



# Baby boomers and health decisions

A study about how different generations make purchase decisions

**Robert Dossin**  
Client Solutions Director

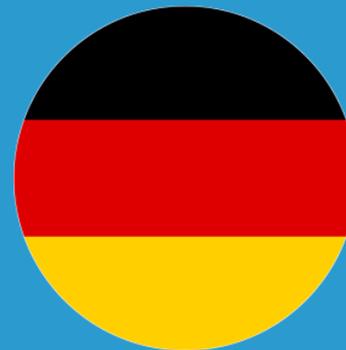
# Decision behaviour study



1200 Consumers

Skin Care buyers = 436

- Baby Boomers n = 124
- Generation X n = 183
- Millennials n = 128



857 Consumers

Skin Care buyers n = 544

- Baby Boomers n = 173
- Generation X n = 185
- Millennials n = 186

# Millennials

Born 1981-2000



# Generation X

Born 1965-1980



# Baby Boomers

Born 1945-1964



# Skincare products



# Baby boomers are more often impulse buyers

% of US respondents that strongly agree with the following statements

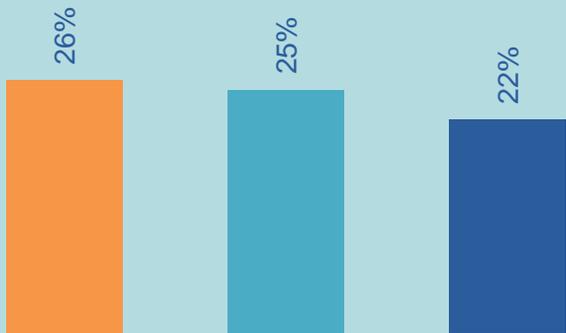




# Baby Boomers seek less health info than Gen X + Y

% of US respondents that strongly agree with the following statements

■ Millennials ■ GenerationX ■ Babyboomers



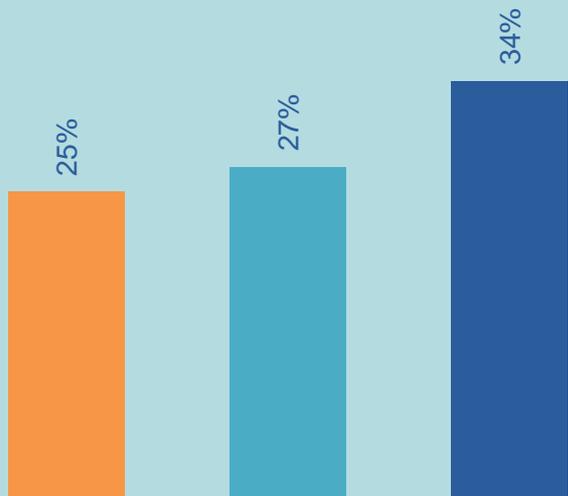
**“I am frequently seeking out information about (my) health.”**



# Baby Boomers are more health conscious during purchasing decision

% of US respondents that strongly agree with the following statements

■ Millennials   ■ GenerationX   ■ Babyboomers



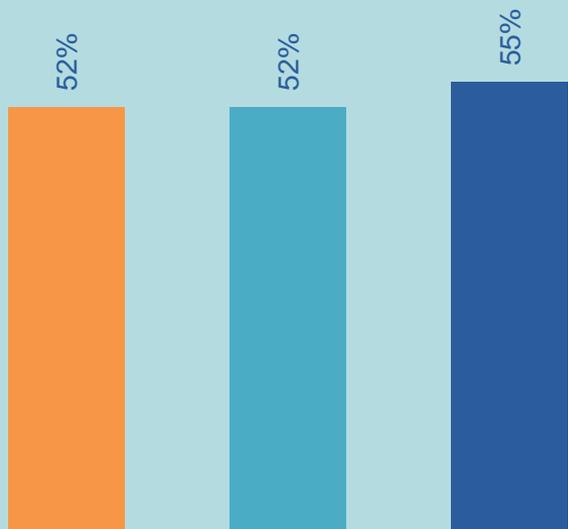
**“When purchasing a product, I am conscious about its impact on my health.”**



# All generations believe that can actively manage their health

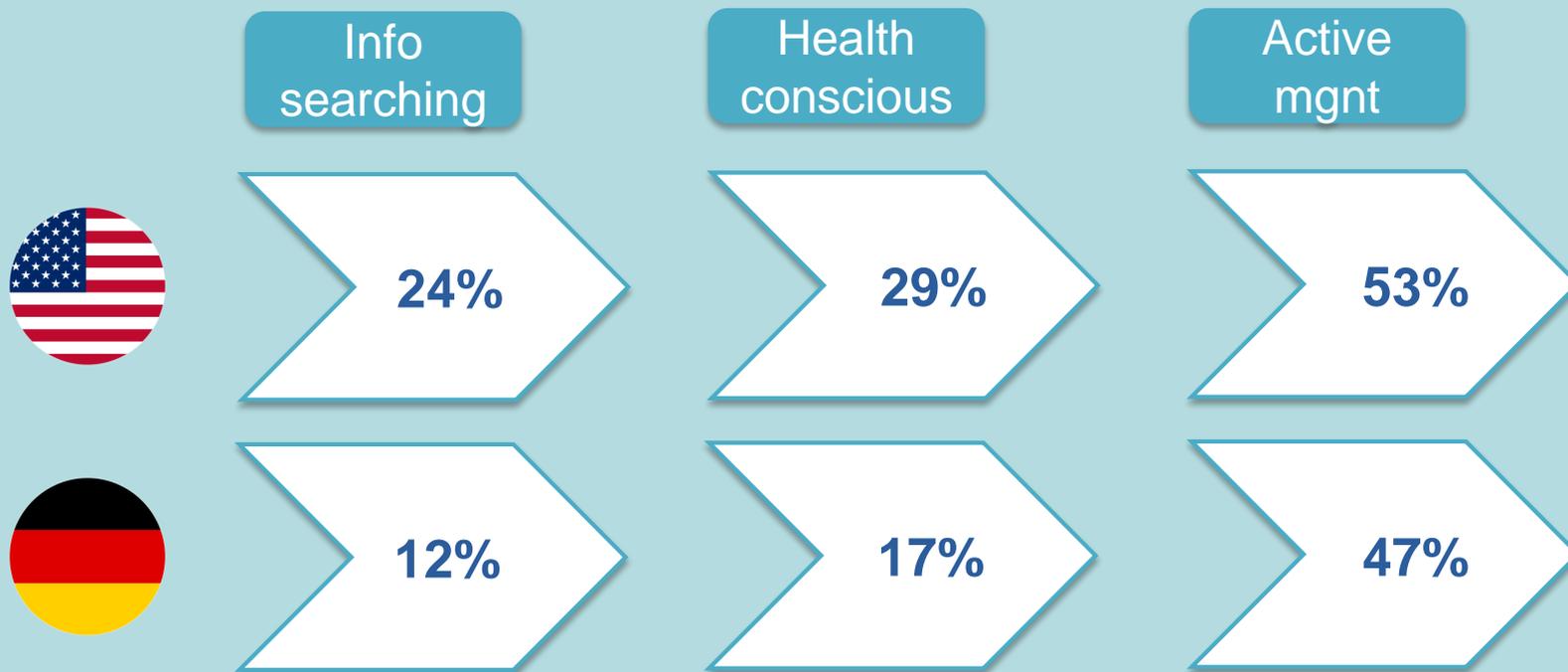
% of US respondents that strongly agree with the following statements

■ Millennials ■ GenerationX ■ Babyboomers



**I can actively influence my health**

# Country differences



# Consumers make their choice for sources of information

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Please think about different 'information sources' (media or persons) that could provide information about available products.

Considering only the sources of information below, which source would you rely on most and which one would you rely on least when deciding on purchasing a new ?

(1 of 9)

Rely on most		Rely on least
<input type="radio"/>	Product review on specialized news website about this product category	<input type="radio"/>
<input type="radio"/>	Recommendation (for or against product) by family member	<input type="radio"/>
<input type="radio"/>	Printed product information by selling company, e.g. sales brochures	<input type="radio"/>
<input type="radio"/>	Article on product in print newspaper	<input type="radio"/>



# Information sources consumers rely on most and least when deciding on purchasing a new skin care product





**Recommendations  
by family or friends  
are heavily relied upon**

## Most relied upon sources

1. Recommendation by family member
2. Product test by consumer organization
3. Recommendation by friend
4. Product review by consumers on retailer websites



## Least relied upon sources

1. Product post on social media platform
2. Article on product in online newspaper
3. Article on product in print newspaper
4. Printed product information by seller
5. Sales person in store



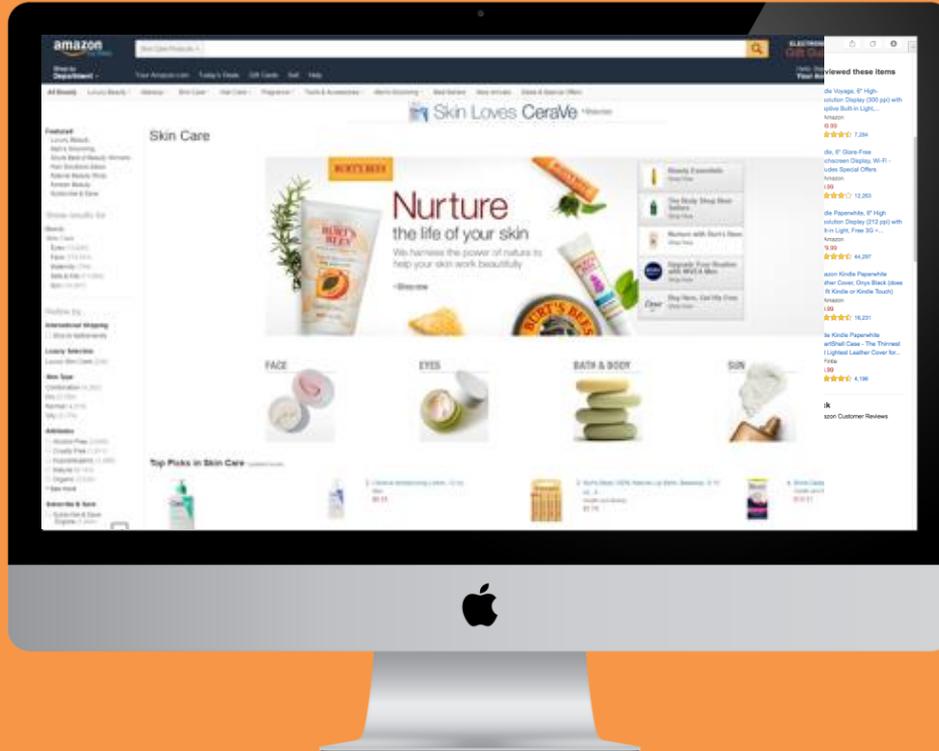
# Babyboomers loathe...



# Millennials love...



# Amazon.com



# Customer reviews

## About Customer Reviews

You can submit written or video reviews for items listed on Amazon.com. We encourage you to share your opinions, both favorable and unfavorable.

We've worked over the years to make our millions of customer reviews as useful as possible – we've added features like Amazon Verified Purchase, helpful votes, and review comments in the pursuit of a system that's open and flexible and yet structured and helpful for anyone who wants to learn more from other customers about anything we sell.

Over time we've also built mechanisms, both manual and automated, that remove reviews which violate our guidelines. **We recently improved our detection of promotional reviews which resulted in the removal of reviews, both new and old.** While our enforcement has improved, our Customer Review Creation Guidelines have not changed. We hope to keep improving our approach over time and we welcome feedback from customers and reviewers alike on how to keep making reviews more valuable to Amazon shoppers.

Customer Reviews are meant to give customers genuine product feedback from fellow shoppers. Our goal is to capture all the energy and enthusiasm (both favorable and critical) that customers have about a product while avoiding use of reviews to outright advertise, promote and especially mislead. **We have a zero tolerance policy for any review designed to mislead or manipulate customers.** Customer Reviews help customers learn more about the product or genre, hear the reasons behind your star rating, and ultimately decide if this is the right product for them or not.

Authors and artists can add a unique perspective and we very much welcome their customer reviews. While we encourage reviewers to share their enthusiasm and experience, there can be a fine line between that and the use of customer reviews as product promotion. We don't allow anyone to write customer reviews as a form of promotion and if we find evidence that a customer was paid for a review, we'll remove it. If you have a direct or indirect financial interest in a product, or perceived to have a close personal relationship with its author or artist, we'll likely remove your review. We don't allow authors to submit customer reviews on their own books even when they disclose their identity.

Below each review, you'll find a question that asks "Was this review helpful to you?" – if you answer "no," you can let us know why the review is inappropriate. We'll examine the review and take action if necessary.

# | Rational or Emotional ?

How  
do  
you  
feel?



Admiration



Desire



Inspiration



Amusement



Pleasant  
Surprise



Satisfaction



Fascination



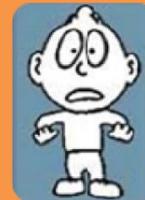
Disgust



Indignation



Contempt



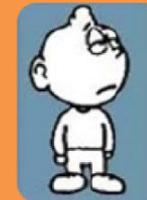
Unpleasant  
Surprise



Dis-  
satisfaction

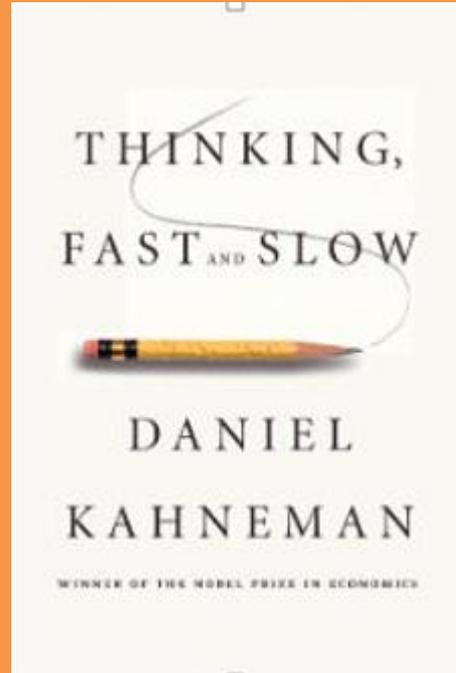


Disappointment

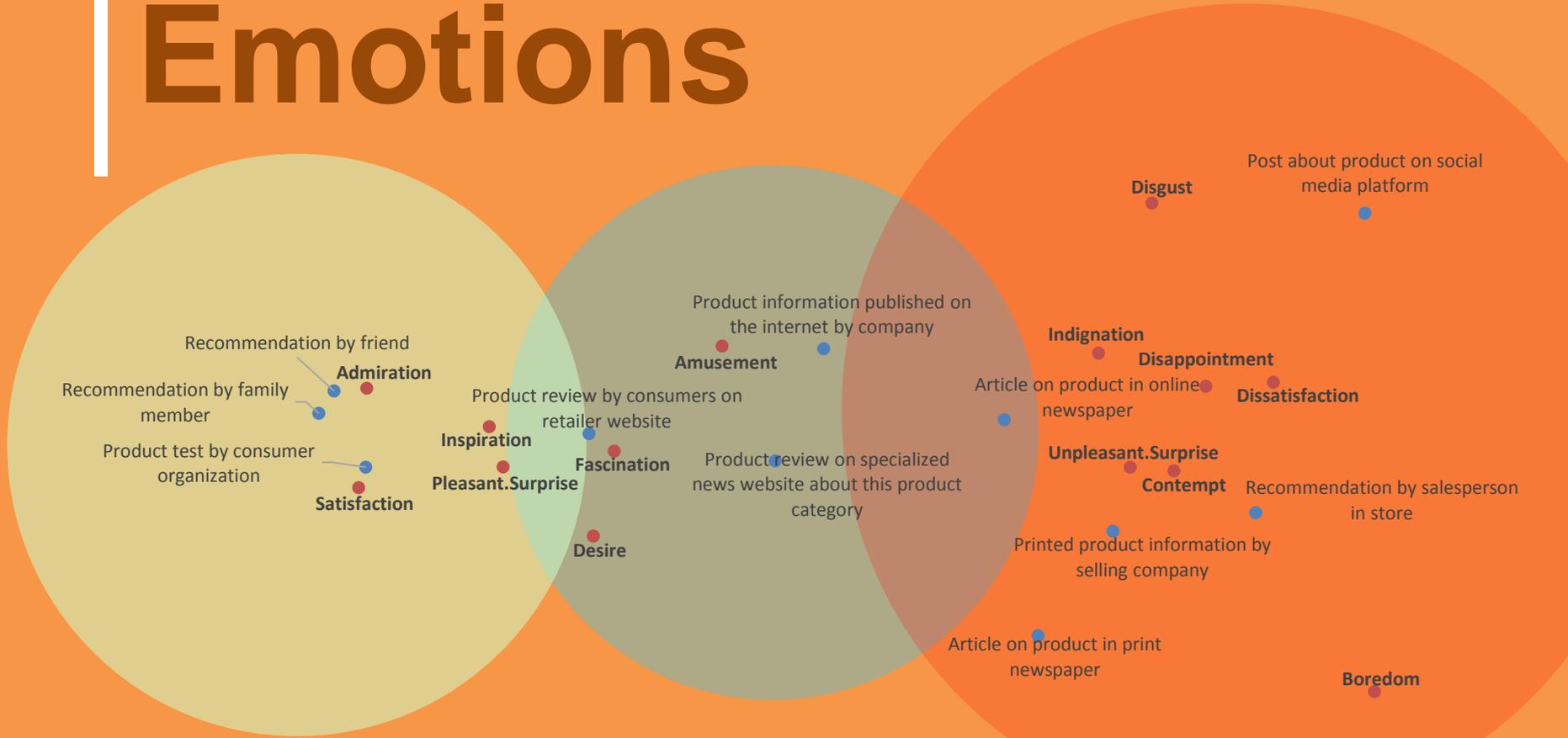


Boredom

# | System 1 and 2



# Emotions



# Happy Boomer vs. Negative Millennials



# Wrap up



## Baby Boomers:

- Do feel they can actively influence their health and are very conscious when buying skincare products
- Do not research/consult many sources, but decide fast
- They listen to friends and read product tests, not social media



## Millennials:

- Are true digital natives: using a multitude of sources to make decisions
- Are less certain/positive about buying skincare products – but also feel they can actively influence their health
- And are mostly influenced by friend & family and product review websites

# Marketing Implications

- Baby Boomers do worry about their health. They have the time and resources to buy
- Reach them via friend & family and product test of consumer organizations
- Tonality needs to be positive and play on their needs; less emphasizes on concerns, elderly age or frail state



**Robert Dossin**

r.dossin@skimgroup.com

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**Robert** – Senior Director Healthcare, is responsible overall client relations in the Healthcare sector; he works with Pharmaceutical, Consumer Health and many B2B companies.

# Biography Robert Dossin

Before joining SKIM, Robert worked for 10 years in London. First, for 7 years, with IMS Health as VP Marketing driving the growth in their consulting business with their pharmaceutical clients and prior to joining SKIM with In Sites Consulting as MD and global Head of Healthcare in the London office and prior with.

Robert started his career at Nissan, at the European HQ of the Japanese car manufacturer as Market Researcher and has had various marketing roles with increasing levels of responsibility, before moving to Forrester Research to set up and manage their marketing operations in the EMEA region.

He is used to partner with researchers, marketers and commercial teams on strategy development and implementation – and is an expert in digital marketing and managing brands during their life cycle. He works with many Consumer Health companies such as Danone, Nutricia, Bayer Consumer Care, Nestle and is a regular speaker at Healthcare and Marketing conferences.