

# Online Purchase Journey Across the Generations

**Z** Gen Z    **M** Millennials    **X** Gen X    **B** Baby Boomers

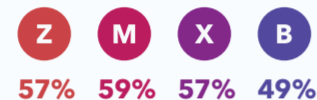
## Brand Research

### GLOBAL AVERAGES

% WHO FIND OUT MORE ABOUT BRANDS OR PRODUCTS VIA THE FOLLOWING



Millennials most likely to seek expert opinion before purchasing

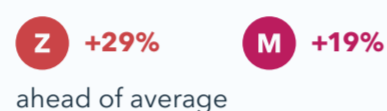


**Z** 47%

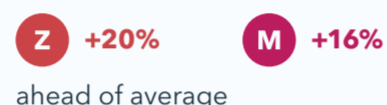
of Gen Z turn to social media

Gen Z and Millennials furthest ahead of average for vlogs & mobile apps

### VLOGS



### MOBILE APPS



## Brand Discovery

### GLOBAL AVERAGES

% WHO DISCOVER BRANDS OR PRODUCTS VIA THE FOLLOWING



Online ads (34%) better than TV ads (31%) for reaching Gen Z



Social recommendations more impactful among Millennials



Opportunity for Influencer Marketing for Millennials & Gen Z

### DISCOVERY VIA CELEBRITY ENDORSEMENTS



### CELEBRITY NETWORKERS



Print media and TV more effective for Baby Boomers

### DISCOVERY VIA PRINTED MEDIA



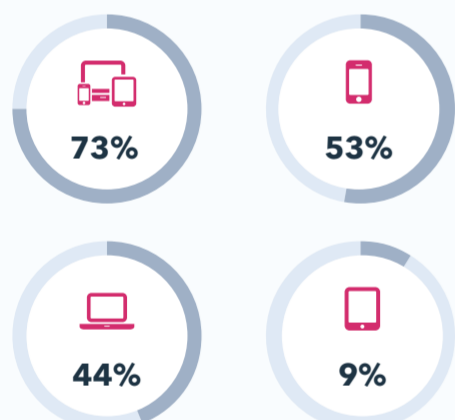
### TV ADS



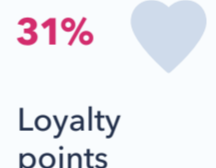
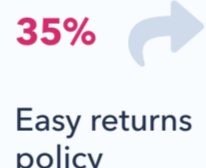
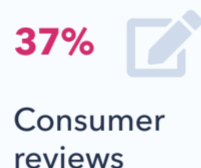
## Purchase

### GLOBAL AVERAGES

% WHO HAVE PURCHASED A PRODUCT ON THE FOLLOWING DEVICE



% WHO SAY THE FOLLOWING MOST INCREASES THEIR LIKELIHOOD OF BUYING A PRODUCT ONLINE



**M** 14%

of Millennials are encouraged to shop by social commerce



Millennials are the biggest online shoppers and buy the most products



**B** 71%

of Boomers think free delivery is important

50% think discounts are as well

**B** 54%

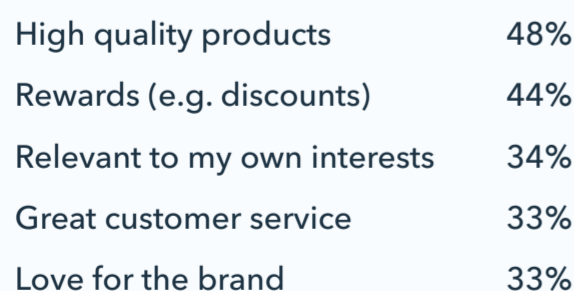
of Boomers prefer desktop shopping

vs mobile 30%

## Brand Advocacy

### GLOBAL AVERAGES

% WHO WOULD BE MOST MOTIVATED BY THE FOLLOWING TO PROMOTE A FAVORITE BRAND ONLINE



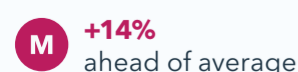
Older generations more likely to value customer service



Younger generations more likely to advocate out of brand love



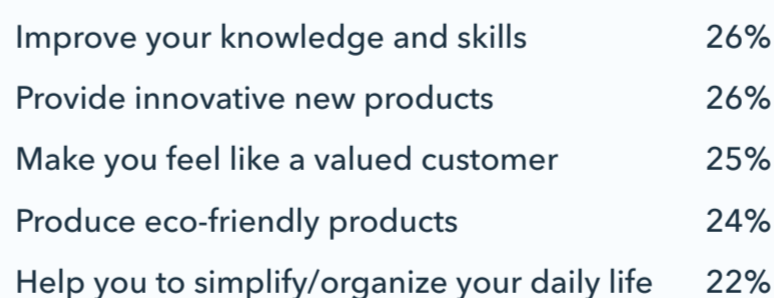
Millennials are the biggest online reviewers



## Brand Attitudes

### GLOBAL AVERAGES

% WHO MOST WANT THEIR FAVORITE BRANDS TO DO THE FOLLOWING



Younger generations value brands that improve their image and reputation

WANT BRANDS TO MAKE THEM FEEL COOL



**B** 29%

Baby Boomers most likely to value eco-friendly products

Gen X are the most brand loyal

STICK TO THE BRAND THEY LIKE



Millennials value premium products and are the biggest brand experimenters

OPT FOR PREMIUM PRODUCTS



TRY NEW PRODUCTS



**B** +41%

Baby Boomers most likely to be Economicals\*

\*Economicals are defined as those who try and find the best deals for products, who say price is more important than brand name, and who say they don't tend to buy the premium versions of products.

Gen Z are less likely than Millennials to buy brands they see advertised



All figures are taken from Q4 2017 wave of research among 97,317 internet users aged 16-64 across 38 countries. Among this cohort, there were 10,363 Gen Z (aged 16-20), 38,459 Millennials (aged 21-34), 36,246 Gen X (aged 35-53), 12,245 Baby Boomers (aged 54-64).