

The Shopper Spectrum

HOW TECHNO TYPES SHOP,
SPEND & INFLUENCE



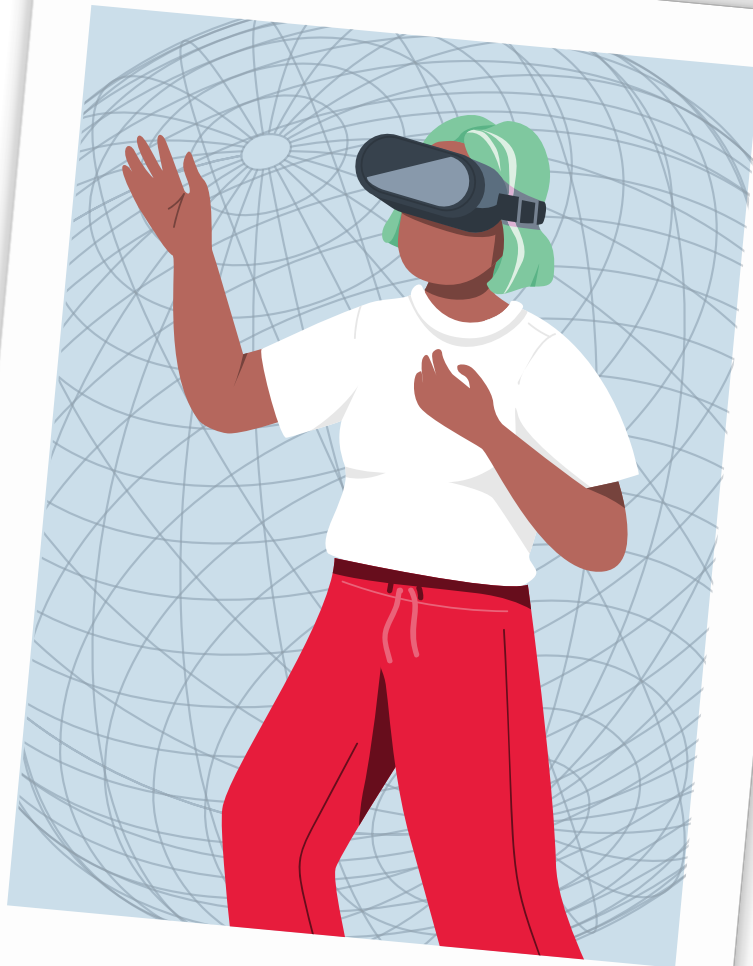
In today's retail landscape, technology adoption is more than a trend—it's a defining factor in how consumers shop, spend, and influence others.

Understanding the spectrum of tech engagement—from early adopters and beta testers to skeptics and resisters—gives retailers a powerful lens for segmentation and strategy. Each Techno Type brings distinct motivations, behaviors, and expectations that shape their path to purchase.

By aligning marketing efforts with these nuanced profiles, retailers can deliver more relevant experiences, build trust, and drive long-term value. Whether you're targeting innovation-seekers or guiding cautious buyers toward digital solutions, this edition of The Shopper Spectrum offers insights to help you connect with every kind of tech-minded consumer.

Explore how Techno Types are reshaping retail—and how you can meet them where they are.

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Innovators

First to adopt; risk-taking, tech-savvy & often beta testers.

Risk-taking trendsetters, typically Gen Z and young Millennials, who actively seek out and experiment with the newest technologies—**58% participate in beta testing or pre-order programs**, and over half rely on tech blogs and niche forums for purchase decisions.

Shopping Habits

- ▶ Pre-ordering
- ▶ Crowdfunding platforms
- ▶ Early access programs

Influencers

- ▶ Tech blogs
- ▶ Startup founders
- ▶ Reddit
- ▶ GitHub

Motivators

- ▶ Status, relevancy or a desire to be ahead of the curve
- ▶ Curiosity & entertainment
- ▶ Achieving new skills

Marketing Strategies

- ▶ Emphasize innovation
- ▶ Exclusivity
- ▶ Cutting edge features

Key Channels

- ▶ Twitter/X
- ▶ Discord
- ▶ Niche forums
- ▶ YouTube
- ▶ Tech influencers

Current and Projected Spending Power

- ▶ **Current:** \$2K-\$3.5K/year on tech
- ▶ **Projected:** Expected to increase 10-15%



Visionary Millennials and older Gen Z, **socially forward** and influential, with **72% relying on expert reviews** and thought leaders, and **61% engaging with LinkedIn** and industry webinars to inform their tech choices.

Shopping Habits

- ▶ Research-heavy
- ▶ Tech editorial & professional product reviews

Influencers

- ▶ Industry analysts
- ▶ LinkedIn thought leaders
- ▶ Gartner
- ▶ TED Talks

Motivators

- ▶ Competitive advantage
- ▶ Efficiency
- ▶ Social capital

Marketing Strategies

- ▶ Case studies
- ▶ ROI-focused messaging
- ▶ Influencer endorsements

Key Channels

- ▶ LinkedIn
- ▶ Webinars
- ▶ Tech conferences
- ▶ Curated newsletters

Current and Projected Spending Power

- ▶ **Current:** \$1.5K-\$2.5K/year on tech
- ▶ **Projected:** 8-12% increase driven by a focus on productivity & hybrid work technology or entertainment



Early Majority

Adopt once proven; pragmatic, value-driven, seek reliability.

Pragmatic older Millennials and Gen X, moderately tech-comfortable, with **65% waiting for mainstream adoption and 54% consulting online reviews** and curated newsletters before making a purchase.

Shopping Habits

- ▶ Research-heavy
- ▶ Press & peer reviews

Influencers

- ▶ Industry analysts
- ▶ LinkedIn thought leaders
- ▶ Gartner
- ▶ TED Talks

Motivators

- ▶ Competitive advantage
- ▶ Efficiency
- ▶ Social capital

Marketing Strategies

- ▶ Case studies
- ▶ ROI-focused messaging
- ▶ Influencer endorsements

Key Channels

- ▶ LinkedIn
- ▶ Webinars
- ▶ Tech conferences
- ▶ Curated newsletters

Current and Projected Spending Power

- ▶ **Current:** \$1K-\$1.8K/year on tech
- ▶ **Projected:** Expected to increase 5-10% driven by AI



Late Majority
Adopt out of necessity; skeptical,
need reassurance.

Skeptical Gen X and Boomers, price-sensitive and risk-averse, with **62% influenced by family, friends**, and mainstream advertising, and **54% only purchasing tech when it's deeply discounted** or bundled.

Shopping Habits

- ▶ Buy only when widely accepted or deeply discounted

Influencers

- ▶ Family & friends
- ▶ Mainstream advertising

Motivators

- ▶ Fear of missing out & conformity
- ▶ Utility
- ▶ Risk-averse
- ▶ Price-sensitive

Marketing Strategies

- ▶ Simplify messaging
- ▶ Offer guarantees
- ▶ Highlight ubiquity

Key Channels

- ▶ TV
- ▶ Radio
- ▶ Retail stores
- ▶ Facebook

Current and Projected Spending Power

- ▶ **Current:** \$600-\$1.2K/year on tech
- ▶ **Projected:** Expected to grow by 3-6% as spending is tied to bundled solutions or system upgrades



Laggards

Resistant to change; adopt only when old tech is obsolete.

Traditionalists, often Boomers and Silent Generation, resistant to change—**43% avoid online shopping entirely**, and **68% rely on** local community and **printed media** for product information.

Shopping Habits

- ▶ Prefer traditional methods of shopping
- ▶ Avoids eCommerce/online shopping
- ▶ Highly conservative with spending

Influencers

- ▶ Local community
- ▶ Family
- ▶ Printed media

Motivators

- ▶ Necessity
- ▶ Cost savings
- ▶ External pressure

Marketing Strategies

- ▶ Focus on ease of use
- ▶ Cost reduction messaging
- ▶ Highlight support teams/offerings

Key Channels

- ▶ Print ads
- ▶ Direct mail
- ▶ In-person sales

Current and Projected Spending Power

- ▶ **Current:** \$300-\$700/year on tech
- ▶ **Projected:** Expected to remain flat or decline



Tech Resister

Avoid/oppose tech; motivated by values, privacy, or distrust.

Individuals of all ages, especially 45+, who actively avoid or oppose technology; **68% prefer cash-based, offline shopping**, and **72% cite privacy concerns or cultural beliefs** as their primary reason for resisting digital platforms.

Shopping Habits

- ▶ Cash-based
- ▶ Local stores
- ▶ Aversion to digital platforms

Influencers

- ▶ Community leaders
- ▶ Religious or cultural beliefs

Motivators

- ▶ Privacy concerns & tech distrust
- ▶ Tradition
- ▶ Adoption typically forced by systemic change (e.g., government mandates)

Marketing Strategies

- ▶ Avoid tech-centric messaging
- ▶ Emphasize human connection
- ▶ Feature offline benefits

Key Channels

- ▶ Community events
- ▶ Word-of-mouth
- ▶ Local newspapers

Current and Projected Spending Power

- ▶ **Current:** \$100-\$300/year on tech
- ▶ **Projected:** Expected to remain flat

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