Decoding Generational Shifts Through Marketing Analytics and Big Data: Insights, Challenges, and Strategic Pathways

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ABSTRACT

The use of marketing analytics and data driven tools to decode emerging generations' preferences and value shifts is key to success. Increased sense of customer empowerment, consumer awareness, switch from traditional values and advanced technologies are some of the key factors that have played instrumental role in this transformation. Decoding these generational preferences is essential for companies to achieve competitive advantage and sustainability. Recent researches have paid attention on use of marketing analytics to improve business performances, product success, and agility. However, understanding the role of marketing analytics for generational shifts need further investigation. Thus, this article aims to explore role of marketing analytics and big data in identifying, interpreting and responding to these generational shifts by highlighting the challenges and providing strategic solutions.

This paper also provides a conceptual framework to understand factors behind these shifts and outcomes of employing marketing analytics coupled with big data. Further, the outcomes for the marketers, researchers and policy makers have also been discussed that provide a strategic pathway to strike a balance between leveraging the power of data and ethical concerns of stakeholders.

Keywords: artificial intelligence; big data; business intelligence; generational values; strategies