

## Marketing and innovations in different eras

Rahul Gupta<sup>1</sup>, Ayushi Paliwal<sup>2,\*</sup>

<sup>1</sup>Assitant Professor, <sup>2</sup>Student, Amity Business School, Amity University, Noida

**\*Corresponding Author:**

Email: ayushipaliwal63@gmail.com

### Abstract

The paper researches the various marketing strategies in different generations. There have been many innovations in the recent past so this paper tries to categorize the different strategies involved in eras. Different innovations are suited for various segments. The varied generations have requirements which need to be catered accordingly. Marketers cater to their needs by using various strategies as described in the paper. The paper describes the features of different generations and their understanding of the products. It also explains the buying habits of each individual of each segment which can benefit the marketers to sell the product. Finally the paper takes an example of TV and Telephones with the history of their origin to different marketing innovations which have been in the recent past to lure the customer needs and wants.

### Introduction

It explores the marketing innovations in general and introduces the strategy in terms of different generations. The paper tries to explain the need of various such marketing strategies for innovative products in different eras.

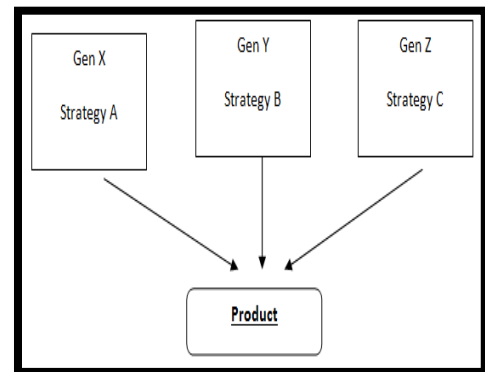
Need for Marketing and innovations in different eras:

1. To increase the sales and profit volume
2. To improve ROI
3. Easy to handle customer complaints
4. To be price effective for buyers
5. To sustain in the established market in the long run. As by PLC it can be concluded that when a product reaches maturity stage it needs newer innovation to sustain in a competitive market. Unless they reinvent themselves they will not grow and fall in decline stage.

Factors driving Innovations:

1. To sustain growth in the market.
2. To maximize shareholder's value.
3. Being responsible to the society through Corporate Social Responsibility.
4. To reduce the cost for buyer and increase financial stability.
5. Rising customer expectation regarding their services and qualities which are generally offered by those companies to them.

### Framework



The framework is developed on the concept of marketing strategies for different generations. For the same product the marketers need to adopt different strategies to cater to their needs. They need to study the behavioral aspect of various generations and their shopping pattern behavior to sell the products effectively. All the three generations have a different perspective and thought process, attitude, style towards consumption of a product. It is important to understand each individual's mindset before stating any marketing innovation strategies.

### Literature Review

Kaylene and Page (2012) has researched about the various experiences lifestyle, behaviors requirements psychographic for various generations they studied the following scenarios with six different generations in US these generations were characterized as pre and post-depression, baby boomers, generation X, Y and Z. They stipulated various marketers should focus on this behaviors aspects of the generations and build their strategies according the primary focus of the paper was to understand each generations behaviors and lifestyle.

Frattoni and Cassia (2008) discuss in their research paper about various technological innovations which were successful in the recent past. The focus of the study is to understand critical to quality factors that lead to its success especially in innovation category they

also focus on various commercialization dimensions which set them apart.

Mohr and Sarin (2009) have studied Drucker's acumen on various marketing structures and high technology innovations for any organization it is particularly targeted for the emerging areas of innovation. They focus on various strategies of marketing for high technological organizations and a sustained path carrier through their various innovations. They build upon the new emerging areas where upcoming managers could upon this idea and be more pertinent towards customer orientation.

Latto (2014) proposes that there is a wide scope for mobile marketing due to significant increase in mobile devices in the recent years this allow a need for the marketers to interact with the consumers the real time location time history and updates on daily basis it is expected to grow exponentially in near future he firmly believes it would surpass the internet marketing of recent generation and become the main marketing tool for any organization he has evaluated the data based on his practical research with accurate description of technologies and various marketing channels.

Madhavan and Tacke (2016) in their book monetizing innovation describe how smart companies innovate their products around price segment. They have researched it on various successful companies, their ideologies, their price adoption strategies and the reason for success.

### I. Marketing to Generation X

Generation X (Baby Bust, Slackers, Why Me Generation, and the Latchkey Generation) was came into existence during 1965-1977 and are in the 52-40 age range as of 2017. They have reached adulthood during difficult economic times. Success for this kind of generation has been less certain. They are supposed to be self-employed professionals who embrace free agency over company loyalty. They value their family first. These latch-key children grew up very fast, experiencing rising in divorce rates and violence. They have taken greater responsibility for raising themselves and are actually very less traditional than any other generation. They date and marry in a very conservative manner. They have a wider experience in the increasing impact of personal computers. They are highly educated even though they are pessimistic, skeptical, disillusioned with almost everything, and are very questioning of conventionality. The characteristics, lifestyles, and attitudes of Generation X include balancing family, life, and work. They do not believe in sacrificing time, energy, and relationships for advancement like the Boomers did.

They are moving into the middle and latter stages of the coveted 18-49 year old marketing demographic. Their tastes are "not Baby Boom," often blaming the "Me Generation" and the materialism of the Baby

Boomers for their difficult times. Because they have many needs and greater financial restraints, they often shop at value-oriented retailers. They can be unsure of themselves and often need reassurance that their choices are sound. Marketers can help them plan for the future and balance work, family, and personal life. They like initiatives that will make things more useful and practical. Give them a lot of stimuli, a challenging environment, and flexibility without long-term commitment. Give them opportunities to learn, grow, and improve. For example, ask them to volunteer on entrepreneurial projects. They demand trust to the extent that if your organization does not follow through once, then you are likely to lose them. Treat them like family. On the other hand, they have a reputation of being incredibly very disloyal to brands and companies. Generation X needs to buy products and services to set up households and for young children. They account for the largest share of the nation's parents and many of them were new home buyers caught in the housing bubble.

### The Online buying pattern

1. **Intensive Research:** they use most of their time on the internet to research about various things they don't like doing multiple tasks at a time.
2. **Prone to mobile:** it is being found out that these generation are more prone towards Smartphone's as a medium of communication on a regularly basis.
3. **Being skeptical:** this generation believes in questioning the whereabouts of the product and services being sold to them.

### II. Marketing to Generation Y

Generation Y (Gen Y, Millennial's, Echo Boomers, Why Generation, Net Generation, Gen Wired, We Generation, Dot Net, Ne(x)t Generation, First Global, iPod Generation, and ingeneration) was born during 1977-1994 and are in the 16-33 age range as of 2010.

They are children of the original Baby Boomers and their numbers rival that of the Baby Boomers. They grew up in a time of immense and fast-paced technology based change including virtually full employment opportunities for women, dual-income households as the standard, wide array of family types seen as a very normal, significant respect for ethnic and cultural diversity including awareness of social situations, and computers in the home and schools. Gen Y individuals are well grounded and wise for their age. They were actually born into a technological, electronic, and wireless society with a global boundaries becoming more transparent. They are accustomed to a diverse universe where anything seems possible. The characteristics, lifestyles, and attitudes of Gen Y include older teens and young adults. They are self-absorbed and self-reliant with a strong sense of

independence and autonomy. They want results and are not as concerned with the why of it. They are image-driven and make personal statements with their image. They have a greater need for peer acceptance, connecting with their peers, fitting in, and social networking. Gen Y individuals are open-minded, optimistic; goal oriented, and are highly motivated toward their perceptions of success. Eight key values have been described for Gen Y (choice, customization, scrutiny, integrity, collaboration, speed, entertainment, and innovation). The teen segment of this generation receives considerable marketing attention and is notoriously selfish, lives for today, and spends big. Gen Y individuals assist in household management and shopping with important preferences and tastes being developed during these teen years. Marketers want to attract this group early and earn its loyalty. Appeal to their belief that they can make the future better. Be sure that they know that your organization's mission speaks to a purpose greater than the bottom line, e.g., globalization, global warming, and the advent of the "global citizen." Feature your organization as an instrument of change. Give them systematic feedback because they have value of positive encouragement at accelerated rates which is to be compared to previous

Generations and want more input into all things in which they participate.

### III. Marketing to Generation Z

Generation Z (a.k.a. Teens, Baby Boomers, Generation 9/11, and Generation XD) was born after 1994 and are less than 16 years old as of 2010. In terms of characteristics, lifestyles, and attitudes, Generation Z individuals are the new conservatives embracing traditional beliefs who value their family unit, self-controlled, and more responsible. They are very much regular to high-tech and multiple information sources, with messages bombarding them from all sides. They have never lived without the Internet and they have FoMO (fear of missing out) which is a social anxiety in this generation they have the fear of losing out important updates information regarding their friends and family they do not want themselves socially left out from the crowd. Peer acceptance is very important to Generation Z, they need to belong. Their self-concept is partially determined by the group to which the Teen belongs.

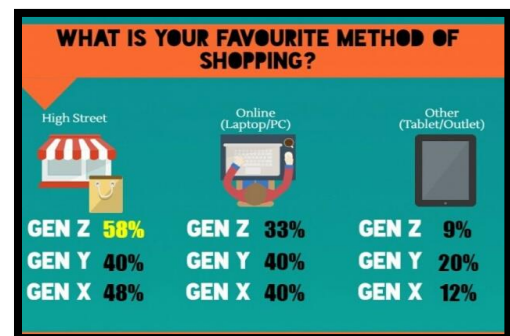
They are a global and diverse generation who come from a wider mix of backgrounds with Different experiences and ideas. Generation Z values security more than ever.

They are ready to be on mission, confident, and are very optimistic. They believe that they can Impact the world and can visualize changing places with someone else and can project possible behaviors. These days' marketers are increasingly targeting this segment.

Marketers go after early loyalty and hefty allowances. Teens are very discerning consumers who think a lot about what they are going to wear. They make purchases themselves. In addition, parents and grandparents are buying for their children and they are buying more quality goods. It is primarily the girls in this generation that are marketed towards, as networks such as the Disney Channel capitalize off the hugely popular and female-oriented Hannah Montana, Jonas Brothers, Selena Gomez, and High School Musical franchises in the late 2000s. They also have high levels of competence with technology that has partially fueled the designation of Teens as the new sweet spot in marketing. Realness is a core value of this generation. Even though they have grown up in the middle of a national moral meltdown, this generation has a good understanding of right and wrong. They are street smart and have considerable marketing savvy. With regard to products and services for Generation Z, Teens have \$43 B in spending power and influence an additional \$600 B of Family spending. Music, fashion, cosmetics, and video games are important in terms of peer acceptance and fitting in. Haircuts and wardrobe choices are highly influenced areas of style. Kids now influence more than 70 percent of family food choices, with kid influence on items bought for them in the 80-90% range.

### IV. Differences in Shopping Habits of X, Y & Z

The following survey is the secondary research which depicts the shopping habits of various generations. This paper tries to analyze the behavior and conclude a pattern based on it.



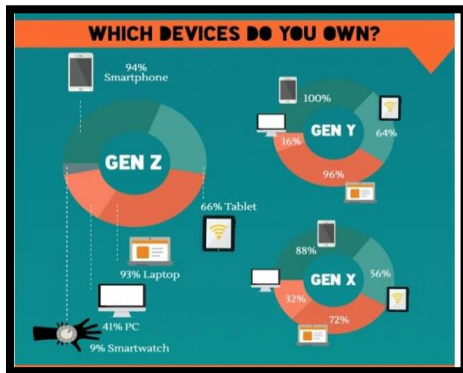
1. What is your favorite method of shopping?
  - A. By doing this following research it was found out that:

Nearly half of generation X is more into high street shopping as compared to online shopping which comprises of 40% of the population, whereas for tablets it accounts almost low as 12% which is beyond their scope of interest.

For generation Y they have a similar interest while shopping online which accounts to almost 40% of population comfortable with online shopping and high

street whereas they have a minimum liking towards tablets with 20% population agreeing to it.

Lastly for generation Z they have the highest liking for high street shopping as they have to maintain a social status among their peers. This rises to almost 60% of them in this category. Rest differs in views with online shopping and using tablet as a mode.



**2. Which devices do you own?**

A. From the above survey it can be concluded that: Generation X has an equally liking for all the products in technology segment. They have evolved from TV to computer so they prefer to have an equal percentage of all the devices with them. In case of generation Y they are more driven towards mobiles and tablets. They have a high liking to use portable devices. Finally generation Z is more prone towards high innovative products such as smart TV, smart watch and consistently look for new innovations to come.

**V. Marketing Innovations in different Era**

**1. Invention of TV Remote control**

It was in this era that TV remote control was invented for generation X. They are more skeptical to any product development and changes. They prefer new products. This TV was connected by a wire which had a TFT plasma screen. Then there were various inventions regarding the change from black and white TV to color TV transition. As the time passed they further implemented with for newer generation Y this preferred something different. To cater to these segments they innovated LED and LCD TVs which became a huge success for this era. Marketers tried to innovate the products according these generations' needs and demands.

With increase in technology new innovations like Smart TV and internet enabled TV have high demand among the masses. Today's Generation Z wants to fulfill their hedonic needs which marketers are trying to capture through innovations.



**Exhibit 1: Remote Control TV**



**Exhibit 2: LCD TV**



**Exhibit 3: Generation Z Smart TV**

**Different TV sets**

**2. Innovations of Telephone**

Marketers have tried to capture different eras with different strategies. In the late 60s there was a landline phone which was of high value among users. They were very huge, heavy and expensive as well. It was used by majority of people in their houses. Although a few locality had a one phone among ten houses. The wires were an obstacle for communicating. Being a boon it was not of much importance. The device permits two or more users to conduct conversation when they are too far apart to be hearing directly. This became the area of interest to business, government and households.

So to overcome the wire syndrome the marketers developed a cordless phone which also called portable telephones which also communicated using radio frequency signals instead of wires attached to it. It had frequency mechanism to connect the call to the other end. This was a boon to generation Y as they would now communicate hassle free as per their convenience. But as generation grew up there were new innovations required which would satisfy them. The problems faced were it had a mobility which was restricted to a few meters distance only. With evolving generation communication was not only the main aim which a consumer was looking for. The generation Z wanted to do more with it. This vision was designed and developed by various marketers who conceptualized the design of a fully portable telephone called mobile. This was eventually developed to have extra functionalities like alarm, connect to internet, games, to do list which gradually converted it in to a smart phone device making us fully dependent on it. Today's smart phones have become the need of the hour. It can be viewed as the basic physical need one tries to achieve and fulfill for its existence as described by Maslow's hierarchy.



**Exhibit 1 Landline phones in 1960s**



**Exhibit 2 Wireless telephone era**



**Exhibit 3: Landline phones in 1960s**

### Conclusion

This research it can be concluded the habits of different generations and the marketing innovations adopted by various companies to cater to every segment .It was found out that generation X were those kind of individuals who were very highly educated and skeptical in nature they were more conservative as compare to other generations .Generation Y was found to be more liberal than generation X they were accustomed towards diverse universe where everything is possible. They are adults and Gen Y individuals are open-minded, optimistic, goal oriented, and are highly motivated toward their perceptions of success and more into technology driven products as these products attracts them more Gen Y individuals assist in household management and shopping with important preferences and tastes being developed during these teen years. Generation Z was found more advance as they In terms of characteristics, lifestyles, and attitudes, Generation Z individuals are the new conservatives embracing traditional beliefs who value their the family unit, self-controlled, and more responsible. They are very much regular to high-tech and multiple information sources, with messages bombarding them from all sides. The paper concludes the research on various secondary source surveys which confirmed the characteristics of these generations. In the end it takes various examples of products how their marketing strategies have changed over the years.

### References

1. Mohr, J. J., & Sarin, S. (2009). Drucker's insights on market orientation and innovation: implications for emerging areas in high-technology marketing. *Journal of the Academy of Marketing Science*,37(1),85.
2. Frattini, F., De Massis, A., Chiesa, V., Cassia, L., & Campopiano, G. (2012). Bringing to market technological innovation: What distinguishes success from failure. *International Journal of Engineering Business Management*,4,15.
3. Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3,1.
4. DONNA, L., & Novak, H. T. P. (1997). A new marketing paradigm for electronic commerce. *The information society*,13(1),43-54.

5. Comanor, W. S., & Scherer, F. M. (2011). Mergers and innovation in the pharmaceutical market.
6. Latta, J. (2014). Mobile marketing and its implementations.
7. Ramanujan, M. (2016). Monetizing Innovation