

Article Presentation

23E01000 Advanced Topics in Marketing

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01

Which articles we chose?

Article 1: Interactive media usage among millennial consumers
(Moore, 2012)

Article 2: Longitudinal study of digital marketing strategies targeting Millennials (Smith, 2012)

02

What these articles try to achieve?

Article 1: The purpose of this study is to determine a comprehensive model of millennial usage of interactive technologies in the current marketing environment based upon actual behavior.

Article 2: This study is aim to determine which digital marketing strategies are preferred by Millennials and are effective in influencing their behavior.

03

Interactive media usage among millennial consumers

Decision tree Analysis, A nationwide consumer panel was used to obtain secondary data pertaining to 3,289 of US consumers, all identifying themselves as the main shopper for their household. The total sample consisted of 616 Millennials, 1,552 Generation X and 1,121 Baby Boomers.

What we learned from Article 1

Internet has changed how we shop and receive information for all of us. How do Millennials differ from Generation X and Baby Boomers when it comes media usage?

In comparison with the Generation X population, Millennials are more inclined to:

- habitually use interactive technologies for marketing purposes;
- connect with retailers and brands using both mobile devices and conventional internet methods; and
- use their mobile device for social networking but engage in the activity less.

Millennials indicate a markedly greater integration of interactive media than Baby Boomers in all but one aspect:

- deploying mobile device and traditional online tools;
- using internet resources for functional and entertainment reasons; and
- interactive links with brands or retailers via blogs and couponing activities.

Despite their considerably greater engagement with interactive media, Millennials indicated a much lower inclination to make online purchases than either or the two older cohorts.

What are the implications? Article 1

- A major distinction among Millennials is the propensity to download applications particularly “utility apps” to connect to retailers or brands.
- Marketers including retailers and manufacturers should incorporate practical uses of technology into their interactive marketing media when targeting Millennials. **Millennial consumers in the study do not purchase products online compared to the older cohorts.**



- Marketers should be cognizant of the potential to irritate the Millennial consumer with too much contact or potentially inflated promotional promise.
- Firms who undertake these efforts must also ensure that they deliver value in terms of information and time to the dubious Millennial consumer.
- Efforts to integrate business with pleasure may actually irritate rather than attract the Millennial consumer.

04

Longitudinal study of digital marketing strategies targeting Millennials

Data were collected over a three-year period (2009 to 2011) by surveying Millennials (1384) at a prominent southwest US university.

What we learned from Article 2

- Coupons were easily the most preferred form of online advertising.
- Side-panel advertisements and email updates were roughly equal in second spot.
- Preference for YouTube advertisements declined steadily, possibly due to the intrusive nature of ads, which appear before the viewer can access requested material;
- Ads in the form of a game also showed a decrease in popularity;
- Least favored were pop-up ads, with only around 4 percent of respondents choosing the form.

- Use of graphics was overwhelmingly considered most effective each year;
- Subjects also placed increasing value on personalization;
- An interactive site, bright colors and a simple, professional layout were next in line.
- Using the word 'free' was least effective.

What are the implications? Article 2

Millennials are responsive to online coupons; a company should use this form of online advertising extensively.

Businesses can effectively communicate with Millennials through email updates

Do not use pop-up ads

Spend the extra money to have superb graphics on a company web site. Encourage Millennials to write online reviews by giving them a discount or coupon as an incentive.

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