

A STUDY ON INFLUENCE OF CHILDREN ON PARENTS PURCHASE BEHAVIOUR- WITH SPECIAL REFERENCE TO FMCG IN TIRUNELVELI DISTRICT

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Abstract

Children are a very large market. Spending by children aged 4 to 12 was estimated to be over \$24 billion in 1997 – an increase of almost 300 percent from 1991! On average, 10 year-old children receive over \$6 per week as allowance and a slightly larger amount from earning money for doing chores and from gifts. Evidence is mounting that marketing to children is harmful. Nearly every aspect of children's lives has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, obesity, and eating disorders in children, as well family stress and negative values. Children are especially vulnerable to persuasive messages. This study was carried to identify the factors influencing the children to purchase a product, their socializing agents, their peer groups and the reaction of their parents in purchasing the products.

Keywords: Purchasing behavior, Children, Influence, etc

INTRODUCTION

One of the very important influences operating on family purchase behaviour is the influence of children on the budget allocation and purchases and consumption. The birth of a child creates a demand for a wide variety of products a couple never needed or considered purchasing previously. In addition, children influence the purchase of many products both directly and indirectly. Thus in a child-centred culture such as it exists in Indian society, children tend to dramatically affect family expenditures. When children are part of a family, their influence may or may not be felt. However, it is found that the child centeredness of parents may increase their receptivity to the child.

STATEMENT OF THE PROBLEM

Children play a significant role in some family purchase decisions, and their influence varies by-product categories and decisional stages. In general, for products in which the child is directly involved in consumption, the child is expected to have at least some influence on the decision. For the current study the researcher has undertaken the children influence on

purchase decision greatly varies on the number of people in the family. Each member in the family will have varying degree of influence in buying various goods and services. The researcher has made an effort to understand the degree of influence exercised by the children in parents purchase behavior. Hence the statement of the problem is to study the degree of children influence on parents in their purchase behavior.

OBJECTIVES OF THE STUDY

The study has the following objectives.

- (i) To identify the buying behavior of the parents.
- (ii) To study the degree of influence of various demographic and other related factors influencing the level of influence of children on purchase behavior of their parents.
- (iii) To offer suitable suggestions based on the findings of the study.

METHODOLOGY

The present study employed descriptive research design. This design is for summarizing the set of factors and variables. The survey method is followed in this study, and a set of interview schedule was used for collecting primary data.

Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various books, journals, reports and websites were collected through a well structured interview schedule prepared by the researcher in consultation with the experts in the field.

SAMPLING

The present study is based on both primary and secondary data. The researcher collected the primary data from parents in Tirunelveli district. For the collection of primary data, 500 parents were selected through convenient sampling method. They were met at their home where they were residing. A well-structured interview schedule was adopted to collect the primary data.

ANALYSIS AND INTERPRETATION

Table 1
Age of the Respondents

Sl. No	Age	No. of Respondents	Percentage
1	Below 30	208	41.6
2	30 to 40	228	45.6
3	40 to 50	49	9.8
4	Above 50	15	3.0
	Total	500	100.0

Source: Primary data

Table 1 shows that majority of 228 respondents (45.6 per cent) are in the age group of 30 to 40 years, while 208 respondents (41.6 per cent) are in the age group of below 30 years.

Table further shows that about 49 respondents (9.8 per cent) are in the age group of 40 to 50 years and 15 respondents (3 per cent) are in the age group of above 50 years.

Table 2
Gender of the Respondents

Sl. No	Gender	No. of Respondents	Percentage
1	Male	355	71.0
2	Female	145	29.0
	Total	500	100.0

Source: Primary data

Table 2 clearly reveals that 355 respondents (71 per cent) are male and the remaining 145 respondents (29 per cent) are female. It is clear from table that majority of the respondents are male.

Table 3
Educational Qualification of the Respondents

Sl. No	Educational Qualification	No. of Respondents	Percentage
1	Below SSLC	38	7.6
2	SSLC	254	50.8
3	HSC	62	12.4
4	Graduation	106	21.2
5	Post-graduation	14	2.8
6	Professional degree	26	5.2
	Total	500	100.0

Source: Primary data

As far as education is concerned, the majority of parents are holding a SSLC educational qualification (50.8 per cent), 106 respondents (21.2 per cent) are graduates, 62 respondents (12.4 per cent) had HSC as their educational qualification, about 38 respondents (7.6 per cent) had studied below SSLC, 26 respondents (5.2 per cent) are professional people and 14 respondents (2.8 per cent) are post graduates..

Occupation

Table 4
Occupation of the Respondents

Sl. No	Occupation	No. of Respondents	Percentage
1	Self employed	305	61.0
2	Business	96	19.2
3	Private employee	73	14.6
4	Professional	11	2.2
5	Government employee	15	3.0
	Total	500	100.0

Source: Primary data

Table 4 clearly shows that 305 respondents (61 per cent) are self employed, 96 respondents (19.2 per cent) are businessmen, 73 respondents (14.6 per cent) are private employees, 15 respondents (3 per cent) are government employees and 11 respondents (2.2 per cent) are professionals. It is evident from table that majority of the respondents are self employed.

Number of members in the family

Another deciding factor of purchase decision of parents is the number of members in the family. The following table 5 shows the number of members in the family of parents.

Table 5
Number of Members in the family

Sl. No	Number of members in the family	No. of Respondents	Percentage
1	1 to 3	276	55.2
2	4 to 6	214	42.8
3	Above 6	10	2.0
	Total	500	100.0

Source: Primary data

Table 5 exhibits that 276 respondents (55.2 per cent) are in the family size of 1 to 3 members, about 214 respondents (42.8 per cent) are in the family size of 4 to 6 members and the remaining 10 respondents (2 per cent) are in the family size of above 6 members. It is evident from table that majority of the respondents are in the family size of 1 to 3 members.

Monthly income of the family

An important factor determining the purchase decision of parents towards FMCG products is monthly income. Parents earn more income make good purchase decision and the parents earn low monthly income make bad purchase decision on FMCG products. The following table 6 shows the monthly income of the family.

Table 6
Monthly Income of the family

Sl. No	Monthly Income of the family	No. of Respondents	Percentage
1	Below Rs.5000	16	3.2
2	Rs.5000 to 10000	147	29.4
3	Rs.10000 to 15000	255	51.0
4	Rs.15000 to 20000	53	10.6
5	Above Rs.20000	29	5.8
	Total	500	100.0

Source: Primary data

Table 6 clearly exhibits that 255 respondents (51 per cent) are earning Rs.10000 to 15000 per month, 147 respondents (29.4 per cent) are earning monthly income of Rs.5000 to 10000, about 53 respondents (10.6 per cent) are earning monthly income of Rs.15000 to 20000, 29 respondents (5.8 per cent) are earning monthly income of above Rs.20000 and the remaining 16 respondents (3.2 per cent) are earning a monthly income of below Rs.5000.

Frequent of shopping

Parents have been shopping very frequently because of influence of children.

Table 7**Frequency of shopping**

Sl. No	Frequency of shopping	No. of Respondents	Percentage
1	Once in a week	119	23.8
2	Twice in a week	51	10.2
3	Once in a month	144	28.8
4	Twice in a month	28	5.6
5	Whenever needed	158	31.6
	Total	500	100.0

Source: Primary data

Table 7 clearly shows that 158 respondents (31.6 per cent) shopping whenever needed, 144 respondents (28.8 per cent) shopping once in a month, 119 respondents (23.8 per cent) shopping once in a week, about 51 respondents (10.2 per cent) shopping twice in a week and 28 respondents (5.6 per cent) shopping twice in a month.

Basis of purchase

Parents purchase FMCG products on different basis such as cash, credit and installment. The following table 8 shows the basis of purchase of parents in Tirunelveli district.

Table 8**Basis of payment**

Sl. No	Basis of payment	No. of Respondents	Percentage
1	Cash	445	89.0
2	Credit	34	6.8
3	Instalment	21	4.2
	Total	500	100.0

Source: Primary data

Table 8 clearly shows that 445 respondents (89 per cent) purchase FMCG products on cash basis, about 34 respondents (6.8 per cent) purchase FMCG products on credit basis and the remaining 21 respondents (4.2 per cent) purchase FMCG products on instalment basis.

Frequency of shopping with the child

Parents have been shopping very frequently with their children because of influence of children. The frequent of shopping with their children are once in a week, twice in a week, once in a month and twice in a month. In order to find out the frequent of shopping of parents with their children in Tirunelveli district, the data have been collected from the parents and presented in the table 9.

Table 9
Frequency of shopping with the child

Sl. No	Frequent of shopping with the child	No. of Respondents	Percentage
1	Once in a week	101	20.2
2	Twice in a week	94	18.8
3	Once in a month	250	50.0
4	Twice in a month	23	4.6
5	Never	32	6.4
	Total	500	100.0

Source: Primary data

Table 9 clearly shows that 250 respondents (50 per cent) shop with their children once in a month, 101 respondents (20.2 per cent) once in a week, 94 respondents (18.8 per cent) twice in a week, about 32 respondents (6.4 per cent) never went to shopping with their children and 23 respondents (4.6 per cent) went to shopping twice in a month.

Reasons for preferring a particular brand

Parents preferring a particular brand for many reasons such as quality, price, company's image, latest technology, after sales service, durability, guarantee period, problem free, availability and other inducement. In order to find out the main reasons for preferring a particular brand, Garretts ranking technique was applied and presented in the table 10.

Table 10
Reasons for preferring a particular brand

Sl. No	Reasons	Total Score	Average Score	Rank
1	Quality	29198	74.29	I
2	Price	22257	56.63	II
3	Company's image	20283	51.61	IV
4	Latest technology	16923	43.06	VII
5	After sales service	16160	41.12	VIII
6	Durability	17038	43.35	VI
7	Guarantee period	21353	54.33	III
8	Problem free	20030	50.97	V
9	Availability	13212	33.62	X
10	Other inducement	15444	39.29	IX

It is clear from the table 10 that majority of the sample parents had given the first rank to quality. The table exhibits that the sample parents had given second rank to price. The table further shows that the sample parents had given the third rank to guarantee period. It is further clear from the table that the sample parents had given the last rank to availability.

Age and Purchase behaviour

In order to study the relationship between purchase behaviour and age groups of parents, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in purchase behaviour among different age group of parents in Tirunelveli district". The result of 'ANOVA' test is presented in table 11.

Table 11
Purchase behaviour among different age group of parents-ANOVA

Age	Sum of Squares	df	Mean Square	F	p value
Between groups	857.713	3	285.904	16.063	0.000
Within groups	8774.842	493	17.799		
Total	9632.555	496			

Table 11 clearly shows the purchase behaviour among different age group of parents in Tirunelveli district. From the ANOVA test, the 'F' value for purchase behaviour among different age group of parents in Tirunelveli district is 16.063 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchase behaviour among the different age group of parents in Tirunelveli district. It is concluded that age is a significant variable in influencing the purchase behaviour among the parents.

Gender and Purchase behaviour

In order to study the relationship between purchase behaviour and gender of parents, 't' test is attempted with the null hypothesis as, "there is no significant difference in purchase behaviour among different gender of parents in Tirunelveli district". The result of 't' test is presented in table 12.

Table 12
Purchase behaviour among different gender of parents-'t' Test

Particulars	Levene's Test for Equality of variances		t-test for Equality of means		
	F	Sig	t	df	p Value
Gender	76.270	.000	5.838	495	0.000

Table 12 reveals that purchase behaviour among different gender of parents in Tirunelveli district. Since the 'p' value is less than 0.05, the null hypothesis is rejected. It shows that gender wise there is a significant difference in purchase behaviour among parents in Tirunelveli district. It is further clear from table that gender is not a significant variable in influencing purchase behaviour among parents in Tirunelveli district.

Educational Qualification and Purchase behaviour

In order to study the relationship between purchase behavior of parents and educational qualification, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in purchase behaviour among different educational qualification of parents in Tirunelveli district". The result of 'ANOVA' test is presented in table 13.

Table 13
Purchase behaviour among different educational qualification of parents-ANOVA

Educational Qualification	Sum of Squares	df	Mean Square	F	p value
Between groups	373.823	5	74.765	3.965	0.002
Within groups	9258.732	491	18.857		
Total	9632.555	496			

Table 13 shows the purchase behaviour among different educational qualification of parents in Tirunelveli district. From the ANOVA test, the 'F' value for purchase behaviour among different educational qualification of parents in Tirunelveli district is 3.965 which is significant at the 'p' value of 0.002. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchase behaviour among the different educational qualification of parents in Tirunelveli district. It is concluded that educational qualification is a significant variable in influencing the purchase behaviour among the parents.

Occupation and Purchase behaviour

In order to study the relationship between purchase behavior of parents and occupation, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in purchase behaviour among different occupations of parents in Tirunelveli district". The result of 'ANOVA' test is presented in table 14.

Table 14
Purchase behaviour among different occupation of parents-ANOVA

Occupation	Sum of Squares	df	Mean Square	F	p value
Between groups	774.202	4	193.551	10.750	0.000
Within groups	8858.353	492	18.005		
Total	9632.555	496			

Table 14 clearly shows the purchase behaviour among different occupation of parents in Tirunelveli district. From the ANOVA test, the 'F' value for purchase behaviour among different occupation of parents in Tirunelveli district is 10.750 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchase behaviour among the different occupation of parents in Tirunelveli district. It is concluded that occupation is a significant variable in influencing the purchase behaviour among the parents.

Number of members in the family and Purchase behaviour

In order to study the relationship between purchase behavior of parents and number of members in the family, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in purchase behaviour among different number of members in the family of parents in Tirunelveli district". The result of 'ANOVA' test is presented in table 15.

Table 15
Purchase behaviour among different number of members in the family of parents-ANOVA

Number of Members in the family	Sum of Squares	df	Mean Square	F	p value
Between groups	206.860	2	103.430	5.421	0.005
Within groups	9425.695	494	19.080		
Total	9632.555	496			

Table 15 shows the purchase behaviour among different number of members in the family of parents in Tirunelveli district. From the ANOVA test, the 'F' value for purchase behaviour among different number of members in the family of parents in Tirunelveli district is 5.421 which is significant at the 'p' value of 0.005. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchase behaviour among the different number of members in the family of parents in Tirunelveli district. It is concluded that religion is a significant variable in influencing the purchase behaviour among the parents.

Monthly Income and Purchase behaviour

In order to study the relationship between purchase behavior of parents and monthly income, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in purchase behavior among different monthly income of parents in Tirunelveli district". The result of 'ANOVA' test is presented in table 16.

Table 16

Purchase behaviour among different monthly income of parents-ANOVA

Monthly income	Sum of Squares	df	Mean Square	F	p value
Between groups	1713.257	4	428.314	26.610	0.000
Within groups	7919.298	492	16.096		
Total	9632.555	496			

Table 16 clearly exhibits that purchase behavior among different monthly income of parents in Tirunelveli district. From the ANOVA test, the 'F' value for purchase behaviour among different monthly income of parents in Tirunelveli district is 26.610 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchase behaviour among the different monthly income of parents in Tirunelveli district. It is concluded that monthly income is a significant variable in influencing the purchase behaviour among the parents.

SUGGESTIONS

Though the study is relating to influence of children towards purchase behavior of parents, most of the parents are influenced by brand and quality in purchase of FMCG. If the companies adopt the following suggestions, they can perform well in the market with the high market share.

- (i) Quality in FMCG products may be achieved through acquiring training in business development, quality product development, and marketing external monitoring of quality.
- (ii) For improving effectiveness of the scheme the management should focus on proper timing of launching scheme, communication and transparency regarding sales promotion schemes.
- (iii) Introduce different package design and size to attract the customers.

- (iv) Generally many people do not know how to use the durable household items. Hence the manufacturers should organize various camps and exhibition for demonstrating consumer durables household items to the consumers.
- (v) Most of the parents prefer advertisements for knowing about the durable goods. Hence it is a best source to deliver information about the innovations made in durable goods.

CONCLUSION

It is concluded from the study that majority of the parents have been influenced by the children towards FMCG products in the study area. There are various factors influencing the parents in buying decision and the most influencing factor is brand image and advertisement and other factors play a secondary role in buying decision. It is concluded from the study that the role of children plays a significant role in purchase decisions of durables such as fridge, TV, air-coolers and washing machines. The study projected that FMCG product selecting decisions in the families were mostly made by spouses together but they were highly influenced by children.

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