

The 4 generations of shopping



Baby Boomers

1946 - 1964

Most of them are in the pre-retirement stage of life, they currently have the greatest amount of disposable income among all generations. They value quality and excellent customer service and still prefer traditional payment methods and advertisement.



Gen X

1965 - 1980

Currently the group with the highest average income, they want to make smart, safe and informed decisions that benefit their families. They use various channels for shopping and make profound research before purchasing.



Millennials

1981 - 1996

The largest part of the labour force and population has the most spending power, most of them are at the start or in the middle of their career. Having grown up as most technologies developed they are eager to adjust to new trends and use web devices for almost every aspect in their lives.



Gen Z

1996 - today

The first truly digital generation that grew up using the internet, social media and smartphones. They want to interact with brands across various channels and demand fast and effortless checkouts.

Payment trends and preferences



Traditional payment methods - they prefer cash over cards over digital solutions



Credit cards as the most preferred payment method online, followed by debit cards and PayPal.



Debit cards and credit cards are the most used methods, but millennials are also open to new payment methods such as digital wallet.



Alternative and flexible payment methods, such as digital wallets and “Buy now - pay-later” methods are preferred over cards and cash



Debit cards is the most used payment method when online shopping



Newer payment methods such as digital wallets haven't caught on with Gen X yet.



Heavy users of Amazon - they want frictionless checkouts, fast deliveries and easy returns



Fast and easy payment options: 1-click purchase options, pre-filled field accounts and payment details

How to reach this generation?

Online and offline marketing through various channels - computer commercials, television, traditional print and direct mailing such as newsletters, postcards and flyers.

They respond to trustworthy shops - send unified messages across all channels and add positive reviews. Facebook and email should be main marketing outings.

Omnichannel presence is key. Millennials respond best to authentic content-based marketing, such as influencers and known personalities.

Presence across various channels and devices, particularly social media. User-generated content and “authentic” representations wins.