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CONSUMER BEHAVIOR OF PRE-TEENAGERS

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Abstract: In this paper, we have reviewed the techniques and parameter responsible for customer behavior. Since the customer varies by age. This paper studies the behavior of teenagers and children's by surveying teenagers with simple questioner. In this paper, we have discoursed the different marketing strategies used by companies to capture the product market of teenager customers.

Keywords: WWW; component; formatting; style; styling; insert (Minimum 5 to 8 key words)

I. Introduction

Consumer behavior is an attempt to understand & predict human actions in the buying role. It has assumed growing importance under market-oriented or customer oriented marketing planning & management. Consumer behavior is defined as "all psychological, social & physical behavior of potential customers as they become aware of, evaluate, purchase, consume, & tell others about product & services"[1].

In consumer behavior we consider not only why, how, & what people buy but other factors such as where, how often, and under what conditions the purchase is made. An understanding of the buyer behavior is essential in marketing planning & programs. In the final analysis, buyer behavior is one of the most important keys to successful marketing [1].

II. Major Factors Influencing Buyer Behaviour

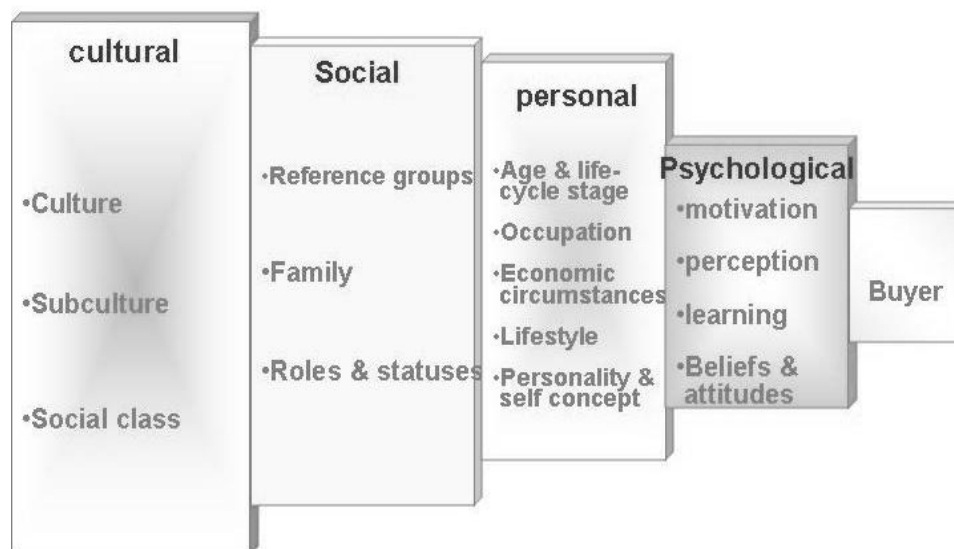


Fig. 1 Buyer Behaviour

A. Cultural Factors

Cultural factors exert the broadest and deepest influence on consumer behavior. The roles played by the buyers culture, subculture and social class are particularly important.

- Culture: Culture is the most fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences, and behavior through his or her family or other key institutions.
- Sub-Culture: Sub-culture includes nationalities, religions, racial groups, and geographical regions. Many sub-cultures make up important market segments, and marketers often design marketing programs tailored to their needs.

- **Social Class:** Social classes are relatively homogenous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior. Social classes do not reflect income alone, but also other indicators such as occupation, education, and area of residence.

B. Social Factors

- **Reference Groups:** A Person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitudes or behavior. Groups having direct influence on a person are called membership groups.
- **Family:** The family is the most important consumer buying organization in society, and has been researched extensively. Family members constitute the most influential primary reference group.
- **Role and Statuses:** A person's position in each group that he participates throughout his life –family, clubs, and organizations can be defined in terms of role and status. A role consist of activities that a person is expected to perform. Each role carries a status. Marketers are aware of the status symbol potential of products and brands.

C. Personal Factors

A buyer's decisions are also influenced by personal characteristics. These include the buyer's age & stage in the life cycle, occupation, economic circumstances, lifestyle, personality & self concept.

- **Age & Stage in the Life Cycle:** People buy different goods & services over their lifetime. They eat baby food in the early years, most foods in the growing & mature years & special diets in the later years. People's taste in clothes, furniture & recreation is also age related.
- **Occupation:** A person's occupation also influences his or her consumption pattern. Marketers try to identify the occupational groups that have above – average interest in their products and services. A company can even specialize its products for certain occupational groups.
- **Economic Circumstances:** Product choices are greatly affected by one's economic circumstances. Economic stability consist of their spend able income (its level, stability and time pattern), saving and assets (including the percentage that is liquid), debts, borrowing power, attitude toward spending versus saving.
- **Lifestyle:** People coming from the same subculture, social class & occupation may lead quite different lifestyles. A person's lifestyles the person's pattern of living in the world as expressed in the person's activities, interests & opinions.
- **Personality and Self-Concept:** Each person has a distinct personality that influences his or her buying behavior. By personality, we mean a person's distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his or her environment. Personality can be a useful variable in analyzing consumer behavior, provided that personality type can be classified accurately and that strong correlations exist between certain personality types and product or brand choices.

D. Psychological Factors

A person's buying choices are influenced by four major psychological factors-motivations, perception, learning, beliefs and attitudes.

- **Motivation:** A person has many needs at any given time. A need becomes motive when it is aroused to a sufficient level of intensity. Motivational researchers hold that each product is capable of arousing a unique set of motive in consumers.
- **Learning:** When people act they learn. Learning involves changes in an individual's behavior arising from experience. Learning theory teaches marketers that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.
- **Perception:** Perception is the process by which an individual selects, organizes, & interprets information inputs to create a meaningful picture of the world. A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation.
- **Beliefs & Attitudes:** A belief is a descriptive thought that a person holds about something. Through doing & learning, people acquire beliefs & attitudes. These in turn influence their buying behavior. Particularly important to global marketers is the fact that buyers often hold distinct disbeliefs about brands or products based on their country of origin. An attitude is person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies towards some object or idea. People have attitude toward almost everything: religion, politics, clothes, music, food, and so on. Attitude put them into a frame of mind of liking or disliking an object, moving toward or away from it.

III. Buying Process



Fig. 2 Buying Process

A. Pre – Teenagers

As people age their needs and wants change, some organizations develop specific products aimed at particular age groups for example Nappies for babies, toys for children, clothes for teenagers and so on. Kids 0-14 years: 31.1% (male 190,075,426/female 172,799,553) (2009 est.)

Our report deals with the consumer group of pre – teenage children who are between the age of 8 and 12 years. These children are also an important target market due to increased globalization in today's arena. They are school going kids who have access to good education and are well aware of the new and innovative products that are introduced in the market. Children like these make the marketers strive hard in order to attract more and more pre – teenage children. Thus, it would not be wrong to say that these kids of the 21st century who are conscious about what product and services they are choosing. These kids are very much aware of different products available in the market.

This is well portrayed in the interviews conducted by us and this report is a concise summary of the conclusions that we got from our interviews. The questions mainly asked by pre teenagers (8-12 years) are:

- What major products / services do they buy?
- How do they search?
- How they evaluate?
- Where do they buy from?
- How do they use/ dispose?

Here, we have interviewed 9 children namely Shubhika, Aashna, Siddhant, Ayush Modi, Prateek and other.

Amit Gupta interviewed Shubhika, Aashna, Siddhant who are 8, 11, 7 years old.

Aditya Agrawal interviewed Ayush Modi who is 11 years old.

Abhimanyu Singh interviewed Prateek who is 09 years old.

Akash Gupta interviewed Varun who is 11 years old

IV. What Major Products /Services Do They Buy?

In today's scenario both products and services are of utmost importance for pre teenage groups. Firstly, we will focus on the types of products used by children. This is the era of technology, hence video games, remote sensor, toy, cars, bikes and other such Electronic toys are the first preference of pre – teenage children. Apart from this, dolls have always been and still are the first preference of children. Also, Sports items such as bats, balls, studs, sport shoes give the children a joyride and thus are one of their favorite items. It is for this reason that marketers and producers are launching huge varieties and variants of these products.

We must not forget, that Clothes such as fancy dresses and attire along with matching accessories such as hairpins, ribbons, bellies and shoes have become a must for children. Clothes they mainly buy from (Lilliput, Pantaloon). Sporting activities are concerned, children are extremely fond of bicycles of different colours, sizes and designs. These newly designed bicycles attract a core group of pre- teenage children. Another important product that catches the eye of pre- teenage children are attractive stationery items such as colourful pencil boxes, paints, colored pencils which help children to give wings to their imagination.

We must not forget lunch boxes and well designed colourful water bottles which though are a necessity for school going children have also become products of their choices and interests. It has been often observed that bags – whether school bags or side bags are an important product for both boys and girls as they are used daily and have to be attractive in order to be liked by the children. Wrist watches (Titan, Fastrack) are favorites of pre-teen kids as they want them to be colourful, attractive and of different designs. These products help children to achieve admiration among their friends and peers.

This age Group is also interested in FMCG products like Maggie, Horlicks, Bornvita, Noodles, Cartoon Shaped Tooth Brush etc. Not just products, even services are in the wish list of these pre-teen children. The most important service used by the children in today's scenario is when they go to malls they love eating at KFC, McDonalds, PAPA JONES etc. They hire TRANSPORTATIONAL SERVICES, which comprise of bus and cab services which drop children to schools and then bring them home.

A. How Do They Search?

With the glowing amount of technology and mass media, it is no longer a difficult task for pre-teenage children to search for various products and services available in the market. The most elusive way which attracts children towards product and services is Television. The televisions commercials are repeated often have a great impact on the minds of the children and hence the products advertised catch the attention of the young brigade. This is how they are able to search for new, trendy products launched in the market. Friends also impact a lot. Children between the ages of 8 to 12 years are influenced by their friend circle.

Few products are:



Fig. 3 Products

A child would always crave for a new and trendy product; say an electronic toy owned by his or her friend. This is an age where friends play a very important role as far as searching for products and services is concerned. It is also important for us to know that not just friends but the siblings also influence each other while searching for and gaining knowledge about the most extravagant items in the market.

One must say that Television has long been the staple of advertising to children and youth. Children view approx 40,000 advertisements each year. The products marketed to children – sugar coated cereals, fast foods restaurants, candy and toys have remained relatively constant over time. But, marketers are now directing these same kinds of product to children online. Hoardings and Banners are also eye catchy and thus give pre-teenage children vast knowledge about goods, electronic items and other products of their interest. Therefore, all these are a vast and enormous source which helps our pre-teenage consumers to search for the products and also assist them in identifying products and services of their interest. Now a days Adds could be found on note books or items they use. Different Magazine, Books also advertise products related to pre teenagers which help parents to learn about the product because in this age group kid also relies on their parent's choice.

B. How they evaluate?

Pre teenagers evaluate the products that they want to buy through the following list:-Design or outlook, Packaging of the product, Color, Brand Name,

They look either for their favorite characters on the product they buy or Look for the autographs or insignia on the product of their favorite players. Most of the time this Age Group take help of their Parent, Friends to judge the quality of the product.

C. Where do they buy from?

Pre teenagers buy from showrooms of branded stores; go to malls, nearby shops. Sometimes pre teens also buy from vendors. In malls showrooms display attractive, eye catchy products to which pre teens get attracted to. Pre teens want to buy all those products which fascinate them in malls but they buy those products on which parents also agree. In apparel stores pre teens like buy those clothes are pretty on them. Pre teens are now also having a

fall for branded products. All pre teens cannot buy from malls or branded stores so they also buy from medium or small sized apparel stores.

Due the social class pre teens display separate buying behavior. In different social class pre teens buy from different stores. Pre teens like to buy sweets from malls or small confectionary shops. Pre teens girls like to buy hair clips, bands from malls or all shops.

Pre teens buy all those products which are of their interest then whether that product is at mall or at a small shop. Sometimes pre teens buy eatables from Road side.

D. How do they use/ dispose?

Pre teens use products till the time they are fully satisfied by the product. Pre teens dispose products by passing on their products to their siblings or on request of their parents giving them to children who cannot afford them like servants, maids. Sometimes pre teens lose their products. Pre teens lose parts of their products while playing or fighting. Most of the time they share the product with their friends which might his friend to buy similar product. Teens should be taught to handle their toys and stuff carefully and to keep them clean. Teens should use products carefully so that they could showcase their products or make collection of a particular toy. Parents should also keep an eye on how pre teens should use their products. Parents should bring such toys through which children can show their creativity and improve their knowledge.

V. References

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