

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	???	???	???	???	???