

The study on emerging challenges to online marketing strategies for teen age consumers in India

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ABSTRACT

Today's world is a digital world. In today's world, it is becoming imperative for every generation, whether small or large, to use social networking sites as a platform to promote a product or service. Virtual marketing is a key to success in business. Because virtual marketing helps consumers get information online or through social networking sites. It frees them from the hassle of visiting shops in person. Companies will be able to reach a wide range of customers using virtual marketing strategies. This form of marketing is not only cost-effective but also helps in overcoming the worries of developing a brand image and also developing good intimate relationships with potential and potential customers.

Online marketing is evolving rapidly before us and it is not possible to deny from new type of media. This study discusses the challenges of online marketing for adolescents in India. The study is based on exploratory research. It contains analysis to get proper findings. This study is segmented in three parts to fathom the effect of online marketing on the choices of teenagers that is online marketing strategies and the benefits and challenges of online marketing on teenagers.

Introduction

Online marketing has been evolved rapidly ahead of all of us. In a modern India, concept of market and marketing has been key factors to discuss. One of the crucial parts of today's world is online marketing. New technology and media have created new potential to have more customers. This is a new concept with new model provides platform to understand benefits of customers and requirements by communication mix. Children are having a key role for understanding latest media tools. Virtual enterprises are very popular in the field of research and development, often forming alliances with far-flung organizations that resemble a virtual research laboratory. It is a temporary network of independent organizations, businesses or specialized individuals working together in a spontaneous fashion through information and communication technology to make a profit in a competitive world. This network includes independent companies, suppliers, customers, etc.

Virtual entrepreneurship does not exist in the physical sense. Researchers believe that it is very necessary to get understand the features of teenagers and purchasing process to fathom the role in online marketing. This will be a psychological development in teenagers to identify challenges to online marketing.

Objectives of the study:

- To know how online marketing strategies work.
- To know the effectiveness of online marketing strategies on teenagers.
- To find merits and demerits of online marketing on teenagers.
- To find purchasing process of teenagers in India by influencing by online marketing.

Limitations of the Study:

The study is limited to the behaviour of teenagers with respect of online marketing strategies. Only young age people are considered so it can't justify entire population of nation.

Review of Literature:

Mohan Nair (2011), sees that social media is latest technology for marketing and communications. It gives voice to teenagers and measures the teenager's behaviour to lead.

Foux (2006), found that customers perceived social media as most trustworthy tool for the information related to the products and services. It's been an important tool for communication and promotion mix.

Currently there are more numbers of young people having strong faith for shopping through online platform. There is a big market for online shoppers. Large chunk of customers prefers online platform for purchasing various items. These customers spend too much amount of their income towards online shopping (Mishra, 2014), this purchasing decision further results in instant purchase. He has examined that customer buy impulsively in most of the cases at the time of online purchasing (Rook & Fisher, 1995).

As per Helm, Moller, Mauroner, Conrad, (2013), various online services platforms are more effective than some of the conventional methods of marketing and communications. As per his study, many of the user of social media experience to increase self-esteem and fun at the time of adoption of social media. This is being a motivational signature for many businesses and companies to promote their products, (Arnott, 2013).

Online platform measures the mentality and consumption patterns of online purchasers. It will impact on mental process of customers and elaborate online buying decisions (Cetina, Cristina, Radulescu, 2012). The online platform is the biggest and most powerful tool for the modern business houses. Ramsundar (2011), explains in his study that buyer's purchasing decisions are generally made of by influencing online brands and advertisement. The opinions of online shoppers' effect to other customers to repurchase the products and services. Consumers move to internet for getting more information to improve their buying decisions.

Research Methodology:

The main aim of research study is that researcher wants to understand the problem and find the direction to solve the so-called problem. Research Methodology helps to get series of actions which are necessary to get effective research work. It is not always about methods and techniques but it also involves logic, content and information.

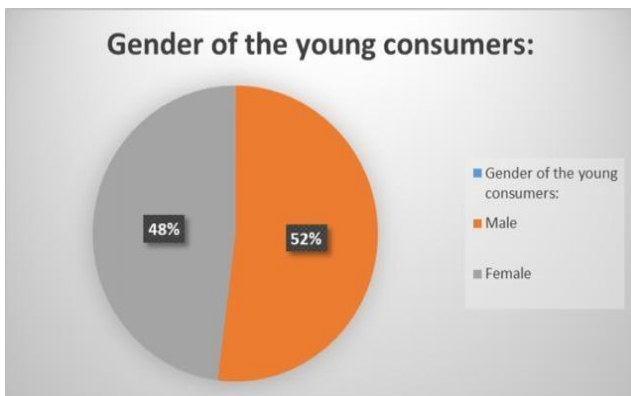
In this study primary and secondary data have been used. Questionnaire has been formed to get quality information through primary data collection where as various books, websites and journals are been scrutinized for secondary data collection tool.

Analysis of Data:

The information and data which are collected has been thoroughly analysed. Tools like bar diagram, pie-chart are used for analysis. 50 respondents have participated in the survey in the Ahmedabad city to identify challenges ahead of online marketing. The data collected are analyzed to identify the young consumer's behavior towards virtual marketing.

Table 1: Gender of the Young Consumers

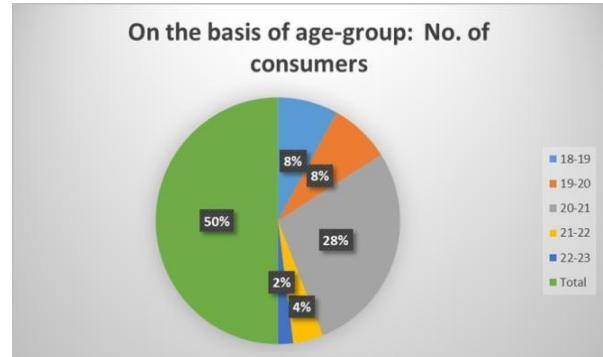
Gender	Number	Percentage
Male	26	52
Female	24	48
Total	50	100



The above table shows the gender of the respondents, 52% of the respondents are male and 48% of the respondents are female. Majority of the respondents are male.

Table 2: On the Basis of Age-Group

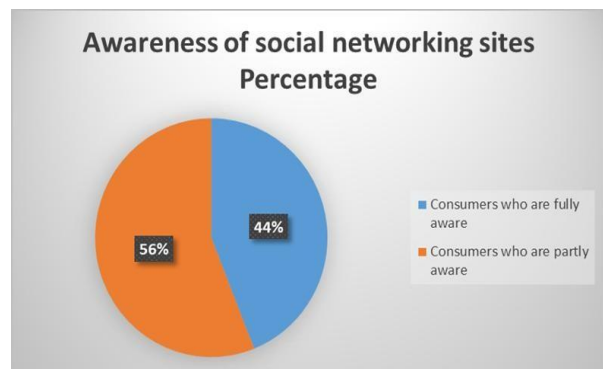
Age-group	No. of consumers
18-19	8
19-20	8
20-21	28
21-22	4
22-23	2
Total	50



The above table shows that out of the total respondents taken for the study, 28% belongs to the age group of 20-21 and 8% of them belong to 18-19, 19-20 age group. Majority of the respondents belong to the age-group of 20-21 years.

Table 3: Awareness of Social Networking Sites

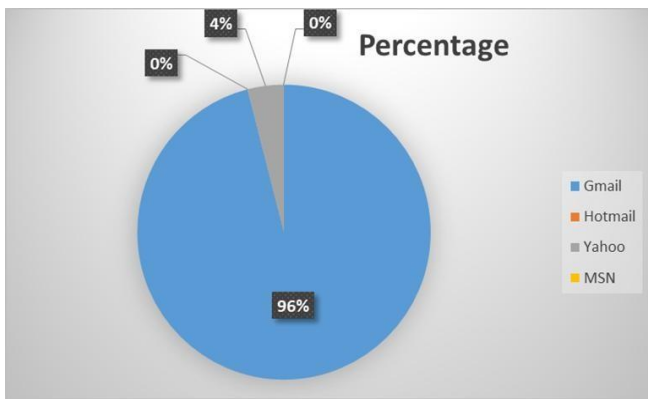
	Numbers	Percentage
Consumers who are fully aware	22	44
Consumers who are partly aware	28	56
Total	50	100



The above table shows the awareness of the respondents. It is interesting to notice that 44% of the respondents are fully aware of the social network and 56% of the respondents are partly aware. Majority of the respondents are partly aware of the social network.

Table 4

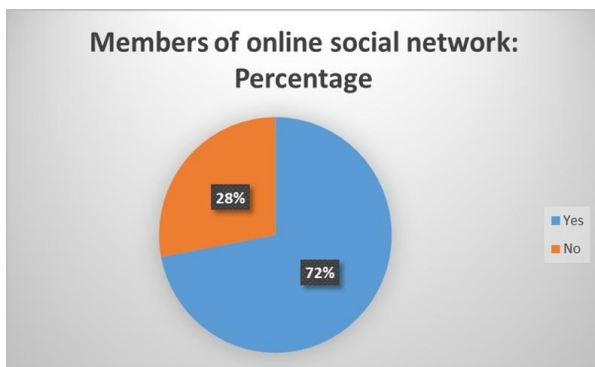
Web browsers	No. of Users	Percentage
Gmail	48	96
Hotmail	0	0
Yahoo	2	4
MSN	0	0
Total	50	100



It is clear from the above table that 96% of the respondents are using Gmail and only 4% of the respondents are using Yahoo. Majority of the respondents use Gmail.

Table 5: Members of Online Social Network

Response	No of members	Percentage
Yes	36	72
No	14	28
Total	50	100



It is known from the above table that 72% of the respondents are the members of social network and 28% are non-members of social network. It indicates that majority of the respondents are members of social network.

Challenges ahead of online marketing platforms:

Lack of personal contact: it is a biggest lacuna that lack of personal contact in online marketing create confusions in the minds of customers. Many people think that without face-to-face communication, it does not involve real and emotional involvement. So, it ignores physical storage facility and traditional shopping experience. There are still a huge class available for adopting a traditional purchasing pattern. This is one of the major challenges among all.

Integrity Problems: this is another challenge that has been faced by online marketing. There is no integrity in advertising platforms in online and offline modes. There are many challenges in marketing strategies related with unintegrated

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advertising platforms like catalogs, newspaper, mobile phone, television, twitter, email, WhatsApp, Facebook, other social media.

Challenge related to security and privacy: In today's modern growing world, digital platform and information security is very necessary problems to tackle with. In this recent era, passing of information is very easy from one to another. Sometimes the consent of main party has also not granted for passing information. Hackers derive your personal data which might not be in public. Such as password and username. This is been a pivotal issue regarding online marketing strategies.

Lack of trustworthiness: the consumers generally not put their trust on online marketing. It sackell the confidence of customers. So online trust is very essential to acquire now a days. This is highly impacted on online marketing strategies and its customer base. People are not that much literate to get understand and trust on online platform. Very few people have proper knowledge regarding trustworthiness of website, data and details provided on online marketing platforms.

Findings:

- Young consumer's preference has moved from off-line to online purchasing.
- Maximum numbers of consumers are time conscious.
- Maximum number of young customers prefer for offers/discounts at the time of purchasing online.
- In most of the metropolitan cities, the younger generation opt online shopping for meeting their day-to-day desires.

Conclusion:

Virtual marketing is the newest and most actively engaging forum for customer and company interaction. It is playing a crucial role in today's technological age. Online shopping is on the rise among young Indian consumers due to the availability of time and resources. Studies show that most young consumers will continue to share their opinions about products available online with their friends and family through social networks, with or without the company's interaction. So, this platform enables young minds to communicate, share and influence others to make the action easier. The potential of online media in India for its full potential is yet to be explored. But the beginnings are already over and are continuously increasing the graph. Teenagers are hugely influenced by social media platforms which is significant for online marketing. In current scenario, social media has acquired a special place in the minds of youth and teenagers. So, it is a chance for companies to use a social media as marketing weapon as an asset to get the potential advantages. No doubt there are some controls and regulatory issues for further communication but there is a huge potential in social media to manipulate teenagers towards their products and services by online marketing strategies.

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