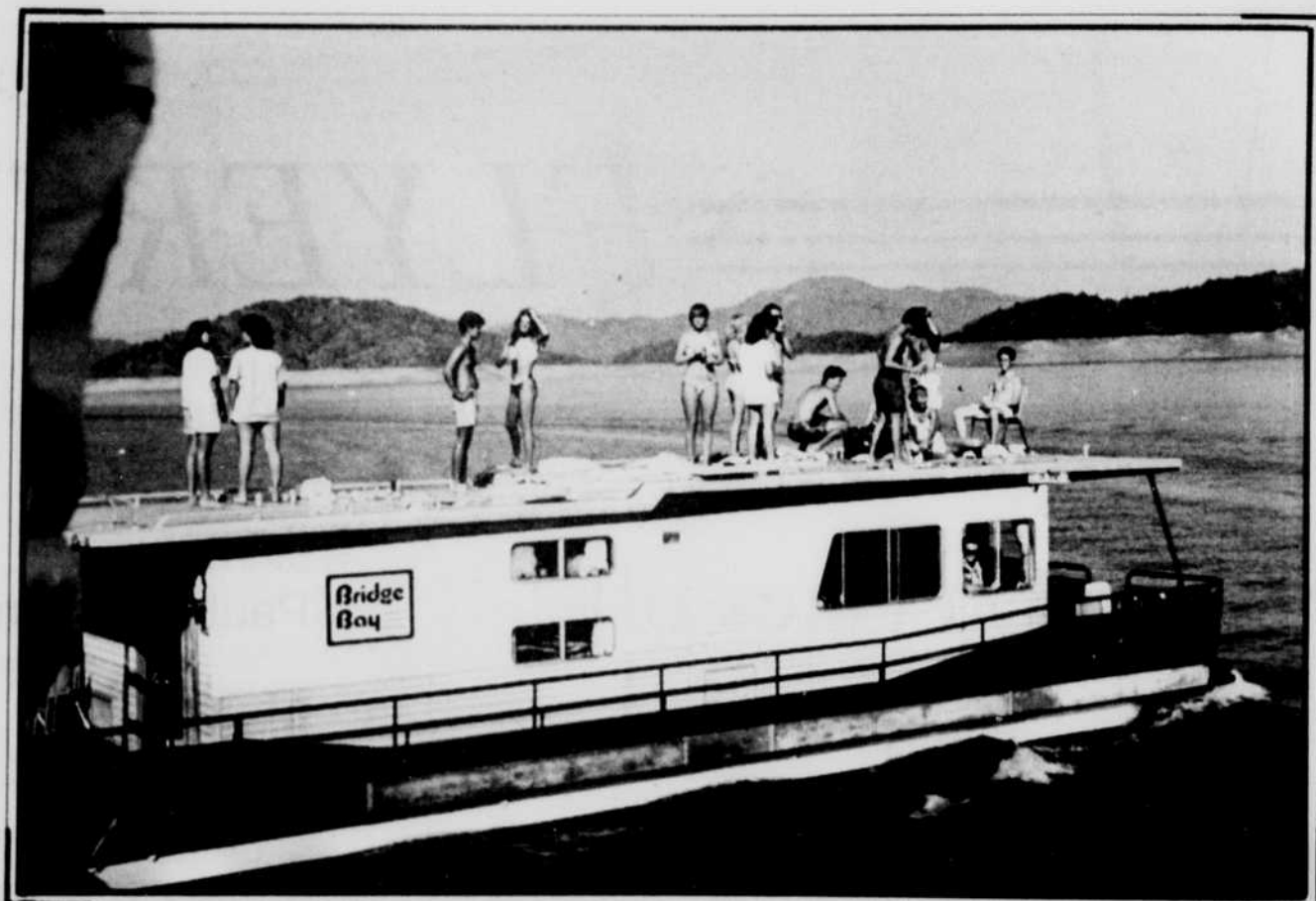




Susan Green

Through the years, the Stanford Institute has compiled enough information to categorize the nation's marketplace. FLYERS fit into the "I-am-me" category. It seems that Graham and Hamdan felt this catch-phrase wasn't pleasing enough to the young, upward bound ear, and instead substituted this somewhat self-centered and highly individualistic name with one more appealing to the young ear. Dr. Lynn Kahle, associate professor of marketing at the University, is a specialist in consumer behavior.

Kahle doesn't care for the VALS system, and instead prescribes his own program for targeting a desired group. His approach doesn't rely as heavily on demographics, attitude statements that cannot be scrutinized and are generally too specific to document general trends, a common complaint with VALS. LOV (List of Values) is Kahle's preferred method.

Although Kahle has not read Graham and Hamdan's book, he knows much about the FLYER phenomenon.

Kahle conducted a survey similar to Stanford's and found that men more than women "want to have fun," contrary to Cindy Lauper's lyrics. He warns against improperly labelling FLYERS, whose motto is fun first and others last, as "heathen." Kahle asserts that the cliché "stop and smell the roses" is more appropriate. He believes that these are people who take what life gives them and enjoy it instead of fighting against the system and always being angry. While conducting a survey on college students (the same people who compose the majority of FLYERS), Kahle found nine major values predominant among college students; a sense of accomplishment was number one.

"The thing about people who valued fun and enjoyment in my survey, was that mostly they had rotten jobs with low pay, but they were extremely optimistic, so that suggests that they probably viewed themselves as on their way to success. Why would they be so optimistic when they were in such bad situations otherwise?"

laughed Kahle.

"The typical college student is in this situation. An income for the average college student is way below the national average. But if you looked at where college students expect to go and realistically expect to go, they have a good basis for optimism and good reasons to view themselves as on their way to success."

The authors of the book *Youth Trends* make the claim that "companies will be left behind" if they do not learn to market this relatively young group. Kahle argues that this group is not huge, and it depends on what product is being marketed. "I would think that the company that makes Geritol would do extremely well by not caring about this group. So, there's certainly some product categories where that claim is ridiculous, but in certain other product categories it's true."

Kahle agrees with the authors' claim that young consumers tend to have relatively large amounts of discretionary money. "A lot of these people live with or off their parents for