

Influence of Children on Parents in Their Purchase Behaviour - (A Study with Special Reference to FMCG In Kanniyakumari District)

T.Muthu Lekshmi¹, M.Karthika²

**Assistant Professor,*

**S.T.Hindu College, Nagercoil.*

Abstract- One of the very important influences operating on family purchase behaviour is the influence of children on the budget allocation and purchases and consumption. Children in India have become the most important object. India has one of the largest populations of children in the world, and Indian children have substantial economic power and unique influence of their parents. Children play a significant role in some family purchase decisions, and their influence varies by-product categories and decisional stages. This study attempts to address the major research question that is, to examine the perception of the parents about children's influence on family purchasing decisions in relation with some factors such as the number of children in the family, product type, parents' profession, income and working status of the parents. The analysis will allow us to ascertain if these factors are important for the children's influence on the family's purchasing decision and increase understanding of the relation between these factors and children's influence on the family's purchasing decision. The children were the centre of attraction in any family irrespective of country and culture. They have been participating in all activities of the family. In the same way, they have been voicing their opinion for purchase of various products. Products directly used by children were mostly decided by children themselves. There were few family products where children influence was observed higher.

Keywords: Purchase behavior, perception and influencing factor.

1. INTRODUCTION

One of the very important influences operating on family purchase behaviour is the influence of children on the budget allocation and purchases and consumption. The birth of a child creates a demand for a wide variety of products a couple never needed or considered purchasing previously. In addition, children influence the purchase of many products both directly and indirectly. Thus in a child-centred culture such as it exists in Indian society, children tend to dramatically affect the family expenditures. When children are part of a family, their influence may or may not be felt. However, it is found that the child centeredness of parents may increase their receptivity to the child. Children in India have become the most important object. India has one of the largest populations of children in the world, and Indian children have substantial economic power and unique influence of their parents.

2. STATEMENT OF THE PROBLEM

Children play a significant role in some family purchase decisions, and their influence varies by-product categories and decisional stages. For the current study the researcher has undertaken the children influence on purchase decision greatly varies on the number of people in the family. Each

member in the family will have varying degree of influence in buying various goods and services. The researcher has made an effort to understand the degree of influence exercised by the children in parents purchase behaviour. Hence the statement of the problem is to study the degree of children influence on parents in their purchase behaviour. This study attempts to address the major research question that is, to examine the perception of the parents about children's influence on family purchasing decisions in relation with some factors such as the number of children in the family, product type, parents' profession, income and working status of the parents. The analysis will allow us to ascertain if these factors are important for the children's influence on the family's purchasing decision and increase understanding of the relation between these factors and children's influence on the family's purchasing decision.

3. SCOPE OF THE STUDY

The study is carried out in Kanyakumari district. The marketer will get insight on the children influence on parents in their purchase behaviour for high value, low value and child centric products. The main aim of the study is to know the influence of children on parents in their purchase behaviour.

4. OBJECTIVES OF THE STUDY

The study has the following objectives.

- 1) To identify the influence of children on their parents in the purchase of FMCG.
- 2) To identify the buying behavior of the respondents.

5. METHODOLOGY

The present study employed explorative research design. The survey method is followed in this study, and a set of interview schedule was used for collecting primary data. Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various books, journals, reports and websites and through a well structured interview schedule. The researcher collected the primary data from parents in Kanyakumari district. For the collection of primary data, 100 parents were selected through convenience sampling method.

6. DATA ANALYSIS AND INTERPRETATION

Table 1: Shopping with the Children

Sl. No	Shopping with the children	No. of Respondents	Percentage
1	Yes	86	86
2	No	14	14
	Total	100	100.0

Source: Computed data

Table 1 clearly reveals that majority of 86 per cent of the respondents mentioned that they went to shopping with their children and only 14 per cent of the respondents said that they were not shopping with the children.

Table 2: Frequency of shopping with the children

Sl. No	Frequency of shopping	No. of Respondents	Percentage
1	Once in a week	18	18
2	Twice in a week	29	29
3	Once in a month	33	33
4	Twice in a month	06	06
5	No shopping with the children	14	14
	Total	100	100.0

Source: Computed data

Table 2 clearly shows that 33 per cent of the respondents went to shopping with their children once in a month, 29

per cent of the respondents went to shopping twice in a week, 18 per cent of the respondents went to shopping once in a week, about 6 per cent of the respondents went to shopping with their children twice in a month and only 14 per cent of the respondents never went to shopping with their children.

Table 3: Get influenced by children while making purchases

Sl. No	Get influenced by children while making purchases	No. of Respondents	Percentage
1	Yes	75	75
2	No	25	25
	Total	100	100.0

Source: Computed data

Table 3 clearly shows that 75 per cent of the respondents got influenced by children while making purchases and the remaining 25 per cent of the respondents do not get influenced by children while making purchases. It was evident from the table that majority of the respondents got influenced by their children while making purchases.

Table 4: Source that attracts a child most towards product

Sl. No	Source that attracts a child most towards product	No. of Respondents	Percentage
1	Package	16	16
2	Free offer	37	37
3	Advertisement	47	47
	Total	100	100.0

Source: Computed data

Table 4 clearly shows that 47 per cent of the children were attracted through advertisement, 37 per cent of the children were attracted through free offer and 16 per cent of the children attracted through package.

Table 5: Who takes the decision while purchasing FMCG goods at home

Sl. No	Who takes the decision while purchasing FMCG goods at home	No. of Respondents	Percentage
1	Wife	31	31
2	Children	34	34
3	Others	35	35
	Total	100	100.0

Source: Computed data

Table 5 clearly reveals that 35 per cent of the respondents told other members takes the decision while purchasing FMCG goods at home, 34 per cent of the respondents told children takes the decision while purchasing FMCG goods at home and the remaining 31 per cent of the respondents told wife takes the decision while purchasing FMCG goods at home.

Table 6: Discuss about products and brands with the children

Sl. No	Discuss about products and brands with the children	No. of Respondents	Percentage
1	Yes	40	40
2	No	14	14
3	Sometimes	46	46
	Total	100	100.0

Source: Computed data

Table 6 clearly shows that 46 per cent of the respondents sometimes discuss about products and brands with their children, 40 per cent of the respondents discuss about products and brands with their children and the remaining 14 per cent of the respondents do not discuss about products and brands with their children. It was clear from table that majority of the respondents sometimes discuss about products and brands with their children.

Table 7: Brand conscious of Children

Sl. No	Brand conscious of Children	No. of Respondents	Percentage
1	Sometimes	41	41
2	Most of the times	33	33
3	Always	22	22
4	No idea	4	4
	Total	100	100.0

Source: Computed data

Table 7 clearly reveals that 41 per cent of the respondents told sometimes their children were brand conscious, 33 per cent of the respondents told most of the times children were brand conscious, 22 per cent of the respondents told always their children were brand conscious and 4 per cent of the respondents told they didn't had any idea about their children brand conscious.

Table 8: Behaviour of children

Sl. No	Behaviour of children	No. of Respondents	Percentage
1	Always wish or force you to buy the product which his/her friends parents brought for them	49	49
2	Wish about the product as per his/her requirements	33	33
3	Don't know	18	18
	Total	100	100.0

Sl. No	Particulars	No. of Respondents	Percentage
1	Demanding again and again	19	19
2	Keeping silent for sometime	13	13
3	Showing anger to their brother/sister	20	20
4	Beating their brother/sister	22	22
5	Threatening	9	9
6	Bargaining	3	3
7	Emotional appeals like crying	14	14
	Total	100	100.0

Source: Computed data

Table 8 reveals that 49 per cent of the respondents told that their children always wish or force to buy the product which his/her friends parents brought for them, 33 per cent of the respondents mentioned that their children wish about the product as per his/her requirements and 18 per cent of the respondents told that they do not know about the behavior of their children.

Table 9: Demand of children was rejected, reaction of children

Sl. No	Particulars	No. of Respondents	Percentage
1	Demanding again and again	19	19
2	Keeping silent for sometime	13	13
3	Showing anger to their brother/sister	20	20
4	Beating their brother/sister	22	22
5	Threatening	9	9
6	Bargaining	3	3
7	Emotional appeals like crying	14	14
	Total	100	100.0

Source: Computed data

Table 9 clearly reveals that 22 per cent of the respondents told when the demand was rejected, reaction of their children was beating their brother/sister, 20 per cent of the respondents told when the demand was rejected, reaction of their children was showing anger to their brother/sister, 19 per cent of the respondents told when the demand was rejected, reaction of their children was demanding again and again, 14 per cent of the respondents told when the demand was rejected, reaction of their children was emotional appeals like crying, 13 per cent of the respondents told when the demand was rejected, reaction of their children was keeping silent for some time, 9 per cent of the respondents told when the demand was rejected, reaction of their children was threatening and 3 per cent of the respondents told when the demand was rejected, reaction of their children was bargaining.

Table 10: Strategies used by the children to influence decision

Sl. No	Particulars	No. of Respondents	Percentage
1	Bargain	16	16
2	Persuade	25	25
3	Use-emotion laden tactics	29	29
4	Directly ask	14	14
5	Use the expert strategy	16	16
	Total	100	100.0

Source: Computed data

Table 10 clearly shows that 29 per cent of the respondents told that children use emotion laden tactics to influence decision, 25 per cent of the respondents mentioned that children persuade to influence decision, 16 per cent of the respondents told that children use the expert strategy to influence decision, 16 per cent of the respondents mentioned that children bargain to influence decision and 14 per cent of the respondents directly ask to influence decision.

7. HOUSEHOLD CARE PRODUCTS PURCHASED BY PARENTS ON THE INFLUENCE OF CHILDREN BASED ON GENDER

To test the household care products purchased by parents on the influence of children based on gender, the following null hypothesis was proposed.

H₀ : There is no significant difference in household care products purchased by parents on the influence of children based on gender.

The details of the result of Mann-Whitney U test is reported in Table 11.

Table 11: Household Care products purchased by parents on the influence of children based on Gender - Mann-Whitney U Test

Particulars	Household Care products purchased by parents on the influence of children
Mann-Whitney U	22236.000
Wilcoxon W	85426.000
Z	-2.506
Asymp. Sig. (2-tailed)	0.012

It shows that gender wise there is a significant difference in household care products purchased by parents on the influence of children.

8. PERSONAL CARE PRODUCTS PURCHASED BY PARENTS ON THE INFLUENCE OF CHILDREN BASED ON GENDER

To test the personal care products purchased by parents on the influence of children based on gender, the following null hypothesis was proposed.

H₀ : There is no significant difference in personal care products purchased by parents on the influence of children based on gender.

The details of the result of Mann-Whitney U test is reported in Table 12.

Table 12: Personal Care products purchased by parents on the influence of children based on Gender - Mann-Whitney U Test

Particulars	Personal Care products purchased by parents on the influence of children
Mann-Whitney U	23644.500
Wilcoxon W	86834.500
Z	-1.454
Asymp. Sig. (2-tailed)	0.146

It shows that gender wise there is no significant difference in personal care products purchased by parents on the influence of children.

9. SUGGESTIONS

- The study shows that the parents were more concerned about the quality, brand name and brand benefits of the personal care products purchased by them. Further it was also found that once the parents found that certain brands were suitable to them, they do not change it easily due to influence of children. In case of non availability of their personal care brand at the store where they purchase regularly, they often go to another retail store to get their preferred brand and do not compromise easily.
- Most of the parents prefer advertisements for knowing about the durable goods. Hence it was a best source to deliver information about the innovations made in durable goods.

10. CONCLUSION

It was concluded from the study that majority of the parents have been influenced by the children towards FMCG products in the study area. There were various factors influencing the parents in buying decision and the most influencing factor was brand image and advertisement and other factors play a secondary role in buying decision. Children are playing a very important role in the purchase

behaviour of parents. The children were the centre of attraction in any family irrespective of country and culture. They have been participating in all activities of the family. In the same way, they have been voicing their opinion for purchase of various products. Products directly used by children were mostly decided by children themselves. There were few family products where children influence was observed higher.

REFERENCES

- [1] Mohit Prakash and Hemant Yadav, Influence of Children on Family Purchasing Decisions”, International Research Journal of Management Science and Technology, Vol.5, Issue.1, 2009, pp.399-420
- [2] Yuvarani, A Study on Rural Consumer Behaviour Towards Selected Fast Moving Consumer Goods in Salem District, Research Paper, Vol.2, No.2, Feb 2013.
- [3] Grant, J. and Stephen, R., Buying Behaviour of Teenage Girls and Key Societal Communicating Factors Influencing their Purchasing of Fashion Clothing, Journal of Fashion Marketing and Management, Vol. 9 No. 4, 2005.
- [4] Lokesh Sharma, Archana Singh and Parul D. Agarwal, The Impact of T.V. Advertisements on Buying Behaviour of Indian Adults: An Empirical Study, Anveshanam- The Journal of Management, Vol. II, No. 1, August 2013-July 2014.