

# THE POWER AND THE MONEY

Modern retail is being influenced as much by younger, tech-savvy 'millennials', who increasingly shop online and on their mobiles, as by older baby-boomers (over 60s) who wield greater spending power and still prefer to shop in stores. Both groups are equally important to retailers in a world where consumers increasingly shop on their own terms. Oracle Retail's 2016 consumer research study 'The Power And The Money' took a closer look at how these different age groups are approaching shopping in the digital age.



## MILLENNIALS

## BABY-BOOMERS

Millennials are shopping online and on their mobiles, with baby-boomers still playing catch up

60%

SHOP ONLINE AT LEAST ONCE PER WEEK

16%

40%

EXPECT TO SHOP ON THEIR MOBILE PHONE IN THE NEXT YEAR

7%

42%

HAVE RESEARCHED ITEMS ONLINE AND THEN BOUGHT THEM IN-STORE

70%

PREFER TO BUY GOODS IN-STORE AND TAKE THEM HOME

Shoppers of all ages are continually demanding information about products

46%

WANT TO BE ABLE TO CHECK LIVE AVAILABILITY OF PRODUCTS BEFORE VISITING THE STORE

32%

SAY THEY WOULD CHECK PRODUCT INFORMATION ON THEIR MOBILE PHONE IN-STORE, IF ABLE TO

96%

68%

Consumers, particularly the millennial generation, are changing retail from the outside in, bringing massive change to how people shop and connect with brands. Retailers need to embrace this disruption while also maintaining sufficient agility to cater to a wide variety of customers who increasingly want to shop when, where and how they want.

Learn more about Oracle Retail [www.oracle.com/retail](http://www.oracle.com/retail)

ORACLE

RETAIL

MILLENNIALS

BABY-BOOMERS