



## **STAGE 2 PROJECT**

**AUGUST 2001**

### **Marketing to the Youth Market**

According to the 1996 Census of Population over one third of the population in the Republic of Ireland is under 20 years of age. The youth market represents a significant segment for many companies targeting consumer markets. Many products and services are specifically aimed at this market. For this age group, sectors such as clothing, footwear, cosmetics, sports goods, food, music, television, soft drinks, cinema, electronic games, magazines and fast food attract significant marketing attention. Brands such as Nike, Nintendo, Levi, Diesel, Kickers, McDonalds, Coca-Cola are all examples of brands positioned to appeal to this market group. Many retail operations have increased their success by targeting this youth market.

These consumers are at an age when their buyer behaviour is starting to develop and brand loyalties are beginning to be built. While their attitudes and values may be similar to their parents these may be demonstrated differently in their choice of products and buyer behaviour. This segment is very familiar and comfortable with new technology and is confident to try new concepts and new technological developments.

The purpose of this project is to identify the challenges and opportunities provided by this segment for consumer goods marketers.

#### **The Project**

- Select one sector where the youth market is a significant segment. Identify and discuss the key marketing trends within this sector. This analysis should include an investigation based on secondary research of the marketing activities currently employed in this marketplace.

**35 marks**

- Using appropriate primary research methods undertake an investigation to assess the market's response to these marketing activities. Attempt to identify significant factors which influence buying behaviour in this segment.

Details of how the research project was designed and implemented are required.

**45 marks**

- On the basis of this analysis speculate on possible future developments in marketing to this age group.

**20 marks**

**JUNE 2001**

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources. You should do this by including the name of each author in brackets at the relevant point in the text and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **SEPTEMBER 3, 2001**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying as applies in the Examination Hall - all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. Please sign the attached statement and incorporate it into your project after the bibliography.