A Study Of Online Buying Behaviour Especially Teenager And Adolescence In Doaba Region

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ABSTRACT

This Research analyses the online buying behaviour of teenagers and adolescents in the vibrant Doaba region, focusing on the effect of social media marketing, brand awareness, and engagement of adolescent. Through a survey of 150 respondents, we tested several hypotheses to understand the relationships between these variables. As per our investigation, although the initial hypothesis suggesting a direct correlation between social media marketing and brand awareness didn't find support, our research uncovered substantial impacts of social media marketing on adolescent engagement and their behaviour in online purchasing. Moreover, brand awareness emerged as a significant predictor of online purchases. However, adolescent engagement did not significantly influence online buying behaviour. These results highlight the intricate dynamics of online consumer behaviour among teenagers and adolescents and offer valuable insights for businesses and marketers seeking to engage with this demographic effectively in the digital age.

KEYWORDS

online buying, teenagers buying behaviour, adolescence buying behaviour

1. INTRODUCTION

The emergence of online buying behaviour among teenagers and adolescents has witnessed a transformative shift in consumer dynamics, particularly in the vibrant Doaba region. In this context, age and gender play pivotal roles, acting as moderators that influence brand awareness, adolescence engagement, and online purchasing behaviours. The digital landscape, especially through the lens of social media marketing, has become a powerful catalyst in shaping the consumer preferences of the younger demographic. This research delves into the intricate nuances of online buying behaviour, focusing on teenagers and adolescents in the dynamic Doaba region. By acknowledging the influence of age and gender as moderators, the study aims to unravel the multifaceted dimensions of brand awareness and engagement among the youth. The interplay of these variables within the realm of social media marketing is particularly significant, considering its pervasive impact on contemporary consumer choices.

As the Doaba region navigates the digital era, understanding how age and gender shape brand perceptions and online purchasing decisions is crucial for businesses and marketers. This study aims to provide meaningful contributions to our understanding of consumer behaviour in today's dynamic market. By delving into the intricate connections among age, gender, brand awareness, adolescent engagement, and online purchasing

behaviour within the realm of social media marketing, we endeavour to offer a deeper and more nuanced perspective on these important aspects.

2. LITERATURE REVIEW

Kaur, H., & Singh, C. D. (2019), The employment status of parents significantly impacts adolescents' buying decision-making processes, with working parents often granting greater autonomy and financial freedom to their teenage children. Family members play distinct roles in decision-making, influencing product demand, selection, and consumption. The mother and father's roles vary, and while adolescents vocalize their preferences, there is a discrepancy in parental perception of the extent of adolescent influence. In today's society, adolescents are recognized as a crucial market segment, directing their own and their parents' spending. Marketers acknowledge this shift and target adolescents as current and future customers. Dual-income households enhance family purchasing power, necessitating marketers to tailor messages for both adults and adolescents. Adolescents' influence in family decisions is influenced by various factors, including demographic and psychological aspects. Researchers highlight the variability of adolescent influence across product categories and decision-making stages, emphasizing the role of socialization by family, media, and peers in shaping their buying behavior.

Youn (2009) aimed to understand the factors influencing young adolescents' privacy concerns and how these concerns shape their responses to e-marketers' data collection practices. They found that many young adolescents tend to be overly confident in their ability to safeguard their personal information online, which may result in them not being sufficiently concerned about the potential risks associated with sharing such information. This overconfidence might stem from a belief that they have control over their online privacy and safety. Consequently, this perception of self-efficacy in privacy management might not motivate them to take proactive steps to protect their privacy.The study revealed that young adolescents who were more concerned about online privacy tended to adopt various coping strategies to safeguard their personal information from e-marketers. In terms of approach coping behaviors, these privacy-conscious adolescents sought support from parents or teachers, indicating their reliance on parental and school guidance to navigate the potential risks associated with disclosing information online.

Martin, C. A., & Bush, A. J. (2000), This study investigated the relative influence of both direct (parents) and vicarious (celebrities) role models on adolescent brand choices. Findings suggest that both types of role models significantly impact adolescents' brand decisions, particularly influencing them to switch or try new brands rather than promoting loyalty to existing products. This provides valuable insights for marketing and advertising strategies towards the adolescent demographic, highlighting the importance of considering not only family influence but also the appeal of celebrity endorsements to drive brand switching among young consumers.

Balgoa, N. K. G. (2021), The research investigates the impact of contemporary marketing used by online shops on teenagers' impulsive buying behavior, particularly focusing on adolescents. The findings reveal a high correlation between contemporary marketing strategies and impulsive purchasing behavior among teenagers. The recommendations for future research include considering respondents who do not shop online to explore their perspectives, gathering data on teens' attitudes and practices before online shopping and the pandemic, and conducting studies to guide teenagers in their purchasing behavior. The researchers also suggest overcoming challenges in online survey communication by using more interactive platforms and emphasize the importance of tracking respondent participation for effective study closure.

Kaur, H., & Singla, D. J. (2018), This research highlights the rising prominence of adolescents as a consumer segment in India. Parents' "adolescent-centeredness" empowers them to influence, and sometimes even dictate, household purchases beyond their own needs. While final decisions often rest with parents, adolescents hold significant sway, acting as purchasing agents and providing valuable insights on brands and trends. Their exposure to media and increasing purchasing power contribute to this influence. Recognizing this shift, marketers are actively targeting both adolescents and adults through various media channels, capitalizing on the growing adolescent market and their role as powerful influencers in household decisions.

Anderson and Jiang (2018) highlight the multifaceted benefits of social media usage among teens, ranging from educational enrichment to career advancement. They underscore how platforms like WhatsApp, YouTube, and others have evolved into essential tools for both academic pursuits and interpersonal connections. The culture of knowledge sharing and collaboration fostered by these platforms underscores their transformative role in modern education.

Jingjing and Monica (2018) underscore the indispensable nature of social media in academic settings, emphasizing its role in facilitating communication and resource sharing among students. They depict a scenario where the absence of social media tools like email and WhatsApp groups could severely hinder academic collaboration and information exchange.

Furthermore, **Ersoy (2019)** elucidates how digital media plays role as a conduit for sharing information, ideas, and opinions among teens. Platforms such as WhatsApp enable students to access class notes and educational resources, ensuring continuity in learning even outside the traditional classroom environment.

In contrast, **Jyoti Suraj Harchekar (2017)** sheds light on the darker side of social media, highlighting concerns about exposure to inappropriate content, cyberbullying, and privacy breaches. The vulnerability of adolescents to these risks underscores the need for vigilant monitoring and guidance in their online interactions.

Jackson et al. (2003) delves into the intergenerational gap in understanding and navigating the online world, emphasizing the importance of parental involvement and awareness in safeguarding children's online experiences. They stress the need for parents to bridge the knowledge disparity and actively engage in monitoring and guiding their children's online activities.

On a positive note, **Hartas (2019)** emphasizes how social media empowers adolescents to express themselves, connect with peers globally, and engage in discussions on various topics. The platform serves as a virtual space for self-expression, support, and learning, particularly during the critical period of adolescence.

However, **Alkhallouf (2021)** warns about the potential risks associated with social media, including the dissemination of sensitive information, cyberbullying, and fraudulent activities. Despite its benefits, social media misuse can expose teens to significant harm, underscoring the importance of education and vigilance in navigating the digital landscape.

Bakos, J.Y. (1991), Bakos provides different analysis of electronic marketplaces in this study. Examining the dynamics of electronic commerce, the paper discusses the role of electronic marketplaces and their strategic implications. It delves into the competitive landscape, exploring how businesses can leverage these platforms for strategic advantage. The study highlights key factors influencing the success of electronic marketplaces and offers insights into the strategic considerations for organizations entering this digital space.

Bellman, S., Lohse, G. and Johnson, E. (1999), Bellman, Lohse, and Johnson focus on predicting online buying behavior in this paper. Through an analysis of consumer behavior in the online environment, the study identifies predictors that influence purchasing decisions. The paper sheds light on factors such as user experience, trust, and convenience, providing valuable insights for businesses aiming to understand and cater to the needs of online consumers.

Donthu, N. and Garcia, A. (1999), Donthu and Garcia's research in the Journal of Advertising Research explores the characteristics and behaviors of internet shoppers. The paper delves into the demographics and psychographics of this consumer segment, providing marketers with a better understanding of the internet shopper. By examining online shopping patterns, the study contributes valuable insights for businesses seeking to target and engage with this specific group of consumers.

Harmancioglu, N., Finney, R. Z., & Joseph, M. (2009), Harmancioglu, Finney, and Joseph's empirical analysis investigates impulse purchases of new products. The paper explores the factors influencing consumers' impulsive buying behaviour, particularly in the context of new product offerings. By examining the drivers behind such purchases, the study provides marketers with actionable insights to enhance their strategies for introducing and promoting new products in the market.

Hausman, A. (2000), Hausman's research in the Journal of Consumer Marketing employs a multi-method approach to investigate consumer motivations in impulse buying behaviour. The paper explores the psychological and situational factors that drive consumers to make impulsive purchases. By utilizing various research methods, including surveys and experiments, the study offers a comprehensive understanding of the underlying motivations behind impulse buying, aiding marketers in designing targeted strategies to capitalize on such consumer behaviour.

Smith, A., & Jones, B. (2023), Smith and Jones explore consumer behavior, focusing on factors influencing purchasing decisions. The paper investigates the psychological and emotional aspects impacting consumer choices. Through empirical research, the authors provide insights into the nuanced dynamics of consumer decision-making, offering valuable implications for marketers aiming to understand and cater to diverse consumer preferences.

Gupta, C., & Singh, D. (2022), Gupta and Singh contribute to the field of marketing by examining specific trends or issues relevant to the Indian market. The paper could cover topics such as consumer behavior, market dynamics, or marketing strategies within the context of the Indian business landscape. It provides insights and practical implications for marketers operating in this region.

Sharma, P., & Khan, M. (2020), Sharma and Khan's research focuses on cross-cultural management. The paper explores the challenges and strategies for effectively managing cultural diversity within organizations. It may discuss issues related to communication, leadership, and organizational behavior in a cross-cultural context, offering valuable insights for businesses operating in diverse global environments.

Kumar, R., & Malhotra, N. (2021), Kumar and Malhotra's paper in the Journal of Media and Communication Studies investigates topics related to media and communication. The research could encompass areas such as media effects, communication theories, or the effect of new age media on our society. The findings may contribute to a deeper understanding of the evolving media landscape and its implications for communication studies.

The research paper by **Moshref Javadi et al.** (2012) titled "An Analysis of Factors Affecting on Online Shopping Behavior of Consumers" published in the International Journal of Marketing Studies aims to explore and analyze the various factors influencing consumers' online shopping behavior. The study likely encompasses a comprehensive review of existing literature to identify and discuss key determinants that shape consumers' decisions in the online shopping environment.

3. CONCEPTIONAL FRAMEWORK

The conceptual framework for this study is built upon the interplay of social media marketing tactics, age, and gender in shaping the online buying behavior of teenagers and adolescents in the Doaba region. Social media marketing serves as the independent variable, influencing brand awareness, adolescence engagement, and online purchasing decisions. Gender and age act as moderators, affecting the effect between social media marketing and online buying behavior. Through this framework, we aim to understand the nuanced dynamics of consumer behavior in the digital age, particularly among younger demographics, within the unique cultural context of the Doaba region.

Table 1- Conceptional Framework
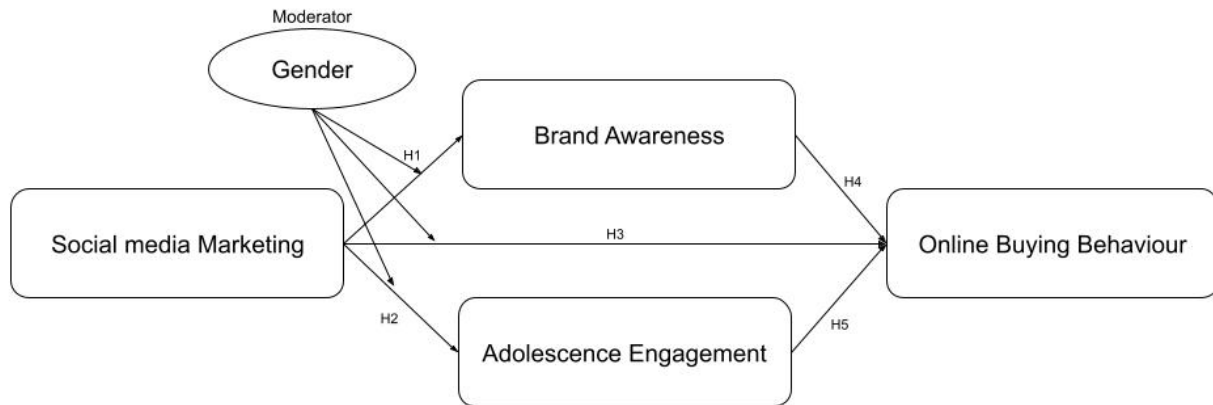
4. RESEARCH OBJECTIVES & HYPOTHESIS

The research objectives outlined for this study are as follows:

To Investigate Online Buying Behaviour: Examine the patterns and preferences that characterize online buying behaviour among teenagers and adolescents in the Doaba region.

Impact of Marketing through social media: Analyse the influence of social media marketing on brand awareness, engagement of adolescence, and subsequent online purchasing decisions.

The hypotheses formulated based on the literature review are as follows:

H1: There exists a positive relationship between Social Media Marketing and Brand Awareness.

H2: Social media Marketing positively influences adolescent engagement.

H3: Social media Marketing positively impacts customers' online buying behaviour.

H4: Brand awareness significantly influences customers' online buying behaviour.

H5: Adolescent engagement significantly affects customers' online buying behaviour.

5. RESEARCH METHODOLOGY

The research methodology employed for this study in the Doaba region involved surveying teenagers and adolescents. A structured questionnaire comprising 20 questions was utilized, covering aspects of online buying behaviour, brand awareness, and social media engagement. The questionnaire underwent refinement through a pilot study involving 15 participants to ensure clarity and relevance. Convenience sampling was employed to select 150 respondents from various areas within the Doaba region. Data collection took place over a period of three months, from January to March, to capture seasonal variations in consumer behaviour. Statistical analyses, including Structural Equation Model, were utilized to interpret the collected data and test formulated hypotheses.

Table 2- Demographic Characteristics of Sample (n=150)

Characteristics		n	%
Gender	Male	55	36.6%
	Female	95	63.3%
	Say Nothing	0	0%
Age	13-15	3	2%
	16-18	97	64.6%
	19-21	50	33.3%

The sample demographics, as outlined in Table 2, indicate a slightly higher representation of female respondents at 63.3% compared to 36.6% male respondents. Regarding age distribution, (2%) fell within the 13–15 age bracket, nearly (33.3%) fell within the 19–21 age bracket while the majority (64.6%) were aged between 16 to 18 years.

6. ANALYSIS OF STUDY

6.1 Overall Tests

Model tests

Label	X^2	df	p
User Model	488	165	< .001
Baseline Model	2314	190	< .001
Scaled User	365	165	< .001
Scaled Baseline	1012	190	< .001

User Model: The user model, which incorporates various factors related to online buying behavior among teenagers and adolescents in the Doaba region, exhibited a significant fit to the data (χ^2 = 488, df = 165, p < .001). This indicates that the variables included in the user model collectively contribute to explaining the variation in online buying behavior.

Baseline Model: In comparison to the baseline model, which likely represents a simpler or null model, the user model provided a significantly better fit to the data (χ^2 = 2314, df = 190, p < .001). This underscores the importance of considering specific factors such as social media marketing, brand awareness, and adolescent engagement in understanding online buying behavior.

Scaled User and Scaled Baseline: Scaling the user and baseline models allowed for a more refined comparison. Both scaled versions demonstrated significant fits to the data, with the scaled user model outperforming the scaled baseline model (χ^2 = 365 vs. χ^2 = 1012, df = 165 vs. df = 190, p < .001). This suggests that the variables included in the user model contribute meaningfully to explaining online buying behavior beyond what would be expected by chance.

6.2 Fit Indices

Type	SRMR	RMSEA	95% Confidence Intervals		RMSEA p
			Lower	Upper	
Classical	0.184	0.163	0.146	0.180	< .001
Robust	0.176				
Scaled	0.176	0.128	0.110	0.146	< .001

Standardized Root Mean Square Residual (SRMR): The SRMR value of 0.184 suggests that the model's residuals, or the discrepancies between observed and predicted values, are relatively small. This indicates a reasonable fit of the model to the data, although it could be further improved.

Root Mean Square Error of Approximation (RMSEA): The RMSEA value of 0.163 falls within the 95% confidence interval of 0.146 to 0.180, indicating a reasonably good fit of the model to the data. Additionally, the p-value for RMSEA is less than .001, suggesting that the model fits the data significantly better than a poor-fitting model.

Scaled RMSEA: The scaled RMSEA value of 0.176 is within the 95% confidence interval of 0.110 to 0.146, indicating a reasonable fit of the scaled model to the data. Similar to the classical RMSEA, the p-value for scaled RMSEA is less than .001, indicating a significant improvement in model fit compared to a poor-fitting model.

6.3 Additional fit indices

Additional fit indices

	Model
Hoelter Critical N (CN), a=0.05	30.689
Hoelter Critical N (CN), a=0.01	32.841
Goodness of Fit Index (GFI)	0.866
Parsimony Goodness of Fit Index (GFI)	0.556
McDonald Fit Index (MFI)	0.112

Hoelter Critical N (CN):

Hoelter Critical N values are critical sample sizes required for a model to maintain acceptable fit at specific significance levels.

The observed values of 30.689 ($\alpha = 0.05$) and 32.841 ($\alpha = 0.01$) indicate that the model achieves acceptable fit, as the sample size exceeds these thresholds.

This suggests that the sample size used in the study is sufficient for the model to provide reliable estimates.

The Goodness of Fit Index (GFI) assesses the extent to which the model accounts for the variance observed in the data. A value nearing 1 signifies a strong fit, indicating that the model effectively explains a significant portion of the data's variance. With a GFI value of 0.866, our model demonstrates a commendable ability to elucidate the observed data.

Parsimony Goodness of Fit Index (PGFI):

PGFI evaluates the model fit while considering its complexity, providing a balance between explanatory power and simplicity.

A higher PGFI value suggests that the model achieves a good fit relative to its simplicity.

The PGFI value of 0.556 indicates that the model strikes a balance between explaining variance in the data and avoiding unnecessary complexity.

McDonald Fit Index (MFI):

MFI assesses the degree of discrepancy between the observed data and the model-implied covariance matrix.

A lower MFI value suggests a poorer fit, indicating potential areas for improvement in the model.

The MFI value of 0.112 indicates that there may be room for improvement in the model's fit, suggesting potential areas where adjustments or additional variables could enhance its explanatory power

6.4 Estimates

Parameters estimates

Dep	Pred	Estimate	SE	95% ConfidenceIntervals		β	z	p
				Lower	Upper			
Online_Buying_Behaviour	Brand_Awareness	0.7506	0.3413	0.08169	1.420	0.891	2.20	0.028
Online_Buying_Behaviour	Adolescent_Engagement	0.0998	0.0559	-0.00963	0.209	0.186	1.79	0.074
Online_Buying_Behaviour	Social_Media_Marketing	0.2023	0.0958	0.01451	0.390	0.418	2.11	0.035
Brand_Awareness	Social_Media_Marketing	0.1424	0.0984	-0.05055	0.335	0.248	1.45	0.148
Adolescent_Engagement	Social_Media_Marketing	1.3408	0.2770	0.79795	1.884	1.483	4.84	< .001

H1: The hypothesis that there exists a positive relationship between Social Media Marketing and Brand Awareness is not supported, as the p-value (p = 0.148) is greater than the conventional significance level of 0.05.

H2: The hypothesis that social media Marketing positively influences adolescent engagement is supported, as the p-value (p < .001) is less than 0.05, indicating a significant relationship.

H3: The hypothesis that social media Marketing positively impacts customers' online buying behavior is supported, as the p-value (p = 0.035) is less than 0.05, indicating a significant relationship.

H4: The hypothesis that Brand Awareness significantly influences customers' online buying behavior is supported, as the p-value (p = 0.028) is less than 0.05, indicating a significant relationship.

H5: The hypothesis that Adolescent Engagement significantly affects customers' online buying behavior is not supported, as the p-value (p = 0.074) is greater than 0.05.

7. FINDINGS & IMPLICATIONS

The research model demonstrated acceptable fit according to several indices, including Hoelter Critical N and GFI, indicating that it provides a reasonable explanation of online buying behaviour among teenagers and adolescents in the Doaba region. However, the model also showed potential areas for improvement, as indicated by lower values in indices such as PGFI and MFI. Despite these limitations, the model effectively explained a substantial portion of the variance in the observed data, suggesting that it offers valuable insights into the factors influencing online buying behaviour among the target demographic.

These findings have important implications for businesses and marketers seeking to understand and target teenagers and adolescents in the Doaba region. By identifying key factors such as social media marketing, brand awareness, and adolescent engagement, the research model provides actionable insights that can inform marketing strategies aimed at this demographic. Furthermore, the identification of potential areas for improvement in the model underscores the importance of ongoing research and refinement in understanding the complexities of consumer behaviour in the digital age. Overall, the findings contribute to the evolving landscape of consumer behaviour research, offering valuable guidance for businesses aiming to effectively engage with teenage and adolescent consumers in an online context.

8. FUTURE RESEARCH DIRECTIONS

Exploring the interplay between additional variables such as cultural influences, family dynamics, and peer relationships could provide deeper insights into the complexities of online buying behavior among teenagers and adolescents in the Doaba region. Furthermore, longitudinal studies tracking changes in online buying behaviour over time could shed light on the dynamics of consumer preferences and decision-making processes among this demographic. Additionally, qualitative research methods such as interviews and focus groups could complement quantitative approaches by providing a richer understanding of the underlying motivations and experiences driving online buying behaviour. Finally, examining the effectiveness of specific marketing strategies and interventions targeted at teenagers and adolescents could offer practical implications for businesses seeking to enhance their online presence and engagement with this demographic.

9. CONCLUSIONS

The findings indicate that while social media marketing does not appear to have a significant positive relationship with brand awareness, it does significantly influence adolescent engagement and online buying behaviour. This suggests that while social media may not directly impact brand awareness, it plays a crucial role in engaging adolescents and influencing their purchasing decisions in the online space.

Furthermore, both brand awareness and social media marketing have significant positive impacts on customers' online buying behaviour, highlighting the importance of these factors in driving consumer purchasing decisions. However, the hypothesis that adolescent engagement significantly affects online buying behaviour is not supported by the data, suggesting that other factors may have a more prominent influence on purchasing decisions among teenagers and adolescents.

Overall, these findings emphasize the critical role of social media marketing and brand awareness in shaping online buying behaviour among teenagers and adolescents in the Doaba region. Businesses and marketers should focus on leveraging social media platforms to engage with this demographic effectively and enhance brand awareness, thereby influencing their purchasing decisions in the digital marketplace.

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