

THE GENERATIONS THEORY AND THE ADVERTISING IMPACT ON CONSUMER

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In any generation, there are certain features of their psychology, certain advantages that affect what choices they make. It is very important to understand and study your target audience, so that your product is relevant, and subsequently became a best seller."

So generation Z is "digital people" born from 1995 to 2010. They generally have a negative attitude towards digital advertising, but marketers are extremely important to understand the psychology of the Z, taking into account the fact that it differs from , taking into account the fact that it is fundamentally different from the psychology of generation X and Y, and will also help to find answers to the following questions: how can we influence their decision how to make so that to you listened, and even listened to or watched? What advertising will be the most effective and what should it be?[1]

Consider the main features, which can be divided into four: 1) trust; 2) accuracy; 3) aesthetics; 4) relevance. For greater understanding, we will reveal each.

1. Trust. Generation Z though digital, but for them the family is of great importance. Why? Because they can trust them. So any company should become a "family" for them. Also, if the product will be advertised by someone from peers-this will be the most attractive advertising option, but the best method will be to attract consumers themselves to become part of the advertising company.

2. Accuracy. In this generation, everything happens very quickly. They do not like to waste their time and "get bored". This also applies to advertising. If the advertisement is too long, it will most likely be missed or blocked.

3. Aesthetic qualities. The appearance of advertising should coincide with fashion trends, which, by the way, is constantly and rapidly changing, so it is important to keep up. Nice colors, the presence of people whose language is spoken, who speaks – all this matters.

4. Urgency. If a teenager will constantly see advertising that he or she has heard or knows not positive reviews, or information from last year - it will be more annoying than attracting attention. Also, if a particular product is gaining more positive feedback, followers and will make them more popular - it will help to attract generation Z. for them, it is also important that the advertising was interesting and consistent with the content of the site.

As for the types of advertising, representatives of generation Z treat traditional media more positively compared to digital technologies. They tend to be more open to external and television ads than to digital ones, although they spend more time online for them interactive advertising using innovative online formats will be more successful. In General, the advertisement should not be like advertising, but rather on the best friend's advice.

As a conclusion, we can say that the success of your advertising depends on the most accurately studied audience. Therefore, to reach generation Z, you need to become their best friend and then they will become the best friend for you and your brand.

References:

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