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## Shopping styles show your age

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Article from: **SundayMail**

Eleni Hale

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**BABY Boomers own the most costly homes and spend more than any other generation. But Generation Ys – the poorest – are the most likely to shop at exclusive designers.**

The influences, tastes and shopping habits of different generations are revealed in a new report, *The Way We Are*.

Thousands of Australians were interviewed over four years for the unprecedented analysis by retail consultancy Directional Insights.

It found we are a product of our experiences and our shopping style reflects our past. Baby boomers (44-62 years old) and Gen Y-ers (14-27) are similarly egocentric, optimistic and opinionated.

Confident Gen Y-ers have enjoyed nothing but economic prosperity – until now – while Baby boomers brought the sexual revolution and are most likely to have dysfunctional personal relationships.

Boomers shop fast and spend more than any other generation.

"Baby boomers are not saving up for their kids' inheritance – they love the good things in life and shopping could be seen as a means of establishing their self-identity," said Professor Harmen Oppewal of Monash University's retail studies unit.

Gen Ys spend their money trying to look good.

Generation X (28-43) work the hardest and despite having the highest income, don't spend as much as Boomers and Y-ers.

They love shopping and are by no means frugal but are most likely to use online shopping, because they are time-poor.

Their natures are driven by the fact that they have seen recession and hunted for jobs when there were not many around.

Generation X-er Vilma Putt, 33, from Greenbank in Brisbane, enjoys shopping but says she is

careful with her cash.

The mum-of-four shops once a fortnight for her kids and once a month for herself.

Along with husband Matthew, 35, an IT engineer, Vilma says she weighs up her family's needs before opening her purse.

"How much I spend depends on what I'm shopping for," she said.

"If it's for everyday wear I won't spend a lot and if I find something beautiful for a low price, I'll take it."

The report found the Silent Generation (over 60s) preferred smaller shopping centres.

Having lived through the depression and World War II, Silent Gens are described as "withdrawn and cautious".

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MY GENERATION: Vilma Putt, 33, and her daughter Anastasia, 13, like to shop together

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