

CHILDREN INFLUENCE IN CASE OF CHILD-CENTRIC PRODUCTS: A COMPARISON AMONG VARIOUS PRODUCTS

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Abstract—Children role in the purchase decision has gained importance over the period of time. Marketers are also targeting children for increasing their sales. Children contribute as direct purchaser for products they use and also as an influencer in the products used by their parents and other family members. The children these days have better access to the information and they are aware about the market and the products available. This paper attempts to analyse the role the children play in case of child-centric product. A total of 11 products were taken for the study. The study would focus on the role that the child play in each category of product and we would try to analyse in which category of child-centric product the child has more role to play and show much interest. We would also try to figure out that what source of information is used for various categories of child-centric product.

Keywords- Children, pester power, child-centric products

1. INTRODUCTION

India has a large population base and it is a great opportunity for marketers. India is expected to become the third largest consumer market by 2025. Children under the age of 14 years constitute about 29.5% of the Indian population and this shift the attention of marketers towards them. The children has direct influence in case of product they use and also indirect influence in case of products used by their family members. They are also the future consumers. Marketing to kids are passport to growth (Soni & Upadhyaya, 2007). They have more say in the family purchase decision than their parents had when they were kids. They have more control over what they watch, what they buy and even what the family buy.

Children have come to constitute a very important consumer group that influences family purchases of various products in many ways. Thus, recognizing children as a primary market, an influencing market, and a future market, children today are seen as different from past generations; especially the 8-14 year-old (called "tweens", as they are neither children nor teens but something between). They've grown up faster, are more connected, more direct and more informed. They have

more personal power, more money, influence and attention than any other generation before them".

There has been changes in family structure, the communication between families is more democratic. Parents these days pay more attention to their children and also take their opinions and advices into consideration for making decision. This lead to more active participation by children in 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.

In the study of consumer buying behaviour the family is considered a crucial decision making unit as the interaction and influence between family members are likely to be greater and more significant than those within the other smaller groups, such as friends or colleagues.

There are five major role that one can play in purchase process- initiator, influencer, decider, buyer and user. Earlier the marketers focused on either husband or wife or joint decision that the family make. But the role that the child play has changed to a large extent over the passage of time. These days we need to focus on the child dominant purchase decision. Children role in the family purchase decision is something which the marketers can't ignore.

OBJECTIVES OF THE STUDY

- To find out the popularity of various categories of products demanded by the children.