

B2B Signals: How to win with Gen Z now

Gen Z already accounts for nearly 1 in 10 decision-makers today, and their influence is rising fast. They're bringing consumer instincts into B2B: seamless digital journeys, values-driven choices, and peer validation over legacy reputation. The suppliers that adapt to these expectations now will be the ones that stay on the shortlist.

See the full story in [Basis Signals: Gen Z's New Rules for Growth](#) >



Four Signals disrupting B2B in 2026 and beyond

1. Digital-first or dismissed

The signal:

Two-thirds of Gen Z buyers will walk away from suppliers with poor digital experiences or slow communication.

Why it matters:

Gen Z expect B2B buying to feel as seamless as consumer e-commerce: fast, integrated, and mobile-friendly. Brands that still rely on outdated portals or cold outreach lose deals long before proposals are even sent.

How to explore this further:

[Test your digital buyer journey](#) end-to-end. Use [UX research and journey mapping](#) to pinpoint where Gen Z drop off and which digital channels (chat, DM, self-serve) drive conversion. Then map the early discovery stage to understand what type of content earns attention before contact, from peer validation and short-form video to interactive demos that build trust and familiarity before the first call.

2. Values before value

The signal:

Gen Z B2B buyers prioritize transparency, ethics, and social impact, and they will choose suppliers whose values align with their own, even when price isn't the lowest on offer.

Why it matters:

Gen Z look sideways, not upwards, for validation. They want to hear real experiences, not sales decks. Legacy reputation and outbound sales no longer guarantee visibility. Credibility now comes from peer voices and shareable proof that travels fast.

How to explore this further:

[Run comms and message testing](#) to identify which values and ESG commitments build trust. Track how proof points like case studies, certifications, and partnerships influence inclusion in Gen Z buying journeys.

3. Peers over pedigree

The signal:

Almost half of Gen Z now use social and community platforms instead of traditional search to discover brands, products, and partners.

Why it matters:

Gen Z look sideways, not upwards, for validation. They want to hear real experiences, not sales decks. Legacy reputation and outbound sales no longer guarantee visibility. Credibility now comes from peer voices and shareable proof that travels fast.

How to explore this further:

Use [brand tracking](#) and [social listening](#) to understand where and how your brand surfaces across peer and creator ecosystems. Test how community advocacy and peer storytelling shape trust and inclusion in Gen Z's supplier shortlist.

4. AI as co-pilot

The signal:

Six in ten Gen Z prefer using AI tools like ChatGPT for search, turning to them for supplier discovery, comparisons, and advice.

Why it matters:

AI is fast becoming the first touchpoint in B2B buying. If your brand isn't easily found, explained, or endorsed by AI, you'll fall behind. In short, your pipeline depends on how clearly your proof points, credibility, and case studies surface through algorithm-led summaries.

How to explore this further:

Run AI discoverability audits to see how your messaging appears in answer engines. Combine this with **segmentation** to identify which Gen Z buyer roles rely most on AI, and test how visibility converts to real action.

BASIS Signals

Our data systems blend cultural signals, behavioral analytics, and brand tracking, so you can see not just what's trending, but what's commercially viable in your sector.

Want to hear more? Get in touch at Basisglobal.co/contact

Signals sources in order of appearance

1. Gen Z already accounts for nearly 1 in 10 decision-makers today,
[68 B2B buyer statistics and insights](#)
2. Two-thirds of Gen Z business buyers will walk away from suppliers with poor digital experiences or slow communication.
[Predictions 2025: Younger Business Buyers And GenAI Will Upend The Status Quo](#)
3. Almost half of Gen Z now go to Social instead of Google
[GenZ Dumping Google For TikTok, Instagram As Social Search Wins](#)
4. 6 in 10 of Gen Z prefer searching with AI tools like ChatGPT and Gemini over traditional search engines
[The rise of the personal AI advisers](#)