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GENERATION DIVERSITY: THE CASE OF VARKA AND COFIX

The purpose of the paper is to analyze how coffee shops use the experience economy in terms of generational diversity of clients.

American economists Pine and Gilmore declared that we have all entered an era where the main product is not a thing or a service, but an experience [1]. The client pays for an emotion, for a story, for a moment that will stay in their memory. And to create such moments for different generations, it is necessary to understand the four realms of an experience: what we teach the client, what we immerse them in, what we delight them with, and how we entertain them.

But one of the challenges is that clients come in different ages. What is a "wow" for young people might just be noise for someone from an older generation. And vice versa. Therefore, managing generational diversity is not just a trendy term, but a stark necessity. Only by understanding what drives each age group can we create that very "magic" that resonates in their hearts and turns a buyer into a devoted brand fan.

In our work we will consider four main groups of clients.

Under 18 years old. They don't know a world without the internet. For them, the digital environment is not a tool, but a natural habitat. They value visual aesthetics, recognizable heroes (from games, movies, music), and the opportunity to be part of a community. As clients, they are an audience that makes emotional, spontaneous decisions.

18-30 years old. They value speed, convenience, and personalization. They are willing to pay for an emotion but are not willing to wait and endure inconveniences. As clients, this is the most active, mobile, and solvent young audience. They shape trends and lead others.

30-45 years old. They are willing to pay for comfort, predictability, and time savings. They value quality and reputation. They combine rationality and emotion: they might spend money on a quality item, but at the same time, they respond to nostalgia and deep meanings.

45+ years old. They are less involved in the digital race, but that doesn't mean they're not in it. Stability of quality is important to them. They don't chase novelties, but if they

find "their" place, they stay with the brand for years. As clients, this is the most loyal and solvent audience. They are willing to pay more for quality and service.

How does the abstract theory of the four realms play out in real life? The strategies of two market players — Varka and Cofix — provide a clear answer. Let's analyze how these chains engage different generations across all four experiential realms.

1. What cafes teach the client

Varka runs an activity with board games in its coffee shops. The idea is that it brings teenagers back to face-to-face communication in the era of messengers. Varka teaches that coffee is an chance for real interaction, not just a drink (under 18 years old).

2. What cafes immerse the client in

Cofix places its coffee shops near schools and malls. This immerses parents in a state of "breather" while their kids are busy. It's not just a seat—it's a "capsule of silence" inside a noisy mall where they can recharge (30-45 years old).

3. How cafes entertain the client

Cofix delights young customers through its collaboration with Conte. Buying a coffee suddenly gives access to limited-edition Belarusian brand clothing. The wow-effect is the brand becoming part of your wardrobe, not just your cup (18-30 years old).

4. How cafes let them forget reality

Varka entertains teenagers with simple Telegram contests like "guess the number of receipts" or "catch bonuses." It's light gamification that doesn't require much effort but creates excitement. The entertainment happens right in their natural habitat (Telegram), so it doesn't distract from phone time — it just makes it more fun (under 18 years old).

Cofix entertains older customers through genuine human connection. A friendly barista who remembers their coffee order becomes the best "show" — turning the coffee shop into a place where they get warmth and good mood from a simple smile (45+ years old).

We can conclude that Varka and Cofix demonstrate that a successful strategy is built on a precise understanding of what drives each age group, what values and triggers are important to them. The strongest and longest-lasting effects are created by those campaigns that unite generations. Magic for the client is not an accident, but the result of systematic work with the age, values, and expectations of each group.

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