

Impact of Social Media on Teenage Buying Behaviour: the Psychographic Profile of the Respondents

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Abstract:

Purpose: The objective of this study was to profile the map of the respondents based on psychographic variables.

Methodology: 600 respondents from Punjab have been taken into consideration for the collection of data. The questionnaire was filled from those respondents who were using social media as well as making their purchases via any online shopping platform. Cluster Analysis was used for the analysis of data.

Findings: The study revealed that two sets of respondents depict two different results related to the impact of social media on teenage buying behaviour. One group has a positive attitude towards the impact of social media on teenage buying behaviour while the other group has a negative aspect towards the statement about the impact of social media on teenage buying behaviour.

Practical Implications: Marketers need to get involved in a better understanding of teenagers and discover distinct groups by profiling the behaviour of the target market which will help them in designing effective and better strategies related to teenage buying behaviour.

Key Words: Social Media, Teenagers, Buying Behaviour, Psychographics, Marketers

Introduction

Marketers are fighting to find the best way to attract and influence consumers. The silver lining here is that social media's popularity and increased usage have led to the growth of user-generated content and the publishing of consumer opinions. The growing number of social media users shaped marketing trends and strategies, and marketers started perceiving social media platforms as key channels to communicate and interact with customers (Bianchi. et al., 2017). People find peer-created content/user-generated content more trustworthy than any other media. This resulted in the growing need for companies to generate positive user-driven content which would easily spread among potential buyers. There are individuals on these platforms who have the power and credibility to affect the purchase decision of the target audience through their knowledge, experience and expertise in a particular area, called opinion leaders/social media influencers. This has led to a new form of marketing, called Social Media Influencer Marketing.

Social media influencers regularly share their daily life activities, skills, opinions and recommendations based on previous experience or expertise (Freberg, 2011). Social media Influencer marketing is how an individual who has the power and credibility to influence a specific target audience is identified and chosen to be a part of a brand's campaign to increase sales and generate revenue for the brand. The consumer is more sensitive to peers' suggestions while buying a product, so social media plays a perfect tool to connect them with influencers. People trust the influencers more. For the brands, it becomes even more challenging as the consumer don't get convinced by the traditional celebrity advertisements; rather they prefer non-celebrity influencers for product endorsement through user-generated reviews and feedback based on their personal experience with the product. The unprecedented growth in the number of social media influencers' followers steered the emergence of influencer marketing as a rapidly growing marketing orientation in many industries. The fashion industry is the most appropriate example which comes under the influence of Social media influencer marketing.

The need arises for companies to adapt and follow the new trend to gain a competitive advantage and exploit the opportunities which came due to the internet. Due to the large number of internet users across the world, companies need to promote their products on various social media platforms. The report by Mobile Indian shows that 88% of mobile phones are owned by teenagers in India. (<https://www.themobileindian.com/news/88-per-cent-of-adolescents-own-mobile-phone-in-india-528>). Most of them use online shopping portals to purchase mobile phones. The report titled 'The power of 1.8 billion', said 28 per cent of India's population is 10 to 24-year-old, that includes 243 million teenagers aged 10-19 years, adding that the youth population is growing fastest in the poorest nations and this becomes

necessary for companies to target them to have larger market share. Teenagers are more involved with trends than probably any other age group. Social media can play a major role in buying behaviour of teenagers. The purpose of this study was to profile the map of the respondents based on psychographic variables.

Teenagers

Teenagers are one of the main age groups that are being reached by the messages of the media for many reasons. One of those reasons includes the fact that adults have a difficult time connecting with this younger generation: "The age group between twelve and nineteen...usually referred to as "teenagers," often behaves in mysterious, typically awkward, invariably embarrassing and sometimes dangerous ways to relative to adult standards of conduct" (Davis, 1999).

A **teenager**, or **teen**, is a person who falls between the ages of thirteen to nineteen years old. The word "teenager" is another word for an adolescent. When a teenager turns twenty, they are no longer a teenager: they are no longer in that developmental stage. (Wikipedia).

World Health Organization has defined teenagers as those young people that are aged between 13 to 19 years whereas Datamonitor (2000) describe teenagers as the age group between 14 and 19 years old.

"A teenager, who is perceived as too free-spirited, conspicuous bright, overlay plumb or physically weak risks being targeted or ostracized from the peer group." (Cambridge Dictionary)

Teenage Buying Behaviour

Teenage Buying Behaviour is influenced by various factors such as peer pressure, demographic factors, association, cultural factors, personal factors, social media etc. Teenagers play a greater role in the buying process. Deborah H. et al (2005) stated that college students have strongly embraced the web as a shopping tool. Moreover, they were most likely to obtain online services than to purchase tangible merchandise. Gul, M. S. (2014) stated that there were two major factors i.e., Style/Variety and Discount that were influencing buying behaviour. Moreover, he also stated that social media played a major role in Fashion Consciousness. Dwivedi, R (2017) has defined that buying behaviour of teenagers is affected by various factors like trust, attitude and advertisement. Martin, C. A. (2000) stated that both direct (father and mother) and vicarious (athletes and entertainers) role models have a greater impact in terms of influencing teenagers to switch or alter brand choices. Teenagers are likely to listen to role models when they are thinking of switching brands. Gulati, S (2017) has stated teenage buying behaviour that they are more vulnerable to peer pressure. They have a high tendency to make decisions and they try to develop behaviour which meets the expectations of peer groups. When teenagers are accompanied by friends and peers, people are seen to be more brand conscious and spendthrift. Buying Behaviour of teenagers in European nations is different as compared to India. In European Nations, teenagers usually do some type of part-time work and they purchase products accordingly. But, in India, teenagers are usually dependent on their parental income and as a result, their buying pattern is different.

Method

The primary data was collected using a structured comprehensive questionnaire that was developed by the researcher based on the literature review on the relevant topics. The respondents assessed questions on a five-point Likert scale where 1 = Strongly Disagree and 5 = Strongly Agree. The Likert scale technique has been used because it is easy to understand and the respondents can promptly select those options which capture the intensity of their attitude. Questionnaires were administered in English to respondents through Google Docs. via internet. Due to the time constraint 600 respondents from Punjab has been taken into consideration for the collection of data. The questionnaire was filled with those respondents who were using social media as well as making their purchases via any online shopping platform. To make the questionnaire reliable, a pilot survey has been undertaken. The purpose of the pilot survey has been conducted to evaluate statistical variability in an attempt to predict an appropriate sample size and improve the study design before the performance of the full research project.

Cluster Analysis: Cluster analysis is a group of multivariate techniques whose main purpose is to maximize the homogeneity of objects within the cluster and heterogeneity between the clusters. Cluster analysis focused on grouping the objects based on the characteristics they possess. Cluster analysis is also called data segmentation or segmenting a collection of objects into clusters. Cluster analysis uses a number of techniques for sorting individuals into similar groups. Hence, objects in a cluster are similar to each other. They are also dissimilar to objects outside the cluster, particularly objects on other clusters, (Ahuja V, 2011).

In the present study, K mean cluster analysis has been used to segment the respondents. It defines homogenous groups of cases based on selected characteristics, using an algorithm that can handle a large number of cases. In the present study, this technique is used to segment the respondents into two heterogeneous clusters. Each cluster comprised sets of respondents having homogeneous attitudes and perceptions within the same cluster concerning the impact of social media on teenage buying behaviour.

Data Analysis And Interpretation Demographic Profile of Respondents

Table 1.1

Characteristic	Descriptive Statistics (No. of Respondents and Percentage)
District	200 Gurdaspur (33.33%), 200 Hoshiarpur (33.33%), 200 Sahibzada Ajit Singh Nagar (33.33%)
Geographic Area	324 Urban (54%), 276 Rural (46%)
Gender	275 Males (45.83%), 325 Females (54.17%)
Age	15 Years=121 (20.16%), 16 Years= 118 (19.67%), 17 Years= 123 (20.5%), 18 Years= 114 (19%), 19 Years= 124 (20.67%)
Source of Expenditure	242 Part-time Work (40.33%), 200 Parental Income (33.33%), 158 Pocket Money (26.34%)
Monthly Purchasing	151 Below ₹1000 (25.16%), 78 Purchase between ₹1000-3000 (13%), 172 Purchase between ₹3000-6000 (28.67%), 89 Purchase between ₹6000-10000 (14.83%), 110 Purchase Above ₹10000 (18.33%)

Source: On Field Survey

Descriptive Statistics show that out of 600 samples, 200 each were from Gurdaspur, Hoshiarpur and Sahibzada Ajit Singh Nagar. 45.83% of the respondents were male and 54.175 were female. Of 600 respondents, 54% were from Urban and 46% were from Rural. 20.16% of the respondents were from the age group of 15 years, 19.67% of respondents from the age group of 16 Years, 20.5% from 17 years, 19% of the respondents from 18 Years and 20.67% of the respondents were from the age group of 19 Years. The majority (40.33%) of the respondents were working part-time, 33.33% of the respondents were making expenditures through parental income and 26.34% of the respondents were spending money through pocket money. 25.16% of the respondents were purchasing below Rs 1000 monthly, 13% were purchasing between Rs 1000-3000, 28.67% of the respondents were purchasing between Rs 3000-6000, 14.83% were purchasing between Rs 6000-10000 and 18.33% of the respondents were making monthly purchase above Rs 10000.

Psychographic Profile of Respondents: An Application of Cluster Analysis

This section gives detailed information regarding the formation of clusters which were developed out of the given sample of the respondents by analysing the responses of respondents towards different statements related to the impact of social media on teenage buying behaviour. To differentiate the respondents into different groups based on their psychographic tendencies, a cluster analysis technique was used. These psychographic tendencies were extracted based on the mean of each statement within each cluster as grouped in different clusters.

Application of K-Mean Cluster Analysis

Cluster Analysis is a group of Multivariate Techniques. The objective of cluster analysis is to divide the collection of data objects into two parts. One part consists of variables that are similar to one another in the same clusters while the other consists of variables that are dissimilar to the variables of the other clusters. When we plot the clusters

geometrically, the objects within the clusters will be close together, while the distance between clusters will be farther apart. The main purpose of cluster analysis is to maximize the homogeneity of objects within clusters and maximize heterogeneity between the clusters. Groups are formed based on the characteristics they possess. The cluster Analysis technique was applied to differentiate respondents into various groups based on their psychographic tendencies. The cluster may be of brands or people based on their perceptions of a particular problem or issue. Clustering means grouping things which have similar or common characteristics. Two methods of cluster analysis are hierarchical clustering and K mean cluster analysis. In the present study, K mean cluster analysis has been used to segment the respondents based on their psychographic variables. It defines homogenous groups of cases based on selected characteristics, using an algorithm that can handle a large number of cases. In the present study, this technique is used to segment the respondents into two heterogeneous clusters. Each cluster consists of sets of respondents having homogeneous attitudes and perceptions within the same cluster concerning the impact of social media on teenage buying behaviour.

Table 1.2 shows the final cluster by forming two clusters based on the psychographic profile of the respondents for 15 statements related to the Impact of Social Media on teenage Buying Behaviour. ANOVA statistic was used to test the null hypothesis and to check the variations between two clusters for the mean of each variable in each cluster.

H01: There are no significant differences between the responses of the respondents belonging to the different groups regarding statements related to the Impact of Social Media on Teenage Buying Behaviour.

Discussion of Results

Table 1.2 shows the two final clusters formed based on responses of respondents regarding various statements related to the Impact of Social Media on Teenage Buying Behaviour. The characteristics of the respondents were assumed to be homogeneous within the same group or cluster and heterogeneous in the different groups. To define clusters, mean values for different clusters have been considered. The mean values of the Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) have been used to define the strength of Agreement/Disagreement against each variable.

Table 1.2

Final Cluster Centers			
Sr. No.	Statements	Cluster	
		1	2
1	Ability to seek out product information actively on Social Media.	4	3
2	Taking opinions of social media groups before buying products.	4	2
3	Sharing reviews on social media platforms after I buy a product or service.	4	3
4	Effect of feedback regarding products and services on social media platforms on purchase.	4	3
5	Information on social media platforms has higher credibility.	4	3
6	Social media platforms help in searching the products easily	4	2
7	Using social media platforms to get preliminary information regarding products and services before buying.	4	2
8	Role of Social Media in final decision-making.	4	2
9	Information searching is easier via social media platforms as compared to mass media (T.V., Newspapers, Radio etc.)	4	3

10	Buying products and services based on information received on Social Media Platforms.	4	3
11	Unplanned Purchase Due to Social Media Exposure	3	2
12	Less time in evaluating and selecting a product via social media platforms	4	3
13	Increasing and Enhancement of knowledge by Social media regarding different products and services.	4	3
14	Social Media Platforms provide effective and powerful platforms for consumers to communicate with each other.	4	2
15	Influence of Advertisement on social media to buy the product and services.	4	3
Number of Cases in Each Cluster		411	189

Cluster One: Cluster One consists of 411 respondents who have a positive attitude towards the Impact of Social Media on Teenage Buying Behaviour. It is observed from the Corresponding Mean Values of different variables. The variable signifies positive aspects of the Impact of Social Media on Teenage Buying Behaviour such as “able to seek out product information actively on social media, Advertisement on social media influences to buy the product and services, Feedbacks regarding products and services on social media platforms affect the purchase, Information searching is easier via social media platforms as compare to mass media (T.V., Newspapers, Radio etc.), It takes less time in evaluating and selecting a product via social media platforms etc.” This had been observed from the mean values corresponding to different variables in Table 1.3. To conclude, it can be stated that respondents of this cluster have a positive attitude and response towards the various aspects of the Impact of Social Media on Teenage Buying Behaviour.

Cluster Two: In cluster two, 189 respondents were covered who were either not sure or had a negative attitude towards the different statements related to the Impact of Social Media on Teenage Buying Behaviour. The variable signifies negative aspects of the Impact of Social Media on teenage buying behaviour such as “unplanned due to social media exposure, Social media platforms help in searching the products easily, sharing reviews on social media platforms after purchase of product or service, Social media increased and enhanced knowledge regarding different products and services etc.” This had been observed from the mean values corresponding to different variables in Table 1.3. To conclude, it can be stated that respondents of this cluster have a negative attitude and behave indifferently towards the various aspects of the Impact of Social Media on Teenage Buying Behaviour due to a lack of knowledge and awareness regarding these statements.

Table 1.3 shows the difference between the final cluster analysis. The distance showed how two individual pairs are separated from each other. According to Malhotra. B.A. (2005), widely separated and distinct clusters should be desirable and accepted. Thus, in the present study both the clusters are distinctly separated and represent two groups of respondents.

Table 1.3

Distances between Final Cluster Centers		
Cluster	1	2
1		4.775
2	4.775	

Table 1.4 shows the results of ANOVA statistics. ANOVA was used to identify the variations between the two groups. It was required to test the hypothesis. ANOVA statistics were calculated for each variable to measure the variations between two different clusters. Results of ANOVA statistics showed that there is a significant difference among the

identified clusters as all the F-values are greater than 4 (table value), thus the hypothesis H01 was rejected for all the variables.

Table 1.4

ANOVA						
	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Ability to seek out product information actively on Social Media.	210.174	1	.857	598	245.120	.000
Taking opinions of social media groups before buying products.	158.935	1	1.459	598	108.946	.000
Sharing reviews on social media platforms after I buy a product or service.	132.492	1	1.565	598	84.669	.000
Effect of feedback regarding products and services on social media platforms on purchase.	140.959	1	.871	598	161.881	.000
Information on social media platforms has higher credibility.	120.921	1	1.586	598	76.231	.000
Social media platforms help in searching the products easily	291.514	1	1.498	598	194.658	.000
Using social media platforms to get preliminary information regarding products and services before buying.	179.233	1	.779	598	230.220	.000
Role of Social Media in final decision making.	183.161	1	1.280	598	143.118	.000
Information searching is easier via social media platforms as compared to mass media (T.V., Newspapers, Radio etc.)	226.098	1	.760	598	297.653	.000
Buying products and services based on information received on Social Media Platforms.	260.088	1	1.130	598	230.107	.000
Unplanned Purchase Due to Social Media Exposure	165.256	1	1.484	598	111.396	.000
Less time in evaluating and selecting a product via social media platforms	288.968	1	1.699	598	170.083	.000
Increasing and Enhancement of knowledge by Social media regarding different products and	187.311	1	1.091	598	171.628	.000

services.						
Social Media Platforms provide effective and powerful platforms for consumers to communicate with each other.	220.947	1	1.117	598	197.879	.000
Influence of Advertisement on social media to buy the product and services.	185.583	1	1.524	598	121.794	.000
The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.						

The cluster Analysis showed that the respondents were from different groups by their psychographic tendencies towards the impact of social media on teenage buying behaviour. K mean cluster analysis has been used to segment the respondents based on their psychographic variables. It defines homogenous groups of cases based on selected characteristics, using an algorithm that can handle a large number of cases. In the present study, this technique is used to segment the respondents into two heterogeneous clusters. Two clusters revealed two sets of respondents who were different from one another in their views on the impact of social media on teenage buying behaviour. Cluster one consists of 411 respondents who have a positive attitude towards the Impact of Social Media on Teenage Buying Behaviour. It is observed from the Corresponding Mean Values of different variables. In cluster two, 189 respondents were covered who were either not sure or had a negative attitude towards the different statements related to the Impact of Social Media on Teenage Buying Behaviour.

Findings Of The Study

- Two clusters were developed with the help of cluster analysis to map the profile of the respondents based on psychographic variables. Cluster 1 consists of respondents who have a positive attitude and response towards the various aspects of the impact of social media on teenage buying behaviour such as being able to seek out product information actively on social media, Advertisements on social media influence to buy the product and services, Feedbacks regarding products and services on social media platforms affect the purchase, Information searching is easier via social media platforms as compared to mass media (T.V., Newspapers, Radio etc.), lesser time in evaluating and selecting a product via social media platforms etc.
- Respondents of cluster 2 show a negative or neutral attitude towards the impact of social media on teenage buying behaviour such as unplanned due to social media exposure, easy searching of products, sharing reviews on social media platforms after purchasing a product or service, enhancement of knowledge regarding different products and services etc.

Conclusion

It can be concluded that two sets of respondents depict two different results related to the impact of social media on teenage buying behaviour. One group has a positive attitude towards the impact of social media on teenage buying behaviour while the other group has a negative aspect towards the statement about the impact of social media on teenage buying behaviour. ANOVA was used to identify the variations between the two groups. It was required to test the hypothesis. ANOVA statistics were calculated for each variable to measure the variations between two different clusters.

Implications For Marketers

The study showed that there were different groups of respondents based on their values and the characteristics they possess. Marketers need to get involved in a better understanding of teenagers and discover distinct groups by profiling the behaviour of the target market which will help them in designing effective and better strategies related to teenage buying behaviour.

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