**Marketing 3.0**

According to a survey realized by Youthography, young people are more informed on social problems. 90% of young American people approximately, consider social responsibility as an important factor in their decision to buy. Apart from this, adolescents are consumers of future. In view of this generally, they are main factors of education and nutrition. In countries of old population, such as Japan and most European countries, old people are considered as best buyers of products and services related to health. Most often they could be key factors for social justice and prevention of illness.

The second factor is middle social class. Those who constitute middle social class are not poor people, but they have low income. Eduardo Giannetti da Fonseca, major economist from Brazil, defines middle class as ‘’ people that are still poor and they are ready to do sacrifices in order to fight for a better life, but still have practical problems of living, having available sources of income. People of middle class are the best consumers of market, but these people still face big problems of well being, education and social justice. However these issues can attract this class as an important factor.