

STUDY ON INDIAN TWEENS' ENGAGEMENT ON DIGITAL PLATFORMS AND DIGITAL TECHNOLOGIES

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Abstract- The Phenomenon of Tween Consumerism is not new however very less study is done on how Tweens' react and engage on various Digital Channels. Tweens are a complicated bunch consumer group who are considered as not too young to be called Kids and not too old to come in teenager category. Not only this demographic who ages between 9 to 12 is feisty, opinionated, honest, sharp, cynical but as per a report by NRF, 87% of parents surveyed say their children influence their purchase decisions. Tweens are now one of the fastest-growing online audiences, and are spending more time online. This paper tries to gauge the preferences of tweens in aspect of Digital Channels, Digital Platforms and also the Technologies i.e the popularity of Devices.

Key words-

Introduction:

For marketing and advertising industries, internet brought enormous possibilities as it is nowadays a vital tool in promoting, contacting and finding new business partners (Philip A. Dervan, 2016) And with time there has been a paradigm shift in the view ability of Audio Visual Medium of communication. Off late it is seen that kids are keener to spend their time on Tablets, Mobiles and Laptop versus just watching TV. They prefer to engage online instead of just watch TV mindlessly. And now due to quarantine and online schooling the exposure to online medium has increased. Even when parents are concerned about effective screen time utilization they understand that there is no going back. Every tween has a Laptop or a Tablet or aPhone on which the online time is fragmented between completing their homework by either logging into their School's ERP or just plain surfing for entertainment or playing online games.

Literature Review

"Tweens" is a subdivision or a subset consumer fragment of Teen (Seybold & Lindstrom, 2003; Siegel 2004). The section is characterized via age and the thought depends on the possibility that these youngsters are "in-be-Tween" adolescence and teenage (Cook and Kaiser, 2004). This fragment is also commonly known as "Pre- Teen", "Tweenie" or "Tweenage" (Dibley and Baker, 2001), (Grant and Stephen, 2005). (Arthur and Moore 2006) detailed 5 main discoveries which add to comprehension of why tweens embrace intuitive technologies. These 5 discoveries are: i) the

chance to communicate their personalities, ii) social cooperation, iii) instantaneousness and consistent diversion, iv) revelation, and v) the capacity to make and record. These 5 qualities underscore youthful buyers' mental thought processes in embracing IT and they are keys to advertisers effectively coordinating explicit brands of items into the current social and scholastic systems youthful customers are keeping up by means of IT. As indicated by duGay (1996), Gabriel and Lang (1995), and Giddens (1991), utilization for teenagers can be seen as a methods selfexpression, development of individual character, and inventiveness. The covering attributes of IT utilization and utilization of different merchandise could be utilized to effectively explore this new showcasing environment by making messages that really address these qualities. "By understanding the qualities that drive youthful purchasers' relationship with the IT they use, advertisers can make all the more convincing Sampling Processprocedures for their rands inside these intuitive spaces" (Arthur et al., 2006).

Objectives

The main objective of this paper is to

1. To explore the most popular Digital Marketing Channels amongst Tweens
2. To study how Tweens engages on various digital technologies or platforms.

Table 1.1 Total Sample Size

Place	Population	S.D	Sample Size
Mumbai	18,394,912	25.20	885
Delhi	16,349,831	16.25	665
Total Sample Size	1550		

Source: Population Census 2011 Dte. Of Census Operations Govt of India

Total Twenty questions were selected on the reliability parameter and also validated through Cronbach's alpha test were performed.

Table No 1.2 Cronbach's alpha Test

Cronbach's Alpha	Cronbach's Alpha based on standardized items	N no of items
.808	.796	20

Data Analysis

The present study is an exploratory study that describes various factors, which are critical in understanding the Tween's Preferences towards Digital Marketing Platforms and Technologies. Secondary data are gathered from different accessible sources through work area research including writing overview and alluding e-libraries and other accessible data from different distributed and unpublished reports, Journals, books, papers and so forth (counting databases like Ebsco, Pro-mission, India Business Insight Databases and others). Primary data was collected on basis of stratified Random Sampling from two regions of India, Delhi NCR and Mumbai as study by Internet and Mobile Association of India (IAMAI) uncovered that Mumbai happens to be at the top with 12 million internet clients and Delhi procures the second situation with 8.1 million internet clients.

H01 - The Digital Marketing channels do not affect the Product Preferences of the Indian Tweens

The Chi-Square test has been applied and the calculated value is .000 which is significantly lower than the p value .05, which evident that the null hypothesis has been rejected and alternate hypothesis which is the Digital Marketing Channels affect the product preference of Indian Tweens accepted.

Table 2.1 H1 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.733E2a	1	.000		
Continuity Correction	271.162	1	.000		
Likelihood Ratio	383.439	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear	273.126	1	.000		
N of Valid Cases	1491				

H02 - There is no difference among the means of Indian Tween' Demographic characteristics (Age & Gender) and the perceived amount of usage of digital devices

The Mean of Indian demographic tween's demographic characteristics (Age & Gender) and the perceived amount of usage of digital devices has been tested through T test and while computing the significant value is less than p value of 0.5 hence the null hypothesis stands dismissed and alternate hypothesis is agreed upon which clearly is indicating that there is significant difference among the means of Indian Tween' Demographic characteristics (Age & Gender) and the perceived amount of usage of digital devices.

Table 2.2 H2 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Low	Upp
Gender	53.536	1490	.000	.65795	.6338	.6821
Age	92.191	1490	.000	2.25956	2.2115	2.3076
Device use	84.587	1490	.000	1.27901	1.2493	1.3087

Conclusion

98.8 % respondent answer yes they use Internet on regularly wherein the highest percentage for the respondent was 62.1% who said they use 4-5 times in a week and 31% said they use it several times in a day. The respondents confirm that for School work they prefer working on Laptop however 79% did agree that Mobile device is most popular amongst them. it was observed that gender and age play vital role in usage of digital devices, owever it was subjected to parent's permission and the time constraint. It can be said wih the help of research that Choosing the Right Vehicle and Media Platform is important in this case and Tweens respond to only specific message and creative content and they spread out in their inner circle very rapidly. So choosing a brand ambassador will be a crucial in this whole process.

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