
AN ANALYTICAL STUDY ON THE INFLUENTIAL ROLE OF CHILDREN IN THE FAMILY BUYING DECISION

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Abstract

Family buying decisions are significantly influenced by children. In the past, kids had much less market knowledge than their parents did. But now children are the first to learn about new things. Children today only watch as their parents make purchases. Children not only receive first choice of their own belongings but also of practically all other family members' belongings. The purpose of this study is to examine the influence of children on family shopping decisions utilising four distinct items. So this study looks into a range of variables that directly influence a family's purchasing choice. The study uses a descriptive research methodology using 153 samples. It has been collected from the respondents using a data collection method called a questionnaire. The data analysis method employed is the percentage method. The results demonstrate that most parents give importance to their children's requests because they think their child's choice is wise.

Keywords: Children, Buying behaviour, Family buying

Introduction:-

The most significant member of the family is the child. Four to twelve-year-old children are strongly related to their moms' spending choices. Through advertising and other marketing techniques, commercials generally target children with the intention of boosting sales. Children have developed into a sizeable consumer group that has a range of effects on family goods purchasing. Today's youngsters are perceived as different from other generations, especially 8 to 12-year-olds who are recognised as a primary market, a dominant player, and a future market called "tweens".

Importance of the Study:-

The primary market for those with disposable income is thought to be children. Children's marketing has significantly increased as a result. By making an appeal to young people who are maturing more quickly, adult items are promoted. When kids are young, the toys and

other things that their parents buy for them usually hold the majority of their interest. Toys are quickly replaced by more responsible stuff when kids start acting like little adults.

Literature Review

Children today play a significant part in households and have an impact on parental purchasing decisions. They are no longer merely bystanders. No matter the country or culture, children are the point of attention in every home. Most often, teens utilise emotional and pressure tactics to persuade their parents (Palan, 1997). Kids increasingly go shopping with their parents since nuclear families are more common. Kids like to help their mothers out with the grocery shopping. Either they purchase food on their own or they beg their parents to do it. Only one-third of parents ask their children to make purchases in stores, and most of those requests come from kids. ask their kids' opinions before making food purchases (Buijzen and Valkenberg, 2008). Furthermore, children's demands for purchases in retail establishments are influenced by television ads. Today, every home has more than one television. Therefore, television commercials have a lasting impact on kids' shopping habits. Additionally, kids can use television as a "electronic babysitter." Children typically spend more time watching cartoons, and ads on TV while mothers are occupied with their regular home responsibilities. They assist parents in making judgments about what to buy for the family by learning about new items when it comes to buying electronic devices like laptops, games, and gadgets, teenagers give in to peer and consumer pressure (Kumar, 2013). They look for information on a variety of topics, such as product features, services, quality, durability, and rival products' prices. The strategy used in the child's request, the parent's income/family level, and the cost of the good all affect how many purchases are made in response to a child's request (Ebster, 2009).

To capitalise on each generation's unique traits and behaviours, marketers must come up with a range of marketing plans, especially in the areas of communication, advertising, and product and service descriptions (Williams, 2011). Utilizing media such as television, the internet, online games, kid periodicals, school-based promotions, social responsibility initiatives, and marketing to moms and fathers, consumers promoted the product to children (Gulla, 2013). Children's attention, retention of products in their memories, and parent buying decisions can all be influenced by repetition, branded locations, the usage of their favourite image figure in advertising, and free prizes (Omar, 2012).

Objectives of the Study:-

The study's main objectives are as follows:

- To pinpoint the precise product categories that kids will choose from.
- To identify the media that influences purchase decisions;

Determine the level of influence of children on specific product categories

Research Methodology:-

A sample of 153 kids from Raipur city was chosen using convenience sampling techniques; there were 84 males and 69 girls, all between the ages of 8 and 10. Samples were picked from

a variety of stores where kids and their parents went shopping. A standardised questionnaire is used to collect data, which covers a variety of topics like what people buy, how frequently they shop, and when and where they go to school. The four product categories that are the subject of the study are toys or gaming accessories, food, fashion accessories, and reading material.

Analysis & Interpretation:-

The impact of different influencing sources on kids

Various influencing techniques are employed to get the parents' attention, interest, and purchase behaviour. To make their campaigns more effective, marketers today use a range of channels and different media mixes. Electronic, print, online, and social media are all common influencing media tools.

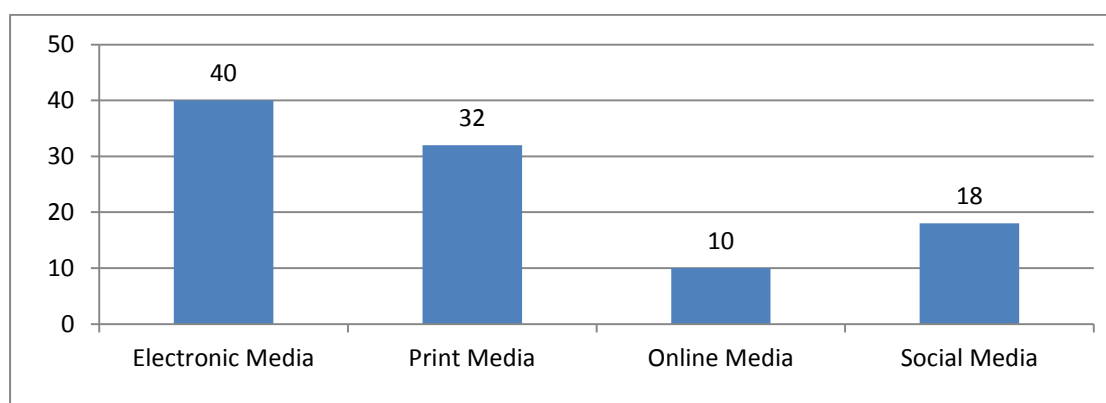


Figure 1: Children's sources of influence.

It is found that products featured on print and electronic media outlets have the biggest impact on kids' purchase choices. Online media influence rates are 10%, print media 32%, electronic media 40%, and social media 18%. Online media is therefore for them the vertical with the least impact.

The impact of events that strengthen a child's influence

There is an up-level for every commodity category at specific times of the year. For this, 80 percent of parents give their kids electronic devices during the school breaks, which are in between April to June and fall in the fourth quarter of the year and such as games or toys or stand-up collared fashion accessories (apparel). At the beginning of the school day, reading materials notice an upright. The only category where sales are equally distributed across the four quarters is eatables, to sum up. Even so, the second holiday quarter saw only a modest uptick in the sale of edibles. According to the investigation, the bulk of the products bought above came about as a result of the children's influence over their parents. As a result, kids employ a range of tactics to convince their parents to buy such things.

The impact of a child's negotiating tactics on a parent's choice to buy

Children use variety of tactics to influence parents' purchasing choices. So, the most effective techniques are those that are believed to be most successful in granting children's

wishes, while the least effective tactics are those that are believed to be successful in granting a teen's wishes at all.

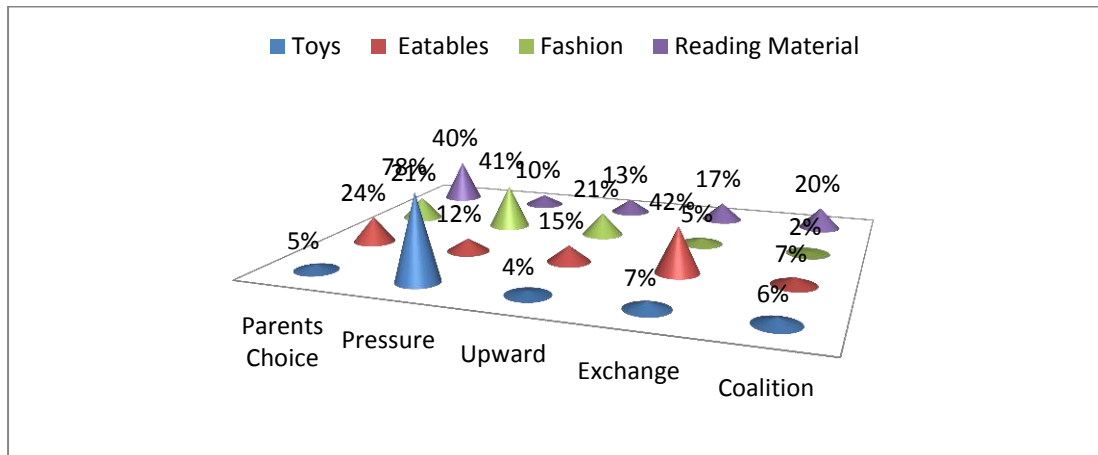


Figure 2: Children's influence on particular items

Children employ the exchange strategy for frequent purchasing, such as food, as they must be made on a regular basis, as seen in Figure 2. Children use pressure to get their parents to purchase toys or video games, which are less usually purchased things.

The effect of a child's preferences (based on product category) on a parent's purchase choice

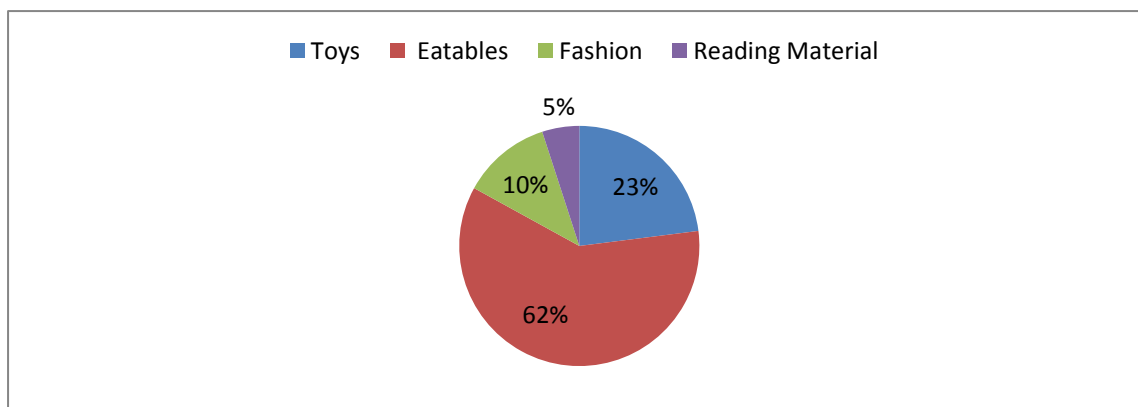
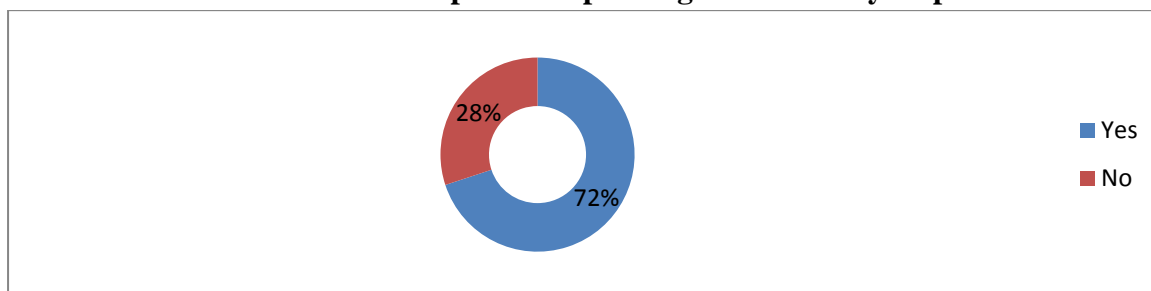


Figure 3: Items bought under the influence of a child

The illustration above shows how children play a role in what is purchased because of their influence. Parents are readily persuaded by their children when they desire food, and the item that has the greatest influence on whether or not they get it is food (62%) followed by toys and gaming accessories (10%), clothing (12%), and reading material (5%).

How a child's influence affects a parent's spending and how they respond



Parents generally respond in the affirmative. However, in a few instances, parents refuse and work to convince their kids because of pressing circumstances like a tight family budget or the expensive nature of the item. Even while most kids agree with their parents, they occasionally get angry, fight, or nag. However, the kids and their parents came to a resolution quickly, and the lawsuit was dismissed.

Conclusion:-

The scope and origin of children's influence over parents' decisions to buy four distinct things are thus investigated. It has been found that children's ability to influence their families' purchasing decisions varies based on a number of variables, including influence source, season, product usage, frequency of purchasing item, family income, etc. The vast majority of parents are seen rushing to get their kids the things they want. And most parents accede to their children's wishes because they respect their judgement and want to maintain their happiness. Similar to this, parents frequently accept their kids' opinions regarding little expenditures, but they struggle to convince them to agree with their choices regarding significant investments.

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