

A Study on Buying Behavior of Teenagers in Kannur District

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Abstract: Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. Many factors specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits purchasing behaviour the brand he buys or the retailer he goes. A purchase decision is the result of each and everyone these factors. An individual and a consumer is led by his culture his sub culture his social class, his membership groups, his family, his personalities, his physiological factors etc. and his influenced by cultural trends as well as his social and societal environment. to know this **A STUDY ON BUYING BEHAVIOUR OF TEENAGERS IN KANNUR DISTRICT** is conducted. 60 respondents are chosen. For analysis percentage analysis is done

Key words: buying behavior, teenagers

I. INTRODUCTION

Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. The terms buying behaviour consumer behaviour are found to be used interchangeable through some suitable differences are there. Consumer behaviour refers to the buying behaviour of consumer to purchase product for personal or household use, note for business purpose. It is the consumer who determines what a business is what the customer things she is buying what he considers value is decisive. It determines what a business what to producers and whether it will prosper. Consumer behaviour talks about process and actions taken by the final or end users. Whereas buyer behaviour looks at intermediate users and final users.

II. OBJECTIVES OF THE STUDY

1. To examine factors influencing buying behaviour of teenagers.
2. To understand about the pending habits of teenagers.
3. To find out the preference of brand loyalty in teenagers.

III. SCOPE OF THE STUDY

The teenage market has become a very important consumer segment. Teens are realistic and quick to adopt new trends and both male and female spend most of the money on clothes, mobile recharging, food etc. we are trying to find out how teenagers spend their money. These study based on the response given by teenager consumer in a specific area. This study will helpful in getting and insight into the factors influencing buying behaviour of teenagers.

IV. METHODOLOGY

The data are collect from the teenagers living in Kannur area. This data was collected through a restructured questionnaire. The secondary data collected from various published sources such as books, magazines etc.

SOURCE OF DATA

We see the help of books and magazine to get clarity on the buying behaviour of teenagers as secondary data. For getting primary data we used questionnaire method among teenagers living in Kannur area

STATISTICAL TOOLS AND TECHNIQUES

Data collected by secondary and primary means are carefully tabulated and charted. It is analyzed by using graphical methods and percentage.

SAMPLE DESIGN

For the purpose of the study sixty teenagers from Kannur districts where selected at random.

V. REVIEW OF LITERATURE

Study by Betty and Talpade (sep 1994) used an intergrative model of teenagers influence and new scale of the perceived relative influence of younger children when the purchases made are not for self use. It further examine the effect of parental employment status. On teen influences as well as gender based different in perception. In this study the financial resources and product knowledge of the team serve as the source of their ability by the perceived importance and usages of the product motion them to influences the purchase decision.

According to Kaur P and Sing are (2006) urban, Indian, Adolsrnt have a significant in influence of family decision making. In the level of subdivision (Six for High Technology product and Five for vocations) .Exmine their study teenage children rolling decision making was found to be more than mid value on all cases accept the financial decision how much to spend. According to the authors early consumers socialization time poor intelligence parents, rise in media interface, susceptibility to peer influence all boost newer aspiration that dictate consumption.

Mikkelsen (2006) and Norgard (2007) analyzed children age 10-13 years old they found that the family food decision is a join activity. Children's participation influence that they gain.

Datta (2008) Explain that the few decades ago indain parents use to control their children with stick and expect obedience and discipline as a common household world. Now in change the time family spends quality time in Shopping malls or in exhibition or watching the latest movie together. Irrespective of the income group the parents are braking the limit the demand of the children or teenagers.

As the survey conducted by cartoon network in the year 2006 to 2007 among 9000 plus respondents the demand of the children the simply strong that they want more and more. Around 70% pesters their parents 84% influence family buying decision. 40% have electronic goods (Mobile Phone and Computer) in their home. In the current changes in time the children are taking center space the family and it is difficult to such limitation on them.

Study by Bulent and Nurettin (2009) aims to explore the influence to teenagers in family decision making process. To bring out a complete picture regarding role of teenagers the effect of family type and composition sex role orientation , parental style, pattern of consumption must be taken in the consideration. This research also attempt to analyze the amount of influence excreted by teenagers based on category the decision making process.

VI. IMPORTANCE OF BUYING BEHAVIOUR

1. Increase revenue

The importance of consumer buying behaviour lies in the fact that we can improve our sales figure when we study the customers. We can alter the way we sell our product depending on the way that customer by them.

2. Brand equity

It is with consumer inside that the brand decide it need to restructure itself, to change perception in the mind of people, their by getting higher turnover. This to can happen when we analysis consumer behaviour.

3. Product portfolio

Continue observation of consumer behaviour can enable you in finding gaps in your product portfolio, which can intern help you launch new product to the ultimate satisfaction of your customer

4. Market trends

As the market trend shift a customer analysis will be first indicator of the same. The recent trend shift towards environment friendliness and health food.

5. Segmentation and targeting

Marketing segment always comes before targeting. Which help a company be more selective about who they are marketing their products to? Marketing segmentation and targeting are equally important for ensuring the overall success of a company.

6. Forecasting

Whether it be demand forecasting for sale forecasting both of them are possible therein lies importance of consumer buying behaviour. Hence by analyzing consumer buying behaviour forecasting as well as proper utilization of resources is achieved by the company.

7. Competitive analysis

One of the most important reason to study consumer behaviour is to find out which competitors product the consumer is buying and why? What are the attributes and the features that the consumer is valuing about your company? And can you cover these gaps to take away the customer from competition. All these can be answered only by study consumer buying behaviour.

VII. TYPE OF BUYING BEHAVIOUR

The consumer thing rationally before buying any product. There are four types of consumer buying behaviour on the basics of buyer involvement while purchasing any product.

1. Complex buying behaviour

When the consumer is highly involved in the buying and there are significant differences between brand when it is called complex buying behaviour. For example consumer while buying a motor cycle is highly involved in the purchase and has the knowledge about significant differences between brands.

2. Variety seeking behaviour

In this case consumer involvement is low while buying the product but there are significant differences between brands. Consumer generally buy different product not due to dissatisfaction from the earlier product but due to seek variety. Like every time they buy different washing detergent just for variety.

3. Dissonance buying behaviour

Here the customer is highly involved in the purchase but there are few differences between brands like consumer while buying a floor tiles by them quickly as there are few difference between brands.

4. Habitual buying behaviour

In this case there is no involvement of the consumer ad there are few differences between brands. The customer buys the products quickly for example tooth paste.

These are the types of consumer buying behaviour

Table 1
 CLASSIFICATION ON THE BASIS OF AVERAGE
 POCKET MONEY

Pocket Money	No. Respondents	Percentage
Below-100	3	5
100-250	15	25
250-500	15	25
500-1000	12	20
Above-1000	15	25
Total	60	100

Source: Primary data

Table 1 shows average pocket money respondents out of total respondents. 25% of respondents having pocket money 100-250. 25% having 250-500 and another 25% having above 1000 pocket money. 20% are of getting pocket money 500-1000. 5% of respondents same that their pocket money is below 100. Figure 1 reveal this.

Figure-1
 CLASSIFICATION ON THE BASIS OF AVERAGE
 POCKET MONEY

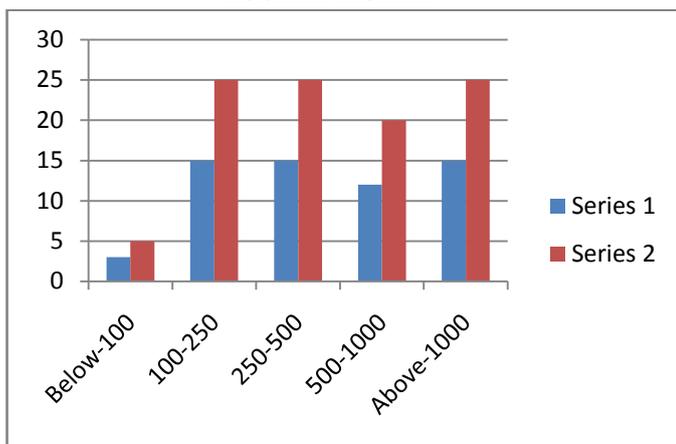


Table 2
 CLASSIFICATION ON THE BASIS OF PURPOSE OF
 SPENDING

Details	No. of Respondents	Percentage
Dress	18	30
Cosmetics	9	15
Food items	30	50
Others	3	5
Total	60	100

Source: Primary data

Table 2 shows that majority of the respondents (50%) spent their pocket money for food items. 30% for dress, 15% for percentage for cosmetics, and 5% for other purpose. Figure 2 shows this.

Figure-2
 CLASSIFICATION ON THE BASIS OF PURPOSE OF
 PENDING

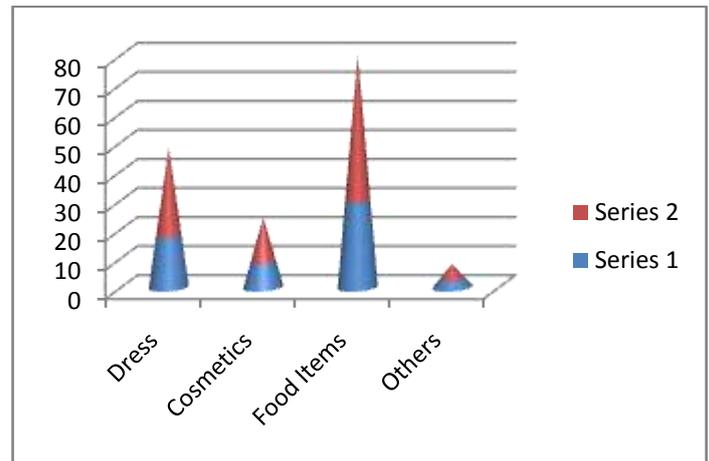


Table 3
 CLASSIFICATION ON THE BASIS OF PREFERRED
 MODE OF PAYMENT

Mode of payment	No. of Respondents	Percentage
ATM Card	30	50
Debit Card	12	20
Credit Card	3	5
Cash Card	3	5
Net Card	6	10
Others	6	10
Total	60	100

Source: Primary data

Table 3 shows preferred mode of payment adopted by teenagers. Majority (50%) preferred ATM Card 5% of the respondents preferred Credit Card and Cash Card. Figure 3 shows this.

Figure-3
 CLASSIFICATION ON THE BASIS OF PREFERRED
 MODE OF PAYMENT

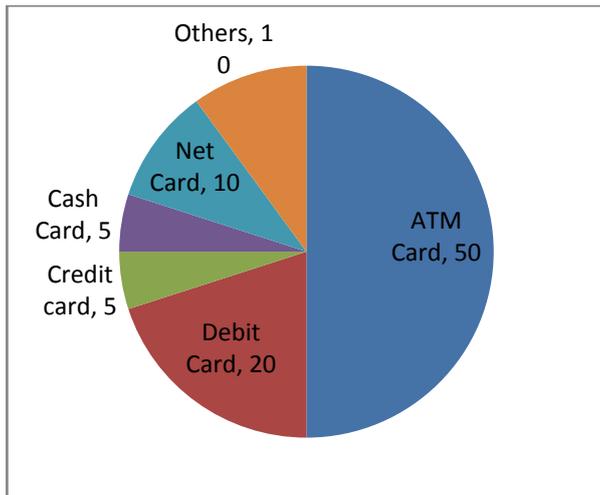


Table 5
 CLASSIFICATION ON THE BASIS OF FREE TIME
 SPENDING HABITS

Habit	No. of Respondent	Percentage
Shopping	21	35
Cinema	18	30
Cyber café	0	0
Eating	12	20
Outing	3	5
Others	6	10
Total	60	100

Source: Primary data

Table 5 shows free time spending habits of teenagers out of total respondents 35% are spending their free time for shopping 30% for cinema, 20% for eating, 5% for outing, and 10% for other activities. Figure 5 shows this.

Table 4
 CLASSIFICATION ON THE BASIS OF PARAMETERS
 CONSIDER FOR PURCHASE

Parameters	No. of respondents	Percentage
Price	15	25
Brand	9	15
Quality	21	35
Comfort	3	5
Style	3	5
Durability	9	10
Advertisement	0	0
Total	60	100

Source: Primary data

Table 4 says that most of the teenager considers quality for purchasing a thing and nobody considers advertisement as a parameter for purchasing. Figure 4 show this.

Figure-4
 CLASSIFICATION ON THE BASIS OF PARAMETERS
 CONSIDER FOR PURCHASE

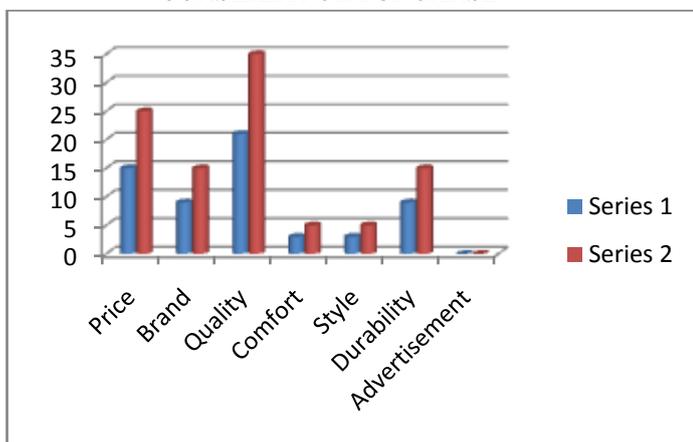


Figure-5
 CLASSIFICATION ON THE BASIS OF FREE TIME
 SPENDING HABITS

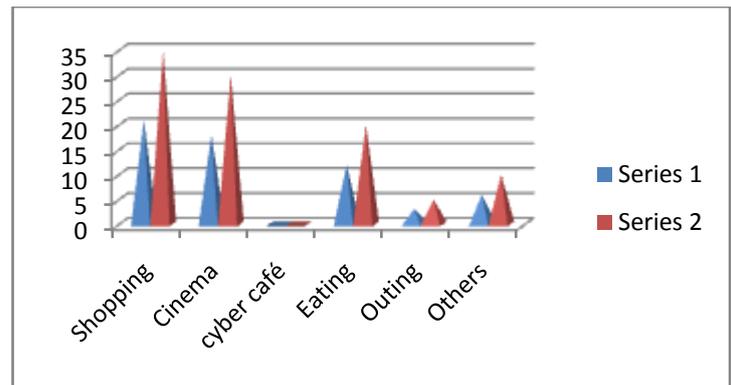


Table 6
 INFLUENCE BRAND NAME ON PURCHASE
 DECISION

Response	No. of Respondents	Percentage
Agree	27	45
Disagree	9	15
Strongly agree	18	30
Strongly disagree	6	10
Total	60	100

Source: Primary data

Table 6 shows influence of brand line on purchase decision. 45% agree the influence of brand name 15% disagree, 30% strongly agree and 10% strongly disagree.

Table 7
CLASSIFICATION ON THE BASIS OF THINGS
INFLUENCED TO BUY A BRANDED PRODUCT

Details	No. of Respondents	Percentage
Advertisement	27	45
Shop display	12	20
Word of mouth	12	20
Attractive packaging	6	10
Any other	3	5
Total	60	100

Source: primary data

Table 7 shows that 45% of respondents are influenced by advertising to a buy branded product.

FINDINGS

The findings of the study are:

Most of them get their pocket money from their fathers. They are getting an average pocket money between 100-1000 and most of them spend with their budget. Most of the teenagers spend their pocket money for their food items. Most of the uses ATM Card. Most of the teenagers consider quality as the parameter for purchasing a thing. They purchase once in three months and they also having access to online purchase. Their average monthly expenditure ranges between 500-1000. Most of the teenagers spend their free time for shopping. Dress is the most buying accessory of teenagers. Most of the teenagers purchase from shops. Most of the teenagers use mobile phone got from their father. They mobile phones daily with 100-200. They spend 1000-2000 rupees for a cloth item. Most of the respondents as sticking to a particular brand. They prefer a particular brand due to its quality. Final constrains is the reason for purchase decisions for most of the respondents. Advertising influences most of the teenagers to buy a branded product. Most of the respondents influenced by branded name on purchase decision

SUGGESTIONS

1. The marketers should increase their after sales services to teenagers.
2. Marketing of variety of food items will attract teenage consumers.
3. Plastic card facility should be provided.
4. Marketers should increase quality of their product to attract teenagers.
5. Online purchase should be provided.
6. Low price variety should be provided to fit the pocket money of teenagers.

7. Innovation should be added in the cloth items to satisfy new trend of teenagers.
8. Attracting more importance to teenagers by taking proper care during process will help the marketers positively.
9. Advertisement should be decided to attract teenage customers.
10. Brand name should attract.
11. Specific offers and promotional offers targeting teenagers should be done.

VIII. CONCLUSION

The main reason behind this project was to find out buying behaviour of teenagers. Because the trend of teenagers toward marketing items change from time to time. Marketers should give importance to these changes for their proper development.

From the study, it is clear that most of the teenagers are attracted towards food items and dress items. They are satisfied with product, price, brand and quality of the item. Innovative ideas in these areas will attract teenage customers favorably. So the concern can take an action to improve the service. The customers are giving more importance for more quality with fewer prices. A good quality of service create good name.