

# THE EFFECT OF TRADITIONAL MEDIA ON YOUNG ADULTS: RESEARCH ON THE EDMONTON VALLEY ZOO DEVELOPMENT SOCIETY

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## INTRODUCTION

During the initial meeting with representatives from the Edmonton VZDS, they discussed the ongoing improvements that are being made to the Edmonton Valley Zoo infrastructure and how this greatly improves the experience they are able to offer to new visitors. Despite these improvements the Edmonton Valley Zoo, and many of those involved with the zoo's operation, still feel that the awareness in the general public is low, and in relation, damages people's motivation to visit the zoo. The VZDS plans to run new marketing campaigns this coming year to improve awareness of key features such as the zoo being an all-season facility and also the introduction of more adult focused events. When brainstorming ways to address these issues, a survey was used to get a clearer understanding of students and individuals representing this new target segment, focusing especially on their awareness of new offerings at the zoo and to also get a sense of overall interest in the new focused events.

The goal of this research was to aid the VZDS in identifying the best traditional marketing channels for contacting their proposed new target market, and how they could help improve market penetration using messages relating to the zoo's updated infrastructure. Through the use of literature review we were able to look at data that provided insight into how certain marketing channels have been used in similar situations and how we might be more effective in generating the most beneficial recommendations for the Valley Zoo Development society. From exploratory research a clear sense of consumer preference, and what individuals in the targeted segment are looking for in nightly activities, were identified. Also, which marketing channels are used most frequently in accessing information on events and activities occurring around the city of Edmonton. After conducting this research, the primary marketing problem focus should be on how the Valley Zoo Development Society can use these identified channels to most effectively communicate with this new target segment.

### *Qualitative Research*

Through our qualitative research, it was possible to highlight many components of VZDS's management and marketing research issues, as well as articulate pre-research hypotheses. While conducting in-depth interviews it is believed that Generation Y could be a very beneficial market segment to approach. Generation Y is a large demographic, however, their buying patterns are very dynamic and can change with time. Thus, making them very difficult to market to.

However, more insight was provided through interviews on how this group makes their decisions, and the general feeling toward The Valley Zoo.

The primary way millennial's get their information is through word-of-mouth. These individuals trust each other more than the supplier, and therefore rely on recommendations rather than media. If there were a media avenue that would be recommended it would be radio advertising. With many of these people listening to different radio stations while they drive, a short commercial would be beneficial to create awareness; with the least amount of attention put towards television. It would be unwise, and very costly, to use this form of publication. Print media, although not one of the primary media channels that were discussed, could be helpful to connect with students. Print is a relatively inexpensive method and is a good way to put an activity like visiting the zoo into the minds of these consumers.

Generation Y can be selective in deciding what events or places to go; they do not want to waste their time, and have a short-term oriented focus (Viswanathan & Jain, 2013). Although many of the people interviewed have not visited the Edmonton zoo in many years, they had pleasant memories as a child and admit they would like to visit it again. By adding events specifically tailored to their demographic, it would not only appeal more to them, but also could create an environment for many to attend, giving them that "social experience" these individuals are looking for. This group doesn't necessarily go to the zoo to look at animals; they are looking for social gatherings and experiences. Another opportunity for the zoo to conquer this demographic would be to institute a "date night" or a day exclusively for those in a relationship or perhaps going on a first date.

On the other side of the spectrum, over half of our interviews revealed that they have issues with the zoo, suggesting that they are not as inclined to attend. Some had mentioned the Valley Zoo was not aesthetically pleasing; however, because the zoo is in the process of redeveloping, this issue is already being taken care of. It was noted that interviewees did not have a strong knowledge of the zoo itself. Those interviewed did not realize the zoo was under renovations and that the name changed. Not one person interviewed knew what the Valley Zoo Development Society is and therefore had to guess their mission. The main reason found for customer turnover is the lack of change and spontaneity; the customers believe if they have seen it once, they do not need to see it again. This is essentially the biggest problem for the zoo. The VZDS has spent an enormous amount of financial resources on renovations, and they expect that many customers would come to see the new and improved Valley Zoo. The Valley Zoo could institute different events catered to their new target segment. Perhaps including a "movie night" so customers could spend an afternoon, and then watch a movie later in the evening on the grounds. The idea would be to retain customers that want to come back more than once by offering different specials or promotions a few nights of the week or on weekends.

From our qualitative data, the Generation Y of Edmonton seems uninformed about the Valley Zoo and the Valley Zoo Development Society. Without awareness, this population forgets the

zoo exists, and in turn do not consider it an option for an activity. Although the zoo is doing major renovations to change their infrastructure, they need to focus much of their marketing efforts on, not only awareness of Generation Y, but also, the retention of those customers.

## **LITERATURE REVIEW**

Today's consumers trust each other more than any one company. This is particularly true for Generation Y given that "more than any other generation, they are influenced by the opinions and advice of their family and immediate social circle over that of advertisers" (Leask, 2014). Still, an organization targeting this demographic must be aware of how these individuals consume, "in terms of how they evaluate products and brands in different product categories. Friends are considered to be credible sources by Generation Y" (Viswanathan & Jain, 2013). Through research, one can determine that these individuals are somewhat self-centered in the fact that they typically will only "frequent events and activities that are specifically arranged for and targeted at them as a distinct audience group" as well, they would rather "listen 'less and do more' in their visits to attractions" (Leask, 2014). This is key to an attraction organization, in order to keep their interest, one must plan events and have experiential aspects related directly to them to keep them coming back, and ultimately create word-of-mouth. With this in mind, we have outlined our research objectives in a way that will incorporate; having a social experience, as well as create a setting in which this generation will be willing to recommend the experience to others. Word-of-mouth is a very powerful marketing tool, however, it must be generated. Therefore, it is imperative the Valley Zoo understands this new demographic in detail. A study conducted in India shows us how this demographic makes their buying decisions, and identifies different themes associated with the group. One theme that came into focus was "impulsive decision-making" (Viswanathan & Jain, 2013). This group tends to make their purchases spontaneously and therefore do not necessarily put much thought into the decision. This means that there is a real possibility that after hearing about events hosted by VZDS, this group will make an impulsive decision to attend. In fact, this was noticed within our in-depth interviews. One of the participants admitted to going to the zoo one week after seeing it advertised on The City Of Edmonton Website.

Although it is important to get these prospects through the entrance, it is just as important to ensure those people want to return. It was identified in our in-depth interviews that an influential reason young adults aged 19 to 25 do not return to the zoo is because they have seen it all before, and therefore, do not feel they need to go back. The Valley Zoo is not offering a tangible good; they are in the business of bringing people back to see the entertainment. The City of Edmonton is not typically a location for tourism, meaning the zoo must ensure more frequent return visits from customers. Marketing an intangible product like that of VZDS is much different than marketing something one can physically use or touch. The Valley Zoo must attempt to market the experience. It is believed that if the Valley Zoo, and the Valley Zoo Development Society provided a real experience for the consumers, will result in multiple visits from patrons.

## ANALYTICAL FRAMEWORK

We developed our model of analysis based on the following components each consisting of a research question to be analyzed and our hypotheses of these questions. The following quantitative research will focus on current university students of all faculties and programs.

### COMPONENT 1

*Research Question: Does a student's program of study affect how often they attend the zoo, or related events associated with the zoo?*

*Hypothesis:* Based on research collected, we think that no matter a student's program of study, this should not affect your decision making on whether or not you would attend the zoo or zoo related events. Hence, when marketing to this demographic, they would not need to focus on one program, instead focus their marketing efforts across the university as a whole (Vila-López & Rodríguez-Molina, 2013).

### COMPONENT 2

*Research Question: Do MacEwan students believe The Valley Zoo, and the events hosted by The Valley Zoo Development society, would be a good "date-night" experience?*

*Hypothesis:* From our initial research of in-depth interviews, we believe that most individuals in the specified age demographic would be inclined to attend the zoo for a romantic experience (Zarantonello & Schmitt, 2013).

### COMPONENT 3

*Research Question: How do MacEwan students justify not attending the zoo in the past?*

*Hypothesis:* When conducting our qualitative research, we found that the main reason for people not going to the zoo, or paying attention to zoo related activities, is because they believe the zoo hasn't changed much since they last visited. The zoo in Calgary has a much better reputation and they would make the trip there instead (Kirezli, 2011)

### COMPONENT 4

*Research Question: What sources of media would be most beneficial in reaching the new target market?*

*Hypothesis:* Through our research, we believe social media and online activities will be the dominant way to reach these individuals. However, it is also believed that radio advertising could be used in correlation with online advertising (Chao, Corus, & Li, 2012; Ehrenberg, Barnard, Kennedy, & Bloom, 2002).

### COMPONENT 5

*Research Question: What are the most listened-to radio stations among MacEwan Students, and what time of day do they listen to these stations?*

*Hypothesis: From our initial research, we were unable to find a dominant radio station between all individuals. Therefore, we will attempt to gain further insight. However, it is believed most radio listeners will be active users while they are driving to and from work and school as suggested by previous interviews (Jankovic, 2012).*

#### *COMPONENT 6*

*Research Question: Is there a correlation between people who agree The Valley Zoo would be a nice date night; and those who would be willing to attend again after being given more information.*

*Hypothesis: It is believed that those who would like to go back to the zoo after hearing about new events are also those who believe a date-night to the zoo would be a memorable experience. (Zarantonello & Schmitt, 2013; Ehrenberg, Barnard, Kennedy & Bloom, 2002).*

#### **RESEARCH DESIGN**

Having completed our descriptive research, we concluded the research with a sample size of 104 respondents. Of those 104 respondents, 80 were within the age category of our focus (19-25 years); therefore, our analysis will consider only these individuals. We utilized a face-to-face strategy for distributing our surveys around to students representing a variety of faculties at the MacEwan University campus. We used this strategy for the benefit of ensuring that all our surveys were completed correctly, and with our target demographic being widely represented. On campus we were provided with an ideal population to gather data. These designs proved effective and were very successful in gathering data from the targeted segment. Since emphasis was placed on gathering data from different students across faculties we can be quite confident in the randomness of those individuals who were involved in filling out our questionnaires. In order to properly allocate the data into our analytical model, it is important to discuss how each component is measured from the questions asked.

#### *MOST EFFECTIVE COMMUNICATION CHANNELS*

In order to address our marketing question, we decided to look at which channels were the most effective in communicating with our targeted segment. The central components (as seen in the analytical framework), were explored in the first 11 questions of the questionnaire, which can be seen in the appendix (not including question 7). These questions used a variety of styles and formatting, each asking respondents to either checkmark which of the local forms of media respondents connected most with. Respondents had to; rate on a scale, choose reasons why individuals may not want to attend the zoo, if the zoo would be a memorable date night, and the types of media most identified with as another example. This data was key in distinguishing the

most effective traditional marketing channels and radio stations to recommend for use. The first three components of the analytical framework primarily focused on the public's awareness and overall feelings toward the zoo. The remaining components (4-6) were focused on uncovering the primary uses of media channels, and how these relate to the probability that people would attend the zoo again. For question 10 of our questionnaire, we used a Likert scale in order to rank the degree to which the sample connected with each marketing format. Each option was given a rank from 1-5, 1 representing "The Least" and 5 representing "The Most" identifiable channel for our respondents. This analysis was extremely useful for us to critically analyze which mediums are the most effective in reaching our target market, and also helped to build our recommendations for our client.

### *DEMOGRAPHIC*

We made sure to include a few key questions that would help us analyze our respondents and help to categorize their demographics, in order to analyze their responses more effectively. The demographic questions we included in the questionnaire include questions: 1, 12, 13, 14, 16, and 17, and helped us get a clear picture of what preferences groups have. For questions 1, 12, 14, 16, and 17, we used a single response question format in order to understand information such as age, gender, living arrangements, and student status. For question 13, we asked respondents to circle the answers that pertained to the method they currently use in order to cover their tuition costs; the options included "Family Money", "Self-made money", "Student loan", and "Other". These questions helped us get a better understanding of the individuals who participated in our study, and gave us the ability to filter respondents in order to focus wholly on our targeted customer segment.

### *PERCEPTION OF THE ZOO*

For this section, we asked probing questions to understand what our respondent's perception of the zoo facilities and product offering were and helped to get a better idea of the perception the Edmonton Valley Zoo has the minds of the target market. For this section we included in our questionnaire items that addressed topics such as "when the last time they had visited the zoo" and "what are some reasons for not going to the zoo". We allocated questions 2, 3, and 5, of our questionnaire to this section with the intent of gaining a better understanding of our respondent's lack of motivation to visit the zoo and also how up-to-date their perception of the facility really was. For question 2, we asked individuals to either circle "Yes" or "No" in response to if they had ever visited the zoo and for question 3 we got respondents to circle the response representing the amount of time that had passed since their last visit to the zoo. This information will help identify the amount of knowledge people currently have about the zoo. With the lack of marketing to this generation, it is likely that those who have not been for a substantial amount of time will be unaware of the upgrades currently going on. For question 5, we took advantage of a Likert format asking individuals to give a ranking from 1 (Least) to 5 (Most), in order to get a better idea of what the motivations were that most hindered people the most from visiting the

Edmonton Valley Zoo. This data was useful in discerning how up-to-date people's view of the zoo was and also what some of the key factors preventing them from visiting the facility.

#### *INTEREST IN ATTENDING EVENTS HOSTED AT THE ZOO*

We included two questions aiming to get a better idea of peoples interest in events hosted at the zoo and also, with further awareness, the likelihood they would consider attending these types of events. For this section, we included two questions, 4 and 11, into our questionnaire and used a Likert scale for sorting answers in both cases. For question 4, we asked respondents to check a response rating starting from "Strongly disagree" moving to "Strongly agree" to the extent they felt the zoo would be a good place for date. One of the primary research objectives is to identify if the VZDS could market events specifically for those looking for a romantic night out. For question 11, the individuals involved in our study were asked to put an "X" on a value from 1 to 7 indicating that it was "Not-Likely" to "Very-Likely" they would attend events hosted by the Valley Zoo Development society if they were aware of the events being hosted. The section was beneficial in giving our study more depth into understanding peoples interests in events at the zoo and showing opportunities for increased attendance at future events. Question 11 was used as a benchmark in many bivariate analyses concerning traditional media. The reason behind this analysis is to ensure the Valley Zoo is using the media that has the strongest relationship with those people who admitted they would likely attend the zoo. For example: if The Valley Zoo used print media, but those who read print media are not willing to go to the zoo, the return on their marketing investment could be negative.

### **ANALYSIS & RESULTS**

#### *GENERAL ANALYSIS: IDENTIFYING COMPONENTS 1,2 & 3 OF THE ANALYTICAL FRAMEWORK*

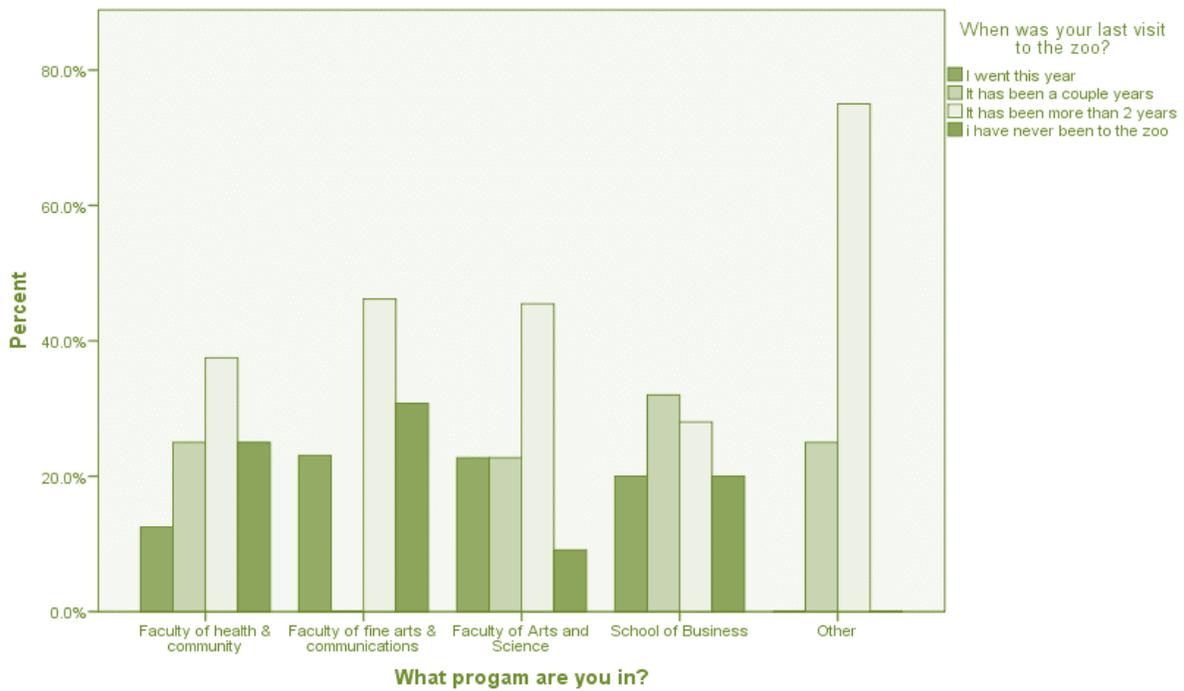
We collected 104 surveys of MacEwan University students; however, we focused our analysis on those who are between the ages of 19 and 25 since those are the primary target of the study. We analyzed 80 valid responses in this group. Further analysis of those 80 responses has delivered a sample of how the group feels about the Valley Zoo and the Valley Zoo Development Society, along with how these individuals use traditional styles of media. In accordance with component 1 of the data analysis (*Does a student's program of Study affect how often they attend the zoo or related events associated with the zoo?*), individuals were asked when they last attended the zoo. Along with separating the gender ratio proportionately to that of MacEwan Students (~60% female; 40% male), a proportionate number of students in each faculty were also included (See Table 1). With that, the faculties whom were most recently in attendance can be analyzed. Figure 1 depicts that the Faculty of Fine Arts & Communications have the greatest fluctuation of attendance. Conversely, the School of Business carries the most varied attendance rate, and also the lowest rate of attendance in more than two years. However, there is a wide variation across

each faculty and therefore it can be concluded that our initial hypothesis was correct. To verify this, we tested this hypothesis using cross-tabulation and chi-square test.

**Table 1: Program Of Study**

		Frequency	Percent
Valid	Faculty of Health & Community	16	20.0
	Faculty of Fine Arts & Communications	13	16.3
	Faculty of Arts and Science	22	27.5
	School of Business	25	31.3
	Other	4	5.0
	Total	80	100.0

**Figure 1: Last Visit To The Zoo Categorized By Program Of Study**



**Table 2.1: Last Attendance To The Edmonton Valley Zoo**

		Frequency	Percent
Valid	I went this year	15	18.8

	It has been a couple years	18	22.5
	It has been more than 2 years	32	40.0
	i have never been to the zoo	15	18.8
	Total	80	100.0

**Table 2.2: Cross Tabulation of Program of Study and Frequency of Zoo Attendance.**

		When was the last time you went to The Valley Zoo?						Total
		I went this year	It has been over a year?	It has been a couple years	more than 2 years ago	I don't remember	I have never been	
What program are you in?	Faculty of Health & Community	2	2	2	5	1	4	16
	Faculty of Fine Arts & Communications	3	0	0	5	1	4	13
	Faculty of Arts and Science	5	3	2	7	3	2	22
	School of Business	5	2	6	5	2	5	25
	Other	0	0	1	3	0	0	4
Total		15	7	11	25	7	15	80

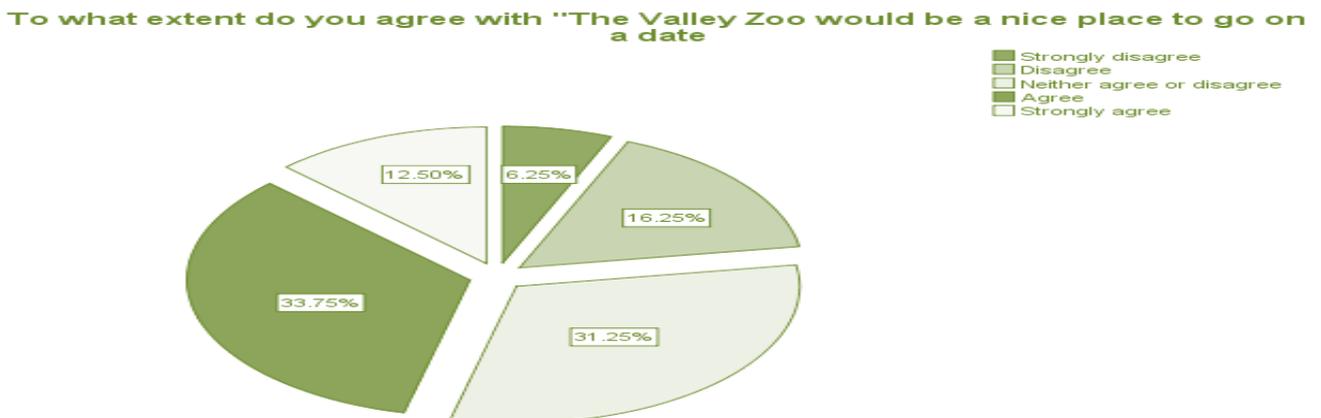
**Table 2.3: Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.191 <sup>a</sup>	20	.705
Likelihood Ratio	20.272	20	.441

Linear-by-Linear Association	.582	1	.446
N of Valid Cases	80		

Table 2.1 shows that 40% of people surveyed had not been to the Edmonton Valley Zoo in over two years. It is quite possible that this is due to the lack of marketing to this specific age group. As mentioned, these individuals are a prospective market segment for the Valley Zoo and as this table shows, there is a great need to inform young adults of any and all events being hosted by the development society. As seen in Table 2.2 and 2.3 we obtain a p-value greater than alpha (alpha = 0.05) within a Chi-square test. We can say with confidence that ones program of study, and ones frequency of visiting the zoo, are insignificant. Therefore VZDS should focus on marketing to all faculties of MacEwan University. A potential component to apply to VZDS’s marketing campaign is to create a social experience involving those going on a date, or some kind of romantic activity. Data has shown that nearly 50% of the 80 valid respondents either *agree* or *strongly agree* that The Valley Zoo would be a good place to go on a date as shown below in Figure 2.

**Figure 2 Going On A Date**



Therefore, we can conclude our hypothesis regarding component 2 of the analytical framework (*Do MacEwan students believe The Valley Zoo, and the events hosted by The Valley Zoo Development society, would be a good “date-night” experience?*). Incorporating a date-night component to these events and to their marketing scheme could generate a large amount of interest, and in turn, create the much-needed awareness for Generation Y.

Although we may have acknowledged reasons why people may like to go to the zoo, it is also important to know why they would not likely attend the zoo. Participants were asked to rate four

variables out of 5 from *least* to *most*, independently of one another (each variable is rated separately from the next). With this information the Valley Zoo Development Society can understand what factors of their organization they may need to focus some of their attention. It was hypothesized that individuals believe the zoo hasn't changed since they have last been there, and therefore do not feel the need to see it again (component 3 of analytical framework). As seen in Table 3.1, the largest variable attributed to not attending the zoo is seeing the animals in confinement. However, this is an unimportant factor within this analysis because marketing to these people would be a waste of resources in that they will not likely change their perspective. The most relevant variable attributed to not going to the zoo is the *been there done that* factor. In other words, individuals believe that they do not need to see the attraction because they have seen it at least once before which agrees with our hypothesis. Another major contributing factor to not going to the zoo is weather conditions. Edmonton and area spend much of the year in a cold environment meaning many residents prefer indoor activities, or at the very least, heated outdoor activities. Although some were attributing their lack of attendance to preference to The Calgary Zoo, it is not believed this is a significant variable.

**Table3.1: Reasons For Not Going To The Zoo**

Reason For Not Going to the zoo	Care the least about (1)	Care About (4)	Care Most About (5)
Animals	18.8%	21.3%	11.3%
Been there done that	20.0%	23.8%	8.8%
Forget	30.0%	17.5%	10.0%
Out of the way	26.3%	17.5%	3.8%

**Table 3.2: Other Reasons For Not Going To The Zoo**

		Frequency	Percent
Valid	Weather	5	6.3
	Lack Of Interest	1	1.3
	Calgary Zoo	3	3.8
	Other	7	8.8
	Total	16	20.0
Missing	System	64	80.0
Total		80	100.0

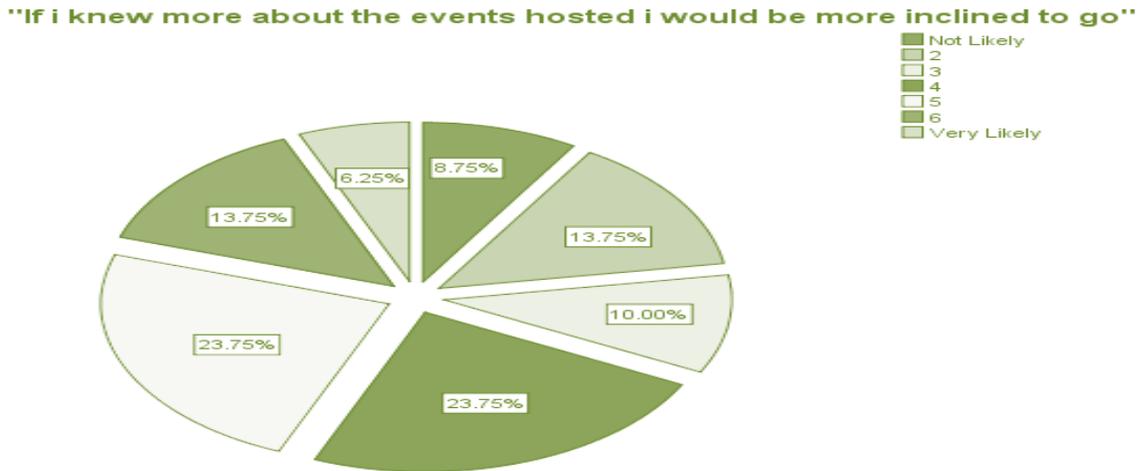
With this information, the Valley Zoo and the Valley Zoo Development Society can use the results in their marketing strategy. With the enormous amount of renovations occurring, these individuals who have been but are not willing to come back will now have a reason to re-attend. By adding features like the mentioned *date-night*, or other similar events specifically generated for this demographic, there is an opportunity to keep the acquisition and retention rates elevated.

#### *TRADITIONAL MEDIA: IDENTIFYING COMPONENTS 4,5 & 6 OF THE ANALYTICAL FRAMEWORK*

With a general understanding of the potential The Valley Zoo has with this segment, they must now understand how to reach this group. Traditional media may seem outdated, and in many ways this is true; however, there are certain individuals who are active users of all styles of media such as: radio, print, television, and mail. With the arrival of social media, many companies do their primary marketing through social networking when targeting Generation Y. One question the zoo must ask themselves is: is it worth the resources to use traditional media, and if so, what avenues should be the priority? As seen in component 4 of the analytical framework we want to discover *what sources of media would be most beneficial in reaching the new target market?* Because of the complexity in answering this question, we took multiple univariate analysis and developed a bivariate correlation table of the variables (see Table 4).

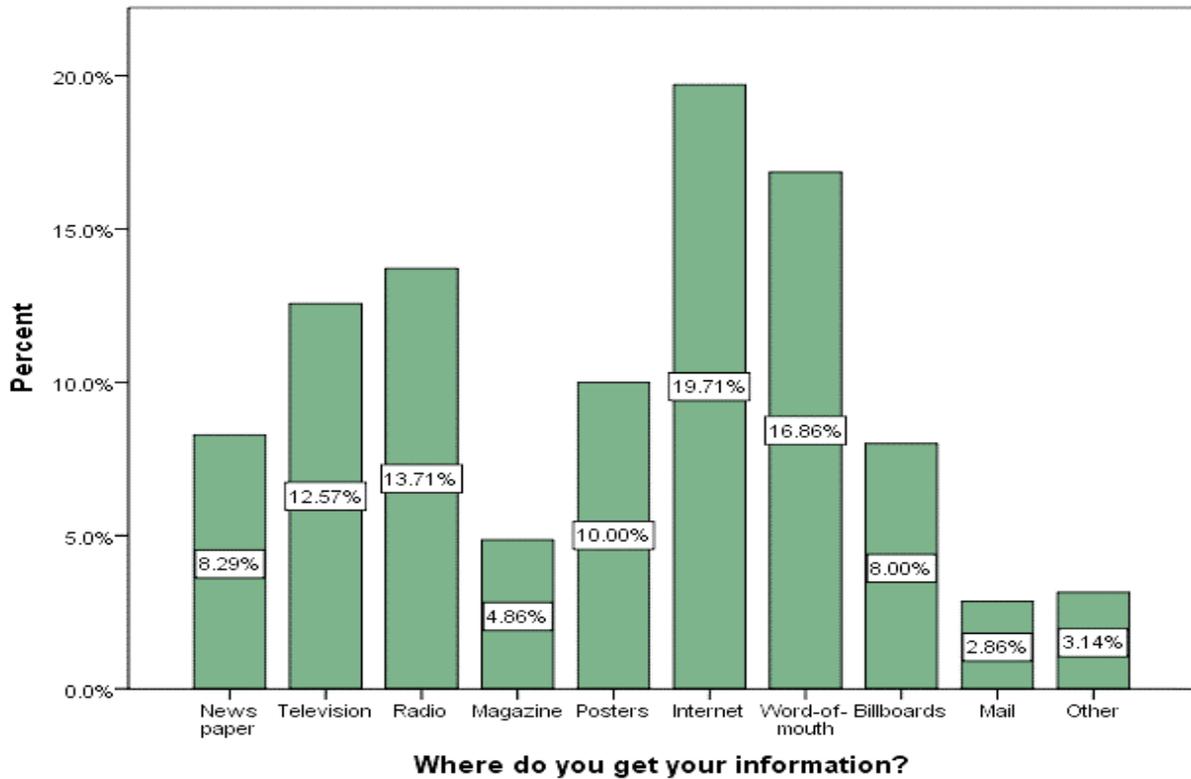
Young Adults were first asked *if given more information about the on-goings and events hosted by VZDS, would you be more likely to attend?*

**Figure 3: More Information About The Zoo**



Not surprisingly, when asked to rate their score from one to seven, 43.75% of the respondents admit that they would be more likely to attend if they had more information. As well, 23.75% of these 80 responses were indifferent, leaving 32.5% less than likely to go even after advertising (seen in Figure 3). In correlation with this research we have identified the sources of media that this sample identifies with the most as shown in Figure 4 below.

**Figure 4: Frequency Of Where Generation Y Gets Their Information.**



As seen in this graph, the highest proportion of individuals to media sources is predominantly Internet, at nearly 20%. Although word-of-mouth is the second most used form of media, as mentioned previously, it is only useful once it is generated, and unfortunately, this is not the case for the Valley Zoo. From this information, one could assume the best way to reach this demographic would be through social media and Internet, meaning the hypothesis in component 4 would be correct. However, striking information has been collected that in fact disproves this theory. A bivariate analysis of the previous two data sets will show that there is not a significant correlation between those who would go to the zoo after being given information, and social media usage (see Table 4 below). There is however, a positive and significant correlation between attending the zoo and those who listen to the radio, read print media and those who read mail ads. Interestingly, this means although social media is rated highest for media usage, it would not necessarily be as beneficial in gaining attention as radio advertising; because those who are willing to attend the zoo and those who are not, have rated social media similarly.

**Table 4: Correlation Between Source Of Media and Attendance**

		Attendance
<b>Social Media</b>	Pearson Correlation	-.005
	Sig. (2-tailed)	.966
	N	80
<b>Radio</b>	Pearson Correlation	<b>.202</b>
	Sig. (2-tailed)	.072
	N	80
<b>WOM</b>	Pearson Correlation	-.064
	Sig. (2-tailed)	.573
	N	80
<b>Print</b>	Pearson Correlation	<b>.219</b>
	Sig. (2-tailed)	.050
	N	80
<b>TV</b>	Pearson Correlation	.068
	Sig. (2-tailed)	.550
	N	80
<b>Mail</b>	Pearson Correlation	<b>.220</b>
	Sig. (2-tailed)	.050
	N	80
<b>Internet</b>	Pearson Correlation	-.060
	Sig. (2-tailed)	.594
	N	80

As noticed in Table 4, the correlation coefficient for social media is -0.005 and the correlation coefficient for radio is 0.202. Because of this unsuspecting result, the focus of the analysis will incorporate the usage of different radio advertising data. With this information, we can say with confidence that our hypothesis in component 4 of the analytical framework was inaccurate. Although social media may be of some benefit, it does not have the most significant relationship out of the media channels shown in the above table.

In order to understand how to pursue these individuals through radio, and to uncover the research question identified in component 5, there are a number of variables that need to be identified. The first of which is knowing what local radio stations these people listen to most often. Participants were asked to check all the FM radio stations they listen to on the list, as well as identify any other radio stations that were not listed in an *other* section (Results can be seen in Table 5, multiple response analysis).

**Table 5: Most Listened To Radio Stations**

<b>Most Listened to Radio Stations</b>				
		Responses		Percent of Cases
		N	Percent	
What radio stations do you listen to?	CISN Country	25	12.5%	36.8%
	The Bear	21	10.5%	30.9%
	Now	20	10.0%	29.4%
	The Bounce	36	18.0%	52.9%
	Virgin	29	14.5%	42.6%
	Cruz	10	5.0%	14.7%
	Hot 107	34	17.0%	50.0%
	Sonic	25	12.5%	36.8%
<b>Total</b>		<b>200</b>	<b>100.0%</b>	<b>294.1%</b>

With approximately 53% of respondents listening to The Bounce FM, it can be assumed that advertising through this radio channel would be beneficial in reaching the target market. As well, Hot 107 and Virgin reach 50% and 42.6% respectively suggesting that the Valley Zoo Development Society could reach nearly 50% of respondents with these three channels. Of course, knowing what stations are being listened to is only one part of attaining these clients. Therefore, one must also know what time of day would be most useful. In other words, what times does this group listen to the radio?

**Table 6 When Do People Listen To The Radio Most Often**

		Responses		Percent of Cases
		N	Percent	
When do you listen to radio the most? <sup>a</sup>	In the car	57	63.3%	73.1%
	I listen all day	5	5.6%	6.4%
	In the mornings before I leave	7	7.8%	9.0%
	In the evenings when i get home	5	5.6%	6.4%
	I don't listen to the radio	16	17.8%	20.5%
<b>Total</b>		<b>90</b>	<b>100.0%</b>	<b>115.4%</b>

According to Table 6, 73.1% of this sample listen to the radio in the car on their way to and from school and work. With this information, we can gather that the best times of the day to use radio advertising would be during morning rush hour (between 7 and 8 a.m.) and evening rush hour (which can fluctuate between 4-6 p.m.).

Lastly, component 6 of the analytical framework asks the question “*Is there a correlation between people who agree The Valley Zoo would be a nice date night, and those who would be willing to attend again after being given more information?*” It may be important to know if those individuals who believe the Valley Zoo would be a good place to go on a date would also be more inclined to go if they had more information on the Valley Zoo Development Society’s events. Therefore a correlation between these two variables was developed. In Table 7 it can be seen that there is a strong correlation between going to the zoo for a romantic experience, and those who are willing to go after hearing an advertisement on the radio, giving merit to the final hypothesis of our analytical framework.

**Table 7: Correlation Between Date Nights and Attendance**

		The Valley Zoo would be a nice place to go on a date
If I knew more about the events hosted I would be more inclined to go	Pearson Correlation	<b>.386</b>
	Sig. (2-tailed)	.000
	N	80

In summary, it is believed that from the data collected, using traditional media, more specifically radio advertising, would be a beneficial way for the Valley Zoo Development Society to engage young adults (age 19-25) as a prospective target segment. It may also be useful to employ a social experience for this group to keep them engaged and to keep their retention rate high.

**FINDINGS & RECOMMENDATION**

*FINDINGS*

Upon our analysis of the survey data, we were first concerned with understanding Generation Y’s point of view toward the zoo. With the analysis provided above, we can conclude that this market is currently uniformed about the zoo because of the lack of marketing toward them. Next, we wanted to determine the most effective communication channel for reaching those in the target market who are willing to go; how their behavior would change if they were better informed about the zoo, what the main reasons for not going to the zoo are, and how the zoo’s message should be tailored to penetrate as much of the target market as possible. Our analysis initially showed that social media and Internet usage would be the best ways to reach the target

demographic; however, after performing a bivariate analysis, an insignificant correlation between social media usage, and individuals who would go to the zoo if they had been more informed was discovered. Upon this realization, the most beneficial and applicable communication channel for the target market is radio. Further data analysis revealed that almost 50% of the target market would be reached by advertising on three radio stations, the Bounce, Hot 107, and Virgin, and that the most advantageous time to air the commercials would be during peak rush hours. The data also revealed that the majority of respondents would be more likely to attend the zoo if they were more informed about upcoming events. This discovery affirms the potential problem the Edmonton VZDS has identified that they were unsure of the level of awareness the public has about the zoo. This discovery reaffirms the VZDS's need to implement a marketing campaign that is focused on not only maximum exposure but on conveying value and educating the public on all the new attractions the zoo has to offer. We were also able to determine that the majority of the targeted demographic believe the zoo would be a great place to go on a date. This is a perfect example of how the zoo could convey new value to an older demographic with the current events they already plan to run such as *The Festival Of Light*. The data also revealed that the most common reason for our target market not wanting to visit the zoo was because of feelings of "been there done that". Once again, the brand image problem seems as if the true roots of the problem stem more from a lack of exposure and general awareness.

#### *RECOMMENDATION*

In order to maximize penetration of their target market, the zoo should consider implementing radio campaigns that focus on highlighting the zoo's renovations and promote the zoo as a great destination for a romantic endeavor. Incorporating certain weekly events catered to romantic evenings could help do this. For example, include an event that gives guests dinner in the café and then a movie showcased on the grounds. The zoo would be able to benefit greatly from exposure aimed at informing the target market about the renovations to the zoo because this would nullify the most influential reason behind not returning to the zoo, which, as shown in Table 3.1, is the lack of differentiation. Next, because the majority of the respondents stated they would go to the zoo if they were more informed of upcoming events, and the majority of respondents also believed the zoo to be a great place to go on a date, we highly recommend that the zoo consider promoting some sort of social experience to cater to this target market. If VZDS caters some events or promotions to this demographic it can offer a different experience each time they go. Although these recommendations can be quite costly, it is believed that they can be a long-term investment, and provide financial stability. It is also recommended The Valley Zoo analyzes their future return on marketing investment in order to ensure the validity of their campaign.

**APPENDIX**

*QUESTIONNAIRE*

Use of Traditional Media by Young Adults

1. Which age range do you belong to?  
 18 or less     19-21     22-25     26-30     31-35  
 36 or more
  
2. Have you ever been in the Edmonton Valley Zoo?  
 Yes     No
  
3. When was the last time you went to The Valley Zoo?  
 I went this year     it has been over a year     it has been a couple years  
 more than 2 years ago     I don't remember     I have never been
  
4. To what extent do you agree with "The Valley Zoo would be a nice place to go on a date"  
 Strongly disagree     Disagree     Neither agree or disagree     Agree  
 Strongly Agree
  
5. What would be a reason for not going to The Valley Zoo? (Circle your answer)

	<u>Least</u>		<u>Most</u>		
- I don't like to see animals that way.	1	2	3	4	5
- "been there done that"	1	2	3	4	5
- I forget Edmonton has a zoo	1	2	3	4	5
- It is too far out of the way.	1	2	3	4	5
- Other: _____	1	2	3	4	5

6. What sources of media do you use to get your information? (Check all the apply)

- News Paper    Television    Radio    Magazine  
 Posters    Internet    Word-of-mouth  
 Billboard    Mail    Other: \_\_\_\_\_

7. What local news stations, if any, do you listen to/watch, to keep up with current events?

- Global    CTV    CBC    630 CHED  
 other: \_\_\_\_\_

8. Which FM radio stations do you like to listen to? (Check all the apply)

- CISN Country    The Bear    Now    The Bounce  
 Virgin    Cruz    Hot 107    Other: \_\_\_\_\_

9. When do you listen to radio the most?

- in the car (to and from school/work)    I listen all day  
 in the mornings before I leave    in the evenings when I get home  
 I don't listen to the radio

10. To what sources of media do you identify the most with?

	The Least				The Most
Social Media	1	2	3	4	5
Radio	1	2	3	4	5
Word-of-mouth	1	2	3	4	5
Print media	1	2	3	4	5
TV	1	2	3	4	5
Mail	1	2	3	4	5
Internet	1	2	3	4	5

11. If I knew more about the events hosted by The Valley Zoo Development society I would be more inclined to attend. (Mark an "X" on the line)

1-Not Likely       2       3       4       5       6       7-Very Likely

**FOR CLASSIFICATION PURPOSES ONLY**

12. Gender (check  $\surd$  only one box):

female       male

13. What is the primary source for your semester tuition? (Check all that apply)

Family money       Self-made money       Student loan

Other

14. Who do you live with? (check  $\surd$  only one box)

On my own       With parents       On student residence       with peers

15. What faculty are you currently part of? (Check one)

Faculty of Health & Community Studies       Faculty of Fine Arts &

Communications

Faculty of Arts and Science

School of Business

Other: \_\_\_\_\_

16. What is your student status?

Full-time       Part-time

17. How many hours a week do you work?

Less than 8       8 to 16       17 to 20       More than 20

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