

Marketing management class discussion wk4

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The Four Generations Baby boomers The baby boomers is the term given to people who were born immediately after the Second World War. This period was denoted by a constantly increasing birth rate, extending for about fourteen years. The English-speaking countries particularly experienced a tremendous birth rate spike, which gives the phenomenon “ Baby Boom” and hence their name, Baby Boomer. In their teen and college life, baby boomers formed the characteristic counterculture of 1960s but as time went by, they became increasingly conservative and they eventually birthed Generation X and Generation Y. Most scholars use 1946 and 1964 as the generation’s cutoff (Kouzes & Posner, 2006).

Generation X

Also known as the 13th Generation, these followed the baby boomers and they were born somewhere between 1964 and 1980. They grew up in and connected to the pop culture which was famous in ‘ 80s and ‘ 90s. The terminology has found use in marketing, social sciences and demography.

Generation Y

Also known as the Millennials, the Echo Boomers or lightly as Generation Why, they are a cohort born somewhere between 1984 and 1994 (Kouzes & Posner, 2006). They are actually children of Baby Boomer and they were raised with many world-changing events happening all around them, including the rise of internet and mass communication. It is renowned as the battleground for culture wars with increasing disagreement between progressive and conservative perspectives.

Generation Silent

This is commonly known as Generation Z. This is the generation living in First World or Western culture following Generation Y. There is usually a debate on <https://assignbuster.com/marketing-management-class-discussion-wk4/>

the cutoff for birth year of this generation, with 1990-2001 range. This generation has been given several other names such as “ Homeland Generation” and even “ Google Generation”.

As a rule of thumb, every generation believes that their generation was the best. This is because change is not always well embraced and with the constantly and swift generational changes, every generation feels threatened and that is why they believe their generation was the best.

However, taking a closer look, one can note that generations do not have a significant difference. When our parents were young, they were free, and had babies, and they went and did their shopping at the cheap store. When we get children, we are free, and we want to shop at the cheap store.

Millennials were at some point young, and when they got kids, they went shopping at the cheap store. From this trend, it is clear to see that all generations are somewhat the same and all that everyone tries to do is to get by no matter the generation or the age.

Reference

Kouzes, J. M., & Posner, B. Z. (2006). *The leadership challenge* (Vol. 3). John Wiley & Sons. Retrieved from http://books.google.com/books?hl=en&lr=&id=kHt_CeUoVZQC&oi=fnd&pg=PR13&dq=%22times+of%22+%22Back%E2%80%9D+is%22+%22sense+of%22+%22team.+As+a%22+%22that+people+make+the%22+%22security+and%22+%22to+the%22+%22Savvy+-+Digital%22+%22others+to+honor%22+%22importance+of+great%22+%26+ots=RTp2kpw5dc&sig=hAX7P6SXwHxRn3E4YLuuAeWjyfE