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TRENDS IN YOUNG CONSUMERS' BEHAVIOUR – IMPLICATIONS FOR FAMILY ENTERPRISES

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ABSTRACT. The attractiveness of young consumer segments from the perspective of family enterprises (FE) is in question. Although young buyers' mindset toward FE is generally positive, there are certain trends in their behaviour which need to be recognised by FE. Moreover, there is little research on the existing and potential buyers of goods offered by FE, and the theme of young consumers in this context has not been addressed in the literature. Thus, the major aim of this paper is to initiate a discussion about trends in young consumers' behaviour, considering the FE's perspective. The study focuses on explicit trends in behaviour which can be favourable to FE and those which require an inventive approach from FE. The findings come from contemporary trends analysis, latent participant observation, individual in-depth interviews and a quantitative survey of a representative sample of 1091 buyers. The study identifies, inter alia, dynamics in young people's perception of family and posits that unduly conservative FE might be treated as relics of the past. These findings are critical for marketers' re-evaluation of current FE campaigns. With a better understanding of consumer perceptions of FE, marketing messages can be developed and evaluated for effectiveness in connecting with young consumers by understanding their latest trends and related perceptions of FE. Although FE may be considered inherently traditional, young consumers' current conceptualization of tradition in FE is critical for today's marketers. The specific contribution of this study is the recommendations it addresses to FE in Poland based on a framework of consumers' attitudes, beliefs, and values. These recommendations may be extended internationally, as youth have become much more aligned globally.

***JEL Classification*:** D12, D22, D91, M21

Keywords: international trends in buyer behaviour, young consumers, family enterprises, Poland.

Introduction

The inspiration for the article came from our research project on relations between individual buyers and family enterprises (FE). Studies concerning FE so far have focused mainly on the supply side of the market (Pounder, 2015; van Gils, Dibrell, Neubaum & Craig, 2014). The internal problems of FE, as well as the special features of running a business in conditions of market instability, have been widely described, including the subject of reputation and image (Sageder, Mitter, & Feldbauer-Durstmüller, 2018; Zellweger, 2017; Binz, Hair, Pieper, & Baldauf, 2013). However, there is little research on the existing and potential buyers of goods offered by FE (Astrachan Binz, & Botero, 2018; Bednarz, & Nikodemska-Wołowik, 2017). The past two decades have seen a significant increase in appreciation of FE, and these firms have gained more stakeholders' trust than non-family businesses. Furthermore, the market segment of young consumers has not been investigated in the context of FE. In particular, we noticed a gap in the literature on FE that also or particularly target young buyers as the market for their goods. In prior studies, young buyers have not been singled out for examination (Beck & Prügl, 2018; Rosina, 2018; Beck and Kenning, 2015). The aim of this article is to initiate a discussion about trends in young consumers' behaviour considering the FE's perspective. Our research questions are as follows:

Q 1: Are there any explicit trends in young consumers' behaviour which can be advantageous to FE?

Q 2: Does the segment of young buyers require an inventive approach adopted by FE?

As the year 2008 has become a threshold of searching for innovative solutions to the socioeconomic problems which convulsed markets worldwide, that year is the starting point for the analysis in this article (except fundamental theories). Although the study refers mostly to Polish consumers and firms, it is of a rather universal character, as youth have become much more comparable and aligned on a global scale (especially "Generation Z"). Furthermore, a comparative analysis of key values in modern Western Europe and in a post-communist state reveals a dearth of a territorial factor influence on contemporary young generation's behaviour (Blyznyuk, 2017, p. 153).

This paper is composed of a literature review of major concepts and terms employed in the paper, a description of the research methodology, an analysis of advantageous and challenging trends in youth's behaviour for FE, conclusions and recommendations.

1. Literature review

This paper builds on research streams such as the psychological fundamentals of consumer behaviour (attitudes, beliefs, and values), the essence of a trend, trends in contemporary young buyers' habits, the new importance of family *per se*, and the characteristics of FE.

1.1. Attitudes, beliefs and values

While investigating the significance of attitudes, beliefs and values, one may notice several inconsistent and even contradictory definitions of these terms. This paper refers to some classical concepts of the internal determinants of consumer behaviour proposed *inter alia* by Fishbein and Ajzen, (1975). Ajzen (2005, p. 3) defined attitude as "a disposition to respond favourably or unfavourably to an object, person, institution, or event". An attitudinal analysis entails some basic assumptions: "definition of the behaviours of interest, the targets at which they are directed, and the context and time of their occurrence" (Ajzen & Fishbein, 1977,

p. 914). This study employs a traditional classification of three attitude components: cognitive (refers to a relatively factual knowledge), affective (refers to emotions) and intentional (refers to actions).

Beliefs reflect a person's understanding of whether something is true or false. Beliefs can be treated as senses for an emotive acceptance of some proposition, statement or doctrine.

The cultural/terminal values system and the instrumental values system proposed by Rokeach (1968, p. 554) will be used in this study. Rokeach's system posits a set of 18 values related to "end states of existence", such as the importance of material wealth, and another set of 18 values related to "modes of behaviour" or instrumental values, such as the importance of ambition in one's life. In consequence, one can assume the basic meanings of these categories in simple terms. In terms of the level of personal involvement and fixity of each category, a hierarchy can be constructed, with values as the most engrossing category, as presented in *Table 1*.

Table 1. Psychological determinants in hierarchical order

Category	Condition of a person	Sort of commitment
ATTITUDES	know/like/accept or not	judgement
BELIEFS	convinced or not/ believe or not	confidence, faith
VALUES	identify with it or not/it stem from my roots	worship/reverence

Source: *own elaboration*

1.2. The essence of a trend

The definition of a trend elaborated by Vejlgaard (2008, p. 9) refers to a process of change that begins with trendsetters and moves into the mainstream; eventually this change may fall out of favour. Some researchers use the word *megatrend*, a term coined by Naisbitt (1982) to describe a series of changes ostensibly taking place in the USA and elsewhere and used when discussing cultural, economic, political, or technological shifts that are just about to happen, with the implication that these megatrends will affect all or almost all of society (Vejlgaard, 2008, p. 9). Megatrends can be defined as a group of trends, phenomena or processes of a global nature that have occurred in the process of the civilizational development of human society (Pęciak, 2016, p. 170).

Trends can be short- or long-term and may have a global or regional range. The specific features of trends are co-occurrence - mutual overlapping of trends - and divergence - the creation of simultaneous contra-trends (Kucharska, 2017, pp. 220-228). Trends occur and change more quickly now (no more than a couple of years) compared to the past when it was common for several decades to pass before any major changes were noticed. The prevalence of trends means that marketing trends belong to a sphere of knowledge that needs to be constantly updated (Petrů *et al.*, 2018, p. 141). A trend is set simultaneously by two forces: (a) identifying customers' needs and trying to satisfy them and (b) shaping the needs and demands of potential buyers. Consumer trends influence a spectrum of business decisions that change the activity of enterprises, thus transforming a variety of societal precepts and creating new rules for the functioning of modern organizations. From the 1950s on, it has often been young people who needed to differentiate themselves from grown-ups who created new styles by doing so (Vejlgaard, 2008, p. 24, 34).

1.3. Young consumers

Generation Y is also known as the “Millennial generation”, “next generation”, “digital generation” and the “generation of flip-flops and iPods”. This generation was born in the years 1980-2000, though some extend this to include 1976-2006 (Beyhan Acar, 2014, pp. 12-13). The youngest consumers (born *circa* the new millennium) are distinguished as Generation Z. Sometimes they are also called “Digital Natives” as they were born in the digital world. Representatives of this cohort are members of the global world.

They create movements and trends in marketing (Giunta, 2017, pp. 90-91). Young consumers have a natural talent for cooperation and building social networks, enjoy teamwork and easily find themselves in a multicultural environment. They prefer to be members of social groups that are organized, integrated and development-oriented. They set goals in the short-term perspective and are open to receiving constant feedback. In general, they are also self-confident (Rutecka, Bednarz, 2017, pp. 1-18). Representatives of the Y and Z generations are characterized by striving for individual development, their ability to express themselves, and the way they manifest their own emotions, feelings, preferences, and views. Their expectations are becoming more and more compound and individualized. The globalization process is believed to affect most young people designated Generations Y and Z, and they exhibit more global homogenization of cultural values and attitudes than previous cohorts. Having grown up with unparalleled access to social media, smartphones and digital universes, they are the least bound to regional trends (Innovation Group and J. Walter Thompson Intelligence, 2018, 74). Nevertheless, the impact of local culture on their behaviour as consumers must still be considered (Kacprzak & Dziewanowska, 2015, pp. 47-61).

Young buyers are “technologically brilliant”, and their use of information technologies gives them a sense of freedom and independence. However, their tendency toward quick actions and shortened decision-making processes leads them to schematic reactions (Aniszewska, 2015, pp. 2-7). They definitely prefer shorter forms of communication that are full of graphic elements. Unlike previous generations, they do not as frequently use traditional channels of communication such as television, radio, and the press. They are impatient, impulsive and expect immediate gratification and real-time virtual dialogue with their brands (Kasriel-Alexander, 2017, p. 14).

1.4. New importance of family per se

There is an increasing interest in the *New Family Studies* with the concepts of “patchwork family” and “family of choice” at the centre. Family is a small group of people who are linked by marital, kinship, or similar relationships based on a common way of life. Such groups of people are best positioned to create a community engaged in building something that lasts and ensures livelihood not only for the present generation but also for the generations that follow (Petrů *et al.*, 2018, p. 140).

Current enquiry on family functioning converges around a variety of non-normative family forms (Neyer *et al.*, 2011, p. 269). Beauregard *et al*. (2009, p. 49) argue that “there is a need for a wider definition of family” and many kin configurations “are not addressed in the work-family literature”. From a dynamic social change perspective, a contemporary family is defined much more broadly than a traditional family. Even in more traditional societies, new phenomena have impacted the current functions of standard kin relations (Moreno & Marí-Klose, 2013, pp. 510-511). Conventional family values, including religious values, are being replaced by other options, particularly in the segments of youth (Perry & Whitehead, 2016). The “patchwork” mode serves here as a vivid example: members of a divorced kin group constitute a modern family. New interactions are built on the previous ones with recent positions and hierarchy. The concept of a "family of choice" has also gained growing attention (Mizielinska & Stasinska, 2017).

In post-communist countries like Poland, research results presented by Klärner and Knabe (2017, p. 1637) are relevant: "the harmonization of family laws and policies across Germany after 1990 did not automatically lead to a convergence in the norms and behaviors of the people living in these two regions". Diverse values continue to influence behavioral patterns as a consequence of turbulent socio-economic changes that have triggered a replacement of materialistic values with post-materialistic, postmodern, or individualistic values. Therefore, at present, habitual marriage cannot be regarded to be an absolute and evident unit (Klärner & Knabe, 2017, pp. 1640-1641).

1.5. Specificity of the FE

Taking the above notions into consideration, scholars might dispute the existing definitions of FE, which are rather traditional. Nevertheless, particularly in more custom-bound, less cosmopolitan countries, FE are founded on such pillars as family ownership, management by a kin member, and involvement of family members in the day-to-day running of a company.

The European Commission (Final Report of ..., 2009, p. 4) has put forward the following description of FE: "The majority of decision-making rights is in the possession of the natural person(s) who established the firm, or in the possession of the natural person(s) who has/have acquired the share capital of the firm, or in the possession of their spouses, parents, child or children's direct heirs; the majority of decision-making rights are indirect or direct; at least one representative of the family or kin is formally involved in the governance of the firm; the person who established or acquired the firm (share capital) or their families or descendants possess 25% of the decision-making rights mandated by their share capital."

Dhaenens *et al.* (2018, p. 48) emphasize that the distinctive character of FE reflects the pressure placed on succession targets and a continuation of "familiness", referring to the individual package of "resources and capabilities that result from the family's involvement and interactions in the business". One can find other attributes typical for FE: continuity of FE owing to legacy, employment of family members, survival of the ownership and financial independence. Moreover, FE have proved to be more "crisis-resistant". The last two economic downturns in the twenty-first century showed that relatives were engaged with work to a much higher degree than other employees. Previous studies have alleged that FE in general are perceived by employees as being more stable and generous than non-family enterprises (Kuruppuge and Gregar, 2018, p. 256). They are also more conservative, staying away from high-risk projects and being less greedy. The crux of their existence is their belief in people and respect for human dignity (Bednarz *et al*., 2017).

Before the collapse of socialism and the transformation of the Polish economy, private property was limited and entrepreneurial spirit was suppressed. Paradoxically, however, owning one's own business used to be a natural aspiration in Poland, where unlike some communist countries, small private businesses could function in a limited scope. Thus, the country was not entirely closed with regard to economic, tourist and cultural connections with the West. Finally, in 1989, the outburst of entrepreneurship resulted in the creation of numerous FE which became the linchpin of the growing free-market economy (Nikodemska-Wolowik, 2005, p. 301-302).

2. Methodological approach

The research findings presented in here are based on four major pillars. A detailed analysis of data from a report dedicated to our National Science Centre Project with a special focus on young buyers was undertaken. This report, completed in December 2017, contains the results of 11 desk research studies focused on contemporary trends in consumer behaviour, supervised by eight experts (Trends in consumers…, 2017). In June and July 2017, latent participant observation was conducted in 10 locations in natural buyers' surroundings: retail outlets. Given the criteria based on the desk research results, points of sales offering proper FE product categories as well as suitable conditions where the researchers could play the role of a regular client were selected. The sample of about 40 customers was randomly chosen so we could observe and understand their everyday behaviours in their natural environment.

From July until October 2017, individual in-depth interviews - IDI (semi-structured, probing, with an interview guide) were carried out in the Polish regions adequate for the project's aims. The sample was 20 respondents, Poles aged 16-60 who were active buyers, making purchases in Poland, living in Poland, taking independent and independent and joint purchasing decisions, overtly exchanging shopping experiences with their family members and/or friends and representing different regions of Poland. 8 of the respondents (3 women, 5 men) belonged to younger Millennials and 3 (women) to "Z" generation. IDI eliminated barriers between us and informants, facilitated creativity and encouraged imagination. The results gained from these stages built the foundation for the next phase. In the 1st quarter of 2018, a nationwide quantitative survey was conducted in Polish regions adequate for the project aims, on a representative probability random-cluster sample of 1091 Polish consumers, aged 16-60, active buyers, who shared experiences about their shopping habits with others. Statistical significance level was $\alpha = 0.05$, and measurement error = 2.97%. A CAWI method was applied (conducted by a Polish research agency ABM from Warsaw with an excellent reputation and a high level of expertise). It is worth mentioning that 25% of the sample was a sub-segment of young buyers aged 16-25 (273 respondents), which meets representative sampling standards.

3. Conducting research and results

This paper initiates a discussion on the trends in young consumers' behaviour which should be deliberated by FE, as well as on young buyers' requirements which can delineate an inventive FE's activities. Thus, the twofold consideration is presented below as advantageous and challenging (intentionally not labelled as disadvantageous) trends.

3.1. Advantageous trends for FE

The favourable trends for FE analysed below include: [1] Family and home; [2] Importance of the origin of products; [3] Importance of natural products; [3] Authenticity of products and values; [4] Hyper-personalization of products; [5] Willingness of consumers to pay more for convenience.

Young adulthood is a developmental period marked by some increases in independence while continuing to rely on parents for a variety of resources (e.g., financial, emotional; Aquilino, 2006, pp. 193-218; pp. 40-43; Vaterlaus *et al.*, 2016, p. 595). However, a recent trend is clearly visible. Family and home are important to young people between the ages of 20-29 years. Some stay in the family home longer, often because of the high costs of setting up on their own in some countries. They are sheltered by the family and enjoy spending time with them (Angus, 2018, pp. 3-4). Moreover, a new trend of "genervacation" is growing – young people choose to spend holidays with family, partly for financial reasons but also because they want to. This attitude of young consumers results in a new value: willingness to be together. Parents and children have a lot more in common than in previous generations. Parents are travelling further and experiencing more, and their children want to experience it with them (Angus, 2018, p. 4). Within family relations, respecting ancestors (defined as having respect for those that came before us and having a desire to preserve and celebrate heritage) is one of the most important values (GfK, 2017, pp. 12-14).

The image of the country of origin has a positive and significant meaning in the search for information and intentions to purchase by consumers (Nasution & Rossanty, 2018, p. 3085). Young customers have made it clear that it is important to them to know where and how a product is made. They are more likely to buy products that are promoted as being made in their home countries (revealing ethnocentric, sometimes even nationalistic attitudes). Local provenance is the most important in the food and drink category, but it plays a role in many other goods (GfK, 2017, p. 15-16). A strong preference for domestic, regional and local products was indicated by Millennials in Poland (98.0%), the Slovak Republic (92.8%), and the Czech Republic (89.5%). Domestic foods are perceived as having a higher quality than foreign foods (Velčovská, 2018, pp. 56-57).

Some young customers are "Clean Lifers" (Angus, 2018, p. 4). They avoid alcohol, follow vegan movements and work to eradicate animal-based products from all areas of their lives. They also follow wellness movements like organic, natural and healthy eating options with fitness-promoting attributes sought in supplements (Kasriel-Alexander, 2017, p. 43; Innovation Group and J. Walter Thompson Intelligence, 2018, p. 163). Young consumers also look for products with "clean labels", meaning that the ingredient list is short, simple and easy-to-understand and that the products are being produced free of chemical additives and by the use of traditional techniques with limited processing (Asioli *et at.*, 2017, pp. 60-61). Furthermore, young buyers feel guilty while doing something that is bad for the environment (GfK, 2017, pp. 21-22) and expect that more and more brands will offer education and leadership with clean, safe and sustainable products (Mintel, 2018, pp. 6-15). According to a survey conducted by SONAR™ (J. Walter Thompson's proprietary market research tool), nearly half (49%) of US millennials say they now expect all products to be GMO free, while 43% expect organic, 53% natural, 64% sustainable and 56% recyclable (Innovation Group and J. Walter Thompson Intelligence, 2018, p. 86). Geographic origin labels are among a collection of values-based food labels, including organic, non-GMO, and fair trade, which have emerged as food purchases have become a reflection of one's political and moral beliefs and identity. Purchasing foods with values-based labels suggests that consumers have concerns about social justice and the environment in mind as they make their choices (Miller, 2018, p. 2). Safety issues are highly important and thus traditional food products should verify safety by introducing the appropriate certifications and packaging (Vlontzos et al., 2018, p. 13). In Poland, there has been a strong trend to come back to traditions. It is visible especially in the food sector, where not only producers but also private people use traditional recipes, production methods and natural ingredients to bake bread and make their own meat and sausage products as well as fruit and vegetable preserves (Trends in consumers…, 2017, pp. 147-149; pp. 151-156).

Young consumers expect companies to offer authentic products and values. Authenticity was identified by Kehoe and Gee as the key word helping to sell items on eBay when looking for the most lucrative words used by sellers (Kasriel-Alexander, 2017, p. 17). The value of authenticity goes together with another trend: "perfect imperfect". McCartney, Cairns and Proebstel (2016) advocate the beauty to be found in imperfection, impermanence and the authentic without losing sight of the benefits of living in the twenty-first century (Kasriel-

Alexander, 2017, p. 18). This trend could be a response to young peoples' increasing anxieties about image, health and work. They expect brands to offer support when it comes to their health and wellbeing. Companies should get more involved in the education and development of Millennials, as well as help them to build both confidence and prospects (Mintel, 2018, pp. 26-33).

A new consumer trend is hyper-personalization for "extraordinary consumers" who expect to be offered industrially-produced goods tailored to their individual, personalized preferences. Consumers more often expect relevant interaction and contextualization. To achieve this, companies employ behavioural and real-time data to create goods and communication messages that are appropriate to the user and delivered at the right place and time. In many industries, overtaking consumers' expectations is the key to competitiveness (Innovation Group and J. Walter Thompson Intelligence, 2018, pp. 63-64; Kasriel-Alexander, 2017, pp. 27-29).

One of the most increased attitudes among consumers aged 15-34 is the willingness to pay more for products that make their lives easier. Time is a rare commodity for most of them. Many will appreciate products and services that allow them to spend more of their time doing things they love (GfK, 2017, pp. 19-20). Anselmsson *et al.* (2014) showed that the strongest determinants of price premium beside quality are social image, uniqueness and home country origin. Other significant determinants are corporate social responsibility and awareness.

In Poland, a general positive attitude toward FE can be perceived as an opportunity for them, particularly in the youth market segment. According to our survey results, young consumers dominate in the total sample in:

- purchase of products (food) remembered as offered by FE: 69% of those aged 20-25 (buyers' attitude, cognitive component).
- FE associated with the statement "good for local communities": 49% of those aged 16-19, 50% of those aged 26-30 (buyers' beliefs).
- FE associated with the statement "FE adopt a human approach to their clients": 56% of those aged 16-19 (consumers' values).
- assertion that Polish FE should get institutional support: 57% of those aged 20-25 (buyers' beliefs).

3.2. Challenging trends for FE

Challenging trends for FE include: [1] Investigative and active buyers; [2] Traditional brands vs. "white labels"; and [3] Omnichannel shoppers.

Young investigative consumers are less tolerant and more sceptical of mass-produced products and the motivations of companies. In general, consumers' crisis of trust is deepening and leading to greater emotional involvement and action. Millennials have unlimited online sources of information and can investigate companies of interest with little effort. To build trust, companies try to offer detailed evidence, preferably with pictorial or video support for their supply chain and labour practices. Accompanying third-party certification is even better (Angus, 2018, p. 24). In the Euromonitor International survey, 65% of consumers said they would research a brand before buying it, while 32% would reinforce the message by liking or sharing it. A poor brand complaint response was most likely to lead to a boycott by the consumer (50%; Angus, 2018, p. 11). Representatives of the young generation are often referred to as prosumers. A prosumer is an active consumer who is involved in the product life cycle and acts as an adviser and reviewer for other users. Prosumption is ideally suited to the trend of consumer personalization because buyers use modern technologies to create their own products based on their creativity and inclination toward individualization and innovation.

Young "Clean Lifers" have strong beliefs and ideals. They feel they can make a difference, and this influences their spending choices (Angus, 2018, p. 3). This trend has been noticed by producers offering direct-to-consumer white label goods of very high quality compared to leading well-known brands. Most products emphasize Millennial-friendly values such as being free from GMOs, organic, fair trade, kosher, or gluten-free. In many ways, these models hit a sweet spot for Millennials. They are transparent, ethical, cost-conscious and digital-first. Young buyers, who are less susceptible to international traditional branding and advertising, increasingly support high-quality private label offerings (Innovation Group and J. Walter Thompson Intelligence, 2018, p. 67-68).

With omnichannel behaviour, today's consumers increasingly utilize online and offline channels during different phases of the buying process. They expect a seamless experience across different channels: e-commerce, m-commerce, social networking media (such as Facebook, Twitter) and applications (Sasmita & Suki, 2015). There are no doubts that it is a great challenge for retailers to understand and respond to changing consumer buying habits. Physical stores need to learn how to manage their business both online and offline as well as how the different channels can complement and support each other and generate additional sales (Wallström *et al.*, 2017, p. 243). It is also essential for them to integrate communication between many channels and buyers, especially social media. Advice from bloggers, virtual communities and anonyms has a strong influence on purchasing decisions. Millennials are also much more willing to share their impressions after purchase such as by sharing photos illustrating their lifestyle on Facebook and Instagram (Ratajczak, 2017, p. 207).

In Poland, some of our survey results can be perceived as challenges for domestic FE. Young consumers should be taken into account because of the findings presented below:

- Awareness of the brand's/company's owner is important, particularly in the case of food (76% of those aged 16-19, 80% of those aged 20-25), cosmetics (81% and 76%, respectively), and apparel (78% and 74%, respectively).
- Recognition of Polish FE was unexpectedly low – 85% of those aged 16-19 and 81% of those aged 26-30 did not know any FE (cognitive attitude).
- Nepotism as a characteristic of FE was perceived by 44% of those aged 16-19 (buyers' beliefs).

Conclusion

The implications and proposals addressed to FE in Poland may be extended internationally, as young consumers have become much more comparable and aligned globally. This paper fills a gap in the current research on FE, exploring new conditions to redefine contemporary FE and linking sociological and economic approaches.

In general, contemporary firms, and FE among them, must be aware of substantial differences between consumers representing distinct generations. Cooperation with young buyers is often based on flexibility, full customization of the offer and price, the mutual exchange of information and a common sense of responsibility in the course of cooperation and commitment to the development of relations in the future (Czarniewski, 2014).

Although in many countries, including Poland, traditional families still dominate, owing to new socio-economic conditions that result in intensive travelling, studying, job-migration, and global real and virtual networking, young people are open to new ideas and lifestyles and are becoming more sophisticated. That fact has an impact on their perceptions of family. The old-fashioned, intolerant kin model can be rejected and, consequently, conservative FE might be treated as relics of the past.

Even if contemporary consumers declare they are savvy shoppers, and indeed their awareness of marketing tricks is great, researchers still note the role of emotions and unconscious processes that influence people. We noticed these symptoms of young buyers' behaviour in our observations and IDI results. FE rely mostly on interpersonal contacts. This approach extends to their market research, which is very valuable yet not sufficient. Thus, FE should exploit innovative methods of investigating emotions, millennial-friendly values, and so forth.

The duality of young buyers can be observed in other phenomena. Although called "cyber-kids", they tend to value authenticity and frank and straightforward relations, which we also discovered in our field research. Young people need to talk face-to-face, not always on the net. Thus, the FE's typical attributes, such as having a human face and explicitly incorporating the surname of the firm's owners, openness, and warm interactions between the owner's family and its stakeholders, can be treated as beneficial and should be highlighted.

With regard to innovations, owing to multigenerational relations and ancestry, FE have a constant flow of ideas and knowledge from great-grandparents to great-grandchildren. This enables the joining of solid, sustained, and consolidated fundamentals with innovative concepts. The omnichannel trend may serve as an example. Online communication, mobile phones and social media to interact with youth can help FE create a modern identity, as sometimes they are accused of being technologically backward (Velčovská, 2018, p. 57), and expedite their performance. Furthermore, such win-win interactions may help to engage young prosumers in creative FE activities. As they contribute their inventiveness, youngsters may design new products using modern technologies and act as advisers and reviewers, thus building trust.

Young consumers are commonly distrustful. However, they treat FE as reliable partners. As mentioned before, FE were able to survive two recent economic downturns more smoothly than other entities. That is why FE should highlight their family identity cautiousness, and aversion to risky, vague undertakings, though they should not take an exaggerated tone.

Young consumers were born in the global world, so the international environment is natural for them. This does not mean that FE need to expand to other countries, but they should be willing to provide promotional materials in more than one language. At the same time, because they are perceived as deeply rooted in their geographical regions, FE can interrelate with young buyers' ethnocentric attitudes with regard to certain product categories, like food, and the importance of local origin of products and neighbourhood areas of activity. However, a caution is recommended: too radical ethnocentrism might lead to nationalism.

The appearance of this new and very demanding target consumer group coincides with a heyday of intensive successions in FE on an international scale, when young heirs from generations "Y" and "Z" will soon take over their family businesses.

Limitations of the research can be noticed in the lack of a foundation of literature focused specifically on the relations between young consumers and FE. However, we could not find relevant publications in that area, and our ambition was to open a discussion on this issue. We were not able to record the interviews we conducted, but a compromise was essential – otherwise our respondents would have refused. Thus, we had to take notes, using pen and paper. Another shortcoming is the scope of our survey, which was carried out in one country and the focus on buyers aged 16-60 rather than exclusively on the youth. Nonetheless, given the similarities in contemporary youth behaviour, the conclusions we reach may be extended to other countries. Future research should comprise a wider range of surveys with more detailed analyses of young buyers in various countries to increase the generalizability of our results.

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