The Impact of Internet Marketing on Urban Tribes in Guadalajara

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EXECUTIVE SUMMARY

The idea of this work was to determine how much the Internet is influencing urban tribes in Guadalajara, México. Usually urban tribes develop their own esthetical codes related to what to wear and how to look, but as many brands, together with marketing, have been developing concepts of fashion, many urban tribes are now under the influence of the media. This paper explores how the Internet is also working on the development of esthetics and brand construction in urban tribes. A sample of 533 people was obtained and ANOVA was performed in order to obtain clues about the main objectives.

Keywords: Subculture, Internet marketing, Urban tribes.