# New kids on the block. Profiling Generation Alpha

Joeri Van den Bergh[a], Cristian Buzeta[b], Patrick De Pelsmacker[c*]

*[a] Human8, Ghent, Belgium*

*[b] Department of Business Administration, Faculty of Economics and Business, University of Chile, Santiago, Chile*

*[c] Department of Marketing, Faculty of Business and Economics, University of Antwerp, Antwerp, Belgium*


[*]Corresponding author information:

Patrick De Pelsmacker
University of Antwerp
Department of Marketing
Faculty of Business and Economics
Prinsstraat 13
2000 Antwerp
Belgium
patrick.depelsmacker@uantwerpen.be

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According to the Generational Cohort Theory, populations can be divided into generational segments that are sets of individuals who share common birth years. One of these generations is "Generation Alpha" (also called Gen Alpha), composed of individuals born since 2010. Although Gen Alpha might have several common characteristics, it may not be assumed that this group is homogeneous. Based on Gen Alpha samples in Belgium and the Netherlands and utilising latent class analysis based on brand- and lifestyle-related variables, we identify three distinct segments in the Gen Alpha population and explore how these segments differ. Academic research about Gen Alpha is virtually non-existent, and segmentation research in a generational cohort context is very scarce. The current study provides a deeper and more fine-grained insight into the Gen Alpha world and provides input for marketing communication practitioners to create better-focused and more effective campaigns.