



The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents

Euehun Lee, Anil Mathur, George Moschis, Jennifer Strautman

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The buying habits of baby boomers really do differ from those of their parents. The authors show how marketers can use each group's consumption patterns to reach both markets most effectively. Another insight: buying habits of these groups differ according to the product or service offered. By analyzing each cohort's buying habits in various purchasing situations, the book dramatizes the need for customized marketing strategies. Based on two national surveys conducted by the Center for Mature Studies, Georgia State University, the book will be essential for marketing professionals and their academic colleagues.

Moschis and his coauthors concentrate on food products, apparel, footwear, drugs and cosmetics, housing, technology products and telecommunications services, health care, travel and leisure, and financial and insurance services. They cover preferences for selected products and services, patronage habits, methods of purchasing, motives for preferences for specific brands and services and for payment methods, and reasons for buying direct. Each chapter addresses a specific product or service category and includes analyses of survey respondents by demographic and lifestyle characteristics and media use habits. The book concludes with a discussion of the implications of their research and the ways in which it will lead marketers to design more effective strategies, not only today but in the future.

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