



PESTER POWER: ROLE OF TV ADVERTISEMENT AND PARENTS

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ABSTRACT

Children are playing active role in modern consumption. Their role is not limited to that of a consumer only rather influence and pester power in determining what the family purchasing is increasing significantly. This paper explore the scope of pester power and role of media and parents in increasing the pester power. It is an attempt has been made to explore reason behind pester power and relation between parents profile and prevalence of pester power. The result of the survey show that children are more brand aware today then past generation, This brand awareness can be mainly attributed to their exposure to TV parents income and education level affect pester power significantly. The study provide implication for both parents and marketer

KEYWORDS :

Introduction

"Mom I want this. Dad I want this" are the demands, fuelled by marketing tactics that erode the adult wallets. The bug is none other than Pester Power. The power children have, by repeated nagging, of influencing their parents to buy advertised or fashionable items is called as Pester power.

The advertising sectors deliberately tones down the influence and possible adverse influence of the product they are advertising. They tends to portray an 'innocuous' aspect of daily life in their commercial messages and hope that this innocent aspect of life would not only attract the attention of potential customers but would also influence them (Adler and et.al, 1997). The advertising has positive and negative influences. The opponents and critics of advertising portray the negative effects, while those in favor emphasize the positive aspects.

Kids learn to acquire products by asking their parents. Children ask their parents for products approximately 15 times during a shopping trip. Children also influence where their family shops, which indirectly affects the number and types of products purchased during a store visit. Children make requests for products at home, in the car, watching television and at dinner. They are most likely to ask for products when they see commercial advertisements (McNeal, 1992). McNeal (1964) found independent purchasing became more prominent about age seven and increased with age. As children became older, parents also allowed more independent shopping. Also, the majority of kids age five, seven, and nine made independent selections when they did shop with their parents. By age nine, children were active consumers. They participated in purchasing in part because they observed materialism through advertisements, peers, and business (McNeal, 1964)

Literature Review

some authors have argued that advertising has little effect on children (Furnham in Gunter, Oates, Blades; 2005). Proctor and Richards in Gunter, Oates, Blades (2005) says that many children's products do sell well without being advertised. Valkenburg, (2005) says that children have become interesting from a commercial point of view because of their growing influence on family purchasing behavior. They mention that the children can be very persisting when asking for something. Young et al. (2005) found that many parents were concerned about the number of advertisements that children see, especially as they believed that children might be encouraged to want products they did not really need. Parents also felt that advertising led children to pester their parents to buy things for them and that young child might not fully understand the intent of advertising (Gunter, Oates, Blades; 2005). Children mostly

influence their families` purchases behavior. There is a relationship between the age and understanding of advertisement (Proctor and Richards in Gunter, Oates, Blades; 2005). The age of a child has an impact on the children's understanding of TV commercials (Proctor and Richards in Gunter, Oates, Blades; 2005). Children's desire to possess products which they have seen on television, is said to lead to "pester power" which means that children pester their parents or other adults to buy things for them (Proctor and Richards in Gunter, Oates, Blades; 2005).

The most predominant way of advertising to children is via television. Because television reaches children in their own homes and there is limited control over the advertisements that are shown on TV (Smith, 2001). Parents can limit the channels that children view or the times that children watch TV. But, this control can be defective if children have access to television independently (Smith, 2001). Television advertising exploits children. Because it persuades children to buy products they do not need and to spend money they may not have (Young, 1990). Parents generally complain about television advertising. Young, de Bruin and Eagle (2003) made a research in United Kingdom, Sweden and New Zealand about their attitudes toward advertising and they found that most of the parents concern about the number of advertisements that children see

Research objectives:

- To find out whether a relation exist between parents educational level and pester power
- To find out whether a relation exist between parents Income and pester power
- To explore role of TV advertisement in pester power

Research Methodology:

- Research Approach and Nature of Data**
For gathering primary data, survey approach was used
- Research Instrument**
- For this research questionnaire was used
- Sample survey**
- Sample unit : Rural respondents
- Sample size:** Respondents comprises of 150 families
- Sample Procedure:** Non Probability convenience sampling

Primary Data Analysis and Interpretation

Table 1 : "Children from high-income families have more influence on their families decision making."

Income	Family decision making process	P Value	P < 0.05	Results
	Children's Perception			
Children from High income families have more influence on their families' decision making	Planning of purchase	0.005	Significant	H1: Children from high income families have more influence on planning of purchase for family
	Product purchase decision maker	0.427	Insignificant	H2: There is no influence difference between children from all income levels
	Responsible for buying products	0.10	Insignificant	H3: There is no responsible difference between difference from all income levels

During the observation of the families, it could be observed that the **high-income families have several household helpers who buy, prepare, and cook the meal for the family, so children do not have to participate in the buying and consumption processes.** Based on the information from higher income parents, they tend to be more selective in choosing food for their children in terms of food content and ingredients, which is why their children have less influence in deciding what food to buy and eat. On the other hand, **low income families do not involve their children in the buying process because their budget is limited; therefore the mothers select the food based on how much money they have.**

Table 2: "Children from highly educated parents have more influence on their families' decision-making."

Education	Family decision making process	P Value	P < 0.05	Results
	Children's Perception			
Children from highly educated parents have more influence on their families' decision making	Planning of purchase	0.872	Insignificant	H7: There is no influence between children from all education levels of the parents
	Product purchase decision maker	0.881	Insignificant	H8: There is no influence between children from all education levels of the parents
	Responsible for buying products	0.216	Insignificant	H9: There is no influence between children from all education levels of the parents

The test statistic results showed that **children from highly educated parents have more responsibility for decision making.** Overall the statistics showed a weak result supporting the hypothesis that children from highly educated parents have more influence on their families' decision-making process. **Children from parents with a low or high education have an equal influence and responsibility in the family decision-making process.** Parents from high and low degrees of education are still the ones who plan, decide, and buy food for the families

Table 3:

- **Informativeness through a TV advertisement is related to the Pester Power of Children.**
- **Entertainment through a TV advertisement is related to the Pester Power of Children.**
- **Credibility of a TV advertisement is related to the Pester Power of Children**
- **Likability of a TV advertisement is related to the Pester Power of Children.**
- **Children's attitude towards Television advertisements is related to the Pester Power of Children.**

Informativeness	R ²	Unstandardized B	SE	T - Value	P - Value
Constant	0.73	0.789	0.527		
		1.322	0.111	1.454	0.00
Entertainment	R ²	Unstandardized B	SE	T - Value	P - Value
Constant	0.70	0.86	0.548		
		1.225	0.547	1.235	0

credibility	R ²	Unstandardized B	SE	T - Value	P - Value
Constant	0.71	0.512	0.515		
		1.112	0.451	1.888	0
Likability	R ²	Unstandardized B	SE	T - Value	P - Value
Constant	0.87	0.776	0.448		
		1.211	0.576	1.998	0.0001

- The results show only 73% of pester power variability is explained by TV advertisements information. This means that 26% of the variation cannot be explained by informativeness through TV advertisements alone.
- The results show 80% of pester power variability is explained by TV advertisements information. This means that 20% of the variation cannot be explained by entertainment through a TV advertisement.
- The results show 70% of pester power variability is explained by credibility of TV advertisements information. This means that 30% of the variation cannot be explained by credibility of TV advertisements alone.
- The results show 71% of pester power variability is explained by likability of TV advertisements information. This means that 29% of the variation cannot be explained by likability of TV advertisements alone.
- The results show 87% of pester power variability is explained by children's attitude towards TV advertisements. This means that 23% of the variation cannot be explained by credibility of TV advertisements alone.

Conclusion

Buying behavior of parents is based on many factors such as Entertainment, Informativeness, Credibility, Liking, Children's attitude towards TV ads and Children's pester power. This research has specific theoretical contributions from the past literature regarding children's and parents buying behavior. The study identifies how children develop an attitude towards TV advertisements and how today's children have become decision makers as well as their relationship with their parents, thus representing a significant step forward in the explanations of impact on the buying behavior of parents. The empirical results of this study provide reliable evidence that Entertainment, Informativeness, Credibility, Liking are four important factors influencing Children's attitude which further influences the buying behavior of parents. First, the path coefficient between most of the constructs was significant indicating that these factors have a strong relationship with buying behavior of parents.

Household income has a modest effect on children's influence in the family decision-making process. Children from high-income families have more influence on *planning the product* or the family than children from low or middle-income families. Children from high-income families show more responsibility in *helping the parents in terms of buying* for the family than children from low or middle-income families.

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