CHILDREN’S MAJOR CONTRIBUTION TOWARDS PURCHASE DECISION

(PESTER POWER)

1. Mr. Gautam Trehan

E.mail : gtrehan_2005@yahoo.com

Designation: Assistant Professor at GNIMS

Address- Kings Circle, Matunga, Mumbai 400019

Correspondence Address: Misquitta Nagar A/4, 10 Dahisar East Mumbai-400068

Tel M- 9967000028/9146801100

2. Mrs Chitra Trehan

Designation: Associate Professor

Address- K.J. Somaiya collage of Science & Commerce

Vidhyavihar east Mumbai 400077

Tel M- 9146791100/9892620098
Abstract:

Some 400 million kids below the age of 15 are becoming connoisseurs and specialists that their parents lean on. That’s good news for marketers in a consumption-driven economy and it is not just because this burgeoning brood is demanding more clothes, more shoes, more toys and more games, Rather, these kids who could be three-years old tykes, are huge influencers in their parents big- ticket purchases—from luxury cars to laptops. Experts peg the market for products and services in which kids play the role of an influencer at an astounding $100 billion (Rs450,000 crore)

Purpose:

This Descriptive Cross-sectional study is done to find out how kids get their way, and effect of advertisement on Kids, and how does the kids like to spend their most time, and lastly how does they use their pocket money.

Design/ Methodology/Approach:

The research questions are utilized to measure the effect of advertisement on the kids, add above all how the kids like to spend the time and pocket money, Data is analyzed using SPSS Software

Findings

The demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements. Yet there are other potent factors apart from advertisements, which result in the requests for a product or brand.

Research limitations/ implications

1. The time allotted for the study is very less period, so the study was limited to 100 respondents and as a result of limited time availability, it was not possible to gather full information from respondents.
2. The findings are based only on the information given by the respondents and hence respondent’s biasness is another limitation. So the effect of misinterpretation and wrong answers may affect the outcome of the project.

3. Research work was carried out in one metro city ‘Mumbai’ so the findings may not be applicable to the other parts of the country because of regional socio-cultural differences.

4. Few respondents are not confident while responding the questions.

There was no literature as ill as no material available related to my study so it took time to go around and collect relevant information from the respondents.

**Practical implications:**

For corporate, it is worth noting that Kids act as the catalyst on the purchase decision, some 400 million kids below the age of 15 are India’s most valuable consumers, convincing their parents not just toys, gadgets, mobile, clothes ,but also advising their parents on big-Products purchases.

**Keywords:**

Customer satisfaction, gadgets, Kids
1. Introduction

A Cartoon Network ‘New Generations’ survey last year found that kids heavily influence their parents buying decisions. Some of these finding: 43% parents of 4-6 years old agree that kids today have far more influence on their parents than when they were children: 29% parents of 4-6 year old have their children asking them to buy certain brands when they go shopping: 31% parents of 4-6 years old say that their children ask them to buy products they have seen advertised on television. The survey universe included face to face in home interviews of 3,431 kids in the 7-14 age segment and 1,012 parents of kid 4-6 across 15 centers (including all metros) in India. The biggest window to the world for Indian children who make up 20% of the world’s young population is of course satellite television, for instance 92% in the Cartoon Network survey were frequent television watcher. Recent research by Nickelodeon, a children’s entertainment channel reveals that while almost all children watch TV, only a fourth of the 600 kids surveyed played outdoors on a daily basis.

2. Why Use the Internet?

![Gaming is the key online attraction](image)

Sources: Cartoon Network New generations India 2009
And is still growing in popularity

32% 45% 52%
2006 2008 2009

The Internet that is proving to be a great channel for marketers to create a buzz through newsgroups, chat rooms and blogs about products ranging from clothes to music. If the vehicles for communicating with the target audience are buzzing with activity, products themselves are being designed and packaged keeping kids in mind, HUL, for instance does not tinker with the taste of its jams & ketchups in a bid to attract kids. Instead, the foods and consumer products giant draws in the kids with small innovations and value-additions so the Kissan range of jams and Ketchups also has packages that can be “squeezed” and the jams in a jar have a free “Tom and Jerry smacker” thrown in such differentiation extends to personal products like toothpaste. One brand extension pepsodent kids, for instance has flavours like tangerine bust & luscious lychee to make the toothpaste more child-friendly.

3. Boys as consumers

Figure 2

Boys- Must have Gadgets

<table>
<thead>
<tr>
<th>Gadgets</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>29</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>14</td>
</tr>
<tr>
<td>TV Set</td>
<td>11</td>
</tr>
<tr>
<td>iPod/Mp3/Music system</td>
<td>11</td>
</tr>
<tr>
<td>Games System</td>
<td>4</td>
</tr>
<tr>
<td>Pocket money</td>
<td>5</td>
</tr>
<tr>
<td>Books</td>
<td>24</td>
</tr>
</tbody>
</table>
With children graduating into consumers much earlier than before even those brands that are traditionally considered to be in adult categories are attempting to widen their reach to include kids, for example what cosmetics giant L’Oreal has done by Brand extension of its Garnier into a new line called Garnier Kids. So Garnier Fructis Kids shampoo becomes the first contact with the brands for the child; as the child grows she can go on to use hair colours, skin care lotions and creams and deodorants all under the same umbrella brands, similarly the paint industry has found a great way to get into kids bedrooms by tying up with channels like Nick and Disney to use their characters to decorate their rooms.

If kids in advertisement are hit, it is also due to a number of corporate mostly in the foods category are keen to promote healthy dietary habits and lifestyle amongst children. Of late companies i.e. HUL, Kellogg’s India Nestle India, PepsiCo India, Coca-Cola India have pledged to change food and beverage advertising on TV, Radio, Internet and in print targeted at children under 12.
In the end I would like to say that Advertising to kids by using them in the advertisement may appear a win – win situation, but Corporate also have to ensure they are not preying on innocent minds.

**Objective Of the Study:**

- How kids get their way
- Effect of advertisement on Kids
- How does the kids like to spend their most time
- How does they use their pocket money

**Research Plan:**

**Sampling Method:**

Simple Random Sampling

**Area of Research:**

Mumbai suburbs / Mumbai city

**Sample Size:**

100 Parents

**RESEARCH DESIGN:**

A research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problem.

**Exploratory Research:**

The research work was Exploratory in nature and was meant to provide the basic information required by research objectives. A preliminary study and findings can be further consolidated after detailed conclusion study has been carried out.
TOOLS USED FOR RESEARCH:

Tools used for this research are Questionnaire, short interviews. A brief questionnaire focused to collect the relevant information was prepared. The respondents were asked to fill up this questionnaire followed by a short interview. The data gathered through these questionnaires was analyzed using SPSS

COLLECTION OF DATA:

**Primary Data:** With the help of structured Questionnaire where people were randomly being requested to fill them.

Analysis of Findings, Tabulation & Presentation

Q1. In which age group does your child belong?

**Observation:**

![Pie Chart](image)

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (34%) parents says that their children belongs to the age group of 11 to 15 years and minimum (16%) parents says that their children belongs to the age group of 0 to 5 years.
Q2. Does your child watch TV?

Observation:

Interpretation: From the above pie diagram, we can say that in the given sample all (100%) children watch television.

Q3. How many hours does your child watch television?

Observation:
Interpretation:

**Weekdays:** From the above pie diagram, we can say that in the given sample a maximum parent says that their children watch television for 0 to 2 hours and minimum parent says that their children watch television for more than 6 hours.

**Weekends:** From the above pie diagram, we can say that in the given sample maximum parent says that their children watch television for 2 to 4 hours and minimum parent says that their children watch television for more than 6 hours.

**Vacations:** From the above pie diagram, we can say that in the given sample maximum parent says that their children watch television for more than 6 hours and minimum parent says that their children watch television for 0 to 2 hours.

**Q4. Television programmers viewed by your child?**

**Observation:**

![Pie chart]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (41%) parent says that their children view advertisement and minimum (12%) parent says that their children view serials.
Q5. Which category of advertisements they like most?

Observation:

![Pie chart showing percentages of different categories of advertisements]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (20%) parent says that their children view Toys advertisement and minimum (5%) parent says that their children view other advertisement.

Q6. Have you witnessed your child demanding particulars product-after watching its advertisement?

Observation:

![Pie chart showing responses to the question]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (75%) parents witnessed their child demanding particulars product-after watching its advertisement and remaining (5%) parents witnessed their child demanding particulars product-after watching its advertisement.
Q7. Do you regularly satisfy your child demands?

Observation:

![Pie chart showing 59% yes and 41% no]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (59%) parents satisfy their child demands remaining (41%) parents did not satisfy their child demands.

Q8. Does advertisement have negative impact on your child’s behavior?

Observation:

![Bar chart showing Agree: 40, Strongly Agree: 13, Neutral: 35, Strongly Disagree: 15]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum parents agrees that advertisement have negative impact on your child’s behavior least parents strongly agrees that advertisement have negative impact on your child’s behavior.
09. Impact of advertisements on your child?

Observation:

Interpretation: From the above pie diagram, we can say that in the given sample maximum (38%) parents agrees that by watching advertisements their children’s demand increases and minimum (16%) parents agrees that by watching advertisements their children’s have negative impact on their behavior.

10. Do you care for your child’s choice while making a purchase decisions?

Observation:

Interpretation: From the above pie diagram, we can say that in the given sample maximum (73%) parents care for their child’s choice while making a purchase decisions and remaining(27%) parents don’t care for their child’s choice while making a purchase decisions.
Parents care for their child’s choice while making a purchase decisions:

Interpretation: From the above pie diagram, we can say that in the given sample

I. Games: 5% parent agrees it as most preferred and 21% parent agrees it as least preferred.

II. Cloths: 13% parent agrees it as most preferred and 6% parent agrees it as least preferred.

III. Food Products: 41% parent agrees it as most preferred.

IV. Electronic gadgets: 2% parent agrees it as most preferred and 31% parent agrees it as least preferred.

V. Educational products: 27% parent agrees it as most preferred and 7% parent agrees it as least preferred.
11. What influence your child buying behavior?

**Observation:**

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (32%) parents believes that television influence their child buying behavior and minimum (2%) parents believes that computers influence their child buying behavior.

12. According to you which factors have influenced the changes in children’s market?

**Observation:**

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (41%) parents believes that marketing and advertisement have influenced the changes in children’s market & minimum (16%) parents believes that changes in the society generally have influenced the changes in children’s market.
13. Does your child prefer television over?

Observation:

![Pie chart showing preferences]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (38%) parents believe that their child prefer television over books and minimum (11%) parents believe that their child prefer television over computer.

14) How demanding he was for product after watching advt. of particular product?

Observation:

![Bar chart showing demand levels]

**Interpretation:** From the above bar diagram, we can say that in the given sample maximum parents believe that their child’s demand for product becomes aggressive after watching advt. of particular product and least parents believes that their child’s demand for product becomes less after watching advt. of particular product.
15) Have you changed your product after demand of your child?
Observation:

Interpretation: From the above bar diagram, we can say that in the given sample maximum (80%) parents believe that they changed their product after demand of their child and remaining (20%) parents believes that they did not changed their product after demand of their child.

16. How often does child influence your buying behavior?
Observation:

Interpretation: From the above bar diagram, we can say that in the given sample maximum (43%) parent believes that most of the times their child influence their buying behavior.
17) What you look in the product while purchasing?
Observation:

![Pie chart showing the distribution of factors considered by parents while purchasing.

Interpretation: From the above bar diagram, we can say that in the given sample maximum (42%) parents look for nutrition in the product while purchasing and minimum (10%) parents look for low price in the product while purchasing.

18) Does your child attracted towards special offers or toys/accessories given as complement?
Observation:

![Pie chart showing the distribution of parents' responses to special offers or toys/accessories.

Interpretation: From the above bar diagram, we can say that in the given sample maximum (81%) parents says that their child attracted towards special offers or toys/accessories given as complement and remaining (19%) parents says that their child does not attracted towards special offers or toys/accessories given as complement.
19. Do you think of budget/price while shifting the product?

Observation:

[Image of a pie chart showing 52% important, 28% very important, 20% not at all important]

**Interpretation:** From the above pie diagram, we can say that in the given sample maximum (52%) parents say that budget/price is important while shifting the product and minimum (20%) parents say that budget/price is very important while shifting the product.

20) Your perception on the impact of television advertisements on your child?

Observation:
- Dirty ads should be banned
- Spoiling the culture
- Learning for children
- High demands
- Awareness of all the goods & their brands
- Knowledge of products make them sharper

**Conclusion**

Data shows that Children are very much aware of TV advertisements in India and advertising has an impact on their purchase behaviors. We also got that they evaluate and compare the different product’s TV Advertisements.

TV advertisements influence children’s behavior about brand advertised. As children’s behavior change it also changes their buying pattern and this is the purpose behind the advertisements.

As children are very much aware of TV advertisements and they know good and bad aspects of them. Marketer should understand the children’s psychic before launching any advertisement.
Children also know the degree of truthfulness in add. So for the advertisers it’s very important to realize that children are not ignorant from the content of their campaigns, and while developing their campaigns they must address the issues with a professional approach. It is also clear that advertisement can be a good effective advertisement to convey the required message in child segments if they are created professionally.

Lastly advertisers cannot rely only on comic and colors in children related advertisements, they do need to focus on the content of the advertisements, they must avoid over promising in their advertisement campaigns.

**Suggestion**

Parents must give or spend more time with their children and cut down time given to watch television.

- Advertisement can be a good effective media to convey the required message in child segments if they are created professionally.
- Advertisers cannot rely only on comic and colors in children related advertisements, they do need to focus on the content of the advertisements.
- They must avoid over promising in their advertisement campaigns.
- Parents must make them understand the difference between ethical and unethical ads. They must free enough to discuss about the ads.

**References**

- Business Today June 2010
- Business Standard July 2011