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It must be understood that all reasoning about generations is based on the sociological theory of generations, developed in 1991 by writer William Strauss and popularizer of science Neil Howe. This means that this theory is most adequately applicable to the US population, but even in this case, with certain clauses. This theory suggests roughly the following division into generations: Generation Z is now 18 - 20 years old; Millennials are from 22 to 37 years old; generation X is 38 - 54 years old; the baby boomer generation is 55 to 70 years old.

However, a certain difference in consumer behavior of representatives of different generations can be traced and should be taken into account when creating an advertising message for a specific target audience.

Representatives of earlier generations are more inclined and ready for "big" or expensive purchases - real estate, luxury goods, yachts, expensive cars.

Generation Z, or zoomers, are today's schoolchildren and students born after 2000. They are now about 20 years old and very soon they will become the bulk of consumers. For zoomers a career and interesting leisure are important. It is the generation who are the most active consumers of content on the Internet today and prefer to pay for content so as not to waste time watching ads.

It used to be important for buyers to be able to see and touch the product before buying, but now they are less concerned about it. Gen Z is much more focused on a brand's social media presence and how close the brand is to their lifestyle. What's more, Gen Z isn't just guided by this when shopping on-line - it's also changing the way older generations are shopping.

Zoomers possibly are more active, tend to demonstrate environmental responsibility and generally reduce consumption.

But please keep in mind that most of the habits and behavior patterns of the generation of zoomers can simply be characteristic of youth and can be transformed very soon. This transformation will directly depend on how our world and way of life change, and this will obviously be influenced by older generations.