Millennial/GenZ Consumer Behavior with Mobile Technology

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Why my interest in this topic?

…some stats…

  - Technology Gurus
  - Instant gratification/ FOMO
  - Participation Ribbon
  - Financially and emotionally supported
  - Helicopter parents
  - Online Dating
  - Educated Generation
  - Self-Esteem Movement

- Gen Z (or iGen) (1995-2012)
  - World Shaped By Internet
  - Smartphone
  - 9/11
  - Economy Crash
  - GPS
  - Most Racially Diverse Generation to Date
  - Tech Immersion
COULD we drive consumer behavior through interactivity?

- Setting the stage:
  - March – June 2018 in Europe (MUAS)
  - September – December 2018 in the US (Cal Poly)
- Choose a product “young” people purchase frequently
- Create interactivity with commercially available technologies and experiences
- Create a survey to collect data
- Involve students as senior projects
- Learn something new?!
Experiences

- QR code (Unitag) customized with “flame” design
- Link to “451” website

Experiences

- NFC Tag (Qliktag)
  - Designed for metal cans that contain liquid
  - Software links to a video from the responsive website
  - No App

Experiences

- AR
  - HP Reveal App (formerly Aurasma)
  - Interactive Animation

Sample Size (Google Sheets)

Predominantly answered questions:
1. Do you carry a mobile device when shopping?
2. Where do you purchase energy drinks?
Results – Demographics (Gender)

- Europe
- US

Results – Demographics (Age)

- Europe
- US

When purchasing energy drinks, packaging influences me (scale of 1-5)

- Europe
- US

...I often pick up and handle the package before purchasing.

- Europe
- US

I will often use my mobile device to interact with the package for more information (energy drinks)

(H1) Millennials in the US/Europe prefer interactive packaging vs packaging with no interactivity (i.e. merely printed packaging)

- Europe
- US

Packaging with scannable codes gives me an interactive experience with the brand

(H4) Millennials in the US/Europe will purchase packaged products based on their experience of interactivity

- Europe
- US
Interactive Packaging Means Higher Quality/Price

Europe

US

Rate the packaging on how likely you would use the technologies in-store
(H2, H3) QR < AR, AR < NFC

Europe

US

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Europe

US
Conclusions

- H1 - Millennials in the US/Europe prefer interactive packaging vs packaging with no interactivity (i.e. merely printed packaging)  
  - Europe ✓ | USA X
- H2 - Millennials in the US/Europe prefer AR over QR codes  
  - Europe ✓ | USA X
- H3 - Millennials in the US/Europe prefer NFC over AR  
  - Europe ? | USA ?
- H4 - Millennials in the US/Europe will purchase packaged products based on their experience of interactivity

Other things we learned…

- US and Europe have similar demographics but responses were different
- Anecdotal information was quite informative
- Environment very important (i.e. lighting, internet)
- Phone cases impede with NFC
- Most young consumers of energy drinks don’t use an Android (another limiter)
- Awareness of technologies generally low (other than QR)

Anecdotes

**QR Europe**
- Cheap, does not appeal to me
- Good to learn about product
- I’m most familiar with this
- No one uses QR codes unless they are in their 50s!
- Never scan those
- Need a call to action
- Did not work on iPhone X (!)
- Don’t want to install reader app

**QR US**
- Okay
- I’d maybe use at home if I was bored
- When I’m bored
- Cool design
- Don’t have android
- No app! Great!

**NFC Europe**
- I’d maybe use at home if I was bored
- When I’m bored
- Cool design
- Don’t have android
- No app! Great!

**NFC US**
- Would use for nutrition
- Don’t have an android
- Didn’t know it was possible
- Seems interesting
- Intrusive
- Not environmental
- Cool, but I would never use it
- Don’t have free hands while shopping
- Interactive

**AR Europe**
- Awkward
- Wouldn’t use it to buy, but would watch at home
- Funny
- Senseless

**AR US**
- Takes effort to pull up app
- Fun and cool but unnecessary
- SO COOL
- Not needed
- Liked that it was a game
- Cool but I don’t have 3 hands
- Gives better view of product

Recommendations

- The use of technology needs an incentive for Millennials and Z-ers (why should they interact with the package?)
- Experiences with the technology need to be memorable and relevant
- Don’t expect Millennials/Z-ers to pay more for interactivity
- Technology needs to work on all mobile platforms
- Millennials/Z-ers don’t have the attention span to wait for technology to work – if the technology takes too much time, they have already moved on
Thank you