Millennial Parents and Their Alpha kids: Parental Values and Ambitions for Raising Their Children

Joeri Van den Bergh[a], Cristian Buzeta[b], Patrick De Pelsmacker[c*]

[a] *Department of Marketing, Vlerick Business School, Ghent, Belgium*

[b] *Department of Business Administration, Universidad de Chile, Santiago, Chile*

[c*] *Corresponding author, Department of Marketing, University of Antwerp, Antwerp, Belgium.* patrick.depelsmacker@uantwerpen.be

Based on a dyadic online survey of Millennial parents and one of their 8–14-year-old Gen Alpha children in the United States (US), the United Kingdom (UK), and Germany (N = 1,440), we study intra-cohort heterogeneity in Millennial parents' child-rearing values and ambitions. Using cluster analysis, we identify five distinct parental profiles: Whole-Child Maximisers, Ambitious Individualists, Pragmatic Balancers, Steady Stewards, and Low-Pressure Realists. We explore intergenerational alignment by assessing the extent to which Millennial parents' values and ambitions correspond with their Gen Alpha children's values and ambitions. Results reveal value congruence: the laid-back fun seeker children's segment is strongly under-represented in the parent segments that attach greater importance to values and ambitions, and strongly over-represented in the parent segments that attach less importance to them. We contribute to research on generational segmentation and advertising strategy and offer insights for value-and ambition-based targeting and brand communication for youth- and family-oriented markets.