

RESEARCH

Millennial women using technology are driven, not distracted: Refinery29

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Michael Kors uses Snapchat

By KAYSORIN

NEW YORK – Millennial women use technology to be more productive in their everyday lives, adopting the latest Web sites and applications early on and quickly adapting to changing methods of communication, according to research from Refinery29.

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Luxury Daily

There is plenty of media hype speculating that members of the millennial generation are obsessed with technology, unable to turn away from their devices as they become increasingly isolated from the real world. New research, presented by Refinery29 at Her Brain On Digital on June 3, however, suggests that while millennial women are certainly using technology at high rates, most feel they are able to improve their lives with these innovations.

“This is a love affair,” said Melissa Goidel, chief revenue officer of Refinery29. “This woman is in love with technology, and it’s not just love, it’s lust.

“Early in the findings we realized that it’s not just about the device. It’s about the content that is connecting the woman through the device.

“It’s not just about the box. It’s more about the shoes in the box.”

Refinery29 surveyed 750 women between the ages of 18 – 54 and conducted nine in-home immersion sessions in Los Angeles, Chicago and Atlanta.

Take back time

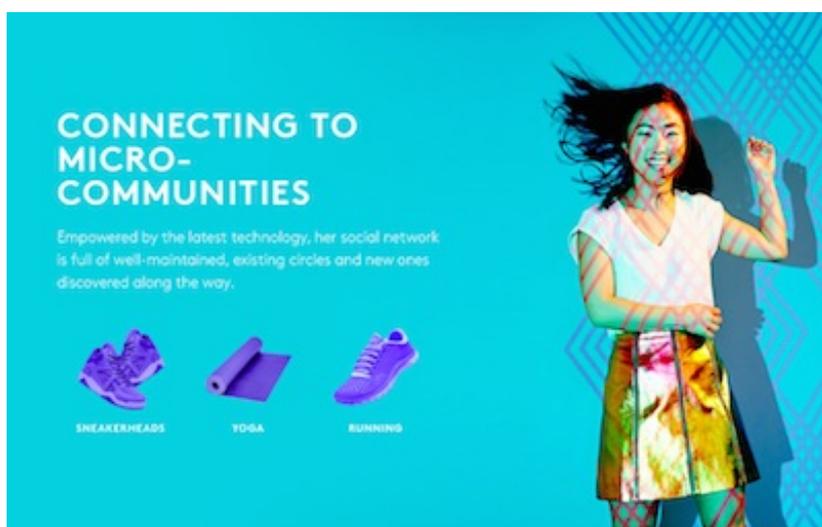
One of the most significant benefits of new technology and mobile applications is the ability to accomplish menial tasks quickly, leaving more time for valued activities. Women surveyed reported using multitasking apps, online calendars and other innovations to be more efficient with their time.



Her Brain On Digital focused on millennial women using technology

Video Web sites and mobile apps, especially video tutorials, are popular among women of all ages who want to learn new skills in a variety of areas such as beauty, DIY, gaming and fashion. For example, 93 per cent of millennial women agreed with the statement that technology helps them learn new things.

Social networks are one of the most popular digital innovations used by millennial women, and social Web sites and apps were ranked first place among women in all age groups. Women use social networks to maintain existing circles and connect with others who share their passions.



Refinery29 found that women use social media to connect with others around the world

Last but not least, women value digital technology for the ease with which it allows them to shop and purchase new items. Mobile apps are becoming increasingly popular with 58

per cent of women ages 18-24 reporting that they prefer to shop on their mobile phones.

Luxury brands around the world can use this data to better connect with consumers. Offering the latest video and social technology is important for a brand to appeal to millennial women who are looking to improve their lives and the way that they shop.



Refinery29 shared quotations from the women interviewed

More of Refinery29's research can be found on the [Her Brain On Digital](#) microsite.

Generational differences

Refinery29's research is consistent with many experts' views on the changing preferences of the millennial generation. For example, panelists at Luxury Interactive 2014 on Oct. 15 argued that traditional online storefronts no longer meet consumer expectations as ecommerce has evolved.

To meet the expectations of consumers, marketers must be consistent across channels and work to blend content with commerce to create concise engagement. According to panelists at "Content for Commerce Mixology — Become Your Brand's Mixologist," as the ecommerce game changes brands will need to adapt omnichannel strategies full of rich touch points to cater to the sentiments of millennials ([see story](#)).

Furthermore, millennial consumers have been consistently shown to have different preferences when it comes to the digital world. Consumers are split on their willingness to download luxury brand applications, but when dispersed into generations, 72 percent of millennials are inclined to download a branded app, according to a report from The Luxury Institute.

Digitization of the luxury world is slowly evolving as younger generations grow into being affluent consumers. Luxury clients differ across more than just generations, but understanding the prime and upcoming consumer can prepare marketing teams for the future ([see story](#)).

Luxury brands can use this information to form closer connections with consumers.

"It is important to create a robust experience in the digital space," said Neha Gandhi, vice president of editorial strategy at Refinery29. "The online and offline experience has to be

completely seamless.

“It is important for brands to treat this person like a friend. It’s not just about being familiar, it’s about adding value to her life.”

Final Take

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