



Photographer: State Farm (statefarm.com)

Attracting Millennial Consumers in the Digital Age

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Who are they and how are they different?

- According to Pew Research Center (2015) they spend twice as much time as boomers on self-care (dieting, therapy, working out), more likely to have a bachelor's degree (2016), to live at home longer, more liberal



Early 1980s - Early 2000s



Stores Closing

Payless ShoeSource - 400 stores

JC Penney - 138 stores

Macy's - 68 stores

Sears and K Mart - 150 stores

HH Gregg - 88 stores

Abercrombie & Fitch - 60 stores

Guess - 60 stores

The Limited - 250 stores

Wet Seal - 171 stores

American Apparel - 110 stores

BCBG - 120 stores

GameStop - 150 stores

Radio Shack - 550 stores

Staples - 70 stores

CVS - 70 stores

Gander Mountain - 32 stores

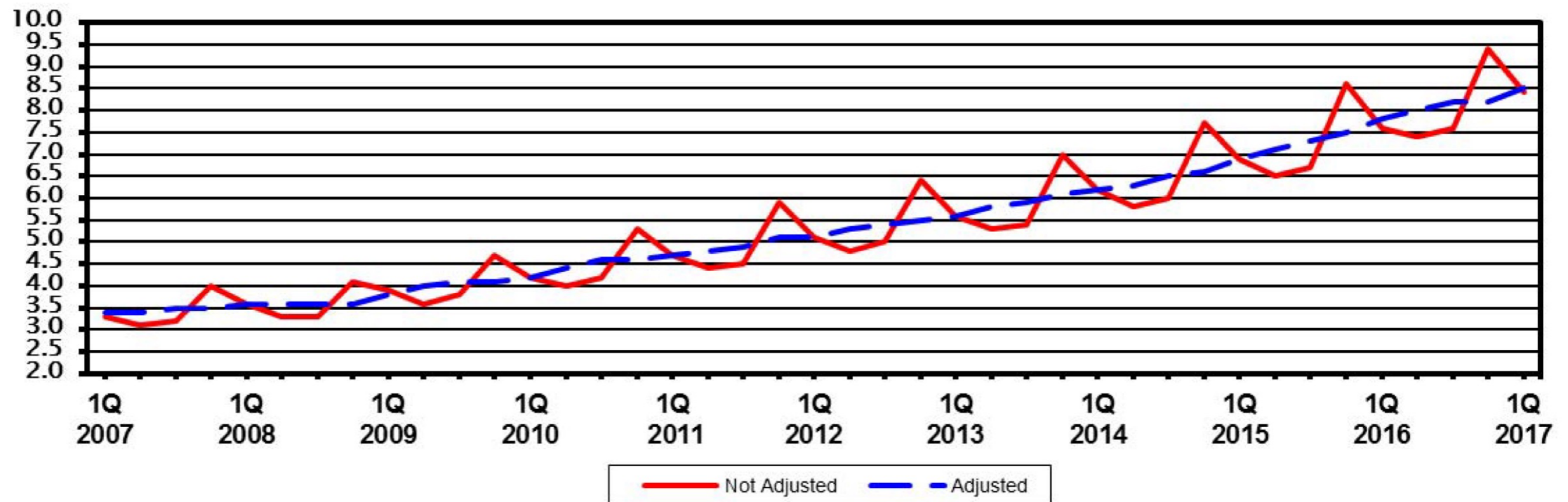
Family Christian - 240 stores

Source: Forbes (April 7, 2017) - Richard Kestenbaum

U.S. E-commerce Sales 2007-2017

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2007 – 1st Quarter 2017

Percent of Total



The Quarterly Retail E-Commerce sales estimate for the second quarter of 2017 is scheduled for release on August 17, 2017 at 10:00 A.M. EDT.

Image of the Consumer

- How could retail stores change in order to better appeal to millennials?

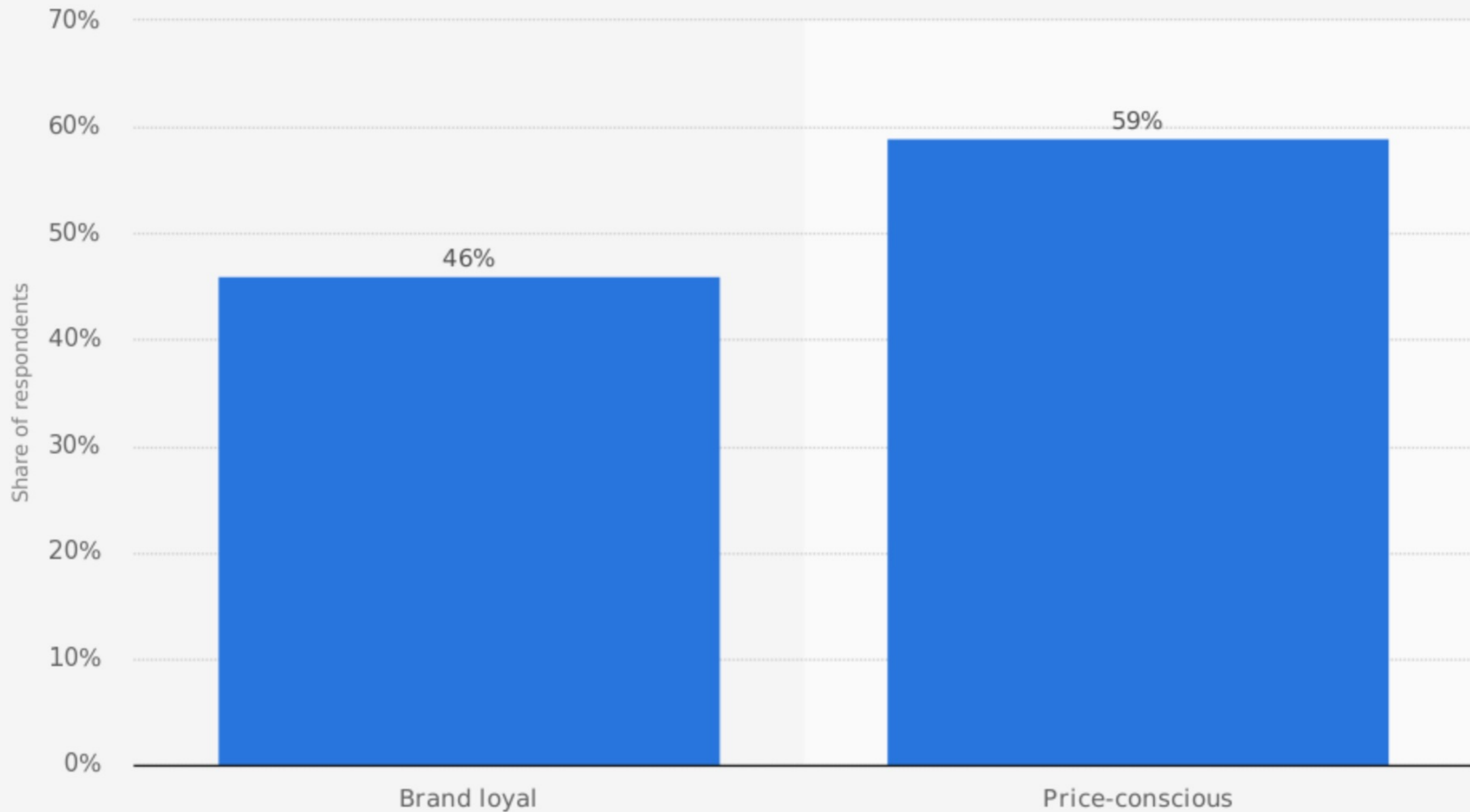
Understanding Millennials

- High-tech generation (Norum, 2003)
- Consumption-oriented/sophisticated when shopping (Jackson, Stoel, & Brantley, 2011; Wohlburg & Pokrywczynski, 2001)
- Status consumption higher with this cohort than with past generations (Eastman & Liu, 2012)
- Concerned with social responsibility and environmental issues (Barber, Taylor & Dodd, 2009; Smith, 2012)

Millennials as Consumers

- Want you to be available; sometimes online, sometimes in the store (Redprairie, 2012)
- Rely on social media but prefer stores
- Do not bombard them with advertisements; be strategic; do not overstep boundaries of privacy
- Recognize their preferences and make meaningful recommendations

Millennials: Thinking of your favorite retailer, why do you shop here?



Source:
PwC
© Statista 2016

Additional Information:
United States; PwC; February 2016; 1,000 Respondents; 18-34 years

How could retail stores changes to appeal to millennials?

- Customer Service - Extremely Important, Friendly but not Pushy
- Will buy Online and In-store - so there should be a seamless transition
- Retail space should be clean, bright and organized
- Should be able to find their favorite brands
- Price and sales matter
- Ethical in their management
- Advertising strategy and privacy concerns
- Natural, environmentally-friendly, and local and artisan products



Photograph: State Farm ([statefarm.com](https://www.statefarm.com))

Baby Boomers

Mass
Commercial
Global
Generic
Prestigious
Status



Photographer: thinkpanama.com (cropped)
Source: Forbes (April 7, 2017) - Richard Kestenbaum

Millennials and Gen Z

Locally-sourced
Ethically made,
with fair salaries
Environmentally
friendly
Artisanal
Authentic
Experiential

Photographer: Alagich Katya
Source: Forbes (April 7, 2017) - Richard Kestenbaum



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