Consumer Behaviour of the Millennial Generation

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Generation X vs Millennials

Generation X (born 1965-1980):
   techno-savvy

Millennials (born 1980-2000):
   intertwined with the Internet

"Cohort Effect"

Having a certain age when historical events take place has influence on people's psychological development

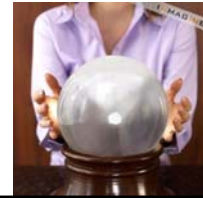Example: people being raised during war deprivations

Examples

Happenings with which Generation X (born 1965-1980) has particularly sharpen emotional links

Cautions

Cautions about generational theories:

1. Majority of the work done in the US
2. "Crystal ball gazing"

Protected

Millennials were protected by their parents (and Society as a whole), from the problems that the previous generations encountered.

Team-oriented

This generation is found to be more civic-minded, and team oriented, easily engaging in activities with their peers

(contrary to the "Army of One" philosophy of previous Generation X).

Polite

It is expected that Millennials will bring a new emphasis on courtesy in social relations. This can have a huge impact on how people interact online, and on what is considered to be acceptable behaviour in the Internet (and other media).

Reverse in Late Marriage

Millennials are expected to start reverse the tendency to late marriage and later childbirth.

At Work

Young workers will demand that employers adjust to their needs and characteristics.

At Work (2)

Older employees will question their creativity

Millennials skills, confidence and team-oriented spirit will be admired in the workplace.

More Family, Less Career

They will not be prone to sacrifice family for career.

Less Stressful Life

Millennials generally want to live a less stressful life.

Technology

Technology will be used as a mean of social homogenization, instead of a way of individual differentiation. The main goal of technology is to reach others, in order to communicate with other people.

Wider Brands

Generation X was best addressed by niche brands, but big brands are expected to return to the youth marker, since broader scoped brands are more prone to be accepted by Millennials than they were by their older counterparts.
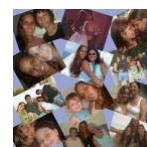
Millennials as Consumers - 1

- Millennials retain close parental bounds
- Parents present in environments where Millennials meet advertisements
- Likely to consult with their parents on significant decisions.
- Marketing targeted to this generation should consider parental influence when substantial expense is at stake.

Millennials as Consumers - 2

Millennials are more likely to be influenced for messages reinforcing family, religion and community ties, than older people (e.g. Gen-X) counterparts.

Millennials as Consumers - 3

Millennials have less "Generation Gap"

Brands that appeal to "rebellion" do not have a fertile ground with this generation

Millennials as Consumers - 4

Intelligence is respected by Millennials.

Advertisements celebrating "success by sheer luck" don't speak to this generation.

Millennials as Consumers - 5

The previous generation (Gen-X) was ultra-individualistic.

Millennials are much more prone to messages like "leave no one behind" than to "me against the world".

Millennials as Consumers - 6

"Trash-talk", and advertising messages based on ordinary language are not appreciated by this public.

Millennials as Consumers - 7

Millennials are less influenced by race, gender or ethnicity factors, but seem to be increasingly prone to form social bounds based on economic class.

Advertising for Millennials - 1

Advertising can take advantage of the spirit of volunteerism typically found in Millennials: campaigns can be built upon the urge that young people manifest in making direct and meaningful connections with the surrounding community.

Advertising for Millennials - 2

Millennials are much more prone to be influenced by peer-to-peer networks than by "push advertising": this generation has grown immersed in advertisements, and use their nearer social references as a guide on what products are really important to them.

Advertising for Millennials - 3

It is important to bring people together: people of this generation have a growing sense that they can spark change, and the power is shifting rapidly from big companies to consumers, "armed" with the new communication technologies.

Advertising for Millennials - 4

Young consumers may not recall successful pitches from the past: instead of trying to reinvent new creative angles, sometimes a tested classic is better (even though the same campaign wouldn't result with their parents, because for them the message has lost its originality)

Advertising for Millennials - 5

Young people must be treated with respect: they appreciate smart and unusual marketing campaigns. They have to see a true benefit of purchasing the product before spending their money.

Advertising for Millennials - 6

Humour tends to work. It's a hard job to make a good funny line, but if it works, it can be a very strong catalyser on a marketing campaign. It's very important, though, that the brand also gets remembered and not just the funny line.

Advertising for Millennials - 7

Just because Millennials question less their parents values, that doesn't mean that they are conservative as consumers: young people seek novelty, and they are less tied to the past. They are rebellious, but in their unique way.

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