

Research Article

A study on analyzing the role of children and influencing sources in the family buying Decision

¹Dr. Bharati Pujari, ²Sindura Bhargav, ³Dr. Umesh Gupta,

¹Assistant Professor, MSMSR, MATS University, Raipur, Chhattisgarh, India.

²Research Scholar, MSMSR, MATS University, Raipur, Chhattisgarh, India.

³Prof. & Head- School of Business Studies. MATS University, Raipur Chhattisgarh. India.

Abstract

Children played a crucial role in family purchasing decisions. Children used to know far less about the market than their parents did. Children, on the other hand, are the first to learn about new things, thanks to advancements in digital media. Children are now merely bystanders in their parents' purchasing decisions. Children not only get first pick of their own items, but they also get first pick of items used by almost every other member of the family. The impact of children on family purchasing decisions is investigated in this study using four different items. As a result, this study investigates a variety of factors that have a direct impact on a family's purchasing decision. Descriptive research method is used for the study, 153 samples has been collected from the respondents using questionnaire data collection tool. Percentage method is used for analyzing the data. The finding shows that majority of parents gives in to their children's demands because they believe their child's decision is good.

Keywords: Children, Influencers, Buying behavior, Family Buying, purchase.

Introduction

The child is the most important member of the family. Children between the ages of four and twelve are inextricably linked to their mothers' purchasing decisions. Commercially primarily target preschool and young age groups with the goal of increasing sales through advertising and other marketing strategies. Children have grown into a sizable consumer segment, influencing family goods purchases in a variety of ways. Children today are seen as distinct from previous generations, particularly 8-12 year-olds, who are viewed as a primary market, a powerful player, and a future market (called "tweens", as they are neither children nor teens but something between).

The study's importance

Children are viewed as a primary market for people with disposable income. As a result, there has been a significant increase in children's marketing. Adult products are promoted by appealing to children who are maturing faster. When children are young, they are mostly interested in the toys and other items that their parents buy for them. Toys are quickly replaced by more mature items as children begin to behave like miniature adults. As a result of these changes, children's clothing and consumer behaviour resemble that of small adults.

Literature Review

Children are no longer just bystanders; they now play an important role in households and influence parental purchasing decisions. Children were the centre of attention in every home, regardless of nation or culture. They've participated in all of the family's activities. The vast majority of products used directly by children are chosen by them. Teens typically use emotional/pressure techniques to persuade their parents (Palan, 1997). Because of the rise of nuclear families, children now accompany their parents when they go shopping. Children enjoy assisting their mothers with their grocery shopping. They either buy foods themselves or ask their parents to buy them foods of their choice. The majority of purchase requests in retail stores are initiated by children, and only one-third of parents solicit the opinions of their children when purchasing foods (Buijzen and Valkenberg, 2008). Furthermore,

A study on analyzing the role of children and influencing sources in the family buying Decision

television advertisements influence children's purchase requests in retail stores. Every household now has more than one television set. As a result, television advertisements have long-lasting effects on children's purchasing behaviour. Furthermore, television serves as a 'electronic babysitter' for children. While mothers are busy with their regular household chores, children tend to spend more time watching favourite programs/cartoons and advertisements on television. They learn about new products, brands, prices, and product features that are shown on television and assist parents in making family purchase decisions. Because food advertisements are frequently broadcast on television, they have a strong influence on children's food preferences (Kaur and Singh, 2011). Teenagers succumb to consumer and peer pressure when it comes to purchasing electronic products such as computers, games, and gadgets (Kumar, 2013). They seek information on, among other things, product features, services, quality, durability, and the pricing of competing items. The number of purchases made after a child's request is determined by the freedom of a child's movements/behavior, product visibility, child's gender, child's developmental stage, suitability of the good for consumption, strategy used in the child's request, parent's income/family level, and price of the good (Ebster, 2009). Children are heavily involved in their families' purchasing decisions as a result of demographic factors such as child gender and age, as well as parental occupation (Ishaque, 2014).

Each generation has its own set of expectations, social styles, experiences, lives, ideals, and demographics, which all influence their purchasing habits and product opinions. Marketers must devise a variety of marketing strategies to capitalise on each generation's distinct characteristics and habits, particularly in terms of advertising, product and service outline views, and communication (Williams, 2011). To promote the product to children, consumers used television, the internet, online games, kid publications, and promotion through schools, social responsibility applications, and marketing efforts aimed at mothers and fathers (Gulla, 2013). Repetition, branded locations, the use of their favourite image figure in advertising, and free rewards are all excellent marketing techniques for capturing children's attention, retaining items in their memories, and influencing their parents' purchase decisions (Omar, 2012). Children's demographic characteristics such as behaviour, friend group, communication style, culture, environment, gender, and age all have an impact on their effect. According to gender studies, males have a greater influence on things like video games and PlayStations, whereas females have a greater influence on domestic items like clothing, fashion, make-up, bakery items, and fancy writing materials (Ishaque, 2014).

Objectives of the Study

The following are the study's primary goals:

- To identify the specific product categories for children decision making.
- To determine the children influence in the family purchasing process.
- To identify the influencing media in the buying decision.
- Determine the level of influence of children on specific product categories.

Methodology of Research

Using convenience sampling techniques, a sample of 153 children from Raipur city was selected, with 84 boys and 69 girls ranging in age from 8 to 10 years. Samples were chosen from various stores where children went shopping with their parents. Data is gathered using a structured questionnaire, which includes information such as what they buy, how frequently, when, and where they learn, among other things. The study focuses on four product categories: Toys or gaming accessories, Eatables, Fashion accessories and Reading material.

Discussion and Results

The effect of various influencing sources on children

To capture the attention, interest, and purchasing behavior of the child's parents, various influencing strategies are used. Marketers nowadays use a variety of channels and alternative media mixes to increase the effectiveness of their campaigns. Popular influencing media tools include Electronic media, Print media, online media and social media.

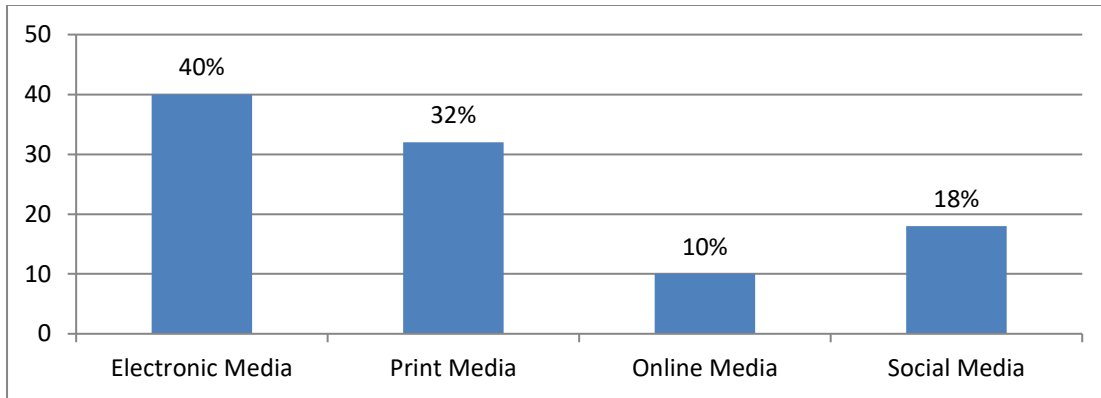


Figure 1: Childs influencing Sources

It has been discovered that items shown on Electronic media Verticals and Print media verticals have the greatest influence on children's purchasing decisions. Influencing rate for Electronic media is 40%, Print media 32%, online media 10% and social media 18%. So the least influencing media vertical is online medium for them.

The effect of events that support a child's influence

Each commodity category has an up-level at certain times of the year. Due to compliments, 80 percent of parents provide electronic products such as games or toys to their children during their school holidays, which occur between April and June and are mostly in the fourth quarter of the year. And stand-up collared fashion accessories (apparels) from October to November due to cold weather, and from April to June due to the start of school uniform orders. Reading materials notice an upright at the start of the school day. Finally, eatables are the only category in which sales are evenly distributed across the four quarters. Even so, the sale of edibles increases only slightly in the second holiday quarter. The majority of the items purchased above, according to the analysis, were as a result of the children's influence over their parents. As a result, children use a variety of strategies to persuade their parents to purchase such items.

The influence of a child's influencing strategy on a parent's purchasing decision

Children employ a variety of strategies to sway their parents' purchasing decisions. As a result, the most effective methods are those that are thought to be the most successful in getting the children what they want, whereas the least effective strategies are those that are thought to work in getting the teenager what she wants at all.

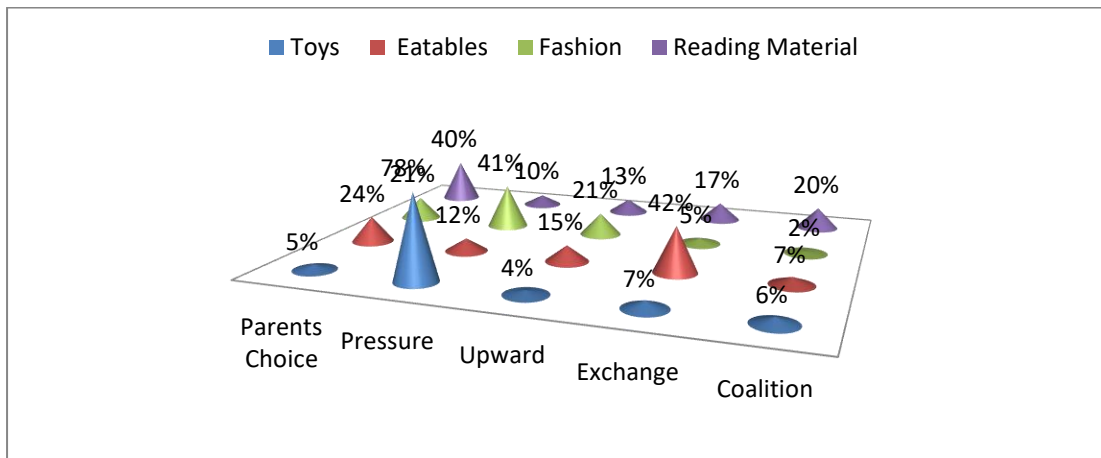


Figure 2: Influence of Children on selected products

A study on analyzing the role of children and influencing sources in the family buying Decision

Figure 2 shows that children use the exchange approach for more frequent purchases, such as food, because they must be purchased on a regular basis. Children use pressure tactics to persuade their parents to buy less frequently purchased items such as toys or computer games.

The influence of a child's (Product category basis) on a parent's purchasing decision

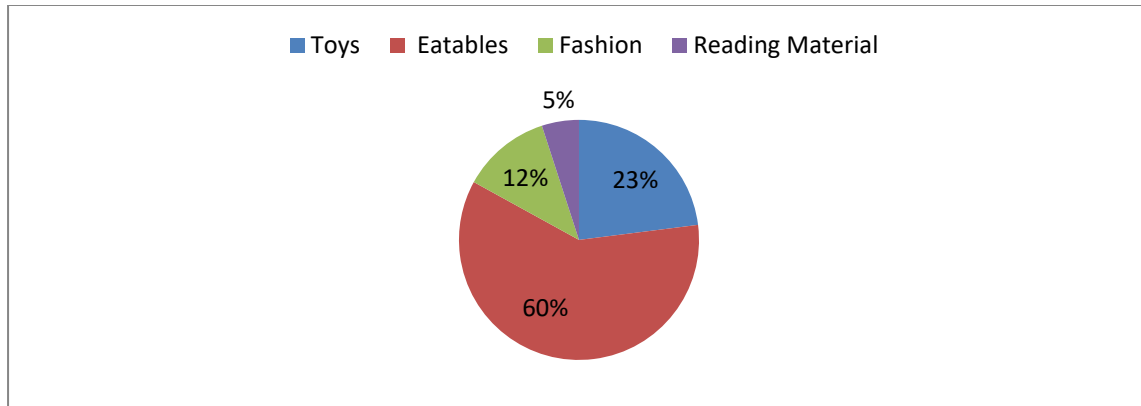
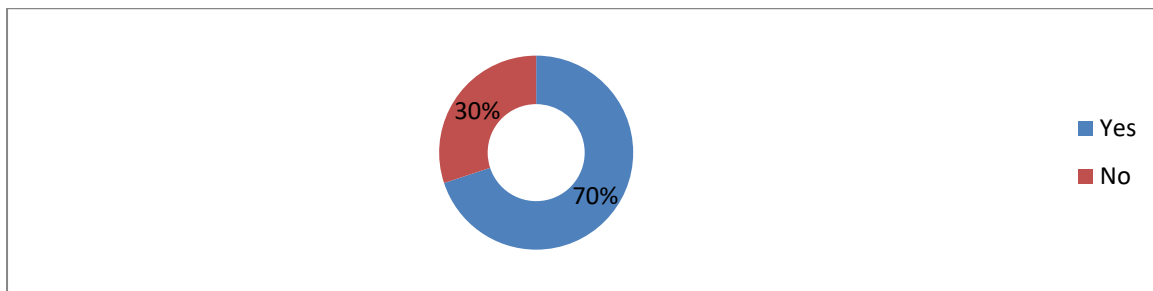


Figure 3: Items purchased due to child's influence

The above figure depicts about the children roles in item purchased due to the children influence. The highest influencing item for the eatables is 60%, parents easily get convinced by the children when they demand for some eatables ,the second influencing items is toys and gaming accessories followed by fashion 12% and reading material by 5%

The effect of a child's influence on a parent's budget and their reaction



The majority of parents answer affirmatively. However, in a few cases, due to critical circumstances such as a limited family budget or the high cost of the goods, parents say "no" and try to persuade their children. While most children agree with their parents, they can become enraged, quarrel, or nag at times. However, within a few hours, the children reached an agreement with their parents, and the case was dropped.

Conclusion

As a result, the extent and source of children's influence on parents' purchasing decisions for four different items are examined. Children's influence on their families' shopping decisions was discovered to vary depending on a variety of factors such as influence source, influence method, time of year, product usage, frequency of item purchases, family finances, and so on. The majority of parents are observed to obtain the items that their children desire as soon as possible. And the majority of parents gives in to their children's demands because they believe their child's decision is good and wants to keep them happy. Similarly, parents frequently accept their children's judgments on small-budget purchases, but they work hard to persuade their children to follow their decisions on large investments.

References

1. Ali, Akhter, Batra, D. K., Ravichandran, N., Mustafa, Z. & Rehman, S. U. (2012). Consumer Socialization of Children: A Conceptual Framework. *International Journal of Scientific and Research Publications*, 2(1), 1-5.
2. Buijzen, M., & Valkenburg, P.M. (2008). Observing purchase-related parent-child communication in retail environments: A developmental and socialization perspective, *Human Communication Research*, 34 (1), 50-69.
3. Calvert, S. L. (2008). Children as consumers: Advertising and marketing. *The future of children* 18(1), 205-234.
4. Ebster, C., Wagner, U. & Neumueller, D. (2009). Children's influences on in-store purchases. *Journal of Retailing and Consumer Services*, 16(2), 145-154.
5. Göksel, A. B., Baytekin, E. P. & Maden, A. G. D. (2013). Kids Marketing: An Evaluation of Pinar's Kids Marketing Operations. *Gumushane university, e-journal of faculty of communication*, 2(2), 1-23.
6. Gulla, A. & Purohit, H. (2013). Children's Attitude Towards Television Advertisements and Influence on the Buying Behavior of Parents. *International Journal of Marketing, Financial Services & Management Research*, 2(6), 103-117.
7. Ishaque, A. & Tufail, M. (2014). Influence of Children on Family Purchase Decision: Empirical Evidence from Pakistan. *International Review of Management and Business Research*, 3(1), 162-173.
8. Kaur, P. & Singh, R. (2011). TV viewing practices of Indian children. *International Journal of Research in Commerce, IT and Management*, 1(5): 66-70.
9. Kumar, S. (2013). Children Influence in The Process of Family Purchase Decision for High, Low and Child-Centric Products. *Researchers World: Journal of Arts, Science & Commerce*, 4(3), 34-44.
10. Omar, R., Ogden, D. T., Ogden, J. R. & Zakaria, M. Y. (2012). Perceptions of Children's Influence on Purchase Decisions Empirical Investigation for the US and Egyptian Families. *World Journal of Management*, 4(1), 30-50.
11. Oyewole, P., Peng, K. C. & Choudhury, P. K. (2010). Children's influence on parental purchasedecisions in Malaysia. *Innovative Marketing*, 6(4), 8 -16.
12. Palan, K. M. & Wilkes, R. E. (1997). Adolescent-parent interaction in family decision making. *Journal of Consumer Research*, 24(2), 159-169.
13. Williams, K. C. & Page, R. A. (2011). Marketing to the Generations. *Journal of Behavioral Studies in Business*, 3(1), 37-53.