



Susan Green

food, shelter, and transportation...so people in this group can spend their money on things other than basic necessities. A lot more money can be spent on fun-time activities."

FLYERS, says Kahle, are different than Yuppies in some ways. "Yuppies are ten years older at least. The Yuppie has already launched a career, as the FLYER probably hasn't. The Yuppie probably has a kid or two, as the people in this group probably don't."

"There are also certain historical events that being ten years older would make a difference. Probably the typical Yuppie has a lot more opinions about Watergate and the war in Vietnam than the typical person in the younger category."

Kahle argues that these are good times to be in love with fun and en route to success by casting his memory back to times when life for youth wasn't so nurturing.

"A lot of cultural context certainly influences the way people see things; there's no doubt about it--the eighties

have been pretty good. There haven't been any major wars that the people of the United States have been involved in--we've had some name calling incidents with Iran and stuff, but nothing really serious."

"I've always believed that part of what went on in the late sixties and early seventies had to do with fear of being drafted and sent to Vietnam and dying. If you were drafted, you didn't know what category you would get in. The people whose job was to climb up telephone poles and string communication lines had a life expectancy of two weeks."

"To talk about en route to success, there was no success in the thirties, if you measure success economically."

"In terms of values, the value that a Yuppie would be more likely to endorse would be self-fulfillment; you know the "be all you can be" slogan; achieving your full potential. I think the younger group of people would tend to place more emphasis on pleasure and leisure-time activities. Another thing

that's true is that both these groups don't like family roles all that well."

Graham argues that the youth set the trends in today's market. Kahle agrees to a point. "It is generally true that younger people are more likely to change than older people. So if there is something fundamentally new in the marketplace, younger people will be more likely to adopt it than older people. And also, more intelligent people between the ages of 13 and 25 are actively trying to identify themselves, and marketers know this. "Part of this self-definition process that is so important to this age category is going to be manifested in buying products that relate to appearance and is going to be related to trying to put forth an image," said Kahle. "My suspicion is that the average person you see walking down the street with a two foot purple spike in his hair probably isn't going to be doing that 15 years from now. Most likely, this person will have rejected this self-image and moved on to another one." ©