

# Digital Advertisement: Strategy to Influence Teenage Purchasing Decision



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*In present era, Companies are approaching to many digital advertisers to create awareness and maximize the revenue. Advertising companies further create the accessible forum on social media platform and connects with the social media influencer for various promotional as well as marketing activities. It is evident from literature that teenagers are quite efficient in adapting the technology in comparison of their parents. Thus, it would not be surprise to say that teenagers are showing their immense presence in purchasing decisions. Hence, this conceptual paper is an attempt to understand the role of digital advertisement on teenagers' purchasing decision.*

**Keywords:** Digital advertisement, Game Marketing, Technology Readiness, Teenagers, Internet Maven

## 1. Introduction

In today's competitive era, companies are seeking the best alternatives of marketing strategies for enhancing their sales and revenue where advertisement & media industry serving the purpose in the same context and providing the optimum results to the companies. In recent years, companies have given significant concern to the advertisement through newspapers, magazines, celebrity endorsement etc. which have become the traditional concepts. As it can be seen that global advertising spending is forecasted to reach up to 781 billion U.S dollar and would also further increase by 13% by 2024 (statista.com). Likewise, in India, advertising expenditure is also showing its increasing trends as expected to rise by 15.2% & 15.7% by 2023 & 2024 respectively which is quite high in comparison to China 4% and 5.3% in the same year respectively. With the passage of time, the technology has given the tremendous growth to the industries, considered as the basic thrust of every organization. Similarly, Advertising & Media industry has also recognized the importance of digital advertising environment and hence shifting towards the digital platforms. As calculation in the context of digital advertising spending has been found 521.02 billion U.S dollar in the year 2021 and estimated to reach up to 876 billion dollar worldwide, representing the evidence of the same (statista.com). The rapid penetration of smartphone with internet facilities has imputed the trend of digital advertisement.

Besides understanding the growing penetration of digital advertisement, marketers/practitioners are always in thrust to understand which consumer segment should be more focused upon? As turning towards the teenagers who are showing their immense presence in the market in comparison to other age group are the essential consumer segment. Previous researchers have found that teenagers are quite efficient in adapting the technologies and spend more time on social networking websites in comparison of their parents (Belch, Kretler & Flurry, 2003). The keen attitude towards smartphone and fastest adaptability has made them aware about the various social media platforms which the other age groups fail to do so. Indian teenage users devote 2.4 hours on social media in a day which represents little bit low in comparison with global teenagers as they devote on an average 2.5 hours on the same (thehindu.com). Teenagers imitate the behavior as shown by the YouTuber in videos, language, clothing etc. (Westenberg, 2016). In the context of consumption pattern followed by US teenagers, as they devote 37 % of their daily video consumption on YouTube followed by only 35% on Netflix (businessinder.in). On the other hand, these teenagers as an early adopter emphasize the companies to bring more innovation in their product line. They contain the ability to influence the purchasing decision of the entire population as they termed as the trend setters.

Hence, these advertising companies keeping into consideration the extravagant efficiency level of teenagers in technology adaptation and target through creating the separate accessible forum on social media platform. The immense presence of teenagers on these digital platforms indirectly indulges them for actual purchasing of the product by creating awareness among them. Thus, Teenagers play the crucial role in understanding the innovative digital advertisement strategies adopted by the companies as compared to other age group and companies find it more convenient to create the awareness and influence their buying decision.

### 1.1 Teenagers' as a Primary and Secondary Consumer

Adolescents are not only limited towards the purchasing of product in which they are considered as the primary consumer but also devoting their great enthusiasm in the products in which they are regarded as the secondary consumer (Beatty & Talpade, 1994; Kaur & Singh 2006; Baía 2021). The role model also shows the significant effect on the career aspiration, educational choices on adolescents' life (Martin & Bush, 2000). This role model can be any T.V star, parents, teachers, movie star and

athletics etc. which consist the ability to influence the teenagers’ purchasing decision where they would be termed as the primary consumers (Martin & Bush, 2000). Any person/personality which can influence the customers’ purchasing attitude or decision is termed as the role model (Martin & Bush, 2000). The Role model is defined by (Bandura, 1977) when an adolescent comes in contact with another individual body whether directly or indirectly and that individual body has complete potential to influence his purchasing decision as cited by (Martin & Bush, 2000). On the other hand, changes in life style, increase in literacy ratio, increasing trend of working parents and paucity of time is further indulging the teenagers to move forward beyond the limits of primary consumer. As the dual income family has been come across as an essential factor where the parents fails to spend time for their family purchasing and the market maven or teenagers show their great presence (Belch, Krentler & Flurry in 2003). The excess usage of Personal computers and internet, increasing educational qualification of parents and increasing working mothers are further involving the teenagers in purchasing decisions (Sener, 2011). Study has also found out that teenagers are not only showing their interest in purchasing of product which belongs to them only but have also started taking the responsibility of family purchasing’s as well (Sener, 2011).

**1.2 Teenagers Involvement in Purchasing Decision Across Product Category**

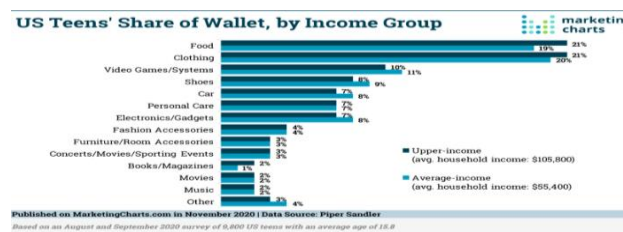


Figure 1

Source: Marketingcharts.Com

Due to engagement in internet related activity teenagers are showing their purchasing interest in high technology product and vacation planning (Kaur & Medury, 2011). In the US also, teens belong to average household income group spent 7% on electronic gadgets as shown in Figure 1. This has also been found that high amount of money is spent on Food & Clothing whereas lesser amount is spent on Books/magazines among US teens in 2020. Similarly in the Indian setting, Amazon and Swiggy have been found the most preferred digital platforms by teens for virtual shopping and food ordering respectively as per random survey of one lakh Indian teens (financialexpress.com).

**2. Literature Review**

Despite the growing range of technology-based media, Influence of Television advertisement is still in existence even can be seen in every age group (Barber, 2013). The television advertisement is most influencing and affecting the purchasing pattern such as attitude towards brand preference, desire of commodity etc. (Barber 2013). Previous researchers found the Television advertisement most convenient as companies use the same for enhancing the product related demand in the market (Ansari & Jolouadar, 2011). T.V advertisement is playing an efficient role in exaggerating the product knowledge to consumers even located in rural areas (Singh & Singh, 2014). The representing way of the product in advertisement may vary from organization to organization. Some products grab the customer’s attention through slogan, music, celebrity but some companies feel contented through direct selling concept such as Amway, forever etc. During trail session, the customer perceives the satisfaction ability of the product then reach to the actual purchasing stage. The study conducted by ELEGBE, 2015 stated that more watching of T.V advertisement of the product by the customers influence their purchasing decision more. Television is showing the crucial role to advertise the product and helps to educate and entertain the customers (ELEGBE, 2015). It is vehicle which the companies are using to make their customer aware/ educate about the product by entertaining them using the sounds, pictures and slogan and grab their interest (ELEGBE, 2015).

Turning towards the tempting power of social networking websites, business organizations have recognized the social media platforms as an efficient advertising tool for promoting their brands (Rafiq & Javed, 2018). Even proliferation of smart phones has made it very convenient to develop connection with the potential consumer (Rafiq & Javed, 2018). The study conducted by Duffett, 2017 found that more time spend by adolescents on social media accelerating the interaction with marketing channels. Companies are paying significant concern to the social media platform which is further paving the way in developing the efficient market mix (Rafiq & Javed, 2018).

Accordingly, before proceedings for any purchases the customer perceives the experiences and reviews of previous customers. In order to avail such benefits customers may access to number of opportunities, even the companies also create the separate section for customer review and feedback in their websites. However, Customer finds the YouTube as an excellent platform for promotion, awareness about the product (Westenberg, 2016). Marketers and consumer researchers are continuously putting efforts in integrating their product/Brand with popular and high number of subscribers to influence the potential customers (Padhi, 2021). Seeing rising trends of YouTube among teenagers have been noticed as they imitating the behavior of YouTuber in videos, language, clothing etc. (Westenberg, 2016).

Researching in the same phenomenon, Sahputra, Jasman & Utami, 2020 found that electronic word of mouth is an essential factor which influences the purchasing decision of teenagers. The trend of WOM in teenagers is increasing and they give importance in discussing their product review with-in the peers-group and affect their purchasing decision as well. Purchasing decision may influence due to more credibility on opinion, reviews and experiences of previous customers available on online platforms rather than advertisements displayed by the companies (Diffley, 2011). On the other hand, another study has shown the contradictory result in the domain of online purchasing which signifies that E-WOM has negative impact with the purchasing decision through digital mode however becomes positive when mediating factor price discount prevails (Slamet, Prasetyo & Azmala, 2022). The online reviews & personal experiences depicted on the internet deals with low credibility and people consider the face-to-face reviews and experience from the customer and found more credibility (Slamet, Prasetyo & Azmala, 2022).

### 3. Objectives of the Study

- To explore the emerging traits in teenagers' behavior in digital era.
- To identify the role of digital advertisement in influencing teenagers' purchasing decision.
- To provide the valuable suggestions to marketers/ practitioners for formulating effective marketing strategy.

### 4. Changing Paradigm in Teenagers Lifestyle

With the passage of time many changes have been taken place in teenagers' lifestyle. The trend has gone where teenager used to spend time on television and marketers used to target them through commercial advertisement.

It has been forecasted that T.V watching time would decline in upcoming couple of years. As in 2021, the average T.V watching time which was earlier found 3 hours and 17 minutes depicting the declining trends which is up to 2 hours and 51 minutes in 2023 (ibm.com). The broadcast media industry is also putting their exorbitant efforts in adapting the new changes as people are giving more preference to the digital platforms. Under this conceptual paper various emerging traits of teenagers have been focused upon.

#### 4.1 Internet Maven

In the context of internet skills & knowledge, previous studies have claimed that teenagers are more efficient and adaptive in comparison of their parents (Belch, Kretler & Flurry, 2003). It is hypothesized under the study conduct by Belch, Kretler & Flurry in 2003 that teenagers' involvement in internet activity would turn them towards Internet maven. Internet is not only the platform which is enabling the consumer for online purchasing but aims to create the awareness of price and usability among them. The final decision is dependent upon the consumer whether to take internet as an informative tool for offline shopping or using the same for online dealings. The less experience of adapting the internet channels is one of the hurdle to get involve the older people in online shopping (Hernandez, Jimenez & Martin, 2010). The habitual trend of internet is increasing which is serving the purpose of interacting, gaming, training turning towards the socialization (Lee, Conroy & Hii, 2003). Marketers are suggested to remain active in the context of online positive reviews posted on internet by existing and previous customers as teenagers gives more importance to the product having positive feedback (Lee, Conroy & Hii, 2003).

#### 4.2 Technology Readiness

The term technology readiness is defined as 'people's propensity to embrace and use new technologies for accomplishing goals in home life and at work.' (Parasuraman, 2000, p. 308). The teenagers are quite efficient and quickly adapting the changes in technology and termed as "cyber-teens" (Lee, Conroy & Hii, 2003). As study conducted by Arif, Aslam & Ali, 2015 has found that students are more dependent on smartphones which satisfy their social needs and even quite convenient to use which further affecting the purchasing decisions as well. Teenagers' attitude towards technology is dependent on their parents' encouragement in building the independent thinking (Mishra, Maheswarappa & Colby, 2018). Thus, increase in dual income family trend indulging the teenagers to use their technology readiness ability in meaningful purchases. Hence, marketers are suggested not to hesitate for adapting the new technical digital areas for advertising their product and services.

#### 4.3 Early Adopter

Teenagers have been found the early adopter in the phenomenon of adapting new technology. In US all the people are availing 3G & 4G network services and are "early adopters" of latest technical product/services (aol.com). However, in Indian context, half of the young urban population has been found the early adopter in the phenomenon of technology (newsgram.com). The enthusiastic trait available in the teenagers pushes them to become an early adopter in the context of latest product/services. Early adopter gives their vital presence in the market because rest of the population's purchasing decision depends upon early adopter's satiety level. Further, with the rise in internet penetration rate as well, this generation feels more convenient in adopting the latest product launched in the market. Thus, marketers are suggested to keep their early adopter (teenagers) in mind because these early adopter makes the trends for the entire population.

Thus, teenagers are an essential part of the market who adapts the technological changes easily which arises in the market. Marketers need to recognize how to utilize their emerging traits for enhancement in sales volume. Hence, these emerging traits are somewhere indulging the teenagers in collecting product information and influence their purchasing decision.

## 5. Digital Advertisement & Teenage Engagement

Social-media has become the indispensable phenomenon in teenagers' daily activity. These emerging platforms engage the teenager and internalize the product information that results their intervention in purchasing. Even many companies has also recognized and adapting the changing trends of disseminating product information. Some relevant examples have been quoted in the conceptual paper. Zoom video communication corporation was penetrated during the Covid - 19 phase and grabbed the attention from various educational institutes and companies due to its video conferencing feature. As many companies observed the rising share of this application and came forward for collaboration with their brands. This collaboration resulted in a contest where the users had to upload their pictures using virtual background feature and three winners would be selected in every month. In order to create brand awareness in the pandemic, prizes were also awarded to the winners in the form of branded items. Zoom launched this contest for creating brand awareness among customers but simultaneously this was resulting in enhancement of its market share as participation couldn't be possible without installing the application. This way, both the parties have achieved their determined objectives through this contest.

Another example is from Apple incorporation which started the marketing campaign named #ShotOniPhone. Under this digital advertising strategy, Apple Inc. disseminated product feature information in the market through user-generated content (UGC). Under this campaign, the iPhone 13 series users were required to upload macro pictures of the any object on their Instagram and twitter. Winning photographs were utilized for exhibition and digital advertising. The reason behind taking such initiative is to influence high number of people through the user-generated content as they found it more authentic than the online portal results uploaded by company.



Figure 2

Source: mycustomer.com

With the changing pattern companies are collaborating with the gaming application. The teenagers devote their maximum time on gaming application. Hence, marketers adapt these platforms in order to influence them. As shown in figure 2 McDonald's and Coca cola used promotional strategy through video game Doom 3(Xbox) for influencing their users.



Figure 3



Figure 4

Source: lexiconthai.com

The FIFA video games which has shown its great presence in teenager and found quite popular among people also used the strategy for captivating the minds of teenagers. In 1994, Adidas and MasterCard has opted the in-game advertisement for grabbing the attention of FIFA users as shown in Figure 3 and Figure 4



Figure 5

Source: www.esports.net

Corporation in order to create more awareness among people also introduce their specific video game. As in 1999 PepsiCo launched its action video game application named Pepsiman. As shown in Figure 5 the Pepsiman is assigned with the duty to save the life of the people dying due to dehydration by serving them Pepsi can and would also gain extra point through collection of Pepsi cans.

## 6. Discussion & Conclusion

As this conceptual paper elucidates the emerging platforms of advertisement which are tempting the teenagers and marketers need to be pro-active before formulating any marketing policies. This generation is the most enthusiastic, eager to

innovativeness, fondness in the electronic gadgets as compared to the other age groups. Due to rise in dual income families, paucity of time with their parents, however involvement of teenagers in purchasing is an indispensable phenomenon. On the other hand, teenagers spend most of their time on electronic gadgets for searching and evaluating the product information. Hence, teenagers convert their electronic resources used for entertainment purposes into some meaningful purchases. There are many digital advertisement resources where the marketers can avail the abundance opportunity such as YouTube, social media and game marketing etc. and indulge in the final purchase decision. Teenagers have been found more attached with social networking websites in comparison of their parents. Hence, active participation of teenagers on social networking platforms indulges the teenagers in purchasing decision by the “social influencers. Khamis, Ang & Welling, 2017 have used term “micro-celebrity” for these social influencer who contains the ability to influence the purchasing decision taken by the people. Today, customers are more influenced by the social-media endorser as they carry more potential than traditional celebrity (Schouten, Janssen & Verspaget, 2020). Study especially focused on young adults focused on the reasons of being more influenced by social influencer and devoting more time on social network websites (Croes & Bartels, 2021). SMIs have positive relation with consumer trust and even perceived as more credible experts who have been resembled quite beneficiary for local as well as international brands (Alotaibi, Alkhathlan & Alzeer, 2019; Jin & Riu, 2019). The product knowledge adopted through social media influencer simultaneously reduces the perceived risk attached with the product as their purchasing is based on their admiration and belief (Alotaibi, Alkhathlan, & Alzeer, 2019; Djafarova & Rushworth, 2017). SMIs are identified as the most trustworthy, expertise who contain the power to influence the purchasing-decision of their followers (Koay, Cheung, Soh & Teoh, 2021). However, the attractiveness of these social influencers has not given the signs of making them indulge in purchasing decision (Koay, Cheung, Soh & Teoh, 2021). These SMIs helps in dissemination of brand related updates with consumers on Instagram which develop the positive brand attitude among customers (Jin & Ryu, 2020).

The other findings have been identified that teenagers imitate the behavior as shown by the YouTuber in videos, language, clothing etc. (Westenberg, 2016). Even the results of survey conducted by the variety commission is providing the evidence that teenagers are more captivated by YouTube stars as compared to Film and T.V stars (variety.com). Hence, YouTubers are not only restricted to create the awareness but also contains the ability for influencing the purchasing decision of teenagers. Thus, it is recommended to the various marketers/practitioner to be in touch with YouTube platforms for achieving their commercial motives. YouTuber disseminate his personal opinion and experience more practically to engage the customers rather than describing the reviews in the form of words or rating. Due to abundance of content available on the internet, customer adopts the superficial scanning (what he wants to know) and Selective perception (read as per the interest) (Westenberg, 2016). In general, people devote approximately 1777 seconds per user per visit on YouTube worldwide (statista.com). Even the teenagers are also showing their positive attitude towards the YouTube platform which is also evidently proven in United State that their teenagers devote 37% on watching videos on YouTube platforms (businessinsider.in).

Digital platforms are further adapting the new areas of E-WOM. Marketers cannot avoid power of previous customer's opinion, review and experiences which the new consumer prefer to consider before any purchases. Teenagers have been found more involved under this marketing in comparison with other age groups (corporate-eye.com). Hence, WOM is also the one of the prominent marketing strategy on which future sales are quite dependent. Thus, companies should remain connected with their previous customers through customer feedback in order to make up-gradation in their product.

Apart from such digital advertising platforms, the most curiosity of teenagers has been noticed in gaming application in recent scenario. Many companies are putting efforts in recognizing the best gaming application for achieving their commercial motives. As per the survey conducted in US depicts that the teens belongs to the age group of 13-18 years old spend 55 minutes on an average daily basis (statista.com) in playing games. On the other hand, companies are using the gaming characters to influence the teenagers' minds in various apparel items. Many advertising companies are further alluring the teenagers towards rewards, points and weapons in lieu of watching the complete video till end. For example Nestle offered the rewarded ads to the users of Candy Crush Saga. Even companies have also been adopting the in-game advertising strategy to promote their product. In-game advertising refers to the earning strategy employed by game developers pertaining to the selling of some space for the product-commercialization purposes. For example, Eskimi & Anzu.io are enabling the in game advertisement opportunities without breaking the gaming flow of the users in the form of banners, object etc. Moreover, game user doesn't feel annoyed as well. Hence, there devotion to gaming platform is indirectly pushing the teenagers in purchasing decision.

Thus, this conceptual paper elucidate the captivating role played by the digital advertisement platforms and their compliance with teenagers capabilities such as internet maven, technology readiness, early adopter etc. Moreover, it is further suggested to various marketers/practitioner to remain updated with the taste & preferences of teenagers as their purchasing preferences influences the entire population's purchasing decision.

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