






Pave seamless, personalized member journeys for each generation.

Building brand loyalty is complex. When a brand can thoughtfully appeal to one group through their loyalty marketing without alienating the others, it not only reaches broader demographics, but it becomes part of a shared story.

Our Epsilon Pulse research, [Your guide to cross-generational marketing](#), gives us a deeper understanding of how each generation shops. But that's only half of their story—knowing what makes them loyal is key. Let's unpack the unique preferences that shape how each generation engages and stays loyal.

Generational breakdown

Gen Z		Millennials Age: 27-42	Gen X Age: 43-58	Boomers Age: 59-77
Minors, age: 13-17	Adults, age: 18-26			
Tech behavior: Digital lifestyle	Tech behavior: Digital lifestyle	Tech behavior: Tech savvy and socially engaged	Tech behavior: Traditional with online activity	Tech behavior: More conservative
				
<i>"Shopping is my social activity."</i>	<i>"I like shopping that feels social—it's about more than what I buy."</i>	<i>"I'm a flexible shopper who values loyalty and getting great value."</i>	<i>"I'm a balanced shopper who's value-driven."</i>	<i>"I have traditional shopping habits."</i>
How I shop:	How I shop:	How I shop:	How I shop:	How I shop:
49% "I'll go out of my way to shop at stores that have a loyalty program."	45% "I am willing to spend more to reach higher loyalty point tiers or better rewards."	61% "Earning rewards influences where I shop."	69% "I choose stores based on product selection and price, regardless of their loyalty program."	78% "I choose stores based on product selection and price, regardless of their loyalty program."
Top brands I'm loyal to:	Top brands I'm loyal to:	Top brands I'm loyal to:	Top brands I'm loyal to:	Top brands I'm loyal to:
Clothing brands, Quick service restaurants	Clothing brands, Casual restaurants	Cellphones, shoes and coffee shops	Casual restaurants, Cell phones	Casual restaurants and credit cards
Why I left:	Why I left:	Why I left:	Why I left:	Why I left:
28% Prices changed	34% Found a better brand	42% Prices changed	46% Prices changed	34% Prices changed
What matters most:	What matters most:	What matters most:	What matters most:	What matters most:
40% Lifestyle fit	50% Brand I trust	60% Good value	41% Competitive pricing	61% Good value

Multiple responses to each question were allowed; figures shown highlight the most pertinent stats for each generation.

Explore more of our latest [data research on cross-generational marketing](#).

Looking for a deeper dive? Check out the [loyalty consumer report](#).