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New generation of consumers in the tourism industry: Secondary Research

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Abstract: Marketing communication has taken a new approach towards the consumers due to the vast transition and interaction of technology in our daily lives. After introducing the relevant factors stating the importance of mobile friendly website and app, the study will evaluate how it applies to the new generation of consumers- the millennials. This is key for businesses in capturing younger consumer base as well as understanding how technological trends are affecting the future of consumer's behaviour. By understanding the new generation of consumer's behaviour and their interaction with technology, an organisation can target a larger group of consumers and gain their loyalty. If a company wants to remain relevant in the minds of millennials, they must integrate themselves into the digital world, whether by creating an app, social media page or a mobile friendly website. Moreover, millennia's interaction with social media platforms and technological innovations affect the tourism market and tourist trends across the globe. It has been proven that consumers involve social media platforms at all 3 stages of their journey (journey preparation, during the journey, after the journey). This article aims to highlight the most common communication channels of the millennial generation and the level of influence that each channel has during the decision making process.

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Key-Words: Millennial, Gen-Z, Young Travellers, Digital Marketing, Communication Channels, Tourism Marketing, Destination Marketing, Hospitality Marketing.

1.0 Introduction

In recent years marketing communication has taken a new approach towards consumer due to rapid technological interaction in our daily lives. New technologies have managed to simplify our daily life's and evolve the way of doing business by introducing alternative and more time effective solutions, either by using the Internet as source of data collection and clarification or either by the creation of new applications for a mobile device. Thus, marketing communication had to evolve and adjust to new technologies since it is the main source of contacting the appropriate group of consumers.

After introducing relevant factors stating the importance of mobile friendly website and applications, the article will evaluate how it applies to the ''new generation of consumers''. The ''new generation of consumers'' is a combination of millennials and Generation-Z consumers that will be introduced later on at Chapter 2. New generation of consumers are interacting with their mobile devices daily and use the Internet for a sufficient amount of time, thus communication channels of corporations must adjust their strategy and content in order to get their attention. This is key in capturing younger consumer base as well as understanding how technological trends are affecting the future of consumer's behaviour.

Moving forward, the article will introduce how the tourism industry is being affected by the new generations of consumers and how the new technological trends have benefited and simplified the industry. Moreover, a discussion will be made on how technology and social media are being used during the 3 phases of a journey (journey preparation, during the journey, after the journey). By the end of this article,

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the most common social media platforms will be introduced and how they affect the decision making process of young consumers.

Overall, the article seems to indicate that if businesses want to succeed in the new trends of the market and approach greater number of consumers they must digitalise their presence and start targeting younger generations. By understanding the new generation of consumer's behaviour and their interaction with technology, an organisation can target a larger group of consumers and gain their loyalty. If a company wants to remain relevant in the minds of millennials, they must integrate themselves into the digital world, whether by creating an app, social media page or a mobile friendly website. If an organisation wants to be a pioneer in the industry, it must master the above technological tools that will provide a competitive advantage over their competitors.

2.0 The influence of new technologies on Consumer Behaviour

In recent years there have been discussions regarding crisis within the advertising sector due to upcoming new technological trends in the marketing communication. The constant use of the internet has introduced new means of communication with the consumers such as email, mobile friendly-websites, social media and applications (apps). This is the result of gradual generation change respectively emerging from the millennial demographic.

Organisations that want to reach the ''new generation of consumers'' will have to find other than traditional ways of advertising and promotion. As seen at Table 1, previews generations (baby-boomers, Gen-X) have different communication channels and media than the millennials and Gen-Z. Millennials are one of the most populated generations on the planet, and there are surrounded by digital influences daily, which is characterised by information technology. They are currently surrounded by the latest technologies and intentions, they carry out their work at any place by using the Internet and they have no limit of workplace. This generation is employing social media

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information and communication technologies to a higher degree that other generations (Kavoura, 2015). Therefore, marketing and human resource management are looking for new ways of how to attract the ‘’new generation of consumers’’, the millennials- (this also applies for the Gen-Z)

	Baby Boomers 1946-1963	Gen X 1964-1981	Millennial 1982-1998	Gen Z 1999-2010
Aspirations	Job Security	Work-Life Balance	Freedom & Flexibility	Security & Stability
Iconic Technology	 Digital Acquires TV, Audio Cassette	 Digital Immigrants VCR, IBM	 Digital Natives, Internet, SMS, DVD	 Technoholics, MacBook, iPad, Google
Communication Media	 Formal Letter	 Telephone	 SMS, E-mail	 Social Media
Music	 Audio Cassette	 Walkman/Boombox	 CD player/ iPod	 Cloud Source, Spotify, iCloud
Family Values	Strong Family Values, Multi-child Families	First Latch Key children, Increased Divorce Rates	Single Parented Children	Single or Same sex parents
Workforce Values	Strong Work Ethic, Loyal to job, Strong group workforce	Increase in Female workforce, more individually focused	Seek good/worklife balance, strong sense of entitlement	Multitasks, entrepreneurial, seek flexibility
Marketing	Broadcast (mass)	Direct (Targeted)	Online (links)	Digital (Social Media)

Table 1: Characteristics of Generations

With the extreme acceptability of online information the first place that will likely be checked for product information is the internet. It is often said that millennials are the most connected generation and that the internet is the most convenient consumer tool available and will be the first point of contact when searching for a product. As stated by a research conducted by G/O Digital, 62% of the market makes an online research for any type of product before purchasing and 58% of consumers who want to buy or book a product, visits in advance the company’s online profile and finally

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80% of users consult the reviews of other customers (Evisiontourism, 2014). This study has pointed out that the consumers before engaging into any product purchase they conduct an online research and check out the product's online presence along with the reviews of other consumers. In a few words, consumer's decision making process can be influenced by the online presence of the product.

Another recent study conducted by Eurostat (2018) has shown that 67% of the participants who use the internet are logged in their Social Media account at least once o day, while 50% of individuals aged 16-74 use the internet to participate in social networks. A person's identity is comprise of daily posts, shared photos, profile updates and post comments. In order to preserve personal relationships and be socially active as a person, a social media account is by far a necessity (Tsay-Vogel, 2016). According to the study's findings, consumer's use of internet mostly accounts for social media platforms thus, could be used by companies as an interactive communication channel to promote their product and communicate with their customers.

Traditionally television once had the largest share in paid advertising and communication, but in 2017 digital advertising spending has surpassed it (Woods, 2017). Traditional word of mouth (WOM) has turned into E-WOM and influencer marketing has emerged. It is a form of advertising that focuses on specific individuals with a large number of followers. It is ''the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content'' (Sammis, et. Al, 2016). Individuals who may act as social media influences are trusted based on their reputation, predictability and competence (Christou, 2015). Social media is a significant tool that influences trust to the young consumers and is directly linked to viral marketing. Viral marketing is the process of individuals marketing to each other (Subramani and Rajagopalan, 2003). Social media provide the tool to anyone that builds an audience to become an influencer and the marketing industry needed to cope with the growth of social media users and especially the generation with the largest purchasing power, the millennials.

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The increasing share of the online environment in the consumption behaviour is recorded as a trend among the world population. A study conducted in 2015 by the National Authority for Management and Regulation in Communications shows that 75% of people visit daily the virtual environment via mobile internet and 15% use it 2-3 times a week (ANCOM, 2016). Another interesting fact is the frequency of mobile Internet daily use were in urban areas is slightly higher (80%) than in rural ones (72%).

In addition, EY Romania (2015) has published a study conducted in the summer of that year, on a sample of 1,040 respondents, regarding the use of mobile devices in Romania (Lungu, 2016). The most important findings refer to the fact that the majority of respondents own a smartphone (87%) and check approximately 11 - 50 times a day their mobile devices (52%). The large number of used applications is explained by various categories: 66% of respondents use apps in the business category, 60% in the Photo & Video category, 46% in the category of music and entertainment; the lowest values of used applications are registered for the categories lifestyle (28%), health & fitness (25%) and sports (17 %). Another study also conducted in Romania (2016) shows the average daily usage among millennials in the country: 13% spend less than an hour, 44% spends at least 1-3 hours daily on social media, 26% 3-5 hours and 17% more than 5 hours. As the results have shown, millennials are spending a significant amount of time on social media in a daily basis, which can be translate that a direct channel of communicating with them is through the online means.

Therefore, many companies have taken steps in creating an online presence. This could aid their brand's awareness to the consumers and this could influence consumer's purchasing decision making. Online sales in recent years are growing in developing countries and will likely continue to be a key factor in years to come (Barik, Pandey and Soni, 2015). Companies not only boost their online revenue by having better websites, but also enjoy a better overall return by enhancing their brand as a whole. It is shown that online shopping can help build a sustainable competitive

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advantage in brand loyalty. Consumers often build a relationship with a company by the reduced costs that online shopping allows, for example superior goods & services and brand equity that is supported by awareness and perceived quality (Bilgihan and Bujsic, 2015).

In general, this highlights why developing an online channel is important in order to gain e-loyalty. E-loyalty is the online ability of a company to earn a loyal customer over the web. As the demand of online businesses and mobile phones continue, so will the importance of e-loyalty. Factors that benefit the process of obtaining e-loyalty include the ease of ordering, an on time delivery system, accessible product information and selection, customer confidence, well maintained privacy policies and value for money in terms of the quality (Forman, Lester and Loyd, 2005).

Websites are found to be effective when they are user friendly and have both hedonic and utilitarian benefits. In a more practical way of viewing the utilisation benefits, web designers should keep in mind the use of user-friendly tools that are functional and flow easily in order to create the most effective website possible. For example if a user is looking for specific information and it is easily available the utility of the website is increased, creating a better customer experience (Bilgihan and Bujisic, 2015).

On the other hand, hedonic features are the ones that trigger pleasant sensations and feelings to a consumer and are focusing on the fun or light-hearted aspects of an application or an information system. This means that companies that take the time to make their online presence both aesthetically and functionally appealing, will most likely see increased usage which could lead to increased sales (Bilgihan and Bujisic, 2015). By creating an interactive web page and forcing the consumer to engage and interact, it creates a more value adding experience for the customer, which ensures that they will return and continue returning, which in the long term will translate as e-loyalty (Forman, Lester and Loyd, 2005).

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Moreover, the image of an app and its design can significantly influence the stickiness and its use. Stickiness is defined as the duration of time that a consumers spends on an app or website. If the design of an app is well structured it can even improve brand image and consumer attitude towards it. In order to build trust with the consumers a website must fulfil the informational need and update its content which could result in the increase of repeated level of use (Kim and Wang, 2015).

Taking into consideration the above statements, in order for an organisation to have a solid online presence it must create user friendly and efficient website. The online presence could also be enhanced by the creation of an app, or through a cost effective solution- a mobile friendly website. For the new generation of consumers this channel of communication would be a more convenient option relatively to standard ones (Gilles, 2015). The introduction of new technologies and secure mobile devices in the market, allows the consumers to use their phones as portable shopping and booking engines. According to a study, market penetration has reached 72% in the U.S as of August 2014 and has only grown since then, making its importance in the private sector worldwide (Kim, Malthouse and Wang, 2015). Another important finding of the study states that 50% of time spent on digital media is on mobile friendly websites and apps, suggesting that the use of this mean of communication has penetrated into the daily lives of smartphone users.

After introducing the relevant factors stating the importance of mobile friendly website and app, it is necessary to evaluate how it applies to the new generation of consumers, the millennials. This is key in capturing younger consumer base as well as understanding how technological trends are affecting the future of consumer's behaviour.

3.0 The ''new generation of consumers''

Each generation has its own values, expectations, skills and interests. Generation Y-demographics include people whose birth years are between 1982-

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2002. Generation Y could also be translated into Millennials (1982- 1999) and Generation Z (1999-2010). Millennials are the central part of Generation Y and Generation Z are the young consumers that grew up during the technological evolution period (Pendergast, 2010). One of the most common characteristic among millennials is reliance on cell phones. Not only do millennials use smartphones for standard uses such as calling and texting, but they also use them for social media, games, music, alarm clocks, pictures, email, and so much more. Millennials are a generation that came to life amid the internet boom, almost as if technology and millennials grew and evolved together. This has formed a strong relationship and, today, consumers' cell phones act as phones, computers, gaming devices, televisions, and shopping tool. Phones are considered life lines, and when people are without them, a state of panic arises (Camarda, 2016). This is important for businesses since the millennia's decisions regarding a product is influenced by the social media and digital appearance of a company. The millennials are the age group with the largest purchasing power and the most active group regarding social media interaction. Bennett (2014) claims that 74% of consumers make their purchasing decisions based on social media. It is the age group where connecting to others is highly important.

A study by the Boston Consulting Group (2012) identified several inherent characteristics of Millennials – they are consumers who have confidence in their power to influence, they are natively digital in terms of how to use technology in a multitasking way, they show a strong personal interconnectivity and they share travel experiences (Benckendorff, Moscardo and Pendergast, 2010). Millennials are considered to be a progress factor, as they generate new ideas, and their creativity ensures sustainability and generally revives the economy (Okere, 2016). They represent an active audience that wants to collect experiences. Subsequently, they share the experiences with family and friends, online, and such experiences are also an inspiration for other people from their generation. They prefer active involvement in marketing campaigns and are willing to provide personal data only to brands that prove that they can provide

tangible benefits in exchange for this information: special offers, discount coupons corresponding in shopping preferences etc. (Buru, 2015). They also prefer to first consult with their friends, family or any other online communities they belong to. For them, shopping has become a social experience, as confirmed by numerous fashion blogs and the increased popularity of the app Pinterest. Young people represent a well-informed audience, endowed with critical sense, and knowing the rights they have as consumers (Nistoreanu, 2004).

Moreover, millennials care less about specific brands that are available for purchase. This means that this kind of consumers prefer to place a greater emphasis on the value for money proposition (JD Power, 2016). Many believe that shopping for value means shopping for the cheapest option, when in reality this actually means they are more willing to pay any price asked, either high or low, if they believe that they are getting a worthwhile value. This gives the opportunity to less known brands to put themselves on the same level as well-known ones if they focus on their communication and the quality of the product in regards for the price asked (value for money).

So far, studies have shown that we are witnessing a series of mutations in terms of consumption behaviour of young people. There is a shift regarding online privacy, users focus more on the benefits obtained from the online exchange of personal information than the possible risks. Also, they prefer social announcements that replace those that have become classics, like banners, due to the fact that the smaller size is better suited for smartphones (Fromm, 2014).

In addition, millennials are also known as the ‘’opt-in’’ generation, meaning information comes directly to them rather than having to search for it themselves and if any research is needed the solution is already in their hands (Mobile device) (Camandra, 2016). For example well-known airplane companies such as EasyJet and Rynair, have created an app that not only allows to the user to book a flight or have a digital copy of their boarding pass, but also notifies them if any delays have occur.

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Another example is the case of booking engines such as Expedia, AirBnB that allow to their user to book an accommodation all over the world in a matter of minutes. This simple examples introduce information difference between the previews generations of consumers and the current ones.

The ‘’new generation of consumers’’ have all the information needed at their fingertip at all times and have forced companies to start thinking about their next move in the digital era and introduces new ways of doing business (Migliaccio, 2017). An app or a mobile friendly-website is considered very useful to this generation, since they prefer to gets things done quickly and efficiently (Trop, 2015). As mentioned above, some companies have already created relevant apps that suit their businesses and are not only targeting younger generations but also making life easier for the old-ones.

This kind of customer targeting can also be viewed as a new way of attracting new customers, which could have as a result the increase of sales as well as building brand loyalty. In regards to customer loyalty, millennials are more likely to choose a product that is already integrated into their life; such as an app that could be downloaded at any time at their phone, or a mobile friendly website. If a young consumer has remote access to a company’s product from his/her phone it is more likely to engage to a purchase since efficiency is priority for them (Trop, 2015).

Overall, the above chapter seems to indicate that if businesses want to succeed in the new trends of the market and approach greater number of consumers they must digitalise their presence and start targeting younger generations. By understanding the new generation of consumer’s behaviour and their interaction with technology, an organisation can target a larger group of consumers and gain their loyalty. If a company wants to remain relevant in the minds of millennials, they must integrate themselves into the digital world, whether by creating an app, social media page or a mobile friendly website. If an organisation wants to be a leader in in its industry, it must

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master the above technological tools that will provide a competitive advantage over their opponents.

3.1 Young Travellers

Throughout the years, youth tourism has taken an upward trend with strong dynamics as a result of mutations in supply diversification and the increase in people mobility. In recent international studies (2012) it has been stated that young people travel in order to experience a different culture, learn a new language, volunteer, find a job familiarise themselves with new lifestyles and meet new people (YouthTourism, 2012) (Khoshpakyants and Vidischcheva, 2012). They constitute the new visitors in the tourism market (Pendergast, 2010). According to Iakovidou et al., (2005) the majority of young travellers comprises of young people (19-35 years old - millennials), highly educated who usually choose rural destination depending on the natural resources that the destination has to offer.

Furthermore, at a study that the World Youth Student and Educational Travel Confederation (WYSETC) conducted in 2016, t was stated that youth tourism includes individual that travel for periods of less than a year, motivated by the desire to experience other cultures, to gain experience and to benefit from opportunities for formal and informal learning in a different environment than the usual one. At the same study it was estimated that the current size of the global tourism market for young people, which is represented by people between 19 and 35 years old, covers approximately 23% of the total number of arrivals and international tourists This percentage by 2020 will be equivalent to 300 million young travellers(WYSETC, 2015)..

The most popular tourism forms fall mainly within the category of trips for knowledge, which bear the imprint of social and cultural particularities of demand of the emitting countries (Angel, 2015) and the average length of stay records higher values than in the case of traditional forms of tourism. Meanwhile, youth tourism

generates advances in technology, by encouraging innovation, given their consumer preferences and habits - online reservations, interaction with fellow travellers through social networks, use of mobile devices and applications for planning and conducting a journey etc. As millennials are the digital natives (Prensky, 2012), Internet - based booking platforms became a necessity for the survival of tourism businesses. The tourism industry could not afford to ignore this marketing trend bringing fundamental changes in tourism marketing (Gossling & Lane, 2014). Combining this necessity with Internet based booking platforms and social media, the owners of tourist properties have now the opportunity of an e-adoption ladder (Martin, 2004) including email campaigns, social media marketing (Facebook, Instagram, etc) and other form of digital marketing.

Tourism consumption behaviour of young people has influenced decisively on a number of issues regarding the tourism products which are specifically designed by hotel chains and hostel accommodation (Evisiontourism, 2014). Also, youth preferences regarding the use of gadgets put their mark on the marketing policies of companies in the hospitality industry as well as some service sectors (e.g. air transport). Technology experts- the Millennials- can easily use online travel aggregators such as Expedia, AirBnB or booking.com to book a trip for leisure, but for choosing the location of their visit they prefer a travel agent, given the lack of experience in knowing tourist destinations. In 2014, 28% of Millennials (16-35 years) used agents, compared to 13% of baby boomers (50-65 years) and 15% of Generation X (36-49 years) (Evisiontourism, 2016).

Moreover, as mentioned above the share of young travellers has increased in recent years and has been diversified due to the growing number of young people in emerging economies. In these circumstances, the recorded dynamics contributes to a sustainable price control of travel destinations which are less popular, preferred by young travellers, which justifies researching travel preferences in order to meet the growing requirements. Young people contribute to the development of specific

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infrastructure consisting of hostels, restaurants, leisure centres, etc., and therefore their contribution to economies and communities is significant (Moisă, 2016). The Millennials have a definite impact on the economy in a period of globalization which is influenced by a variety of technological changes and economic difficulties (Goldman Sachs, 2016)

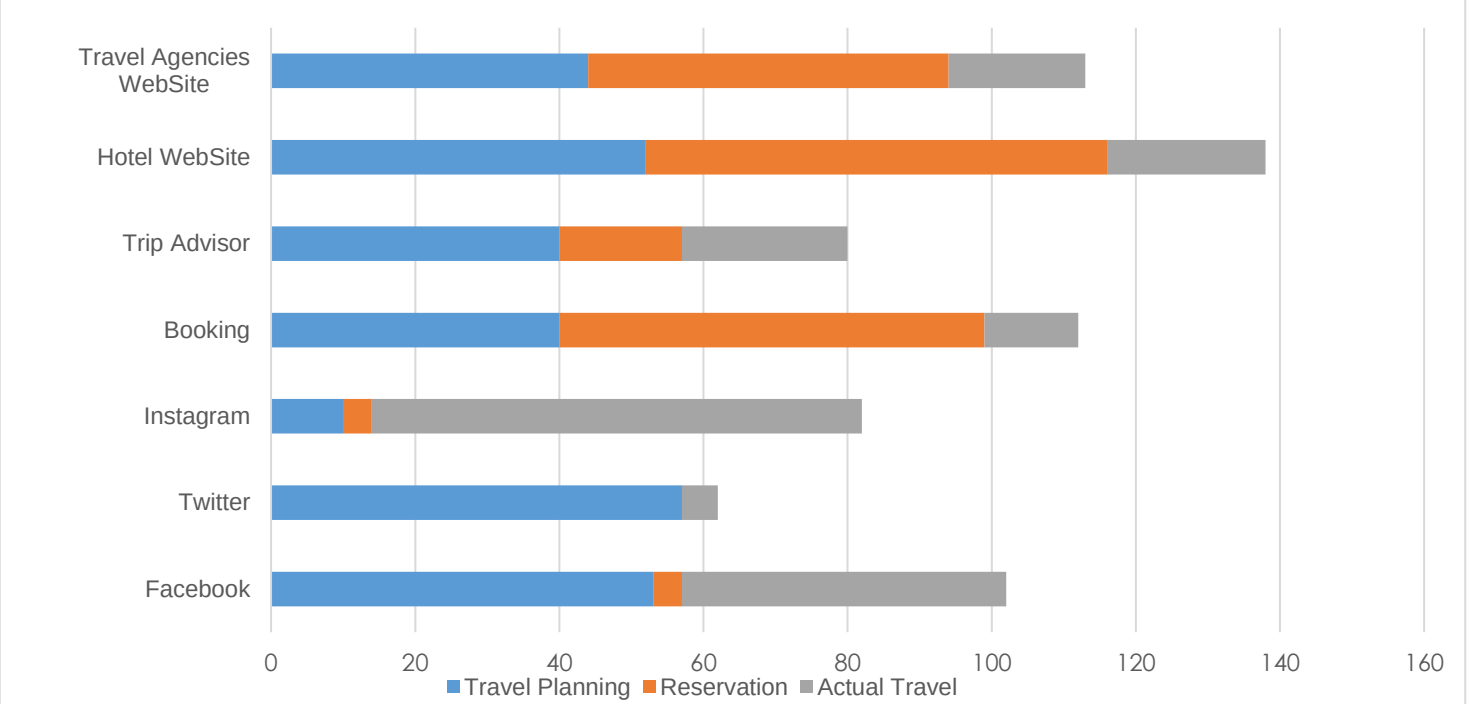
4.0 Importance of technology in consumer's decision-making process

Moving forward in identifying the technological involvement in young traveller's decision making process, a study was conducted in Romania (2016) with 387 participants (Șchiopu, Pădurean, Țală & Nica, 2016). Findings of the study have introduced the involvement of online sources by millennials throughout the 3 phases of the journey (journey planning, reservation, actual journey), the importance of online sources during travel decision making and the online sharing platforms during the trip.

Firstly, at Graph 1 it can be seen illustrated the involvement of social media platforms throughout the 3 phases of the journey (travel planning, reservation, actual travel). Consumers while planning their journey, use in a higher degree Twitter, Facebook and the Hotel's Website. While on reserving they use booking.com and the Hotel's Website. During the actual travel, the respondents post content to social media applications like Instagram and Facebook. This findings provide important information regarding the involvement of technology throughout the three stages of a journey and may also be considered vital tool in the future of travel planning. This must

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	Facebook	Twitter	Instagram	Booking	Trip Advisor	Hotel WebSite	Travel Agencies WebSite
Travel Planning	53	57	10	40	40	52	44
Reservation	4	0	4	59	17	64	50
Actual Travel	45	5	68	13	23	22	19
Total Respondents	**102**	**62**	**82**	**112**	**80**	**138**	**113**

Graph1: Online sources used for travel and online planning

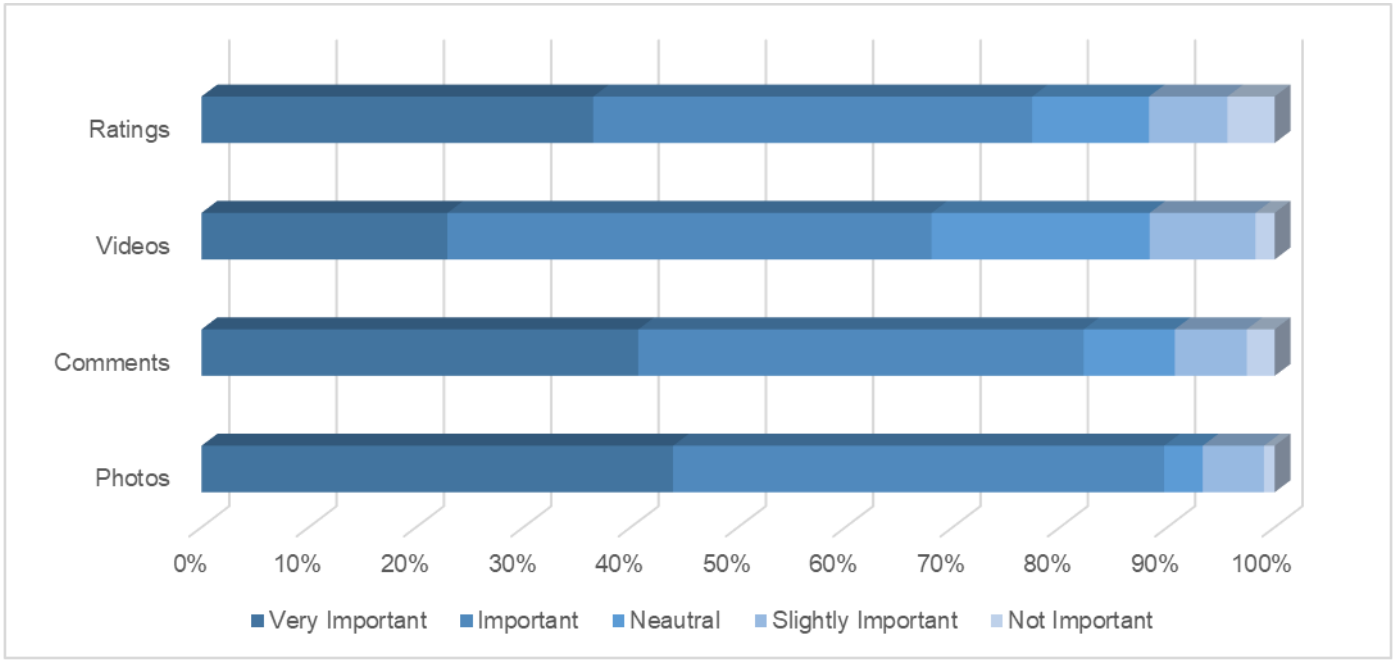
Source: Șchiopu, A.F., Pădurean, A.M, Țală, M.L. and Nica, A.-M., (2016)

Secondly, a part of the same study, investigates the importance given by young people to information obtained online through photos, comments, videos and ratings. Illustrated bellow at Graph 2, it can be viewed the importance granted to several online sources in travel decision making of young adults. It is noteworthy that these information play significant role in decision making process within the digital tourism. More than 40% of respondents consider photos, comments and ratings important and more than 35% very important during the purchasing process. Videos also wright in this decision with 45% of participants believing is an important factor when it comes to decision making. As discussed at previews chapters, it is proven that visual display is

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an important influencing characteristic amongst the millennial generation, as well as, E-WOM which has also been proven to be equally important and influencing for young travellers. As it can be seen from the study's findings the consumers before engaging into any purchasing decisions are consulting online sources, which should be taken into consideration by companies and make sure to create or frequently update their online presence.



	Photos	Comments	Videos	Ratings
Very Important	43.90%	40.70%	23.00%	36.50%
Important	45.70%	41.50%	45.30%	40.90%
Neautral	3.60%	8.50%	20.40%	10.90%
Slightly Important	5.70%	6.70%	9.90%	7.30%
Not Important	1.00%	2.60%	1.80%	4.40%

Graph 2: Importance of online sources for travel decision-making of millennials
Source: Șchiopu, A.F., Pădurean, A.M, Țală, M.L. and Nica, A.-M., (2016)

Lastly, another finding of the study conducted by the Bucharest University of Economic Studies, is the online sharing of travel information by millennials. Travel experience sharing through photos, is mostly used by millennials with 85% of the

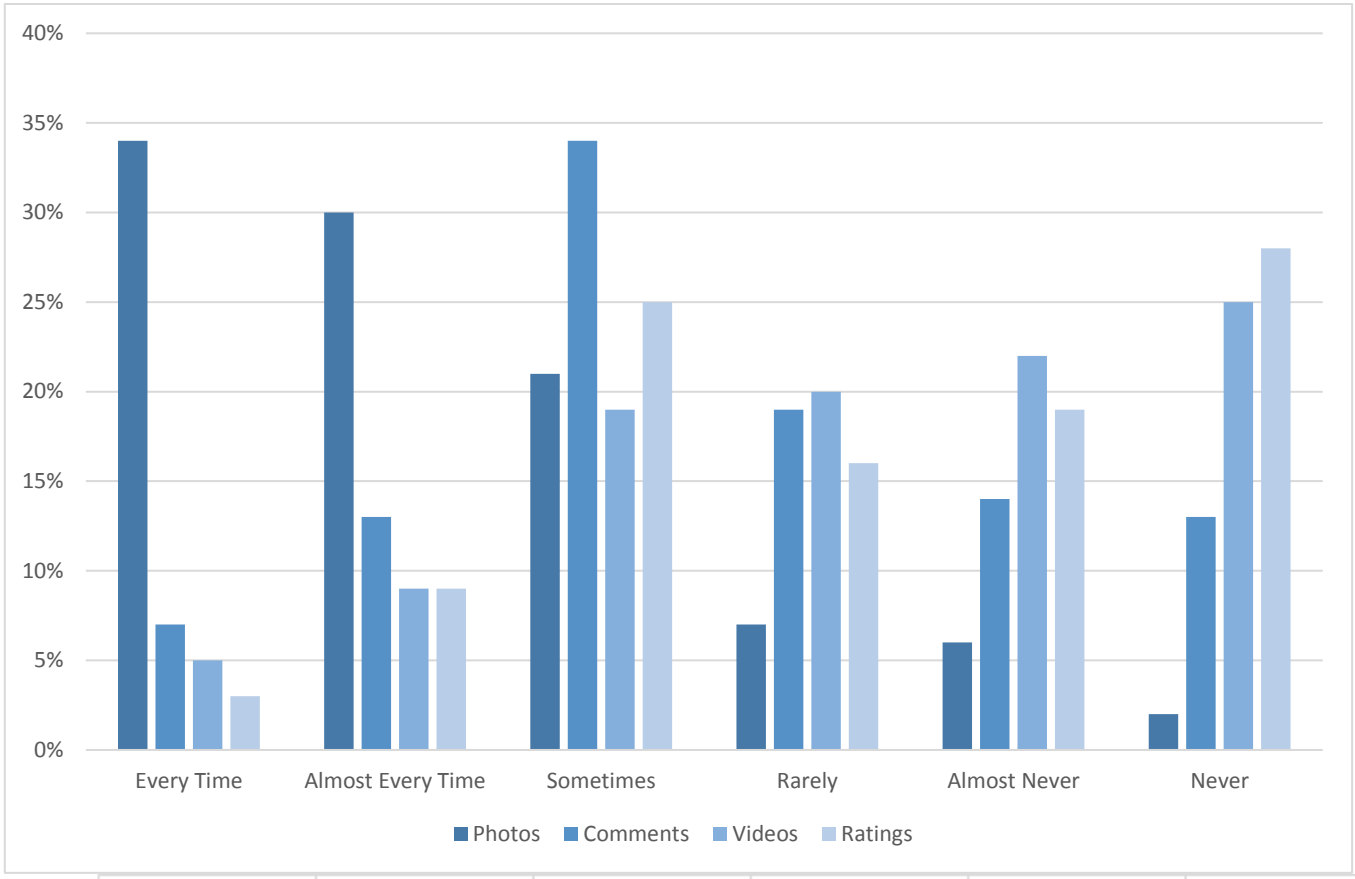
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participants posting one at least time-time while on a journey. Particularly, 21% sometimes post photos, 30% almost every time and 34% every time. Another important part of the graph are the comment ratings, where more than half of the respondents share this type of information several times. Videos and ratings are preferred by a lower number of young travellers. As in previews chapters, E-WOM adds significantly during the process of a journey and people are interacting with this kind of information in an often basis, as well as, consumers trust the visual display posted through social media and are being influenced by them. Overall, this chapter has highlighted the importance of online sources during all 3 phases of the journey, including the decision-making process, which can be influenced by E-WOM, photos, videos, social media and the online presence of a company or a product.

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	Every Time	Almost Every Time	Sometimes	Rarely	Almost Never	Never
Photos	34%	30%	21%	7%	6%	2%
Comments	7%	13%	34%	19%	14%	13%
Videos	5%	9%	19%	20%	22%	25%
Ratings	3%	9%	25%	16%	19%	28%

Graph 3: Online sharing of travel information by millennials from Romania

Source: Șchiopu, A.F., Pădurean, A.M, Țală, M.L. and Nica, A.-M., (2016)

Overall, after reviewing the above data it can be acknowledged that youth tourism market segment is growing and it can be said that is a trend accompanied by a series of changes when it comes to communication channels and decision-making process. The conceptual definitions aim towards delimiting the age range of Millennials/Gen-Z and their characteristics but also the changes in consumer

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behaviour and trends that are currently emerging. In this regard, a particular importance is attributed to decisive factors in choosing a tourism product or service – the price and the possibility to book online and via mobile devices. Additionally, the collection of information required from the ''new generation of consumers'' for selecting a holiday-destination contains several websites and social media applications.

As seen at Graph 1 websites and applications are a big part of all 3 phases of the journey. Not least another widely known method used to collect and influence the consumers are the shared travel experiences by the use of photos, comments, videos and ratings. As it can be seen at Graph 2, the online content found can influence the decision making process of possible customers. Last but not least, as it can be seen in Graph 3 online sharing of travel experience through photos, videos and ratings is widely spread. A valid information will create realistic expectations, while incorrect information will cause negative reactions. In a sensory industry such as tourism, providers must be very careful. Dissatisfied tourists can attract negative image through postings, pictures, videos or bad reviews and rating. It is difficult to satisfy various requirements and demands of consumers. But this is the current customer profile and therefore, a reality.

5.0 Discussion

New technologies have managed to simplify our daily life's and evolve the way of doing business by introducing alternative and more time effective solutions, either by using the Internet as source of data collection and clarification or either by the creation of new applications for a mobile device. As it was presented at the above article, 67% of individuals who use the internet are logged in Social Media account at least once a day and a person's identity is comprise of daily posts, photos, profile updates and comments (Eurostat, 2018). Traditional ways of advertising have been substituted with digital advertising, word of mouth (WOM) has turned into E-WOM and influencer marketing has emerged (Woods, 2017). Social media provide the tool to

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anyone to become an influencer and the marketing industry needed to adjust to the social media growth. Thus, marketing communication had to evolve and adjust to new technologies since it has become the main source of contacting the appropriate target group of consumers.

Secondly, the extreme acceptability of online information from the younger generations has had as a result internet being the first place that will be checked for any product information. As seen in a study at Chapter 2.0, 62% of the market makes an online research and 80% of them before engaging to a purchase consult the comments and reviews of others (Evisiontourism, 2014). The increasing share of the online environment is recorded as a trend among the global population, and companies need to adjust their methods of communication in order to reach the customers. Therefore, many companies have taken steps in creating an online presence. This strategic move will aid their brand's awareness to the consumers and could even influence their decision making process. It is stated that online shopping can help build sustainable competitive advantage in brand loyalty.

In general this highlights why developing an online channel is important in order to gain e-loyalty and have a competitive advantage over a competitor (Forman, Lester and Loyd, 2005). In order to build trust with the consumer a website must fulfil the informational need and update the content which could result in an increase of repeated level of use (Kim and Wang 2015).The image and design of an app or a website can significantly influence the stickiness and its use. If the design is well structured it can even improve brand image and the consumer's attitude towards it, that's why before developing any of the above must have both hedonic and utilitarian benefits (Bilgihan and Bujsic, 2015).

After introducing relevant factors stating the importance of mobile friendly website and applications, the article has evaluated how it applies to the ''new

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generation of consumers''- Millennials and Gen Z. Young people interact daily with their mobile devices and use the Internet for a sufficient amount of time, thus communication channels of corporations must adjust their strategy and content in order to get their attention. The millennials are the age group with the largest purchasing power and the most active group regarding social media interaction. Bennett (2014) claims that 74% of consumers make their purchasing decisions based on social media. It is the age group where connecting to others is highly important. Millennials are consumers who have confidence in their power to influence, they are natively digital in terms of how to use technology in a multitasking way, they show a strong personal interconnectivity and they share travel experiences (Benckendorff, Moscardo and Pendergast, 2010). They represent an active audience that wants to collect experiences. Subsequently, they share the experiences with family and friends, online, and such experiences are also an inspiration for other people from their generation. They prefer active involvement in marketing campaigns and are willing to provide personal data only to brands that prove that they can provide tangible benefits in exchange for this information: special offers, discount coupons corresponding in shopping preferences etc. (Buru, 2015). The ''new generation of consumers'' have all the information needed at their fingertip at all times and have forced companies to start thinking about their next move in the digital era and introduces new ways of doing business (Migliaccio, 2017). An app or a mobile friendly-website is considered very useful to this generation, since they prefer to get things done quickly and efficiently (Trop, 2015). This is key in capturing younger consumer base as well as understanding how technological trends are affecting the future of consumer's behaviour.

Then ''new generation of consumers'' is certainly an important niche whose consumption habits should not be ignored. This scientific approach enables the development of suggestions for certain stakeholders in the tourism market such as travel agencies and tourism service providers. Tourism is highly mobile, influenced by

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a multitude of extremely varied factors: technology, fashion, terrorist attacks, income levels etc. Consequently, research related to segments of demand is extremely useful for market factors. In this case, the Millennials generation consumers have provided relevant information, which can be integrated in the supply of service providers and of packaged travel.

In a future, research, amongst several universities across Europe in order to examine how young travelers use technology at all 3 phases of a journey (travel planning, reservation, actual travel). The goal would be to detect the most common social media platform used by the young travelers in Europe and the most influencing mean when it comes to decision making (photo, video, and comments). This kind of information could be used by tourist operators in order to create a more effective marketing champagne in terms of communication channels and content. Moreover, this research could examine in detail if young travelers prefer to book their holidays through an app or a mobile friendly website or either choose to contact a travel agent and book a package with them. This could give a better understanding of young travelers purchasing tools and preferences.

Overall, the article seems to indicate that if businesses want to succeed in the new trends of the market and approach greater number of consumers they must digitalise their presence and start targeting younger generations. By understanding the new generation of consumer's behaviour and their interaction with technology, an organisation can target a larger group of consumers and gain their loyalty. If a company wants to remain relevant in the millennia's minds, they must integrate themselves into the digital world, whether by creating an app, social media page or a mobile friendly website. If an organisation wants to be a pioneer in the industry, it must master the above technological tools that will provide a competitive advantage over their competitors. The digitalisation of tourism will enable organisations to create and use new communication channels (Social Media, Websites, etc.) making it easier for consumers to find what they are looking for and engaging into a purchase.

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