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I believe that the difference between the consumer behavior of different generations is very significant and this is a huge problem for marketers. And to reveal this difference, we first need to tell what generations are now living and what the difference between them is.

According to American scientists' opinion, since the beginning of the twentieth century, five generations have been counted. Between 1963 - 1983 "generation X" appears and now it is most solvent people that is why marketers is very interested in this generation. They are characterized by global awareness and technical literacy, as well as the desire to learn.

During the formation of the X generation values , the largest supermarket and hypermarkets began to appear. This affected the consumer stereotype generation. For the X-generation, the goal of going to the store is to purchase things of prime necessity. It is more important for them that they can make a purchase nearby. This generation is ready to spend more money for its convenience, for the opportunity to buy as much different good quality goods in one place as it's possible. People of this generation go to the store knowing exactly what they need to buy.

At the same time, there is such a phenomenon as an individual product. For generation X, it is important to emphasize its uniqueness, and independently, without imposing from outside, to make a purchasing decision. As a result of the generation X influence, whose representatives are now active buyers, the popularity of the do-it-yourself stores has increased. For example, the company IKEA very accurately caught this trend and proposed the idea of individuality as its main concept.

The buyer behavior of this generation can be expressed in the phrase "add your own personality, create a thing that no one else will have."

But now they are replaced by generation Y, these are people who were born between 1983 -1996 years. For the generation of Y supermarkets and hypermarkets from the place of purchase turn into a place of entertainment. If the representatives of generation X usually come to the store alone, then generation, Y prefers to come with friends. 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. For a generation Y, it is important to try the product, they want to make a buying decision easily, playing and having fun.

A huge change of predilections from generation to generation can be illustrated by changing priorities in choosing cars. Generation X knew all the “delights” of the gasoline crisis, so their cars became practical. There were subcompacts - both economical, and convenient for city parking. Generation Y is characterized by concern for the environment. Presumably, when choosing a car, they will pay attention to its environmental friendliness.

But now adults are also people who were born after 1996, they have money, so more and more advertising is created to please young people, because for them the future and marketers understand that their consumer behavior is very different from previous generations.