

Understanding Generation Z Buying Behaviours

Connecting with the Empowered Generation Z



Our world is experiencing the biggest generational change since the birth of the Post-war Baby Boomers. Increasingly Baby Boomers are downshifting from work, downsizing at home and stepping down from their peak consumption years. Meanwhile Generation Xers are wealth accumulating, and spending more as today's parents and the Generation Z's are the children with the growing consumer needs - and the kidfluence. Yet the new generations have a radically different approach to purchasing, lifestyle, and finances.

In this session the Generation Z research team will outline the new demographics, household trends, spending patterns and buying behaviours. Based on the latest research, we will define the attitudes, values, and influencers of Generation Z and their parents. We will analyse this large and growing market segment, and provide strategies to better connect and communicate in these changed times.

Key issues:

- From **Boomers & Builders, to Generations X, Y & Z**: understanding the changes in demographics, financial characteristics, and aspirations.
- **Marketing** to the new market segments and generations.
- Understanding the hot-buttons & values of the **ever-changing customer**.
- Promotional Strategies that **engage with** the emerging generations.
- **Gen X and Y friendly advertisers** - what they're doing right.
- **Motivating young consumers**: what will attract them, and retain them.
- **Building brand loyalty** with the savvy new generations.

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Mark McCrindle is recognised as an international generational expert.

Mark is a Qualified Practising Market Researcher (QPMR), and so has his finger on the pulse of today's generations. Organisations commission Mark to conduct research and then speak or consult with them to help them better understand and engage with the ever-changing market segments.

Mark graduated from the University of NSW with a BSc (Psychology), and he has completed a Masters degree majoring in Social Trends. He is the Director of the social research agency McCrindle Research Pty Ltd, which specialises in generational studies across the Asia Pacific.