

RETAIL

## Why retailers should cater to millennial moms this holiday season

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*Resonate has identified the ultimate Black Friday and Cyber Monday shopper as the on-the-go millennial mom. Image credit: MomentFeed*

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By KATIE TAMOLA

As luxury brands and retailers prepare for another pandemic-era holiday season, they should familiarize themselves with the "ultimate" holiday shopper: the on-the-go millennial mom.

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According to a new [report](#) from consumer insight platform Resonate, holiday shoppers may spend up to \$1.093 trillion, with 18.9 percent possibly being spent through ecommerce, a new record. On-the-go millennial moms are slated to lead the pack on big shopping days such as Black Friday and Cyber Monday, as brands are being called to understand this group's comfort level, display their organizations' values and ensure excellent customer experiences.

"Luxury brands, more than other brands, need to ensure that they deeply understand their customers in order to choose and implement the right offers, messages, and experiences that will draw customers back to their physical stores," said Ericka McCoy, chief marketing officer at Resonate.

Resonate identified the characteristics of likely Black Friday and Cyber Monday shopper personas through its Ignite Platform tool, an AI-driven consumer data and analytics platform that delivers more than 13,000 real-time insights on 200 million consumers.

Meet the new Black Friday shopper

The most influential shopper this holiday season is likely to be the "on-the-go millennial mom," per Resonate.

This group's attributes include valuing and caring for others, enjoying professional sport events, being physically active, prioritizing family time, being status conscious, striving for an excellent live, loving clothes shopping and enjoying U.S. travel.

## ON-THE-GO MILLENNIAL MOM



Brands must be cognizant of the on-the-go millennial mom and how they can meet this group's needs. Image credit: Resonate

Among consumers with these characteristics, 52 percent are female and 23 percent are between 25 and 32-years-old. They are 18 percent more likely to have children under 18, 23 percent have 2-3 children and 53 percent have a dog.

Ahead of the holiday season, luxury brands and retailers should remain mindful of these qualities and characteristics.

With COVID-19 still a concern, brands must continue addressing and promoting safety and pickup policies. Twenty-eight percent of on-the-go millennial mom shoppers are more likely to use BOPIS options.

For instance, department store chain Saks Fifth Avenue is one of several high-end retailers to add BOPIS, same-day delivery and preorder options to its ecommerce site to provide a more convenient shopping experience ([see story](#)).

Shoppers are also becoming increasingly socially conscious, considering how to be charitable during the holiday season. The on-the-go millennial mom shopper is 14 percent more likely to shop with companies that support the community and 24 percent more likely to prefer companies that donate to charities.

These shoppers are also 45 percent more likely to participate in a brand's societal program and 30 percent more likely to pay more based on an important issue. Brands can be viewed in a more positive light when they show interest in charitable causes, including animal rights, cancer and illness research, childhood hunger and more.

### MOST LIKELY TO PURCHASE PRODUCTS THAT ARE

    
LUXURIOUS INNOVATIVE POPULAR

#### TOP BRANDS

 

#### TOP RETAILERS

 



This group is more likely than others to look for products that are luxurious, innovative and popular. Image credit: Resonate

The on-the-go millennial mom shopper is conscious of social status, making this group most likely to purchase products that are luxurious, innovative and popular. One of the most popular retailers for this group is Nordstrom, and these shoppers are also more likely than the average consumer to shop for accessible luxury, including products from Izod, Zara and J.Crew.

Luxury brands and retailers also must be cognizant of the personal values of this shopping group so as to effectively reach them. Thirty-five percent of the on-the-go millennial moms note value caring for family and friends, 29 percent value living an exciting life and 27 percent value safety in oneself and others.

Additionally, eighteen percent of this group is more likely to be driven by an exciting life, while 8 percent is more likely to be driven by romantic love.

'Tis the season for CX

Customer experience is even more pertinent during a busy holiday season, especially as consumers are more likely

to express how they feel about their shopping experiences.

On-the-go millennial moms are 22 percent more likely than the average consumer to contact a company to share their thoughts and 21 percent more likely to share their opinion of a product or company.

For retail practices, on-the-go millennial mom holiday shoppers are 22 percent more likely to prioritize easy returns, 15 percent more likely to prioritize loyalty programs and 13 percent more likely to prioritize responsive staff underscoring the value of seamless shopping experiences.

Several brands continue to foster programs that offer loyalty incentives, easy pickup options and straightforward return processes in an attempt to keep consumers coming back.

After being the first luxury fashion retailer to introduce a tender neutral loyalty program, Bloomingdale's has now opened all of its tiers to tender-neutral Loyallists, enabling any customer to earn rewards regardless of payment type ([see story](#)).

U.S. department store chain Saks Fifth Avenue recently updated its membership and rewards program SaksFirst to strengthen client loyalty.

The retailer furthered its commitment to deliver a personalized and easy experience for customers through a revamped credit card and rewards program. With new enhancements tailored to how customers shop, SaksFirst credit cardholders now have easier access to more rewards ([see story](#)).

On-the-go millennial moms are also 28 percent more likely than the average consumer to want to be the first to know about and buy new products and 42 percent more likely than the average consumer to download a mobile app.

In January, Burberry discussed how it was actively driving growth through inspired customer journeys, bridging the gap between digital channels and stores by leveraging digital technology.

During the National Retail Federation's Big Show digital conference, vice president of digital technology at Burberry Rajeev Aikkara shared insight into the brand's efforts to redefine customer experiences and enable cloud-based business agility. In conversation with global retail lead at Amazon Web Services Tom Litchford, they discussed different ways brands can leverage digital foundations for successful businesses ([see story](#)).

"This audience wants a VIP in-store experience that blends unique experiences that are exciting with top-notch service, and fast, responsive staff," said Ms. McCoy.

"They want their shopping experience to be seamless from entering the store through returns.

"This segment also tends to exhibit impulse shopping behaviors, so setting up that luxury experience will yield a higher average sale per visit," she said.