

GENERATION THEORY AS A MARKETING STRATEGY

Modern and fast-moving markets cause a need of using new approach to marketing activity capable to provide efficiency in the changing conditions.

When people create a marketing strategy they target market on segments. Differentiation can be various according to the country their consumers live in, social status, income, preferences, sex and of course age. Therefore, each company faces with generation differences.

A well-built and creative market strategy should consider features of each generation to make promotion (company's activity) more profitable. It is known that in order to manage consumers it is necessary to find out established stereotypes of one particular group as it can influence their preferences. First of all it concerns behavior characteristics, points of sale, frequency of purchasing, choosing criteria and the way they buy things as their choices and decisions are based on their value system. [1]

It is all can be described as generation theory. Generation theory proves that the period of time in which a person was born effects how they view the world.

Our values are formed by all members of our family, friends, communities and the time when we were born. Identical issues, experience and events make the system of values similar worldwide. According to this value system attitude to the word as well as behavior is formed. [2]

Classification of generations is given in table 1 [3].

Period of time	Name of generation
1901-1924	GI
1925-1942	Silent Generation
1943-1960	Baby Boomers Generation
1961-1981	X Generation
1982-2004	Y Generation
2005	Z Generation

Table 1. Chronologically Identification of Generations

This classification can vary on some years.

Attitudes to advertising

1) Silent: advertising should tell them why the product is better than anything else. Moreover, it is more valuable to use face-to-face communication with representatives of this generation and athletes but not celebrities to promote products. It is important to know that people from this generation like to buy market leader and don't want to be rush.

2) Boomers: advertising should explain how your product will enhance consumers' image. They are attached by celebrity endorsement and image. Advertisers should fatter me – I like it.

3) Generation X: advertising needs to be surprising and unexpected with clever ticks because people are easily bored. Advertising should be a form of art because they don't trust advertisers and buy brands for its quality, not its image.

4) Generation Y: adverts should entertain and be catching. When you deal with people from that generation, make sure your website says who you are, not just what you sell. Furthermore, endorsement will work with them as they look up to heroes. [4]

5) Generation Z: it is impossible to say something about relations of this generation with advertising as the oldest representatives are only 13 years.

Thus, using generation theory as a means of targeting a company undoubtedly has some advantages.

- This method is focused on a long-term interaction with consumers
- Generation as a group of consumers has constant structure, which make it possible to focus on existing and clear consumers.
- If we take the time into consideration, we will be better able to communicate with consumers.

References:

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ADVERTIZING IN THE SPHERE OF THE HIGHER EDUCATION IN BELARUS

With development of the market relations, strengthening of the competition and everything the expanding globalization educational institutions are forced to be the independent subjects of the market forming the offer, rendering and selling the educational services. [2] All this is especially relevant in the sphere of the higher education. Higher