

Keep calm and carry on Baby Boomers



Baby boomers are patient, calm, rational shoppers.

They feel less emotion and are less fickle than other age groups. The key with older shoppers is to ensure the process is simple and smooth; they don't want unnecessary distractions.

To win over this group, retailers should avoid distracting consumers with special offers or recommendations, speed, efficiency and a simple payment process is important.

They experience **low emotional responses**:

ONLY 24%
feel excitement when putting things in their basket



ONLY 3%
feel guilt

ONLY 5%
feel impatience



The flip side is **more patience**:



75%
have never had their day ruined by a poor online shopping experience



have never abandoned a purchase because of a stressful online shopping experience

Money is **not an issue** for this group:



ONLY 16%
WORRY
they can't afford the purchase

This group has **high online literacy**:

ONLY 18%
have stopped shopping with a retailer because the site is confusing and they felt too embarrassed to ask for help



They buy things because they need them, **tapping into necessity is key**:



ONLY 21%

are more likely to make a spontaneous purchase online because they deserve a treat

Delivery charges and an easy to use process are the **major concerns**:

52%

will reconsider an online purchase

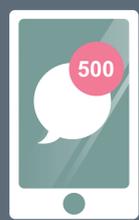
due to high delivery charges



40%

Stated losing their web page is the main distraction when completing a purchase

They're **less likely** to lose interest halfway through a purchase:



ONLY 2%
are distracted when browsing on their phone

They value **trust** and **value for money**:



55%

more likely to complete a purchase if they trust the retailer they're buying from



39%

more likely to complete a purchase if an offer is going to expire and don't want to miss out

How can you nudge shoppers to a better online journey?
Download insight from Klarna and Reading University:
klarna.com/uk/emotion



Pay now.



Pay later.



Slice it.

Klarna.