

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%

In-store still remains central to the shopping experience for all, even if younger and older shoppers use stores differently

24%

HAVE SHOPPED ONLINE AND COLLECTED ITEMS IN-STORE IN THE PAST YEAR



70%

PREFER TO BUY GOODS IN-STORE AND TAKE THEM HOME

42%

HAVE RESEARCHED ITEMS ONLINE AND THEN BOUGHT THEM IN-STORE



48%

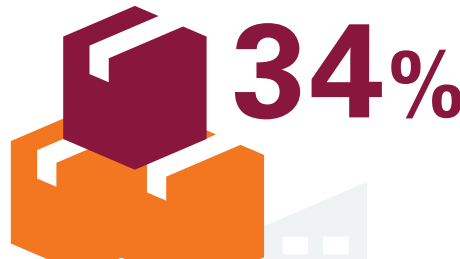
SAY THEY FEEL MORE SECURE BUYING IN-STORE

Both younger shoppers and baby-boomers would like to see retailers offer more convenient delivery options

42%



WANT RETAILERS TO OFFER NEW AND IMPROVED OPTIONS FOR DELIVERY



34%

Shoppers of all ages are continually demanding information about products



NEARLY 1/4 OF CONSUMERS HAVE ABANDONED A PURCHASE IN-STORE DUE TO A LACK OF INFORMATION

46%



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



32%



96%



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



68%



1/3 BELIEVE SHOP STAFF SHOULD CARRY SMART DEVICES TO INCREASE THEIR ABILITY TO HANDLE CUSTOMER ENQUIRIES

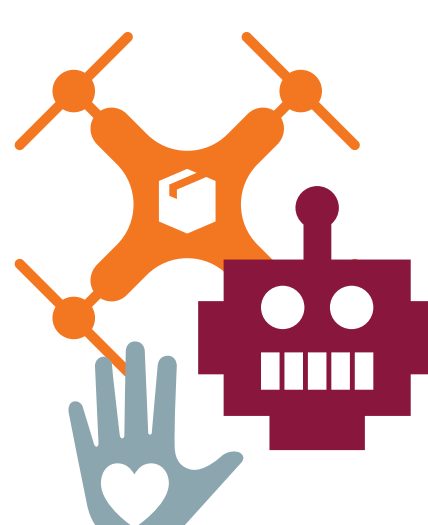
Millennials are open to new technologies that will make the shopping experience more convenient

30%

ARE EXCITED BY THE IDEA OF PRODUCT DELIVERY BY DRONES

27%

ARE KEEN TO BE HELPED BY ROBOTS IN-STORE TO MAKE THEIR EXPERIENCE QUICKER AND MORE CONVENIENT



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

ORACLE
RETAIL

MILLENNIALS

BABY-BOOMERS