

## **Marketing to Get New Generations Hooked**

Millennials and generation Zs occupy 50 percent of the world's population and it's clear that they will be the main consumers. However, the way they consume is very different from other generations because of the world situation in which they grew up. In general, people who were born in 1981 to 1995 are called millennials, and people who were born in 1996 to 2013 are called generation Z. This way of labeling doesn't include their nationality and gender, so this essay will also follow that condition. Finding a proper marketing way for each generation is more important to the companies now. Actually, it can be said that the difference of how they spend money is related to three main points, SNS, originality and quality.

These two generations grew up in the age when the world had been changed by the creation of social media. Millennials were the first users of search engines so they were called the "digital pioneers". Google, Yahoo! and many other search engine services were developed in the early 20<sup>th</sup> century. This development gave them a tool that allows everyone to be connected with people around the world and have a deep understanding of diversity. Gen Zs are called the "digital natives", meaning their digital devices are always close to them and it's natural for them to use. Therefore, they use the innovative social technologies and good at adopting new SNS like Youtube, Instagram and TikTok. (2018)

These differences are seen in their way of spending money. For instance, millennials like sharing services, but gen Zs often use subscription services. (Kiyoshi Nakazawa, 2018, p. 5 ) The search engine's development created a strong sense of relativity, so "sharing" is very important for millennials. They like to share not only goods but also experiences and feeling. Various social media they use allows them to connect with that service's users and share their reviews or opinions. This is why their rate of using sharing services is high. On the other hand, generation Zs are realists about social media and think that stability is important. They compare a lot of information on the Internet, and as a result, they trust personalized subscriptions. Personalized subscriptions customize the service by automatically way. This convenience attracts them these days.

The differences of childhood social media environment between two generations have also affected their sense of value of originality. The reason why gen Zs prefer to use personalize customized services is also related to their own judgment of value. They only trust their own sense of value because they have

learned how to judge correct information on the internet since childhood. Following their own information gathering ability, they consume things based on their feelings and moods, and they tend not to care about the latest trend. The name of designer brands are not attractive for them, but the originality of items and services which suits their taste is important.

About millennials, the sharing services' popularity also means having the way of thinking of minimalist. There is no point in having a lot of items for them, and they want to pay for the experience of consuming. What they seek for services is the originality which everyone still haven't experience, then enjoy to share it with their friends. (2021) It is said that they trust someone's opinion more than a search engine's review, so it's important for companies to consider how to get hooked them by advertisement.

Now, focused on the services quality, there're common understanding among two generations. It was found that both generations have lost trust to companies though their service's quality is good. Compared to the research in 2012, people who answered they have no trust on large corporation and world-wide brand was remarkably up from 5 years ago in 7 countries, with 5 of them up more than 50 percent. Especially with the gen Zs, over 70 percent of them answered they prefer to a brand which considers the environment and is social conscious. They said they're willing to pay for environmentally friendly kind items even if it will cost much more. (2018) In addition, from a millennial's view, they tend to even like the brand's background. They want to like not only their favorite brand's items but also the origin of the name. (2021) That is one of key point for them to trust the companies. These facts show us that companies need something extra plus their quality, like a backstory or an environmental action for their brand to get new generation's supports.

The tendency of Millennials and Gen Zs come from three main points, with both of them want to enjoy consuming; with friends all over the world or alone for themselves. New generations want to know about the companies more deeply with their own calmly perspective. In my opinion, providing enjoyable services with a clear purpose or origin through suitable way for each generation is the most efficient conclusion. Using the advertisement highlighted the meaning, history and passion of the service and making a system of a sharing platform such as a hashtag will attract most millennials specifically. Gen Zs, they will be interested in the advertisement with various versions. It is difficult to aim for a big hit their consuming trend, so companies should research their reaction for the advertisement and update to fit on their latest

moods. An easier way is by increasing the services which contribute to solve environmental problems and emphasizing it. After all, understanding their differences are the keys to gain the trust and popularity with millennials and generation Zs. In other words, there is certainly the potential to hook half of the customers in the world.

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