

DIGITAL MARKETING INFLUENCE ON TEENAGERS PURCHASE BEHAVIOUR FOR LUXURY PRODUCTS IN ANDHRA PRADESH AND TELANGANA

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Research Article

DIGITAL MARKETING INFLUENCE ON TEENAGERS PURCHASE BEHAVIOUR FOR LUXURY PRODUCTS IN ANDHRA PRADESH AND TELANGANA

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ABSTRACT

In a constant evolving country such as India, consumers are adopting new technologies faster than before and are more connected with the world with the help of digital media platforms. These platforms have emerged as a very effective medium to reach out to consumers in ways that are hard to achieve by traditional media. Luxury brands have acknowledged the potential of this digital channel and have been actively participating in digital marketing to reach out directly to their consumers and target audience. The motivation behind this paper is to dissect the effect of digital marketing on young consumers purchase behaviour for luxury products with specific reference to Andhra Pradesh and Telangana.

Key words: digital marketing, branding, social media marketing, luxury products, digital media, Indian consumers, purchase behaviour, consumer behaviour

INTRODUCTION

As we are living in the 21st century; it is hard for consumers to invest their energy and time in buying products traditionally in view of their busy schedule. Through Social Networking Sites consumers can now get personalised access to the goods and services they like while at the same time giving bigger organizations access to view their data as well, through cookies and search history.

Advertisements are an endeavour at the imagination that impacts the consumer's rationale to purchase a specific product and change or make an impression of the product in the consumer's mind. Advertisements go about as a provider to stir the mental rationale of the consumer for buying. Digital marketing utilizes several mediums such as the Internet, cell phones, web-based search history, social media, websites, web indexes, and other different channels to reach their consumers. The primary job of digital marketing is to assist organizations with collecting new traffic, leads and deals for its business by reaching out to people searching for their products/similar

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products while at the same time creating awareness about their product. Consumers everywhere throughout the world are targeted to receive data about particular brands and products that resonate well with them as it is easy to group consumers/target audience based on their similarities and personal preferences based on their search history and public information available online. Studies find that personalised content make an enormous impact on their client's perception and their buying behaviour, as consumers have the tendency to associate themselves with the brand.

Some of the upcoming markets for today's luxury segment are Italy, Spain, USA and the developing markets of China, Russia and India. Luxury businesses have expanded stunningly and have seen an enormous increase in its demand after the introduction of Digital Marketing.

Digital marketing strategies

Digital marketing methodology is an arrangement that enables businesses to accomplish explicit digital objectives by accurately choosing online based digital marketing channels, for example, paid, earned, and owned media.

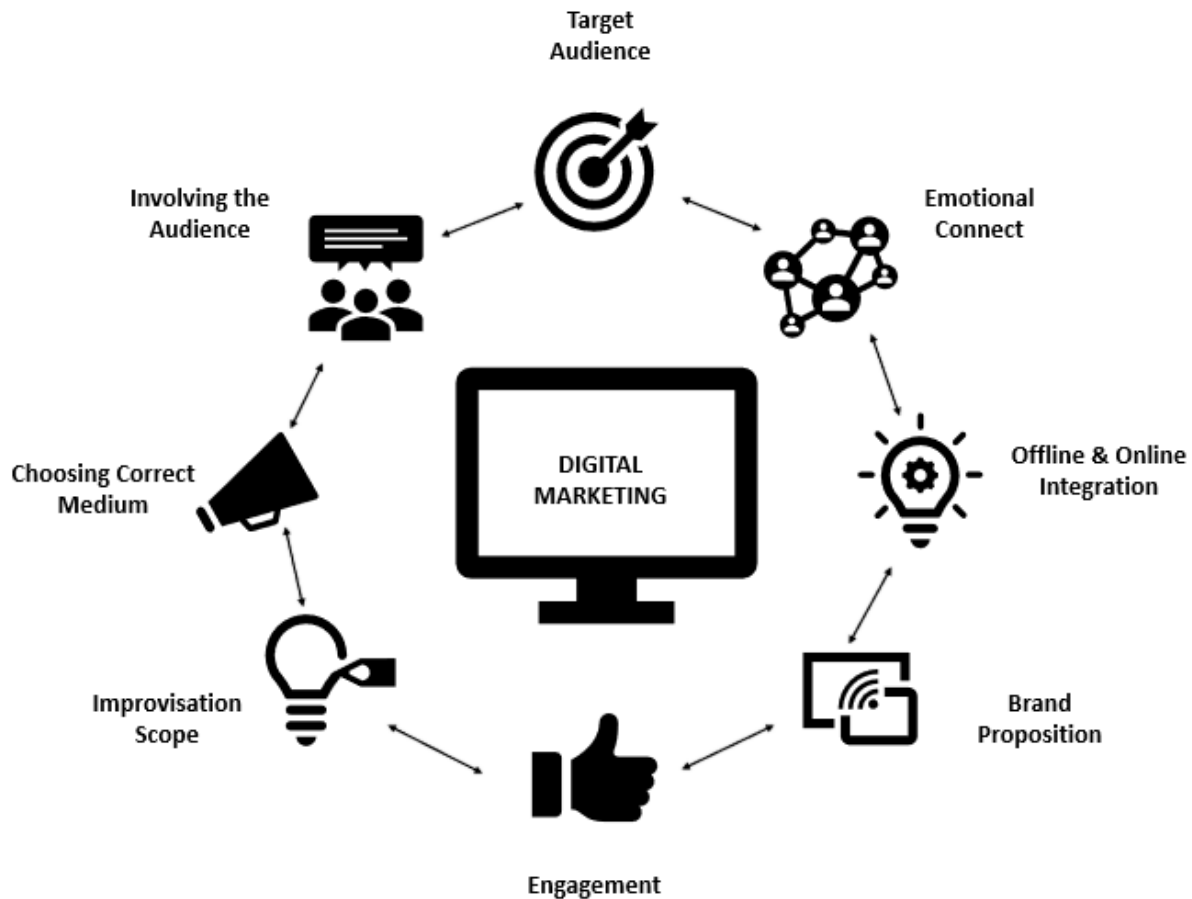


Figure 1: Strategies of Digital marketing

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Luxury goods are goods for which demand expands more relatively as income level rises, with the goal that consumptions on the good become a more noteworthy in context of general spending. Luxury goods are ‘need based goods’, where price increments relatively based on the perceived quality of the good. Luxury goods are regularly utilized equivalently with prevalent goods.

Brand	Share of Search	Website Traffic	Social Media Audience	Social Media Engagement
Gucci	17.52%	8.4M	65.4M	11.2M
Louis Vuitton	15.16%	10.7M	69.1M	9.0M
Chanel	11.59%	6.2M	76.5M	7.7M
Rolex	8.42%	3.3M	18.6M	1.0M
Dior	7.92%	5.3M	56.1M	5.3M
Balenciaga	5.54%	1.9M	13.8M	1.0M
Armani	4.85%	1.6M	29.0M	1.6M
Yves Saint Laurent	4.75%	1.8M	15.1M	2.1M
Tiffany	4.43%	2.4M	23.4M	2.5M
Burberry	4.21%	2.6M	43.1M	3.3M
Hermès	3.93%	2.4M	13.4M	990.4K
Cartier	3.52%	1.2M	15.1M	264.1K
Prada	3.43%	1.8M	31.2M	2.9M
Fendi	2.44%	1.2M	18.8M	3.2M
Lancôme	2.31%	1.4M	17.5M	801.0K

Figure 2: The top 15 best luxury brands online in 2020

The present generation of consumers are called the digital generation as they embrace new changes and are heavily influenced by digital media. The buying intensity of this generation is fascinating and important to advertisers worldwide. The target audience in this investigation are youngsters and adolescents as they are the primary reason behind the quick development of any nation.

Increasing access to the internet is slowly transforming the landscape of the Indian luxury market. India is the world's second largest country in terms of internet connectivity. Nearly half of the country’s population, amounting to approximately 624 million active users have access to the internet especially because of the government’s Digital India initiative. In India, more than 75% of internet users are under the age of 35, and they are more likely to explore with luxury products. A balance of physical brick and mortar stores, digital experiences and social media engagement is the new code for success and several organizations have figured out that these young consumers heavily influence their family’s purchase behaviour as well. The young consumer seeks collective opinions and multiple influencers to finalize his/her purchase decision. The growing penetration of ecommerce and mobile-commerce, express payment options along with huge online sales and discounts are the major drivers of this unparalleled growth.

RESEARCH METHOD

Our present work is classified as quantitative research, the survey questionnaire fundamentally revolves around select social media channels: Facebook, Instagram, YouTube, Twitter, and Pinterest. The current research focuses on the purchase behaviour of consumers of luxury goods (i.e., apparel/extra/personal electronic goods and so forth.) in this manner, the objective populace for research are young people from Andhra Pradesh and Telangana states. In this examination we are utilizing a snowball sampling strategy to get the responses of 300 respondents' by utilizing an arbitrary sampling technique to settle the respondents. The sample size interviewed were people of various academic institutes, marital status, income group and religions. A portion of the brands read for this research are Louis Vuitton, Chanel, Gucci, Hermes, Dior, Apple, Alienware and so on. Information was gathered utilizing an organized survey. All respondents finished the instrument in the chosen study territory.

To comprehend the distinctive luxury esteem recognition amongst consumers, factor examination will be first performed on the survey. This will provide the significant luxury esteem measurements which impact the purchase behaviour of luxury brands. A 5-point Likert scale will be utilized in the questionnaire along with a mix of open and closed ended questions.

Research objectives

- To analyze the young consumers perception on luxury brands on digital media
- To identify the impact of digital advertisement on teenage consumer awareness about luxury goods.
- To identify the role of digital advertisement on improving luxury goods sales promotion.
- To study the impact of respondent's awareness and perception on buying behavior of luxury products in A.P and Telangana, India.

DATA ANALYSIS AND DISCUSSION

Young consumers give valuable knowledge and deep insights into a large number of these questions as they are individuals who own various forms of luxury products. This behaviour gives proof to propose that, for some high school consumers, the "product" is the brand. For luxury products, the brand can represent more than other substantial product traits, making consumers to see the brand as a product that can be bought and consumed rather than giving value to the actual utility of the product. As indicated by the respondents, the purposes behind buying luxury products can be gathered as appeared in the accompanying table 1:

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Table 1: Influence factors for buying perception

	family/friends	Blogs	Facebook	Instagram	Pinterest	YouTube	Other
Influence/Channels	11	21	56	42	19	37	14

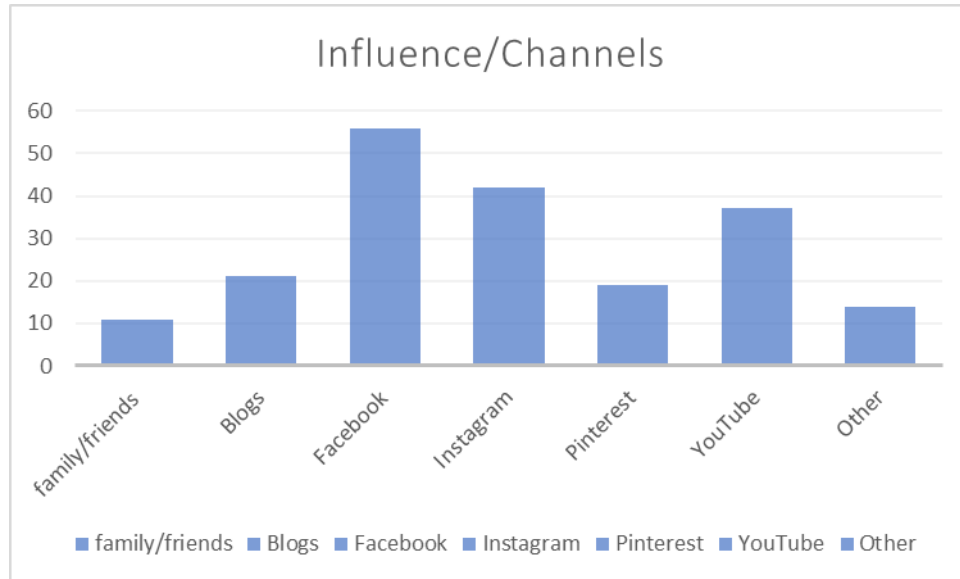


Figure 3: Popular channels for buying luxury products

The investigation has prevailed with regards to finding new points of view in marketing luxury products to young people. There have been unfilled gaps while looking at young consumer's perception towards luxury products, the vast majority of the respondents were potential consumers. Despite the fact that they are not as well off as individuals who have proficient professions, a vast majority still do have an introduction to luxury brands, and the potential to become luxury consumers. They are educated about luxury brands and have aspirations to want luxury brands. Potential consumers are building up lists of desirable luxury products and are probably going to become significant consumer markets for luxury brands.

Table 2: Purchase points influencing decision making in teenagers

	Price	Quality	Style	Brand	Service provided	Offers	Environmental issues
Buying decision (in %)	30	23	32	48	15	12	8



Figure 4: Main factors influencing purchase of luxury products

The respondents articulated that the most common purpose behind buying luxury products are to showcase their social status and riches, and secondarily the uniqueness of the product boosts their self-esteem. People also equated luxury brands with perceived superior quality of the product. The greater part of the respondents, 2/3 of them, demonstrated positive perceptions towards luxury products. Half of the young people were pretty much pre-existing luxury consumers. 1/3 of the individuals who didn't own luxury products demonstrated their enthusiasm to purchase them when they can afford it. Young consumer's aspiration for luxury products has been likewise observed in A.P and Telangana.

CONCLUSION

The superior quality of luxury products is an important factor to all age respondents. Based on this observation, luxury brands need to emphasise more on their high quality and reliability of their products in their digital marketing strategy. Young consumers care a lot about the relationship between the brand and their personal convictions. Digital marketing efforts can manipulate and reposition luxury brand products by emphasising more on the perceived brand value as per their audiences' personas, by creating, a long custom predominant brand notoriety, cult following, aspirational drive by promoting their premium craftsmanship and uniqueness of their products so as to influence teenage consumers who are searching for products that relate to their personal self-esteem.

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