

## Target Gen Y India - Online or Offline?

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**ABSTRACT:** Millennials, Generation We, Global Generation, Generation Next, the Echo Boomers, Trophy Generation, are the various nomenclatures for Generation Y (those born between the early eighties and late nineties). By whatever name they may be called, a slot in their hearts and mind has indeed become the coveted prize that every marketer races after. They would constitute the largest chunk of the market after the Baby Boomers, besides having enormous spending power. Their mandatory activities include being on Facebook, IMing, watching YouTube etc., In short they prefer to stay wired 24/7. So marketers presume that going online would be the ideal way to reach them.

This study aims to analyse whether the marketing paradigm shift of “moving from the idiot box to the social networking sites as an effective media for reaching Gen Y has really come of age in the Indian market. Are brand recalls more from online or offline media? Is there a need for adopting a Cross Media approach to target this specific group? Previous studies (Xavier Drèze Wharton School, University of Pennsylvania & François-Xavier Hussherr Mediametrie, 2003) have tried to understand why banner advertising on the Internet is ineffective. This study uses empirical methods and parametric tests that may give insights into generational segmentation and targeting of marketing communications.

**Keywords:** advertising online, brand recall, Cross Media, Gen Y.

### I. INTRODUCTION

Millennials, Generation We, Global Generation, Generation Next, the Echo Boomers, Trophy Generation, Boomerang Generation or Peter Pan Generation are the various nomenclatures for Generation Y (those born between the early eighties and late nineties). By whatever name they may be called a slot in their hearts and mind has indeed become the coveted prize that every marketer races after. They would constitute the largest chunk of the market after the Baby Boomers, besides having enormous spending power. Their mandatory activities include being on Facebook, IMing, watching YouTube etc., In short they prefer to stay wired 24/7. So marketers presume that going online would be the ideal way to reach them. Gen Yers often raised in dual income or single parent families have been more involved in almost all family purchases from groceries to new cars. They are sophisticated, technology oriented yet considered to be immune to many marketing techniques and sales pitches since they have been exposed to them from their early childhood.

#### 1.1 Objective

- i. This study aims to analyse whether the marketing paradigm shift of “moving from the idiot box to the Internet sites as an effective media for reaching Gen Y”, has really come of age in the Indian market.
- ii. Are brand recalls more from online or offline media?
- iii. Is there a need for adopting a Cross Media approach<sup>[1]</sup> to target this specific group?

#### 1.2 Review of Literature

Previous studies<sup>[2]</sup> (Xavier Drèze Wharton School, University of Pennsylvania, François-Xavier Hussherr Mediametrie, 2003) have tried to understand why banner advertising on the Internet is ineffective. A print reader will more likely be exposed to an ad, even if it is only by skimming through a magazine. On the contrary, an Internet user directly clicks to an article of interest and will easier skip undesired information, resulting in less advertising exposure and thus less effective advertising. Moreover, the more active role in the Internet requires deciding and thus concentration, whereas a printed magazine can be skimmed through without concentrating on navigation, allowing higher receptiveness (Siegfried Numberger / Manfred Schwaiger, 2003)<sup>[3]</sup>

## II. METHODOLOGY

### 2.1 Data collection

Primary data was collected through survey method and secondary data through literature review.

### 2.2 Research design

The hypotheses were tested in an experimental design. The experiment aimed to understand the brand recall, recognition of subjects after being exposed to ads in print or Internet or both.

### 2.3 Sampling framework

The study was conducted in Chennai. Convenience sampling method was used. 90 questionnaires were administered out of which 60 completed questionnaires were considered for analysis.

### 2.4 Instrument development

A survey instrument in the form of closed and open ended questionnaire was developed for collecting data for the study. The Times of India paper and online edition dated 1/10/2012 was utilised for the experiment and analysis. The Web Motivation Inventory (Shelly Rodgers, Ye Wang, Ruth Rettie and Frank Alpert, 2007)<sup>[4]</sup> measured on a five point likert scale with inclusion of additional dimensions was utilised. Brand recall was measured using seven questions 2-8. The specific ad chosen was a full page color ad for Quantos by Mahindra. Ad recall was measured by providing a score of 1 for every correct answer to questions from 2 to 8. Hence the score could range from 0 to 7. The difference in the mean scores between and within samples has been calculated.

### 2.3 Methodology

Three groups consisting of randomly assigned members were formed. The groups exposure were to Print only, Internet only, and Print + Internet respectively for 20 minutes. After the task they were required to answer the questionnaire.

## III. DATA ANALYSIS

The following hypothesis were developed based on the literature review for one way ANOVA test

**H1:** There is significant difference between brand recall from exposure to Print advertisement and Internet advertisement

**H2:** There is significant difference between brand recall from exposure to Cross Media (Print and Internet) and single media (Internet)

**H3:** There is significant difference between brand recall from exposure to Cross Media (Print and Internet) and single media (Print)

**Table: 1 Demographic Profile of Respondents**

Characteristics		Frequency	Percentage
AGE	18-22	15	25
	23-27	12	20
	28-31	17	28
	32-36	16	27
GENDER	Male	30	50
	Female	30	50
EDUCATION	Diploma	5	8
	12 <sup>th</sup>	10	17
	UG	25	42
	PG	15	25
	Others	5	8
INCOME Rs.	10000-30000	24	40
	31000-60000	22	37
	61000-90000	8	13
	91000-100000	5	8
	Above 100000	1	2

Most of the Gen Y respondents in the age group of 28-31 are undergraduates with monthly income of upto Rs.60000.

**Table 2: One way ANOVA for difference in brand recall from exposure to Print and Internet ad**

Source of variation	Sum of squares	Degree of freedom	Mean square	F ratio	5% f limit
Between sample	19.6	1	19.6	4.209251	4.0913
Within sample	181.6	39	4.65641		

Since the calculated value of F is higher than the table value of F accept H1. Between samples variance is considerable but not as high as that in Cross Media and Internet ad as indicated in TABLE 3

**Table 3: One way ANOVA for difference in brand recall from exposure to Cross Media and Internet ad**

Source of variation	Sum of squares	Degree of freedom	Mean square	F ratio	5% f limit
Between sample	62.5	1	62.5	14.38902	4.0913
Within sample	169.4	39	4.34359		

Since the calculated value of F is higher than the table value of F accept H2. Between sample variance is the highest indicating a definitely better recall from Cross Media when compared to exposure to only Internet ads

**Table 4: One way ANOVA for difference in brand recall from exposure to Cross Media and Print ad**

Source of variation	Sum of squares	Degree of freedom	Mean square	F ratio	5% f limit
Between sample	12.5	1	12.5	3.537736	4.0913
Within sample	137.8	39	3.533333		

Since the calculated value of F is higher than the table value of F accept H3. Between samples variance is low indicating similar recall ability to the two variations in exposure.

The analysis proves that single media exposures may not suffice for an ever vibrant Gen Yers.

**4. Scope for further study**

The offline media are varied in their target audience, options and source effects and media classes other than Print and Newspapers may be explored.

Table 5: Purpose of Internet Usage <sup>[5]</sup> Age-wise

AGE	18-22	23-27	28-31	32-36	
I use Internet to					Total score
Play online games	60	44	32	50	186
<b>Watch online videos</b>	71	58	<b>70</b>	65	264
<b>Search for information I need</b>	65	60	<b>80</b>	75	280
Read entertainment news	32	40	20	35	127
Entertain myself with Internet games	65	48	75	66	254
Instant messaging others I know	72	23	70	70	235
Take a survey on a topic I care about	17	37	44	32	130
Amuse myself	30	32	53	42	157
Find latest trends	20	40	35	43	138
Read about current events and news	19	39	50	49	157
<b>Write a product review</b>	15	40	<b>75</b>	80	210
Give my opinion on a survey	43	13	32	32	120
Buy a gift card for friend/family	15	12	18	16	61
Talk to a knowledgeable individual	25	54	42	32	153
Listen to other peoples problem	37	22	54	18	131
Respond to a posting on a website	34	24	75	40	173
Join a group	65	55	60	63	243
Participate in an online chat	44	31	33	32	140
<b>Comparison shop</b>	60	50	<b>82</b>	76	268
Download coupons	15	35	22	31	103
Find info for others	56	43	21	43	163
Find a website someone recommended	35	30	45	43	153
Fill out an online survey	17	22	17	16	72
Visit entertaining websites	72	38	45	44	199
Build a relationship with others	60	49	34	39	182
Get answers to specific questions	41	54	78	66	239
Caste my vote	37	19	18	17	91
Listen to music	20	50	80	66	216
Download music	70	55	45	48	218
Shop online	20	25	29	34	108
Pay bills	20	24	32	78	154
<b>Online banking</b>	15	58	<b>82</b>	80	235
<b>Book tickets</b>	39	60	<b>80</b>	75	254
Buy second hand products	16	20	17	16	69
Search for source of products	45	52	65	79	241
<b>Total</b>	1367	1356	<b>1710</b>	1691	

The above table indicates that of the activities that can provide useful insights for marketers to reach them, Gen Yers use the Internet for watching videos online, booking tickets, comparison shopping, online banking, searching for information and writing a product review.

#### IV. CONCLUSION

The key finding is not to choose between bricks or clicks but to adopt both bricks and clicks. This generation of consumers would surf through the Internet for information about a particular brand just as they are listening to their friends voicing out their experiences about the same brand on smartphones. Thus the online media cannot be a stand alone beacon. It has to be integrated with the traditional media. But this does not undermine the cause of online advertising since the economically independent segment of Gen Yers (28-31) utilise the Internet for comparison shopping. Maybe it may be a shift from “WoM Word of Mouth” to “WoW Word of Web”.

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#### ANNEXURE: QUESTIONNAIRE

- I
- 1) Name (optional): \_\_\_\_\_
  - 2) Gender: Male / Female
  - 3) Age: a) 18-22 b) 22-26 c) 27-31 d) 32-36
  - 4) Income level:  
Self / Parents a) 10,000-30,000 b) 31,000-60,000 c) 61,000-90,000 d) 91,000-1,00,000 e) above 1,00,000
  - 5) Education: a) diploma b) +2 c) UG d) PG e) others

#### II

- Q1. How often do you use the Internet?  
a) daily b) As and when the need arises c) May be once in a week d) never

Q2. While completing the task, do you recall seeing one or more ads?  
Yes /No If yes, please enter the brand(s) advertised

Q3. State the feature of the above ad which was impressive.

Q4. Which of the following ads do you recall seeing during the task:

- Lifestyle
- UCO bank
- SMOKELESS TOBACCO ASSOCIATION
- BSNL
- STYLEONE
- QUANTO
- DELL
- NAKSHATRA

Q5. What is the colour of the vehicle in the Quanto ad?

- Blue
- Grey
- Red
- White

Q6. What slogan was used to advertise Quanto?

Q7. Which main feature of Quanto seemed attractive?

Q8. What is the mileage indicated in the ad?

- i) 20.2
- ii) 18.5
- iii) 17.21

iv) 21

Q9) What are the sources that make you aware about the product?

(a) Television (b) Banner (c) Newspapers (d) Magazines (e) Internet f) others

**Q10) Please circle the number that best represents your agreement or disagreement**

<b>I use the Internet to</b>	<b>Strongly disagree</b>	<b>disagree</b>	<b>neutral</b>	<b>agree</b>	<b>Strongly agree</b>
<i>Play online games</i>					
<i>Watch online videos</i>					
<i>Search for information I need</i>					
<i>Read entertainment news</i>					
<i>Entertain myself with Internet games</i>					
<i>Instant messaging others I know</i>					
<i>Take a survey on a topic I care about</i>					
<i>Amuse myself</i>					
<i>Find latest trends</i>					
<i>Read about current events and news</i>					
<i>Write a product review</i>					
<i>Give my opinion on a survey</i>					
<i>Buy a gift card for friend/family</i>					
<i>Talk to a knowledgeable individual</i>					
<i>Listen to other peoples problem</i>					
<i>Respond to a posting on a website</i>					
<i>Join a group</i>					
<i>Participate in an online chat</i>					
<i>Comparison shop</i>					
<i>Download coupons</i>					
<i>Find info for others</i>					
<i>Find a website someone recommended</i>					
<i>Fill out an online survey</i>					
<i>Visit entertaining websites</i>					
<i>Build a relationship with others</i>					
<i>Get answers to specific questions</i>					
<i>Caste my vote</i>					
<i>Listen to music</i>					
<i>Download music</i>					
<i>Shop online</i>					
<i>Pay bills</i>					
<i>Online banking</i>					
<i>Book tickets</i>					
<i>Buy second hand products</i>					
<i>Search for source of products</i>					

Q11)

<b>How often do you</b>	<b>Very often</b>	<b>Often</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>
Read a newspaper					
Read magazines					
Watch TV					
Surf the Internet					
Go out					
Listen to the radio					
Go out with family or friends					