**Online retailers: Selling to under 35s? Here's what the research says you need to do**

LINK TO DOWNLOAD VIDEO: https://vimeo.com/658406593/f234c003ad

## Prefer to scan? Here's the video transcript

Are you selling online to people under the age of 35? Here's what the latest research says you need to be doing.

The last 12 months have tested you online retailers like never before. Whether it was managing logistics and fulfillment or a complete strategy overhaul, Covid-19 - and the resulting ecommerce boom - has shown us just how vital it is to have the right data available, so you can get a competitive advantage by giving your customers exactly what they need.

A new survey by Power Retail revealed that customers aged 24-35 have some specifics that are essential for them. I'm going to share the top 3.

**Buy now, pay later options**

First up, they want buy now, pay later options. That's stuff like Afterpay and Zip, where you can get a product now and get a few weeks to pay for it.

There's also a bit of a rise in demand for payment options like Apple Pay and Google Pay as the appetite for different payment options continues to grow.

For now, credit card and PayPal are still the top dogs.

**Support for a cause**

OK, Number two on the list for what younger consumers are looking for; support for a cause. This is particularly apparent for those aged under 25, with 32% of survey respondents saying that they would switch online retailers based on their support for a charity. That's massive!

For those aged 25 and over, the appeal of supporting a charity really drops off with those aged 55 and over caring least.  So if you are supporting a charity or a cause, make sure you've got that loud and proud on your website and maybe your checkout page too.

**Reviews**

Number 3 on the list for what younger consumers are looking for; reviews.

That's not new, but hear me out! Interestingly, your customers are looking for reviews on retailers more so than products.  This is kinda new. They want to evaluate you and presumably what happens when things go wrong, for example if they need to return a product, will you be easy to work with?

This shows us that people have already made their decision about a product and they are looking for a reputable company to purchase from. I know myself that when I'm shopping online, I'll often get product recommendations from the likes of friends or people on Facebook groups I'm in, so I know exactly what I want and I've already evaluated the product.

So, my next step in my buyer journey is finding a reputable local company to buy from. Sometimes I also look up reviews on Amazon because there's always a tonne of reviews - both good and bad. I do my product research there but for the most part, it's hard to buy on Amazon here in New Zealand - so after I read good reviews, I find someone here in New Zealand who can sell to me and on big ticket or recurring purchases, I definitely look at reviews on Facebook and Google before I make a final call.

**There's your 3 tips. I hope this helps. Thanks for watching.**