

# Evolution of Classical Marketing: From Kotler's Theory to The Needs of Digital Generations

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**Abstract:** This article is devoted to the topic of changes in marketing in the era of new generations; it examines potential transformations and possible future outcomes based on an analysis of current demands and the specific characteristics of Generations Z and Alpha.

**Keywords:** Generational theory, Generation Z, Generation Alpha, modern marketing, marketing transformation, visual approach, clip thinking.

**Introduction:** Today, generational theory is one of the most widely discussed concepts in society. In 1991, William Strauss and Neil Howe presented their work "The Fourth Turning," which was based on an analysis of historical cycles of development in the United States and human behavior across different periods, beginning from 1584. The authors considered a generation as a period of approximately 20 years, during which people form similar values, behavioral models, and life attitudes that manifest themselves at the stages of childhood, youth, and maturity.

According to this classification, Generation Z includes people born approximately between 1995 and 2009, while Generation Alpha includes people born between 2010 and 2024. These groups are formed under conditions of rapid digitalization, globalization, and a constant flow of information, which directly affects their perception of the world and their consumer behavior.

Marketing, as a dynamic and adaptive field, inevitably adapts to the characteristics of these generations. This is especially true for Generations Z and Alpha, a significant part of whose representatives have already reached or will soon reach economic independence, which makes them active participants in the market. Accordingly, they are able to satisfy their needs through goods and services.

The classical definition of marketing, given by Philip

Kotler, sounds like the process of "identifying, creating, and satisfying customer needs in order to obtain profit." In the context of generational change, this definition acquires new depth: the needs themselves change, and along with them, the ways of satisfying them also change. For this reason, the issue of transforming marketing approaches becomes more relevant than ever.

Marketing is a field that must constantly develop in order to meet the demands of the time and the expectations of consumers. As analysts from McKinsey & Company note, "marketing does not change every year, but there are periods when it is almost completely rebuilt." This is exactly the period observed today, when new generations enter the market with a fundamentally different type of thinking and perception of information.

One of the most striking examples of marketing transformation is the change in the way a product is presented. If earlier the emphasis was placed on rational advantages and product characteristics, then for Generations Z and Alpha, emotions, the visual component, and the speed of content perception are of key importance. The so-called "clip thinking" is being formed, in which information must be brief, vivid, and easily digestible.

In addition, representatives of new generations demonstrate a high sensitivity to the sincerity of

brands. According to a study by Deloitte, young consumers, as a rule, choose companies that share their values, including environmental responsibility, social justice, and business transparency. Thus, marketing ceases to be exclusively a tool of promotion and becomes a way of communication and building trust-based relationships.

Significant changes are also observed in communication channels. Traditional forms of advertising are gradually losing ground to digital platforms such as TikTok and Instagram, in which short videos, user-generated content, and influencer marketing dominate. The influence of bloggers and opinion leaders is often more significant than that of classical advertising, as they are perceived by the audience as more authentic and closer.

This, it can be argued that Generations Z and Alpha not only change the consumer market but also radically transform the very essence of marketing. It becomes more personalized, emotionally oriented, and saturated with values. Under these conditions, companies that are unable to adapt to new realities risk losing their competitiveness.

In conclusion, it should be noted that modern marketing is undergoing a stage of deep transformation due to generational change. The transition from a mass approach to individual interaction with the consumer is becoming a key direction of its development.

Generations Z and Alpha are forming a new reality in which marketing acts not only as a sales tool but also as a mechanism for building long-term relationships between the brand and the consumer.

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