Building Brand Loyalty Through Youth Consumers and the use of Grass Roots Consumer Marketing

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ABSTRACT

The following study explores the different approaches that a brand can take towards building brand loyalty. The study focuses on the differences of targeting youth consumers as opposed to adult consumers when building that loyalty and brand awareness. Briefly, Keller defined brand awareness as the ability to identify the brand under different conditions, and added that it consists of brand recognition and brand recall (as cited in Kwang-Ho, Minsung & Won-Moo, 2011). The basis for building brand loyalty is creating brand recognition in conjunction with building relationships with consumers. This study investigates the benefits of using grass roots marketing as a strategy for building that brand loyalty with youth consumer markets.

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Chapter 1

Introduction

Statement of the Problem

This study focuses on various aspects of building brand loyalty towards youth consumers and how current marketing strategies in the clothing company industry are used. Typically marketing and public relations professionals have used branding and mass media as a way to increase visibility of a brand allowing them to stand out and create loyalty to said brand. Defined by Ross and Harradine (2007), brands are:

> An identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values, which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition.

Briefly, Keller defined brand awareness as the ability to identify the brand under different conditions, and added that it consists of brand recognition and brand recall. He judged brand awareness to be important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (as cited in Kwang-Ho, Minsung & Won-Moo, 2011).

According to Gustafsson, a wide variety of programs have been developed and implemented to increase customer loyalty. The majority of these programs target customers' functional and economic benefits (e.g. price-discounts, coupons, mileage programs, etc.). However, these types of loyalty programs are necessary but not a sufficient condition to simultaneously increase multifaceted customer loyalty. Increasing customer loyalty entirely

requires a customized marketing strategy that varies by each different type of loyalty (as cited by Kwang-Ho et al., 2011). By using a type of grass roots consumer marketing as opposed to mass media marketing a longer lasting brand loyalty can be built with youth consumers.

Background of the Problem

The existing literature regarding grass roots marketing in regards to brand loyalty is relatively minimal. It mainly focuses on the benefits of branding through the use of mass media marketing. The literature is also lacking in the area of targeting youth consumers with grass roots marketing efforts and the benefits that are possible in creating brand loyalty. The importance of reaching children at a young age with specific tactics to build brand loyalty is huge.

It is suggested that decision-making skills emerge throughout childhood and that brand reliance is firmly established in children as young as two years old (Ross & Harradine, 2004). Erdem and Swait state that brands provide firms with an opportunity to distinguish their product offerings and provide consumers with information about the product, particularly quality and self-identity (as cited in Strizhokoya, Coulter & Price, 2008). Youth consumers are searching to build their self-identity and brands can capitalize on that. Although significant research into adult buying behavior and branding does exist, it is not appropriate to assume that this can be applied to younger consumers (as cited in Ross & Harradine, 2004).

Purpose of the Study

According to current trends in the field of lifestyle clothing and marketing, mass media is the chosen route. The influence of grass roots marketing to build brand loyalty is down played as a strategy to reach consumers effectively. Shifts in culture have proved that response to mass media marketing is declining and there are other alternatives to build your brand. Lifestyle clothing companies have started to implement strategies to reach youth consumer markets in a

personalized way. Through the use of grass roots consumer marketing brands can capitalize on the growing field of youth consumers to build brand loyalty and create returning customers for life. By investigating the current strategies used to market clothing brands to youth it will benefit marketing, public relations, and clothing companies who consistently develop and manage brands.

Setting for the Study

This study will be done as part of the data collection for a Senior Project at California Polytechnic State University located in San Luis Obispo, California. Interviews will be conducted with three experts in the following fields: marketing, public relations, and the clothing industry.

Research Questions

The study used following research questions that were designed to answer fundamental gaps in the existing literature on the topic development and evaluation of grass roots marketing towards youth consumers to build brand loyalty. Each question was created after investigating the existing information on the topic in order to acquire additional pertinent and necessary data from professionals in the fields of marketing, public relations, and clothing for the study.

1. How does one create loyalty through the use of branding?
2. How do product-branding efforts affect different aged demographics?
3. How does lifestyle clothing branding affect younger consumers?
4. Why is brand loyalty incorporated in the grass roots marketing of lifestyle fashion?
5. What is the success of grass roots marketing in sustaining youth consumer loyalty to the established brand?

Definition of Terms

The following terms are defined to clarify several of the terms on the topic and assist the reader and provide context to the remainder of the study.

Brand: An identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values, which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition (Ross and Harridine 2007).

Brand Community: defined in terms of the relationships in which the customer is situated, including relationships between the customer and the brand, between the customer and the company, between the customer and the product in use, and among fellow customers. Brand communities create loyalty, causing the consumer to intend to keep the relationship and ultimately repurchase your product (as cited by Kwang-Ho et al., 2011).

Brand awareness: the ability to identify a brand under different conditions, it consists of brand recognition and brand recall. Brand awareness is important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (as cited in Kwang-Ho, Minsung & Won-Moo, 2011).

Brand Alliance: the short-or-long term association of both tangible and intangible qualities associated with brand partners in order to increase visibility of one or both brands (Kahle & Kim, 2006, p. 7).

Brand Loyalty: the increased profits or benefits of a branded product, corporation or person compared to those with no brand name attached (Kahle & Kim, 2006, p. 7)

Organization of the Study

Chapter 1 included the background of the problem, purpose of the study, and a definition of terms. Chapter 2 will identify the trends regarding brand loyalty and marketing to youth consumers by reviewing the current literature on the topic. Chapter 3 will present the methodology of the study. In Chapter 4, the findings will be presented and organized based on the original research questions. The data will then be analyzed compared to the current literature on the topic. Lastly, Chapter 5 will include a summary of the study and recommendations for professionals in the marketing, public relations, and clothing industry to develop and manage a grass roots marketing campaign.

Chapter 2

Literature Review

Creating consumer loyalty through the use of brand awareness.

According to Ross and Harridine (2007) a brand can be defined as:

> An identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values, which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition.

Briefly, Keller defined brand awareness as the ability to identify the brand under different conditions, and added that it consists of brand recognition and brand recall. He judged brand awareness to be important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (as cited in Kwang-Ho, Minsung & Won-Moo, 2011).

According to Gustafsson, a wide variety of programs have been developed and implemented to increase customer loyalty. The majority of these programs target customers' functional and economic benefits (e.g. price-discounts, coupons, mileage programs, etc.). However, these types of loyalty programs are necessary but not a sufficient condition to simultaneously increase multifaceted customer loyalty. Increasing customer loyalty entirely requires a customized marketing strategy that varies by each different type of loyalty (as cited in Kwang-Ho et al., 2011).

Dick and Basu categorize four kinds of loyalty: true, latent, spurious, and low loyalty (as cited in Kwang-Ho et al., 2011). Ganesh classifies loyalty behaviors into two categories, so that active loyalty includes positive word-of-mouth and additional sales, whereas passive loyalty includes service maintenance. In addition, brand community offers a space for committed users to express their brand improvement ideas and/or complaints about bad experiences with the brand (as cited in Kwang-Ho et al., 2011). Schappe explains that such expressions appear more from highly committed users, which represent the positive relationship between brand community commitment and constructive complaints from brand community users (as cited in Kwang-Ho et al., 2011).

According to McAlexander a brand community is often defined in terms of the relationships in which the customer is situated, including relationships between the customer and the brand, between the customer and the company, between the customer and the product in use, and among fellow customers (as cited in Kwang-Ho et al., 2011). Kelly and Thibaut note that the repurchase intention has been broadly defined and widely examined in social psychology and marketing. In social exchange theory and the investment model within social psychology, repurchase intention is explained as relationship maintenance (as cited in Kwang-Ho et al., 2011). On the other hand Morgan and Hunt say that studies in marketing channel management or in organizational behavior conceptualize repurchase intention in terms of relational commitment, as an intention to keep the relationship. Brand communities create loyalty, causing the consumer to intend to keep the relationship and ultimately repurchase your product (as cited in Kwang-Ho et al., 2011).

Product-branding efforts towards different aged demographics.

Perceptions and motivation combine to shape people's attitudes, which can be defined by Hilgard as an orientation towards and a readiness to respond in a predetermined manner to related objects, concepts or situations (as cited in Strizhokoya, Coulter & Price, 2008).

Erdem and Swait state that brands provide firms with an opportunity to distinguish their product offerings and provide consumers with information about the product, particularly quality and self-identity (as cited in Strizhokoya et al., 2008). According to Askegaard, in contemporary consumer culture, brands have also become part and parcel of a nuanced interplay of ideologies that structure marketplace interactions and social life. With modern access to a complex array of brands, consumers around the world choose daily whether to purchase branded products versus unbranded alternatives (as cited in Strizhokoya et al., 2008).

Studies performed by Holt (2004), Swait & Erdem (2007), and Sprott (2009) show a significant body of work that has linked consumer use of signals of brand quality and self-identity to higher sales and consumer loyalty. They contend that the greater consumer use of branded products as signals of quality and self-identity, the greater the importance attributed to branded products; and the greater the use of brands as signals of quality and self-identity, the greater the purchases of brands (as cited in Strizhokoya et al., 2008).

Reflected by Hite, the age at which brand importance becomes significant to young consumers is the keystone for marketers as it allows them to better predict the evaluative judgments and purchase decisions made and influenced by children when they become adults. He further suggest that decision-making skills emerge throughout childhood and that other studies suggest that brand reliance is firmly established in children as young as two years old (Ross & Harradine, 2004).

Although significant research into adult buying behavior and branding exists, it is not appropriate to assume that this can be applied to younger consumers (as cited in Ross & Harradine, 2004).

Edgecliffe-Johnson quotes Roedder John:

> Advertisers should not assume children see brands in the same way as adults. Although children of seven or eight may recognize a brand, they will not use the information in the same way. To them, a brand is something familiar, a point of reference.

Market segmentation, literally, means separating the group of potential buyers (market, from the Latin verb mercor, to buy) into two or more subgroups (segments, from the Latin seco, I cut) using specific segmentation criteria (Martins 2009, p. 30). There is consensus that demographic variables are appropriate segmentation bases for consideration (Martins 2009, p. 31).

The role of new media is important given that parents, have not been exposed to this media at the same age as their children. They may therefore lack an understanding of the marketing communications potential of the Internet, mobile phones and computer games. Further describes how children's influence has increased: "After children have conformed to their peers they then decide to convey the acquired information to their parents. This in turn can influence parents' consumption and decision making,"(Ross & Harradine, 2007).

Clothing branding and its affect on younger consumers.

According to Chisnall, the mass media, particularly television, are of prime importance in alerting children to new types and brands of products, as well as presenting inviting images of new life-styles, with projected promises of social success associated with buying,"(as cited in Ross & Harradine, 2007).

The task for the marketer is to understand the role of children as consumers, in order to develop a long-term, profitable relationship in the future. The relationship between branding and customer loyalty has generated increased attention by marketers over recent years (Ross & Harradine, 2004). Studies by Jobber (1998), Brassington and Pettitt (2000) and De Chernatony and McDonald (1998) clearly identify the benefits of successful brand building in relation to achieving sustainable profits through customer loyalty. It is in the organization's best interests to maximize these high sales and profits through attempting to generate brand loyalty in the very young consumer (as cited in Ross & Harradine, 2004). The longer-term benefits are well documented with Brassington and Pettitt (2000) and Edgecliffe-Johnson (1999) noting that children are an important target group for the marketer, largely because of the marketer's desire to create loyalty as early as possible in consumers lives. Furthermore, Gregan-Paxton and Roedder (1995) argue that children are playing an increasingly important role in purchasing clothing and footwear (as cited in Ross & Harradine, 2004). Children have never had it so good. Tomkins reports that in industrialized countries, children's spending power is soaring. One US estimate puts the annual income of children up to 12 at $27.5 billion (as cited in Ross & Harradine, 2004).

According to Jamal and Goode, customers express themselves through the brands they like, and they are favorable and attached to brands having higher congruity with their self-image. As a result, they are highly likely to repurchase such brands consistently (as cited in Kwang-Ho et al., 2011). A positive attitude toward a brand is formed when consumers' self-image and brand image are congruous. Similarly, Grubb and Grathwohl insist that customers boost their self-concept by consuming the psychological aspects of products. This relationship between consumers' psychological fit, in other words, affective attachment to brand communities and

their favorable attitudes, such as commitment toward a brand community (as cited in Kwang-Ho et al., 2011).

Brand loyalty incorporated in the grass roots marketing of lifestyle fashion.

Grass roots marketing approaches are about reaching customers on a more personal level. In an effort for growth in the company Brita, the VP of marketing, Suzanne Sengelmann for specialty products found that even with a 2008 media budget of just over $18 million, per TNS Media Intelligence, PR has become a driving force for Brita.

In an article Sengelmann said:

> The idea of Filter for Good, which started really as a PR idea in our partnership with Nalgene. We developed a website called FilterforGood.com for people to go get information on where to purchase the products or, more important, what they can do to make a difference. That started as a grassroots idea. We kept getting so much traction behind it that we actually altered our broad-scale mass-media message to reflect that as well (Neff, 2009).

Commitment as a psychological attachment leads to customers' proactive behavior (Bettencourt, 1997), such as positive word-of-mouth (Dick and Basu, 1994). Specifically, when customers are affectively committed to a service company, they identify themselves with the company's vision and value, and in turn they are interested in the growth of the company. As a result, they demonstrate proactive behaviors such as positive word-of-mouth (Chonko, 1986). In short, customers' sense of unity with a brand community leads to their active word-of-mouth.

Major brands of sportswear such as Nike and Adidas systematically advertise their products and brand name in important media such as television and magazines. The main aim of these campaigns seems to be the enhancement of their brand image and awareness, perhaps more than

immediate sales improvements . . . the image building, in other words, mainly prepares for the future (Waterschoot, 2000).

Example of successful grass roots marketing campaign for sustaining youth consumer loyalty to established brands.

First of all, it is clear that a company's brand community marketing activities have the power to influence the strength of the relationships among community participants, the brand, and the company. Accordingly, companies recognizing the important role of brand community should make every effort to actively manage a brand community (Kwang-Ho et al., 2011).

Second, the provision of a space in which customers can directly participate would be very effective in enhancing customers' loyalty toward a brand. Brand communities are useful spaces where consumers get involved, exchange relevant information among members, and broaden their understanding about brands. Since customers' participation often leads to brand loyalty activities, brand communities should be considered as a tool to improve marketing effectiveness (Kwang-Ho et al., 2011).

Third, the noted importance of brand communities offers new insights for customer relationship management and related marketing activities. Following the trend of companies making the most of customers' positive word-of-mouth in their marketing strategies (e.g. P&G organized communities, such as vocalpoint.com and tremor.com, and using them in the new product launching process), suggestions on ways to increase community commitment should make valuable contributions to companies' customer relationship marketing (Kwang-Ho et al., 2011).

Fourth, it is suggested that trust and affect are vital factors in enhancing customers' brand community commitment, raising the question as to how a company might increase trust and

affect in the minds of its brand community users. Brand community managers should help users to develop an emotional bond with the brand community and the brand. Sustained efforts to make users feel pleasure and enjoyment will enhance the affective atmosphere of the brand community. In addition, brand community mangers should engage in careful knowledge management to ensure that all the available information is trustworthy. Considering that trust is more influential than affect on brand community commitment and loyalty behaviors, as identified in this study, brand community managers should take precautions to enhance the level of trust toward the brand community. Likewise, the brand community website and community user activity should be designed to facilitate the enhancement of trust and affect toward the brand community (Kwang-Ho et al., 2011).

TransWorld Business wrote an article on Volcom and their grass roots marketing successes. Total creative expression is a defining quality of the Volcom brand and remains paramount in the execution of the tours. In the same fashion, this is how the tours began, incubated by passion, creativity and a straightforward approach (Belongea, 2011).

The Volcom skate and tour manager Jeff Arnold describes their techniques,

> I think the growth and popularity of the WITP & PBRJ tours is due to a single concept; kids are the most influential and intelligent people in the board sport industry. I personally try to avoid 'telling' kids what's cool and prefer instead to give them some freedom so they can tell me. In my opinion, this is the fulcrum of Volcom's grassroots marketing policy. Volcom formed the 'anti-contest.' It is to create a unique surfing environment, not a typical contest, but more like a gathering. It is where people can come together and hang out, without all the fees, rules, stipulations, and the lack of camaraderie at a normal surfing event. These

events are about giving back to the local surf communities and making it possible for kids without sponsors or the money to compete.

Adding to the original contest format, all three platforms are delivered with Volcom's signature artistic touch, loud and colorful themes decorate the contest zones (Belongea, 2011).

Chapter 3

Methodology

This chapter presents the methods used to collect data for the study including the data sources, collection and presentation of the data, delimitations, and limitations.

Data Sources

For this study, one expert from the field of grass roots marketing and one expert in the field of public relations were interviewed based on a single questionnaire. This questionnaire was specifically developed to answer the original research questions regarding the building of brand loyalty through the use of grass roots marketing for youth consumers.

Participants

The public relations expert selected is Jennifer Saxon, public relations professional for Mind Body Inc, a well- known firm in San Luis Obispo, California. Jennifer is also the Central Coast Public Relations firm teacher, the student run public relations firm at Cal Poly. The grass roots marketing expert selected is Nicole Hart, a self made photographer for Sweetharts photography.

Interview Design

The following questions and probes were asked each of the experts and served as data sources for the study:

1. How would you as an expert in your field create loyalty towards your company through the use of branding? Please give an example.
2. In your opinion how does marketing to adults differ from marketing to children? What is an ideal age to maximize a consumer's brand loyalty? What are examples of different product branding techniques different aged demographics?

3. How would you define the affects of branding towards younger consumers?
4. Why is a grass roots marketing plan a good technique in creating brand loyalty?
5. How can grass roots marketing help in sustaining consumer loyalty to an established brand? How can you measure the success of a said marketing campaign?

Data Collection

The method of data collection for this study was three individual interviews with each expert. The interviews were conducted during May 2012 and lasted approximately 45 minutes each. . According to experts cite qualitative interviews as instrumental tools in research, "Since intensive fieldwork can be time-consuming, the ethnographic approach can adopt a clinical perspective, where qualitative interviews are the main research instrument,"(as cited in Barker, 2011 pg. 17). During the interviews, experts were asked questions from a single questionnaire designed to provide answers to the original research questions while gaining insight into current branding and marketing techniques.

Data Presentation

The data collected during the each interview was documented through audio recordings using a digital voice recorder as well as written verbatim notes during and after the interviews to document any additional information that could potentially clarify the context of the responses. This method of data collection ensures that the data is presented in the most complete and objective way possible.

Delimitations

While interviews with Jennifer Saxon and Teens at Work were face-to- face interviews conducted in San Luis Obispo, California, the interview with Nicole Hart was conducted by phone. Due to her location in Brookings, Oregon the possibility of a face-to-face interview was not feasible for the study.

Limitations

Although the audio from the interview was recorded, there are some potential limitations based on the clarity and informality of the interviews. There are limitations to this study based on the type of data collected and interview process. The study was conducted to gain insight into grass roots marketing, branding, and youth marketing strategies in the experts' respective fields as well as their own personal opinions on building brand loyalty. Therefore, some limitations may exist based on the assumption that the responses are qualitative and opinion-based and therefore cannot be generalized.

Chapter 4

Data Analysis

Chapter 4 will provide descriptions of the experts interviewed in the study and summarize the respondents' answers to the questionnaire. Since the data was collected through recorded interviews lasting approximately 25 minutes, it will be presented in the form of direct quotations or paraphrased responses. The answers will then be analyzed and compared to the original research questions and the existing literature on brand loyalty and grass roots marketing as reviewed in Chapter 2.

Description of Participating Experts in Related Fields

Public Relations.

Jennifer Saxon was the public relations industry expert chosen for this study. Saxon is currently the Communications Manager at MINDBODY, Inc. Saxon is also the professor that oversees the student run public relations firm at Cal Poly, CCPR. She has nearly ten years of marketing, PR and media relations experience. MINDBODY, Inc is located in San Luis Obispo, California. It is a software consultancy company that has developed easy-to-use client and teacher management solutions for yoga, pilates, and spinning studios.

Grass Roots Marketing.

The grass roots marketing industry expert selected for the study was Nicole Hart, owner of SweetHarts Photography, a start up photography company. Hart has created her business from

the ground up over the past three years. Hart has single handedly created a self-sustaining successful photography business. Through the use of grass roots marketing she has a made a name for her company in the photography world. She is an expert in self-branding and creating brand loyalty through the use of grass roots marketing.

Personal Branding Questionnaire

Each expert was asked to respond to the following questions and probes regarding brand loyalty and grass roots marketing.

1. How would you as an expert in your field create loyalty towards your company through the use of branding? Please give an example.

Question #1 was asked to gain insight in the ways professionals would create any type of consumer loyalty towards their brand. The question was designed to clarify how a company uses branding techniques like image and design to make consumers stay loyal to their company.

- Jennifer Saxon: "You've branded your company so that people have this idea of what to expect from you. You need to deliver on that promise of what you've created your brand to be consistently," (Appendix A).
- Nicole Hart: "Since I have actually branded my company with my style, logo, presentation etc, my business has doubled. My clients see the work I put into my brand and they appreciate it. I believe they feel they are getting the special attention with all the details and time I put into it," (Appendix B).

2. In your opinion how does marketing to adults differ from marketing to children? What is an ideal age to maximize a consumer's brand loyalty? What are examples of different product branding techniques different aged demographics?

Question #2 was designed to investigate the variations of marketing a product or company to an adult versus a child and vice versa. The question helps to clarify and understand the difference between children and adults responses to marketing techniques. In order to get a full picture of the differences, a request for specific examples of techniques were included in the question.

- Jennifer Saxon: "If you look at it with those three things in mind, the emotional connection, the trust, transparency and delivering your promise. The younger the target audience is the easier to establish loyalty it is. They get really attached to things that are fun. They aren't as sophisticated as an older audience in regards to thinking that a company isn't telling them the truth," (Appendix A).
- Nicole Hart: "I have different brochures and art on display for both kids to look at and then adults. The children marketing tends to be bolder, colorful and playful, it catches their eyes and they can get excited about the experience they can have with me. For adults, I show them a variety of work that would appeal to them. I think marketing in general is about catching their eyes, you want it to be simple but bold. I think this works for all age demographics," (Appendix B).

3. How would you define the affects of branding towards younger consumers?

Question #3 was created to get a brief description from each respondent on how branding affects youth consumers. This question was included so that the experts could give insight into the successes or problems that are possible with marketing to youth consumers.

- Jennifer Saxon: "While it may be easier to capture their attention when they're younger than when they're older, you have to really deliver on that brand promise. Say you as a kid fall in love with this company you think they are the

greatest. If they do something that makes you feel like they've been lying to you, it will probably be impossible for them to get you back," (Appendix A).

- Nicole Hart: "I think with my line of work in Photography you have to keep it fresh and up to date. Especially with younger consumers, they are top of all the latest trends, and while your brand should constantly change you want to keep it fresh and updated," (Appendix B).

4. Why is a grass roots marketing plan a good technique in creating brand loyalty?

Question #4 was designed to highlight the definition of grass roots marketing. It was asked to find reasons why companies choose to use grass roots marketing efforts as opposed to mass media marketing. The question was asked in order to link and evaluate the connection of consumer brand loyalty to grass roots marketing efforts.

- Jennifer Saxon: "Grass roots from the ground up. Instead of blanketing everybody and hoping all the news filters down you have more targeted efforts. I think that if you are building a fan base starting young and you want them to continue with you grass roots is really good because is established a connection on a more personal level a more intimate level. That emotional connection is something that makes people identify with you," (Appendix A).
- Nicole Hart: "The experience and relationship I set with my clients is going to affect my future clients because if my clients have a great experience and they love the product they are going to tell someone and that brings in more clients. Also they will return to me in the future," (Appendix B).

5. How can grass roots marketing help in sustaining consumer loyalty to an established brand? How can you measure the success of a said marketing

campaign?

Question #5 was designed to get perspectives from each expert on how the ideas of grass roots marketing can create consumer loyalty to your brand or company. It was asked to gain insight of how to implement a grass roots marketing campaign and see results. To get a full picture and link together the questions, examples of ways to measure your success were requested.

- Jennifer Saxon: "Grass roots is really good because is established a connection on a more personal level a more intimate level. That emotional connection is something that makes people identify with you. So if your spending the time to pay attention to people and get to know them a little bit your building evangelists and advocates for your brand as your building an audience and awareness. As opposed to just building awareness and hoping people in their experience decide to become advocates. It's almost like your doing it at the same time on a grass roots level….One important thing when you have that strong following. Say you messed up, if you have a strong grassroots following they're much more forgiving. They'll give back support to you and will be forgiving if you maintain that transparency," (Appendix A).
- Nicole Hart: "grass root marketing helps build you business through word of mouth. If you give you customers a great experience and products that they want to share, that is advertising your brand. They can be marketing for you without even knowing that are working for you. Referrals are the best and when you get a referral it shows that the brand you are putting out there is desirable and being desirable is profitable," (Appendix B).

Research Questions

For this project, the following five research questions were designed to answer fundamental gaps in the existing literature on the topic development and evaluation of grass roots marketing towards youth consumers to build brand loyalty. Each question was created after investigating the existing information on the topic in order to acquire additional pertinent and necessary data from professionals in the fields of marketing and public relations.

Research question 1: How does one create loyalty through the use of branding?

- "Increasing customer loyalty entirely requires a customized marketing strategy that varies by each different type of loyalty," (as cited in Kwang-Ho et al., 2011).

Research question 2: How do product-branding efforts affect different aged demographics?

- "Reflected by Hite, the age at which brand importance becomes significant to young consumers is the keystone for marketers as it allows them to better predict the evaluative judgments and purchase decisions made and influenced by children when they become adults," (Ross & Harradine, 2004).
- "Although significant research into adult buying behavior and branding exists, it is not appropriate to assume that this can be applied to younger consumers," (as cited in Ross & Harradine, 2004).

Research question 3: How does lifestyle clothing branding affect younger consumers?

- "According to Jamal and Goode, customers express themselves through the brands they like, and they are favorable and attached to brands having higher congruity with their self-image. As a result, they are highly likely to repurchase such brands consistently. A

positive attitude toward a brand is formed when consumers' self-image and brand image are congruous," (as cited in Kwang-Ho et al., 2011).

Research question 4: Why is brand loyalty incorporated in the grass roots marketing of lifestyle fashion?

- "Commitment as a psychological attachment leads to customers' proactive behavior (Bettencourt, 1997), such as positive word-of-mouth," (Dick and Basu, 1994).
- "Specifically, when customers are affectively committed to a service company, they identify themselves with the company's vision and value, and in turn they are interested in the growth of the company. As a result, they demonstrate proactive behaviors such as positive word-of-mouth In short, customers' sense of unity with a brand community leads to their active word-of-mouth," (Chonko, 1986).

Research question 5: What is the success of grass roots marketing in sustaining youth consumer loyalty to the established brand?

- "TransWorld Business wrote an article on Volcom and their grass roots marketing successes. Total creative expression is a defining quality of the Volcom brand and remains paramount in the execution of the tours. In the same fashion, this is how the tours began, incubated by passion, creativity and a straightforward approach," (Belongea, 2011).

Brand Loyalty, Grass Roots Marketing, and Youth Consumer Data.

For this study, it was important to see what the said due to the relatively small amount of information that currently exists to connect the topics of grass roots marketing and brand loyalty

in the youth markets. In order to acquire this data Jennifer Saxon, a public relations expert, and Nicole Hart, a personal grass roots marketing specialist were interviewed for the study. They were each asked identical questions specifically designed to answer the original research questions in an individual interview setting. The following tables present the respondents' answers in the form of their individual perspectives on the original research questions.

Research question #1: How does one create loyalty through the use of branding?

This research question was studied in response to the current literature that exists on the topic of branding to create consumer loyalty in general. A substantial amount of research discusses using branding as a way to increase customer loyalty. For instance the literature states, "Increasing customer loyalty entirely requires a customized marketing strategy that varies by each different type of loyalty," (as cited in Kwang-Ho et al., 2011).

This question was asked to gain insight in the ways professionals would create any type of consumer loyalty towards their brand. The question was designed to clarify how a company uses branding techniques like image and design to make consumers stay loyal to their company. This question was asked to clarify and define branding and consumer loyalty in all aspects of the term in order to make the proceeding questions more easily understood for both the experts and the reader.

Table 1 summarizes he answers to this question elicited fairly consistent answers which all tied closely to the literature on the topic. Both of the respondents viewed branding as a way to differentiate a product, person, service, or company from competitors in one way or another. Saxon says that consumer loyalty is based upon trust for the company. Hart says that customers appreciate and have loyalty due to hard work and building relationships.

Table 1

Creating consumer loyalty through the use of brand awareness.

Respondent	What is branding?	Examples of ways to create loyalty.
Jennifer Saxon	Sum total of a persons experience with your company.	Developing trust from your target audiences.
Nicole Hart	Style, logo, presentation etc.	Put in the hard work so your customers see and appreciate it.

Research question #2: How do product-branding efforts affect different aged demographics?

This research question was studied in order to find out what the main differences are between the product branding efforts towards youth aged markets and adult aged markets. "Although significant research into adult buying behavior and branding exists, it is not appropriate to assume that this can be applied to younger consumers," (as cited in Ross & Harradine, 2004).

The question was designed to investigate the variations of marketing a product or company to an adult versus a child and vice versa. It was asked to help clarify and understand the difference between children and adults responses to marketing techniques. The question was asked in order to get a full picture of the differences between adult and youth marketing techniques effects.

Table 2

Product-branding efforts towards different aged demographics.

Respondent	Efforts toward adults	Efforts toward youth
Jennifer Saxon	Adults are much more savvy. They will not just take your word for it. You have to back up your claims with evidence.	Face Value, they get attached to things that are fun. Aren't as sophisticated as an older audience in regards to thinking that a company isn't telling them the truth.
Nicole Hart	Simple but bold in your design, also similar to youth to catch their eyes.	Tends to be bolder, colorful and playful. Catch their eyes and create excitement about the experience they can have.

In Table 2, Saxon and Hart had different views on how to market towards different demographics. Saxon highlights more of the emotion side of product branding efforts. Hart highlights the design and first impression side of product branding efforts. For Hart visual effort is a big part of creating a brand. For Saxon she focuses on understanding her consumers mind and adjusting your branding efforts to that.

Research question 3: How does lifestyle clothing branding affect younger consumers?

This research question was studied to find what strategies professionals are using in the field of lifestyle clothing to create brand loyalty with the youth consumer market. A positive attitude toward a brand is formed when consumers' self-image and brand image are congruous," (as cited in Kwang-Ho et al., 2011). Lifestyle clothing brands are creating a relationship with younger consumers by helping them form their self-image. This question was created to get a brief description from on how branding affects youth consumers. This question was included so

that I could find insight into the successes or problems that are possible with marketing to youth consumers.

Table 3

Clothing branding and its affect on younger consumers.

Respondent	How to brand company style.	How to towards youth.
Jennifer Saxon	Target that emotion connection when branding.	When targeting a young audience you want to bring them along with you for the rest of their lives.
Nicole Hart	Keep it fresh and up to date.	Especially with younger consumers, they are top of all the latest trends, and while your brand should constantly change you want to keep it fresh and updated.

In Table 3, Saxon and Hart had very different answers. Hart continues to stress the importance of visual branding for the youth aged consumer market. She says that the youth market is always heavily impacted by what they are seeing as attractive. It is important to her to keep an updated look for her company when it comes to attracting youth consumers. Saxon on the other hand says that as soon as you establish that emotional connection with the youth consumer market with your brand, you're set for life. You need to take advantage of their mind frame early on while they still trust you.

Research question 4: Why is brand loyalty incorporated in the grass roots marketing of lifestyle fashion?

This question was studied to discover what is currently being said in the literature about brand loyalty creation for brands. The literature states that you have to get your consumer to commit to your brand in order for them to start promoting your brand. "Commitment as a

psychological attachment leads to customers' proactive behavior (Bettencourt, 1997), such as positive word-of-mouth," (Dick and Basu, 1994).

The question was designed to highlight the definition of grass roots marketing. It was asked to find reasons why companies choose to use grass roots marketing efforts as opposed to mass media marketing. The question was asked in order to link and evaluate the connection of consumer brand loyalty to grass roots marketing efforts.

Table 4

Brand loyalty incorporated in the grass roots marketing of lifestyle fashion.

Respondent	**Brand loyalty creation.**	**Types of approaches.**
Jennifer Saxon	Grass roots campaigns are really good because it establishes a connection on a more personal level a more intimate level between consumer and brand.	Social Media, building relationships with individual consumers, and creating brand evangelists.
Nicole Hart	Give you customers a great experience and products that they want to share.	Word of mouth, building relationships with clientele, and referrals.

In Table 4, Saxon and Hart both emphasized the importance of giving your customer a great experience with your brand. They say that a grass root marketing campaign is important because it helps create things like positive word of mouth and referrals. Creating brand loyalty all depends on your consumer's user experience with your brand.

Research question 5: What is the success of grass roots marketing in sustaining youth consumer loyalty to the established brand?

This question was included to find out ways to measure the success or failure of different types of marketing campaigns. The literature states that, "Since customers' participation often

leads to brand loyalty activities, brand communities should be considered as a tool to improve marketing effectiveness," (Kwang-Ho et al., 2011).

The question was designed to get perspectives from each expert on how the ideas of grass roots marketing can create consumer loyalty to your brand or company. It was asked to gain insight of how to implement a grass roots marketing campaign and see results. To get a full picture and link together the questions, examples of ways to measure your success were requested.

Table 5

Example of successful grass roots marketing campaign for sustaining youth consumer loyalty to established brands.

Respondent	**Measure of success.**	**Test of loyalty.**
Jennifer Saxon	Strong following	Say you messed up, if you have a strong grassroots following they're much more forgiving. They'll give back support to you and will be forgiving if you maintain that transparency.
Nicole Hart	Word of Mouth	They can be marketing for you without even knowing that are working for you. Referrals are the best and when you get a referral it shows that the brand you are putting out there is desirable and being desirable is profitable.

In Table 5, Saxon and Hart highlight ways to measure the success of your brand loyalty campaign to sustain youth consumer loyalty to your established brands. If you have a strong following you will be able to measure that by your consumers reactions when things go wrong. Hart says that you can measure your following by evaluating how many customers you receive from word of mouth referrals.

Chapter 5

Discussion and Recommendations

This study was performed in response to recent discovery of the number of lifestyle clothing companies that have career positions centered on grass roots marketing. A variety of processes are used to brand a company, and recently grass roots marketing techniques are becoming more and more prevalent. Companies use different branding techniques to create brand loyalty from consumers young and old. This study strives to fill in the gaps in the literature regarding building brand loyalty with youth consumer markets. With the majority of case studies involving mass media and adult marketing, it was essential to collect data from experts in the marketing and public relations fields regarding their opinions on successfully building brand loyalty through youth consumers and the use of grass roots consumer marketing.

To find more information on current strategies being used by professionals in these fields, one expert in each field was interviewed based on a single questionnaire designed to answer the following research questions for the study:

1. How does one create loyalty through the use of branding?
2. How do product-branding efforts affect different aged demographics?
3. How does lifestyle clothing branding affect younger consumers?
4. Why is brand loyalty incorporated in the grass roots marketing of lifestyle fashion?
5. What is the success of grass roots marketing in sustaining youth consumer loyalty to the established brand?

Each research question was altered slightly to create applicable questions for interviews with each respondent. The questionnaire elicited a variety of responses that were tied to the literature on building brand loyalty, youth consumer markets and grass roots marketing.

Discussion

By analyzing the data collected from Chapter 4, connections made between experts' responses provided during the interview process, and the existing literature found in Chapter 2, it is possible to make conclusions regarding the following original research questions.

Research question #1: How does one create loyalty through the use of branding?

Both of the experts responded by discussing first their perspectives on branding in general, and second their perspectives on creating loyalty. Jennifer Saxon defined branding as the sum total of a persons experience with your company. She said that to create loyalty you must develop a trusting relationship between your target audience and your brand. Nicole Hart focused on the fact that visual materials associated with your brand create branding. She says that consumers have loyalty to a consistent performance and look associated with your brand.

The literature reflects a similar perspective. Briefly, Keller defined brand awareness as the ability to identify the brand under different conditions, and added that it consists of brand recognition and brand recall. He judged brand awareness to be important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (as cited in Kwang-Ho, Minsung & Won-Moo, 2011).

Overall it is possible to conclude that a company can use branding to create loyalty towards their brand by a variety of factors including visual consistency, reliable performances, and developing trusting relationships.

Research question #2: How do product-branding efforts affect different aged demographics?

The expert Jennifer Saxon responded to the question highlighting the differences psychologically between adults and children. She pointed out that adults are much more savvy and that you have to back up your claims as a brand with evidence so that adults trust your brand. Youth on the other hand are more easily attached to your brand. They take your promises for face value as opposed to just believing you because you claimed it. Nicole Hart differed in her response due to her focus on visual branding. She says that adult consumers should be targeted with bold designs. Youth consumers on the other hand respond better to exciting, colorful, and playful product branding.

The literature reflects similar responses to the research question and the experts opinions. Reflected by Hite, the age at which brand importance becomes significant to young consumers is the keystone for marketers as it allows them to better predict the evaluative judgments and purchase decisions made and influenced by children when they become adults. He further suggest that decision-making skills emerge throughout childhood and that other studies suggest that brand reliance is firmly established in children as young as two years old (Ross & Harradine, 2004). Although significant research into adult buying behavior and branding exists, it is not appropriate to assume that this can be applied to younger consumers (as cited in Ross & Harradine, 2004).

Overall, there are several similarities and differences between product branding towards adult consumers and youth consumers. Both require necessary similar marketing strategies, however, as Saxon suggested, adults are more savvy to efforts and youth are more easily attached to your brand. Building that trust is a key component for both demographics to become loyal.

Research question #3: How does lifestyle clothing branding affect younger consumers?

When the experts were asked to briefly describe clothing branding affected younger consumers, each answered differently, but elicited similar points in regards to impressionability. Saxon and Hart had very different answers. Hart continues to stress the importance of visual branding for the youth aged consumer market. She says that the youth market is always heavily impacted by what they are seeing as attractive. It is important to her to keep an updated look for her company when it comes to attracting youth consumers. Saxon on the other hand says that as soon as you establish that emotional connection with the youth consumer market with your brand, you're set for life. You need to take advantage of their mind frame early on while they still trust you.

The literature reflects similar perspectives on the According to Jamal and Goode, customers express themselves through the brands they like, and they are favorable and attached to brands having higher congruity with their self-image. As a result, they are highly likely to repurchase such brands consistently. A positive attitude toward a brand is formed when consumers' self-image and brand image are congruous (as cited in Kwang-Ho et al., 2011).

Overall the first steps in branding clothing towards youth consumers should include visual branding and emotional connections in order to establish a self-image connection. This in turn will create positive youth consumer attitudes towards your brand.

Research question #4: Why is brand loyalty incorporated in the grass roots marketing of lifestyle fashion?

When the experts were asked why grass roots marketing should be incorporated in the creation of brand loyalty, their answers were similar. Saxon and Hart both emphasized the importance of giving your customer a great experience with your brand. They say that a grass

root marketing campaign is important because it helps create things like positive word of mouth and referrals. Creating brand loyalty all depends on your consumer's user experience with your brand.

The literature gave similar answers regarding brand loyalty. (Chonko, 1986).

> Specifically, when customers are affectively committed to a service company, they identify themselves with the company's vision and value, and in turn they are interested in the growth of the company. As a result, they demonstrate proactive behaviors such as positive word-of-mouth In short, customers' sense of unity with a brand community leads to their active word-of-mouth.

Overall grass roots marketing techniques are the best way to create brand loyalty for your company. The literature and the experts stated that building positive relationships with customers can create word of mouth and referrals. Those are the ultimate signs of consumer loyalty.

Research question #5: What is the success of grass roots marketing in sustaining youth consumer loyalty to the established brand?

All of the experts were asked how to measure success rates regarding grass roots marketing techniques to create consumer loyalty. Saxon and Hart highlight ways to measure the success of your brand loyalty campaign to sustain youth consumer loyalty to your established brands. If you have a strong following you will be able to measure that by your consumers reactions when things go wrong. Hart says that you can measure your following by evaluating how many customers you receive from word of mouth referrals.

The literature reflects this comparison as well. Since customers' participation often leads to brand loyalty activities, brand communities should be considered as a tool to improve marketing effectiveness (Kwang-Ho et al., 2011).

Overall companies can measure the success rate of their consumer loyalty growth through grass roots marketing techniques by keeping track of their word of mouth reputation and number of referrals.

Recommendations for Practice

After completion of the study, substantial data has been collected and analyzed on the topic of building brand loyalty through younger consumers and the use of grass roots consumer marketing. Given the information, it is important to highlight the most important content and present it for future marketing, public relations, and clothing industry professionals. Some recommendations for practice include capitalizing on the influence of youth consumers, using grass roots consumer marketing techniques to build relationships with the brand's target audience, and managing your current consumers loyalty so that they stay aligned with your brand.

Brand loyalty starts with a relationship.

There are a million brands out there, if you want to stand out you must build relationships with your consumers. Jennifer Saxon, communications director at MINDBODY INC says, "So a brand is really the sum total of a persons experience with your company, your product, your association. In order to develop loyalty you need to develop trust with your target audiences." Companies really need to focus on how to gain that trust with their target audiences. This is where grass roots style consumer marketing comes in. To gain that trust you must market to them in personal one on one ways as opposed to mass media. It creates a unique personal relationship so that the consumer can identify with your brand on that personal level. By creating a community of consumers surrounding your brand you ultimately create loyalty towards your

brand. “Brand communities create loyalty, causing the consumer to intend to keep the relationship and ultimately repurchase your product,” (as cited in Kwang-Ho et al., 2011).

Pay special attention to the youth consumers.

The youth is the next generation of consumers and building relationships with them now will set your brand up for the future. Tomkins reports that in industrialized countries, children’s spending power is soaring. One US estimate puts the annual income of children up to 12 at $27.5 billion (as cited in Ross & Harradine, 2004). Jennifer Saxon, public relations professional at MINDBODY INC says,

> The younger the target audience is the easier to establish loyalty it is. They get really attached to things that are fun. I think that if you are building a fan base starting young and you want them to continue with you grass roots is really good because is established a connection on a more personal level a more intimate level. That emotional connection is something that makes people identify with you. So if your spending the time to pay attention to people and get to know them a little bit your building evangelists and advocates for your brand as your building an audience and awareness.

Stand out and be unique with your marketing strategies. With youth consumers a little bit of effort goes a long way. Give them free products or create a free event for them and it will create an emotional more personal connection.

Study Conclusion

In conclusion, given the general findings of the study, there should be qualitative research done regularly on the topic of building brand loyalty and grass roots consumer marketing. Routine data collection and interviews should be conducted based on the ever-changing nature of

the industry. Overall, the study presented the collective opinions of several experts in related fields and a review of literature on the topic. However, building brand loyalty is always individually based on the particular brand or company involved. Youth consumer markets are also always changing based on the current generation. Therefore, the study and overall recommendations for building brand loyalty through youth consumer markets cannot be applied to all individuals and professionals. The study does however serve as an educational tool for marketing, public relations, and clothing industry professionals who are interested in brand loyalty strategies.

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Appendix A

Interview Transcripts: Jennifer Saxon

The following interview was conducted to get expert opinions from a public relations perspective based on a questionnaire about building brand loyalty through the use of grass roots marketing.

Interviewer: Jennifer Sirchuk
Respondent: Public Relations Director at Mind Body Inc. and CCPR professor (Jennifer Saxon)
Date of Interview: 5/24/2012

Interview Transcription:

Jennifer Sirchuk: "How would you as an expert in your field create loyalty towards your company through the use of branding?"

Jennifer Saxon: "I think it really has to do with gaining the trust of your target audience. For branding specifically my understanding of branding and the way I approach it is that, if you talk to a graphic arts designer they'll think of the brand as the colors or the logo or the looks of a companies product. But if you talk to a public relations professional or someone who does marketing in a broader sense it has something to do with everything. So a brand is really the sum total of a persons experience with your company, your product, your association. In order to develop loyalty you need to develop trust with your target audiences. That has changed over time. It used to be that to build trust meant that you had a really good product and having it not fail. Being around for a while meant you must be a trustworthy product because you've lasted this long. But with the social media aspect now, with the Internet, with the ability for customers to spread the world about what they think about your brand much more easily than they ever did before. There is a certain level of transparency that has to be involved now more so than before. A lot of the big brands that have been around decades are transitioning really well and some are having a harder time. They're used to the old way of developing brands. It is a lot harder now because people aren't as attached to brands. Just like people don't stay in jobs for 50 years now, people are going to stay loyal for 50 years unless there is an emotional connection and trust towards the brand. It's all about establishing that emotional connection, being transparent enough so they feel you are a trustworthy company, and delivering on the promise. So you have built this brand, you've branded your company so that people have this idea of what to expect from you. You need to deliver on that promise of what you've created your brand to be consistently."

JS: "In your opinion how does marketing to adults differ from marketing to children? What is an ideal age to maximize a consumer's brand loyalty? What are examples of different product branding techniques different aged demographics?"

JSA: "So if you look at it with those three things in mind, the emotional connection, the trust, transparency and delivering your promise. The younger the target audience is the easier to establish loyalty it is. They get really attached to things that are fun. They aren't as sophisticated as an older audience in regards to thinking that a company isn't telling them the truth. If you do

an ad saying that you have the best pillow on the planet, they're going to think that is the truth. It doesn't occur to them that they are being manipulated by these claims. Adults on the other hand are much more savvy. They will not just take your word for it. Kids aren't going to go online and search about your company and find out what other people are saying. It is pretty much face value. So it is really an honors system when you promote to a younger audience. If you want to be a trustworthy brand and you are an honest company its really a honors system. You have to be really aware of that brand promise and what you say your going to deliver with adults. You better be delivering on that promise and be ready to prove it. You have to have a lot more transparency for an older audience to build loyalty and keep it."

JS: "How would you define the affects of branding towards younger consumers?"

JSA: "If you are going to target a young audience and you want to bring them along with you for the rest of their lives, you know Disney would be a good example. While it may be easier to capture their attention when they're younger than when they're older, you have to really deliver on that brand promise. Say you as a kid fall in love with this company you think they are the greatest. If they do something that makes you feel like they've been lying to you, it will probably be impossible for them to get you back. Whereas say you're an adult and you find out about a company lying to you, it may disappoint you but it wouldn't hit home as hard as it would for someone who's been attached to that brand for a long time. That emotional connection, when kids are younger they develop that really strongly without that intellectual filter tempering the connection. You have to be really careful when you want to bring them along that you are always delivering on that promise throughout all the stages of their relationship with you. It's tricky."

JS: "Why is a grass roots marketing plan a good technique in creating brand loyalty and how can it help to sustaining consumer loyalty to an established brand?"

JSA: "Grass roots from the ground up. Instead of blanketing everybody and hoping all the news filters down you have more targeted efforts. Social media makes that easier to do. I think that if you are building a fan base starting young and you want them to continue with you grass roots is really good because is established a connection on a more personal level a more intimate level. That emotional connection is something that makes people identify with you. So if your spending the time to pay attention to people and get to know them a little bit your building evangelists and advocates for your brand as your building an audience and awareness. As opposed to just building awareness and hoping people in their experience decide to become advocates. It's almost like your doing it at the same time on a grass roots level."

JS: "How can you measure the success of a said marketing campaign?"

JSA: "One important thing when you have that strong following. Say you messed up, if you have a strong grassroots following they're much more forgiving. They'll give back support to you and will be forgiving if you maintain that transparency. That kind of a following is key to have. As opposed to people who don't respond in situations like that it is really hard to maintain personal relationships with your brand. You won't have that edge anymore."

Appendix B

Interview Transcripts: Nicole Hart

The following interview was conducted to get expert opinions from a grass roots marketing perspective based on a questionnaire about building brand loyalty through the use of grass roots marketing.

Interviewer: Jennifer Sirchuk
Respondent: Photographer and start up company owner of SweetHarts Photography & Crafts (Nicole Hart)
Date of Interview: 5/27/2012

Interview Transcription:

Jennifer Sirchuk: "How would you as an expert in your field create loyalty towards your company through the use of branding? Please give an example."

Nicole Hart: "Branding is essential for my line of work. My clients and potential clients are going to recognize my work with my style of photography and presentation. Since I have actually branded my company with my style, logo, presentation etc, my business has doubled. My clients see the work I put into my brand and they appreciate it. I believe they feel they are getting the special attention with all the details and time I put into it."

JS: "In your opinion how does marketing to adults differ from marketing to children? What is an ideal age to maximize a consumer's brand loyalty? What are examples of different product branding techniques different aged demographics?"

NH: "You have to a brand and marketing strategy that appeals to both adults and children, they have their own marketing strategies. I have different brochures and art on display for both kids to look at and then adults. The children marketing tends to be bolder, colorful and playful, it catches their eyes and they can get excited about the experience they can have with me. For adults, I show them a variety of work that would appeal to them. I think marketing in general is about catching their eyes, you want it to be simple but bold. I think this works for all age demographics."

JS: "How would you define the affects of branding towards younger consumers?"

NH: "I think with my line of work in Photography you have to keep it fresh and up to date. Especially with younger consumers, they are top of all the latest trends, and while your brand should constantly change you want to keep it fresh and updated. A younger consumer is not going to go for the same product that a 50 year old might go for, the generations have gaps in styles and its important to market to you target age demographic. Your going to draw in the clients you want with the type of branding and advertisement you put out there."

JS: "Why is grass roots marketing a good technique in creating brand loyalty?"

NH: “In my line of work grass root marking is the bulk of my advertisement. The experience and relationship I set with my clients is going to affect my future clients because if my clients have a great experience and they love the product they are going to tell someone and that brings in more clients. Also they will return to me in the future. You want to also offer incentives to your clients to have them help you build your brand.”

JS: “How can grass roots marketing help in sustaining consumer loyalty to an established brand? How can you measure the success of a said marketing campaign?”

NH: “Like I touched base on before grass root marketing helps build you business through word of mouth. If you give you customers a great experience and products that they want to share, that is advertising your brand. They can be marketing for you without even knowing that are working for you. Referrals are the best and when you get a referral it shows that the brand you are putting out there is desirable and being desirable is profitable.”