CHAPTER – [6]

[Recommendation]
RECOMMENDATION

The study provides some insights about how teenagers falling in an age group of 13-19 years from Gujarat differently perceive on the basis of differences in their demography.

Like even a minute changes in age from 13 years to 15 years there is a difference in the way they perceive the presence of celebrity, and also the impact of these celebrities on brand building happens differently, thus the marketers can take a proper care of further sub dividing them and being niche in applying strategies or even targeting them separately further on the basis of their behavior. Behavioral targeting would be apt, since their behavior is derived from their background.

The teenagers though within the same state, have difference in the way they perceive based on the location these teenagers belong to. Even their responses towards brands were also found to be different, as each environment brings in different levels of learning, motivation and culture, which turn out to be strong individual parameters for them, which makes these teenagers to respond or process to the marketing inputs made by the brands. Likewise the more number of income sources in a teenager’s family, the stronger would be their response towards the brand building through the celebrity route. Thus for marketer this is a fact to be noted that more brand proliferation happens

Further even these teens should be approached differently as they are different in their perception and also in their acceptance level for celebrity in a brand's communication, thus marketers need to understand their choice of celebrity according to their age bracket in spite of being grouped together as teens.

Avoidance of lot of misconception like celebrity’s presence in brand’s communication will attract teenager’s loyalty is false. But these celebrities can be well utilized by the brands to create awareness and also to create a meaning for their purchases.

To create a strong emotional and personal connect these celebrities can be used at their best. The presence of celebrities does help in creation of right judgement and if brands use them then the teenagers would judge those brands to be better in quality and reliability factor too.
Majority of the teenagers enjoy advertisements, thus creating an interesting and funny content will make advertisement go viral. And here the brands can create their own viewers to be the vehicle of marketing, who advocate for the brands on their behalf. Also such referrals do strongly work in particular to this segment.

Gujarat as a state is showing a good amount of shift in consumerism and brand proliferation which can be assumed due to the sound amount of brand recall that these teenagers have. Along with celebrities an ad should be made funny, must have a strong jingle to target these teenagers. These teenagers also prefer the advertisements having social messages and something that keeps them updated.

It is very important today to treat these teens as adults not as kids, they are today a confident decision makers though off course with due shelter of their parents being around. Still what today’s teenager’s love is to be less emotional and prefer those brands who consider them as a consumer, make products for them, acknowledge them and consider them to be adult enough to decide on their own choices and be independent. They have their own stand and say for everything around them especially for the purchases they make.