

# The Shopper Spectrum

DECODING GENERATIONAL  
BUYING PATTERNS



**In retail, aligning marketing strategies with corporate goals is crucial for driving brand success.** Retailers must focus on understanding their audience to deliver the right message to the right person at the right time.

Effective audience segmentation is key to achieving personalization that enhances the customer experience (CX) and builds brand loyalty. By tailoring strategies to specific consumer segments, retailers can foster stronger customer connections, encouraging repeat purchases and boosting lifetime value.

Driving long-term value depends on improving customer satisfaction and engagement. With insights from The Shopper Spectrum, retailers can craft strategies that resonate with consumers, ensuring sustained growth and success.

Explore the latest edition of The Shopper Spectrum today and transform your approach to consumer engagement.

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## The Silent Generation

1928 – 1945

The Silent Generation, **traditionalists** when it comes to **media consumption** - even in the digital realm - are **utilitarian** in their approach to **purchasing decisions**, with **58%** using **search engines** to research purchases, while **45%** use retailer's websites, **41%** turn to Amazon, and **only 6%** rely on social media for product information.

### Shopping Habits

- ▶ Predominantly in-store and retail sites

### Influencers

- ▶ Trusted experts
- ▶ Family
- ▶ Traditional media

### Motivators

- ▶ Quality and reliability
- ▶ Loyalty programs

### Marketing Strategies

- ▶ Personal touch through direct mail
- ▶ Senior discounts and loyalty rewards
- ▶ In-store events with demonstrations

### Key Channels

- ▶ Print media
- ▶ Radio
- ▶ TV

### Current and Projected Spending Power

- ▶ **Current:** ~\$3.17 trillion in the U.S.
- ▶ **Projected:** Expected to decrease quickly as this generation ages and spends less



**Trust** is a critical factor in **building brand loyalty** for Baby Boomers - **34%** will **spend more** on a product if it has a perceived higher quality, and **73%** say that product quality influences their brand loyalty.

### Shopping Habits

- ▶ In-store and online blend

### Influencers

- ▶ Peers
- ▶ Expert reviews

### Motivators

- ▶ Value for money
- ▶ Brand reputation

### Marketing Strategies

- ▶ Email marketing with clear value propositions
- ▶ Engaging in live community events
- ▶ Webinars and educational content

### Key Channels

- ▶ Facebook
- ▶ Email newsletters
- ▶ TV

### Current and Projected Spending Power

- ▶ **Current:** ~\$2.6 trillion in the U.S.
- ▶ **Projected:** Likely to decrease slightly over the next 5-10 years as they retire and spend less



**Gen X**  
1965 – 1980

Gen X, the **first generation** raised with **unrestricted access to the internet**, witnessed the emergence of social media platforms and has **embraced** them enthusiastically—**95%** of Gen X uses **Facebook**.

### Shopping Habits

- ▶ Online convenience
- ▶ In-store for experience

### Influencers

- ▶ Online reviews
- ▶ Family and friends

### Motivators

- ▶ Sales
- ▶ Convenience
- ▶ Quality

### Marketing Strategies

- ▶ Loyalty programs with exclusive deals
- ▶ Social marketing
- ▶ Strong customer service

### Key Channels

- ▶ Facebook
- ▶ YouTube
- ▶ Email marketing

### Current and Projected Spending Power

- ▶ **Current:** ~\$2.4 trillion in the U.S.
- ▶ **Projected:** Expected to continue to increase as they reach peak earning year



Millennials are **heavily influenced** by their peers with **72%** stating social is an **essential part of their lives** to communicate with family & friends, kill time and stay up to date on news.

### Shopping Habits

- ▶ Heavily online
- ▶ Mobile shopping

### Influencers

- ▶ Social media
- ▶ Influencers
- ▶ Peer reviews

### Motivators

- ▶ Experiences
- ▶ Social proof
- ▶ Eco-friendly products

### Marketing Strategies

- ▶ Social media campaigns with user-generated content
- ▶ Collaborations with influencers
- ▶ Interactive and immersive experiences

### Key Channels

- ▶ Instagram
- ▶ Snapchat
- ▶ Mobile apps

### Current and Projected Spending Power

- ▶ **Current:** ~\$1.4 trillion in the U.S.
- ▶ **Projected:** Largest group that is expected to grow significantly, potentially surpassing Gen X as they advance in their careers



Gen Z, one of the first generations to be “**brought up by the internet**” spends a **significant portion** of their online time on **social media**, with **73%** of them dedicating **more than three hours** a day to these platforms.

### Shopping Habits

- ▶ Online-first
- ▶ Social commerce

### Influencers

- ▶ Social media influencers
- ▶ Peers

### Motivators

- ▶ Trendiness
- ▶ Authenticity
- ▶ Social causes

### Marketing Strategies

- ▶ Interactive content on platforms like TikTok
- ▶ Brand partnerships with social impact
- ▶ Gamified marketing strategies

### Key Channels

- ▶ TikTok
- ▶ Instagram
- ▶ YouTube
- ▶ Snapchat

### Current and Projected Spending Power

- ▶ **Current:** ~\$143 billion in the U.S.
- ▶ **Projected:** Expected to grow rapidly as they enter the workforce and gain financial independence



Generation Alpha, born in “**the digital age**” where entertainment and education are largely conducted on connected devices, primarily **discover brands** through **YouTube**, with **51%** first hearing about brands through its **videos**.

### Shopping Habits

- ▶ Emerging online presence
- ▶ Parental approval

### Influencers

- ▶ YouTube stars
- ▶ Animated characters

### Motivators

- ▶ Fun
- ▶ Novelty
- ▶ Parental approval

### Marketing Strategies

- ▶ Engaging video content
- ▶ Interactive and educational apps
- ▶ Collaborations with kid-friendly brands

### Key Channels

- ▶ YouTube Kids
- ▶ Educational apps
- ▶ Family-friendly websites

### Current and Projected Spending Power

- ▶ **Current:** Minimal direct spending power but influences family spending
- ▶ **Projected:** Expected to grow as they become teenagers and young adults over the next decade

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