

Pester Power Tactics and Parental Response in case of Selected Food Products: A Study Conducted in Delhi/ NCR

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Abstract—Children role as a consumer and influencer has gained lot of attention these days. India is a young nation and children have a major share in the Indian population. The children plays very important role in the family decision making. Indian packed food industry has grown manifold and expected to grow in coming future. This paper attempts to analyze the role of children in purchase decision for various packed food products. The study tries to understand the role the child play, the source of information for these products, the request strategies they use and parents response to these demand. The study was conducted in Delhi/ NCR on 135 parents who have children from 6-12 years of age.

Keywords: Children, pester power, tactics, parental response

1. INTRODUCTION

Children are considered as an imperative part affecting the family decision making and have achieved consideration from marketers, academicians, public policy, advertisers etc. During the 1990's awareness was developed about the immense market potential children have. They contribute in three ways—a current market spending their own money in order to satisfy their own needs and wants, an influential market affecting the parent's decision and attracting a substantial amount of parental expenditure and a future market that will eventually constitute all the customers (McNeal and Yeh, 1997). Children play a significant role in the consumer market by influencing their parents purchase decisions either for the products for family use or for their personal use (Rose et al., 2002; Czarwana and Vassallo, 2003; Gaumer and Arnone, 2010). Owing to changes in the economic and social environment and increasing competition the marketers have to be more consumers oriented. Buying behaviour has an important role to play in the strategic marketing planning. Marketers should know its customers and understand their buying behaviour.

Children of various age groups- infants, toddlers, young children or adolescents are attractive segment for the marketers considering the age based segmentation. Children are gaining so much of attention from marketers for two

reasons. Firstly children in India and across the globe constitute a huge market and population of children is growing tremendously. India has the second largest population in the world after China. Its population was 1.277 billion in 2015. India is a young nation with more than 50% of the population below the age of 25 years. As per Census 2011, 29.5% of the population was in the age group of 0-14 years. This makes this segment even more popular. Secondly due to the vast spending power they possess based on their discretionary income and influence on family purchases (Kennedy 1995; Kim and Lee 1997). Children attempts and succeed in influencing the family purchase decision.

Berey and Pollay (1968) were the first one to understand the role of children. He list down the following three reasons for which this segment should be paid attention. The reasons are as:

- (a) The size of the child market is growing rapidly
- (b) Children influence the family decision making
- (c) Adult consumer behaviour is the direct antecedent of the child consumer behaviour.

Family decision making process has the following stages

- Problem Recognition
- Information search
- Evaluation of information
- Purchase decision

Children these days exert substantial influence in family buying decisions.

The word 'Pester Power' is gaining recognition in this ever changing world. Pester power is defined as the nagging ability of child in influencing his/her parents to buy what they demand and indirectly affecting the buying decision of the parents. Pestering means when the children keeps in asking or

