

Physical and Cognitive Development in Middle Adulthood

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PHYSICAL AND COGNITIVE DEVELOPMENT

The Baby boomers' generation cohort comprises of the people born between 1946 and 1964, a group which makes up the largest population in the United States (Iyer & Riesenwitz, 2010). As a result, due to the purchasing and development power possessed by this group, this paper will discuss the different ways and strategies in which the marketing industry has targeted the generation based on their physical and cognitive development over the recent years. Based on the findings, a greater focus is given to technology advancement, health (Chaney, Touzani, & Slimane, 2017) and the general well-being of the individuals as discussed below.

Health is an important factor as far as ageing is concerned, due to increased exposure to climate changes, unhealthy dietary habits and risky endeavours in their youth, this generation faces a series of health issues ranging from heart diseases, cancer and reduced vision and hearing (Friedman & Schustack, 2011). As a result, several companies have come up with solutions, both technological and traditional to help the baby boomers' keep fit (Wolburg, 2006).

PHYSICAL AND COGNITIVE DEVELOPMENT

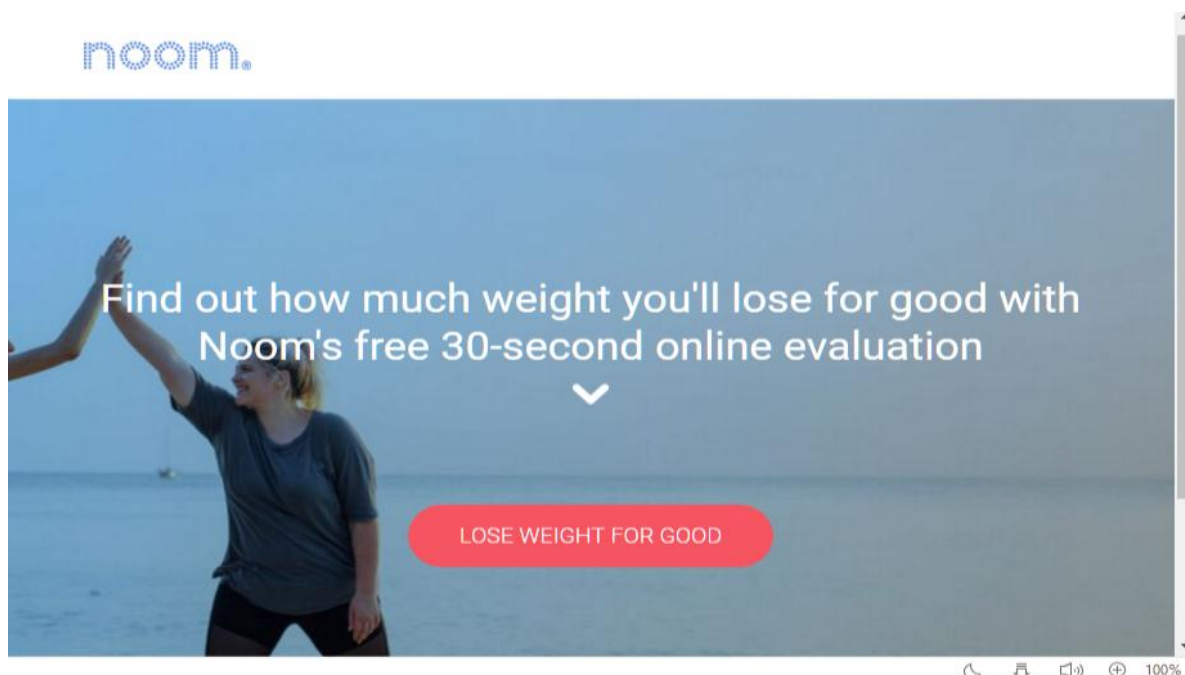


Figure 1: Noom Developed an online campaign to help people develop work-out periods. (https://ww1.noom.com/programs/health-weight/exsf01/?utm_source=search&utm_campaign=us&utm_content=sf_search_13)

The health status of this generation can be improved through exercising, as discussed in the book, the male reproductive capacity is highly affected by ageing (Friedman & Schustack, 2011). This is able to be rectified through weight loss and exercising which Noom intends to tap.

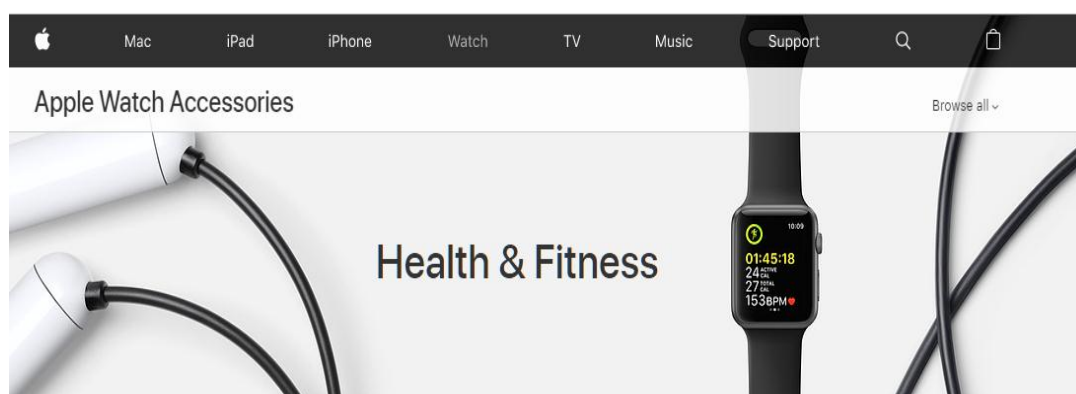


Figure 2: The Apple watch developed By Apple Inc. incorporates accessories that help monitor critical health conditions. Source(Apple.com)

The ageing process is characterized by anxiety increase, ease of irritations which are known to be associated with hypertension. Realizing this issue, Apple ventured into

PHYSICAL AND COGNITIVE DEVELOPMENT

producing Apple watch and accessories that help consumers monitor their blood pressure, heart rates among other desired processes such as sleeping times. This product targets the baby boomers' generation since the generation needs it to monitor such processes.

On other aspects, cognitive functioning subjects such as loss of memory and forgetfulness in middle-aged people have been tackled by mobile application development companies. This is due to the fact the baby boomers' generation is known to embrace technology advancement together with what accompanies it (Iyer & Riesenwitz, 2010).

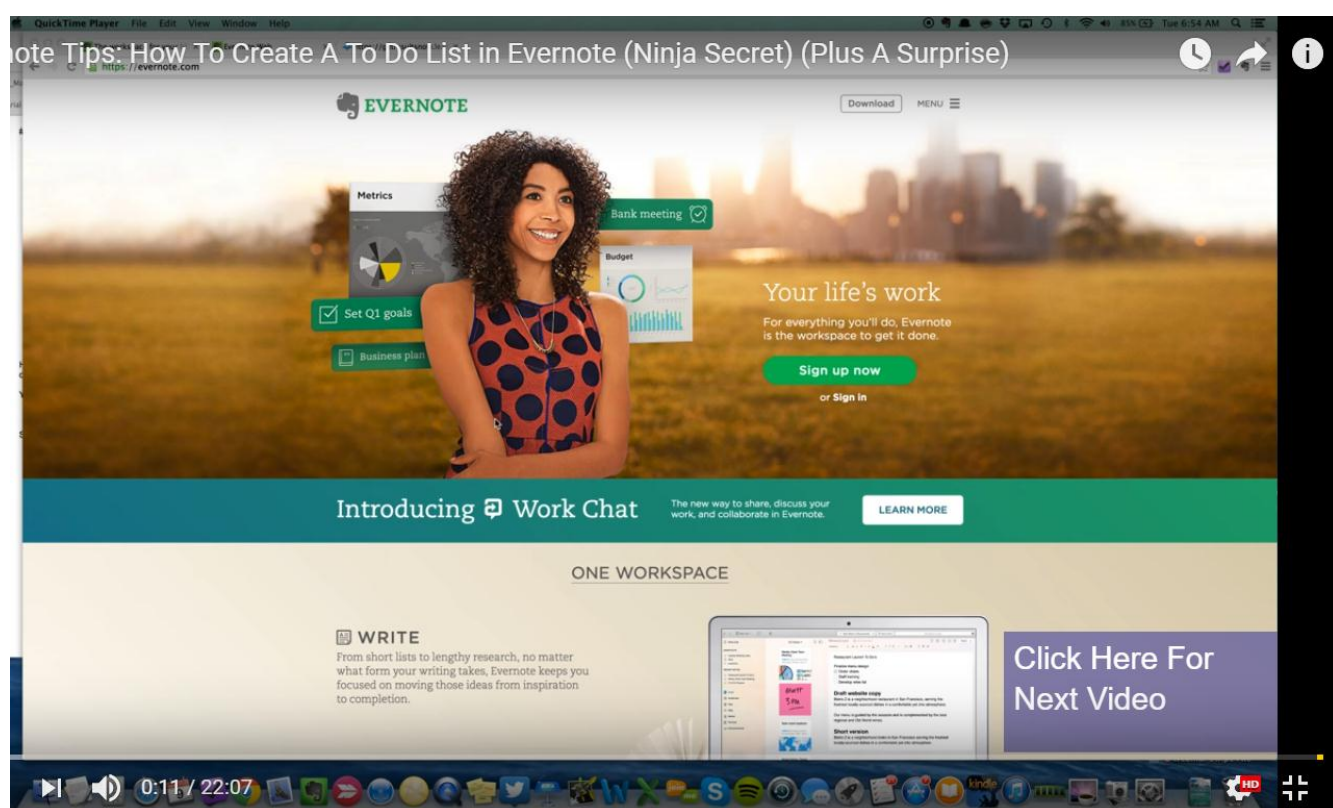


Figure 3: Evernote advertisement and some of its features YouTube:
<https://youtu.be/rR3dVqLcLx4> .

It is through reminder applications, this generation is able to document their important dates, appointments and even ideas for easy remembrance. Evernote is an application developed to allow its users to store their ideas for future reference, it's success is attributed to a decline in memory and cognitive functions in middle-aged people.

PHYSICAL AND COGNITIVE DEVELOPMENT

Lastly, the Baby boomers' association with clearly outlined and simplified tasks in redefining new ways of establishing profiles, websites and company portfolios. The new age represented by the rise of templates has seen a Web development and Hosting company Wix, develop a system to enable people to set up websites with ease.



*Figure 4: Wix Advert on how to create a portfolio website at their Site YouTube:
<https://youtu.be/gi7dTKse9Tg?t=5>*

The positive self-image state of the baby boomer generation (Iyer & Riesenwitz, 2010) together with their ability to embrace new ways of tackling things has made it easy to embrace this new way of setting up a portfolio.

PHYSICAL AND COGNITIVE DEVELOPMENT

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