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GENERATION MARKETING AS A MODERN APPROACH IN BELARUSSIAN MARKETING

The article is devoted to the description of Generation Marketing as a modern approach in Belarusian Marketing. The use of the approach provides Belarussian market managers the opportunity to build marketing strategies efficiently and to follow new worldwide trends.

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The essence of Generational Marketing is a strategic segmentation of audience by age to improve coverage and more effective engagement with demographic. Generation marketing develops strategies that will suit each generation and have similar values and traits in the selected group. Ability to use new technologies, the amount of time spent on social networks and the type of these social networks, styles and ways of communication, moral principles and vital values. All the information is analyzed by marketing specialists in the concept of Generational Marketing to choose optimal marketing channels, advertising influencers and strategy in general.

It must be noticed that nowadays the theory of generation is widely used around the world. It was developed by American researchers Neil Howe and William Strauss who developed their concept based on the differences between people of different generations, which is released in their book called "Generation".

A generation is a social group of people born in the same chronological time period and grew up under certain conditions. Today's people include several different generations and understanding the nuances of each generation is important for successful interaction with people of different ages where personalization plays a significant role.

Each generation has its own preferences, values, unique characteristics, the knowledge of which is very important in marketing to build up relevant strategies efficiently and to follow new global trends.

So, the main generations that are considered in Generation Marketing are the following:

- 1) Baby Boomers (born between 1946 – 1964);
- 2) Generation X (1965 – 1980);
- 3) Generation of Millennials (1981 – 1996);
- 4) Generation Z (1997 – 2012).

The different views and mentality of each generation determines what they are as individuals and consumers. Some groups respond positively to technology and innovation, others prefer their own comfort zone with well-known and time-tested products and services. To keep the inclusiveness and relevance the companies should stick to the Generational Marketing avoiding clustering audiences by applying a common approach [1].

We would like to consider each of these generations, their distinguishing features and their behaviour as consumers. We will also study the *marketing strategies* which are most effectively applied to each of the groups.

The oldest generation in the list is ***the Generation of Baby Boomers***. The total number of the Generation of Baby Boomers in Belarus is approximately 2.2 million with a majority of women according to the data of the National Statistical Committee of the Republic of Belarus in 2019. The

Generation of Baby Boomers was the first generation to adopt to new technologies. The period of time were those decades of the accelerated innovation. Some members of the current generation are not easily accustomed to new technologies and are used to more traditional marketing tactics.

The specific feature of preferred marketing strategies of the generation is personal interaction. The Generation of Baby Boomers are more likely to be attracted by advertisement on the stands or storefronts, newspapers, magazines, banners on the streets, SMS advertising and other offline marketing channels. They are a great example of how market managers can influence the target market with traditional marketing methods to maximize profit. The generation prefers well-known brands and high-quality products with good durability. Therefore, as for the Generation of Baby Boomers, it is recommended to use traditional forms of advertising through TV, radio, newspapers and loyalty programs for regular customers. By the way, the advertisement should have a clear and concise language avoiding explicit commercial proposals focusing on simple messages with high transparency.

Speaking about **Generation X**, it is worth noting that the generation is also called the "Middle Child" generation. The total population of Generation X in Belarus is about 3 million people, 51.4 % of which are women and 48.6 % are men according to the data of the National Statistical Committee of the Republic of Belarus in 2019. Generation X in Belarus is predominantly urban population. There are slightly more than 20 % of rural people.

The generation already knew what new technologies were and grew with access to personal computers. It makes Generation X more technologically advanced than its predecessors. However, the "Middle Child" generation is more cautious about money and more skeptical about brands. Despite their high level of technological awareness, the generation is still hesitant about change and innovation, preferring to stick to what they already know. Generation X is prone to nostalgia, learning about other buyers' feedback and word of mouth. When building marketing interaction with this generation it is useful to combine traditional and digital marketing. The link can be e-mail, loyalty programs, coupons etc. Generation X values honesty and clarity in messages, reliability of products and services, mention of the "spirit of time" and a sense of nostalgia.

Generation Y or Generation of Millennials are followed by Generation X. The total population of Generation Y in Belarus is slightly more than 2 million people. Women make up 48.7 % of this group, and men 51.3 %. The largest group within the Generation Y in Belarus is 28-years-old. 84 % of Generation Y are citizens according to the data of the National Statistical Committee of the Republic of Belarus in 2019. Generation Y was grown up in the age of advanced modern technologies. The Generation of Millennials coincided with the advent of smartphones and social networks. The factors have made Generation of Millennials a fairly high-performing generation in a digital term. The dynamism and activity of the Generation Y is one of the important reasons for modification of marketing strategies.

When building marketing strategies for Generation of Millennials we should be more digital-savvy and use more sophisticated marketing schemes. The Generation Y also places great importance on messages and brand philosophies, and gives preference to companies that advocate for social and environmental issues. The most attractive marketing strategy for the Generation of Millennials may be visually appealing personalized content on social networks, which will be constantly updated. The group is inclined to make purchases on the advice of acquaintances or under the influence of various celebrities. Therefore, advertising by well-known and influential people can attract a large number of buyers. Generation of Millennials are attracted by an informative content. To post the content managers can create a blog on the company's website that will provide relevant information about the idea of the product, its advantages, mode of use and other. Building a consumer community of a product can also be a good idea to create space for free and sincere discus-

sion of the use of the product. The main social platforms that the Generation of Millennials use are YouTube and TikTok. There are video platforms where you can publish educational videos, non-standard and provocative advertisement that can draw attention to the product. To attract the Generation Y through e-mail we should make the letters more personalized and visually appealing. We should also try to get more reviews on the Google, develop a mobile extension for sites and allocate significant funds to advertising in social networks.

Generation Z was born and grew in the digital age, almost as much as we see it now. The total number of the Generation Z in Belarus is over 1.5 million, 51.5 % of which are males, and 48.5 % are females. The cities are home to 77.6 % of the Generation Z according to the data of the National Statistical Committee of the Republic of Belarus in 2019. Generation Z has grown up online and is aware of social networks from an early age. Perhaps that is why the group has a low concentration of attention and the ability to consume several types of content at once. The Generation Z prefers fast messages and more nuptial advertising that doesn't hinder their user internet experience. The generation relies on social media recommendations.

It is suggested that when building a marketing strategy, we should use more visual storytelling in creating ads, make it more concise, track trends and create viral content. Marketing for the Generation Z requires adaptation to their thinking focused on digital technologies, recognition of the value of authenticity and use of visual and interactive content, worth breath and live social networks like the generation does to freely own meme culture and internet trends. It helps to demonstrate the relevance of the company and its understanding of the language of the generation online [2, 3].

Considering different generation groups, it must be noted that the construction of marketing strategy should take into account many aspects in the differences and preferences of different age groups. It is important for a marketing team to know which audiences to target in order to create relevant and effective strategies. By directing its resources to the right target audience, a marketing team can get a fairly large positive return. That is why the generation segmentation is important.

Creating the perfect client profile is an option to start searching for a target generation. It requires collecting information and conducting a number of studies to understand who will be satisfied with the purchase and who will benefit from it. The result will show that there are several generations to like the product. By focusing on one or both of these groups a marketing team can build customer relationships and effectively build a marketing strategy.

After creating a perfect client profile and developing the appropriate marketing strategy some nuances should be considered before implementing it. It should be noted that incorrect use of the information about generations can cause rejection. Generational Marketing can help to successfully reach consumers of different age groups, but excessive generalization about the target generation can do more harm than good.

Stereotypes about the behavior and preferences of a certain age group can be a source of resentment. Strong generalization can destruct a marketing strategy. For example, we should avoid asserting that the Generation of Baby Boomers are not able to use technology or that the Generation Z can't live without a smartphone. It should also be taken into account that not all consumers of the same generation share the same beliefs. All generations are made up of different groups who may act differently than their peers [4].

Instead of trying to "fit" into one generation's interests without thinking, market managers should focus on the authentic presentation of the company so that it can find feedback from different generations. Consumers are smart and easily recognize false attempts to be on the same wave. It is worth to remember that the Generation Marketing is not a universal strategy. It should be applied

in combination not only as an age group but also as a personal network. Each generation prefers personalized communication.

In Belarus there are prospects in the development of Generations Marketing. A large number of representatives of different generations live in Belarus. It should be noted that some large companies have successfully applied Generation Marketing in their practices. Examples of the application of Generations Marketing in Belarus can be seen in various industries such as “Mobile Communications”, “Retail”, “Banking” and “Media”.

For example, the "Evroopt" store chain has adopted strategies aimed at different generations. For Generations of Baby Boomers and Generation X the network is actively using traditional advertising channels such as television and newspapers to offer social discounts and bonus programs to regular customers. For the generations the recognition and reliability of the brand is important, so advertising "Evroopt" network is carried out through television shows, lotteries, as well as through a special loyalty program focused on accumulation of points. For Millennials and Generation Z the company develops online delivery and holds promotions with branded collectible toys as a bonus for completed purchases.

We must say that Belarusian companies that successfully apply Generation Marketing should take into account the characteristics of different age groups and adapt their offers, communication channels and advertising campaigns. It will help them to achieve better engagement, loyalty and sales growth among their target audiences.

To summarize the analysis, it can be noted that Generations Marketing is an important tool in building marketing strategies. In the conditions of modern Belarus, Generation Marketing has a great potential. There are quite large groups of the Generation of Baby Boomers, the Generation X, the Generation Y and the Generation Z in our country whose needs and perception of information vary considerably. Belarusian companies that use Generation Marketing are increasing the efficiency of their marketing strategies through personalization and multi-channel communications. Using behavioral strategies based on Generation Marketing and adapting to global trends will help Belarusian market managers effectively interact with their target audience, increase customers loyalty, stimulate international sales and reach higher results in the marketing sphere.

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