

A Study on Consumer Behaviour of Teenagers

Sachin Thakur¹, Dr. Shilpa Mishra²

¹Student of Master of Management Studies, Alamuri Ratnamala Institute of Engineering and Technology, Mumbai University, [Mailto:thakur.sachin0901@gmail.com](mailto:thakur.sachin0901@gmail.com)

²Assistant Professor, MMS Department, Alamuri Ratnamala Institute of Engineering and Technology University of Mumbai mmscho.armiet@gmail.com

Abstract—Consumer behavior is a critical aspect of marketing and business strategy, and understanding the purchasing habits of teenagers is essential for companies targeting this demographic. This study explores the various factors influencing teenage consumer behavior, including social media, peer influence, brand perception, and digital trends. Through literature review and survey analysis, this paper identifies key behavioral patterns, preferences, and purchasing motivations among teenagers. Findings suggest that teenagers are highly influenced by digital platforms, brand endorsements, and peer recommendations. The research concludes with strategic insights for businesses to effectively engage with this consumer segment.

Keywords—Consumer Behavior, Teenagers, Buying Patterns, Social Media Influence, Brand Perception, Digital Marketing.

I. INTRODUCTION

Consumer behavior refers to the study of how individuals make decisions regarding the purchase of goods and services. Teenagers, as a unique consumer group, exhibit distinct buying habits shaped by social trends, digital influence, and peer pressure. This study aims to provide a comprehensive analysis of the factors affecting teenage consumer choices and their implications for businesses.

II. FACTORS INFLUENCING TEENAGE CONSUMER BEHAVIOUR

Teenage purchasing decisions are driven by multiple factors, including social influence, digital exposure, brand perception, and financial independence. Understanding these influences is key for businesses targeting this demographic.

III. IMPACT OF SOCIAL MEDIA AND DIGITAL MARKETING

Social media platforms such as Instagram, TikTok, and YouTube play a crucial role in shaping teenage buying behavior. Influencer marketing, online reviews, and brand engagement on digital platforms significantly impact their purchasing decisions.

IV. BRAND LOYALTY AND PERCEPTION

Teenagers tend to develop strong brand preferences based on peer recommendations, social trends, and personal experiences. The study examines how brand perception affects their purchasing choices.

V. TEENEGERS PURCHASING PATTERNS

Teenagers are early adopters of trends, often shifting their preferences based on changing fashion, technology, and entertainment influences. This section explores the latest trends affecting teenage consumer behavior.

VI. OBJECTIVES OF THE STUDY

1. To analyze the key factors influencing teenage consumer behavior.
2. To examine the role of social media and digital marketing in shaping purchasing decisions.
3. To study brand perception and loyalty among teenagers.
4. To identify trends and preferences in teenage purchasing patterns.
5. To provide recommendations for businesses targeting the teenage consumer market.

VII. SCOPE OF THE STUDY

This research focuses on understanding the factors influencing teenage consumer behavior, including social media, peer influence, brand loyalty, and digital marketing. It covers purchasing habits across different product categories such as fashion, technology, and entertainment. The study aims to provide insights for marketers and businesses looking to engage effectively with this demographic.

CONCLUSION

Teenagers are a dynamic consumer group whose buying habits are influenced by social media, peer recommendations, and brand perception. Businesses need to adopt targeted marketing strategies to engage effectively with this demographic. The study highlights the importance of digital engagement and brand loyalty in shaping teenage consumer behavior.

REFERENCES

1. Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Pearson.
2. Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being*. Pearson.
3. Schiffman, L., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson.
4. Belk, R. W. (2013). *The Digital Consumer Culture*. Routledge.