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The incident of generations is the eternal problem of the world's population. The leading task is considered to be the worldview of people, another education, another time. There is also a significant difference in the consumer behavior of people of different generations. How do differences affect people's relationships?

Scientists around the world still argue and cannot come to a common opinion about consumer behavior. There are so much researches about it.

On the one hand, the older generation is used to buying only proven and reliable products. They prefer to trust their experience and do not trust reviews on the Internet. If they need help, they will turn to their friends for advice.

On the other hand, the young generation who prefers convenience and quality. It's easier for them to order online, choose home delivery rather than go to the store for purchase. This is a generation that trusts reviews and tracks recommendations on the Internet. It is simpler and saves time. Time for this generation is the most valuable resource.

From my point of view, the consumer behavior of people of different generations will always be different. There are many differences between generations, which are confirmed by the difference in age. However, there are positive aspects of differences. For example, the ability to learn from the mistakes of other generations, as well as the ability to adapt to changes in the sphere of consumption.

In conclusion, there are many opinions about the consumer behavior of people of different generations. There is no one true or one false. People of two different generations will always be useful to each other. The most important thing is the ability to find a compromise.