

The Effect of Advertising on Brand Choices of Z Generation Children and Their Social Media Consumption Habits

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Abstract : Children determine the direction of the power of consumption. They affect the decisions of their parents but they also reached to a significant purchasing power themselves. Children, who are turning interactive behavior to normal behavior are becoming the decision makers in a company's survival. Companies that analyze this effective target audience can communicate successfully with children. Children, who are interactive individuals, are closer to advertising. They are almost talking better with advertising. They are not afraid to express their likings, as well as their dislikes. Children have an interactive lifestyle and they were exposed to the vast changes in technology after year 2000. They do not know a life without internet, they spend mobile life in internet. This Z generation is the new determinants of brands. Z generation finds it appropriate to be brand ambassadors and they completely changed traditional media and traditional consumer behavior. These children live social reality with virtual reality and they feed brands differently. Brands that interact with Z generation are affected by this feeding positively, while brands that keep interaction in traditional levels are affected negatively. In this research we examine the communication, advertising and brand behaviors of Z generation. We especially analyze this generation's interaction with social media brands and their interactive attitudes.

Keywords : social media, Z generation, children, advertising, brand choice

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