
Teenagers As Target Market in tech savvy world: A Case Study of Generation Z in India

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Abstract:

The teen market is a demographic group that includes individuals between the ages of 13 and 19. This market is highly attractive to businesses and advertisers due to their pending power and influence on family purchasing decisions. Teens have their own distinct tastes, preferences, and trends, and are often early adopters of new technologies and products.

Teens are a significant consumer group, with disposable income from allowances, part-time jobs, and gifts. They spend money on clothing, personal care products, entertainment, and technology. They are also highly influenced by peer pressure and brand loyalty, making them a valuable target market for companies.

Marketing to teens requires a different approach than other demographics. They are highly skeptical of traditional advertising and respond better to interactive and social media campaigns. They also value authenticity and transparency, so companies must be genuine in their marketing efforts.

In addition, it is essential to understand that the teens market is constantly evolving, with new trends and technologies emerging all the time. Companies must stay informed and adapt their marketing strategies accordingly to stay relevant to this demographic.

Overall, the teen market is a significant and valuable target for businesses, but it requires a specific approach and understanding of the unique characteristics of this demographic.

Key Words: Teenagers, Target Market, Business Opportunity

1. INTRODUCTION

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Another important aspect of the teen market is that they are often considered to be trendsetters. This means that businesses targeting this group can gain valuable insights into what the broader market may be interested in. Additionally, teens are also known for being early adopters of new technology, so businesses targeting this group should be aware of the latest tech trends.

Despite the challenges and opportunities that come with targeting the teen market, it is a large and lucrative market. According to a report by Packaged Facts, the teen market in the United States alone

is worth over \$250 billion. Additionally, teens are known to have high levels of disposable income, making them an attractive target for businesses.

Overall, the teen market presents a range of opportunities and challenges for businesses looking to target this group.

2. OBJECTIVES

To study understand and analyze Teenagers As Target Market in tech savvy world.

3. RESEARCH METHODOLOGY

Area of Research: Bellary (Karnataka)

Secondary Data: Collected through books, websites, online journals

Primary Data: Collected through a structured questionnaire

Sample Size: 100

Sampling Technique: Convenience Sampling

4. PROFILE OF TEENS MARKET

The teenage market, also known as the youth market, is a demographic that encompasses individuals between the ages of 13 and 19. This market is incredibly diverse and dynamic, with teens representing a wide range of interests, tastes, and preferences.

Demographics:

- Age range: 13-19
- Gender: Both male and female
- Geographic location: Global
- Income level: Varies depending on family and location
- Education level: Majority are in high school or college
- Family structure: Varies, but many are still living with parents

Behaviors and attitudes:

- Teens are becoming increasingly independent and are starting to make their own purchasing decisions
- They are heavily influenced by peer pressure and social media trends
- They are tech-savvy and always looking for the latest technology and gadgets
- They are brand-conscious and value authenticity and uniqueness
- They are concerned with their appearance and are willing to spend money on fashion and beauty products
- They are interested in music, sports, and social causes and are willing to support brands that align with their values

Marketing strategies:

- Use social media platforms to reach teens and create a strong online presence
- Use influencers and brand ambassadors to reach teens through their peers
- Create engaging and authentic content that resonates with teens and addresses their concerns
- Use interactive and visually appealing marketing campaigns to attract teens' attention
- Offer discounts and promotions that target teens specifically
- Create campaigns that promote social causes and align with teens' values

One of the most notable characteristics of the teenage market is their level of spending power. According to a 2019 report from the U.S. Bureau of Labor Statistics, teens aged 16-19 have an average weekly income of \$638. This, coupled with the fact that teens are not yet financially responsible for things like mortgages, car payments, or health insurance, means that they have a significant amount of disposable income to spend on things like clothing, entertainment, and technology.

Another key characteristic of the teenage market is their level of engagement with technology. Teens are digital natives who have grown up in a world where smartphones, social media, and the internet

are ubiquitous. They are highly connected and actively engage with technology in various ways, such as through social media, gaming, and streaming services.

In terms of interests and preferences, the teenage market is incredibly diverse. Some teens are highly interested in fashion and beauty, while others are more focused on sports and fitness. Many teens are passionate about music, art, and other forms of creative expression. And, of course, many teens are interested in video games, social media, and other forms of digital entertainment.

Marketing to teens requires a deep understanding of their unique characteristics and needs. Brands that successfully connect with teens often do so by tapping into their interests and passions and creating content that is both relevant and engaging. This can include things like influencer marketing campaigns, social media contests, and online communities that allow teens to connect with others who share their interests.

Overall, the teenage market is a dynamic and diverse demographic that represents a significant spending power. Brands that successfully connect with teens will often tap into their interests and passions and create content that is both relevant and engaging. Understanding the technology usage habits of teens and the ways in which they interact with the world around them is also crucial in developing effective marketing strategies for this demographic.

5. LITERATURE REVIEW

Creative ways on how to engage and market to Teens in 2022 By JAMES MCMINN
Teens are a potential billion-dollar market, but going about it the wrong way could be disastrous. This group is socially conscious, media-savvy, and distrustful of advertising. When you create an advertising campaign for teens, you should keep in mind that they love technology and they're looking to be entertained. Learn how to engage and market to teens in 2022. Trends for target marketing to teenagers can change frequently. As marketing methods become more mainstream, they tend to lose their effectiveness. It's important to stay current on trends in niche marketing to teens.

Teens - An untapped market By Arthi Ponnuswamy

A recent conversation with my 15 year old daughter about her birthday shopping got me thinking. She was recounting her angst and disappointment when she could not find anything that was to her liking. Every brand that we looked at had designs that were either for college kids or older women or was too childish for her liking. There was just nothing that was cool or hip as she wanted it. Talking to her friends made me realize that all of them were having the same problem and were of the same opinion.

Teething In The Teen Wellness Market By Soumya-Sehgal-Bhutani

One such brand is Beauport which is a teen-only lifestyle brand that intends to address the pain points through their products. Their efforts are also towards creating a plastic-free and sustainable environment, with their packaging that is completely recyclable.

Teens, Social Media and Technology 2022 BY EMILY A. VOGELS, RISA GELLES-WATNICK AND NAVID MASSARAT

YouTube tops the 2022 teen online landscape among the platforms covered in the Center's new survey, as it is used by 95% of teens. TikTok is next on the list of platforms that were asked about in this survey (67%), followed by Instagram and Snapchat, which are both used by about six-in-ten teens. After those platforms come Facebook with 32% and smaller shares who use Twitter, Twitch, WhatsApp, Reedit and Tumblr.

Smartphones commandeer 70 percent of teen market By Dara Kerr

It's now to a point that smartphone saturation among teens and young adults in the US is nearly complete. According to a new study released by Nielsen on Tuesday, 70 percent of teens aged 13 to 17 now use smartphones, and 79 percent of young adults between the ages of 18 and 24 own a smartphone. In 2012, 58 percent of American teens owned a smartphone, and in 2011 only 36 percent did.

Teens Take Up More Jobs, and More Pay, in Tight Labor Market

By Kathryn Dill Teens are now working in greater numbers than they have since before the 2008-09 financial crisis, when summer and part-time jobs were a more common rite of passage into adulthood, government statistics show. They have become particularly essential in the retail, **tourism and hospitality** industries, which many adults **left behind during the pandemic**.

The Apparel Market-Maturing slowly & recent trends The apparel industry targeting different demographic segments of customers primarily by age and gender. One such segment focuses on back-to-school clothing for teenagers, brands like Abercrombie & fitch. American Eagle, and Aeropostale have remained popular choices for most teenagers for shopping basic t-shirts, hoodies, and jeans. The target audiences of these retailers are aged between 13-22 years.

Keeping Up With The Kids: Today's Teen Market Opportunity By ELIZABETH SHOBERT When it comes to keeping up with teens and what they want and like, it can seem like the most valuable skill is that of reading minds. But it turns out that in the business of catering to their shopping needs, being quick on your feet is a close second to anticipating their quickly shifting preferences. Recent research has shed light on the ways in which Gen Z think about what, how, and when they want to buy things.

"Thirteen Reasons Why" by Jay Asher – This novel follows the story of a high school student named Clay as he listens to a series of tapes recorded by a classmate, Hannah, who has recently committed suicide.

Global Teenage Personal Care Product Market 2022-2026

Technavio has been monitoring the teenage personal care product market and it is poised to grow by \$8.81 bn during 2022-2026, accelerating at a CAGR of 6.5% during the forecast period. Our report on the teenage personal care product market provides a holistic analysis, market size and forecast, trends, growth drivers, and challenges, as well as vendor analysis covering around 25 vendors.

"The Hunger Games" by Suzanne Collins – This dystopian novel is set in a post-apocalyptic world where teens are forced to fight to the death in a government-sponsored event called the Hunger Games.

"Harry Potter and the Sorcerer's Stone" by J.K. Rowling – This fantasy novel follows the story of a young boy named Harry Potter who discovers that he is a wizard and enrolls in a school of witchcraft and wizardry.

"To Kill a Mockingbird" by Harper Lee – This classic novel is set in the 1930s and follows the story of a young girl named Scout Finch as she learns about racial inequality and injustice in her hometown.

"The Fault in Our Stars" by John Green – This romance novel follows the story of two teenage cancer patients, Hazel and Gus, as they fall in love and navigate the challenges of illness.

6. FINDINGS & SUGGESTIONS

6.1 FINDINGS:

Some key findings about the teen market include:

- Social media plays a significant role in the lives of teens, with many using platforms like Instagram, TikTok, and Snapchat to connect with friends, consume content, and express themselves.
- Teens are highly influenced by their peers when it comes to purchasing decisions, and are often willing to try new products and brands.
- Teens are becoming increasingly conscious of environmental and social issues, and are more likely to support companies and brands that align with their values.
- Gaming and streaming are popular activities among teens, and many are willing to spend money on in-game purchases and subscriptions to streaming services.
- Teens are becoming increasingly savvy when it comes to online shopping and are more likely to do research and compare prices before making a purchase.
- Teens tend to be more sensitive to pricing, as they are not yet in the full-time work force and may have less disposable income than adults.
- Gen Z tend to be more diverse and multicultural than previous generations, which means that brands need to be more inclusive and culturally sensitive in order to connect with them.

6.2 SUGGESTIONS

Social media:

Teens spend a significant amount of time on social media platforms, so targeting them through these channels can be effective.

Influencer marketing:

Partnering with popular social media influencers who have a large following among teens can help to reach this demographic.

Mobile apps:

Many teens rely heavily on their smartphones and are active users of mobile apps, so developing a mobile app or incorporating mobile functionality into your marketing strategy can be beneficial.

Authenticity:

Teens value authenticity, so being genuine and transparent in your marketing can help to build trust and credibility with this demographic.

Experiences:

Teens often prioritize experiences over material possessions, so offering unique, exciting experiences can be a good way to appeal to them.

Personalization:

Personalizing your marketing message to match their interests and preferences will help to increase its relevance and effectiveness.

- ✓ Increase brand awareness among teenage consumers through targeted marketing campaigns on social media platforms popular among teens.
- ✓ Host events and promotions that appeal to teens, such as concerts, giveaways, and influencer collaborations.
- ✓ Create a strong online presence through a website and social media channels that are easy for teens to navigate and engage with.
- ✓ Build relationships with popular teen influencers to increase brand credibility and reach among teenage consumers.
- ✓ Foster a sense of community and inclusivity among teenage consumers through campaigns and initiatives that promote self-expression and acceptance.
- ✓ Offer a loyalty program or rewards program to incentivize repeat purchases and build brand loyalty among teenage consumers.
- ✓ Use data and analytics to understand the purchasing habits, preferences, and demographics of teenage consumers, and use that information to tailor marketing strategies and product development.
- ✓ Leverage virtual and augmented reality technology to create immersive and engaging brand experiences for teens.
- ✓ Develop an effective referral marketing strategy to get teens to recommend the brand to their friends and peers.

7. CONCLUSIONS

Based on the findings about the teen market, some potential conclusions for targeting this demographic as a target market include:

Social media is an important channel for reaching and engaging with teens, so brands should consider building a strong presence on popular platforms like Instagram, TikTok, and Snapchat.

Brands should focus on creating products and campaigns that align with the values of teens, such as sustainability, social responsibility, and inclusivity.

Gaming and streaming are popular activities among teens, so brands should consider partnering with or sponsoring content creators and influencers in these spaces.

Teens are becoming increasingly savvy when it comes to online shopping, so brands should focus on building trust and providing transparent and accurate information about products and pricing to attract them as customers.

Teens tend to be more sensitive to pricing, so brands should consider offering affordable options and special deals to attract them as customers.

Brands that are able to connect with teens on a cultural level and be more inclusive will have an advantage when trying to reach this demographic.

As Gen Z is more diverse and multicultural than previous generations, brands should be more culturally sensitive and inclusive to connect with them.

It's important to also consider the on-going changes in technology and society which may affect the teen market, and adapt your strategies accordingly."

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