

A Study on Factors Influencing of Children Buying Behaviour

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Abstract

This research paper focuses on the children buying behavior; generally the marketers and researchers have ignored children as a consumer segment because of their little disposable income. In the past years, children have been found to have less influence on decision making for products that are used by the whole family. After that, interest has been growing in children's consumption behaviour, especially their influence in family purchase decisions. Contrary to the traditional assumption that parents dominate in family decisions, abundant research has been found that children have substantial influence on their parents in family consumption decisions. The present study concluded that children are more likely to influence the purchase decisions that directly affect them and have more influence on less expensive products and those for their own use.

Key words: Children, buying behavior, buying behaviour of children, etc.

1. Introduction

Marketing is an important factorial aspect of business. The success of any organization is largely determined by its ability in marketing the products or services. In the recent past, the world witnessed vast changes in the production and distribution of goods both in the developing and developed countries. Advancement in technology, improvements in transport and communication, changes in fashion, increasing standard of living, rapid economic growth, and enhanced knowledge level of consumers are the main reasons for these changes. Moreover, mass production and mass distribution are the order of the day, followed by cut-throat competition from similar concerns. Therefore, the firms are compelled to use various techniques to promote sales through advertisements,

personal selling, sales promotions and the like. Thus, marketing has occupied an important place in all stages of economic life. In today's fast-paced world, it is more important than ever to promote recognition of a product or service. If the firm provides quality product, customer will encourage and give repeated business with the product or service. Branding is a great way to promote the recognition of the people because they are busy and tend to be adhering with familiarity.

2. Influences of children on purchase decisions

Research studies suggest that every young child, aged 2-7 years, may have considerable product or brand information. Children are found to acquire information about products and brands from advertising, at school, in retail settings and from parents, siblings and peers. Understanding children's purchase influence has been identified as areas in great need of research. There is ample evidence that children exert varying degrees of influence on purchase and that this influence varies by product, decision stage, child, parental and family characteristics. Influence of children on family purchases has been a research topic among marketers in recent years. McNeal has given four main reasons for this growing importance. First, parents are having fewer children, thereby increasing the influence of each child. Second, there is rapid increase in the number of one-parent families; also there is increase in the number of children who do some of their own shopping. Third, an increasing number of women now delay childbearing, and these women usually have more to spend on their children. Finally, almost 70 percent of households with children are dual-earner households. Children appear to have significant influence in product decisions for which they are the primary consumers. This is particularly true when the product involves low financial costs. Their influence is greatest in the problem recognition stage and declines significantly by the decision stage.

3. Children's active and passive social power

Social power theory suggests that the five power bases may be utilized in

two ways: actively and passively. Use of power to influence is commonly active, or the result of an intentional action; however, sometimes it may be passive, such as when the mere presence of power is influential. Both active and passive power contributes to a person's potential for directing an outcome according to his or her own preference. Active social power is perceived and directly controlled by the child. To exert active influence, a child must make an assessment of his or her social power, choose an influence attempt consistent with his or her sources of social power, and exert action towards achieving his/her desired outcome. In the conceptual model, a child's power bases give rise to influence attempts that is, a child's influence attempts should be largely shaped by his or her social power.

4. Review of literature

Carruth and Skinner (2001) made a study to assess consumer practices and attitudes of mother, and consumer goals/skills that their children were to learn. Mothers with at least one child aged 5-9 years were recruited from an ongoing study and through posters, flyers and referrals. Mail out surveys included a validated consumer questionnaire and requests for information related to socio-economic status, age, paid employment and gender of children. Results indicated that mothers were of middle/upper socio-economic status and had 2-3 children/family, and 64 per cent were in paid employment. Mother-child was co-shopping and mothers' role modeling was major means of teaching consumer goals/skills.

Page and Ridway (2001) conducted two studies, using same sample for both studies, based on 84 children aged 11-12 years from the same school. In the first study, they performed an extensive qualitative evaluation of consumer environment of children from disparate socio-economic backgrounds. In the second study, they surveyed the same children to collect data related to their consumption patterns. Findings showed that their socio-economic background appeared to play a large role in the children's responses.

Pavleen and Raghbir (2006) stated that children constitute an important target market segment and merit attention from marketing perspective. The amount of influence exerted by children varies by product category and stage of the decision making process. For some products, they are active initiators, information seekers, and buyers, whereas for other product categories, they influence purchases made by the parents. The purchasing act is governed by how they have been socialized to act as consumers. Family, peers, and media are the key socializing agents for children wherein family specific characteristics such as parental style, family's sex role orientation, and patterns of communication play key roles.

5. Objective of the study

1. To examine the influencing factors on the purchase interest of the children.
2. To identify the children opinion on the factors influencing their buying behavior.
3. To study the relationship between the influence of media, information search, quality conscious, price conscious, novelty and fashion, brand conscious, promotional, purchase interest and purchase decision.

6. Analysis and interpretations

Table 1

Opinion towards Purchase Interest

Purchase interest	Mean	S.D
I purchase a product with full of involvement	4.18	0.77
I plan in advance about my purchase	4.02	1.03
I am eager to know the taste/flavor/design of new product	4.09	1.03
I inform my friends in advance about my purchase	4.33	0.67
Before purchase a product I get opinion from others	4.15	0.85
I inform my parents about the products which my friends use	4.12	0.78

I speak frequently with my parents about the product that I need	3.86	0.87
I never waste any product that I bought	4.24	0.89

Source: Primary Data

Table 1 shows the children opinion towards purchase interest. From calculated mean values, it is observed that children purchase a product with full of involvement (4.18), they plan in advance about their purchase (4.02), they are eager to know the taste/flavor/design of new product (4.09), they inform their friends in advance about their purchase (4.33), before purchase a product they get opinion from others (4.15), they inform their parents about the products which their friends use (4.12), they speak frequently with their parents about the product that they need (3.86) and they never waste any product that they bought (4.24). Purchase interest is found to be high among the children. Children are purchasing the product with full of involvement. They are planned in advance about their purchase.

Table 2

Influence of Source of Media on Purchase Interest

R	R Square	Adjusted R Square	F-value	P-value
0.700	0.050	0.403	2.141	0.044*

Predictors	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
(Constant)	3.886	0.161	-	24.136	0.001*
Radio	0.077	0.052	0.070	1.463	0.144 Ns
Television	0.510	0.034	0.591	15.082	0.001*
News papers	0.157	0.072	0.099	2.199	0.028**
Magazines	0.008	0.084	0.004	0.091	0.928 Ns
Hoarding	0.185	0.034	0.226	5.426	0.001*
Bill Board	-0.091	0.043	-0.116	-2.140	.033**

Social media, like what app	0.524	0.049	0.572	10.663	0.001*
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Source: Primary Data.

* Significant at 1% level **Significant at 5% level Ns Not significant

Table 2 indicates the influences of media on purchase interest. Here, radio, television, news papers, magazines, hoarding, bill board and social media, like what app are the media considered as independent variables. Purchase interest is treated as dependent variable. Regression analysis is applied to know the effect of independent variables on the dependent variable. It is found that the independent variables are influenced at 0.403 levels on the dependent variable. The independent variables such as radio, television, news papers, magazines, hoarding, bill board, social media, like what app are influenced the purchase interest at 40.3 percent. The unstandardized co-efficient beta value indicates the strength of relationship between dependent and independent variable. It is expressed by the following equation:

$$\text{Purchase interest} = 3.88 + 0.524 (\text{social media}) + 0.510 (\text{television}) + 0.185 (\text{hoarding}) + 0.150 (\text{news papers}) - 0.091 (\text{bill board}).$$

It is inferred that hoarding, newspaper, and bill boards are the sources of media significantly influence the purchase interest of the children. Further, unstandardized co-efficient beta value indicates, to have one unit increase in the purchase interest of the children, social media positively influence at 0.524 level, when other factors remain constant. Similarly, television media influences at 0.510 level on the purchase interest, hording influence at 0.185 level and newspaper influences at 0.091 level. The social media and television are the powerful media for creating purchase interest of the children. But, bill board is the source of media is the weakest media for creating purchase interest of the children.

7. Conclusion

Present market is flooded with innumerable products and brands.

Companies are facing a lot of problems in selling their brand in the clustered environment. However, selling products to children by understanding their mind is a great question which is yet to be answered. This study has been conducted to study the purchase decision of products used by children. Based on the results, interest towards the product and attitude of children are the psychological variables that greatly influence purchase decision. Better results could be achieved when companies give attention to psychological variables. Besides, demographic variables' domination is more on the purchase decision of products, which needs to be concentrated by the companies to improve their sales considerably.

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