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In business there are many theories explaining the behavior of consumers. But recently interest in the theory of generations has been revived. This is due to the fact that classical marketing, as some believe, will not have time to respond to changes in business. I decided to read the articles and go into this topic to write a more informed opinion.

I could not imagine that this topic was so thoroughly researched. It turns out that back in 1991, American scientists Neil Hove and William Strauss created the theory of generations.

There are four types of generations. The first type - heroes - active, self-confident fighters, not so much creating new values, but defending the existing ones. The second type, the opportunists - insecure, lonely, devoid of an internal "core", preferring to adapt to the existing system. The third type, idealists - revolutionaries, optimists, creating a new bright future. The fourth type, the reactionaries - fickle, cynical, disappointed in the realities of the system built, rejecting moral values.

I will describe the generation-X (reactionaries) and generation-Y (opportunists). During the formation of the values of the X generation, large formats of stores began to appear - supermarkets or hypermarkets. This affected the consumer stereotype generation. For generation X, the goal of the trek in the store is the purchase of essential goods. It is important for them that they can make purchases nearby. This generation is ready to spend more money for its convenience, for the opportunity to buy many different goods good quality in one place, do it very quickly and save time. People of this generation go to the store, knowing exactly what they need to buy.

For Generation Y supermarkets and hypermarkets from the place of purchase turn into a place of entertainment. If representatives of generation X usually come to the store alone, the generation of Y prefers to come in friends company. The store for this generation is a cultural center where people come for a walk, have a cup of coffee, watch a movie, listen to music. Today, hypermarkets and shopping centers include not only shops, but also restaurants, cafes, cinemas, fitness centers.

And this is only a small part of what can be cited as an example of consumer behavior of people.