

That could be the case, according to a new study of auto-related online commentary among teens and young adults by J.D. Power and Associates.

The market research firm analyzed hundreds of thousands of online conversations held from January to August on auto-related websites such as Autoblog, on personal blogs and on social networks such as Twitter and Facebook.

The goal was to gauge the perceptions of Generation Y (those born in the 1980s and early 1990s) toward the automotive industry in general as well as toward specific vehicle brands. The analysis focused on "teens" (ages 12 to 18) and "early careerists" (22 to 29).

According to J.D. Power, "online discussions by teens indicate shifts in perceptions regarding the necessity of and desire to have cars."

Part of the reason could be economic, the study said. During the worst recession since the 1930s, the cost of owning a car probably makes less sense than it did when gas was 30 cents a gallon

"Also, with the advent of social media and other forms of electronic communities, teens perceive less of a need to physically congregate, and less of a need for a mode of transportation," the study said.
LA Times

Brand engagement consultancy paves the way to a new trust economy

"Why do they trust us?" It is a question companies trying to stay on their toes should be asking. But while "trust" is identified by most marketers and organisations as their most valuable asset, successfully building business and brand trust has baffled many – until now.

A team from Melbourne-based engagement consultancy, mext, together with morphological psychology professor Wilhelm Salber and leading consumer psychologist Barbara Grohsgart, have spent over five years researching, refining and developing a highly effective psychological model of how trust forms.

The HuTrust® model takes into account six trust-forming components and enables mext to deconstruct an individual or a group's trust drivers and inhibitors and reconstruct them to incorporate trust-building elements.

"Over the past decade, there has been so much talk and proof of the high value and importance of trust, but until now no one has been able to truly help organisations build trust with scientifically proven and measurable approaches," says mext managing director, Stefan Grafe.

mext is the only company in Australia applying morphological psychology – a market research-specific psychological approach and the world's most modern psychology theory. At mext, the team qualitatively and quantitatively researches people's fundamental, and often unconscious, motivating forces behind brand and product decisions.

As well as its remarkable ability to measure trust, the HuTrust® model also yields highly similar results to the Net Promoter Score, an international standard for measuring and improving customer loyalty used by leading companies worldwide.

"One of the biggest challenges for companies is earning trust and credibility in a rapidly changing world. By understanding how trust forms, next can precisely identify the drivers and inhibitors of trust and optimise them for brands and their every touch point," says Mr Grafe.

"Trust has always been and will always be a key to business growth. Considering how important the need for trust is, it's hard to believe how bamboozled we have been by so many other fancy marketing and brand concepts. Maybe the recent focus on and need for trust will re-focus brand owners on their most important success lever."

Quantities studies found people score their likelihood to recommend a company (the Net Promoter Score Question) almost exactly the same as their level of trust.

Statistical analysis shows depending on the product category and brand, the correlation co-efficient ranged from 0.62 to 0.92. Meaning there is a very high likelihood of the same person ticking the same score for both the "I am likely to recommend [XXX] brand" and "I trust [XXX] brand".

Nielsen and media look to combined measurement system

Nielsen is huddling up with its clients - advertisers, agencies and TV networks - over how best to combine measurement of online and over-the-air viewing of content.

In a letter sent to 75 clients, Nielsen said it was holding the meeting as part of its ongoing process to create a one-size-fits-all system, which has been in the works for several years. The letter, from Nielsen Media Client Services President Sara Erichson, said, "given that more than \$70 billion of television advertising is bought and sold using Nielsen ratings, we are careful not to take any actions that would dilute the reliability of the core television ratings data. Consequently, we are undertaking an extensive evaluation program before fully integrating television and Internet measurement."

Motivating Nielsen's desire for the big sit-down is the push by Time Warner Cable and Comcast Corp. to launch their own online programming initiatives -- TV Everywhere and OnDemand Online, respectively. "The purpose of this executive briefing is to explain the implications of OnDemand Online and TV Everywhere for television audience measurement and to outline what we are doing to prepare for the launch," Erichson wrote.

Gender, behaviour influence teen buying

Stacy Straczynski

Marketers may want to fine-tune their advertising to target "jockettes" and "young metrosexuals." These are the two largest teen segments, according to new behavioural segmentation created by Euro RSCG Discovery.

Euro RSCG Discovery teamed with American Student List, a youth and teen marketing data provider, to develop "Teen Segments." The behavioural marketing segmentation identifies 11 key teen markets based on demographic and psychographic characteristics, which are meant to help marketers better target direct marketing communications to teens, according to Euro RSCG Discovery. The segmentation is comprised of six male and five female groups.

When it comes to teen males, the behavioural segmentation findings show that "young metrosexuals," those classified as individuals who focus on their outward appearance, make up more than 25 percent. The other male segments include "big man on campus," "technosapiens," "red-blooded boys," "tuned inward" and "under construction."