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Psychology of Teenagers as Consumers: A Study of Prayagraj city

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ABSTRACT

The empirical research study on "Psychology of teenage as Consumers: A Study of Prayagraj city" focuses on the various characteristics that characterise a young consumer's participation in the family decision-making process. Different consumer profile of young teenagers is attempted using many variables such as kid engagement at various purchase phases, product kind, and various methods employed by teenagers. Survey data from four Prayagraj schools were analysed using factor analysis and mean scores. In this context, it is critical to define the commercial profile of young teenagers. The detailed investigation comprised main component factor analysis, ranking using descriptive analysis, and identifying teenagers' consumer profiles using a radar diagram. Using these profiles, businesses may get insights into their target markets and establish efficient marketing campaigns. The implications are fascinating. The developmental phases of teenagers, as well as their specific traits (as a very active participant and influencer in family purchasing), will allow researchers to delve further into them. A new topic of inquiry is being uncovered and investigated from an academic standpoint.

Key words: *Purchasing process, teenagers, customer, impact, profiling, marketing.*

INTRODUCTION

Consumer behaviour is becoming more sophisticated. Companies no longer seek to increase profits in order to deal with the changing market climate. Instead, they manage their customer relationships to produce advantages for both the consumer and the firm. The key to good marketing is to understand one's clients / customers. Firms find it simpler to conduct successful marketing when they have a better understanding of their current or future customers. In order to achieve this goal, the study seeks to successfully profile young teenagers based on socialisation, engagement at various phases of purchasing, product type, and how teenagers influence parents.

The market for food and eating things is expanding on a daily basis. Food marketers target teenagers and teenagers as clients with the purpose of influencing their food choice, food preference, and, eventually, food purchasing behaviour. According to market studies, teenagers have enormous purchasing power, and their effect on family purchases extends beyond the choosing of toys and cereals. teenagers can have a significant impact on their parents' buying decisions and expenditures (Hawkins et al., 2001). According to Blackwell et al. (2001), adolescent effect on household expenditure varies by product user and degree. They have more clout when it comes to purchasing things for personal use.

Though there have been many scholarly studies on teenagers' consumer behaviour, there is a lack of systematic research on teenagers' consumer behaviour, specifically the influence or role of consumer socialisation agents (such as parents, peers, retailers, and schools), which could be attributed to marketers' belief that it is inappropriate to regard teenagers as a "market" (McNeal, 1973). However, the impacts of advertising (and the function of the media as a socialisation agent) on teenagers have been the topic of much research over the last three decades (Meyer, 1987; Roedder, 1981; Macklin, 1987; Yavas & Abdul-Gader, 1993; Cardwell- Gardner & Bennett, 1999).

According to the findings of a recent study by Carlson et al. (2001), parenting styles have an important impact in shaping how women socialise their teenagers about television and television advertising. Youngsters are tough to examine, yet today's teenagers live in a technologically changing environment. Therefore, research must be conducted to better understand teenagers' consumer behaviour and to determine why they feel and act the way they do.

REVIEW OF LITERATURE

As the world becomes more aware, overwhelmed with information, and capable of accomplishing things with the click of a mouse, behavioural and sociological shifts provide academics with a new platform to explore. Changes in family patterns, such as increasing single parent and extended families, higher per capita income, and lower birth rates, highlight the need of researching early teenagers. The direct and indirect market for teenagers is rapidly expanding. With so much money at stake, research on teenagers' shopping behaviour is essential.

teenagers are seen as important influences of their parents' consumption as well as consumers with significant direct consumption of their own (Andersen, Tufte, Rasamussen, & Chan, 2008; Chaudhary, 2008).

Teenagers' as a Consumer

Teenagers' effect on family purchases is strongly related to the family's and individual's cultural surroundings (Gureri, Yurt, Kaplan, & Delen, 2009).

According to Haynes, Burts, Dukes, and Cloud (1993), the cognitive and contextual elements are the socialisation agents for teenagers (Haynes et al., 1993). Cognitive variables are affected by age and gender. Environmental influences include family, media, and peers. The key source of socialisation has been identified as parents (Chaudhary & Gupta, 2014; Moschis & Churchill, 1978; Sharma, 2017; Szybillo & Sosanie, 1977; Thaichon, 2017). Parents may affect their teenagers' consumer socialisation in a variety of ways (Ward, 1974). Consumer socialisation is influenced by factors such as parents, friends, and peer group (Mascarenhas & Higby, 1993; Moschis & Churchill, 1978). teenagers's consumer socialisation is also influenced by television and the internet.

When a teenagers' media contact is high, he or she is more likely to socialise (Chaudhary, Ghouse, & Durrah, 2018; Moschis & Churchill, 1978; O'Guinn & Shrum, 1997). Television, for example, is not an interactive agent, yet it plays an important role in the development of young teenagers. It meets certain social needs, but it does not teach teenagers social skills. teenagers may learn through watching television. Some of what kids learn is useful; they learn about the world and the ways of society. teenagers learn

about current topics and concerns, as well as more than just facts from television; they also get a daily dose of stereotypes and incorrect information about their environment.

Strategies to influence teenagers

Kids employ many persuasion methods and strategies to persuade their parents. teenagers of all ages (and cultures) utilise various strategies to influence their parents because they do not have direct authority over them (Wimalasiri, 2004). In their study, Wood, Weinstein, and Roland (1967) classified teenagers' manipulation tactics into five categories: norm invocation (appeals to rules, fair play, and reason), positive sanctions (gifts, favours, bargaining, and politeness), negative sanctions (physical aggression, nagging, begging, and crying), ask, and do not know or other. Chaudhary and Gupta (2012) defined negotiating, persuasion, competitiveness, emotive, and aggressive methods as influencing strategies.

According to research, teenagers play an essential role in practically all product categories (Akter, 2017; Martensen & Gronholdt, 2008). teenagers wield significant purchasing power over products for which they will be the principal consumers, such as breakfast cereals, snack foods, toys, teenagers' clothing, and school supplies (Mangleburg, 1990). teenagers may have less influence on things that need substantial monetary transactions, such as televisions, refrigerators, and automobiles (Mangleburg, 1990).

The effect of teenagers in the family purchasing process changes between decision phases. The purchasing process is divided into three stages: problem identification, search for internal and external information, and final choice (Davis & Rigaux, 1974). The step of need identification is problem recognition. Needs frequently occur as a result of a problem, such as when your new water bottle is misplaced and you need to replace it.

According to Dolniar (2004), there is no one ideal technique to segment markets. According to extensive study, there are various individuals inside the divided groupings Rotfeld (2007) In yet another extensive list Dolniar (2004) research, various market Approaches to segmentation are addressed. using data-driven and data-driven building components segmentation based on common sense Traditionally Organizations made advantage of socioeconomic and Demographic factors are used to categorise markets.

Some market researchers divide the market based on (Baloglu & Shoemaker, 2001; Kim, 2002)

revenue (Kozak, Lee, & Klenosky, 2000), 2002), area (Yuan & McDonald, 1990), motives (Baloglu & Shoemaker, 2001). Being in the same age group does not guarantee compatibility. imply that they are all the same preferences.

Babin, Darden, and Griffin (1994) separated customers based on their perceived personal shopping value in their research. Others have studied the many reasons individuals buy and concentrated on building a taxonomy of shoppers based on their hedonic shopping motives (Arnold & Reynolds, 2003; Holbrook & Hirschman, 1982). Few studies have attempted to categorise customers based on their decision-making styles (Lyonski, Durvasula, & Zotos, 1996; Sproles & Sproles, 1990; Sproles & Kendall, 1986).

The most often characterised purchasing decision-making patterns are logical, brand conscious, quality conscious, and impulsive shopping.

METHODOLOGY

For this empirical investigation, a systematic and descriptive technique was used. A few in-depth talks with teenagers and parents were held in accordance with the research aims. Then, as the study tool, a questionnaire was created.

Pilot research was undertaken prior to the main study to establish reliability and validity. The preliminary draughts of the various sections were pre-tested on 40 youngsters, which assisted in polishing the questions, and then final questionnaires were developed. The research included teenagers aged between 13 to 19 years old. The grounds for selecting this age range are because teenagers of this age are believed to be developed enough and have been found to be active and autonomous shoppers (McNeal, 1992), highly cognitive in consumption decisions, and so on. Cronbach's alpha was used to assess the questionnaire's reliability. Cronbach's alpha was more than 0.6 for all parts, indicating that the research instrument is trustworthy for investigation (Konecny & Thun, 2011). Exhibit 1 shows the outcome and items under each heading. The initial field survey was then done with young teenagers, who gave a more in-depth understanding of all potential practical elements of family decision making.

The research is being carried out in the Indian city of Prayagraj, Uttar Pradesh. Data was acquired from kid clusters from four different schools using cluster sampling.

A total of 200 questionnaires are given to these four schools, and appointments are made for pupils in grades 7th through 12th to fill them out. Each cluster included about ten kids. teenagers were asked to answer the questionnaire in their classroom while the researcher was there but the instructor was not. Only 175 of the 193 questionnaires received were deemed to be complete. The data is stored and coded in Microsoft Excel before being analysed with the Statistical Package for Social Sciences 18.0. (SPSS).

Exhibit 1

Reliability Test

Sections	Number of items	Cronbach Alpha	Kaiser-Meyer Olkin measure of sampling	Bartlett's test	
teenager's consumer psychology	11	0.617	0.687	Chi Square Df Sig.	183.184 47.788 0.023
teenagers influence for various items	15	0.974	0.951	Chi Square Df Sig.	116.121 117.000 0.0124
Influence various Stages	45	0.835	0.882	Chi Square Df Sig.	6766.195 881.00 0.0213
Strategies to influence teenagers	16	0.881	0.894	Chi Square Df Sig.	697.582 231.000 0.0404

RESULTS

The obtained data is entered into Microsoft Excel spreadsheets and utilised as a database for SPSS version 18. The analysis is carried out in a fairly systematic fashion; first, the main component factor analysis for various sections is carried out, and then mean scores on these factors are generated for further analysis.

Respondent demographics

The first component of the questionnaire collected information about the teenagers' profile, such as age, gender, number of siblings, birth order, and education. Of the 175, 92 kid responses (52.57%) were between the ages of 13 and 19. Exhibit 2 shows these qualities.

Exhibit 2

Demographics of Respondents

Characteristics	Frequency	Percentage
Age Group		
13-15 years	97	55.42%
16-19 years	78	44.57%
Gender		
Female	109	62.28%
Male	66	37.71%
Class		
7 th Standard	11	6.28
8 th Standard	31	17.71
9 th Standard	38	21.71
10 th Standard	36	20.57
11 th Standard	23	13.14
12 th Standard	36	20.57

As previously stated, factor analysis yielded four consumer socialisation agents: friends and television, internet, parents, and shopping. As seen in Exhibit 3, the first agent, Friends and Television, contains four items with factor loadings greater than 5.00. The second agent is the Internet, which has three items, and the third agent is Parents, who also have three items. Shopping is the last agent.

Exhibit 3

Factor analysis

S. No	Factor	Item	Factor Loading
1	Television	watch lot of programs on television	0.68
2	Television	Want to buy products advertised on television	0.55
3	Friends	Discuss with your friends the products you wish to buy	0.89
4	Friends	Surf internet daily	0.78
5	Internet	Use internet to find products	0.87
6	Internet	Internet used for school assignments	0.81
7	Internet	Use internet to search for information about products	0.82
8	Parents	Parents discuss with you about things they want to buy	0.70
9	Parents	Came to know about new products from internet	0.64
10	Parents	Parents ask for your opinion before buying products	0.91

Exhibit 4**Mean deviation and Standard deviation**

Items	Mean	Std. deviation
Internet	1.848254	0.66542
Friends	1.949682	0.54889
Television	2.11482	0.54585
Parents	2.162538	0.69876

Exhibit 4 shows the ranking based on mean scores and standard deviation. According to Exhibit 4, shopping exposure is the most important agent for the teenagers's consumer socialisation, with the highest mean of 2.1625, indicating that young Indian teenagers absorb a lot of knowledge from shopping excursions with their parents.

Kids may not be shopping themselves, but they are quite present, and they learn consumer skills via hands-on shopping experiences. It is followed by parents as a socialising agent (mean = 2.00, standard deviation = .54585), then friends and television (mean = 1.949682, standard deviation = .54889). The fourth agent has a mean value of 1.848254 (sd = .66).

Type of product

Similarly, another factor analysis was performed to examine the effect of teenagers on various items. On a 5-point likert scale, fifteen items and services (covering a range of home and teenagers-related products) were evaluated, and factor analysis was performed, Cronbach's alpha = 0.863, Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.840, and Bartlett's test of Sphericity: Approx. (Chi-Square) = 881.157.

teenagers Consumer Profiling

The crucial findings supplied us with three distinct teenager's consumer profiles. teenagers' different consumer profiles may be recognised and exploited for various business and marketing decision making based on their socialisation, influence methods, and impact in the various buying stages. teenagers who had the most effect on loud items have some distinct features; similarly, teenagers who had the greatest

influence on noisy and quiet things have some distinct qualities. Three consumer profiles for young teenagers were generated using the radar diagram, the mean scores of four teenagers' socialisation characteristics, five influence tactics, and teenagers' influence level for three distinct buying phases.

Quiet Shoppers

Quiet Shoppers are youngsters who are socialised more by their parents, peers, and television and have a relatively high effect in purchasing domestic items such as shampoo, toothpaste, and groceries. Quiet shoppers often do not begin the purchasing process, but they do have a say in the ultimate purchasing choice or sub-decisions such as colour, variation, and so on. These youngsters typically employ emotional methods to persuade their parents.

Loud Shoppers

Loud shoppers are especially loud when it comes to determining their impact over parents' decisions to purchase expensive family items such as a car, television, computer, or mobile phone. Such young buyers are often impacted by their parents, peers, and television. In terms of the purchase stage, noisy consumers have the largest influence in the initial and last stages.

Noisy Shoppers

Noisy shoppers are deeply invested in the outcomes of their engagement, such as clothing, stationery, food and drinks. Movie tickets, dining out, and video games are all options. These obnoxious consumers had a significant impact. From friends and television Shoppers who are loud cause a lot of noise to start the purchasing process as well as other stages.

DISCUSSION

Consumer profiling is an extremely valuable marketing strategy for marketers. The fundamental goal of consumer profiling is to divide your customer base into discrete target groups that have similar traits.

These distinguishing qualities might be based on demographics (age and gender), geography (local and global), behaviour (attitude, usage, reaction), or psychographics (personality traits) (lifestyle, interest, opinion). Profiling enables firms to improve customer segmentation by gaining a better understanding of their target consumers, allowing them to make more effective and efficient business decisions. There are

three types of shoppers identified: Quiet shoppers, Loud shoppers, and Noisy shoppers. These teenagers' profiles include information about the roles that these young customers play in their families. The discovered kid profiles can give today's advertiser a competitive advantage by proactively developing strategies to target this economically appealing market niche. Using these profiles, businesses may get insights into their target audiences and establish successful strategies.

Marketers that want to target Noisy Shoppers must be very careful about how they position their offering. Instead, then discussing actual product details, any marketing messages to this demographic may be more effective if the product or brand is connected with pleasure and happiness. For the Loud Shoppers, on the other hand, the advertisement should seek to create awareness of the product, the factual data, features, and benefits, as well as depict the uniqueness of the product and enthusiasm in consumption. However, marketers must exercise extreme caution when dealing with minors. They only have a hazy understanding of advertising's objective, and they tend to take promotional promises about a product literally.

CONCLUSION

The empirical study defined and examined the many aspects that define a young consumer's participation in family decision-making. Different consumer profile of young teenagers is attempted using many variables such as kid engagement at various purchase phases, product kind, and various methods employed by teenagers. The detailed investigation comprised main component factor analysis, ranking using descriptive analysis, and identifying teenagers' consumer profiles using a radar diagram. There are three unique shopping profiles identified: "Quiet Shoppers," "Loud Shoppers," and "Noisy Shoppers."

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