EXECUTIVE SUMMARY

Background of the study

The tweenagers are being considered to be the most powerful and potent consumer segment comprising of children aged between 7-12 years - roughly the stage between childhood and pre-teenage years. The practice of consumption in case of tweenagers has both social and marketing significance as they combine in them various markets - present market, future market and influence market. Branded clothes are now part of their social vocabulary and their own sub-culture. The tweenage respond to the brand communication initiatives of fashion companies. The research focuses on tweenagers consumption practices and response regarding branded clothes and the fashion companies’ brand communication strategy. The study focuses only on tangible aspects of branding.

Objectives of the study

The main objective of the study was to find out the nature of consumer relationship with brands of mass children fashion prêt a porter and their use as a social currency. The parents of tweenagers were also studied - it being the case of co-consumption. The tangible branding strategies as reflected through visual merchandising of branded children fashion stores in Kurukshetra were also studied.

Research Strategy

The research mainly was qualitative though quantitative method of survey was also used to study the tweenagers’ parents’ branding and consumption responses of branded children fashion apparels. The other 2 qualitative methods were focus groups and ethnography. Three focus groups of tweenagers aged between 9-12 years were conducted. To study the branding
strategies of fashion companies ethnography method was employed. The field of the study was Kurukshetra town of Haryana state in India.

**Key findings of the study**

Tweenagers engage in symbolic language of brands to communicate their status, to construct their identity, and to gain appreciation from their peer groups. The tweens are brand aware but brand loyalty is absent from their brand behavior. Their motivation behind branded clothes consumption is to consume fashion available through these clothes. Their consumption choices are nourished and guided by their parents to some extent and by their peers. Family is an important brand socialization agency. Further, brand communication strategies used by the fashion companies are ideologically subverting and subtle in their message generation and communication as revealed through ethnographic examination of the fashion stores.

**Keywords**

Consumption, Brand strategy, Childhood, Fashion, Tweengers