

Preliminary communication

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## TENDENCIES IN CONTEMPORARY MARKETING COMMUNICATION CAUSED BY TECHNOLOGICAL PREFERENCES OF GENERATION Y

### Abstract

Marketing communication implies the usage of means by which organizations directly, or indirectly, inform, convince and remind consumers of the brands or products they represent. As one of the consequences of the accelerated development of information and communication technologies and consequently changes in the behavior of consumers, there has arisen a need for digitalization of marketing activities. Development of digital technologies has led to the emergence of new products and sales service channels, but also to fundamental changes in marketing communications flows, due to the fact that consumers were given a central place in marketing activities. Online social communities have especially contributed to the shifts in marketing communication by changing the way people access and collect information, as well as acquire and share knowledge about organizations, brands, and their products or services. Based on the fact that generation Y has grown up during the intense technological development, this sociological group has shown significant preferences towards generating and exchanging different types of information digitally. Therefore, this paper gives an overview of current trends in the development of marketing communication in the world, as well as a survey conducted to gain insight into the attitudes and preferences of the local auditorium in Serbia in terms of digital marketing communication.

*Key words:* marketing communication, digital sophistication, digital marketing, social media, generation Y.