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## **"Y" FACTOR**

The basic tendency of modern society is domination of consumer at the market. In fact, a market is overwhelmed with various commodities and services, between firms there is a high competition and consumer is the one who makes a choice. He brings income to those companies who better understand his desire and possibilities. Society changes constantly, changes political and economic positions, all of new technologies and technique are inculcated, lately, an ecological problem appeared. All of these factors influence on consciousness of consumer, his perception of the world.

There is a theory of generations, which was created by the American sociologists Neil Howe and William Strauss . In basis of this theory there were the fixed values of different generations, which was formed under act of the higher noted factors. They distinguish five basic generations: generation of Consumers (years of birth 1900-1923), taciturn generation (1923-1943 years birth), generation of Boomers (1943-1963 роки), generation of X (1963-1983 years) and generation of modern youth, generation of Y (1983-2003 years birth).

All of new consumers, which must be constantly studied, to be successful at the market when they appears. Marketing services must help in this question to the enterprises, inventing the new methods of the personal interest of consumers. Before a consumer easily reacted on the simplest marketing measures. Today, having an access to the various information of him generators not so easily to interest. Consumers became more clever, and accordingly and prepotent, because they can operate these knowledge so that to be on velvet. If before they trusted all, then today - doubt almost in everything.

All these properties are inherent to the modern consumer, and to his especially basic part - young people, to the representatives of generation of Y (also they are named the generation of Network). By basic events which had an influence on forming of values of this segment of consumers were disintegration of the USSR acts of terrorism and soldiery conflicts, worsening of ecology, development of digital technologies, epoch of brands.

Researches, conducted GfK Ukraine within the framework of global project

of GfK Roper Reports showed that the representatives of this group valued romanticism, risk, vital pleasures. Need freedom and independence, aspire to knowledge, sure for themselves, active, conflict. Not inherent diligence them in-process, thrift and modesty. It is important for them, that a meal was delicious and useful, they pay attention to composition of product, his calorie content. Pay attention to ecology, elect brand commodities.

Consumers Y use digital technologies and Internet, for them social networks and possibility to express own opinion are important. In 97 % from them there is a computer, in so much is a telephone, considerable part of users of computers are in on-line constantly, conduct blogs interchange opinions, looks, majority has account in social networks.

One of difficult but by volume target audiences it is young people. They positively react on a humour, they love provocations and to come into a notice. Studying what young people live for, their necessity can get necessary enough for the acceptance of marketing decisions, which will allow to improve activity of firms, promote their profitability.

The generation of "Y" is too large, to ignore him, that is why and managers and marketing specialists must study them as consumers and to change the looks and methods of conduct of menage. It is necessary to use marketing specialists, as a channel of communication is the internet to place information in resting-places. A new generation well understands advertising and disconnect attention, when advertising too annoying, aggressive, because got used to freedom of movement in a network. They search something a new, excitant, surprizing. Consumers "Y" are innovators. Numerous researches educed that a generation loved "labels", the numerous questioning educed that the more than half of women and men counted itself "connoisseurs of brand". Young people need attention and changes.