



A STUDY ON THE INFLUENCE AND EFFECT OF ADVERTISING ON CHILDREN IN FAMILY PURCHASING DECISION

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ABSTRACT Children achieve more influence on family decision making. Children have more freedom to choose instead of things being chosen by the parents on what they eat, wear, or buy. The freedom of a child's will and desire has brought benefit to the market and other children's industries. This research paper focuses on the children's influence, where children play an important role in the consumer market by influencing their parents' purchases either for the product used in the household or for themselves. This study also evaluate which stage of buying and consumption process children influence more and analyzed perception of parents and children in family decision making process.

KEYWORDS

Introduction

Earlier studies had only focused on husband and wife's role and child's role was ignored. There are also other interactions than that between parents and children, such as television, peers and schools. Children have long been acknowledged as playing an important role within family purchase decisions, with their ability to directly and indirectly influence decisions. All family members play different roles in the process of buying any product or service. The role that children play in making decisions concerning the entire family unit has prompted researchers to direct attention to the study of influence of children. 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. In this study, focus is on children as an influencing agent, because pervious studies show that children achieve increasing influence on buying of various kinds of products.

Literature Review

According to Wimalasiry (2004) the increase of the children influence on parents buying decisions in most of the developed countries can be attributed to various reasons. Williams and Veeck (1998) noted that no particular attitude or set of attitudes uniquely determines for all products whether a mother would be influenced by her child or not. Child centered mothers were more likely to be influenced by their children and family-oriented mothers or women with close knit families were more susceptible to children's influence. Children's influence is also seen to vary by who is the user and the perceived importance of the product to the user (Foxman and Tansuhaj, 1988). Chan and McNeal (2003), in a study of Chinese parents, also reported that parents indulged in considerable gate keeping for children's products. Atkin (1978) pointed out that children tend to rely on pre-established preferences based more often on premium incentives offered on a purchase than the nutritional features of a cereal at the time of influencing cereal purchases. Davis and Rigaux were the first authors to differentiate stages within the decision-making process as problem recognition, search for internal and external information and final decision. Foxman et al. (1989) concluded that children tend to have more "say" in the purchase of products that are less expensive and for their own use.

Research objectives

- a. To study role of children in family decision making
- b. To study influence of children in family decision making process

- c. To study psychological impact of Television Advertisement on children

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: Reasons Parents Allows Their Children to Influence Family Purchasing Decision

Reasons That Influence Family Purchasing Decision	Percentage
To Keep Children Happy	60
To Make up Parental Absence	40
To Empower Children	20
To Satisfy Their Existing Needs	19
To Prevent Them From Feeling Inferior Among siblings	12

When questioned about the reasons they give in to their children's demands, parents listed several factors. The top reason parents let the kids make choices is because they want to make them happy (60%). Many parents also let their kids rule the choices simply due to feeling guilty about the time spent away from them due to formal commitments means parental absence (40%). Some parents are also let their kids rule the choices simply to empower children and make them independent (20%).

Personal information from parents:

From 150 participants' parents, 117 parents are mothers (78%) and 33 parents are fathers (22%). Most of the participants' parents are mothers who are housewives; therefore most of them are not in a working position and they are the ones responsible for food buying, preparing, and cooking the food for the family members

The age range from the participants' parents starts at 20 and goes to more than 50 years old. Most parents are between 31 and 40 years old and only few from them are between 41 and 50.

Personal information from Children:

From 150 participant's children: 80 children are girls (53.37%) and 70 children are boys (46.67%). From 150 participants' children, 58 (38.67%) of them are 8 years old, 46 children (30.67%) are 7 years old, 40 children (26.67%) are 9 years old, 3 children (2%) are 6 years old and 3 children (2%) are 10 years old. Most children are between seven and nine years old. During the questionnaires, children were asked to define the amount of siblings that they have. From 150 participants' children, 80 children (53.37%) have one sibling, 33 children (22%) have two siblings, 23 children (15.33%) have no siblings which meant that they are the only child in the family, 5 children (3.33%) have three siblings, 7 children (4.67%) have four siblings, and 2 children (1.33%) have more than five siblings in their family.

Table 2 : There is significant difference between Gender of children and Items over which they exert influence.

To analyse this hypothesis of checking difference of means between Mann Whitney U test is proposed. Before conducting test, the underlying assumption of normality of data is examined. One sample Kolmogorov-Smirnov test is carried out to check the normality of the data.

	Males		Females	
	Z Score	Significance Value (p)	Z Score	Significance Value (p)
Food & Beverages	1.693	0.006	1.696	0.006
Apparel	2.907	0	3.073	0
Entertainment (Movies Etc.)	2.649	0	1.841	0.002
Stationary	2.057	0	1.576	0.014
Toys/Hobby Crafts	3.671	0	2.198	0

The p values in table 1 are found to be less than the level of significance (=0.05), which proves that the data are not normal.

Hence, to prove this difference of means in such non normal data, non parametric Mann Whitney U test is carried out. Z scores and p values of the test are shown in table 2. Items where p values are found to be less than the degree of significance (=0.05), H0 is rejected and alternative hypothesis is selected which assumes that there is significant difference between Gender of children and Items over which they exert influence.

	Z Score	Significance value (p)	Statistical Inference	Implication
Food & Beverages	-2.725	0.006	H0 Rejected	Significant difference
Apparel	-9.166	0	H0 Rejected	Significant difference
Entertainment (Movies Etc.)	-1.953	0.051	H0 not rejected	No Significant difference
Stationary	-3.639	0	H0 Rejected	Significant difference
Toys/Hobby Crafts	-7.264	0	H0 Rejected	Significant difference

H0 in some items, like chocolates and sweets, wafers and nankeens and movies with family, is not rejected hence; there is equal influence from both the genders over purchase of these items. Boys and girls tend to exert similar pressure over purchase of confectionaries, sweets and movies. On the other hand, Clothes for child, Mobiles and Gazettes, Toys and games, Shoes, Storybooks/ Magazines, Cosmetics, Fruits and Vegetables, Eating out, Family car and vacation trip are the things over which each gender tends to exert different influences.

Mean scores of these items show that boys are having more demands regarding purchase of items like mobiles, electronic

gazettes, toys and games, shoes, Storybooks/ magazines, vegetables and fruits, eating out, family car and vacation trip with the family than those of the girls. Girls demand more of clothes and cosmetic items for her.

Conclusion:

Food & Beverages is the most recommended product items requested by children according to parents as well as children. Children achieve the most influence and recommend mostly the products that relate directly to themselves such as cereals and snacks. Children have the least influence in the choice of jams, eggs, and rice.

1) Age and gender of the children affect the degree of children's influence on family decision making in product buying and consumption processes.

- The older the children, the bigger the influence they have on their families' decision making (*the results confirm the hypothesis*).
- Girls have more influence than boys in the families' decision making (*the results confirm the hypothesis*).

2) 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* for 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.
- **Occupation of the mother, education of the parents, parenthood, ethnicity, and family size do not affect the degree of children's influence on the family decision making in product buying processes.**

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