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SOURCE OF INFORMATION FOR CHILDREN: A STUDY ON SELECTED CHILD-CENTRIC PRODUCTS

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ABSTRACT

Children are the centre of attraction for families. They play a very important role in the family purchase decision. They have demands of their own and they don't hesitate to place their demands in front of their parents. Children these days have knowledge about the market, the varieties of products available. They come across various socialization agents such as television, family, friends, school etc. Internet is another information seeking media for kids.

This paper aims to analyse the most source of information for children for 10 categories of products (Toys/Games, Eating out, Beverages, Gift Items, Games Parlour/Fun Zones, Clothes, Gift Items, Confectionery, Sports Items, Stationery, Accessories). We would also analyse whether the source of information vary across age and gender of the child. The study was conducted on 102 children in age group of 6-12 years. The area of study would be Delhi The sample was collected using convenience sampling technique.

INTRODUCTION

Children are one significant group of consumers that marketers can't ignore. They are not only mere customer but also very significant influencer. As per census 2011, India has 29.5% of the population below the age of 15. It means India has large number of young consumers and they constitute major part of the population. The role the child play in the family purchase decision has changed over the period of time. They play a very important role in the purchase of product of their use and also in case of household products. Children these days are more informed about the market and the products available. They place their demands in front of their parents and in case their demands are not fulfilled, they even make use of pester power to get the demand fulfilled. Pester Power is the nagging ability of the child to get their demand fulfilled by asking times and again.

The influence of the child in the purchase process varies according to the gender, age, socialization process, parenting style and children awareness about various products. Past research has found that children's relative influence varies with product type, decision stages, and product sub decisions (e.g., Ahuja 1993; Belch, Belch, and Ceresino 1985; Foxman and Tansuhaj 1988).

Indian kids wield an annual spending power of Rs, 22, 594 crores as per Turner New Gen Study. This amount exceed the GDP of countries like Maldives, Bhutan and Aruba. This indicates the need of marketers to focus on this segment. There has also been increase in the amount of pocket money given to the child. This in turn increase their spending power and more discretionary power to spend their money in their own ways.