

Original Article

# Youth as Target Market Based On Their Media and Buying Habits: A Case Study of Millennial's in India

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**Abstract:** The youth market, also known as the millennial or Generation Y market, refers to consumers aged 18-32. This demographic is often considered a key target market for many industries, including fashion, due to their significant purchasing power and influence on trends. Fashion companies often aim to appeal to the youth market by staying current on emerging trends, using social media and digital marketing to reach them, and collaborating with popular Influencer's and celebrities who appeal to this demographic. Additionally, many fashion brands also release lines specifically targeting a younger audience, with a lower price point and more trendy styles. Marketing strategies of targeting the youth market also put a focus on personalization, interactive and experiential marketing and cause-related campaigns, as they tend to be more conscious of their consumption choices. This paper highlights the importance of Youth as target market and what marketers can do to effectively target them.

**Keywords:** Youth, Target Market, Millennial's, Marketer.

## I. INTRODUCTION

The youth market, also known as the millennial or Generation Y market, refers to consumers aged 18-32. This demographic is often considered a key target market for many industries, including fashion, due to their significant purchasing power and influence on trends. Fashion companies often aim to appeal to the youth market by staying current on emerging trends, using social media and digital marketing to reach them, and collaborating with popular influence and celebrities who appeal to this demographic. Additionally, many fashion brands also release lines specifically targeting a younger audience, with a lower price point and more trendy styles. Marketing strategies of targeting the youth market also put a focus on personalization, interactive and experiential marketing and cause-related campaigns, as they tend to be more conscious of their consumption choices.

### A) Objective of the study:

- To study the youth segment's buying habits.
- To understand the media habits of youths to develop marketing campaign.
- To develop the strategies to attract the youth market.

### B) Research Methodology:

Both primary and secondary data were used in this investigation. A questionnaire issued in the form of a Google form was used to collect primary data from 100 respondents, who ranged in age from 18 to 32. And secondary data is collected from published articles through websites. For data analysis simple percentages, diagrams and graphs has been used.

### C) Youth market:

When we divide a mass market into different segments based on the demographic factors, we do find a market segment known as youth market which is also called as Generation Y market. In this study we have defined the people between the age group of 18 to 32 as youth. Who holds different attributes and buying habits compared to those who are younger or older then the youth age group.

This market is often considered to be an important one for businesses and organizations due to the fact that young people often have a significant amount of disposable income and are considered to be early adopters of new products and trends. Additionally, the purchasing habits and brand loyalty of young people can often set the tone for future spending patterns as they age and enter into different life stages. Therefore, targeting this market can be beneficial for companies in terms of long-term growth and profitability.

Additionally, the youth market can be particularly attractive to businesses in certain industries, such as fashion, technology, and entertainment. Companies may also target the youth market with specific products or services, such as mobile phones, clothing, and music. In order to effectively market to this demographic, businesses may conduct market research to understand the interests, values, and behaviors of young people. This can include surveys, focus groups, and analysis of social media data. Additionally, companies will often use social media platforms, influencer marketing, and events to reach the youth market.

There are different types of youth segments that businesses can target. These segments can be based on various characteristics such as age, gender, income level, lifestyle, interests, and geographic location. Some examples of youth segments include:

**a. College students:**

This group typically ranges from ages 18 to 24 and are often considered a key market segment for products and services related to education, such as textbooks and laptops.

**b. Urban youth:**

This group typically resides in urban areas and may have different interests and purchasing habits than rural youth.

**c. Subculture youth:**

This group includes young people who identify with specific subcultures, such as skateboarders, goths, hip-hop fans and so on, 5 companies may develop specific strategies to appeal to these subcultures etc.

**D) Attributes of youth which may helpful for a marketers to target youth market**

**a. Physical and cognitive development:**

Youth are in the process of physically and cognitively developing and maturing. They may have less developed fine motor skills, less developed decision-making abilities and less developed impulse control.

**b. Energy and curiosity:**

Youth often have a lot of energy and curiosity, which can drive their desire to explore and learn about the world around them.

**c. Idealism and optimism:**

Many youth are idealistic and optimistic, believing that they can make a difference in the world and that things will generally work out for the best.

**d. Immaturity and lack of life experience:**

Youth may have less life experience than adults and may be less able to navigate complex social situations or understand the consequences of their actions.

**e. Resilience and adaptability:**

Youth can be resilient and adaptable, capable of overcoming adversity and bouncing back from setbacks.

**f. Creativity and innovation:**

Youth often bring new and unique perspectives, which can lead to creative and innovative ideas.

The youth market in India is valued at approximately \$44 billion, and is expected to grow in the coming years due to factors such as a growing population of young people and increasing disposable income among this demographic. The youth market in India is attractive to businesses and marketers as it represents a large and growing consumer base with significant purchasing power. This market is also known to be highly influenced by trends and technology, making it an attractive target for brands looking to appeal to young, tech-savvy consumers.

## II. REVIEW OF LITERATURE

“INCREASING TREND OF BRAND CONSUMPTION AND ITS EFFECTS ON YOUTH’S SOCIAL IDENTITY” Abd ul Waheed<sup>1</sup>, Associate Lecturer, Department of Sociology, The Islamia University of Bahawalpur, Pakistan; This study examined how brand consumption affected young people's social identities by conducting a quantitative survey of 385 students. While brand consumption and social identity were found to have a favourable link, the researcher also discovered that brand consumption and general well-being had a negative relationship. Clothing brand names were the primary purchase. The study contributes to the scant literature on the relationship between adolescent social identity and luxury brand consumption by attempting to better understand young people's opinions towards brand consumption and its implications on that identity.

“Analysis on Young Consumers’ Consumer Values and Their Attitudes toward Foreign Firms” Aydın Kayabaşı Dumlupınar University, Burcu Mucan Manisa Celal Bayar University. This study intends to examine the relationship between young consumers' opinions about international businesses and their values, particularly those of university students. The study measures consumer values and attitudes towards foreign companies through a survey method of data collection. The tools Lisrel 8.7 and SPSS 15.0 are used to examine the data. The study highlights the need of measuring the economic and social benefits of competition in today's market economies, notably in terms of consumer-orientation, inattentiveness, income distribution, and resource efficiency. The competitive practices and investments of foreign firms in domestic markets are also important to consider in this analysis.

“An impact of advertisements on purchase decision of youth with reference to consumer goods” Dr. Deepa Ingavale. The study's main objective is to evaluate how advertising affects young consumers' decisions to buy consumer goods. The study emphasises the value of advertising in establishing, developing, and maintaining brands as well as its function in influencing, educating, and reminding consumers to make purchases. Additionally, the study mentions the benefits of endorsements in advertisements and how they help with easy brand remembrance for customers. The study also acknowledges the importance of measuring the influence of advertisements on consumer brand preference as it is essential for marketers to understand if their advertising efforts are having a positive impact on consumer behavior.

“A Study on Buying Behaviour of Youngsters towards Fast Food Restaurants” Anitharaj M S Madras Christian College. The fast food sector in India is changing quickly as Indian fast food outlets that serve traditional foods at reasonable costs compete with international shops. The sector is expanding quickly, especially among Indian youth and younger generations, and is responding to the country's food requirements. The study's main goal is to comprehend the variables influencing how young people in India see eating fast food and their preferences for restaurants. The study's conclusions can support fast food retailers' advantages and address their weaknesses.

“Effect of Digital Marketing Campaigns on Youth- Related to Social Advertisements” Nikhil Monga CT University. This study states that Marketing and promoting play a large role in shaping public opinion. Negative advertising practices can have negative impacts on society, particularly youth. Social media promotion is a modern strategy that relies on social data to generate, target, and deliver marketing communications. Digital marketing is essential for reaching customers, as traditional print and television advertising are becoming less popular. The purpose of this study is to create awareness about the efficiency of digital marketing using social promotions.

“Impact of Television Advertisements on Youth Buying Behavior: With Special Reference to Fruit Drink Market in Sri Lanka” Sudath Weerasiri, University of Kelaniya. This study intends to investigate the effects of television advertising on the market for fruit drinks in Sri Lanka, particularly among young people. The study surveyed university students, youth in Kiribathgoda, and working adults in Maradana. Results showed that while youth in Sri Lanka are influenced by TV ads to some extent, they do not always believe that products are as good as advertised. They do think that TV ads are helpful for learning about new products and expanding their knowledge. To effectively target this demographic, TV ads should be attractive and use elements such as beautiful sceneries and interesting characters.

“Influence of television advertisement on buying behaviour of youth toward Cosmetic products” Dr Ligo Koshy Mar, Athanasios College For Advanced Studies Tiruvalla. Television advertising remains the most widely used mass medium for advertising, despite the growth of the internet. TV is a powerful tool for reaching and impacting a wide audience. The combination of TV and advertising is ubiquitous in modern society, and is particularly effective for targeting youth consumers. The study surveyed 100 youth customers and found that TV advertisements have a significant impact on their buying behavior.

“Youth Consumer Behaviour: A Case of Beauty Product Consumption” Shayna Amaldas and Nigel Chiweshe University of KwaZulu-Natal, School of Management, IT and Governance Pietermaritzburg. The purpose of this study was to examine the relationship between brand image and self-image and the purchasing patterns of Generation Y females in South Africa in the African beauty product industry. 200 females between the ages of 18 and 22 received questionnaires as part of a quantitative study design. The main conclusions imply that consumers may mistrust the claims stated in advertisements but nevertheless purchase these products due to their desired self-image. Post exposure to adverts also appears to influence appearance satisfaction. To influence consumers' consumption of their branded items, marketers should use accurate representations of attractiveness and models.

“Trends in young consumers’ behaviour – implications for family enterprises” Anna Maria Nikodemaska-Wolowik, University of Gdansk and Joanna Bednarz, University of Gdansk. From the standpoint of family businesses, this article attempts to spark a conversation concerning developments in young consumers' behaviour. The study uses participant observation, individual interviews, analysis of current trends, a survey of 1091 consumers, and analysis of favourable and unfavourable behavioural tendencies for family businesses. Young customers may view overly traditional family businesses as vestiges of the past, the

study reveals. Based on a framework of consumer attitudes, beliefs, and values, it makes recommendations for family businesses in Poland. The study hypothesises that these guidelines would be applicable internationally given how globally oriented youngsters have grown.

“The effect of alcohol advertising, marketing and portrayal on drinking Behaviour in young people: Systematic review of prospective cohort studies” Lesley Smith, University of Hull David Foxcroft Oxford Brookes University. By conducting a comprehensive analysis of cohort studies, this 9 study assesses the association between exposure to alcohol advertising, marketing, and representation and later drinking behaviour in young people. Almost 13,000 youth between the ages of 10 and 26 were included in seven research that were analysed. According to the studies, baseline abstainers who were exposed to more alcohol commercials were more likely to start drinking at the follow-up. Studies found different relationships, but overall, effect sizes were small. The research took into consideration age and gender but neglected to take into account additional potential confounding variables. Data indicate a relationship between exposure to alcohol advertising and subsequent teen drinking, although conclusions are constrained by potential confounding variables.

“DIGITAL MARKETING AND INDONESIA’S YOUTH ENTREPRENEURS’ BUSINESS” Maria Dini Gilang Prathivi, Management Department, Ciputra University. This study was carried out because the economic development objectives of ASEAN make it necessary for Indonesian businesses to use technology to expand. Digital marketing is one of these technologies. Ciputra University places a strong emphasis on helping students grow their businesses, and it has discovered that when students use digital marketing effectively, it improves their performance in a number of areas, including sales and profit, market share, customer loyalty, and competitive advantage. This study examines how internet marketing has affected the success of young businesspeople in Surabaya, Indonesia.

“Theatre Marketing: Using Websites to Attract Young Target Audience” Antun Biloš, University of Osijek, Mirna Leko-Šimić University of Osijek. This study aims to pinpoint website traits and usability components that are associated with young target audiences' online experiences with Croatian classic theatre. According to the study, respondents had the most favourable impressions of website content, followed by the websites' visual appeal and accessibility. The study reveals that there is untapped potential for websites to be an effective communication tool for young audiences, despite the generally good evaluation of sample theatre websites. The study suggests that a vital component of the theatre offering be two-way web contact with both current and new customers.<sup>10</sup>

“The Good Father: Parental Expectations and Youth Sports” The author Jay Coakley, on the good father parental expectations and youth sports. Throughout the previous two generations, there has been a significant change in family life and parental expectations. The emphasis on traditional family values and fathers as household heads, the neoliberal emphasis on individualism and the need for fathers to take responsibility for their children's development, the liberal feminist emphasis on gender equity in family life, and progressive ideas about what gender and sexuality mean have all contributed to these changes in the United States.

“Segmenting young Adults through their consumption styles: A cross- Cultural study” The author Ulun Aktun, Nuray Tezcan and Alexandra Vignolles. In order to classify young adults from rich and developing countries according to their purchasing habits as consumers, this research aims to validate the CSI. In order to determine the consumption patterns, the CSI (Couples Satisfaction Index) scale was employed in study that the author did in France and Turkey. A self-administered questionnaire was used to obtain the data from college students between the ages of 18 and 24. The segments were defined using cluster analysis. The demographics of the young adults who were surveyed, as well as their opinions towards and reliance on media, were examined.

“Youth Sports Participation Styles and Market Segmentation Profiles: Evidence and Applications” Marijke Taks, University of Ottawa and Jeroen Scheerdt KU Leuven. In this study, elementary and high school boys' and girls' leisure-time sports participation patterns and market segments based on product consumption are examined. Using logistic regression modelling, the study examines the demographic, socioeconomic, and psychographic traits of the many aspects of sports participation behaviour. Based on the correlation of a wide range of sports behavioural, demographic, socioeconomic, and psychographic data, the study identifies five young sport participation styles and applies non-linear canonical correlation to identify several market segments. The study talks about the marketing ramifications for various sport participation methods and demographics.

“Social Media Marketing and Cognitive Development in Indian Youth” Amita Charan University of Delhi, Ekta Bansal University of Delhi. This essay investigates the effects of social media marketing on young Indians' cognitive development and memory. An online survey with a valid sample was used for the research in four major Indian cities. The study's sample issues and low response rate from the online survey have limitations. The results can be used by digital marketers and researchers to comprehend the effects of digital media on young consumers and to reach out to different categories and strata, such as gender,

educational attainment, socioeconomic class, geographic location, and cultural background. The study is an original effort that hasn't been sent anywhere for publication or presentation in a paper.

“Influence of social media marketing communications on young consumers’ Attitudes” Rodney Duffett, Cape Peninsula University of Technology. This study looks at how interactive social media marketing communications affect South African teenagers' cognitive, affective, and behavioural views. A generalised linear model was used to assess a survey that was given to more than 13,000 children between the ages of 13 and 18. Findings demonstrated that, although on a falling scale, social media marketing had a favourable impact on attitudes. Usage and demographic factors also had an impact. When marketing to Generation Z consumers, businesses should think about modifying their methods in light of these findings. The study significantly advances the field of social media marketing research in underdeveloped nations.

“Impact Study of Social Media Marketing Among Youth: With Special Reference To Jalandhar, Punjab” Dr ampu Harikrishnan, Indus International University. This study focuses on how youth born after 1990 are affected by social media platforms like Facebook, Instagram, and Twitter. The study will look at the advantages of these sites, such knowledge exchange, employment opportunities, and fostering social relationships, as well as the drawbacks, like overexposure and privacy concerns. The influence of marketing initiatives on these sites will also be examined by the researcher. The research will show both the advantages and disadvantages of social media for young people in the nation. The most recent SPSS version will be used to analyse the research, which is based on primary data.

“Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviours on Social Media” Sally Dunlop, Becky Freeman and Sandra C. Jones, Division of Cancer Screening and Prevention, Cancer Institute New South Wales, Eveleigh, NSW 2015, Australia; In particular, the promotion and marketing of harmful products like energy-dense foods, alcohol, and tobacco on websites like Facebook, Twitter, Instagram, and YouTube are examined in this study's analysis of the influence of social media on teenage health habits. It examines newly available data on the effects of exposure to these products through social media on teenage health. The study also provides examples of youth-focused social media campaigns that promote health, emphasising successful tactics and offering suggestions for future research and policy. Future research opportunities and knowledge gaps are noted.

### III. FINDINGS AND SUGGESTIONS

#### A) Findings:

- 52% of the 25 respondents are in the 22 age group, with the remaining age groups making up 8%, 12%, and 4% respectively.
- The majority of respondents, 68%, are females, with 32% being males.
- 96% of respondents have an income between 200,000 and 400,000, with 1 person having an income between 800,000 and 1,000,000
- The majority of respondents, 80%, spend their time on social media, with 8% spending time on other activities, and 12% watching television.
- The majority of respondents, 68%, prefer offline shopping, while 32% prefer online shopping.
- 64% of respondents use Instagram, while 36% use YouTube.
- 60% of respondents consider quality as an important factor when buying products, with 28% considering uniqueness and 12% considering price.
- 68% of respondents are attracted to advertisements on social media, 28% on television, and 4% on other platforms.
- 64% of respondents are attracted to discounts, 24% to buy one get one offers, and 12% to gift cards.
- 52% of respondents do most of their shopping during festival seasons, 24% often, 16% rarely, and 8% monthly.
- 60% of respondents prefer casual dressing, 24% formal, 12% semi-formal, and 4% funky.
- 72% of respondents are neutral towards celebrity brand endorsements, 24% have a strong influence, and 4% have a very strong influence.
- 76% of respondents are influenced by friends when making buying decisions, 20% by family, and 4% by peers.

#### B) Suggestions:

- Targeting marketing and advertising efforts towards the 22 age group, as they make up the majority of respondents.
- Creating advertising campaigns specifically tailored to attract female customers, as they make up the majority of respondents.
- Consider creating pricing strategies or product offerings that appeal to the respondents with higher income levels (between 800,000 and 1,000,000)
- Develop strategies to capture more of the respondents' attention on social media, as the majority of respondents spend their time on social media.

- Consider providing more benefits for online shoppers, as a large portion of respondents prefer offline shopping.
- Focus on Instagram as a social media platform for marketing efforts, as it is the most popular among respondents.<sup>21</sup>
- Prioritize quality and uniqueness in product development and marketing efforts, as these are the most important factors for respondents when buying products.
- Develop advertising campaigns on social media, television and other platforms to attract more customers
- Develop sales promotion strategy that are attractive to customers like discounts, buy one get one offers and gift cards.
- Consider creating special offers and promotions during festival seasons as it is the time when most of the respondents do their shopping.
- Develop clothing lines that appeal to casual and formal dressing preferences of the respondents.
- Consider the impact of celebrity brand endorsements while developing marketing strategies. Develop strategies to target friends, family and peers group of the respondents in order to influence their buying decisions.

#### IV. CONCLUSION

Based on the findings, marketing and business strategies can be developed to target and appeal to this specific group of respondents, in order to improve the effectiveness of advertising campaigns and increase sales. Where more focus on advertising through social media which is being used by More number youth customers can be an effective way to target the youth market. And as using Instagram which is having a wide usage by most of youth consumers will be the best one to target youth. With low pricing strategy it would be more beneficial to target youth as most of the youth consumers are not earning good income or disposable income will be limited with youth. Youth segment are also accept the innovative products hence those marketers who comes up with newly invented products , should target youth which is beneficial.

Marketers with given suggestions can target youth and can easily attract youth segment effectively.

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