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HOW MARKETING DRIVES CONSUMER DEMAND GENERATION

Marketing as a discipline has undergone significant changes over the last decades. The purpose of this article is to analyze the question of the essence of modern marketing nowadays. If in the middle of the XX century it was focused on identifying and satisfying the basic needs of consumers, then what is its meaning in the modern world, where most of the needs are already closed?

Historically, marketing has been focused on meeting the needs of consumers. Philip Kotler, one of the leading theorists of marketing, defined it as “the art and science of selecting target markets, attracting, retaining and increasing the number of consumers by creating, promoting and communicating the values that are important to them”. In the era of industrialization and mass production, the main task of marketing was to identify needs and offer a product that closes them.

However, with the development of technology, globalization and market saturation, most basic consumer needs have been met. Today, there are many products on the market which practically do not differ in functionality. In such conditions, marketing must not only respond to existing needs but also actively shape new ones, creating demand for products that consumers previously did not consider necessary. However, it remains to find this way which will help marketers to cause a push in the purchase of the product they advertise.

A feature of today's society especially among the Zoomer generation (Generation Z) is changing financial priorities. Young people today find it much more difficult to purchase a home or even take out a mortgage compared to a couple decades ago. About 60% of Generation Z are worried that they will never be able to own a home, according to a new study by Clever Real Estate [1].

This is causing many people to lose their motivation to save long-term. Instead, they prefer to spend money on small but enjoyable purchases that bring pleasure in the moment, which opens up new opportunities for brands that can be the fulfillment of these small whims. For example, brands that offer personalized products or limited editions can appeal to zoomers who value uniqueness and an emotional connection to a brand. As McKinsey notes “At the core of Generation Z is the idea of manifesting individual identity. Consumption thus becomes a means of self-expression - as opposed to, for example, buying or wearing brands to conform to group norms. Led by Generation Z and Millennials, consumers across generations are not only seeking more personalized

products but are also willing to pay more for products that emphasize their individuality” [2].

Another important aspect of modern marketing is the use of digital technology and social media to create personalized content. Social media is part of Generation Z's daily lives and is increasingly driving their economic activity. Forbes states that 8 out of 10 correspondents claim to use social media multiple times throughout the day. At the same time, 7 out of 10 said they have bought products they found on social media platforms such as Facebook and Tik Tok [3]. Platforms like Instagram and TikTok have become a place where brands can not only promote their products but also shape desired lifestyles. A study by HubSpot (2021) found that 54% of consumers consistently favor video marketing from brands they support [4].

One of the key tools of modern marketing is to create a narrative in which a product becomes an attribute of a desired lifestyle. For example, luxury-segment brands such as Louis Vuitton or Rolex position their products not just as luxury items but as symbols of success, status and a certain lifestyle. As Jean-Noël Kapferer notes in his work “Luxury Strategy”, “luxury brands do not sell a product, but a dream that becomes part of the consumer's identity” [5].

Thus, the most effective strategy in modern marketing is to create a dream lifestyle for the target audience where the brand's product acts as an attribute of this dream and a guide to its achievement. This approach allows brands not just to sell products but to create emotional connections with consumers, offering them experiences that help them express their individuality and get closer to the desired lifestyle, while social networks will allow brands through video marketing and personalized content to form narratives that integrate the product into the daily life of the consumer.

With most basic needs already closed, marketing must actively create new desires by offering products that become symbols of uniqueness and self-expression.

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GENDER STEREOTYPES IN ADVERTISING

Stereotypes are generally referred to as beliefs about the characteristics, traits, and behaviors of members of particular groups. Gender stereotypes are consequently based on the belief that certain characteristics, traits, and behaviors distinguish the different sexes [1]. The aim of this paper is the analysis of how stereotypes about men and women influence marketing strategies.

Historically, advertisements have often represented men as strong, assertive, and in control, while women have been portrayed as nurturing, emotional, and primarily focused on domestic roles. These stereotypes not only reflect societal norms but also reinforce them, creating a cycle that affects how individuals perceive gender roles both in advertisements and in everyday life. For instance, many cleaning product advertisements feature women as the primary users, thereby reinforcing the stereotype that household chores are primarily a woman's responsibility. Conversely, advertisements for cars and technology often feature men, reinforcing the idea that these products are inherently masculine. This gap limits both genders and ignores the roles people can play [2]. Also, ads often portray women as overly emotional and irrational, while men are presented as logical and rational decision-makers. This reinforces the idea that women are less capable of making sound judgments.

Gender stereotypes have long influenced the fashion industry, including sportswear. Traditionally, women's sportswear has been associated with softer colors, such as pink, while men's sportswear is often dark colors. These stereotypes not only limit individual expression and reinforce society's expectations of what is considered appropriate for each gender. Women are also often associated with soft sports such as yoga, dancing, pilates, stretching, while men are involved in hard sports, for example, weightlifting, boxing, wrestling, powerlifting.

A company like Nike did not separate people by gender. In their advertising they try to emphasize the equality of both genders, their opportunities and abilities. Company has always supported women, recognizing and celebrating their strength and commitment in achieving their sporting goals [3]. For example, the «Nike: That's Us» and the «Nike: What will they say about you» promotional video showed that women can be not only housewives, but also professionals in dancing, boxing, powerlifting and prize-winning.

The analysis of gender stereotypes shows that advertising has long shaped societal views of men and women, influencing not only the portrayal of individuals but also the expectations surrounding their roles and abilities. The reinforcement of these stereotypes limits individual expression, and freedom keeps the old norm alive.