

University of Nebraska at Kearney

OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors

Mountain Plains Business Conference

Oct 14th, 9:15 AM - 10:30 AM

Generational Differences in Consumer Decision-Making Constructs

Heather Meyer

University of Nebraska at Kearney, meyerhm@unk.edu

Chloe Murphy

University of Nebraska at Kearney, chloe.murphy1298@gmail.com

Follow this and additional works at: <https://openspaces.unk.edu/mpbc>



Part of the [Business Commons](#)

Meyer, Heather and Murphy, Chloe, "Generational Differences in Consumer Decision-Making Constructs" (2022). *Mountain Plains Business Conference*. 1.

<https://openspaces.unk.edu/mpbc/2022/marketing/1>

This Abstract is brought to you for free and open access by OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. It has been accepted for inclusion in Mountain Plains Business Conference by an authorized administrator of OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. For more information, please contact weissell@unk.edu.

Generational Differences in Consumer Decision-Making Constructs

Heather M. Meyer (presenting author)
Department of Marketing
University of Nebraska at Kearney

Chloe Murphy
Department of Marketing
University of Nebraska at Kearney

Abstract

Reference groups supply the individual with a sense of group membership, and thereby social identity. In the consumer behavior literature, reference groups have been shown to impact not only individual purchases, the decision-making process, and attitude formation towards brands and products. Generational cohort theory argues that people who experience major life events during a similar point in time possess synonymous values, characteristics, and preferences that are manifested through individual behaviors. The goal of this study is to extend prior research by examining generational differences in various consumer decision-making constructs. The results were mixed as are discussed.