

Project Dissertation Report on

**“ADVERTISING STRATEGY IN TWEEN MARKETING AND
ANALYSIS OF
FUTURE MARKET GROWTH”**

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Dated: 10th April 2020

CERTIFICATE

This is to certify that the work titled “Advertising Strategy in Tween Marketing and Analysis of future Market Growth” submitted by Pranav Venkitesh Shenoy in this project report as part of the 4th Semester in MBA (DSM, DTU) during January - April 2020 was conducted under my guidance and supervision.

This work is his original work to the best of my knowledge and has not been submitted anywhere else for the award of any credits/degree whatsoever. The work is satisfactory for the award of MGT-44 Term Project credits.

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STUDENT UNDERTAKING

Dated: 10th April 2020

This is to undertake that the work titled “Advertising Strategy in Tween Marketing and Analysis of future Market Growth”, Project Report is submitted as part of 4th Semester in MBA (DSM, DTU) during January-April, 2020 under the guidance of Mr. Abhinav Chaudhary (Asst. Prof.) is my original work to the best of my knowledge and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not original, has been duly and appropriately referred/cited/acknowledged.

Pranav Venkitesh Shenoy

ACKNOWLEDGEMENT

The completion of this Project Dissertation Report is due to the cordiality of all those who were involved with me in my efforts.

I present my sincere thanks to Mr. Abhinav Chaudhary, for supporting me and being the constant moral support throughout my project. I am lucky enough to get the opportunity to work under his guidance.

I sincerely thank all the people involved from the bottom of my heart.

Pranav Venkitesh Shenoy

EXECUTIVE SUMMARY

The Tween showcase speaks to the most multicultural populace of the current period. Tween Marketing alludes to the advancement of items and administrations to youngsters between the ages of eight and fourteen. This multi-billion-dollar fragment's perspectives and mentalities are continually evolving. Any brand focusing on tweens must stay aware of the ever-changing scene of tween patterns and prevailing fashions. No longer do tweens basically play with toys; today they likewise watch out for music, style, and uniqueness.

While the present Tweens show a solid requirement for singularity in their self-articulation, they likewise show a profound connection and regard for the family. Furthermore, they wed an enthusiasm for styles existing apart from everything else with an earnest want to buy items from organizations that have a social soul.

This examination dissects the publicizing methodologies utilized by advertisers affecting the purchasing conduct of the most muddled pack the tweens.

A lot of speculations were created and tried by relapse examination. It examined the impact of these procedures on the buying designs. Likewise, I have broke down the market potential for the future development of this fragment for the Delhi/NCR locale.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

Industry spending on publicizing to youngsters has detonated in the course of recent decades. In the United States alone, organizations spent over \$17 billion doing this in 2009 – more than twofold what was spent in 1992.

Guardians today are eager to purchase more for their children since patterns, for example, littler family size, double wages, and deferring having youngsters until some other time in life imply that families have increasingly discretionary cashflow. Too, blame can assume a job in investing choices as energy focused on guardians substitute material products for time went through with their children.

The present children have more self-sufficiency and dynamic force inside the family than in past ages, so it follows that children are vocal about what they need their folks to purchase. "Bug power" alludes to kids' capacity to bother their folks into buying things they may not in any case purchase. Showcasing to kids is tied in with making bother power since sponsors recognize what an amazing power it tends to be.

The showcasing of grown-up amusement to kids has been and keeps on being, a continuous issue between government controllers and different media enterprises. In a report discharged in 2000, the U.S. Government Trade Commission (FTC) took films, music, and computer games businesses to task for routinely showcasing fierce amusement to small kids. Ensuing reports from that point forward have demonstrated that in spite of the fact that advances have been made especially inside the computer game industry, there are as yet numerous exceptional concerns identifying with the recurrence that grown-up situated diversion is promoted to youngsters and the simplicity with which a lot under-age youth can get to grown-up appraised games, motion pictures, and music. Explicit zones where the FTC is approaching diversion media to enhance incorporate limiting the showcasing of develop evaluated items to youngsters, plainly and unmistakably unveiling rating data and confining

kids' entrance to develop appraised items at retail.

1.2 OBJECTIVE & SCOPE OF THE STUDY

To consider the promoting technique in tween showcasing and investigate the future market development.

Tween populace is a multi-billion-dollar fragment, whose perspectives and mentalities are continually evolving. Any brand focusing on tweens must stay aware of the ever-changing scene of tween patterns and prevailing fashions. No longer do tweens just play with toys; today they additionally watch out for music, design, and independence.

While the present Tweens show a solid requirement for independence in their self-articulation, they likewise show a profound connection and regard for the family. In addition, they wed an enthusiasm for designs existing apart from everything else with a genuine want to buy items from organizations that have a social heart.

Along these lines, there is a solid developing need to check the capability of this confounded market fragment to produce gigantic income and make a lot of steadfast future clients.

1.3 DELIVERABLES

1. Study the current advertising strategy of the market
2. Study the sources of awareness of different brands among tweens in the market
3. Understanding the strategies that hold key to the growth.
4. Conduct Market Research among the tween shoppers
5. Examining the pace of adoption by tweens of and challenges faced by marketers.
6. Identify recommendations resulting from the analysis done to determine the future potential for the tween segment

CHAPTER – 2

METHODOLOGY

The entire project is divided into the following phases:

Phase 1

The first phase involved a thorough understanding of the existing tweens and tween market. Primary research was conducted using surveys in Delhi and NCR regions which included sessions with tweens in malls and other public areas. The objective of this initial study was to understand the spending patterns among the tweens. It also gave a better understanding of the efficacy of the advertising strategies that are used by the marketers to attract the most complicated bunch and their expectations from the market.

Phase 2

The data collected was analyzed and compared with the current market trends and advertising strategies that act as influencers for the tweens. It helped to gauge the planned investment by the target segment in the coming years. Based on this comparison between primary and secondary data conclusions were drawn.

Phase 3

Comparison of growth of advertising strategies in the market and the response of tweens towards it to suggest ways to improve the reach.

CHAPTER – 3

MARKET OVERVIEW

3.1 INDIAN CONSUMERS

India has long been an aspirational society and consumers here act more of influencers rather than self buyers. Consumers aspire to better lives, better possessions, and better experiences. They are changing rapidly and often more rapidly than the people within the country realize. No matter where you are there are consumers, consumers, and consumers. And it doesn't matter whether they are rich or not. They are involved in extensive purchasing which adds to the ever-growing India Market.

3.2 TWEENS

As per the exploration study directed by Popai-"The worldwide relationship of showcasing" somewhere in the range of 1990 and 2000, the quantity of Tweens ages 9 to 14 took off to 32million, an expansion of almost 4.5 million. Their 17 percent development rate far outpaced the development of the remainder of the populace. In spite of the fact that there is some error with respect to the age bunch in which the tween bunch starts and closures, there is an accord that a youngster turns into a tween when the person in question begins dismissing untainted pictures and starts tolerating progressively grown-up ones. As they attempt to build up increasingly complex and autonomous faculties of self, tweens obtain huge information on items and brands. The developing qualification between youngsters, tweens, and adolescents had progressively prompted more tween-arranged items, administrations, retail locations.

Like big names, obviously, it is confronting a gigantic populace move. With this huge number of Tweens on the cusp of turning out to be youthful young people, the practices and perspectives they display currently are imperative to advertisers in the present and in the years to come. The current Tween showcase speaks to the most multicultural populace. It contrasts from past ages in other unmistakable manners also. While the present Tweens show a solid requirement for independence in their self-articulation, they additionally show a profound connection and regard for the family. Additionally, they wed an enthusiasm for designs existing apart from everything else with a true

want to buy items from organizations that have a social soul. Tweens are a confounded bundle as guardians and advertisers know. Considered "unreasonably old for toys, unreasonably youthful for young men (and young ladies)," this segment of children ages 9 to 14 is feisty, obstinate, legit, sharp, critical, and answerable for \$200 billion in deals a year. The overall patterns and advantages prompted upsetting the advertising field for the advertisers and made numerous of all shapes and sizes organizations utilize the Internet for showcasing to young people and impact their purchasing behaviors through improved availability on 24x7 bases at less expense. That implies tweens yield a huge measure of buying power, which is the reason each savvy advertiser needs to keep them top of brain in 2012.

3.3 TWEEN POWER

There are two parts of this age make them a strong market portion.

3.3.1 Financial Persuasion: Tweens have grown profoundly enticing aptitudes. They have very much arranged contentions to help guarantee that family buys go their direction. Tweens even influence their parent's own image decisions. Tweens control the money related choice in up to 80% of all brand decisions.

3.3.2 Cradle to grace: Brand Loyalty can be impacted by about the age of two. Kids as youthful as three can perceive brand logos and specialists state that every lifetime customer might be worth 10,000 cr to a retailer, making compelling support to-grave systems incredibly significant.

3.4 WHY ARE TWEENS IMPORTANT

Tweens are a showcasing portion explicitly made by the media. TV stations, for example, The Disney Channel made projects for watchers who were moving from the "kid-arranged" projects of Nickelodeon. Magazines, for example, ELLE young lady and Cosmo Girl endeavored to give kids the grown-up understanding of perusing a magazine demographically situated explicitly for them. The outcome was a sensational change in the manner children of this age bunch see themselves. The ensuing advancement of showcasing and buyer merchandise focused on those in the middle of their adolescence and young years has built up a gathering energized and glad to state, "I am not a child any longer."

Tweens have since built up a harmonious relationship with the media. A gathering contained

people who are befuddled and inquisitive about their personalities, tweens look to the media to build up their faculties of self. Brands, items, and publicizing are made to request explicitly to tweens to help shape their characters. Dissimilar to past ages, tweens have gotten mindful of brands at an a lot prior age. Tweens are attracted to brands that convey shared qualities. Miley Cyrus, for instance, is famous with tweens in light of the fact that she is relatable and exhibits qualities that tweens need and respect, for example, being attractive, smart, certain, and well known.

Brands that are effective with tweens fabricate a connection between the brand and the individual, yet in addition encourage connections between individual tweens. Brands, items, and promoting make a shared opinion for holding, augmenting groups of friends, and building up tweens' personalities.

3.5 CHALLENGES WITH TWEENS

3.5.1 Trend Chasing

Brands and items are frequently gotten "pattern pursuing" to speak to the continually advancing mentalities of tweens given how rapidly they change formatively. Attempting to remain in front of the following pattern can be troublesome. What's cool disappears nearly as fast as it shows up. Tweens then go to the following pattern and the cycle starts once more; making a brand that is versatile to these changing mentalities can be troublesome.

3.5.2 Tween-Speak

One of a kind to the tween portion is the utilization of a continually evolving pseudo-language relying upon what is mainstream. In a culture where most of tween association happens on the web, web language (for example LOL) invade even tween up close and personal connections. "Tween talk" can regularly be unintelligible to untouchables who don't follow the most recent tween patterns. In spite of the fact that the utilization of these slang terms in discussion with tweens may cause the specialist to appear "old" and "out of vogue," a comprehension of tween language is urgent to comprehension tween conclusions.

3.5.3 Cognitive Limitations

Specialists are likewise tested by defeating tweens' intellectual constraints. In spite of the fact that tweens are more than fit for utilizing innovation to give input, they are restricted in their capacity to comprehend and communicate their thoughts. For instance, tweens may realize that they like or abhorrence an item yet might be not able to communicate why. This offers the conversation starter of how to make advertising research examines that use their mechanical capacity while taking into account further testing to get who, what, where, when, and why behind tween choices. Intellectual impediments additionally represent a test when making research. The studies and meetings ought to be led utilizing language that is straightforward and age-suitable, guaranteeing that no member is distanced because of an absence of comprehension. In subjective settings, it may likewise be valuable to use more youthful analysts who are socially nearer to tweens to give them a feeling of cooperating with an "elder sibling" instead of conversing with a "mother."

3.5.4 Gender Differences

Another fascinating test that emerges with tweens is keeping up a consciousness of the contrasts among young men and young ladies. Tween young ladies are comprehended to create at a quicker rate than young men, recommending that age may not be a firm guideline in recognizing the right section. Tween young men and young ladies may likewise contrast in their reactions to investigate procedures. Picking the right approach may rely vigorously upon the sexual orientation of the respondents and this ought to be considered.

3.6 ROLE OF TWEEN PARENTS

Tween guardians assume an intriguing job with regards to tween buys. Tweens and their folks involve a four-legged shopper - while guardians give their tweens cash to spend, they likewise frequently have the last say on items. While tweens are investigating brands and items considering their own developing characters, it is as yet the essential estimations of the guardians that drive last buy choices. On the off chance that an item doesn't scoff with the two ages, tween advance frequently doesn't convert into genuine buy. This offers the conversation starter of how to interest

tweens while monitoring guardians as a definitive chief. Do brands have a duty to be proper in the psyches of guardians or would it say it are sufficient to depend on the tween to convince the parent into buying?

Investigating with guardians just as tweens may assist with responding to that question. Figuring out what is "cool" is just a large portion of the clash of showcasing to tweens, and figuring out what guardians are eager to purchase is the other half. Investigating tweens' folks might be especially important when looking for quantitatively evident outcomes, for example, perspectives and convictions, the affinity to buy, and wanted evaluating for an item or administration.

In any case, research with guardians must be drawn nearer cautiously. Remembering guardians for the discussion with tweens may help convey progressively extensive knowledge, yet this may likewise make the examination increasingly hard to decipher. Guardians and their youngsters may offer changing feelings on a similar theme, and however it might be imperative to comprehend the guardians' perspective, it is similarly critical to separate among parent and kid conclusions.

CHAPTER – 4

TWEEN SEGMENTATION

There are 4 groups that marketers can always reach out to edges, persuaders, followers, and reflexives.

4.1 EDGES

Edges are the independent rebellious tweens who don't necessarily see themselves as being on the cutting edge. They are anti-fashion and supposedly anti-brand. However, they often identify with brands that reflect their rebellious behavior. These tweens are typically anti-mainstream culture and brands although they do tend to still dress similarly to other edges often wearing brands, they feel they have discovered.

4.2 PERSUADERS

Persuaders or influencers are the most popular tweens in school who everyone wants to secretly be friends with and emulate. Their decisions are adopted by the whole group and this is the group that marketers vie to harness.

4.3 FOLLOWERS

Followers represent the mainstream and form the bulk of today's tweens. They listen to persuaders, but also have an ear open to the fringes and emerging brands and trends.

4.4 REFLEXIVES

This group tries to increase popularity and acceptance among their peers, often without much success. With few friends, members of this group try to increase their popularity and acceptance among their fellow tweens. Reflexives are also followers and rarely pick up fashion trends.

CHAPTER – 5

LITERATURE REVIEW

In India today, the tween is progressively mindful, increasingly educated, more requesting than any time in recent memory. Couple that with rising family livelihoods, and expanded inclination to appease parental blame over not investing enough energy with the children by spending lavishly on them, the tween showcase is blasting and is relied upon to develop exponentially. What's more, in addition to the fact that they are quick rising as customers corporate can target autonomously, advertise overviews demonstrate that they are additionally assuming a significant job in settling on brand buy choices for the family unit, in item classes that are not kids' items in any way shape or form: from buyer durables to vehicles and homes.

Subsequently, advertisers of various item classes are attempting to discover approaches to catch the consideration of two exceptionally particular crowds through one message. They should engage the grown-up buyer, just as to the tween who could wind up impacting that buy. No big surprise such a large number of TV plugs highlight tweens. Asian Paints has them, HDFC Standard Life has them, Surf Excel, Maruti Esteem, SBI Infrastructure Fund, Airtel, Radio Mirchi, Ira Diamond Jewelers have them in their promotions.

Tweens have become the popular expression of the business these days. Children speak to a significant segment to advertisers in light of the fact that notwithstanding their buying power (which is impressive) they impact their folks' purchasing choices and are the grown-up shoppers of things to come. Advertisers are keeping a falcon's eye over the tweens and their impact in the offer of different items accessible in the business.

1. According to the 2008 YTV Kids and Tweens Report, kids impact:
2. Breakfast decisions (97% of the time) and lunch decisions (95% of the time).
3. Where to go for easygoing family suppers (98% of the time) (with 34% of children continually having a state on the decision of easygoing eatery).
4. Clothing buys (95% of the time).
5. Software buys (76% of the time) and PC buys (60% of the time).

6. Family diversion decisions (98% of the time) and family outings and trips (94% of the time).

Thus, industry spending on publicizing to kids has detonated in the course of recent decades. In the United States alone, organizations spent over \$17 billion doing this in 2009 – more than twofold what was spent in 1992.

Guardians today are happy to purchase more for their children since patterns, for example, littler family size, double earnings, and deferring having youngsters until some other time in life imply that families have increasingly extra cash. Also, blame can assume a job in investing choices as energy focused on guardians substitute material products for time went through with their children.

Thusly, to impact tweens and thusly, to impact their folks to build the general buying power, different commercial and showcasing systems are winning in the market. Commercial systems perceived in the investigation of different examination diaries are as per the following:

5.1 BRAND AWARENESS

Concerning the more youthful age gathering, it might even be an issue to recognize program substance and publicizing. About Brand Awareness among tweens, a few creators guarantee that tweens are conjectured to be similarly as keen to the publicizing of a brand as of the genuine program substance, paying little mind to their capacity to recognize them. Along these lines, Brand mindfulness isn't restricted to simply knowing the brand as that doesn't represent unwaveringness among tweens. Mindfulness considers numerous components including web based life organizing, peer impact, and so forth which makes a brand unmistakable among tweens. These marking strategies are explicitly intended for that pre-school crowd dealing with their response time.

5.2 DISPOSABLE INCOME

Tweens obtain most of their income from family chores and gifts, and a fixed amount in the form of monthly pocket money. As per the survey conducted by Tween-R- Shoppers in 2012, it was noted that the average disposable income of a tween aged between the age of 8-14 is around 660 Indian Rupees. The advertising and marketing strategies used by the marketers are directly

influenced by the amount of income kids have in hand. For example, KinderJoy, chocolate for kids which comes with exciting freebies, caters to only class A category families and kids as the cost of the product is quite high. Similarly, about half these kids feel enormous pressure to wear the "right" brands. It's hardly surprising a whopping 90 percent of kids' brand decisions are heavily influenced by their peers -- all over the world. So, the disposable income of their peers has a major impact on their purchasing patterns.

5.3 BANNER ADVERTISEMENTS

Banner Advertisements to engage kids in product placement includes hoarding including tween stars and attractive offers. With the increasing exposure to online world banner advertisements through Online Advergimes, pop-ups are gaining much-needed attention. What is noted is tweens are only engaged in purchases when the marketing is based on personalization and relationship as opposed to a sales pitch. It is rightly said tweens don't buy design; they buy what this design does for them.

5.4 BRANDING AND MARKET APPEAL

To be fruitful future showcasing efforts focused on tween age must be multidimensional, multichannel, and exceptionally intuitive. The most significant of these channels to the tween crowd are TV, Magazines, Friends, and Online Interactions through Advergimes and Social Media. Developing as a brand among tweens is a troublesome undertaking as they are very brand cognizant, profoundly susceptible, and utilize mainstream brands to characterize them. This is an age that hates to be called as children and attempt to make their own involvement with their on the web and disconnected lives, and they hope to customize their image.

5.5 TWEENS AS INFLUENCERS

As Siegel calls attention to in his book "The Great Indian Buying Machine" intensity of tweens is intensified by their impact on family buying. Studies change on what stage tweens are generally compelling. Some state they are the most significant in the thought age stage, others state it is the decision stage when they command. With critical effect on family unit and family buys, the four key rousing drivers for tweens are fun, opportunity, force, and having a place. Advertisers need to walk the scarce difference between what tweens need and what guardians will permit.

5.6 FISH STREAMING

Fish streaming requires focusing on a few tweens who are interlinked and choose the course, brand inclinations, and patterns. Ideas of individual brand steadfastness don't exist. Advertisers attempt to focus on a pool of tweens in the ads, complimentary gifts, and so forth. For instance, Kinderjoy concocted another technique of including toys that 2-3 tweens can play with together and appreciate. A comparative sort of methodology was utilized by Gini n Jony in promoting attire for a gathering of companions or kin in a comparable example. A tween fish stream includes significantly more than focusing on tween in one specific geographic territory on the grounds that the genuine impact can stretch out to the opposite side of the world. Actually, 25% of all tweens speak with different tweens past their national limits each week. Universal motivations are more alluring and powerful towards tweens than patterns getting back home.

5.7 PRODUCT PLACEMENT

Television is a reasonable path for advertisers to reach tweens. In any case, it's critical to perceive that while tweens do watch a generous measure of TV (around two hours out of each day and much more on ends of the week) how they watch it has changed. The item situation made in TV arrangement or animation movies and motion pictures is affecting tweens to make a trendy expression in the market. As opposed to looking to customary media, tweens take their image signs from how the brand performs. Item situation is the most persuasive type of support impacting tween brands.

Tweens experience no difficulty isolating the business from the article content and are nor tricked by outright item situations in films. Brands are getting progressively computerized. Electronic screens, pocket PCs, cell phones, and PCs target tweens. Marketing has become the overwhelming focus, and brands ride on the web and disconnected universes. Tweens have become the most compelling brand watchmen. In any case, the hole that advertisers need to fill is these Label cherishing Indian tweens follow styles set by media symbols yet depend on parent's buying power.

CHAPTER – 6

TWEEN MONEY & INFLUENCE

6.1 THE PARENT FACTOR

Parents however have been removed from the equation. Taking the case of apparel finding something that the children will wear and meets the parents' standards of durability and budget is the biggest challenge retailers face when dealing with this demographic. There is much faster turnaround time and the buying cycle is much shorter in general for tweens-every wear compared to a little more than two on average for adults, because they are growing so quickly and often lose their belongings.

6.2 MAKING THE SALE

Since it is the market segment that is distinct from kids and teens, tweens come in their own set of characteristics and marketing needs. From a selling standpoint, we can isolate it to the tween market. The most effective way of marketing to this segment is to make them feel special and unique, even though they want what they see their friend wearing and what they see in magazines and movies on screen. To sell to them, and make them open their fists loaded with pocket money, marketers must be in touch with the fashion magazines and celebrity identifications that are significant to them.

CHAPTER – 7

RESEARCH METHODOLOGY

7.1 GENERAL

This chapter provides background about the areas under study as well as the method adopted to accomplish this dissertation work. Data required for this purpose was collected from both primary and secondary sources.

7.2 METHODOLOGY ADOPTED

The methodology is the usage of simplified methods and techniques for achieving the formulated objectives. The stages involved in the study consist of exploratory and descriptive research design. Various data collected in the study and the process involved in the collection are also discussed. The total sample size was 129 of which 27 were below 27 years of age, 46 in the age group of 11-12, and rest 52 belonged to the age group of 13-14 years.

The sampling technique used is probabilistic in nature; more specifically sample was purposively taken to accommodate respondents from all age groups. Using a self-administered questionnaire from each respondent collected the data. Data has been collected from November 29 to December 31, 2019. The data was analyzed using SPSS and relied on regression analysis as its core analytical technique.

7.3 OBJECTIVES

Tween promoting benefits are wide and shifted, from brand steadfastness to the verbal buzz; kid showcasing is a goldmine for any sponsor. Most tweens spend half of their alert hours in school and a great part of the rest of the day in extracurricular exercises and new media. By giving deliberately marked things, advertisers likewise advantage from a responsive crowd. The motivation behind this exploration is to recognize who is focused on, how various sexes are focused, notwithstanding fundamental showcasing methods executed to target tween. The primary targets of the examination are:

- 7.3.1 Understanding the impact of advertising strategies on tweens which influence the buying behavior among tweens

7.3.2 Understanding the services provided by marketers that hold a key to growth and thus identify the potential for a future market.

7.4 TYPES OF DATA AND ITS DETAILS

The data collected for this study involves both primary and secondary sources of information. The objective of the data collection and its details are given below in table 4.

Table 7.1 Mode of Data

S.No	Type of Data	Objective	Output
Secondary Data			
1.	Tween-R-Shoppers,	To understand the Characteristics and behavior of tweens towards advertising strategies on a whole	The growth rate, projection, market value of potential for this segment.
Primary Data			
2.	Questionnaire Survey	To understand the current scenario in Delhi/NCR region	Opinion from the region

Own Creation

7.5 DETAILS OF THE STUDY SEGMENT

The general detail of the survey with respect to the age group of the respondents is given in the following table

Table 7.2 Response Data

Age of the Respondent	Number of Responses
9	10
10	17
11	25
12	21
13	28
14	24

Own Creation

7.6 DESIGNING PRIMARY RESEARCH

Based upon the secondary sources I have identified advertising strategies upon which the primary research is based. The primary research, in turn, is bifurcated into two phases:

- 7.6.1 Qualitative Research – Secondary Data (via research papers)
- 7.6.2 Quantitative Research – Sample and Data Collection – Questionnaire
- 7.6.3 Instrument – The main instrument of quantitative research is a questionnaire.

7.7 DATA COLLECTION

Data is collected through the printed questionnaire and tweens were personally interviewed to fill the responses. SPSS used for data analysis.

Sample Size: 129

7.8 MEASUREMENTS

The reliant factors and autonomous factors of this examination are introduced underneath alongside conversations on how they were estimated:

7.8.1 Dependent Variable:

The dependent variable for the study is banner and online advertising and fish streaming.

7.8.2 Independent Variables:

7.8.2.1 Brand Conscious

Twens become brand conscious because they want to have what everyone else has, they are easily influenced by advertising, and parents seem prepared to pay top rupee to keep their tweens equipped with everything from brand name pencil cases to iPhones.

7.8.2.2 Brand Loyalty

Brand loyalty is a measure of how often a tween is inclined to choose the same brand when buying from the product class.

7.8.2.3 Brand Awareness

The degree to which a tween can distinguish a brand by its traits is brand mindfulness. Brand acknowledgment is fruitful when tweens can express a brand without being unequivocally presented to the organization's name, yet rather through visual signifiers like logos, mottos, and hues.

CHAPTER – 8

ANALYSIS AND TESTS

8.1 HYPOTHESIS 1:

Tweens will purchase more through banner ads and online ads than adults.

Table 8.1 Correlation 1

Correlations							
		DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?	CONSCIOUS ABOUT THE BRAND YOU PURCHASE	DISNEP SHAMPOO RANGE	YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING	PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKETS AREA?	INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH
Pearson Correlation	DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?	1.000	.412	.441	.522	.305	.383
	CONSCIOUS ABOUT THE BRAND YOU PURCHASE	.412	1.000	.159	.329	-.032	.310
	DISNEP SHAMPOO RANGE	.441	.159	1.000	.170	.227	.174
	YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING	.522	.329	.170	1.000	.020	.240
	PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKETS AREA?	.305	-.032	.227	.020	1.000	-.052
	INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH	.383	.310	.174	.240	-.052	1.000
Sig. (1-tailed)	DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?		.000	.000	.000	.000	.000
	CONSCIOUS ABOUT THE BRAND YOU PURCHASE	.000		.036	.000	.359	.000
	DISNEP SHAMPOO RANGE	.000	.036		.027	.005	.025
	YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING	.000	.000	.027		.410	.003
	PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKETS AREA?	.000	.359	.005	.410		.277
	INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH	.000	.000	.025	.003	.277	
N	DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?	129	129	129	129	129	129
	CONSCIOUS ABOUT THE BRAND YOU PURCHASE	129	129	129	129	129	129
	DISNEP SHAMPOO RANGE	129	129	129	129	129	129
	YOU PURCHASE A BRAND SHOWN IN	129	129	129	129	129	129

Table 8.2 Descriptive Statistics 1

Descriptive Statistics

	Mean	Std. Deviation	N
DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?	1.22	.414	129
CONSCIOUS ABOUT THE BRAND YOU PURCHASE	1.37	.485	129
DISNEP SHAMPOO RANGE	1.25	.516	129
YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING	1.50	.547	129
PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKETS AREA?	1.40	.491	129
INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH	1.33	.487	129

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH, PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKETS AREA?, YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING, DISNEP SHAMPOO RANGE, CONSCIOUS ABOUT THE BRAND YOU PURCHASE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?

Table 8.3 Variable Results & ANOVA 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.538	.519	.287

a. Predictors: (Constant), INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH, PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLYED IN MARKETS AREA?, YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING, DISNEP SHAMPOO RANGE, CONSCIOUS ABOUT THE BRAND YOU PURCHASE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.797	5	2.359	28.662	.000 ^a
	Residual	10.125	123	.082		
	Total	21.922	128			

a. Predictors: (Constant), INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH, PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLYED IN MARKETS AREA?, YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING, DISNEP SHAMPOO RANGE, CONSCIOUS ABOUT THE BRAND YOU PURCHASE

b. Dependent Variable: DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?

Table 8.4 Coefficients of Variables 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.210	.127		-1.653	.101
	CONSCIOUS ABOUT THE BRAND YOU PURCHASE	.168	.057	.197	2.931	.004
	DISNEP SHAMPOO RANGE	.204	.052	.255	3.928	.000
	YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERGAMING	.272	.050	.359	5.434	.000
	PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLYED IN MARKETS AREA?	.217	.053	.257	4.062	.000
	INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH	.175	.056	.205	3.116	.002

a. Dependent Variable: DO YOU RECALL ADS SEEN IN BANNERS AND ONLINE ADS WHILE MAKING A PURCHASE?

8.2 HYPOTHESIS 2:

Tweens influence parents more in products they consume (such as groceries, choice of vacation/recreational spot, movies gaming personal computer) than in products which are considered the families (car, house, TV)

Table 8.5 Correlation 2

		Correlations			
		DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE	SNACK OR DRINK	FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	TV OR WASHING MACHINE
Pearson Correlation	DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE	1.000	.799	.850	.106
	SNACK OR DRINK	.799	1.000	.778	.085
	FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	.850	.778	1.000	.165
	TV OR WASHING MACHINE	.106	.085	.165	1.000
Sig. (1-tailed)	DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE		.000	.000	.117
	SNACK OR DRINK	.000		.000	.170
	FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	.000	.000		.031
	TV OR WASHING MACHINE	.117	.170	.031	
N	DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE	129	129	129	129
	SNACK OR DRINK	129	129	129	129
	FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	129	129	129	129
	TV OR WASHING MACHINE	129	129	129	129

Table 8.6 Descriptive Statistics 2

Descriptive Statistics

	Mean	Std. Deviation	N
DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE	1.24	.429	129
SNACK OR DRINK	1.27	.446	129
FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	1.23	.424	129
TV OR WASHING MACHINE	4.16	.682	129

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TV OR WASHING MACHINE, SNACK OR DRINK, FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS ^a		Enter

a. All requested variables entered.

b. Dependent Variable: DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE

Table 8.7 Variable Results & ANOVA 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.765	.208

a. Predictors: (Constant), TV OR WASHING MACHINE, SNACK OR DRINK, FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.155	3	6.052	140.219	.000 ^a
	Residual	5.395	125	.043		
	Total	23.550	128			

a. Predictors: (Constant), TV OR WASHING MACHINE, SNACK OR DRINK, FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS

b. Dependent Variable: DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE

Table 8.8 Coefficients of Variables 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.142	.121		1.170	.244
	SNACK OR DRINK	.334	.066	.347	5.081	.000
	FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS	.590	.070	.583	8.441	.000
	TV OR WASHING MACHINE	-.013	.027	-.020	-.463	.644

a. Dependent Variable: DO YOU INFLUENCE YOUR PARENTS WHILE THEY ARE MAKING A PURCHASE

8.3 HYPOTHESIS 3:

Tweens are influenced via advertisement targeted at fish streaming.

Table 8.9 Correlation 3

		Correlations			
		WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.	WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL
Pearson Correlation	WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.	1.000	.511	.509	.910
	WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	.511	1.000	.106	.425
	DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	.509	.106	1.000	.432
	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL	.910	.425	.432	1.000
Sig. (1-tailed)	WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.		.000	.000	.000
	WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	.000		.117	.000
	DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	.000	.117		.000
	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL	.000	.000	.000	
N	WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.	129	129	129	129
	WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	129	129	129	129
	DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	129	129	129	129
	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL	129	129	129	129

Table 8.10 Descriptive Statistics 3

Descriptive Statistics

	Mean	Std. Deviation	N
WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.	1.16	.363	129
WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	1.24	.429	129
DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	1.27	.446	129
IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL	1.13	.340	129

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL, WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?, DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN ^a		Enter

a. All requested variables entered.

b. Dependent Variable: WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.

Table 8.11 Variable Results & ANOVA 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.867	.863	.134

a. Predictors: (Constant), IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL, WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?, DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.645	3	4.882	270.634	.000 ^a
	Residual	2.255	125	.018		
	Total	16.899	128			

a. Predictors: (Constant), IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL, WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?, DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN

b. Dependent Variable: WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.

Table 8.12 Coefficients of Variables 3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.117	.050		-2.350	.020
	WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?	.142	.031	.167	4.618	.000
	DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN	.129	.030	.159	4.364	.000
	IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL	.824	.043	.770	19.257	.000

a. Dependent Variable: WILL YOU PREFER BUYING PRODUCTS TARGETED AT A GROUP OF FRIENDS OVER INDIVIDUAL TWEEN STAR PRESENTATION.

CHAPTER – 9

MARKET POTENTIAL

9.1 INTRODUCTION TO MARKET POTENTIAL

Market Potential can be characterized as the standards of deciding piece of the pie and the market potential is the equivalent for every single geographic territory. POPAI's "The Global Association for Marketing and Retail" report says the market for Tween Shoppers in India is gauge to develop to \$44 million of every 2014, with a yearly development of 35% more than 2012. Indeed, even in these extreme monetary occasions, tweens employ \$43 billion in spending power. Yearly all around the globe, and impact the spending of billions more on everything from phones to excursions to cars.

Spreading over ages 8-14, these 143 million Indian kids are still generally impacted and guided by their folks - however enthusiastic for autonomy and to be perceived as people. What's more, with a normal 500 Indian Rupees each to spend, retailers, brand advertisers, food makers, amusement organizations, and others are close behind.

In light of Market Growth Cycle 2012, Tween Advertising in India is set to take off staggeringly in 2 years. Nonetheless, additionally at the current purpose of time, the market for this portion bunch is high on the studied market needs. Financial conditions likewise must be mulled over. With Indian GDP set to develop at 6% in 2013-14 and recuperation delayed in the USA and Europe, organizations are deferring noteworthy interests in new systems if the ROI (Return on Investment) isn't especially high. Market Potential can be calculated with the following formulae:

- $\text{Market volume} = \text{Number of target customers} \times \text{Penetration rate}$
- $\text{Market value/Potential} = \text{Market volume} \times \text{Average value}$

From the secondary sources,

- Tween Shopping Revenue for North India (2012-13): Rs. 910 billion Revenue from Delhi: 63%
- Average Order Size: 573.30 million

9.2 ASSUMPTIONS

- Total number of customers have been assumed to 10
- Share of revenue from Tween Advertising is similar for all in Delhi
- The analysis ignores all the purchases or payments made from and to Government or PSU organizations decisions in such organizations are not straightforward and involve multiple factors and are affected by political considerations
- Fluctuating economic conditions have been not taken into consideration

9.3 DEFINING THE TARGET CUSTOMERS

Target customers for Tween shopping include the tween who has a monthly disposable income of INR 250 and are willing and have the potential to purchase at least 2 new products monthly. India Market Overview, 2012 states that tweens in the age group of 11-14 are more savvy and able to adopt cloud computing more than SMEs. The same report states that other tweens “either don’t have enough income in hand to make purchases or are not completely involved in market activities”. According to a Global survey for the Next Billion Tween Customers Lab, less than 15 percent of the entire tween population is not making any contribution to the revenue generation as their parents are the face to them.

So, the target customers for Tween Advertising and Marketing are kids with monthly disposable income of more than INR 250 leaving behind the 15% lot.

- Population of Delhi (census 2013): **17,838,842**
- According to Census Data (Govt. of Delhi)
- Tweenage Population (8-14): 1/5th of the entire population
- So, the number of tweens comes out to be **3567768**
- Potential Customers is 15% of 3567768 = **535165**

9.4 **DETERMINING THE PENETRATION RATE**

Market Penetration can be characterized as a proportion of the quantity of deals or appropriation of an item or administration contrasted with the all out hypothetical market for that item or administration. The quantity of deals or reception can be an individual organization's deal or industry while the hypothetical market can be the all out populace or a gauge of all out potential tween buyers for the item. As indicated by POPAIs Research, the infiltration of tweens in the market was 43.5% in India in 2012. Another examination by Retail Soup showed up at 41.3% entrance in an overview completed in 2012. Presently expecting, that tween entrance rate in Delhi NCR is equivalent to the remainder of India. Since the whole market is figure to develop at 53% CAGR, we can expect that:

- The penetration rate in India would be $43.5\% + (53\% \text{ of } 43.5)$
- Thus, the penetration rate is **66.55%**

9.5 **CALCULATING THE MARKET SIZE, VOLUME AND VALUE**

The market size is defined through the market volume and the market potential. The market volume exhibits the totality of all realized sales volume of a special market. The volume is therefore dependent on the number of consumers and their ordinary demand. It is the measurement of the total volume of a given market. When determining market size, it is very important to define the measurement as precisely as possible.

Market volume and value can be calculated with the help of formulas as under:

- $\text{Market volume} = \text{Number of target customers} \times \text{Penetration rate}$
- $\text{Market value} = \text{Market volume} \times \text{Average value}$

So,

Market Volume = $535165 * 66.55\% = 356152.44$

Market Value = $356152.44 * 0.253 = 90,106,567$ monthly

Thus, the market value in Delhi/NCR is Rs. 90106567 with a high penetration rate of **66.55%**

However, as tweens are becoming more tech-savvy and indulging more into independent online and offline shopping trends the penetration rate will increase and the market size will grow.

CHAPTER – 10

FINDINGS

10.1 HYPOTHESIS 1

The Hypothesis postulates that tweens will amount to more purchasing power when encountered with a banner advertisement or an online advertisement as compared to adults. The summarized regression results are as follows:

Table 10.1 Model Summary 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.538	.519	.287

a. Predictors: (Constant), INFLUENCED TO PURCHASE FLAIR PEN AFTER WATCHING KRISH, PREFER BUYING A PRODUCT FROM GINI N JONY IF YOU ENCOUNTER THE SAME IN A BANNER DISPLAYED IN MARKET'S AREA?, YOU PURCHASE A BRAND SHOWN IN ONLINE ADVERTISING, DISNEY SHAMPOO RANGE, CONSCIOUS ABOUT THE BRAND YOU PURCHASE

It shows a very strong relationship between the dependent and independent variables with a coefficient of determination being .538. Thus, this model fits the data.

10.2 HYPOTHESIS 2

This hypothesis postulates that tweens act as influencers in the family purchases more for the products of their choice rather than the products considered for the consumption of family as a whole. The summarized regression results are as follows:

Table 10.2 Model Summary 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.765	.208

a. Predictors: (Constant), TV OR WASHING MACHINE, SNACK OR DRINK, FAMILY MEAL, OR FAMILY TRIPS AND EXCURSIONS

It shows a strong relationship between the dependent and independent variables with the coefficient of determination being high i.e. .771. Thus, this proves the validity of the model for the data.

10.3 HYPOTHESIS 3

This hypothesis postulates that advertising strategies and hence the advertisements targeted at fish streaming are more influential for tweens rather than the one which target an individual.

The summarized regression results are as follows:

Table 10.3 Model Summary 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.867	.863	.134

a. Predictors: (Constant), IMAGERY OF TWEEN STAR INCREASES YOUR BRAND RECALL, WILL YOU PURCHASE A GEMS OR KINDERJOY FOR FREE GIVEAWAYS?, DOES THE PRODUCT BROUGHT BY PEERS INFLUENCE YOUR PURCHASING PATTERN

The model summary suggests a strong relationship between the dependent and independent variables with the coefficient of determination being high i.e .867. Hence, this model proves to be true for the data collected.

10.4 FINDINGS FROM SECONDARY DATA

- Tween Marketing is emerging at a fast pace with penetration rate for Delhi Market being high up to **66.55%**
- The Market value or the revenue generated is around **90,106567** monthly

CHAPTER – 11

SUMMARY AND CONCLUSION

11.1 SUMMARY

This study enabled us to explore the tween industry and analyze the future market potential of tweens which is considered to be the most complicated bunch.

11.2 CONCLUSIONS

The conclusions made from the research were as follows:

- Tweens are significantly more brand and status-cognizant than teenagers in getting garments that had the properties of style, brand name, and most popular trend.
- "Age Compression" or the marvel known as KGOY (Kids Getting Old Younger) is driving the ways of managing money of tweens from the age of 11 to the age of 14.
- Only 8% of tween settles on free buying choices and consequently advertisers need to enjoy twofold tirelessness.
- Pester power for example a youngster's capacity to influence their folks' showcasing choices, frequently using bothering, or irritating is a main consideration impacting the promoting techniques.
- Tweens offer more to tactile advertising for example tangible over-burden brilliant hues, music recordings, sweet-smelling aromas, an assortment of product, the tumult of all that connects with them into the retail advertise.
- Tweens have shifting loyalties towards the brands and hence marketers must ensure frequent tween encounters with the product to ensure and maintain brand recall.
- Tweens are influenced via advertisement targeted at fish streaming i.e. targeted and engaging at a pool of tweens together.
- Tweens will buy more through flag advertisements and online promotions than grown-ups.
- Tweens impact guardians more in items they devour, (for example, breakfast oats, decision of excursion/recreational spot, films, gaming, PC) than in items which are viewed as the families (land, house clothes washer).

CHAPTER – 12

RECOMMENDATIONS

- Marketers should rehearse secrecy publicizing for example implanting items inside a program's substance, use alleged viral (verbal) showcasing, empowering tweens to collaborate with online characters who advance explicit brands, camouflage promotions as video news discharges, and gather data from them at online locales.
- Advertisers ought to create advergames, online computer games with an unpretentious or clear business message. Advertisers ought not just guarantee that clients' eyes are on the implanted commercial, yet additionally realize to what extent the client is locked in with the brand and can follow the client's precise conduct to make a future arrangement of faithful buyers.
- “Parental appealing advertising” should be of key focus in a market like India.
- Tweens' memory recovery power as indicative by Coerpie in The National Marketing Drive Campaign 2009, is less than 20 sec. Therefore, the length of commercials should not be more than 15 seconds.
- Open more interactive markets where tween independence is given importance.
- Aggressive advertising working on the lines of fish streaming.
- Wow Them: Always incorporate a component of shock, something unforeseen and fun that will stand separated from the opposition just as from their folks' items. Crazy designs, sparkle, stickers, and gems all vibe like uncommon rewards for tweens.
- Give tweens a voice: Tweens like to put their stamp on the world, so give them roads for input on informal communities.

CHAPTER – 13

LIMITATIONS

- Special care had to be taken to keep the language of the questions simple for a better understanding of the respondents.
- Tweens often have disposable income that usually comes from a side job, an allowance or gift. Unfortunately, teenagers are impulsive spenders; they don't necessarily think logically when it comes to making purchases.
- Constraint to proper internet access and technology.
- Most the sample for this study came from the Delhi/NCR region.
- Difficulty in keeping a tween engaged after a few minutes.

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QUESTIONNAIRE

1. Name

2. Gender

- Male
- Female

3. Age

- <8
- 8-10
- 10-12
- 12-14
- >14

4. Monthly Disposable Income

- <500
- 500-750
- 750-1000
- >1000

5. Are you conscious about the brand you purchase?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

6. Do you recall ads seen in banners and online ads while making a purchase?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

7. Will you purchase a clothing with Simpsons, Douglas, Barbie on catalog?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

8. Will you prefer using Disney Shampoo range?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

9. Will you purchase a brand shown in online advergaming?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

10. Will you prefer buying a product from Gini n Jony if you encounter the same in a banner displayed in the market area?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

11. Were you influenced to purchase Flair pen after watching Krish?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

12. Do you influence your parents while they are making a purchase?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

13. Will you put up your suggestions for destinations for a casual family meal, or family trips and excursions?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

14. Will you try and influence your parents to buy the same snack or drink that a tween star is consuming?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

15. Will you give your suggestions when your family is buying a new TV or washing machine?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

16. Will you prefer buying products targeted at a group of friends over individual tween star presentation?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

17. The imagery of tween stars increases your brand recall?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

18. Does the product brought by peers influence your purchasing pattern?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

19. Will you purchase a Gem or a Kinderjoy for a free giveaway?

Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree