

## A STUDY ON ROLE OF CHILDREN IN FAMILY PURCHASE DECISION WITH SPECIAL REFERENCE TO SALEM DISTRICT

P. RAJA<sup>1</sup> & M. MAHALAKSHMI<sup>2</sup>

<sup>1</sup>Assistant Professor, PG and Research Department of Commerce, Government Arts College (Autonomous),  
Salem, Tamil Nadu, India

<sup>2</sup>Ph.D Research Scholar, PG and Research Department of Commerce, Government Arts College (Autonomous)  
Salem, Tamil Nadu, India

### ABSTRACT

Children constitute an important target market segment and merit attention from a marketing perspective. 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 purpose of this paper is to find out whether there is any gender inequality in children's role in the purchase decision of the family and another one is to Study whether the age of the children plays a part in allowing its role in the family's purchase decision. Descriptive research method has been used in this present study. This paper based on conceptual background with focus on role of children in a family's purchase decision. The sources of data were primary as well as secondary. The size of the sample is 160. The information collected with the help of questionnaire were tabulated and analyzed by using various statistical measures like percentage analysis, mean and standard deviation analysis, and T-test, Analysis of Variance (ANOVA - F Test). I found that there is no significant difference between the gender of the Children with regard to Purchase Behavior and another one is there is no significant association between the age of the Children with regard to Purchase Behavior.

**KEYWORDS:** Children Purchase Behavior, Purchase Decision

### INTRODUCTION

Influence of children varies by product, product sub-decision, stage of the decision-making process, nature of socializations of children, families' gender role orientation, demographic features such as age and gender, and also by respondent selected for investigation of relative influence. Children constitute three different markets: the primary, the influencer, and the future market. Certain products are simply children's products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products, such as ones which are used by the entire family unit, they may influence purchases made by the parents.

The amount of influence exerted by children varies by product category and stage of the decision making process. The purchasing act is governed by how they have been socialized to act as consumers. Family, peers and media are key socializing agents for children wherein family-specific characteristics such as parental style, family's Sex Role Orientation (SRO), and patterns of communication play key roles. The structure of Indian families has been previously characterized as joint families with traditional SRO (that is, the husband predominated in all family affairs).

### Definition of Consumer Purchase Decision

Process by which (1) consumers identify their needs, (2) collect information, and (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values.

### Major Types of Buying Decision Behavior

- Complex Buying behaviour
- Dissonance reducing behaviour
- Habitual Buying Behaviour
- Variety Seeking Buying Behaviour

### REVIEW OF LITERATURE

**Susan Bridging, Sheehan Borne**<sup>1</sup> in their study “The effect of pediatricians' obesity and gender on children's perceptions” finds that the physicians' gender did not influence children's perception of pediatricians' personal characteristics. However, physicians' obesity did influence children's perceptions. Specifically, obese pediatricians were judged less likable and less expert than non-obese pediatricians.

**Anna Spearman**<sup>2</sup> in his study “Ambiguities and paradoxes in children's talk about marketing breakfast cereals with toys” finds that the children's perspectives, “insert toys” are constituted by cultural and social patterns extending far beyond the “insert toy” itself. For example, the analysis shows that it is not biological age that defines what and how consumption is understood.

**Gurvinder S. Sherrill, Harriet Sekhon, Min Zhao**<sup>3</sup> in their study Parents' perception of teen's influence on family purchase decisions: A study of cultural assimilation” finds that the cultural assimilation does have an influence on parental perceptions of teen's influence on family decision making. Chinese immigrants' teenage children in New Zealand were perceived as having more influence within the family than their peers in Chinese families living in China.

**AnupriyaKaur, Y. Medury**<sup>4</sup> in their study “Impact of the internet on teenagers' influence on family purchases” finds that teenage children in urban Indian households are significantly influenced by the internet, i.e. they perceive and disseminate consumption related information from the internet and, further, this influence is positively related to their role in family purchase decisions.

**TendaiChikweche, John Stanton, Richard Fletcher**<sup>5</sup> in their study “Family purchase decision making at the

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<sup>1</sup> **Susan Bridging, Sheehan Borne.**, “Young Consumers: Insight and Ideas for Responsible Marketers”, Volume: 13 Issue: 2 2012

<sup>2</sup> **Anna Spearman.**, “Young Consumers: Insight and Ideas for Responsible Marketers”, Volume: 10 Issue: 4 2009.

<sup>3</sup> **Gurvinder S. Sherrill, Harriet Sekhon, Min Zhao.**,”Asia Pacific Journal of Marketing and Logistic,s” Volume: 25 Issue: 1 2013.

<sup>4</sup> **AnupriyaKaur, Y. Medur.**, “Young Consumers: Insight and Ideas for Responsible Marketers”, Volume: 12 Issue: 1 2011

<sup>5</sup> **TendaiChikweche, John Stanton, Richard Fletche.**, “Young Consumers: Insight and Ideas for Responsible Marketers”, Volume:29 Issue:3 2012

bottom of the pyramid” finds that the identification of changing and multiple family buying models, which are influenced by the constraints consumers face at the BOP, as well as the distinct roles of children, which differ from those common in developed western countries.

### Need for the Study

Salem is a district which is known for its agricultural as well as industrial resources. It has a considerable population of children which is reflected in the innumerable schools in the district. This study is carried out among the children and parents in Salem district.

### Objectives of the Study

The study is undertaken with the following objectives:

- To find out whether there is any gender inequality in children’s role in the purchase decision of the family.
- To Study whether the age of the child plays a part in allowing its role in the family’s purchase decision.

### Hypotheses

- There is no association between the sex of the respondents and the influence of the children on their parents with regard to what to buy.
- There is no significant association between the age of the children with respect to their influence on their parents in terms of what to buy.

## METHODOLOGY

The present study is both explanatory and analytical. The data collected in the consumer survey constitute primary data. Structured questionnaires were prepared for the children and parents separately for the study. The size of the sample is 160. The sample covers different age groups of both genders, income groups, educational backgrounds and occupational status. These samples were chosen at random. The sources of data were primary as well as secondary.

The information gathered from books, journals, magazines, reports, and dailies was the secondary data. The data collected from both these sources were scrutinized, edited, tabulated and analyzed by using various statistical measures like percentage analysis, mean and standard deviation analysis, Chi-square test, and T-test, Analysis of Variance (ANOVA - F Test).

**Table 1: Demographic Profile of Respondents Related to Children’s Opinion**

Variables	Characteristics	N	Percentage
<b>Gender</b>	Boy	68	42.5
	Girl	92	57.5
<b>Total</b>		160	100.0
<b>Age</b>	Up to 10 Years	18	11.2
	11-13 Years	80	50.2
	14-16 Years	62	38.8
<b>Total</b>		160	100.0
<b>Religion</b>	Hindu	108	67.5
	Muslim	30	18.8
	Christians	18	11.2

	Others	4	2.9
<b>Total</b>		160	100.0
<b>Type of School</b>	Government School	88	55.0
	Private School	52	32.5
	Government Aided School	20	12.5
<b>Total</b>		160	100.0
<b>Level of School</b>	Elementary School	20	12.5
	Middle School	32	20.0
	High School	32	20.0
	Higher Secondary School	76	47.5
	<b>Total</b>	<b>160</b>	<b>100.0</b>

Source: Primary Data

**Inference**

The above table shows that 57.5 percent of the respondents are girls and 42.5 percent of the respondents are boys. The above table shows that 50.2 percent of the respondents are 11-13 years of age, 38.8 percent of the respondents are 14-16 years. The above table shows that 67.5 percent of the respondents are Hindus, 18.8 percent of the respondents are Muslims, 11.2 percent of the respondents are Christians, and 2.9 percent of the respondents are others. The above table shows that 55.0 percent of the respondents are studying in government schools, 32.5 percent of the respondents are studying in private schools, and 12.5 percent of the respondents are studying in government aided schools. The above table shows that 47.5 percent of the respondents are in the level of higher secondary school, 20.0 percent of the respondents are in the level of high school, 20.0 percent of the respondents are in the level of middle school, and 12.5 percent of the respondents are in the level of elementary school.

**Inferential Statistics**

- **T-Test**

$$t = \frac{\bar{X} - \mu}{S/\sqrt{n}}$$

**Hypothesis**

**H0:** There is no significant difference between boys and girls with respect to their influence on their parents in terms of what to buy.

**Table 2: Independent Sample T-Test**

Gender	N	Mean	Std. Deviation	t-Value	P-Value
Boys	68	3.71	1.023	0.175	0.861
Girls	92	3.61	1.223		
<b>Total</b>	<b>160</b>				

Source: Primary Data

**Conclusions**

Since P value is more than 0.05 [0.86] the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant difference between boys and girls with respect to their influence on their parents in terms of what to buy.

### Inferential Statistics

- (b) F-Test

$$F = \frac{s_1^2}{s_2^2}$$

$$s_1^2 = \frac{\sum(X_1 - \bar{X}_1)}{n_1 - 1}, s_2^2 = \frac{\sum(X_2 - \bar{X}_2)}{n_2 - 1}$$

### Hypothesis

**H<sub>0</sub>:** There is no significant association between the age of the children with respect to their influence on their parents in terms of what to buy.

**Table 3: One Way-ANOVA**

Age	N	Mean	Std. Deviation	F-Value	P-Value
Up to 10 years	18	3.22	1.592	6.572	0.002
11-13 years	80	4.10	1.051		
14-16 years	62	3.58	1.017		
Total	160				

Source: Primary Data

### Conclusions

Since the P value is less than 0.002, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is significant association between the age of the children with respect to their influence on the parents in terms of what to buy.

### Findings

- There is no significant difference between boys and girls with respect to their influence on their parents in terms of what to buy.
- There is significant difference between the children belonging to different age groups with respect to their influence on their parents in terms of what to buy.

### Suggestions

The findings of the study show that children have great influence on their parents in the purchase decision. So it becomes necessary that they should be made to have a thorough knowledge about the product they want to buy and the financial position of the family.

### CONCLUSIONS

In short this study shows that in today's scenario children have influences upon their parents in the purchase decision of the family. Today's parents feel that children have the right to decide what they need. As there are only one or two children in today's families' great importance and concentration are given to their likes and dislikes.

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