



**FACULTEIT ECONOMIE  
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24**

**B-9000 GENT**

Tel. : 32 - (0)9 - 264.34.61  
Fax. : 32 - (0)9 - 264.36.92

## **WORKING PAPER**

### **Need for Closure and Media Use and Preference of Youngsters**

**Iris Vermeir <sup>1</sup>**

**Maggie Geuens <sup>2</sup>**

October 2004

2004/269

---

<sup>1</sup> Ghent University, Faculty of Economics and Applied Economics, Department of Marketing, Hoveniersberg 24, 9000 Gent, Belgium. Tel. 032 9 2643528. Fax. 0 32 9 264 42 79. E-mail: Iris.Vermeir@Ugent.be.

<sup>2</sup> Ghent University, Faculty of Economics and Applied Economics and Vlerick Leuven Gent Management School, Department of Marketing, Hoveniersberg 24, 9000 Gent, Belgium. Tel. 032 9 2643521. E-mail: Maggie.Geuens@Ugent.be.