

NEW GENERATION OF CONSUMERS

Every year on the market appears more and more brands and competition grows a high velocity. Consumers are becoming more selective, and they are starting dictate their rules. Marketing tasks at first sight quite simple: to learn, understand, forecast needs, satisfy them through a product or service.

But today the consumer has easy access to any information. That makes them not only smarter and more mobile, but takes a power center in their direction. Walls that used to separated consumers from companies collapsed thanks to social media. Today it is impossible to manipulate by the consumer. Rather, the consumer begins to manipulate companies, presenting their demands to the quality of services and products.

One of the trends today is that consumers are becoming more discerning and begin to dictate their rules. They do not need to impose something, they make their own decisions.

David Ogilvy said: «Consumer is not an idiot, it is - your wife. You offend her intelligence if you suspect that a simple slogan and a few fresh adjectives will persuade her to buy anything».



Fig. 1. Consumption Ukrainians in 2002-2012 gg.

Who are the new generation of consumers? Note that one of the positive aspects of the consumer mentality, especially during the absence of bright technological breakthroughs was the development of attention to details. Ordinary buyer becomes smarter experienced and attentive. Many people understand that the BMW accelerates half a second faster than the Mercedes, and he, in turn, has the best smoothness. Almost all modern gadgets have plus or minus same set of basic functions, and users learned to distinguish fine nuances as their execution. Precisely not understanding how moon phases affect human, some buyers believe it is important to have this information on expensive watches. Many women seem to what color is now in vogue and probably do not remember being last time seeing rainbow, and children learn to read before have already skillful use of tablets.

Ukrainians began to argue as regular consumers started looking for the best price, to buy goods on the shares, special offers, online, but a growing number of companies that are ready to meet the demands and needs of consumers do not provide to buy less. This graph shows.

On the graph we can see how many Ukrainians spend each year. And if you compare the 2002 and 2012 - we see that Ukrainians spend 4 times more. This suggests that there is more companies able satisfy the needs of the population, the more people are willing to spend, it does not matter - it is justified or not. Consumers of the future generation will encourage marketers to raise the importance of attributes, such as interactivity, accessibility, social impacts, and "green" factor. Among the priority communication channels will strengthen the role of the Internet. Increase the number of brand-name groups in social networks, where the user will not only get relevant and useful information about the brand and the product, but also get interactive online entertainment in the form of games, test contest. In addition, brands will look for their customers in the area of freedom "live journal" to "YouTube's" and micro blogs. Spoiled buyers and confused sellers. Meet the new age: buyer manages the communication not the seller!