

What Boomers Want in a Shopping Experience

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AARP's Mission

“AARP is dedicated to enhancing quality of life for all as we age. We lead positive social change and deliver value to members through information, advocacy and service”

Boomers are Changing the World of Marketing



Why You Need to Know

Numbers – 77.5 million
Dollars - \$2+ trillion spend
(nearly \$3 trillion for 45+)

Attitude

Will spend if you provide
products, messages, and experiences
that meet their needs

Topics for Today

- Midlife consumer psychology
- What they buy and where
- Purchase influences
- Advertising response
- Shopping environment

Midlife Psychology

“My Time”



Midlife Psychology

- Satisfied with life overall
- Ambitious for even better life in future
- Optimistic about achievement
- Yearning for self-reliance

Yet in some areas ...

They are feeling out of control

Healthy, Wealthy, and Wise

- Time for reflection: “My Time”
- Have money and spending it
- Demand convenience, quality, value
- Looking for new experiences
- Open to new ideas, new technology
- Open to new brands
- Value independence and control

- Patricia would like to scuba dive around “fantastic coral reefs.”



My Time



- Nancy has a lot of plans . . .
 - Maybe go into business . . .
 - Maybe catering. . . .
 - Maybe write a book. . . .

Boomer Market Psychology

- Customization

- I want what I want

- Speed

- I want it when I want it

- Convenience

- I want to find and purchase it easily

- Independence

- I want the tools to make my own decisions

What They Buy
Where They Buy It
Who Makes the Decisions



What They Buy – 45+

● Drugs	77% / \$43 billion
● Health care	70% / \$209 billion
● Cash contributions	70% / \$115 billion
● Reading materials	66% / \$10 billion
● Entertainment	57% / \$56 billion
● Personal care	56% / \$38 billion
● Housing	54% / \$867 billion
● Women's/girl's apparel	54% / \$56 billion

What I Want for My 60th Birthday

- A red convertible, a Harley
- Trips (to Alaska, Vegas, around the world)
- To see the man I had an affair with
- A million bucks (and a diamond ring)
- A grandchild, a hug
- A good book, jug of wine, glass egg, trip to spa
- Health
- To be 30 again
- **Immortality or 60 more birthdays!!!!!!!!!!**

Plans for Next Five Years

Take better care of my health 87%

Spend more time with loved ones 80%

Spend more time on hobbies/interests 72%

Spend more time doing what I want 71%

Travel more 56%

Volunteer more 47%

Save more/retirement 45%

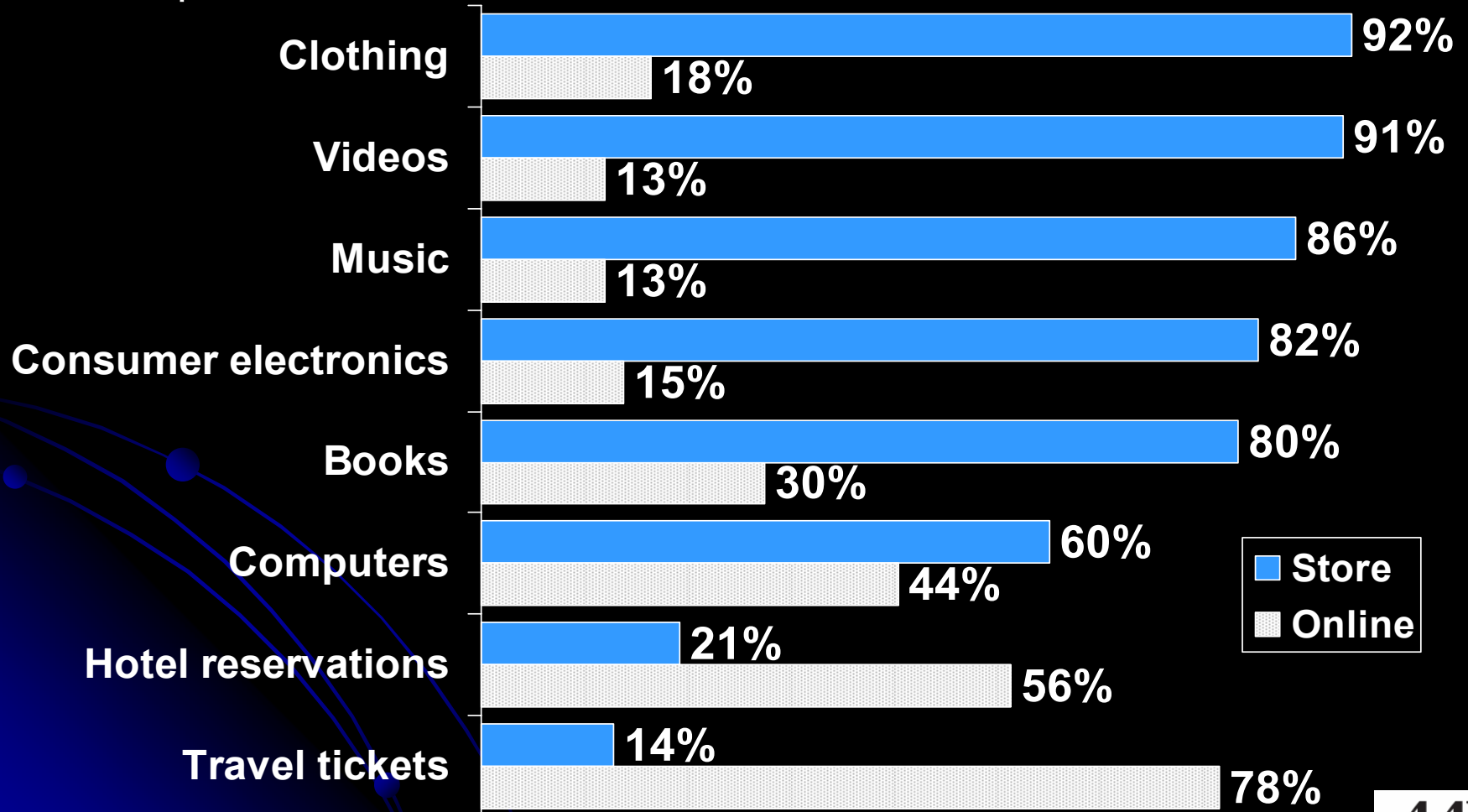
Take classes/learn 43%

Move 30%



Boomer Purchases Stores vs. Internet

Percent of purchasers

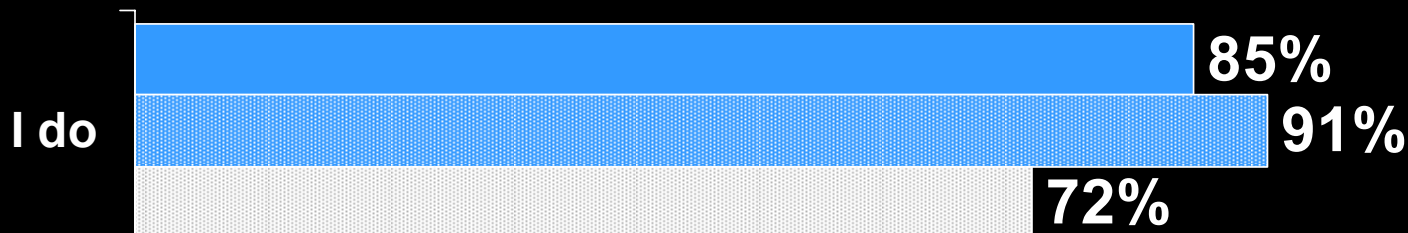


Online Purchase Behavior

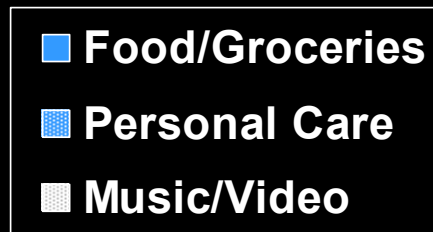
- Productivity oriented
- More travel than other generations
- More of computer purchases online than other generations

Who Makes Decisions?

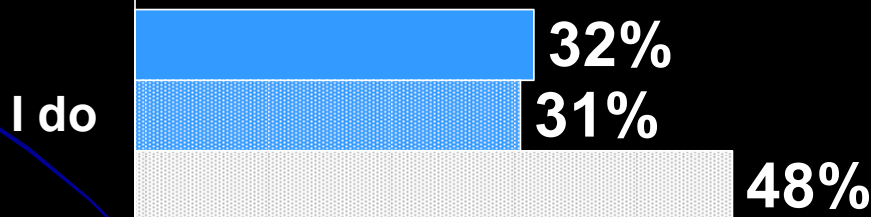
FEMALES



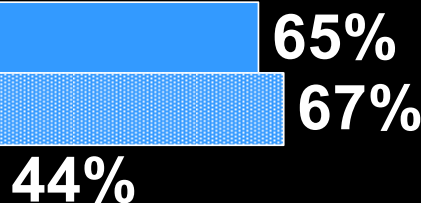
Spouse/ Partner



MALES



Spouse/ Partner

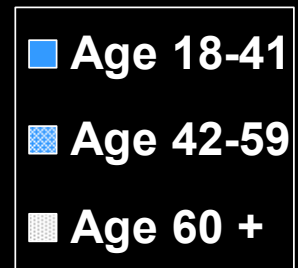
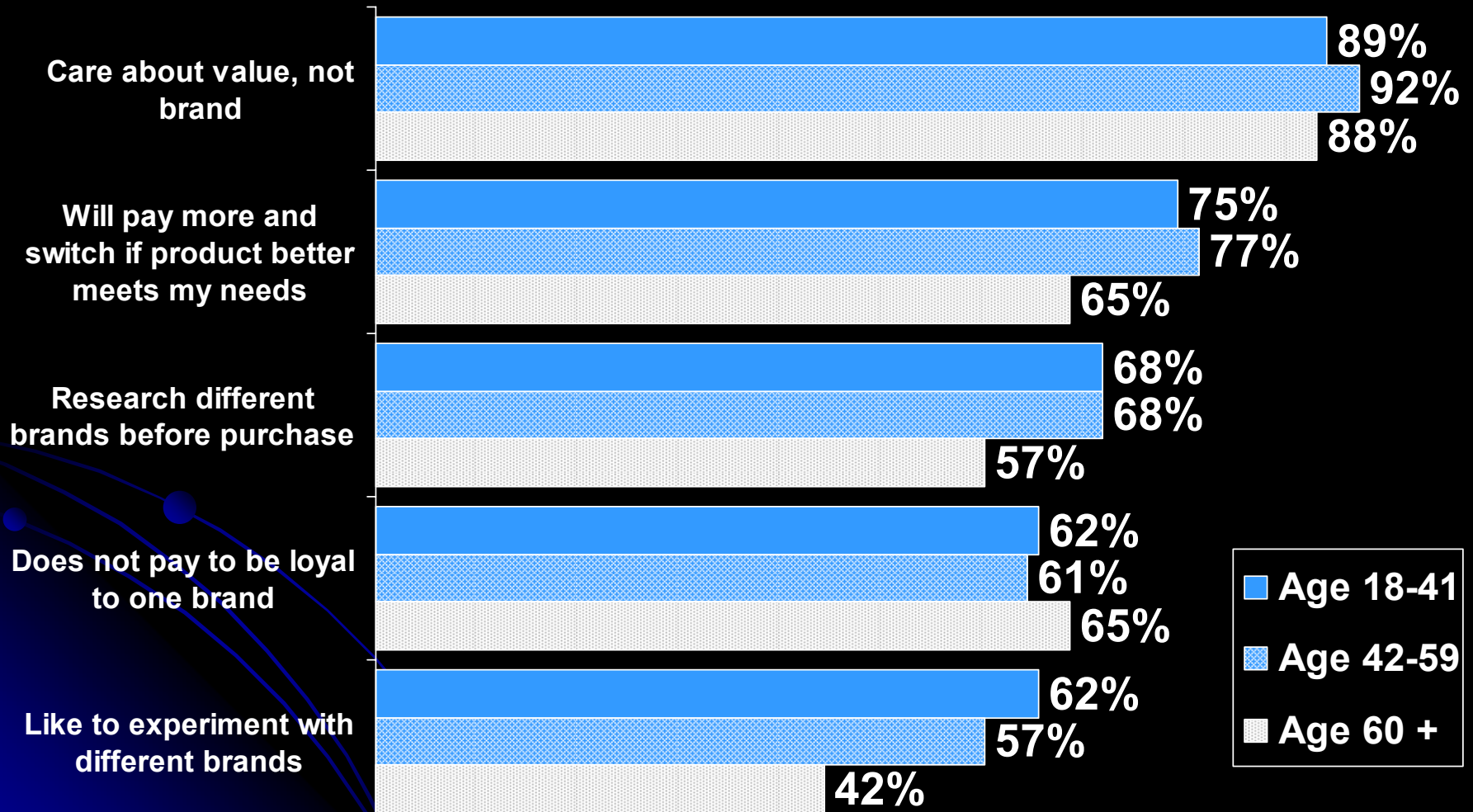


Brand Loyal - Not

- **Six in ten adults of all ages agree that**

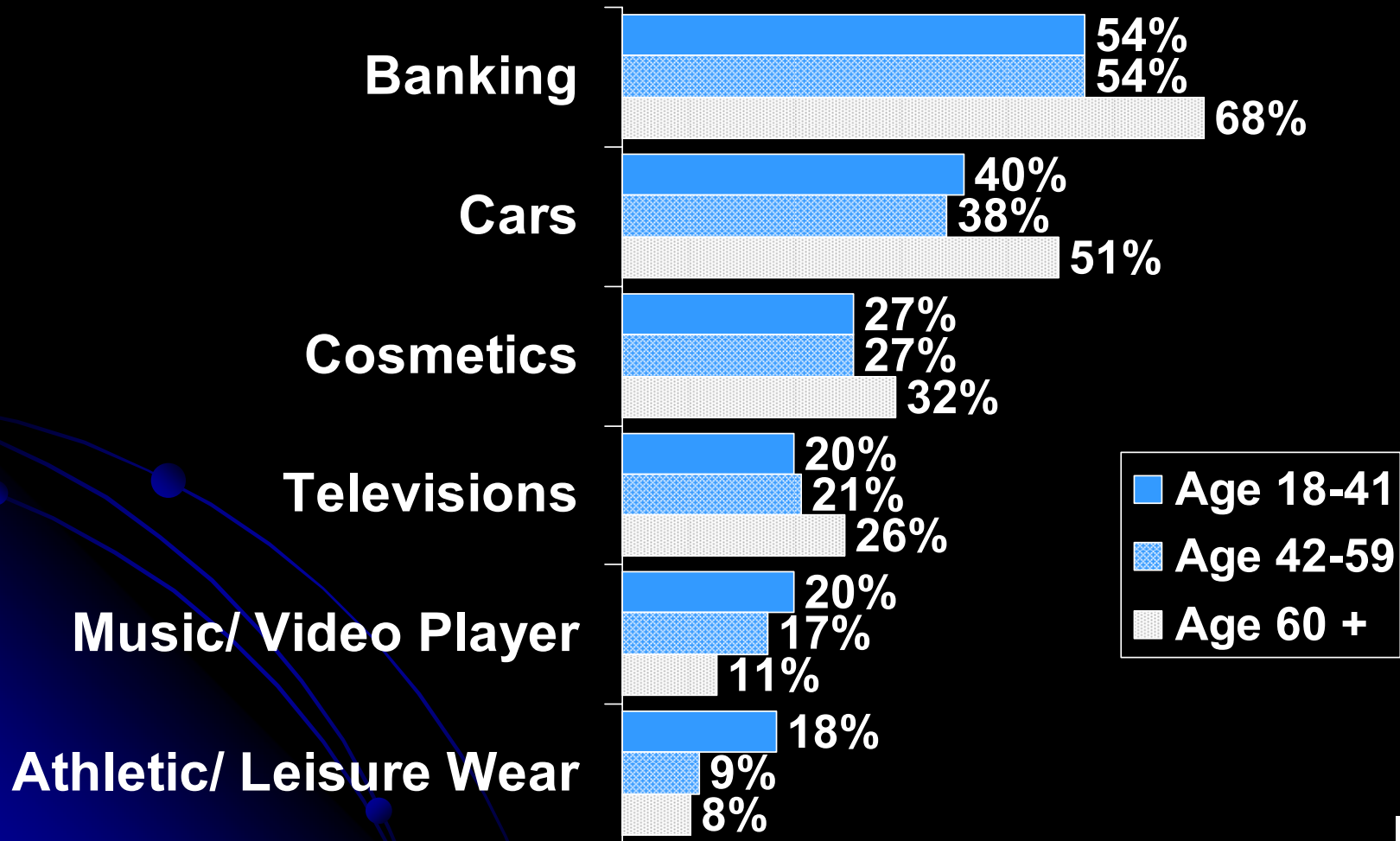
“in today’s marketplace, it doesn’t pay to be loyal to one brand.”

Brand Loyalty Attitudes

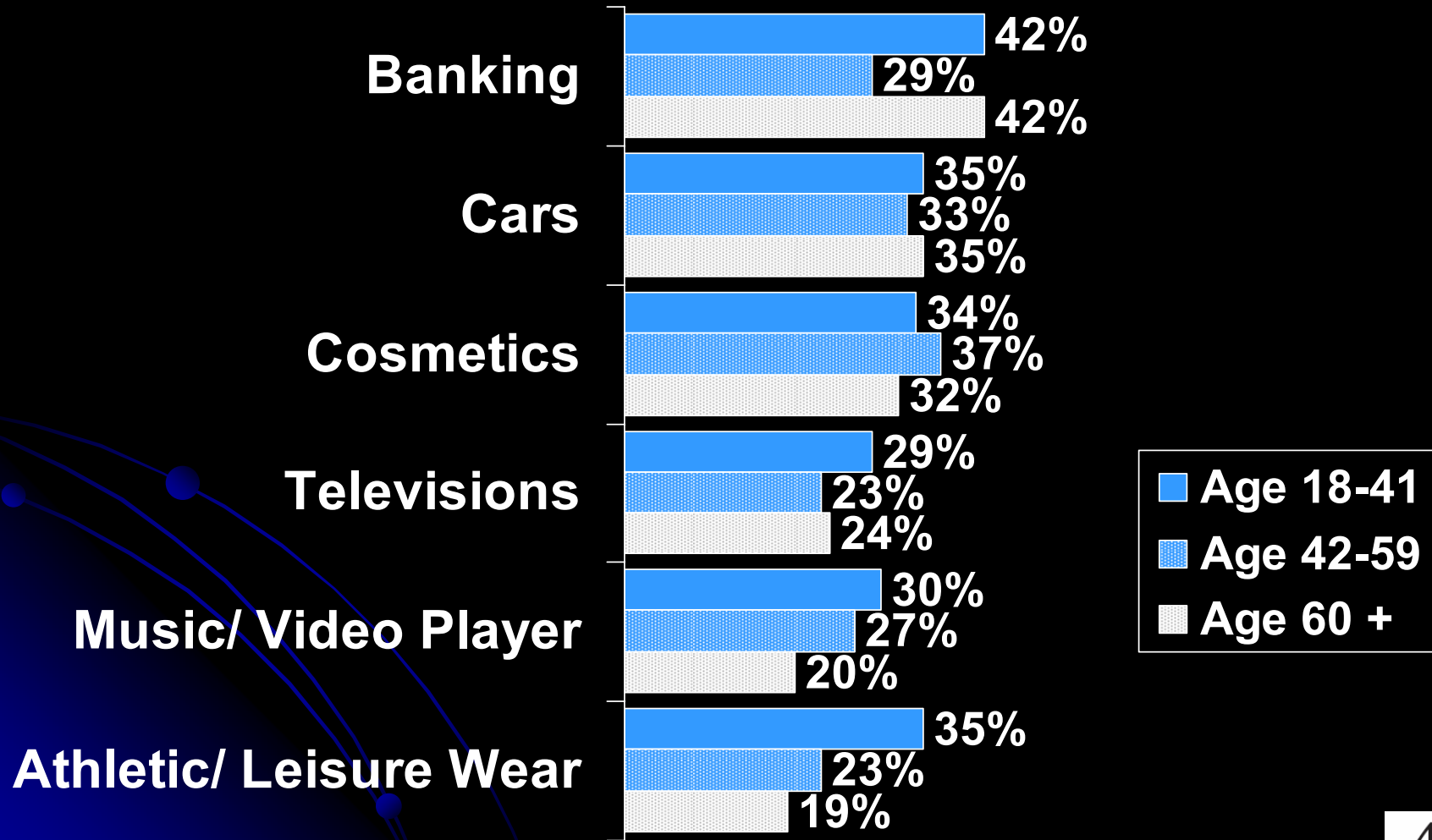


Product (not Age) > Brand Loyalty

Percent who now tend to buy same brand



Buy Same as Growing Up – Not!



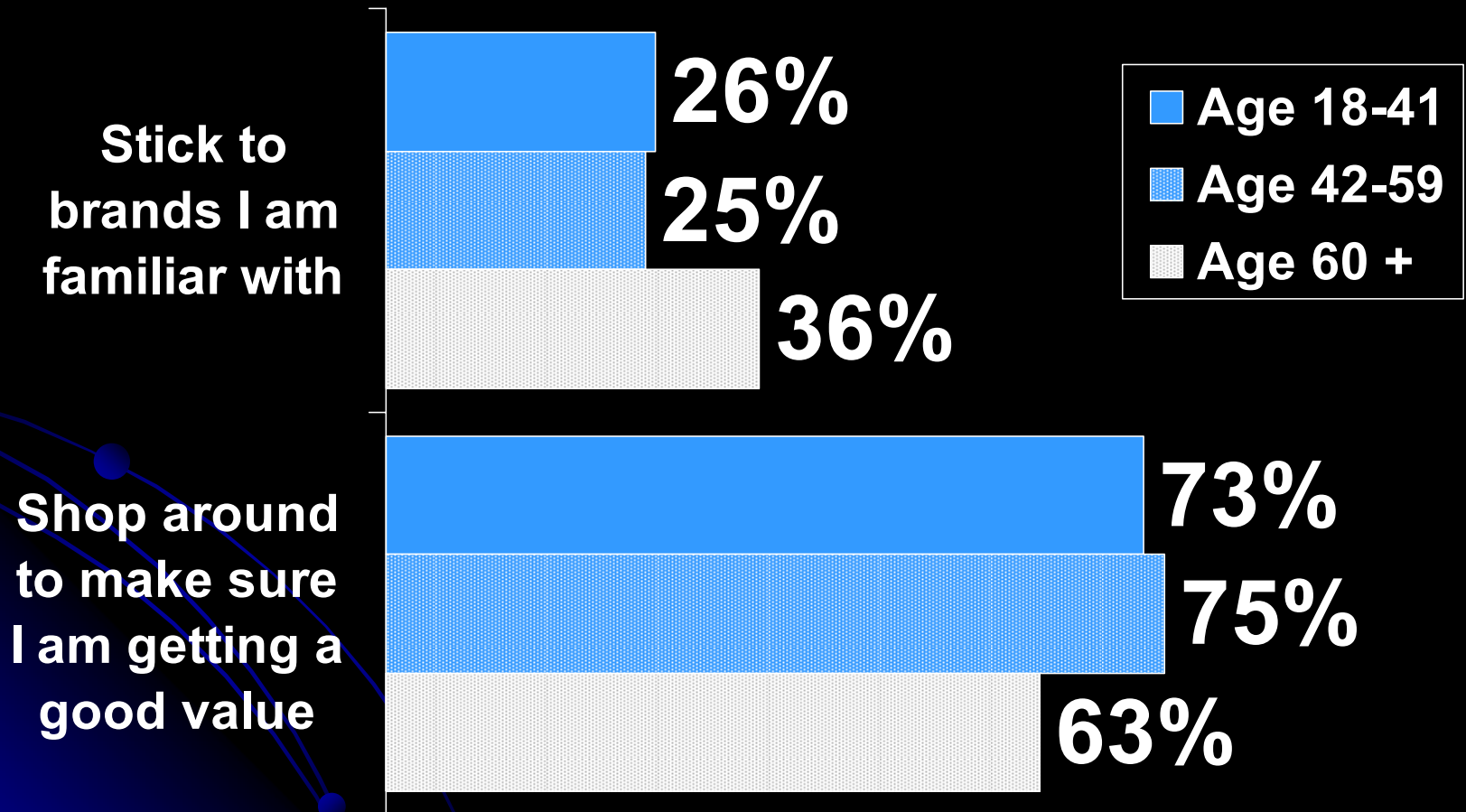
Purchase Influences

Inside and Outside the
“Store”

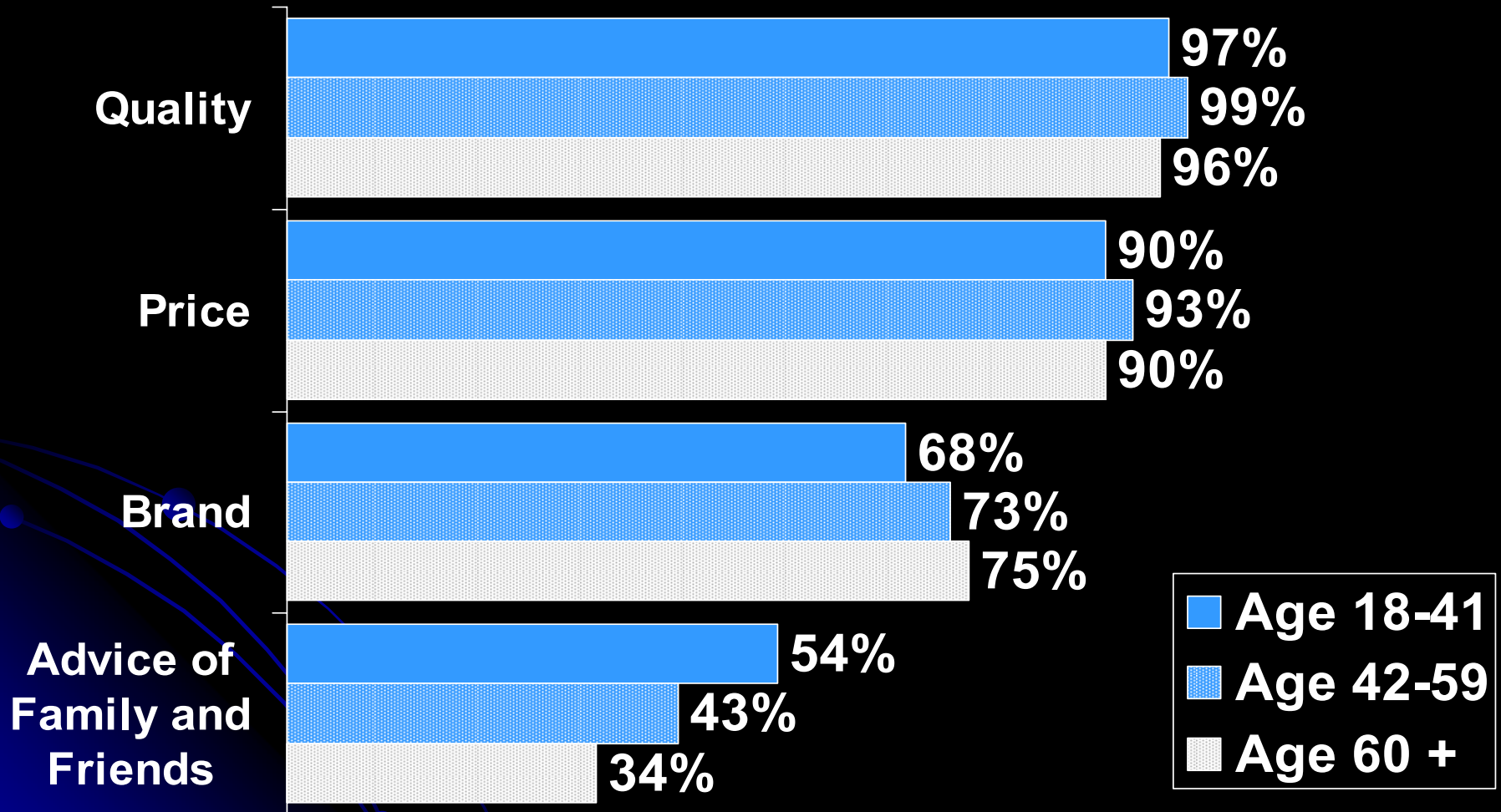


Purchase Decision Making

Percent who agree with statements



What Does Turn the Decision?



Technology Averse - Not

- **Technology is a tool that helps**
 - **Keep in touch with family**
 - **Locate right product for my needs**
 - **Research and compare products**
 - **Save time and money**

Shopping for Quality

“My style has changed somewhat compared to my 20s and 30s. I now buy better quality items I probably shop in a totally different manner by relying on the computer as much as I can.”

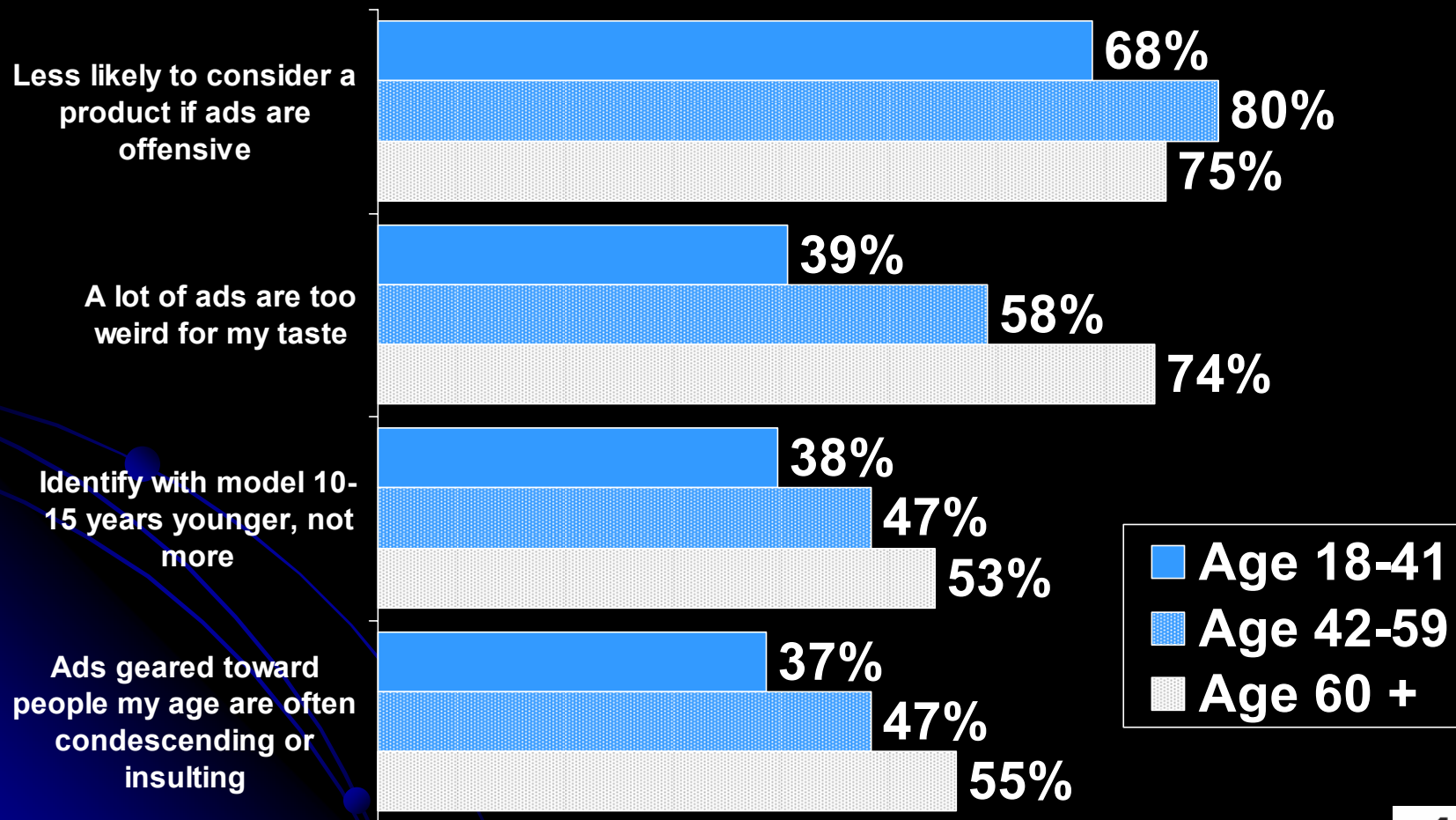
Advertising Matters

Be Where They Are
Speak in their Language

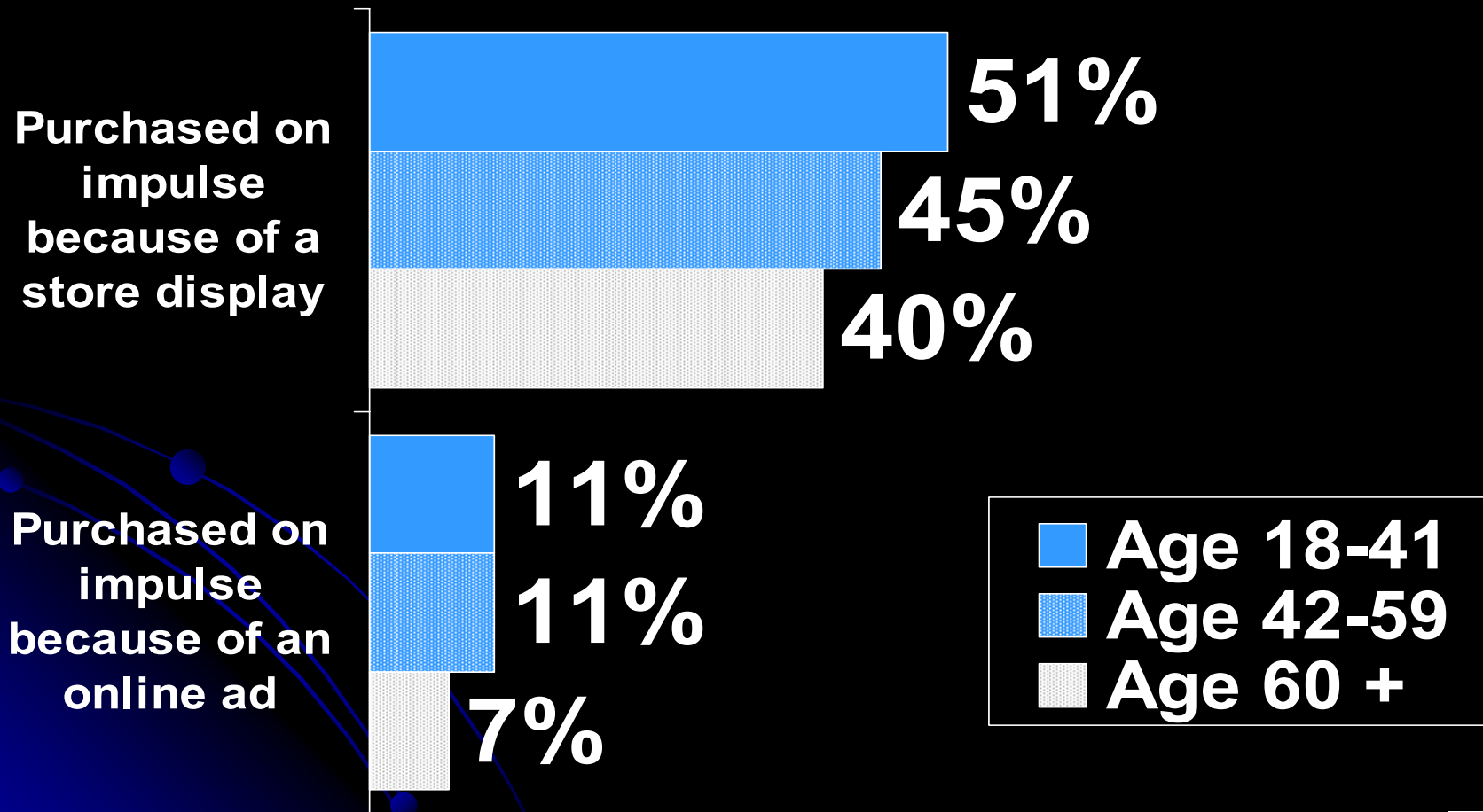


Connecting with Advertising

Percent who agree with statements



Store versus Online Ads



What to Do - Promotion?

- Advertise – both in store and out
 - Use humor – but don't insult me
 - Go young – but not too young
 - Market to attitude – not age
 - Focus on family
 - Retire “retire”

What to Do - Focus?

- Focus on what matters
 - Quality
 - Value for money – smart purchase
 - Benefits to consumer
 - means knowing your own target

In the “Store”

Respect Me

Respect the Merchandise



In the Store

● Show Respect

“One piece of advice I would give to retail stores is to better train their young clerks to be more respectful of mature clients. I have been in a nice greeting card store, reading a verse to pick out a bereavement card, with rock music blasting over the store sound system, and left.”

In the Store

- **Make it easy**

“[D and D] has their finger on the mature market.....lots of polite knowledgeable clerks, nice atmosphere, clean rest rooms, and a place to sit (and nap!) while your shopping companion tries on things”

In the Store

- Take care of the merchandise

“Department stores have 10 - 20 times more stock but it's crammed on the racks and too few dressing rooms...go in and they are filled with clothes, even on the floor. If the store clerks do not treat the merchandise with respect...as if the item has value, how can the shopper desire it? ”

In the Store

● Help me find it!

“If retail stores can't hire more clerks...they could cater to the boomer, all ages I think, by having a "locater" at the entrance. Computers set up with the stock items, features and benefits, confirmation that the item is in stock, and where to find it. . . . ”

In the Store

● Serve my needs

“Boomers especially grew up with service – plenty of clerks with a desire to help and to sell to them. . . . The boomer will feel better by not being put in the position of being lost and wandering around with a pocket full of credit cards and the desire to buy.”

Summary

- There are a lot of boomers
- Needs are driven by work, care-giving, and “my time” on top of health and finance
- They spend \$2+ trillion per year
- They are always looking for something better
- They expect service
- They are savvy and do not want to be insulted by what you are trying to sell them and how you are speaking to them

What to Do?

- Don't ignore them
- Don't take them for granted
- Understand them
- Respect them
 - in your advertising
 - in your store or online displays
 - in the way you serve them

More Information

Web Sites

- <http://www.aarp.org/research>
- <http://www.focalyst.com>

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