

## MARKETING STRATEGY FOR CREATIVE LIFESTYLE PRODUCTS OF WONDER.INC IN SHIFTING GENERATION ERA, FROM MILLENNIAL TO GENERATION Z

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### Abstract

Generations, like people, have characteristics. Pattern of human's behavior and characters in a generation will be different with a pattern of another generation, because of different circumstances to their lifetime. The advances of civilization, technology, lifestyle and entertainment, politics, economic and educational aspirations and other factors could affect the pattern of a generation. As the Generational shift changes, paradigms and perspectives in habits and narratives, there are many advances that have to be anticipated for business doers to be survived and growing, especially in marketing aspects. Marketers have to spryly adapt to market's characteristic and demand. Different generation will always be shifting. Including today the year of 2016, the generation shifted era from Millennial to Gen Z, especially in sought-after consumers. Those two generations that live in digitalization have their own characteristics although lives as 'siblings'. In this paper, we would be analyzed how Wonder.Inc, a Bandung based two years startup company in creative industry, formulate marketing strategy of their creative lifestyle products in shifting generation era. The objective of the research is to find out what are the best strategies, after undergoing analysis of key influencing factors in internal and external of Wonder.Inc.

This study used the qualitative method as an approach to dig deeper the appropriate data and information, based on current condition of Wonder.Inc. Methodologies used in this paper are through two types of methodology: Observation or Field Research and Literature Research. Data analysis is done with strategic management tools such Business Model Canvas, STP and Marketing Mix for internal condition, Benchmarking and Porter's Five Forces for external condition and SWOT Analysis at the end to formulate the strategies. The result showed that low Brand Awareness of Wonder.Inc was the reason why the business growth, not optimal. Wonder.Inc had been too focusing on making products and forgot to analyze the customers' insight. Been targeting Millennials and unrealized Generation Z is coming.

Behavior and the thinking paradigm of customers are changing as well. Millennials that are always online connected and have various way in expression started intend to against the Internet while Generation Z as pure-play digital natives look at the Internet as their 'weapon' for good things instead –improvement of the ecosystem and their selves-. Deeper analysis on both generations is done especially in psychographics aspects, rather than geographic approach, considered that interactions preferred online. Demographic segmentation is primarily age range, socio-economic status middle to upper and live in urban cities. SWOT analysis results showed in quadrant two, which is 'Grow and Build' strategy suggestion. Got quite a lot of strengths factors, but there are still weaknesses, opportunities in the major external factors, but also there is a threat that should be carefully proportioned responded in formulating marketing strategy. In order to respond market shifting, there are six proposed strategies; Wonder.Inc should do (1) Unconscious Branding to tap unconscious minds of customers, through (2) Experience and Emotional Marketing in (3) Technology-Based and (4) Personal Marketing, to deliver (5) Content Marketing and expand in (6) Borderless Marketing to grab broader market. These strategies will be implemented gradually in the end of 2016 and 2017.

**Keywords:** Creative Lifestyle Products, Marketing Strategies, Shifting Generations, SME

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