**YOUR NAME: ………………………………………………………………………………………………………………………………………………….**

**TASK 2 – CONSUMERS ACCORDING TO AGE IN THE FINANCIAL MARKET**

**(FILL IN THE TABLE ACCORDING TO YOUR OPINION)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GENERATION** | **CUSTOMER VALUE** | **COSTS TO THE CUSTOMERS** | **CONVENIENCE** | **COMMUNICATION** | **PERSONAL APPROACH** |
| **Baby boomers** | ??? | ??? | ??? | ??? | ??? |
| **Generation X** | ??? | ??? | ??? | ??? | ??? |
| **Generation Y** | ??? | ??? | ??? | ??? | ??? |
| **Generation Z** | ??? | ??? | ??? | ??? | ??? |