

New media: effective only when targeting young consumers? A study observing the use of new media and marketing effectiveness on young consumers

Abstract

This research paper examines whether or not the new media marketing techniques are only targeted for young consumers and how effective they are. The research considers youth's perspective regarding the new media marketing and how their reaction towards these techniques. Through a combination of qualitative and quantitative approaches the data was gathered through secondary and primary sources. The objectives of the study were attained by conducting an extensive literature review and survey that was filled by 20 young participants in this research. Marketing strategies targeting young people are not only linked to juvenile identification processes, but, according to Li and Bernoff (2008), youngsters eighteen to twenty five years have become major consumers and create a strong market for all companies, mainly because they have a larger amount of money and because of this can make their own decisions as consumers exercise their rights and duties and influence consumption. From the perspective of product marketing, the young consumers acquire great importance because it is seen as a potential customer in the future. Market strategies point to products that appeal to young people and the lifestyle they aspire to; this so, used to attract customers and make youth choose certain brands that to remain faithful throughout their lives. Hence, the hypothesis was proven correct as new media marketing techniques are not only targeted for young consumers but also are proven to be very effective for companies.

Keywords: youth, advertising, internet, new media, brands

Chapter one: Introduction

1.1. Background

The business management is constantly renewed to create new concepts and strategies. It is in this context that marketing has emerged as one of the largest areas of the management of dynamism. Its importance within the company has grown significantly due to the new orientation of business: to be focused on the producer now directed towards the customer. That is the great revolution of the last half century ending. Besides this, the advanced technology has experienced a rate never seen before. The possibilities in all areas of knowledge have been multiplied according to the technological development. It was not difficult to foresee: join marketing technology and increased its strength as a tool management. The advent of the Internet, the rise of e-mail, new media communication and computing expanding some of the elements are pushed such that rebound.

The target of young people is the easiest to persuade in advertising campaigns. And the use of technology and is an innate part within them. For this reason, the mobile becomes a useful tool to enter this segment. The multichannel retail, consumer trend that is growing, has found the perfect ally mobile phone (Edelson, 2008). A study conducted in the U.S. and UK by Econsultancy, while not surprising, it is increasingly clear that the mobile has a predominant role in the life of buyers. The proportion of users who uses the phone to make a purchase is still a minority, 28% in the U.S. and 25% in the UK in 2012. But this is a rapidly growing group that, since 2011, has doubled, when it stood at 12% and 13% respectively. Youth is the main user of the new media from the development of new technologies and therefore one of the most important objectives of the strategies companies advertising in the media.

The youth segment, from teenagers to the so-called young adults, is one of the most is in the crosshairs of traders in recent decades. The growing potential consumers, leading role as prescribers and influencers in the processes purchase or simply the desire to consolidate companies between the target to still be present in the minds of consumers throughout their lives are some of the reasons for the importance that has reached into the plans of many companies advertising; important also has been increasingly advancing age segments even less, those who, as he says Schor (2006), seem to be "born two to buy." However, the desire of advertisers by orienting attitudes or behaviours of this segment with brands and pro- products available on the market has run at least two facts that this objective becoming more complicated. First, we refer to the great culture and advertising that have young women of our time and that makes high-target audiences mind informed and more critical of commercial messages impact on them, unlike what happened in the preceding generations- dents. Today's youth values in advertising informative dimension as a cornerstone of a consumer society and a free market system do that, broadly accepted. However, in principle a less gullible youth dimension to persuasive messages trade. Connoisseurs of advertising codes and fully con- patients that advertising is messages looking to serve the advertisers, young people get involved, more public than others, the strategies and business communications of all kinds. generally not like recognize that advertising influences them, as they are considered independent teeth, authentic, they like to feel special, so its congeners I understand and distance themselves from them, but actively using the brands to integrate into reference groups where they share "the same symbols, the same interests and the same values "(vera vila, 2005: 28). Advertising is a mass communication is addressed to a large public with a socio-demographic profile and lifestyle homogeneous, while after that youth

increasingly more personalized your world and your environment: its room, your computer, your phone, including jingles, etc.

New media is used by this segment primarily for entertainment rather than information. Social networks are becoming increasingly important in 2011 with 83% of records in a network, especially Facebook (93%) and Twitter (42%). The main activities carried out in social networks are: see photos (74%), instant messaging (66%), post personal messages (56%) and view personal information of contacts (46%). Notably, increased activities relate directly to Facebook. They also download videos and music, watch videos and TV online, and play. In addition, 33% have shopped online.

As a result of this, companies have had to adapt their advertising communication to this segment in several respects. One is undoubtedly the stop using it as an instance from which dogmatize or moralize, "advertising is very different young show- cough, with very different attitudes and positions, and does not moralize or try to be education, but particularly emphasizes the idea of freedom of choice " (Méndiz Noguero, 2005: 113). While some studies (Nicolas Ojeda, 2006 and 2008) point to a youth advertising representation not so Noguero Méndiz diverse as stated, there is no doubt that feeling of freedom is one of the premises of the companies to communicate with the youth.

1.2. Purpose of this Study

The fundamental aspect is the trend in the advertising for youth more focused on the emotional aspects in rational, driven precisely by that informed and critical nature of youth. The results sometimes are even campaigns that emotional dimension translates into pure surrealism. "After a long season domain of the spots most plausible or realistic slices of life type, in recent few years have seen a boom of fiction no longer unlikely conveyed only through audiovisual narrative but also through a audiovisual speech intended outwit true, "writes Rausell Köster (2004: 261-262). that fact has been emphasized in the advertising to young people because, as this is a less gullible public, and not enough to reach him with messages that are credible, because as point There is certainly starting on partial and interested character of the communication advertising.

The rate of growth in the availability of interactive technologies (personal, intimate, and handheld) marketed to young consumers makes them indispensable. However, what is good for consumers is not always good for companies of competition. Knowing how young consumers are integrating IT in their academic and social networks can provide additional ideas for marketing in the form of developing market segmentation strategies targeting youth for their brands. Facts about tweens and teens regarding social networks: Twitter and Facebook are two main vehicles for young consumers administrate high value relationships in their social networks and also are places that young consumers turn to for advice, share intimate details of their lives, and maintain friendships, all which can be correlated with the perceptions of young consumers use of new media. Therefore, the purpose of this study is to understand whether or not new media is effective only when targeting young consumers.

1.3. Nature of the Study

The new forms that are beginning to explore businesses to addressing his young audiences, the critical role, informed and increasingly active young people processes in brand communication requires constant innovation in formats that becoming less tax and seek a greater involvement of the recipients. On the other hand, delves into the current reality of two new spaces with greater acceptance among youth: social networks and mobile phones. This is complemented with the use of different data new technologies and media consumption by young people. This study is focused on how the new media marketing techniques are only targeted towards the young generation and whether or not they are effective in achieving their objectives. Information was gathered through a survey and extensive literature review. The data were analyzed and specific themes of best practices, along with factors that were not viewed as applicable to the onset of marketing. The research questions focused on the impact of new media marketing on youth and its effectiveness.

1.4. Aim

This research aims to develop an understanding of whether or not the new media marketing techniques are only targeted for young consumers and how effective they are.

1.5. Research Objective

The objective of this research is to:

- Develop and understanding of new media in marketing
- Analyse how new media in marketing is targeting young consumers
- Examine whether the new media marketing is effective in targeting young consumers

1.5. Research Questions

- What is new media in marketing?
- How new media in marketing is targeting young consumers?
- Whether or not the new media marketing is effective in targeting young consumers?

1.6. Hypothesis

There is a relationship between new media and the effect of marketing on young consumers.

1.7. Conceptual Framework

The fact that has complicated the relationship between traders with youth is the increasingly active role that young people are in the process of communication about brands or companies. Starting how critical they are to advertising, companies have chosen very frequently by so-called marketing campaigns just and equal. Internet, Quart writes, is "the great marketing vector equal to well that greatly expands the possibilities for young people share their devotions and saves much of the work to large companies. Teens today spend a lot of hours to surf the web, and instead are far fewer hours of television than previous generations, so it is not surprising that internet have seen emerge and flourish intense promotion campaigns equals equal "(2004: 57). Traditional advertising, distrust harvesting youth is in danger of being supplanted, thus by the relevance which acquires the role young people play as pres- subscribers or simply propagating

the message between known and friends, an issue that abound below. as reflected in one of the most complete works on advertising and youth, one of the "sides that allows young relativism influence of advertising on consumer decisions is the recognition to a more powerful influence that advertising is exercised among equals- them, considered as more important, in terms of information or suggestion that formal advertising "(Sánchez Pardo, Megías Quirós and St. Julian Rodriguez, 2004: 120). The active role that companies advertisers increasingly sees how communication about your products and brands can escape his control in the media favored by the development of new technologies. Next faith youth is a regular public, all individuals have ability to give their opinions about brands and companies to rest of society in this manner, regardless of commercial messages planned by advertisers cyberspace is filled with many Private messages with great power of influence.

1.8. Implication of the Study

An analysis of the perceptions that youth have of new media advertising on its uses and on future challenges to efficiently connect with this segment to society will help the marketing world in developing a deeper understanding on how to target the youth for certain products. It will help in examining that where new media marketing stands today and what its target audience perceives from it

1.9. Report Structure

Chapter 1 included a detailed introduction of the report and the ideas that are being covered in the study. Chapter will include literature review of research pertaining youth and new media. Chapter 3 includes a summary of methodology used in this study. Chapter 4 includes findings from this exploratory study and its analysis, and finally, a conclusion of study is provided in Chapter 5.

Chapter two: Literature Review

2.1. Introduction

Literature relevant to new media's effect on young customers in marketing will be analysed in this chapter. This chapter will move from the emergence of new media to its impact on youth and marketing. The literature will include the theory of development. Other topics that will be discussed include teaching strategies and literary environments. A brief explanation of the method implemented in this study will conclude Chapter 2.

2.2. History

Technology and the continued growth of individualism are rapidly changing marketing strategy towards a massive, homogeneous and heterogeneous personalized approach, says Buckingham (2008). Although there are also business marketing function, referring to specialists, this term was used for the first time between 1906 and 1911. Arrington (2005) often considered the forerunners of the new discipline, which had previously been called simply trade or distribution. A look at the evolution of marketing it can better explain the transformation that has been witnessed. Until the late fifties, the marketing was considered a work of distribution and the main concern was to arrive at a certain number of consumers (Snyder and Edwards, 2004). Only towards the sixties established the concept that is known today as the marketing mass. Back then companies started to understand that their business is not to make a product, but to satisfy consumer needs. Allowing the development of this type of marketing is the rise of mass media such as television. In the seventies there is a new concept: the marketing segment. For each group of consumers united by certain characteristics are beginning to provide a differentiated offering. A decade after the segments are divided into smaller groups of consumers, niches which are called. Thus, preventing manufacturers market their products over other 15 or more and thus reduce competition (Skog, 2005).

2.3. Nineties

TV and facilitated the development of mass marketing, in our decade computing has become the ideal tool for marketing individuals (Hatcher, 1994). In effect, the personalized marketing is made possible by computer, through the bases data, allows reaching the public discriminately to offer you a deal perfectly differentiated. The basic change that has arisen in recent years is the best understanding and consumer recognition, which has grown from a name or a number, to be treated as a person or specific customer, (Bakewell and Mitchell, 2003). Again, it is clear that the situation in the field of marketing has changed considerably due to the development of the technology, as remarked Delmonico & Griffin (2008), who emphasizes the important effect of globalization on the design region or country those individuals, which has become an idea in multicultural and multinational. This enabled them to integrate many tools, instruments and, above all, the vision of a much broader context.

2.4. More information

Meanwhile, Fiore, Kim & Lee, (2005) indicated that there has been a profound change in the consumers themselves, who are now more informed and better known company's offer, which makes recovered, with more standard benefits offered. Hence, one of the trends in the marketing is that companies provide their customers more value for less money. Also, an aspect

that arises as a result of globalization is the saturation of the offer. Where once there were three competitors now there are 15 or more. A fundamental concept in the marketing of the past decade was the difference, but now, with the market saturated products, which all manufacturers innovate and tools alike enjoy technology, it becomes much more difficult to differentiate (Gabriel & Lang, 1995).

2.5. Anticipation

Furthermore, as indicated by Ferrando (1999), the rise in concern for the human factor has taken philosophy account managed by Japanese specialists, trying to anticipate the specific needs of each person with specialized products. Also refers transformations that have occurred in consumer behaviour explained for the implementation of the technology, but basically there is a sort back to the consumer turn of the century, he received the tailor or the barber at home, in the same way, can now reach their homes products ordered through the computer. Technology has impacted the production and packaging systems that seek to be attractive while maintaining conditions optimal products longer.

2.6. New panorama

Internet and e-commerce have received a boost from the new product conception business world: national product is increasingly less important in the world. In near future the value of the brand will be more relevant than the value of country.

2.7. Marketing and IT

The advent of information technology (IT) to the marketing function has profound implications for the discipline, strategically and tactically. Closing the loop of information such so that the data about the client in real time and integrated flow around the company actually awakens confidence on the geographic inert and trains the corporation to "think globally and act locally" in its true sense. The application IT marketing at all levels allows the information serving as the central nervous system in the body corporate and react to stimuli, both within and outside of the structure (Giddens, 1991). This information is formatted for use by individual departments such as marketing, sales, accounting, etc., that the updated and explode. Then leak into the apex, where it is used in strategic planning. These general plans are translated into more specific objectives, and also passed to more specific points On the other hand, many former business rivals are helping each other through purchases, mergers or cooperation Simple market entry for reasons of greater competitiveness, and that will be a tendency for the future.

Obviously, this revolution in the field of communications is substantial, being easily foreseeable that in the coming years, companies worry in refining bases data, so that the interaction with the customer is increasing (Herbig, Koehler and Day, 1993).

2.8. Future of Web

Who is not on the Internet the next century may declare in advance their ruin. This is an opportunity not only to expand the volume of customers, but also provides possibilities to modify, extend and optimize relationships with their suppliers, distributors and other business partners. Being a global network can access resources and services any person regardless of where you are. It is vital to note that the market globalist time to be present in the network. That

is why marketing must consider the different cultures and idiosyncrasies of potential customers, who must inform rather than persuade, offering added value. Here the idea is completely change traditional strategies: Internet should be a more in plan conventional media companies, which maintain consistency among all (Chester & Montgomery, 2008).

2.9. Total Interaction

The key may be the ability to identify customer: through Internet we are able to meet the real needs, interests, and tastes client's social origins. That is a source of information to be exploited. In Internet client is interactive, it is he who usually go to the companies and not the reverse. In the when you wake interest almost immediately establishing the relationship, which can result in very little time in an economic transaction (Spero and Stone, 2004). Meanwhile, the keys are knowledge of the possibilities of direct communication to the attracting customers or, somewhat more difficult, achieving the permanence and stability of relationships. Many of those who succeed apply traditional direct marketing tools. The professionals in this field can find a bonanza for the establishment of new channels Internet sale. This technology, and new media in general, has applications in direct marketing affect more sophisticated use of information: transforms the place and how it supplied products; alters the way you need to understand and target consumers; expands the possibilities of success with the introduction of new products, and create opportunities to completely new approaches in sales strategies (Blais, Craig, Pepler & Connolly, 2008).

2.10. Digital markets

One of the most interesting applications of the possibilities of Internet in ecommerce constitutes digital markets: points at which supply and demand some product are to establish a relationship and / or transaction. These sites offered tools to find potential business partners, whether manufacturers seeking distributors, manufacturers seeking providers, or others. They are a meeting point and often negotiated between suppliers, manufacturers, distributors, wholesalers, retailers, etc., usually within a well-defined area. Undoubtedly, internet facilities are immense, but as consequence of youth environmental, economic performance, compared to the rest of channels that are used for marketing, still not very significant (Loudon and Della Bitta, 1993).

2.11. New Media

The technological explosion of the last decade has enabled the convergence of the three sectors forming the communication phenomenon: telecommunications, IT and media communication. Now you can get the information to the end user through a single channel. We may think, for example that will access the Internet through our own TV (Arthur, Sherman, Appel & Moore, 2006).

2.11.1. Interactivity

New media has not yet reached full convergence regarding information channels as continuing competition between television and the computer, or between cable and satellite. Without But it is easy to foresee that in the coming years will reach full convergence is also may speak of truly interactive communication systems. Thus, the consumer will not be a single receiver, but will actively and determining the flow of information, true communication to occur. On the other hand, because every day there are new media, and traditional adapt to modern

times, there is a fierce competition among the companies that own media to attract public and keep their customers. It is clear that the media are becoming less massive and their offerings and strategies focus on specific market segments, either through programming and thematic issues, or additional services (Devellis, 1991).

2.11.2. Important changes

This context leads to a marked change in consumer habits. The media and advertising not only survive, hence the channels have emerged and payment programs and promotions that increase the price publishers of newspapers and magazines looking for new sources of funding. Possibly, advertising-which until now has been a source of funding for different media-will become a discriminatory variable of the price to be paid consumer, so if anyone wants to see a free program blurb, the price will be higher (Tapscott, 1998). The advertising will benefit from consumer market segmentation, because you can optimize the management of their messages to the target audience without significant loss of impact, as in the mass media. The future of interactivity mentioned various other media enable fundamental change in traditional advertising: will be based on a real communication, not simply information, as it is today, because the issuer will be able to know the answers of recipients their messages will be a flow of information back and forth (Widdicombe, Woffitt, 1995).

2.12. New marketing methods

The advertising specialists are constantly creating new marketing techniques, to use new media to counter the obstacles with the techniques traditional. New technologies make it possible for new public access, but some their developments have effect or are specifically designed to withdraw their job efficiency. Consider, for example the development of recording devices that allow time shifting during which people are likely to "jump" the business. To escape advertising, Tivo specifically targeted commercial for recording television programs without commercials. The pervasiveness of advertising in traditional media has had the effect of creating the marketers ever greater pressure to find new spaces to advertise their products and services, while attracting the attention of consumers increasingly jaded face to the usual techniques of sale which they were conditioned for years. Internet, which has made the personal computer not only a working tool but interactive entertainment media extremely common, presents one solution to these problems. After experimenting with a more or less adapted technique traditional scholars have come to the conclusion that the phenomenon of saturation might recur and that the specifics of the development of internet calling new marketing techniques are better suited. Several "finds" are listed in the following pages, which take into account the Internet features that take the timeliness, to free certain goods or services that relate to advertising, anonymity, interactivity, etc (Hamilton, 2007) .

2.12.1. The "advergaming"

The term "advergaming" result of the merger of advertising (advertising) and games (game). This technique is a direct update product placement during which television and cinema, which is conspicuously; present a product or a trademark in the decor or the environment or to associate a character that viewers are likely to identify themselves. Advertisers create various types of games that are made available free of charge on a website. It will include, for example, characters bearing the logo of a Sponsor or an environment where a product or a company logo

will be clearly displayed. American giants such as Nike, Pepsi, Kellogg, already use this technique. We estimated in 2003 that in 2004 advergaming could represent a \$ 1 billion industry dollar in the United States. Although predictions surrounding electronic commerce are inflationary times, it remains that the phenomenon of advergaming seems committed to strong growth. "Online gaming, growing at a rate of 25 percent per year, is set to overtake the reigning movies as entertainment option. Jupiter Media Metrix 35 estimates one million people played online games in 2000, with number expected to rise to 104.9 million by as early as 2005. These figures make us understand why big companies such as Nike, Disney, Honda and General Motors have launched or are preparing to do campaigns marketing whose common denominator is that they are created around an online game.

2.12.2. Viral Marketing

Rumours often spread like wildfire ... or like a virus. The Viral marketing is the equivalent of word of mouth in the electronic age, a shade, important, almost: it is controlled by a marketing specialist, who is responsible for its diffusion and ensure its spread, as that of a virus. The online newspaper *BusinessEurope* provides a more formal definition: Viral marketing is a way of multiplying recognition of your goods and services by inducing customers to pass on a marketing message. A recently published study indicates that the majority of consumers (70%) cited the word of mouth as the primary source of influence when buying a property, far ahead of television advertising. There are already good examples of the effective use of this technique in viral marketing. The commercial success of Hotmail email service was based in part on this technique Viral Marketing: Hotmail offered a free email service and displayed at the bottom of all messages, the following tag: "Get your private, free email at <http://www.hotmail.com>." It then only remained to wait for the "virus" spreads.

2.12.3. Guerrilla marketing

Jay Conrad Levinson, a marketing guru coined the term "guerrilla marketing" to describe a technique that is not exclusive to the vehicle but there internet is right city. It is in fact any unconventional marketing technique whose purpose is to cause, with limited resources, a maximum impact in terms of public attention or to use own words, "Achieving conventional goals, Such as profits and joy, with unconventional methods, Such as investing energy INSTEAD of money. It is in this spirit that Promotion Company has created a new concept: "Headvertise", which offers rental heads for advertising purposes. Against remuneration, company offers you a haircut that incorporates the logo or slogan Sponsor. This technique, given the nature of the media can easily find its place on the internet. In For example: a marketing company called Soulkool to promote a movie animation has mounted an operation "undercover" on the Net employees have invested "chat rooms" and discussion forums to talk about this film and flood forums favourable reviews to create a swirl positive about the product. Employees of the company obviously did not mention any time that they were paid to do this promotion. The company has even recruit 350 young "volunteers" to do the same job promotion on the internet in exchange for t-shirts and posters of the film.

2.12.4. Remuneration of the Internet

Many sites offer users pay for their participation in the marketing process. Thus, some sites invite users to send certain advertisements to their friends each visit one of these ads by

recipients reported to the sender with a predetermined amount of money, you might be tempted to call this method sponsorship electronic pyramid. Other sites offer users to receive e-mail advertising and to be paid in exchange for various forms of interaction. Clicking on the banner of an advertiser, register at a site, making a purchase, send a link to a friend, provide certain information, etc..., Could, on the basis of a sharing of profits, receive a portion of the amount paid by the advertiser to the developer. Tell the company that promotes: "We strive to offer you a maximum of emails paid to click, but some advertiser's do we reward to the registration or sale, and ourselves we pay you by this way. We also try wherever possible to offer, interesting offers through promotions, special offers, free gifts and all this in you paying.

2.13. New Media: The Social Media Marketing

The 2011 was the year of social media and the explosion of new media. This 2012 is looming as the year of the evolution and integration of all new and existing platforms to our day to day.

This year holds five trends for social media marketing and new media:

2.13.1. Transformation in companies

Companies regardless of size will have to transform your business and your current infrastructure, and reforming the impact of the objectives and measures of business. They will have to have new items to not stay in the past, as mobile technology and social organization in a new outward as much inward.

2.13.2. The importance of data

Organizations must prepare for large fruit of a data processing perspective, collaboration and innovation, that is, joining the business intelligence and business reality. Then they can begin to spread knowledge centralize every aspect of the organization: marketing, product innovation and customer service.

2.13.3. Intelligence present in the environment

Companies must begin to capture information and transform it into actionable ideas and measurable. Ideas that come from marketing, but from the market itself.

2.13.4. Mobile marketing as an essential

Companies need to understand how consumers use their mobile devices. Only in this way can provide a true experience between the website and mobile applications.

2.13.5. The challenges this year

To meet the challenges of this year, advertisers must assume they are part of the problem. We must learn to differentiate between traditional marketing and social media. The new marketing must connect the entire organization, managing a communication from one to one and one too many.

2.14. Social Media to reach Youth

In the case of social networks, are the ideal mediums to reach young people as they spend most of their time attached to them, e.g. facebook, twitter, MSN, YouTube, among the best known. And this allows brands to create very specific campaigns aimed at the young. And if they create a social media campaign that gets to identify with the brand and interact with it and share it with their friends and followers, they will have a successful campaign.

2.14.1. Social Media Appealing Brands

Using the example of Social Media Cultural Events are ideal for promotion as there is a phenomenon on the Internet today is called "virtuality" for example: the theatre created a Twitter account and post the event, they read, they cared and I thought of sharing and retweeted, then if those who follows and sees RT also seems important to give a RT and that is how a viral campaign is created. Another case: recording a promotional video of the event to YouTube and start sharing on all social networks, then create virtuality. That effect of getting people to share and disseminate real-time information is not obtained with other traditional media. And if we go to countries where internet penetration of both the mobile phone as high as Venezuela and Brazil, for example, have a large audience who would get the message quickly and directly, without mentioning the investment costs that are much more economical. Bringing your message to a digital audience is 95% cheaper than reach out to the same audience on TV.

2.15. Conclusion

The mechanism by which advertising puts the brand in the market is observed from a long term perspective, and that perspective develop large arguments of the generic impulse purchase. Thus, the mark pursue settle as reference in the market ("exist"), through advertising strategies that perpetuate their competitive position against the rest. Thus, much of the key announcements interpreted to place the mark on the desired position, beyond the individual product advertise that mark. And From this assumption is built on the grounds that, overall, the advertising creates an atmosphere that transcends consumer products themselves be consumed. That is, In Their struggle to corner the market, brands and big names lead market itself, where you will place all products and Such models marks, and in Which the choice unfold of each.

Young people have an increasingly important role in the advertising business, Which Will beyond its mere Presence in the various ads and advertising claims. Being young, feel young, it has become recurring reference to advertising in UK, even in the case of products which are directed two adults, no wonder the youth have value in social reference. We live in a society in the fight against which becomes a biological characteristic has resources, where resistance to aging social they have become a demand, that has its projection countless in slimming products or repairers, offers aesthetic for to feel young. It seems as if the adults had disappeared in a society or in which you're young or you're old, that shows the recurring image of women and men mature poor competing with their children to be younger, more attractive and seductive.

This sort of "social rejuvenation" obviously raised more as a wish than a reality, resulting in Repeated use of models and youth communication codes in advertising, even in that not directed at this target. Emergence that is such juvenile codes many admen doubt be able to speak in regard strict youth-specific advertising, different from what is intended to adult audience, That in the case beyond of young people emphasize certain strategic that identify strategies and values

more specifically with that group. The overrepresentation of the young social you induce the simplified readings reality of this social group, which shows how people composed dynamic, independent, beautiful, successful and fun. This more or less stereotyped vision of the young is very useful for advertising since it needs to be handled with as single schemes possible to integrate young people into a single image, knowing it That if anything defines today's youth is its plurality, the existence of multiple ways of being and feeling young.

Chapter Three: Methodology

3.1. Introduction

Chapter 3 will include an examination of the theoretical framework of the research and the appropriateness for addressing the point of this study. Chapter 3 will also include information regarding research design; qualitative tradition used; the role of the researcher; questions and sub-questions; the context for the study; ethical protection of participants; criteria for selecting participants; the justification of the data collected; how and when the will be analyzed; and changes that were made from a prior exploratory study to enhance this research study.

3.2. Research Design

Numerous research methodologies were assessed in selecting the appropriate design for the study. In conducting the literature review, several studies were found to focus either on youth, advertising, internet, new media and brands. However, this gap in literature, between new media marketing and young consumers led to the dismissal of the use of the quantitative design in favour of a qualitative method to assist in focusing on the individual unit.

Several qualitative designs were examined to determine the most suitable approach of the study. The grounded theory was considered, but rejected because the purpose of the study was to develop deeper understanding of a particular population and their interactions, rather than to develop a theory. Given that the ethnography approach focuses on the actions, communication, and relations among a culture, this study was not to observe the procedures or culture of teaching, but to acquire a deeper understanding of the connection between new media marketing and young consumers and its impact.

The narrative approach was also rejected because of its nature to tell as story. The phenomenological approach was also rejected because its major use was in facilitating the researchers in illuminating the specific, and to identify the phenomena through how those phenomena are perceived by the actors in a situation (Creswell, 2007). The best approach to fit this research was the action research approach. Qualitative research is known to use various data collection methods in gathering detailed information (Stake, 1995). The method employed in this study is survey to record the thoughts and experiences of the researcher throughout the time of the project. Qualitative research is best known to be descriptive, using words and pictures, rather than numbers to communicate the results of the study (Merriam & Associates, 2002). For those reasons, the action research approach was chosen as the best approach for this research. According to Creswell (2007), as reliability in qualitative research is practiced using different methods other than quantitative studies, and that phenomenological research is, in nature, subjective. In this research study, methods were used to ensure quality. The triangulation method was used through the amalgamation of a variety of procedures to guarantee the study established transparency.

3.3. Reliability and Validity

To ensure reliability, I ensured that the data were collected from three quality sources and that all data and conclusions were reported accurately and with integrity to the meaning acquired from the individuals to the best of my ability. The participants completed the survey to review the impact of new media advertising on youth and also to also questions related to the survey. I

kept a personal study journal with detailed information that assisted in the development of parallel themes. Completed survey data along with the interview data is included so that readers of the dissertation will be able to review the data.

Validity was established by using collection methods that were appropriate for this study to ensure that the data sources and collection methods answered the main questions being asked by this research study. The inquiry reflected the theory and research questions, and the conclusions being drawn from the research were conducted based on triangulation. Validity was also accomplished by bracketing all personal experiences related to the phenomena so that emphasis was placed on the information provided by the participants of the study.

3.4. Research Paradigm

Action research concerns itself with endeavouring to solve a particular problem, often within the parameters of the workplace. The term is widely attributed to (Creswell, 1998) who described the research as a spiral of steps. These steps effectively constitute a spiral of learning, and mirror conception of experiential learning. The issue has to be clearly identified and understood and then the researcher will need to establish a sound rationale upon which to begin the research. It is therefore a practical way of looking at one's professional practice. It involves reflecting on actions taken and consequently it can be viewed as a circular process whereby as you reflect upon action taken, it highlights new or progressive issues that require action and hence the cyclical process begins again. With this view and makes reference to it as an action research cycle. The process begins with one issue to address and as the question is addressed, the answer often generates new questions which lead to a new action research cycle.

Action research involves a process of interventions by the researcher. These interventions are progressive; the subsequent intervention is dependent upon the analysis and outcomes from the previous intervention. One could argue therefore that it is a continuum: a process of review, evaluation and the implementation of improvements that are then subsequently reviewed and evaluated. Difficulties can arise with the action research approach when participants hold clearly embedded views and perhaps believe their way is the "best way". They may prove unwilling participants if their work practices are questioned and challenged and they may disguise a vulnerability to change, or at least to try to change. If one or more of the participants involved in the action research hold positions of authority, this too may impact negatively insofar as there is a reluctance to challenge their views and ideas.

3.5. 3.2. Research Methodology

Given the paucity of time for the research, it is decided to narrow down the scope of the research to a specific researchers concerned with the new media marketing approach to youth in UK only. Secondary Research – Review of literature on new media, marketing techniques, impact on youth and various other factors will be reviewed. An exhaustive analysis and review of the literature available on new trends in marketing of the same topic within the marketing field will be conducted. Various studies already undertaken in this regard will be evaluated and conflicting views and findings from a number of researchers and authors will be analysed. A background of the topic being analysed will also traced to provide the context for the aspect being researched. The secondary research will be the dominant mode of research used for this research. Primary research – survey to be filled by young people who use various media

technologies, the research being primarily exploratory in nature, it was essential that the questions not be straitjacketed and be designed to elicit responses that provide maximum information on the participants. The secondary research will be conducted prior to conducting the surveys.

3.6. Data Collection Tools

The secondary data was collected from the various literatures available by authors in past. For Primary research, surveys were used that were handed over to youngster in malls. A total of 20 surveys were filled by the participants and a detailed description was given to the participants before filling the surveys regarding the nature of the study and the researcher's aim.

3.7. Survey

The survey is a method and / or technique that use an instrument or printed form, for answers to the problem under study where you get information about the variables to be investigated. It can be applied personally or by mail, and individually or collectively. The survey design was based on the theoretical framework, their varying assumptions and objectives of the research. Each question that must concern includes indicator variables; it is desirable that when designing the survey, we have on hand the operation of the variables, to ensure that all indicators are being investigated. The survey is a set of questions about the facts or issues of concern in an investigation and is answered by the respondents. It is an instrument essential for obtaining data.

3.8. Research Questions

- What is new media in marketing?
- How new media in marketing is targeting young consumers?
- Whether or not the new media marketing is effective in targeting young consumers?

3.9. Study Population and Sample

The questionnaire was completed by 20 young media users. This qualitative paradigm provided "rich" data that added depth to research and assisted with validating findings against current literature.

3.3. Sampling Technique

An important sampling approach, stratified random sampling, was applied to access the special collection of contestants required to research. Often when a study interested in studying a number of subpopulations (strata) in the population and it is important that the sample is representative of all and each of the strata considered. The research was explained, along with the criteria to participate in the study, which includes:

- Youngsters who have access to the media and internet
- Youngsters currently between the ages of 18 and 25.

3.5. Analysis of Data

The data was analysed on the basis of the research questions and the aim of the study. For secondary research, important points, findings, results and conclusions of the studies and

researches reviewed was analysed by the researcher in order to develop a deep understanding of the topic. The descriptive analysis methodology was used to analyse the findings of the survey. The main reason for this is that the nature of the research is predominantly exploratory in nature, and it is generally accepted that, for inductive and exploratory research, qualitative methods are most suitable, as they can lead us to hypothesis building and explanations.

3.6. Ethical Issues

For researchers moving in orbit humanistic interpretative assail them in certain research situations, some reasonable doubts, for example, on whether to inform parents and teachers of their children certain confidences, about whether to record the help of any technical means, or simply record, which tells an interviewee, or own issues of interpretation: how to correctly interpret the data collected and how to communicate that understanding to their informants. A complex situation also occurs when detected by observing certain behaviours in some non-legal professionals. The population studied consisted of youth. I determined to communicate with research participants in way that allowed them to be comfortable with their responses while providing accurate information that could be used in the study while protecting their privacy was imperative. After the data was assembled, identifiable information was purged. This included information divulge through the survey. Signed forms and information pertaining to the study will be maintained in a locked location as no one will be allowed to have access to it until and unless allowed by the researcher; digital information was password protected. Signed information will be destroyed after five years.

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Appendix: Survey

This survey is being conducted to investigate if new media is effective only when targeting young consumers. The participation in this survey is voluntary and will not be used for any purpose other than mentioned.

1. Gender:
Male Female
2. Age group

18-20 21-23 23-25

3. Do you use media technologies often?

Yes No

4. What kind of media do you use the most?

Television Internet Mobile phone Other: _____

5. How often do you check an advertisement placed on the web pages?

Never Rarely Sometimes Every time

6. Have you ever purchased an item by looking at its online commercial?

Yes No

7. What is the most attractive feature of a commercial for you? You can select more than one:

Design Message Models Availability on the internet

8. Do you think that new trends in media marketing are effective? Please explain

9. What according to you is the best way of marketing a product?

Television commercial Newspaper Commercial Online Commercial

10. What is the definition of a perfect marketing strategy for you?
