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## *Impact of Advertisement on Brand Selection by Teenagers in India*

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“India has the largest youth population in the world that is poised to increase further in the coming decade. 70% of India’s population is below the age of 35 years. This pool of youth population needs to be engaged in the mainstream development of India.

According to the initial figures of the 2011 census, the youth population in the country including adolescents is around 550 million. This phenomenal rise in the youth population has made India the youngest nation with a demographic dividend appearing to be a reality. It is indeed vital to utilize this demographic dividend and channelize the youth and their creative energies for nation-building (Planning Comm. File No.8/2/2011-CDN(Pt.))”.

India has the largest population of adolescents in the world being home to 243 million individuals aged 10-19 years. Stating nine out of ten among the 1.2 billion adolescents live in the developing world (Hindustan Times.article1-667147).

Global competition and technologic innovations bring novelties to marketing approach and today companies focus on consumer qualifications in their activities instead of their products or services. Also, companies act based on consumer qualifications to create niche market and take advantage of those opportunities (Firat et all. 1995:44).

The general aim of all marketing activities is creating new loyal customers (Sheth 2002: 591). In traditional marketing, to provide loyalty of a customer, companies used some classical methods such as pricing strategies or placing strategies that are based on products or services (Gommans, Krishnan and Scheffold 2001: 44). However, today to reach the success, companies form their strategic management plan around consumers and they evaluate their success according to performance in the market (Günay 1999: 121 and Auken 2001: 38).

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Nowadays, young consumers are one of the most important and strategic target segments for several companies from different markets. The centers of marketing strategies of these companies are young consumers so they try to determine the factors that affect consumer buying behavior (Ige 2004: 413).

“The different kinds of advertisements include print advertising, outdoor advertising, broadcast advertising, covert advertising, surrogate advertising, public service advertising and celebrity advertising. Advertising is the endorsement of a company's services and products carried out mainly to drive up sales of the services and products”<sup>1</sup>.

## **BRANDING BUYING BEHAVIOR OF TEENAGERS IN INDIA**

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Earlier Teenagers were forced, requested and valued with to follow their family decision. But now these individuals are raised in a nourished and nurtured environment where knowledge is more approachable by different modes of communication. Partially economic prosperity, dual income, single child syndrome make an extra advantage. However, they have greater diversity than any other lifestyle group and are therefore regarded by marketers as an elusive group that is difficult to reach. In line with this, Martin and Turley (2004: 464) describe Gen Y as a “free spending but hard to reach generation.”

“Most companies have tried to harness this power of the teen market- very few have succeeded in harvesting the rewards of teenage brand-loyalty. Therefore, in the often- freckle world of teenagers, the brand name should be able to trigger a series of expectations not only about the product, its quality, ease of use, etc., but also about what the product stands for in the mind of teenager mind of teenager. Branding, therefore not only represents the company or product, but also cool image. To acquire the teenage market, companies need to adapt to the fast changes in a way that sets branding apart from the rest of the competition. Today's teenagers are not only a powerful segment but also probably the most profitable”<sup>2</sup>.

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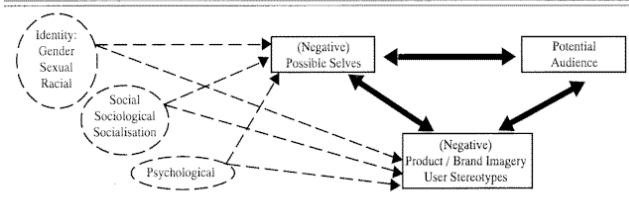
<sup>1</sup> <http://www.ask.com/question/what-are-the-different-types-of-advertisement>, accessed 10<sup>th</sup> Feb 2013.

<sup>2</sup> <http://dspace.iimk.ac.in/bitstream/2259/338/1/463-476.pdf>, accessed 20<sup>th</sup> Aug 2013

Companies target teenagers to convert in Brand loyal customers as teenagers would be the buyers of tomorrow. “Teenagers believe, a strong brand is one that is well-advertised; they felt that advertising showed a company's commitment to a product. They also took a stance on 'me too' products, feeling that copycats were piggybacking on the success of others. To market successfully to the teenagers marketers need Proper celebrity endorser, beautiful product designing and packaging, competitive pricing, and outstanding media vehicle, well thought out promotion mix, proper distribution strategy and above all the honest effort to create trust and wellbeing<sup>1</sup>”.

FIGURE 1.

Conceptual framework: consumers' interpretation of (negative) product and brand meanings



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Teenagers are influenced by a lot of factors like demographic, psychographic, peer – group, parents influence, celebrities and also salesman behavior. They received the information of the product and the service from different modes of communication. Earlier, Television was the most fast and friendly communication mode to gather the information of the product. But now a days, celebrity advertising and public advertising are one of the most influential sources to inform about the product which influence buying behavior of Teenagers.

Consumption of Teenagers is influenced by advertising. The task for advertising, in general terms, has always been to: 1) break through the filters that have been established by consumers to block out irrelevant and uninteresting messages, 2) convince the now-engaged consumer to think or feel differently about the brand, and 3) thus motivate behavioral change.

<sup>1</sup> <http://dspace.iimk.ac.in/bitstream/2259/338/1/463-476.pdf>, accessed 2<sup>nd</sup> Sep 2013

<sup>2</sup> <http://www.acrwebsite.org/search/view-conference-proceedings.aspx?id=8476>, accessed 28<sup>th</sup> Oct, 2013

## Advertisement Impact on buying behavior of Teenagers

Duran (1982) argues: “advertising is a phenomenon through which someone tries to communicate something to a group of people and whose aim is to persuade them to act in a certain way” (my translation). But, as Waller (1999:288) pinpoints, our society has become more and more complex and for this reason, advertising agencies “have become more creative to ‘cut through the cluster’ to gain awareness”. This fact has led them to include, for instance, sounds and images in TV ads which have subtly manipulated viewers (Pennock-del Saz, 2009:124). However, it is my aim to highlight the fact that viewers are not always consciously aware of the messages targeted at them.

Teenagers are directly and indirectly getting influenced by advertisements. Due to which they are getting aware about the different types of brands and their products. Earlier television and radio were the important sources of advertisements. But now a days, print advertising, online advertising, celebrity advertising entered in the market. Teenagers are most aware consumer segment in the market. The zeal to know about the new products and due to increase income of the family, teenagers are getting their comfortable zone to understand the product.

Companies make segment market strategy to follow the mind of consumers. The possible impact of advertisement in different ads aimed at teenagers make an impact in their mind. Advertisers aim is to sell the product by showing different and impactful awareness ad to teenagers. But a lot of time, they don't even consider whether they are offering right product to the right people or not, as Philip Kotler mentioned in his book, “Ethics and manipulation in advertising”.

“It is also known that advertising makes people consumers by stimulating the tendency to consume and then guiding the particular product and service choices consumers make. We are offered all kinds of products that seem to promise that we will be happier, richer, more beautiful or even younger, stronger, slimmer and so on. And if these adverts are aimed at adults, they will probably not believe every claim made by advertisers, nevertheless this is not the case when teenagers are the target of this message since young people, particularly girls, might be

vulnerable to advertising messages”<sup>1</sup>.

The different types of advertisement strategy like float advertisement, me too products and bombardment of advertisement of same product make an impact in teenagers mind which set the conformity of the product. Conformity can be often understood as simple following crowd, not acting as an individual as unique person. Mowen (1990) uses Kiesler’s definition and says that conformity is a change in behavior or belief toward a group as a result of real or imagined group pressure. There are two types of conformity: 1. compliance, where the person merely conforms to the wishes of the group without accepting the group’s dictates, 2. private acceptance, where the person changes his/her beliefs in the direction of the group. Hawkins, Best and Coney (1989) agree that group influence is strongest when the use of product or brand is visible to the group. Reference group influence is used by marketers mainly in the field of advertising and personal selling.

## **CONCLUSION**

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“Teenagers - kids from the age of 13 to 19 - currently spend \$150 billion per year globally. Teens also influence an additional \$150 billion per year globally with “pester power.” And they indirectly influence another \$300 billion per year, for example, in situations in which a parent makes a purchase taking into account kids’ tastes. That’s a total purchasing/influencing power of \$600 billion this year. In addition to the products that teens buy for themselves and/or consume themselves (food, entertainment, clothing, music, electronics, etc.), teens actually influence adults’ purchases of a large variety of products”<sup>2</sup>.

Now a days, teenagers are become multitasking. They are able to do few works at same time. Their knowledge, skill, awareness capacity and zeal to know about the new things must be encouraged by the society. Companies must advertise to them, but they should involve ethics in their marketing, which creates a border line between different types of segments. Companies should follow all types of advertisement modes on teenagers as

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<sup>1</sup> Volume 6 Ano 2011, Page 3, Maria Alcantud Diaz, University of Valencia

<sup>2</sup> Branding for 21st Century Teenagers, Professor Dindayal Swain, Suprava Sahu\*

they are going to be future customers of the company. But the adverts should follow the ethics.

Due to fast and user friendly technologies, teenagers are becoming more curious and aware about the different brands. They are becoming more aware of the brands comparatively to their family members which influence the buying decision of family too. And in buying their product, they solely took decisions. The advertisements must be able to give value additions to the self esteem of the teenage customer. They must include ethics in the advertisements.

“Like never before, this market has the most power to make or break brands. No other generation has ever been confronted with a greater opportunity to reshape marketing. Three major factors affecting the way this group acts. The first is technology. Teens do not see technology as an innovation; instead, it is considered fundamentally an extension of their consciousness. While marketers may tout innovation, teens see it as a mere fact of life. The second factor is the economy. The middle class is shrinking and teens recognize only two groups: the affluent and the poor. They perceive no middle between these extremes. The third factor is aging. Since this generation may see people live to be 150 years old, they have no sense of the age-related process of growing up. In an ageless world, it's hard to know when growing up begins and when being a child really stops”<sup>1</sup>.

Henceforth to market successfully to the teenagers marketers need proper customers' knowledge right product positioning, packaging, proper celebrity endorser, perfect distributuin strategy and most important they should follow ethics in targeting teenagers a segment.

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