

Here's What Millennial Women Want from Big-Ticket Buys

Some enjoy spending money and don't always look at a price tag

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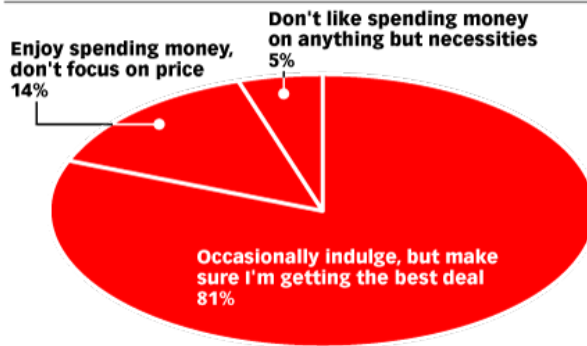
Jennifer King

When it comes to shopping habits, millennial women indulge on big-ticket items from time to time, but getting a good deal is also important to many of them.

A January 2018 survey from global marketing agency [Merkle](#) and [Levo](#), a professional community for millennial women, found that roughly eight in 10 US millennial female internet users like to occasionally splurge on big-ticket items, but at the same time want to make sure they're getting the best deal.

US Millennial Female Internet Users' Primary Attitude Toward Their Spending Style, Jan 2018

% of respondents



Note: ages 18-37

Source: Merkle and Levo, "Why Millennial Women Buy," March 8, 2018

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Of those surveyed, a few (14%) said they fully enjoyed spending their money however they wanted without looking at a price tag to ultimately influence their decision. And even fewer respondents (5%) said they don't like to splurge at all, opting to spend only on what is necessary.

Millennial women aren't the only consumers out there searching for a good deal. As a whole, millennials are keen on saving money where they can, hoping to stretch their dollars as far as possible.

In fact, an October 2017 [YouGov](#) survey of US internet users found online coupon use to be highest among millennials, with 42% saying they did so.

A [similar survey](#) of internet users ages 20 to 35 by [CouponFollow](#) found about a third of them use discounted offers "always" or "very often" when shopping online.

Aside from digital couponing, millennials are also [more likely](#) to buy private labels and try lower-priced brands as a cost-cutting strategy compared with internet users overall, per a Q1 2017 survey by [IRI](#).