#) access Instagram more than 10 times a day.

But what did stand out was how many Gen Z consumers rely on word of mouth from people they trust. More than 1 in 3 Gen Z college students learn about new brands through a recommendation from a friend or family member.

TAKEAWAY

Engage
Gen Z
by showing
up in their digital
and real-life
communities.



74%

of Gen Z students
learn about new brands
through social media.



37%

of Gen Z students learn about
new brands from a friend or
family member.

WAYS YOUR BRAND CAN STOP THE SCROLL

Like most consumers, Gen Z wants value at a great price. But when asked what makes a brand stand out from its competitors, more than 1 in 3 also said an exclusive offer would do the trick.

Gen Z feels good about the economy, but many college students still have limited income, so better pricing will catch their eye—especially when you consider the amount of promotions they see on social media. You can do that by making your pricing more competitive across the board, or by giving special pricing just to Gen Z, like a student discount.

Our survey indicates the latter would be highly effective. Ninety-two percent of Gen Z college students check to see if a brand offers them an exclusive discount before purchasing from it.

TAKEAWAY

*Capture Gen Z's
attention by giving them
an exclusive student offer.*



Gen Z College Students Want Exclusive Offers

I check to see if a brand
offers a student discount
before purchasing it.

92%

I think exclusive student
offers are one of the top
ways a brand can stand
out from its competition.

38%



EXCLUSIVITY DRIVES CONVERSIONS

Everyone loves a discount, including Gen Z. Nearly half of our survey respondents said a general discount available to everyone would motivate them to buy from a new brand.

But Gen Z finds exclusive offers far more persuasive. Ninety-three percent of Gen Z students said they would be more likely to purchase from a brand that gave them an exclusive offer.

In fact, Gen Z loves an exclusive offer so much that not offering one may mean you lose their business to a competitor who does. Forty percent of Gen Z college students said they would switch their loyalty from one brand to another if they were given an exclusive student discount.

TAKEAWAY

Student discounts do more than drive conversions – they drive loyalty.



**Exclusive Offers
Make Gen Z College
Students Choose
Your Brand First**

I would be more likely to purchase from a brand that gave me an exclusive offer.

93%

I would switch my loyalty to a competing brand if it gave me an exclusive offer.

40%



THE MOST POPULAR GEN Z OFFERS *AREN'T EVEN DISCOUNTS*

Gen Z loves an exclusive discount on price. More than 37% said they find both an occasional 20% discount and 10% off every purchase appealing.

But our survey revealed that even more of Gen Z find freebies attractive. When asked what kind of exclusive offer would be appealing, 57% said free shipping, 56% said a free gift, and 39% said buy one get one (BOGO). There's a reason why you see so many #giveaways on Instagram—they work!

TAKEAWAY

Brands can experiment to find a Gen Z offer strategy that works for them.



What kind of exclusive offers would you find appealing?

Free Shipping

57%

Free Gift

56%

Occasional 20% Discount

43%

BOGO

39%

10% Off Every Purchase

38%



HOW YOU VERIFY A GEN Z OFFER IS JUST AS IMPORTANT AS THE OFFER ITSELF. PERIOD.

Verifying a Gen Z student's enrollment in college protects your offer and keeps it truly exclusive, which makes it more appealing. But the verification process has to respect Gen Z's data privacy concerns and satisfy their desire for frictionless digital experiences.

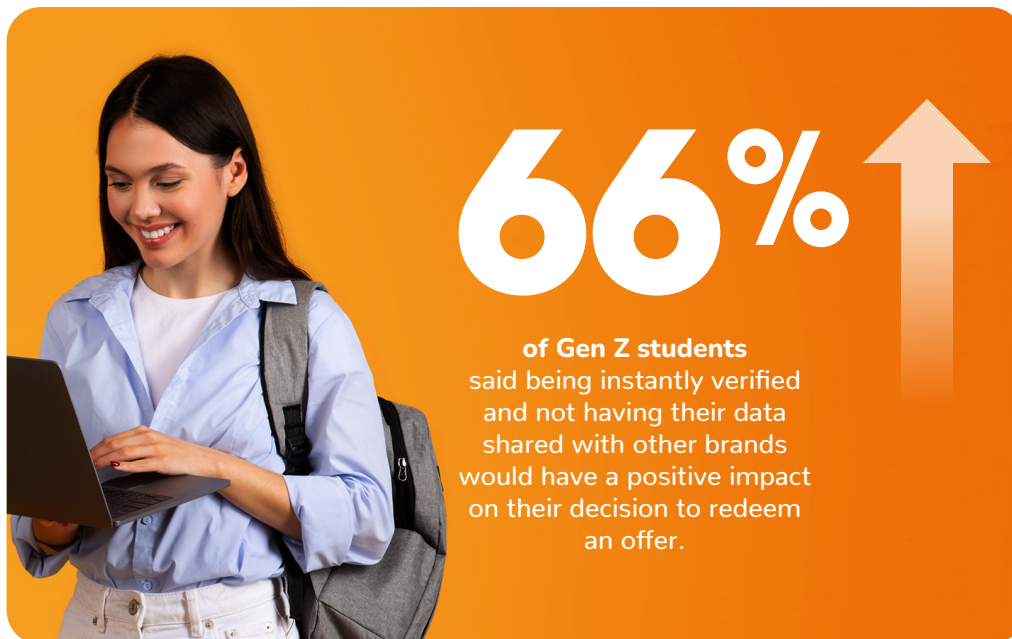
According to our survey, 66% of Gen Z students said being instantly verified and not having their data shared with other brands would have a positive impact on their decision to redeem an offer.

Using an open verification platform that verifies customers as part of your purchase process also increases conversions. Closed affiliate verification providers require consumers to leave your website to create a separate account, which adds friction that can drive Gen Z away. Nearly half of Gen Z college students said a verification process that takes longer than 5 minutes creates a negative impact on their purchase decision.

TAKEAWAY



To ensure the highest conversion rate, verify customers directly on your website using a method that has a high instant verification rate.



EXCLUSIVITY TURNS GEN Z INTO HUGE STANS

Exclusive offers for Gen Z college students create enthusiasm for your brand that quickly spreads. According to our survey, 93% of Gen Z students said they would share an exclusive offer with others who were eligible for it. With so many Gen Z learning about new brands through social media, friends, and family, an exclusive offer can easily make your campaign go viral.

It can also help turn a viral moment into a lifelong brand relationship.

Sixty-four percent of Gen Z students said they feel more emotionally connected to brands that give them an exclusive offer. And 78% of Gen Z college students would be more likely to join your loyalty program to receive it.

TAKEAWAY

Exclusive offers for Gen Z college students can inspire brand loyalty that spreads throughout their community.



END GAME: YOU'VE WON GEN Z FOR LIFE



Gen Z feels optimistic about the economy, and giving college students an exclusive offer is a great way to turn that confidence into new business.

When you give Gen Z students an exclusive offer—and verify their eligibility for it in an instant and in-brand process—it can make your company stand out, drive acquisition, and launch meaningful brand relationships that spread throughout their community and last a lifetime.

LEARN HOW EXCLUSIVE OFFERS WIN LOYAL STUDENTS



SheerID is the industry's only open verification platform, enabling brands to completely own their customer verification experience, their customer data, and the marketing of their community offers across digital platforms.