The Theorical Overview of Interplay between Car Firms and Gen Z as Future Consumers

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Abstract: *In this study, kids are examined as consumers. It is observed that kids and the roles of kids are changing according to many variables such as time, geographical and demographical. Therefore, historical background of Kids as consumers is one of the topics that is researched. Then, the roles of children as consumers were part of the study supported by a theorical social learning background. The aim of the study is to explore the interaction between automotive firms and Generation Z. Automobile firms and Gen Z are also examined for this reason. The findings about this research show that there are some attempts for kids such as activities, meetings, games, educational events, yet these attempts seem inefficient due to organized by a few companies. As a consequence of these findings, there some conclusions in terms of both academic studies and automobile companies in the end.*

Keywords: *kids as consumers, marketing to Gen Z, kids and cars, kids and automobiles*

Otomobil Firmaları ve Geleceğin Tüketicileri Olan Z Jenerasyonu Arasındaki Etkileşime Teorik Bir Bakış

Öz: *Bu çalışmada çocuklar tüketici olarak ele alınmıştır. Zaman, demografik ve coğrafik değişkenler gibi birçok özellikler, çocukların tüketici olma doğrultusundaki rollerinde değişiklik gösterdiği gözlemlenmiştir. Bu sebeple, tüketici olarak çocukların tarihi bir geçmişinin araştırılmasının yapılması uygun görüşmüştür. Sonrasında, çocuklar tüketici olarak bulunduğu rolü sosyal öğrenme kuramıyla konu desteklenmiştir. Çalışmanın amacı, otomobil firmalarıyla Z jenerasyonunun etkileşiminin incelenmesidir. Bu nedenle, otomobil firmaları ve Z jenerasyonu da ayrıca ele alınmıştır. Yapılan çalışma sonucunda çok az firmanın çocuklar için aktivite, toplantı, oyun ve eğitimsel etkinlik girişimlerinin bulunduğu gözlemlenmiştir. Bunların sonucunda akademik çalışmalar ve otomobil firmaları hakkında birtakım çıkarımlarda bulunulmuştur.*

Anahtar Kelimeler: *Tüketici olarak çocuklar, Z kuşağına pazarlama, çocuk ve otomobil*

I. Introduction

Kids as consumers have a lot of choices today, yet it would be hard to say the same sayings in the past. As of industrial revolution, the social background staidly changed. There was a rural depopulation and the population was decreasing in villages. The

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families got smaller and elementary families arose. Mass production started and everybody had to work long hours. As of 12-year-old, most of the kids had to work for long hours. The life conditions were very harsh for families and especially for kids. Women started to work as well, and all these incidents changed the life of kids. Furthermore, the kids had to prepare their own meal, do some housework, buy their own product or services besides the family needs. Therefore, many industries started to explore the importance of kids and changed their marketing strategies and campaigns according to these needs.

In this study, historical background is taken into account to understand the way of kids as consumers. Due to the developments and generation differences, there are so many variances that should be examined. Furthermore, kids are not buying only their food, clothes or shoes, but they also participate in other purchases such as technological products, cars, houses or vacations. Therefore, the kids affect the purchases in their family settings as well. Automotive industry is the main topic of this study. In order to understand the future potential customers, previous topics mentioned above handled to get better results. Because it may not be possible to understand the future consumers if they are not known well as of their past and present. According to researches made in this study, it is found that there are only a few automobile brands which organise and care the campaigns, events, educational games suited for kids.

II. Theorical Overview

A. Historical Background of Kids Emerging as Consumers

Humankind who has limitless needs have had different needs throughout the centuries. These needs mostly depend on the changing conditions and as of 1900s, family structures visibly changed due to having had revolutions in many fields all around the world. In 1920s mass production emerged and this mass production effected families and their lifestyles. For instance, kids of a certain age started to work at factories. There was a strict management against to children. The same conditions carried over in 1930s as well. However, Second World War emerged in the late of 1930s and the technologies used in the war adapted into daily life. Strict mass production lifestyle for children decreased gradually in 1940s and the academic researchers started to investigate how to behave and take care of kids. Thanks to developing new technologies and improving life conditions, being over the Second World War; there was a great rise in terms of baby boom, education level and income (Coffey et. al., 2006: 7). The invention of television in 1950 helped these developing conditions as well. All these advancements and baby boom attracted the marketing experts' interest; therefore, marketing activities started for children as well. Frozen and fast foods, toys are the first steps of marketing to kids. Moreover, it is observed in 1970s that the parents of these years behaved more moderate to their kids compared to previous terms' parents and this process helped children to be a real costumer. During these years, the children had to chance to buy what they want besides requesting many items or services from their parents. The companies targeting to children extended their product lines and increased their marketing campaigns to the kids. In 1980s, women were well-educated and the possessor of career. Therefore, these

opened the gates of being a good mother to kids and let mothers have strongly equity and justice. The mothers with their kids went shopping together and let their kids go shopping alone as well. Markets closely observed the role of mother in kids' life and organized their strategies according to their new lifestyle. Then, the companies utilized from different channels. For example, due to rise of media, it could be easier for companies to market their items such as tape recorders, branded shoes, telephones etc. Larger shopping malls and supermarkets were opened, and these helped so many firms to exhibit their products on the shelf. Consequently, the kids with their families could reach so many products and services which would not be available to see or experience in their daily life. These advancements let companies designate marketing segmentations of children in terms of age groups, media habits, and their incomes (Marshall, 2010: 23; Coffey et. al., 2006: 10; McNeal, 1992: 5). Thanks to the internet life, development of the media and new lifestyle of families helped the creation of millennium age. As of 21st century, kids marketing immensely changed compared to previous century. Kids became the digital natives who were growing rapidly and learning faster in 2000s. In the field of shopping, the kids are not only the consumers, but they are the customers as well. They contribute the decision in the family or buy the products or services on their own. For example, most of the families care the decision of their kids for family purchases such as a house, car or even holidays. All these developments managed firms to work on marketing campaigns which require more interactive settings among the firms, kids and families (Lindstrom and Seybold, 2004: 23; McNeal, 1992: 3). Nowadays, teens are even the speakers of their opinions. For Example, Jenk Oz who is currently 14 is the CEO of iCoolKid and became one of the youngest entrepreneurs and CEO in the UK. He generally gives speeches about Gen Z and some marketing strategies according to their needs (Oz, 2019).

As a result, world children population is rapidly increasing day by day. The kids have more free and abundant time alone at home. Therefore, kids spend more time on the internet and explore the news ways of their life. They learn, discuss, shop, play and so many activities digital in settings and all these opportunities let firms keep in touch with kids closely compared to previous century. Furthermore, they have right to say for family purchases such as car, house or even holidays. Nowadays, most of the companies do not only focus on today, they also focus on future. Therefore, these companies collaboratively work with families and the kids for the future targeting markets.

B. Three Marketing Fields to Kids: Primary Market, Influence Market and Future Market

McNeal states that there are 3 market areas that should be taken into consideration: Primary Market, Influence Market and Future Market. There are more than 100 categories awaiting for kids and he argues for grouping them according to their fields (McNeal, 1992: 14; Odabaşı and Barış, 2017: 263; Mayo and Nairn, 2009: 7).

Figure 1: Market Fields for Kids
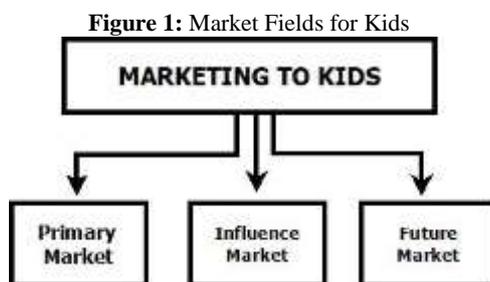
(Resource: McNeal, 1992: 14)

1. Primary Market

Thanks to many different channels, kids buy foods, toys, sporting goods, books, magazines, cosmetic products within the scope of primary market. Kids can go shopping either on their own or with their parents (McNeal, 1992: 40; Sarıyer and Ayar, 2013: 82; Acuff and Reiher, 1999: 28; Schor, 2005: 23). Furthermore, the kids have also started to buy services and activities in such places as water parks, zoos, cinemas, entertainment parks, concert halls etc. These expenditures help kids socialise and have a chance to run into the peers in the common settings. According to the Brandchild's research the tweens who are between 9 and 14 spend their money on technology products, clothing, games, cosmetic products. However, 95% of teenagers check the services or products online whereas %80 people of them still prefer to buy at shopping malls or physical stores according to PewResearch (Desilver, 2013).

2. Influence Market

As Solomon states that each member of the family has a different roles and duties at homes (2018: 369). Due to developing education system, technology and career, new generational families have a modern attitude towards collaboratively decisions (Fromm and Vidler, 2015: 200). Therefore, kids become the key point of family decisions for market which can be influenced by kids (Marshall, 2010: 144). Household goods, holidays, automobiles, houses can be good example of these markets.

Figure 2: Influence Market

(Resource: McNeal, 1992: 63)

According to McNeal, purchase effects of the kids are multidimensional and extensive. Snacks, toys, electronic devices, clothes, and hobbies can be defined as child's own needs. Household needs are furniture, automobile, television etc. whereas food and beverage, automobile, holiday, restaurant are the general needs (McNeal, 1992: 63). The companies affected by kids also care about influence market and organize their products according to these needs. For example, automobile firms were one of the pioneers in this market. They improved better conditions at the backseats and the kids could travel more comfortably (Mayo and Nairn, 2009: 15; Coffey et. al., 2006: 75). According to New American Dream Reports, teens have a big impact when families buy a car. This effect is 4% between the ages 12 and 13 whereas it is more than 35% between the ages 16 -18. Moreover, the kids who are between 9 and 14 show a great interest in automotive industry. It can be concluded that the kids are part of the global automotive industry today's and tomorrow's world (Lindstrom and Seybold, 2004: 55; Coffey et. al., 2006: 196).

Over the last 15 years it has been observed that the children influence the family purchases all around the world. The children influence the family purchases when the family is about to buy in Asian countries such as China. However, kids mostly have a right to say in every step of family purchase in such Western Countries as United Kingdom (Wut and Chou, 2009: 153; Thomson et. al., 2007: 194). All these kids marketing researches include food, textile, tourism, automotive industries. According to the results and suggestions in these researches, family purchases have a complicated and multidimensional process and kids are part of this process as well. It can be concluded that the companies should focus on both parents and kids when they create their marketing strategies and campaigns (Baldassarre et. al., 2016: 607; Gaumer ve Arnone, 2009: 14; Sondhi and Basu, 2014: 373; Ekasasi, 2005: 39).

Consequently, the kids influence family purchases directly or indirectly. According to the researches all around the world there are so many industries that are directly affected by family purchases (Martin, 2006: 148). The effectiveness of these purchases generally depends on families' income, educational level and location. Therefore, the companies should take into consideration all the variables and design their marketing campaigns and strategies according to these needs.

3.Future Market

Today's parents are generally millennials who are digital immigrants. They can properly use technology and therefore, it might be much easier for them to raise their kids compared to previous generation parents. It also means that they have a better idea what they should or shouldn't buy for their partner and kids (Odabaşı and Barış, 2017: 257; Coffey et. al., 2006: 40). In other words, the interaction between consumers and products will continue from today to tomorrow (Harrison et. al., 2010: 4). Thanks to the digital media, kids are tech-savvy and they can easily adapt the conditions in all fields (Altunışık and Güneş, 2010: 235). Furthermore, kids are the biggest part of future market. Kids generally say: "when I grow up, I am going to buy this item" (McNeal, 1992: 89). Therefore, the companies follow the trends and requests of kids from today to

tomorrow in order to service better their services or products (Gurber and Berry, 1993: 224; Marshall, 2010: 160).

Kids are representative of future market and some firms were aware of their potential in 1980s. Delta Airlines were one of the firms that targeted the kids. They offered entertaining magazines, special kids' meals, kids club cards to the kids and it was an amazing experience for kids while travelling with their airlines (Göksel et. al., 2013: 4; McNeal, 1999: 104). Automotive industry is one of the best examples for future markets as well. Volkswagen's Käfer was sold far and away; moreover, automobile industry gained a new automobile icon. After such a long time Volkswagen New Beetle was released and the 54,6% of kids fell in love with this car when they saw for the first time (Cengiz, 2009: 48; Lindstrom and Seybold, 2004: 299). As Batı states that there should be a common value, communication, culture and language between the brands and target people (2018: 91). Therefore, the automobiles just carry people from point A to point B, yet today the meaning of the cars is beyond this definition (Cengiz, 2009: 49). Except for these, the companies create special clubs, cards, activities, concerts, games for kids and these lead kids to choose their favourites from today to tomorrow. And parents are great part of these choices and let children choose their own needs (Lindstrom and Seybold, 2004: 229; Sarıyer and Ayar, 2013: 83).

As a result, it is not possible to take into consideration kids as just future buyers. It is a process and the kids taste influence and primary market in this consumer journey. They buy their own foods, clothes; however, they also affect the family purchase decisions such as holidays, car, house or even airlines as well. Moreover, the companies know the importance of kids as future and primary customers and redesign their marketing strategies and campaigns according to the trends and needs in today's world. Therefore, the interaction between the companies and kids are gaining importance day by day. Thanks to the technology, the world becomes a smaller place which can be easier to keep in touch globally (Lindstrom and Seybold, 2004: 229; Fromm and Read, 2018: 175; Guber and Berry, 1993: 224).

C. Socialization of Kids as Consumers

Socialization basically stands for interaction in the system that they belong to in the society (Koştaş, 1987: 329). During the socialization process, humankind learns how to exchange, buy, lease and communicate for commercial purposes. As for kids, the socialization process as consumers starts when they are born. The first months of their life, they are aware the objects such as toys which are around them and they start knowing them before the other commodities in nature such as tree. Furthermore, they learn ownership and start saying "they are mine; they are my cars" (Cram and Ng, 1999: 302; Coffey et. al., 2006: 54). As they get older, their knowledge, skills, experiences, and attitudes increase. According to Ward, their socialization process is affected by their culture, gender, location, and experiences (1974: 2). Because the kids learn the process of purchase how to ask questions, examine the product or service, make payments and find alternatives. Therefore, there are some studies that show the process of kids' socialization process and there emerged some theories of kids' socialization (Marshall,

2010: 28). Consequently, it is found appropriate to include Verma and Kapoor's kids' socialization process theory which was made in 2004.

1.Verma and Kapoor's Kids as Consumers Socialization Theory

Socialization is one of the biggest parts of child's development in numerous fields. This theory is basically based upon a study for seeking to evaluate the effects of television ads on kids. Structured questionnaires were applied for this study to both parents and their kids taken in part this study (Verma and Kapoor, 2004: 51). After researching and getting the results, Verma and Kapoor created the table below:

Figure 3: Socialization Process of Kids as Consumers
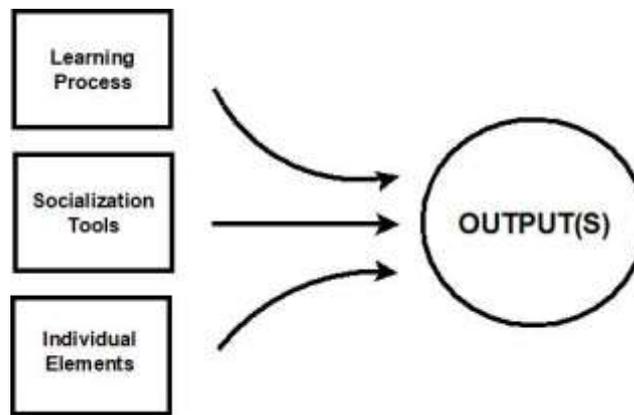
(Resource: Verma and Kapoor, 2004: 53)

As mentioned above, Verma and Kapoor having a contribution to kids as consumers socialization theory researched a topic about media's effect of family purchases. In 2004, they looked for the interaction between the TV ads and family. Verma and Kapoor researched the topic according to some individual elements such as age, gender and income. Furthermore, they took into consideration more criteria: Socialization tools were family, friends, relatives, school, media, companies and brands. And the learning process of kids were cognitive and social development. Socialization process of kids as consumers is considered as above the table 3. Individual elements, socialization tools and learning process end up with some outputs that represent kids' socialization purchase process. These outputs are purchasing independently, requesting from their parents to buy, having an active role to buy for family purchases. As for the results of Verma and Kapoor's research, there were 3 different outputs. 12-year-old and older kids' opinions are the most cared ones when it is time for the family to buy an item or some services. As for the younger groups, 6-12 years are middle consulted group whereas 3-6 years are the least consulted due to their age. It can be concluded that as the kids age group get younger, the families consult less to their kids. According to the research, girls could persuade more their parents to shop than boys. Moreover, it has been observed that

income of parents is also important for responding kids' requests. Consulting, caring, explaining directly affect the interaction between parents and kids as well. It can be said that the parents who cares their kids' sayings have less problems when they go shopping to buy items (Verma and Kapoor, 2004: 69).

D.New Generation Consumer: Gen Z

Generation can be stated as the people who share the common events and phenomenon happened in the same term. In this term, their age group, stages of life, life conditions, technology, and experiences appear very similar. Generations are the strongest representative of their years and they exhibit their common experience and emotional connections which are very close to one another. However, generations differ among the countries due to having different stage of life conditions (Witt and Baird, 2018: 18; Coffey et. al., 2006: 8; Fromm and Garton, 2013: 24; Taş et. al., 2017: 1035; Lindstrom and Seybold, 2004: 4; Guber and Berry, 1993: 9). Therefore, the years of the generation scope differ in literatures. Considering the literatures, Gen Z differs in terms of year range. In some sources, Gen Z starts as of 1990 (Oblinger et. al., 2005: 29; Vogel, 2015: 51; Tulgan, 2013: 1) whereas others claim that the start of the year is around 1995s (Turner, 2015: 104; Witt and Baird, 2018: 20; Wood, 2013: 1; Fromm and Read, 2018: 3; Carmichael, 2018: 25). The scope of Gen Z is up to 2009 or 2010 according to the literature reviewed (Turner, 2015: 104; McCrindle Research, 2012; Mitchell, 2013: 8). Gen Z born in technological world called as "Digital Natives, I-Gen, Selfie Generation, Internet Generation" depending on the literature reviewed (Vogel, 2015: 47; Smith, 2019: 68; Fjortoft, 2017: 1).

1.Common Characteristics of Gen Z

Due to experiencing different stages of lives, politics, social and economic reasons, generations have differences as well. Therefore, Gen Z should be examined in different category compared to other generations (Vogel, 2015: 47; Adıgüzel et. al., 2014: 178). Some common characteristics of Gen Z are:

- When they were born, their life was integrated into technology. They grow up with videos, TVs, music, and social media. Thanks to the internet, digital natives research, compare, learn, discuss and even socialize online (Ad Age, 2018: 2).
- Gen Z quickly find the information they need, but their attention span is not that long (Witt and Baird, 2018: 19).
- It is important for Gen Z to collaboratively play games or work on online platforms such as twitch, Youtube and Skype (Witt and Baird, 2018: 20).
- Thanks to the internet, online platforms gain importance globally and the Gen Z becomes part of citizen of the Word. Therefore, the combinations of many social and cultural things such as genders, religions, languages are part of their life and they are glad about it (Fromm and Read, 2018: 18; Koulopoulos and Keldsen, 2014: 113).
- Gen Z kids actively take part family purchases and contribute their ideas when it is time for family to buy products or services (Taş et. al. 2017: 1045).

- Gen Z engage in multi-screening as well. They are usually busy with their laptop and mobile phone or TV at time same (Sladek and Grabin, 2014: 11).
- They love humour and irony when it is time to have fun. Furthermore, they have more flexible perspective about life compared to previous generations (Carmichael, 2018: 30; Vogel, 2015: 55).

2.Gen Z as Consumers

Gen Z is growing up at digital settings in terms of social, cultural or economic background. As of their birth, their life is equipped with so many technological materials such as tablets, laptops, smart phones and TVs. Their families are generally well-educated and give their kids chances to contribute for family purchases. Moreover, they can easily access all the products or services thanks to the internet (Marshall, 2010: 7; Solomon, 2018: 498). Consequently, there are some common features for Gen Z as consumers that can be summarised:

- Instead of fax, telephone, or physical settings, there is an internet that lets Gen Z to buy their products or services online. To order a product, they do not need a laptop or PC anymore. Their mobile phone can handle this within seconds (Priporas et. al., 2016: 377).
- Artificial intelligence is an important issue for digital natives. Alexa, Cortana, Siri and Google assistant are their new assistants to make their life easier. Therefore, new generation's consumers can work on complicated processes because they have always help button thanks to new technologies (Rota, 2017: 15).
- Influencers who are famous in such platforms as Twitter, Twitch, Youtube, Instagram and Snapchat might immensely affect new generations' consumption preferences. Furthermore, these influencers might collaboratively work with some firms and the firms advertise their products or services through these influencers (Witt and Baird, 2018: 124).
- Digital natives can focus on complex processes and easily understand of the logic of the products; however, they generally prefer experiencing basic logos, emojis, symbols when they are shopping. Therefore, simplification is important for shopping online (Fromm and Read, 2018: 57; Rota, 2017: 33).

Consequently, Gen Z is growing up and being part of consumer's world. There are so many common platforms for Gen Z to meet online such as social media, E-sports, and shopping online, yet every Gen Z is unique and has their own personalities. Due to having different socio-cultural backgrounds and stages of developments, they might have minor differences as well in terms of choices. Gen Z has a fast movement in terms of learning, researching, comparing or even deciding, and they require more simplified settings whereas they are quite good at complex issues. Therefore, all the Gen Z marketing campaigns and strategies should be organised according to these demands (Puiu, 2016: 76).

E.Gen Z and Automobiles

The development of the technology doesn't only belong to new generations. The invention of the automobiles goes back to very early years and the automobiles require some complex technology before people drive them properly. Compared to other automobiles in 1900s, Ford Model T was one of the least complex cars and required 7 different tasks to drive it correctly. Furthermore, the accident rates were 20 time higher than today so that the technology brought some risks as well. However, technology gradually developed and helped manufacture today's cars. Physical appearance and equipment came first for cars in the past whereas software is quite important today's car. Because cars can offer many options to users in terms of comfort, power and flexibility (Koulopoulos and Keldsen, 2014: 14).

Kids are not only interested in the brands that are suitable for their age, but also the brands that their parents prefer as well. Automobiles are one of the most stunning examples of these brands. As of their birth, most of kids experience to travel in a car and they are quite good observer at backseats. They carefully listen to their parents and observe what it is going around them. They have a chance to observe other cars on the drive and their brand awareness arise. According to BRANDchild's research, boys are more interested in cars and their awareness increase as they get older (Lindstrom and Seybold, 2004: 57; Coffey et. al., 2006: 196).

According to McNeal, it is required to have an interaction between kids and brands to attract the kids' attention. Then, the kids gradually have a general knowledge, interest and some experiences with brands. After these steps, the kids will have a background about the brand depending on the interaction (McNeal, 1992: 95). As for automobile industry, Toyota is one of the leading brands for kids. Thanks to their R&D, Toyota launched the first hybrid automobile named "Prius" (Bater, 2018). Besides the futuristic investments, they care kids' imaginations as well. Toyota care backseats and the kids' atmosphere and listen to their demands. They carefully examine the conditions of their cars' backseats in terms of safety, technology and comfort. Furthermore, women started to work, and they need a car to shop and carry their kids. Besides that, the families are living in metropolitan cities which are a bit away from their hometown and they need to travel with a family car. Toyota observed all these needs and launched a new class called as "MPV" (Coffey et. al., 2006: 197; Lindstrom and Seybold, 2004: 58). Toyota created a website for kids to keep in touch with them to get closer connections. They basically explain who they are, what they offer, and they give opportunities to kids (ToyodaKids, t.y.). In 2018, Toyota organized an art contest called "my dream car" all over the world. This contest is supported until 15-year-old kids and the winners were the owners of bronze, silver and gold. Thanks to these contests, Toyota could have a chance to have an interaction and idea what the kids might desire in the future. Kids' expectations give automobile firms an idea in terms of their futuristic design, comfort and technology; furthermore, they have a close interaction from today to tomorrow (Toyota DreamCar, t.y.).

Photograph 1: Mercedes-Benz and A Kid on Social Media
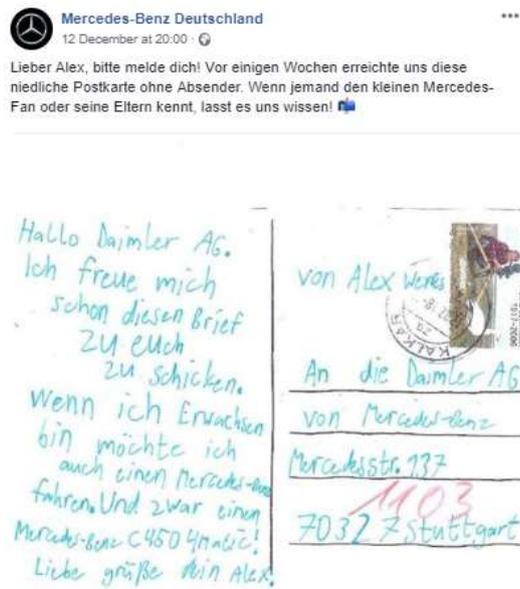
(Source: Facebook Mercedes-Benz Deutschland, 2018.)

Mercedes-Benz is another brand that keeps interaction with kids. Mercedes-Benz use their social media actively and they often share some contents related to kids. As seen above, a kid wrote a postcard to Mercedes-Benz and shared his own dream car; however, the kid did not share his home address. Then, Mercedes-Benz announced that they were looking for the kids' address to make him a surprise (Facebook Mercedes-Benz Deutschland Photo Gallery, 2018). Except for official Instagram page, Mercedes-Benz has another page for their Museum located in Stuttgart and they share some activities or contents related to kids (Instagram Mercedes-Benz Museum, t.y.). Furthermore, Mercedes-Benz contribute to social responsibility projects for kids as well. MobileKids is one of the projects that Mercedes-Benz being part of the social responsibility with one of educational the associations in Turkey. They have started to the project in 2013 and the aim of the project is to teach traffic rules through having fun with activities. Besides the physical interaction, their website also offers to kids to keep in touch with MobileKids project and let them learn through the online game. After the kids complete the game victoriously, they send some presents to kids' address (MobileKids, t.y.).

III.Discussion and Recommendations

In the past, life conditions were not that easy for kids due to mass production term. The kids had to work long hours, their permissions were limited by both their parents and companies. They are working for low salary and their rights were very limited. Most of the time, they had to demand their requests from their parents and their desires were

not important for their family or the companies. The firms mostly focused on adults because everything depended on them. Gradually, their rights were given by the laws and child labor rates decreased. Then, kids started get higher education at universities and the statue of kids started to change as well. The parents were more moderate to their kids compared to previous parents. The women started to be part of business world and their roles decreased at homes. The kids had to take care of themselves and this led kids to take care of themselves earlier ages in life. The kids had to help their parents for housework. They had to go shopping and buy on their own. Furthermore, the women had their own car and went shopping, to school, to park with their kids together. The number of kids decreased, and small families arose around the metropolitan cities. All these increments showed the importance of young consumers, and the brands understood that there appeared new type consumer and customer. Then, the companies started to adjust their marketing campaigns and strategies.

Nowadays, kids have roles more than one. They are not just a kid, but they are also student, shopper and contributor. As a shopper, they have different roles in family settings. They are mostly the contributor of the family. Thanks to the technology, they can quickly reach the needs' comments on some websites and support their ideas with them. Families also trust and care the kids' opinion because they know that their kids generally research them before he or she shares his/her ideas. Furthermore, kids are good friends for their moms while their moms are shopping. They care each other's idea and decide to buy products or services together. As for family decisions such as vacation, car, or even a house; the kids have a right to say their ideas. Except for these roles, kids have their own money and they can spend their money on their own as customers. To sum up, kids are important part of consumer life.

Consequently, kids have lots of chances to see the newest products and services thanks to technologies such as smart phones, laptops and tablets. However, most of the brands are still not ready for it. They have no budget to keep in touch with kids. Except for food and textile industries, the other industries have just a few brands that are trying to keep in touch with kids. Surely, there are some limitations marketing to kids due to ethical issues, but this cannot be accepted as an excuse. Because there are so many options to interact with kids so that some events, activities, games, meetings, educations might be organized by the companies while taking into ethical laws consideration. As mentioned before in the literature review, some automobile companies such as Toyota and Volkswagen do it very well. However, all these attempts seem not enough due to rates of interaction in Automobile industry. Just a few companies know that children effect the families' purchase decisions and behave wisely. Moreover, they will be customers of future. More automobile firms can keep in touch with kids and have an interaction to understand their needs, their generations and their perspectives while caring the laws of ethics issues. Most As for academic studies, the same insufficiencies can be observed as well. Most of the academic studies are generally focused on textile, food and tourism industries whereas there are many other industries awaiting for kids. In academic studies, focusing on the opportunities for both kids and firms can be

researched. Researching other industries for kids might be better idea to compare the stage of developments with kids among the industries.

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