



PATH TO PURCHASE

A learn-shop-buy strategy for Gen X



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DMG 712 Digital Marketing Research, Journey
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INTRODUCTION

in this presentation, I will cover the path to purchase for the Millennial generation. These shoppers are born between the early 1980s and mid-1990s and represent a large segment of the retail landscape. Because they were born into the digital age, they are primarily digital shoppers, preferring online buying to in-store.

Because of the shifting economic realities and diverse cultural influences, shopping, and brand engagement must be engaging, personalized, and accessible in many formats.

Today, we embark on an exciting journey to uncover the intricacies of one of the most dynamic and influential consumer segments of our era - the Millennial shoppers.

Born between the early 1980s and the mid-1990s, Millennials, also known as Generation Y, represent a significant force in the retail landscape. Their distinct upbringing in a digital era, coupled with shifting economic realities and diverse cultural influences, has shaped a unique approach to shopping and brand engagement.

In this presentation, we will explore the fascinating path to purchase that Millennial shoppers traverse. From the initial spark of awareness to the final moment of purchase, we will analyze the touchpoints and factors that play a crucial role in shaping their buying decisions. Understanding the nuances of this journey is essential for businesses seeking to thrive in a world where Millennials reign as the largest consumer cohort.

**was gonna
buy a house,**



but nah.

THE FOUR PART PROCESS



PRIME PROSPECT

Millennials aged 25-35 who are tech-savvy and active users of social media and websites.

They are employed full-time but are lower-middle-class individuals with families. Most are employed in the IT field but have not completed higher education.



PROSPECT'S PROBLEM

Being lower-middle-class, they have less money to spend on clothing and footwear. But, they still want quality even if at a lower price.



KNOW THE BRAND

Our capstone brand is Nike, which has a reputation for quality and a wide range of prices. While the data we collected wasn't brand-specific, we did poll participants on purchasing clothing and footwear online.



BREAK THE BOREDOM BARRIER

Because Millennials are avid users of technology, strategies must include:

- Social Media Advertising
- Influencer marketing
- Personalized ads
- User-generated content
- Easy ways to buy the items they want

PATH TO PURCHASE



LEARN

The first step in the path to purchase is the "Learn" phase. Here, a brand must find the right advertising avenues to reach its prime prospect.

For the purposes of this report, the prime prospect is most often found on social media; TikTok, Instagram, and Facebook



SHOP

The next step is the "Shop" phase. Here, the customer begins to evaluate a product and learn more about it: price, style, comfort, and what others say about the product.

In this case, brands advertise most in the form of traditional reviews, influencer marketing, and social media ads.



BUY

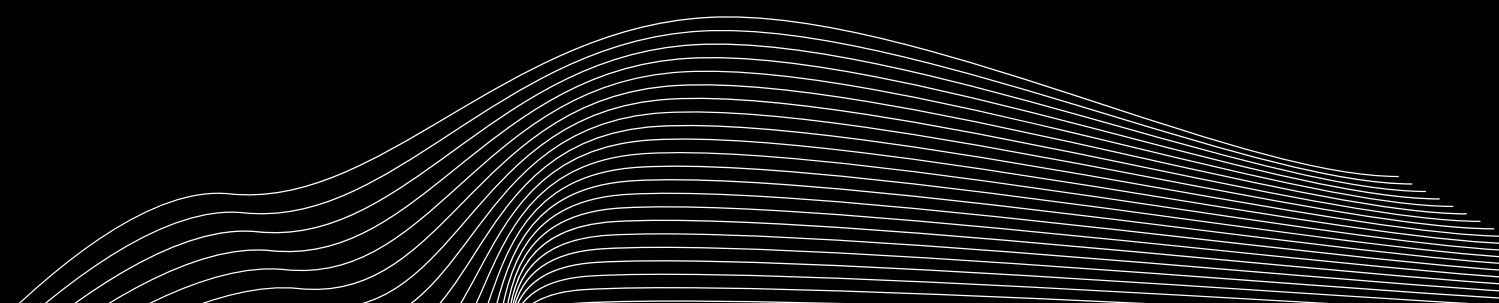
The final, and most important phase, is the "Buy" phase. Here, all the hard work a brand has done to attract customers and provide the information needed leads to a purchase. However, to effectively make a sale, the brand must offer a checkout process that meets the needs of the customer.

in this case, millennials want online purchase options that streamline checkout. Things like one-click, in-app, and memberships streamline the process.



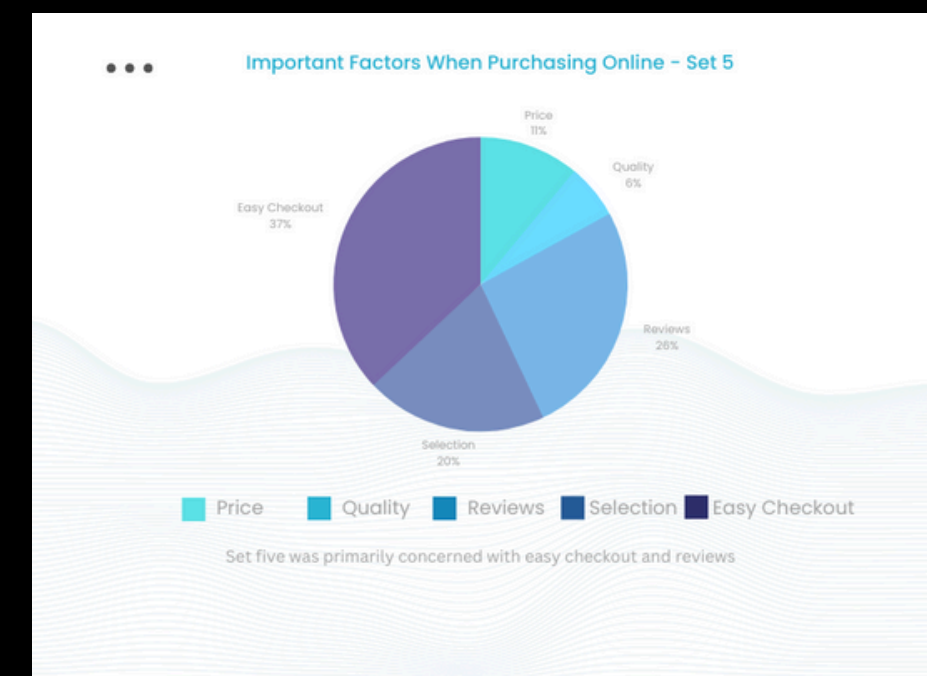
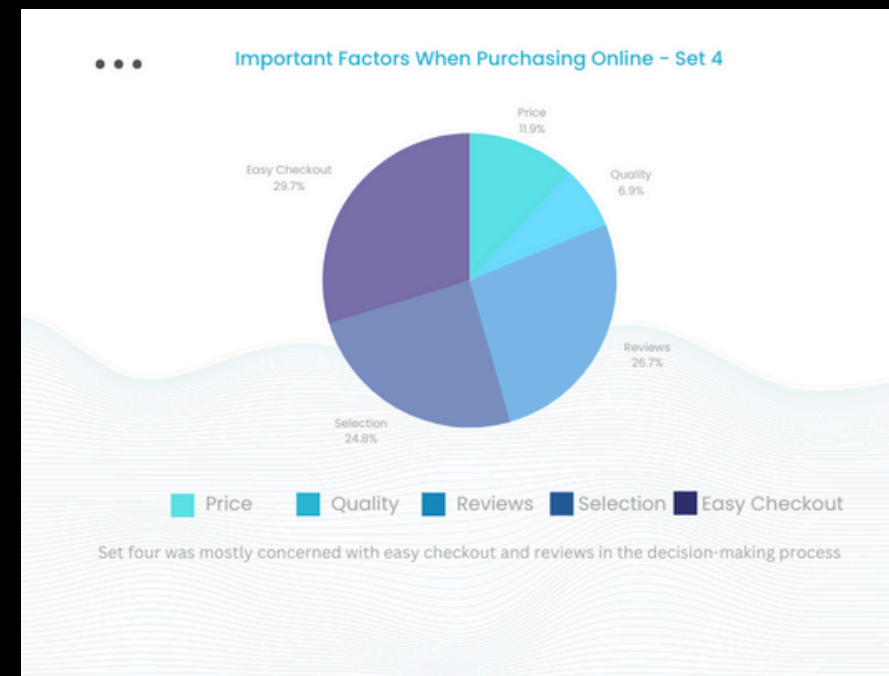
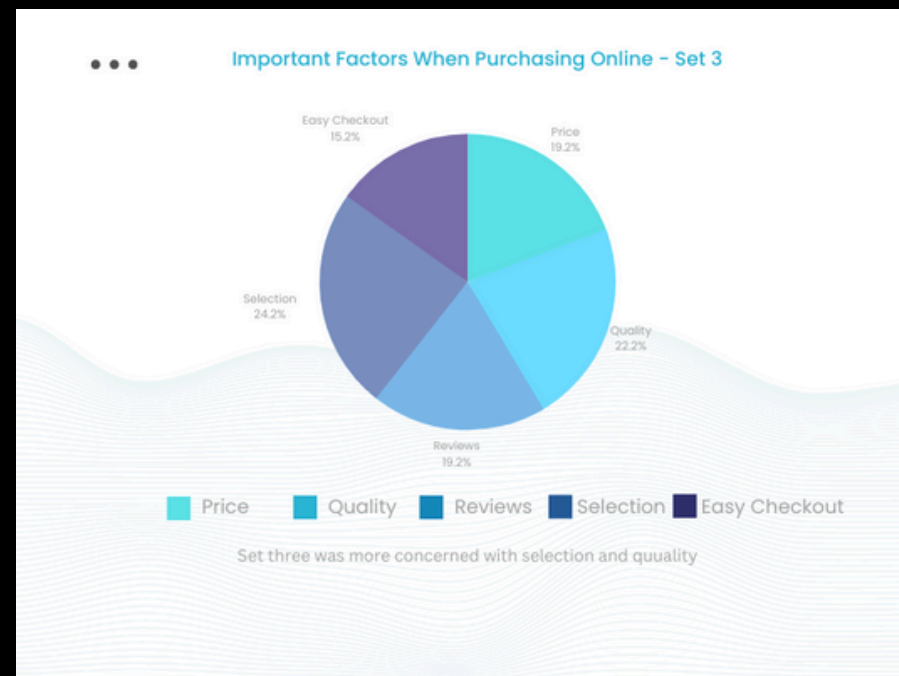
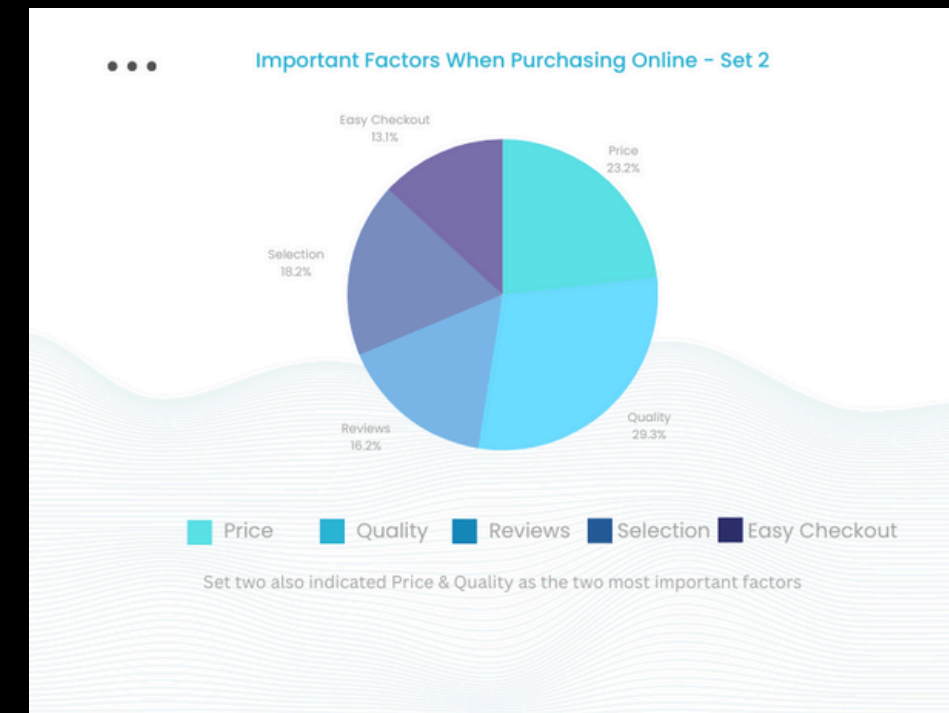
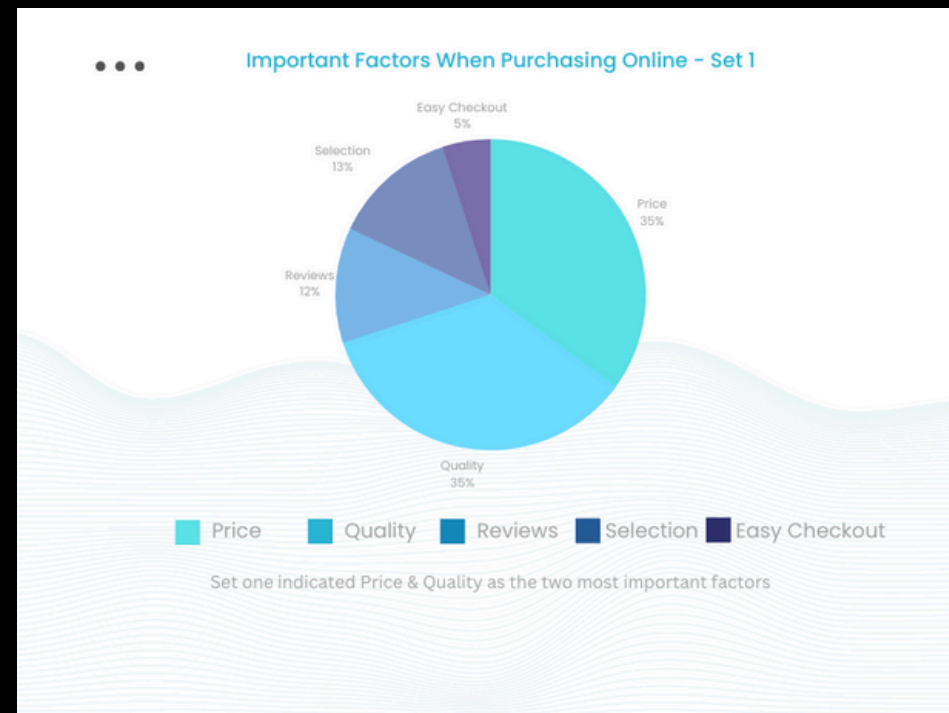
DATA METHOD

Out of 750 people polled, 209 fell into the Millennial demographic. To determine an accurate result, five sections were asked to rate the following in terms of importance when shopping online:

- Price
 - Quality
 - Reviews
 - Selection
 - Simple Checkout Process
- 

DATA SETS

The data gathered from each set indicates brands must create an effective digital strategy that is personalized to the prime prospect.

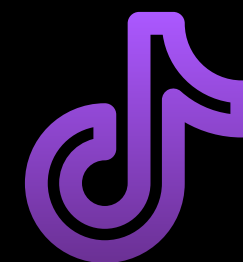
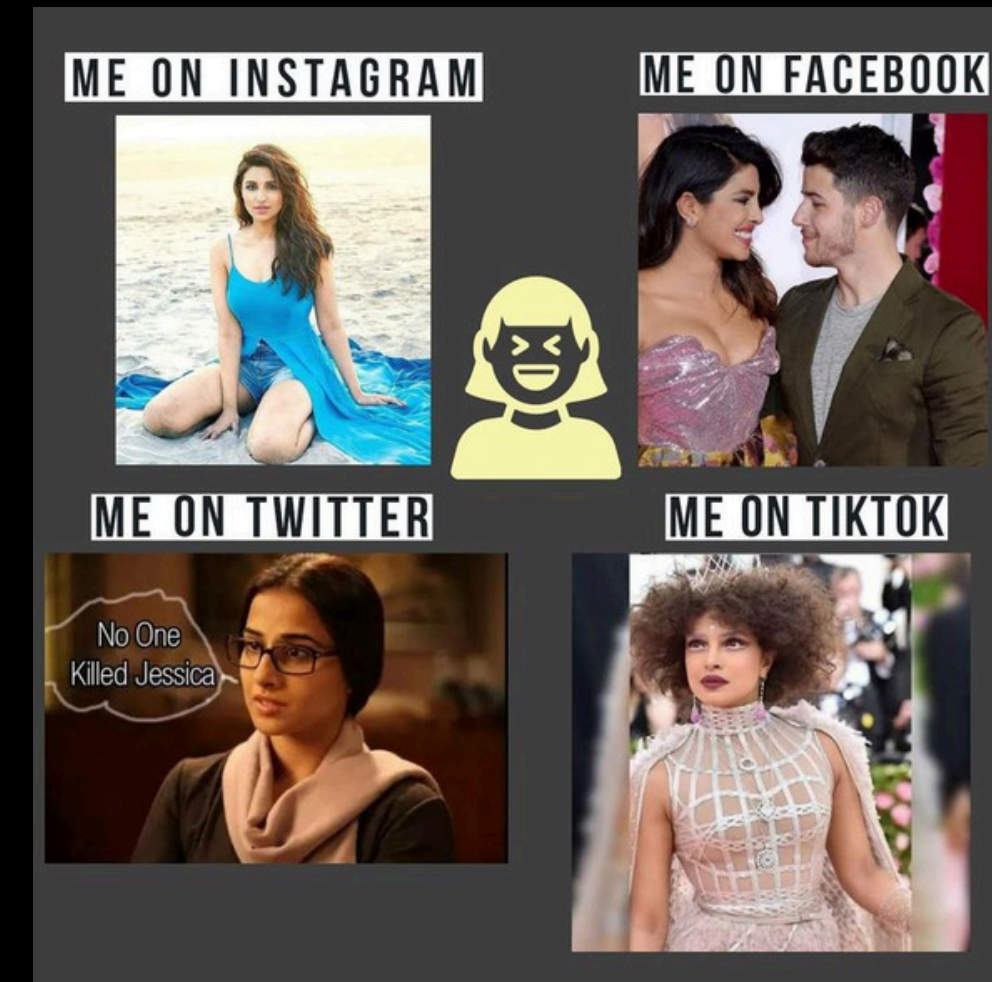




THE LEARN PHASE

BRANDS MUST MEET CUSTOMERS WHERE THEY ARE - AND MILLENNIALS ARE:

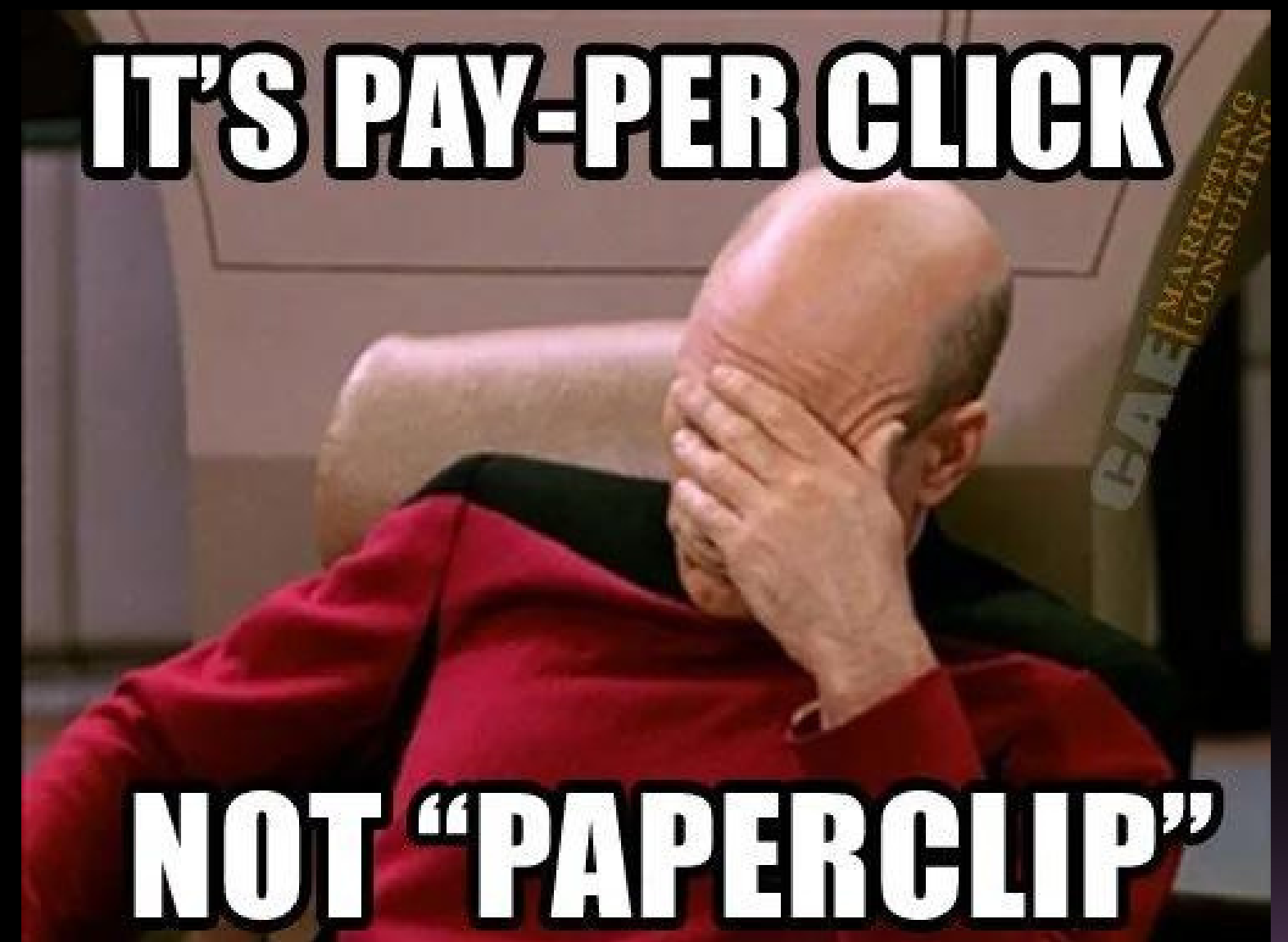
- Using shopping apps
- On Social Media
- Using Google



HELPING THE CUSTOMER LEARN

SOCIAL MEDIA PPC ADS

Leverage Instagram, Facebook, and Twitter to create targeted ads for the prospect. Create segmented ads to reach those who prefer price, quality, and reviews to learn about a product.



HELPING THE CUSTOMER LEARN

INFLUENCER PARTNERSHIPS

Create partnerships with influencers to provide real-time unboxings and honest reviews.

Encourage verified purchasers to use social media to broadcast reviews and unboxings.



HELPING THE CUSTOMER LEARN

TRADITIONAL REVIEWS

Encourage buyers to leave reviews on a website, Amazon, Yelp, or other traditional site to boost the brand and its products.



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THE SHOP PHASE

WHEN CONSIDERING SHOPPING BEHAVIORS, BRANDS MUST SHOWCASE

- Value
- Quality
- Selection

Online Shopping. Because department stores don't seem to like their customers shopping braless, in stained sweats, drinking a glass of wine.



som^{ee}cards
user card

HELPING THE CUSTOMER SHOP

CONVEY PRODUCT VALUE

Use robust product descriptions, provide high-quality images, and showcase similar products or accessories to increase the feeling of value.



HELPING THE CUSTOMER SHOP

CONVEY QUALITY

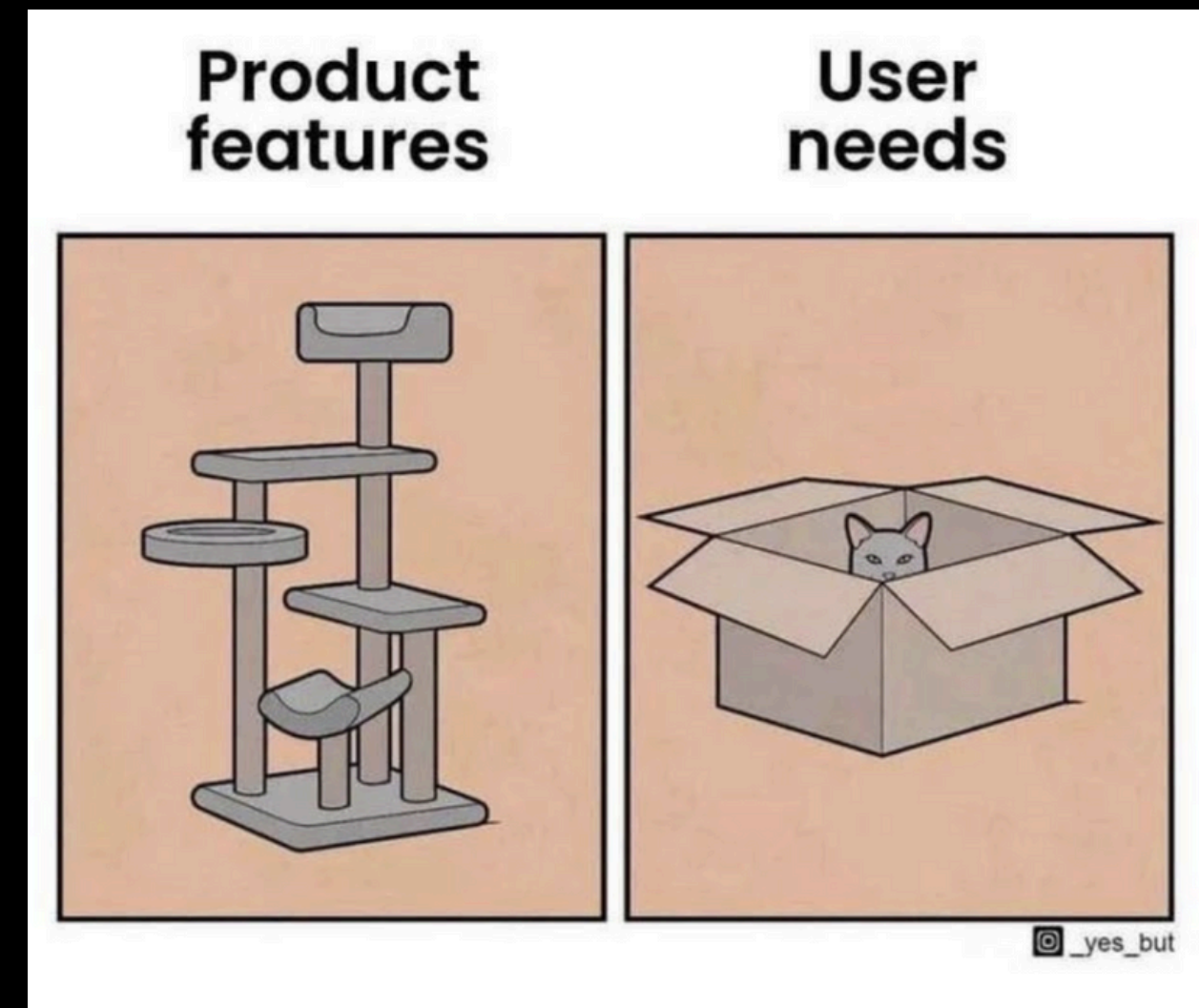
List materials, and benefits of using the item for specific activities. Show videos on a website of it being used.



HELPING THE CUSTOMER SHOP

SELECTION

Showcase all the different colors, textures, designs, and options of an item a shopper can purchase. This helps them feel like they can purchase the exact item they want.



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THE BUY PHASE

**WHEN CONSIDERING SHOPPING BEHAVIORS,
BRANDS MUST IMPLEMENT AN EASY
CHECKOUT:**

- One-click buy
- Membership – try before you buy
- Purchase direct through social platform



HELPING THE CUSTOMER BUY

ONE-CLICK CHECKOUT

Streamline checkout by offering the ability to have an account linked and directly from a product page, click to buy.



HELPING THE CUSTOMER BUY

MEMBERSHIP

Customers love to try before they buy – creating a membership where they can get a variety of items to try on and purchase what they want, or being a member and getting a discount on a first item encourages customers to follow through with making a purchase.



HELPING THE CUSTOMER BUY

DIRECT PURCHASE

Creating a quick "buy" button on social media ads makes it easy to purchase a product the customer has researched and knows they want.



CONCLUSION

MILLENNIALS WANT VALUE, QUALITY, AND AN EASY SHOPPING EXPERIENCE

Based on the data provided by Home Retail Monitor (HRM) when evaluating how Millennials value when shopping online, the primary qualities are:

- Price
- Quality
- Easy Checkout



THANK YOU!

