

IMPACT OF ONLINE MARKETING ON TEENAGERS IN INDIA

Meenal Sachdeva

Asstt. Prof (HIMT,Rohtak)

E-mail-id: meenalsachdeva1@gmail.com

Abstract

Online Marketing is quickly evolving in front of our eyes and it is almost impossible to reject and hide from this new form of media. “This shift in consumer influence indicates a need and an opportunity for companies to reprioritize the mix of communication channels they use to reach their consumers”. The study discusses the attitude of teens towards brand selection due to Online Marketing comprising apparel market in India. The study is exploratory in nature. The research uses content analysis to conduct the research. This research is divided in three parts to understand The Impact of Online Marketing on Brand Selection by Teenagers. 1) Strategy behind Online Marketing to Teenagers. 2) Role of Online Marketing on Teenagers in Brand Selection .3) Benefits and worries of Online Marketing on Teenagers

Keywords: Online Marketing; Teens; Social Media; Brand Selection; Communication Channel

Introduction

Online Marketing is quickly evolving in front of our eyes. The new media has created its own unique space in the market which makes it impossible to search any new discussion. Online marketing has been the crucial part in current era. The new media is having immense potential to emerge a new segment of consumer. This new paradigm explores a platform to understand the consumer benefits and needs through reporting communication mix. Teenagers are playing a very crucial role in understanding of the new media. Companies have marked this segment as the most potential segment among rest. There are several reasons to enhance the purchasing power of teenagers. The paper discussed the role of teenagers in the family buying process and online brand selection by teenagers. The researcher believes the importance of understanding the characteristics and

buying process of teenagers before drawing their role in online marketing. Teenage is a transitional growth post the childhood. This development formed the psychological development in a teenager. Age of teenagers lies between the age group of 13 to 19 years. This transition involves biological, psychological and social changes. Dual family income and nuclear family are one of the crucial reasons which enhance the purchasing power of teenagers. Teenagers are playing a very crucial role in family buying process as they are tech savvy consumers. The new media i.e. online media is playing a very important picture while delivering the new product portfolio in front of consumers. As the data captured by Data monitor in 2007, \$1.2 trillion has been counted as men's, women's and infants clothing, jewellery, watches and leather goods in the global market.

Among this 47.5 percent has been marked as women wear while 31.9 percent as men wear. Teenagers are forming a new relation with the new media and made them more tech -savvy Teens are carrying a special affinity towards international brand in India. There are several literature justifying the major goal of marketing to generate and maintain brand awareness Brand awareness is particularly important in low-involvement situation as it engaged consumers in making their search highly active in selecting the brand of their preference.

As literature review suggested the role of peer group on teenagers in brand selection and its impact on brand identity, though only few literature are available on the role of new media in teenagers buying process. To highlight this, the research is going to discuss the impact of online marketing on teenagers. The study explored many qualitative research and literature review to understand the impact of online marketing on teenagers. The study is exploratory in nature and tries to understand the ways online media is changing their marketing strategies to influence teenagers.

Research Methodology

The study uses content analysis which is described as the scientific study of content of communication. It is the content with reference to the meanings, contexts and intentions contained in messages.

Research Objectives

- To understand how the online media strategy works
- To understand how companies are communicating their online strategy with teenagers
- To understand the advantage and disadvantage of online media on teenagers.

Data Collection and Analysis

This research is divided in three parts to understand The Impact of Online Marketing on Brand Selection by Teenagers.

- 1) Strategy behind Online Marketing to Teenagers.
- 2) Impact of Online Marketing on Teenagers in Brand Selection .
- 3) Benefits and worries of Online Marketing on Teenagers.

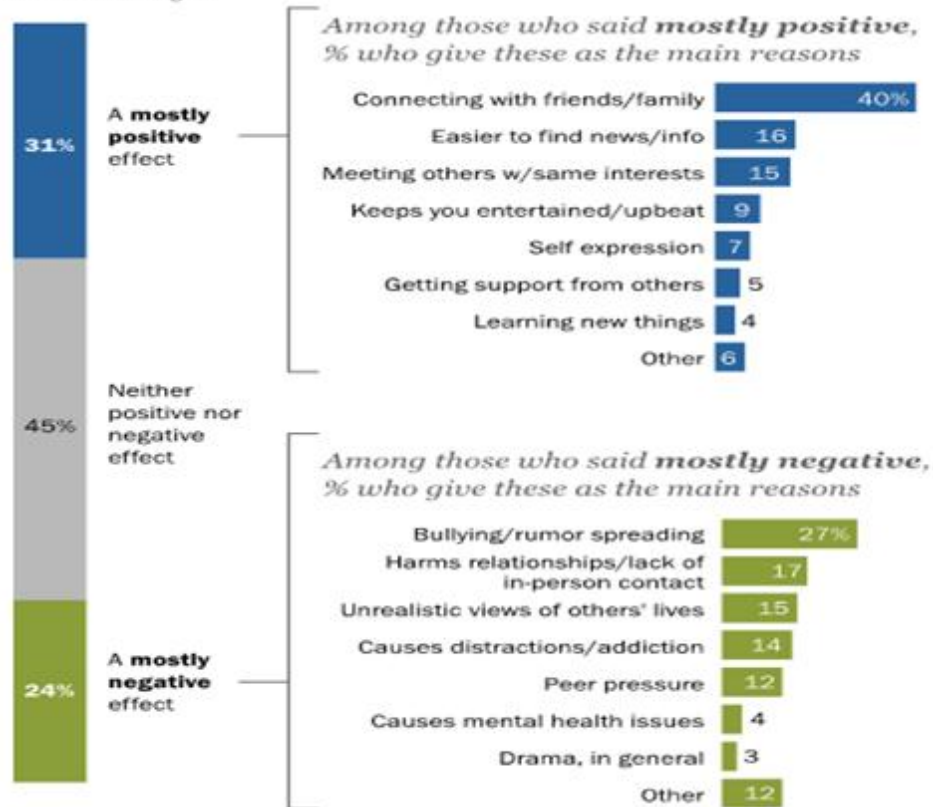
Role of Online Marketing on Teenagers in Brand Selection

Online Marketing is here to stay, and are where our youth are spending much of their time. Research proved that even the youngest of our children are migrating from mall shopping to online shopping and be a frequent user of tablets and smart phones Teens are getting highly influences by Internet Advertisement. They take this as a guide tool and decision curious and determined to be updated with their likings. And Internet is giving them an easy mode to get it through. These recent technologies have formed the global teenagers as a strong opinion maker in the family buying process as

they are enhanced with social media opportunities to interact with international apparel brands. The main advantage of Online Marketing is cost-related. The majority of Online Marketing sites are free to access. The advantage of reaching and segmenting target audience is very cost effective and formed a substantial low cash investment, and the teens easily get aware about the product segmented for them. In current scenario, teens are becoming highly important part in family buying process. The earlier patriarchal culture now looks more like inclined towards teenager's decision.

Teens have mixed views on social media's effect on people their age; many say it helps them connect with others, some express concerns about bullying

% of U.S. teens who say social media has had ___ on people their own age



Online Marketing is also getting easily viral among the teens through which consumers easily come to know about the usage and result of product within his own network, so information spread easily in large number of people in a short time. There are certain drawbacks of using Online networking websites. As it creates negative syndrome as lacks of control while the consumer can also receive deep information of the company which may affect company's current brand and its product.

As the information would be helpful for the consumer to make its decision correct though it would be harmful for companies to create a high commitment for the consumers while dealing with the social media. One of the major tools in manipulating teenagers is social websites. Karimi highlighted about the posting of false, negative comments, complaints, blogs or conversation on new media by the consumers, clients can harmed company reputation. With this company may lose their current consumers. This way company may lose its international image and global clients.

Therefore it's the major responsibility of the companies to handle the new media cautiously and formed new emulations while dealing with the new media to restrain from uncertain scenario. Snapdeal.com, yebhi.com, sosastta.com, jabong.com, mantra.com are very famous online shopping websites in India. Also the individual brands are having their own websites for shopping of their products. In all these websites Indian and international brands are available. Brand makes the consumers recognizable amongst competitors. As a consumer, teens prefer those brands which they make themselves cool and help to build their personality as per their perception of present trend.

Teens are creating three different markets, the primary market, the influencer market and the future market. Marketers are considering teens as one of the most important consumer segment. They are creating new online marketing tools to target this segment.

Online Marketing is very effective and successful communication mode to advertise about its brand and its products. Also it is easy to use umbrella advertising in online marketing. Through which teens are easily aware about the new products launched under the same brand.

Benefits and Worries of Online Marketing on Teens

While there are risks inherent in online marketing, there are also many potential benefits. Such as, social networking can provide opportunities in forming new relations in the form of friends, group, and influencer as well as making the existing relationships more strong which doesn't. It also worked for the global friends as distance is not counted here .Teens getting more aware and updated about the present Trend:

- Teens are getting more familiar with the upcoming and emerging through which they may compare them and follow the best among them .
- Teens may get social confidence while interacting with other people online which make them more social , confident , independent while joining the new college and roaming over the nw places.
- Teens may find support in online communities this is specially true for kids who have minor interest and feels isolated .
- Online Communities is very diversified , versatile , and gives an expositor to teenagers.

Conclusion

Teens often gravely underestimate the toll that their digital conduct can take on their reputations. The potential of online media is yet to be explored to its full potential in India. But the beginning has already been formed and raising its graph frequently. Social media is playing a crucial role in delivering the impact of online media on teenagers. And social media have met with considerable success. Companies can use social media as an asset and may use it for their benefits, though there must be some regulation and control for the further conversations. Though social media is having immense potential but it should not be used to manipulate by stealth marketing strategies of teenagers. As this segment belongs to curious among rest, hence the online marketing highlighting teenagers must be ethically driven. Pros and cons must be checked when it's implied on teenagers through online marketing. However the potential of online marketing is often debated. One can do further research to find out the opinions and perceptions of the teenagers as consumers specifically related to online marketing. But in the meanwhile, one can safely assume that online marketing is here to stay and is an effective medium to bring about changes in the buying behavior of teenagers

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