

The Major Factors Influencing Parents Buying Behaviour of Children Products

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ABSTRACT

Advertisers spend significant amounts of money developing advertising campaigns that they hope will be favourably received by their target audiences and will increase awareness, reinforce brand and/or company images, and lead to sales. Children influence their parents' buying behaviour and decision making, they represent the future adult consumers. Research has shown that children hold a certain power as consumers, and their influence on family purchases goes beyond the selection of toys and cereals. Parents have shown strong perception that have significant effect due to the impact of media advertisement as a major source inspiration about the children products and brands which may almost valuable source of information to their children that have directly influenced their children decision making. Therefore, this study is an attempt to examine the Advertisement impact on Parents buying behaviour of children products in Coimbatore City. It becomes important to understand whether the product information, pleasure motives, celebrity impact and likeability have positively influenced the parents to buy products for their children? The objectives are to study the demographic variables of the parent consumers and to analyze the advertisement impact on parents buying behaviour of children products Primary and Secondary data was used for data collection. The sampling technique selected for the study is convenience sampling method. The collected data was analyzed with the help of statistical tools such as Simple Percentage Method, Weighted Average, Correlation and Regression Analysis. It is observed that the R-square value shows 49.9% variance in buying behaviour of parents explained by the impact of advertisement on buying behaviour based on Product Information, Likeability, Pleasure Motives, Celebrity Endorsement and Attitude. Finally, it is concluded that the explanatory variables in the order of highest to the lowest impact of advertisement significantly influenced the parents buying behaviour children products are namely: Attitude, Celebrity Endorsement and Product Information to reject the null hypothesis. Whereas, the other two variables; Likeability and Pleasure Motives though were found positive have not significantly contributed to influence the parents buying behaviour of children products. It is concluded that though advertisements are amusing and entertaining, some of the parents were not convinced with the information provided or influenced by the celebrity endorsement which can be improved by effective advertisement measures. Celebrities shall choose the advertisement and only give the facts of the product information which may not excite the children to influence their parents to make purchase decisions.

Keywords: Advertisement, Parents, Children products, Buying Behaviour, etc.

INTRODUCTION:

Advertisers spend significant amounts of money developing advertising campaigns that they hope will be favourably received by their target audiences and will increase awareness, reinforce brand and/or company images, and lead to sales. The logic is that if the target audience has positive attitudes towards the advertisement, this will result in positive attitudes towards the advertiser or brand, which can increase purchase intent (Fam & Waller, 2004)¹. Furthermore, advertising theory suggests that an individual's attitude to advertising in general will influence people's attitudinal and behavioural responses (Mehta, 2000)². In order to make one's advertisements more effective, it is therefore important to understand customers' attitudes towards advertising in general, and the relationship between this and the three personal beliefs people have for advertising, i.e., as a source of Product Information, to reinforce their Social Role/Image, and to provide Hedonic/Pleasurable experiences (Yang, 2000)³.

Children influence their parents' buying behaviour and decision making, they represent the future adult consumers. Research has shown that children hold a certain power as consumers, and their influence on family purchases goes beyond the selection of toys and cereals. Whether a company wants to sell electronic gadgets, insurance policies or even cars they fall back on children (Dewan & Thomson, 2010)⁴. These kids have the ability to nag their parents into purchasing items they may not otherwise buy. Much has been written and said about the children as being the future customers but due to the lack of a systematic research on the buying behaviour of children and then the role or influence of parents, marketers may think that it is inappropriate to consider children as a "market" (McNeal, 1999)⁵. Children like watching these advertisements and get easily attracted and compel their parents to buy them. Such a gimmick causes a divide among children because not all parents can afford the demanded product. This can influence the kids behaviour as well. A young kid being praised by his teacher for his intelligence inspires the child who has been watching the advertisement related to drink or cereal and it becomes a good habit. Children are studious to learn and acquire information based on advertisement through media which associates with the individual skills, knowledge and attitude to influence their parents to buy products to fulfill their will and wish. In this connection, parents have shown strong perception that have significant effect due to the impact of media advertisement as a major source inspiration about the children products and brands which may almost valuable source of information to their children that have directly influenced their children decision making. Therefore, this study is an attempt to examine the Advertisement impact on Parents buying behaviour of children products in Coimbatore City.

REVIEW OF LITERATURE:

(Sandra & Calvert, 2008)⁶ in her study titled "Children as Consumers: Advertising and Marketing" support the U.S. economy by promoting the sale of goods and services to consumers, both adults and children. Sandra Calvert addresses product marketing to children and shows that although marketers have targeted children for decades, two recent trends have increased their interest in child consumers. First, both the discretionary income of children and their power to influence parent purchases have increased over time. Second, as the enormous increase in the number of available television channels has led to smaller audiences for each channel, digital interactive technologies have simultaneously opened new routes to narrow cast to children, thereby creating a growing media space just for children and children's products. Calvert explains that paid advertising to children primarily involves television spots that feature toys and food products, most of which are high in fat and sugar and low in nutritional value. Newer marketing approaches have led to online advertising and to so-called stealth marketing techniques, such as embedding products in the program content in films, online, and in video games. All these marketing strategies, says Calvert, make children younger than eight especially vulnerable because they lack the cognitive skills to understand the persuasive intent of television and online advertisements. Regulators exert more control over content on scarce television airwaves that belong to the public than over content on the more open online spaces. Overall, Calvert concludes, children live and grow up in a highly sophisticated marketing environment that influences their preferences and behaviors.

(Anju Gulla & Dr. Harsh, 2013)⁷ in her paper "Children's Attitude Towards Television Advertisements and Influence On The Buying Behavior of Parents" intends to understand the attitude of children towards Television advertisements and how this impacts the buying behaviour of parents. The study has been made by conducting a survey in Delhi and NCR. A questionnaire assessing attitudes of children towards TV advertisements and buying behavior of parents was distributed among parents of children between 8-14 years of age. A structural

equation model was built using data from a sample of 400 parents. The analysis revealed that Advertisements on television have significant impact upon the attitude of tweenagers towards TV commercials. Four major factors were found to be influential in determining the attitude of children towards TV advertisements. The factors were Entertainment, Likability, Credibility, and Informativeness. The analysis further revealed that the positive attitude of children towards TV advertisements leads to pester power and pester power has a significant impact on the buying behavior of parents.

(Priyaka Khanna, 2016)⁸, in her article on “Parents Perception of Influence of Television Advertisement on Children” collected data based on questionnaire measures from parents in New Zealand, the UK, and Sweden on attitudes toward advertising to children is presented. There is cross-national evidence that attitudes in this area are affectively strong and consistent and data is presented on responses to particular attitude statements that support this claim. An exploratory factor analysis on the Swedish and UK data suggests a factor structure in respondents with both positive and negative attitudinal clusters toward advertising to children. The paper concludes with suggestions for future research in order that the international debate on advertising and marketing to children is informed by cross-cultural research.

STATEMENT OF THE PROBLEM:

Media advertisement specifically electronic media through Television and Internet have become most influencing common platform to attract all segment of the mass irrespective of their age, gender, occupation, income, etc. that have significantly influenced children consumers to manipulate their parents to buy products. There are certain general factors such as product information, pleasure motives, likeability, celebrity impact which have direct effect on the attitude of the parents to buy products for their children. Though advertisement provides trustworthy information about the products for children, the necessity to buy the same becomes more questionable by the parents which may happened due to the pressure, motivation / manipulation of their children to purchase goods to fulfill their needs. Therefore, it becomes important to understand whether the product information, pleasure motives, celebrity impact and likeability have positively influenced the parents to buy products for their children.

OBJECTIVES OF THE STUDY:

1. To study the demographic variables of the parent consumers
2. To analyze the advertisement influencing on parents buying behaviour of children products

METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The research design used is descriptive in nature. The area covered is only Coimbatore city limits and the areas mainly concentrated are Retail Outlets like Shopping Malls, Hyper Market/Super Market and Department Stores in the city limits of Coimbatore. These are the major purchase points where parents shop along with their children for which the survey was conducted with 120 parent consumers. Primary and Secondary data was used for data collection. Questionnaire designed in a systematic manner covering adequate and relevant questions which cover all aspects of the study. Secondary source of information was collected from the Records, Magazines, Journal and Websites and Other related research work. The sampling technique selected for the study is convenience sampling method. The collected data was analyzed with the help of statistical tools such as Simple Percentage Method, Weighted Average, Correlation and Regression Analysis.

ANALYSIS AND RESULTS:

DEMOGRAPHIC VARIABLES:

Demographic variables totaling 120 parent consumers involved in shopping along with their children are classified based on their age, gender, educational qualification, occupation and monthly income are presented in the Table 1.

Table 1: Demographic Variables of the Respondents

Sl. No.	Demographic Variables	Respondents (225 Nos.)	Percentage (100%)
1.	Age		
	Upto 30 years	35	24.1
	31 to 40 years	42	29.0
	Above 40 years	68	46.9
2.	Gender		
	Male	77	53.1
	Female	68	46.9
3.	Area of Residence		
	Urban	121	83.4
	Rural	24	16.6
4.	Educational Qualification		
	Upto Higher Secondary	56	38.6
	UG / PG (Graduation)	69	47.6
	Others (Professionals, Vocational, Technical, etc.)	20	13.8
5.	Occupation		
	Government Employee	36	24.8
	Private Employee	59	40.7
	Business	38	26.2
	Others	12	8.3
6.	Monthly Family Income		
	Upto Rs.20000	36	24.8
	Rs.20001 to Rs.30000	69	47.6
	More than Rs.30000	40	27.6

Source: Computed from Primary Data

From the table it is clear that highest (68 Nos. & 46.9%) number and percent of respondents belong to the age group above 40 years, 29% of them are in the age between 31 and 40 years and the remaining 24.1% of the respondents belong to the age upto 30 years. It is found that more than half (53.1%) of the respondents are male and 46.9% of the respondents are female. It is evident that majority (83.4%) of the respondents are from urban area and 16.6% of the respondents are from rural area. It is understood that nearly half (47.6%) of the respondents have studied upto Graduation (UG / PG), while 38.6% of the respondents had studied upto Higher Secondary and the remaining 13.8% of the respondents are having other qualifications (Professional, vocational, technical, etc.). It is clear that maximum (40.7%) of the respondents are working in Private sector, while 26.2% of them are self employed, 24.8% of the employees are engaged in Government Sector and the remaining 8.3% of the respondents are having other different occupations. It is observed that nearly half (47.6%) of the respondents are having income between Rs.20,001 and Rs.30,000, while 27.6% of the respondents are salaried more than Rs.30,000 per month and the remaining 24.8% of the respondents earn upto Rs.20,000 per month.

WEIGHTED AVERAGE:

Table 2: Advertisement influencing on Parents Buying Behaviour of Children Product

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
Product Information	15 (0.103)	23 (0.317)	21 (0.434)	54 (1.490)	32 (1.103)	3.448	3
Likeability	21 (0.145)	9 (0.124)	30 (0.621)	48 (1.324)	37 (1.276)	3.490	2
Pleasure Motives	13 (0.090)	34 (0.469)	32 (0.662)	35 (0.966)	31 (1.069)	3.255	6

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
Cerlebrity Endorsement	13 (0.090)	36 (0.497)	25 (0.517)	46 (1.269)	25 (0.862)	3.234	5
Attitude	16 (0.110)	18 (0.248)	36 (0.745)	23 (0.634)	52 (1.793)	3.531	1
Buying Behaviour	21 (0.145)	22 (0.303)	30 (0.621)	29 (0.800)	43 (1.483)	3.352	4

Source: Computed from Primary Data

It is clear from the above table that the rating of the respondents based on advertisement impact on parents buying children products was high with respect to Attitude achieved first position with the mean of 3.531, second rank was for likeability with the mean of 3.490, while third rank was towards Product Information with the mean of 3.448, fourth rank was for Buying Behaviour with the mean of 3.352, fifth rank towards Celebrity Endorsement with the mean of 3.234 and finally the sixth rank was achieved for Pleasure motives with the mean of 3.255.

CORRELATION:

Table 3: Correlation measuring Advertisement influencing on Parents Buying Behaviour of Children Products

Factors	Buying Behaviour	Attitude	Product Information	Likeability	Pleasure Motives	Cerlebrity Endorsement
Buying Behaviour	1	.659**	.214**	.295**	.107	.466**
Attitude		1	.109	.294**	.072	.431**
Product Information			1	.009	.015	-.057
Likeability				1	.004	.719**
Pleasure Motives					1	.045
Cerlebrity Endorsement						1

** . Correlation is significant at the 0.01 level (2-tailed).

It is found that there is high level of correlation between Attitude and Buying Behaviour (r=0.659) followed by Celebrity Endorsement and Likeability (r=0.719), moderate level of correlation was found between Celebrity Endorsement and Buying Behaviour (r=0.466), low level of correlation was found between Product Information and Buying Behaviour (r=0.214), Likeability and Buying Behaviour (r=0.295), Likeability and Attitude (r=0.294) and finally, Pleasure Motives and Buying Behaviour (r=0.107). Whereas, there is no correlation found between other variables to support the null hypothesis. Further, to determine contribution of each factor regression analysis is conducted in the following table.

REGRESSION ANALYSIS:

Table 4: Model measuring Advertisement influencing on Parents Buying Behaviour of Children Products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.481	1.02063

- a. Predictors: (Constant), Attitude, Pleasure Motives, Product Information, Likeability, Celebrity Endorsemen
- b. Dependent Variable: Buying Behaviour

From the above table the model summary of regression analysis shows R-Square value computes the variance in dependent variable explained by the independent variables. It is observed that the R-square value shows 49.9% variance in buying behaviour of parents explained by the impact of advertisement on buying behaviour based on Product Information, Likeability, Pleasure Motives, Celebrity Endorsement and Attitude. In other words, there is 49.9% influence of independt variable (advertisement impact) on parents buying behaviour of Children products.

Table 5: Anova measuring Advertisement impact on Parents Buying Behaviour of Children Products

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.269	5	28.854	27.699	.000 ^a
	Residual	144.793	139	1.042		
	Total	289.062	144			

a. Predictors: (Constant), Attitude, Pleasure Motives, Product Information, Likeability, Celebrity Endorsement

b. Dependent Variable: Buying Behaviour

Anova Table is used to predict significance of the model by evaluating the Impact of advertisement on Parents Buying Behaviour of Children Products. This is evaluated by considering the significance of P-value (0.000) is less than the alpha (0.05) to prove the significance of the model. In other words $F(5,139)=27.699$, $p=0.000$ is found significant to reject the null hypothesis.

Table 6: Coefficients measuring Advertisement impact on Parents Buying Behaviour of Children Products

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.948	.433		2.187	.030
	Product Information	.154	.067	.139	2.296	.023
	Likeability	.049	.092	.046	.533	.595
	Pleasure Motives	.060	.067	.054	.904	.367
	Celebrity Endorsement	.287	.104	.254	2.766	.006
	Attitude	.561	.069	.544	8.132	.000

a. Dependent Variable: Buying Behaviour

It is also clear that the coefficient of regression equation shows significance of each variable in which the first variable Product Information measuring the advertisement impact on buying behaviour shows the beta coefficient 0.154 ($t=2.296$, Sig.0.023) is found to be significant which means that if the product information increased by 1 unit, parents buying children products increased by 0.154 unit, followed by Celebrity Endorsement shows the beta coefficient 0.287 ($t=2.766$, Sig.0.006) reveals an increase of celebrity endorsement by 1 unit increases the parents buying behaviour by 0.287 units and finally, there is a significant impact of advertisement on attitude shows beta coefficient 0.561 ($t=8.132$, sig.0.000) which means increase in attitude by 1 unit will increase the parents buying behaviour of children goods by 0.561 units. Product Information, Celebrity Endorsement and Attitude were found to be significant explanatory variables influenced by the advertisement on parents buying children products and also to reject the null hypothesis, whereas, Likeability and Pleasure motives were found to have insignificant effect to support the null hypothesis.

**SUMMARY OF THE RESULTS:
DEMOGRAPHIC VARIABLES:**

- It is clear that as many as 68 number of respondents i.e. 46.9% of them belong to the age group above 40 year.
- More than half (53.1%) of the respondents are male
- Majority (83.4%) of the respondents are from urban area
- Nearly half (47.6%) of the respondents have studied upto Graduation (UG / PG),
- Maximum (40.7%) of the respondents are working in Private sector
- Nearly half (47.6%) of the respondents are having income between Rs.20,001 and Rs.30,000

WEIGHTED AVERAGE:

- It is clear that the highest rating was towards the Attitude and the least rating was for Pleasure motives.

CORRELATION:

- It is observed that there is significant positive high and moderate correlation between Attitude and Buying Behavior, Celebrity Endorsement and Likeability and Celebrity Endorsement and Buying Behaviour.

REGRESSION ANALYSIS:

It is observed that the R-square value shows 49.9% variance in buying behaviour of parents explained by the impact of advertisement on buying behaviour based on Product Information, Likeability, Pleasure Motives, Celebrity Endorsement and Attitude. Anova Table is used to predict significance of the model fitness proved the significance of the model. Finally, it is concluded that the explanatory variables in the order of highest to the lowest impact of advertisement significantly influenced the parents buying behaviour children products are namely: Attitude, Celebrity Endorsement and Product Information to reject the null hypothesis. Whereas, the other two variables; Likeability and Pleasure Motives though were found positive have not significantly contributed to influence the parents buying behaviour of children products.

SUGGESTIONS:

Though children are enjoying the media content of the advertisement they do not understand the necessity of the product, however, pester their parents to buy and fulfill their desire which leads to negative or insignificant effect on likeability. Therefore, the researcher suggests that it is the duty of the parents in channeling their children in a proper way to view only the advertisement that have positive and healthy for them and family as well.

Though advertisements are amusing and entertaining, some of the parents were not convinced with the information provided or influenced by the celebrity endorsement which can be improved by effective advertisement measures.

Celebrities shall choose the advertisement and only give the facts of the product information which may not excite the children to influence their parents to make purchase decisions.

CONCLUSION:

Based on the results of the study it is observed that majority of the parents are influenced to purchase children products based on advertisement which creates impact through the product information and celebrity endorsement having direct significant effect on attitude leading to buying behaviour. However, some of the aspects felt by the parents unnecessary to spend their time and money to purchase goods / products which happens because of tremendous amount of pressure from their children after watching advertisement. In some aspects the product information learnt through advertisement was found useful whereas, most of the advertisements target young children to stimulate their intentions to convenience their parents buying products for them. In majority cases, the children products such as toys, games, fancy and fashion items are only bought by the children and not extensively used which is the waste of time and money which needed to be sorted out by the parents to adopt healthy parenting and child care.

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