

МАРКЕТИНГ

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THE CONSUMER PRIORITIES OF DIFFERENT GENERATIONS FOR SOCIAL MEDIA PROMOTION

The relevance of the issue is driven by the rapid changes in the digital environment and changes in consumer behaviour. Social media has become a key tool for communication, entertainment and purchasing decisions. Consumers are actively using social media to learn about products, check reviews and recommendations. Social media marketing strategies require an understanding of effective communication formats and channels. A study on social media usage reveals its growing importance in communication and content consumption. It's now the primary channel for information, brand interaction, and purchasing. Different generations have distinct preferences. Generation Z and Millennials are the most active users, engaging with new technologies like interactive videos and influencers. They use social media for communication, entertainment, education, and work, challenging brands to adapt their strategies.

Keywords: social media, generations, brand, promotion, digital marketing.

JEL classification: M30, M31, M37

Introduction. The digital environment has become an integral part of consumer behaviour. It has not only changed the way of communication and interaction with each other, but also sets the main trends in business and marketing. One of the key characteristics of the modern digital environment is its constant evolution, where new technologies, social media and online platforms are rapidly changing trends for brands and consumers. Changing consumer preferences, the need for speed, convenience and mobility require businesses to constantly adapt to these changes.

Social media is one of the digital marketing tools used to promote products. The events that take place in these networks set the context for other media formats. They have a direct impact on modern consumers. At the same time, each generation of consumers has specific priorities for their use.

Analysis of recent research and publications shows the different aspects of the study of social media usage by different generations: some of them includes only modern generation Z and shows that social media marketing influences Gen Z's brand awareness, perceptions, brand loyalty and customer-business interactions (Navya Ninan, Joel Chacko Roy, Dr Namitha K. Cheriyan [1]; Chin-Wen Chang, Sheng-Hsiung Chang [2]) focusing on social media components such as profiles, blogs, guest blogging for oth-

ers, micro posts, personal websites, videocasting and online discussions which help to create personal brand and believe that developing an online personal brand can help Gen Z's differentiate themselves in a highly competitive marketplace (A. Vițelar [3]), have regional aspects which include the research in the market of Italy, Romania (Simona Tirocchi [4]; A. Vițelar [3]) or sector marketing focusing on tourism marketing (Beata Hysa, Aneta Karasek, Iwona Zdonek [5]).

The purpose of the article is to emphasise consumer priorities of different generations when using social media.

Formulation of the main material. "Statista" data shows the positive dynamics for social media platforms in 2024 [1]. Global social media ad spend up 15% compared to 2023. "Instagram" remains the top social channel for brand research: 62.3% of active adult users of the platform said they use it to research brands and products (Fig. 1). "Facebook" ranks second with 52.5%, and "TikTok" is third with 51.5%.

"TikTok" figure has grown over the past 2 years, increasing by a relative 36% compared to 37.9% in early 2023 [6]. The relative importance of Brand research for "X" and "Pinterest" become more important and interesting for marketers, especially when considering the demographic nuances of the audience.

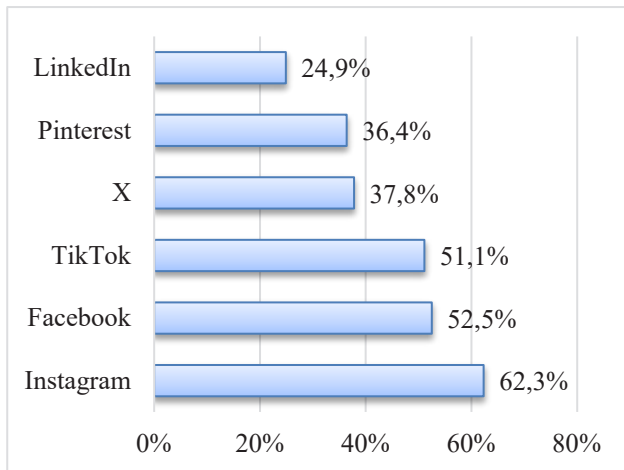


Figure 1 – Top social platforms for brand research, 2025

Source: adapted on the basis of www.statista.com

Social users use each platform to meet different communication and consumption needs. The “GWT” data illustrates a comparison of the reach of social media and TV across three different demographic groups. For Generation Z, social media has a slightly higher level, reaching 29.5% of the audience with the index of 108.3, while TV reaches 27.3% with a lower index of 88.6 [7].

Generation Z is the first true digital generation, comprising people born in the late 1990s and early 2000s. Generation Z follows the Millennial generation, sometimes referred to as Generation Y, which came after Generation X. Reaching the end of the standard Latin alphabet, Generation Z is being replaced by Generation Alpha, (assigned

a Greek letter). Baby boomers grew up in a time of rapid development of television, which fundamentally changed their lifestyle and connection to the world. Generation X grew up on the wave of the computer revolution, and millennials came of age during the Internet explosion [14–17]. While Millennials experienced a period of active and very personal posting on social media such as “Facebook”, “Twitter” or blogs, Generation Z prefer anonymous platforms such as “Snapchat” and “Whisper”, where access to content can be restricted and messages disappear after being viewed by the recipient (Table 1).

Social media users have become an integral part of modern reality: the majority of them use “Instagram”; Generation Z is no longer the only user of “TikTok”; “Facebook” remains the main platform for millennials, Generation X and Boomers (Table 2).

In general, social media is highly relevant, especially among younger audiences and users who are already active on social platforms. However, TV should not be ignored. Therefore, the choice of channel depends on the specific audience to be reached.

According to the survey conducted by “Cint” on behalf of “Sprout Social”, 69% of social media users say they see the most interesting brand content on “Instagram” and further 44% would like brands to use “Instagram” more, the highest of any social media platform. The survey was made between 28 June and 10 July 2024 among 4,400 respondents in the US, Canada, the UK, the Netherlands and Australia who have at least one social media account and follow at least five brands on social media. But each social media has its own specifics according to the aims to be d (Table 3).

“Instagram” was originally synonymous with photo sharing but has become a place to consume video content.

Table 1 – Comparative characteristics of different generations

Generation	Born	General characteristics	Consumer preferences
Silent Generation	1928–1945	lived through the Great Depression and World War II, many of them were outspoken and active in civil rights	frugal and respectful, adhering to traditional behaviour and tending to follow social norms rather than change them
Baby Boomers	1946–1964	born during the post-World War II baby boom; popularity of rock and folk music and early television programmes	musical tastes, hairstyles and clothing styles have influenced national culture, leading to the popularity of rock and folk music and television programmes
Generation X	1965–1980	has fewer representatives; witnessed the first space shuttle flight, the collapse of the Soviet Union and the launch of “MTV” program	many of them have grown up with less supervision and as a result have become more resourceful and independent, more liberal in social issues and more ethnically diverse
Generation Y	1981–1996	the boom in technological progress, the emergence of the Internet and smartphones	first generation with the Internet; powerful because of their dependence on technology, but more open and receptive to new ways of living and thinking
Generation Z	1997–2012	numerous social changes; is more diverse in terms of ethnicity, family composition	the first digital generation, most representatives are fully connected to digital technologies

Source: created by authors on the basis of [8–12]

Table 2 – Analysis of social media users by generation

Consumer demographics	Instagram	Facebook	YouTube	TikTok	X	Pinterest	LinkedIn
All social media users	84%	83%	78%	68%	48%	43%	39%
Generation Z	91%	67%	83%	86%	51%	52%	26%
Millennials	86%	87%	80%	73%	47%	42%	45%
Generation X	78%	92%	74%	54%	48%	36%	46%
Baby Boomers	64%	91%	64%	38%	42%	38%	38%

Source: [13]

Table 3 – Key priorities for using social media

Social media	Main audience	Reasons for engaging with brands	Content that performs best	Best days to publications
Instagram	Generation z, Millennials	product discovery, customer care	short videos (<15 seconds), static images	Tuesday, Wednesday, Thursday
Facebook	Generation x, Baby Boomers, Millennials	customer care	text posts	from Monday to Thursday
YouTube	Generation z, Millennials	entertainment, education	long video (>60 seconds)	x
TikTok	Generation z, Millennials	product discovery	short videos (15–60 seconds)	Wednesday, Thursday
X	men	real-time updates, entertainment, education	text posts	Tuesday, Wednesday, Thursday
Pinterest	Generation z, Millennials, women	positive inspiration, education	x	from Monday to Friday
LinkedIn	Generation x, Millennials	education, community management, customer support	text posts, static images	Tuesday, Wednesday, Thursday

Source: created by authors on the basis of [13]

The “Instagram Reels” and “Stories” are the video formats the users have interacted with the most in the last six months, and plan to interact with the most in the next six months [7].

“Facebook” has significantly changed the integration of social media into the cultural context and continues to be one of the most popular platforms in the world. Approximately 83% of all social media users have a “Facebook” account, with Gen X being the most active, followed by Boomers and Millennials.

Over three quarters (78%) of all social media users have a “YouTube” profile. This figure is even higher among Generation Z and Millennials. The impact of “TikTok” on the younger generation is significant and hard to overestimate. It is almost universally accepted that young consumers have played a key role in popularising “TikTok” and continue to drive its growth. While 68% of all social media users have a “TikTok” account, this figure is significantly higher among Gen Z (86%) and Millennials (73%) [7].

When social network “X” (formerly “Twitter”) went from public to private ownership, many brands were sceptical about its longevity. However, “X”s’ core user base remains on the network. Almost half (48%) of all social media users of all ages have a profile on “X”, and men are significantly more likely to have a profile than women. Users turn to “X” for timely updates and news because of its reputation as a news platform, and this is particularly true for Baby Boomers.

“LinkedIn” is a place for more than just thought leadership. But over the past few years, it has become a platform for sharing personal news and reflections, creating a real community. Its user base is still largely made up of corporate employees: 39% of all users of the social networking site have a “LinkedIn” profile.

According to surveys and materials analysed, the social media trends of Generation Z are growing trust in influencers and creators; disillusionment with brand activity; a desire for a more unique brand identity; a cool attitude towards social content created by artificial intelligence; the psychological impact of social media on Gen Z: the need for detoxification and a return to offline interactions.

To effectively use social media in today’s consumer environment, brands need to consider several key approaches to adapt their strategies to the behaviour and preferences of today’s consumers, including personalisa-

tion of content, visual content and interactivity, listening and engaging with audiences, social responsibility and ethics, channel and content mix, use of influencers and brand ambassadors, trends and innovation.

Today’s consumers expect content that reflects their interests, needs and values. Using data to create personalised offers allows brands to be more relevant to each individual user. This is especially important for Generation Z, which is looking for authenticity and a personalised approach.

As young people actively engage with videos, memes and interactive formats, brands should invest in short videos, stories, livestreams and other interactive formats. Platforms such as “TikTok”, “Instagram” and “YouTube” are ideal for creating such content.

It is important not only to publish content, but also to actively interact with users: respond to comments, run polls and listen to feedback. Interaction with the brand should be two-way, which helps to increase levels of trust and engagement.

Today’s consumers, especially Generation Z, expect brands to be socially responsible and actively involved in sustainability, environmental issues and inclusivity. Supporting important social initiatives and being transparent about your operations can significantly improve your brand image.

Consumers use different platforms for different reasons. Brands need to take an integrated approach, combining platforms to create effective marketing campaigns. For example, “Facebook” and “Instagram” can be used for entertainment and interaction, while search engines can be used to provide brand and product information.

Consumers trust the opinions of people they consider to be influencers or close to them, and therefore collaborations with influencers or ambassadors can be very effective in attracting attention to a brand. Also they are constantly looking for new and exciting ways to interact with brands. Brands should actively follow trends and technological innovations, such as augmented reality (AR) or artificial intelligence (AI), to create new experiences for their customers. In this way, brands that are able to adapt their strategies to the needs and preferences of today’s consumers will not only be able to attract attention, but also build long-lasting and mutually beneficial relationships with their audiences.

Conclusions. An analytical study of the current generations use of social media shows a significant increase in its role in communication and content consumption. Social media has become the main channel for obtaining information, interacting with brands and purchasing goods and services.

Consumers of different generations have their own characteristics and preferences when interacting with digital platforms. Generation Z, which uses social media the most, is highly demanding of content and quick to adapt to new technologies. Millennials, while active social media users, are more likely to look for deeper context and mean-

ing in content. Gen Xers, on the other hand, are more focused on efficiency and stability, often opting for more traditional platforms such as Facebook. Baby Boomers, while less active in the digital space, are increasingly integrated into digital platforms, particularly for communication and news.

Generation Z and Millennials are the most active users of the platforms, showing a high level of engagement with new technologies such as interactive videos and influencers. They use social media not only for communication, but also for entertainment, education and even work, placing new demands on brands and their communication strategies.

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РОЛЬ СПОЖИВАЦЬКИХ ПРІОРИТЕТІВ РІЗНИХ ПОКОЛІНЬ В ПРОЦЕСІ ПРОСУВАННЯ БРЕНДУ В СОЦІАЛЬНИХ МЕРЕЖАХ

Актуальність теми зумовлена швидкими змінами у цифровому середовищі та трансформацією поведінки споживачів. Зростаюча залежність від технологій, нові способи комунікації та споживання контенту визначають сучасні споживацькі пріоритети. Молоде покоління, виховане в епоху інтернету та соціальних мереж, має особливі вимоги до брендів, цінуючи зручність, швидкість та персоналізацію. Соціальні мережі стали ключовим інструментом для комунікації, розваг та прийняття рішень щодо покупок. Вони змінюють взаємодію з брендами та визначають нові підходи до маркетингу. Споживачі активно використовують соцмережі для отримання інформації про продукти, перевірки відгуків та рекомендацій. Маркетингові стратегії в соцмережах вимагають розуміння ефективних форматів та каналів комунікації. Зміни в алгоритмах, зростання ролі відеоконтенту та вплив інфлюенсерів змінюють традиційні підходи до просування продукції. Було проведено дослідження споживацьких пріоритетів сучасного покоління в діджитал-середовищі, зокрема під час користування соціальними мережами. Методологічну основу склали праці дослідників-економістів, аналітичні звіти та статистичні дані про використання соціальних мереж незалежними агентствами. Дослідження використання соціальних мереж свідчить про їхню зростаючу роль у комунікації та споживанні контенту, даний канал є основним для отримання інформації, взаємодії з брендами та здійснення покупок. Різні покоління мають різні уподобання: покоління Z є дуже вимогливим і технічно підкованим, тоді як міленіали шукають більш глибокий зміст контенту. Покоління X ставить на перше місце ефективність і часто використовує традиційні платформи, такі як Facebook. Бебі-бумери стають дедалі активнішими в інтернеті, переважно для спілкування та новин. При цьому покоління Z та міленіали є найактивнішими користувачами, які взаємодіють з новими технологіями, такими як інтерактивні відео та досвід використання інфлюенсерами. Вони використовують соціальні медіа для спілкування, розваг, освіти та роботи, змушуючи бренди адаптувати свої стратегії.

Ключові слова: покоління, бренд, просування, цифровий маркетинг, соціальні медіа.