

## **IMPACT OF CHILDREN PESTER ON PARENTS' FOOD PURCHASE BEHAVIOUR IN HYDERABAD AND SECUNDERABAD ”**

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## ABSTRACT

This research is to observe on the childrens' pesture on parents and their buying behaviour. The manufacturing companies of kids items, target their sales through the children. This research article is based on such study on food eatery items, where the purchase decision is influenced by the bond between the parents and the children. The study is being conducted on 104 sample of children and restricted only to food items buying decision. Appropriate statistical tool has been applied and end results have be drawn on the sample. A demographic, gender, female parent income levels are some of the variables considered for the study.

**KEY WORDS:** Buying behaviour, children pesture, Food and eatery

## 1 Introduction

India is the most youthful nation on the planet where a critical populace consists of children and youngsters.

Children comprise a noteworthy buyer showcase, they have extremely compelling power to impact buying choices, and they have been assuming essential job in the family purchasing procedure with direct purchasing power for all kinds of food items, and circuitous buy impact while looking for first-class things. Children are getting more efficacious and they utilize diverse methodologies to induce their parents.

When it comes to child-parent relationship, there is an emotional bond existing between the two people that cannot be rationally defined. That bond, however, is expressed through various purchase decisions that the parents make for their children. One of main factors influencing such decisions is the act of pestering by the children. There are several pestering aspects and techniques that the children adopt in order to get their parents to buy what they wish, which generally includes toys, clothes and food products. However, purchase of food items is a very crucial buying decision for the parents.

It's a time of ascend in consumerism, on account of speed of data stream everywhere throughout the world and India is additionally seeing a similar example in expanding intensity of buyers. Numerous incredible gatherings rose in late period, children are a standout amongst the most affecting force. Among all the contributing components in development of pester power, the

most noteworthy ones is by all accounts infiltration of TV and internet as a noteworthy media and monetarily upward move of the family. This has brought about numerous channels being besieged with items whose essential target are kids.

The effect of children's nagging is evaluated as up to 46% of sales in key organizations that earmark children.

## 2 Review of Literature

In recent times, kids are not just playing the roles of mere spectators but have assumed a significant position in the families and affect parental purchasing stands. Children have become the focal point of attraction and acknowledgement regardless of engaged. Items legitimately utilized by young are for the most part chosen by kids themselves. For the most part young people apply passionate strategies for impacting their guardians [Palan (1997)].

There are two sorts of impact that youngsters apply; active and passive impact. Kids apply impact in choice stages in the family choice procedure however most on inception and decision, which bolsters past investigations. The examination likewise underpins past discoveries concerning the way that youngsters' impact fluctuates crosswise over selective choice areas in decision-making procedure. The investigation contributes new understanding about these choice-making territories: youngsters have most impact on little and simple arranged suppers, nourishment that is anything but difficult to get ready, unhealthy sustenance (for example desserts) over healthy items (for example natural product, vegetables and fish), and within healthy sustenance, fruits preferred more than vegetables. The investigation likewise contributes new understanding about kids' cooperation and help completing different errands. The outcomes demonstrate that kids for the most part take part and help with strong errands and assignments that are not work escalated (Maria Kumpel Norgaard, 2007). It was seen that youngsters had diverse effect on purchasing certain chosen items. Ladies saw that their kids had more effect on the selection of junk food like chips. The impact of tyke on guardians purchasing choices is subject to some demographic attributes of youngsters' parents and families. Young girls have fundamentally more effect on parent's buying decisions identified with imported chocolates and marked juice. As the kids start growing, their effect on parent's choice of different products considerably improves. It was even observed that the families' annual salaries greatly affect parents' product determination. The few variables influence kids'

buy demands and their folks' resulting purchases. It was discovered that factors affecting the quantity of youngsters' buying demands were the freedom of a child's behaviour, the product's sustainability, and the kid's formative growth stage. The last factor would be the appropriateness of the product for utilization on the premises, the verbal solicitation of the child, salary, and that essentially determines the quantity of purchase following a tyke's solicitation (Claus Ebster, 2009). Youngsters assume a vital job in impacting their families' essential decision-making process.

### 3 Objectives

- To determine the relationship between the children pestering behaviour and children's preference for a particular food.
- To ascertain the various pestering techniques of food products purchase by the parents.

### 4 Methodology

#### a) Data Source

Primary data is collected through questionnaire survey method.

#### b) Scope

- 1) The study primarily limits itself to only food product purchase decisions.
- 2) The age group of the children who will be a part of the study will be restricted to 5 to 15 years of age.
- 3) The study is to be conducted within the geographical boundary Hyderabad and Secunderabad.

#### c) Sample size

The sample size of the of the respondents is 104.

#### d) Statistical tools for Analysis

Structural Equation Modelling technique and correlation using AMOS is applied

## 5 Limitations

- 1) Answers given by the respondents could be more of dynamic nature sometimes.
- 2) Honesty from respondents in filling the questionnaire can only be expected but not guaranteed.
- 3) Responses from the people could be a product of hasty or impulse on account of not reading the questions carefully.

## 6 ANALYSIS

### 1) DEMOGRAPHIC ANALYSIS

#### GENDER OF CHILDREN AND STRUCTURE OF FAMILY

Gender of children	Joint Family	Nuclear Family	Single parent family	Grand Total
Both female children	5	12		17
Both male children	6	7	1	14
Elder female child and younger male child	3	12		15
Elder male child and younger female child	5	15	1	21
Only female child	7	11	2	20
Only male child	2	13	2	17
<b>Grand Total</b>	<b>28</b>	<b>70</b>	<b>6</b>	<b>104</b>

TABLE – 1(A)

The table shows that nuclear families are dominating in the types of family structures in Hyderabad and Secunderabad. The demographics show that there are more of ‘elder male and younger female children’ in most of the families.

#### GENDER OF CHILDREN AND ANNUAL FAMILY INCOME

Gender of children	10 - 15 lacs	5 - 10 lacs	Above 15 lacs	Below 5 lacs	Grand Total
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Both female children	7	6	2	2	17
Both male children	2	3	4	5	14
Elder female child and younger male child	2	4	7	2	15
Elder male child and younger female child	2	4	6	9	21
Only female child	2	3	7	8	20
Only male child	5	7	4	1	17
<b>Grand Total</b>	<b>20</b>	<b>27</b>	<b>30</b>	<b>27</b>	<b>104</b>

**TABLE – 1(B)**

The table shows that families earning more than 15 lacs annual income are comparatively more in the demographic distribution. Among the families with annual income of below 5 lacs, 'elder male and younger female' children are dominating.

**GENDER OF CHILDREN AND OCCUPATION OF MALE PARENT**

Occupation [Male parent]	Both female children	Both male children	Elder female child and younger male child	Elder male child and younger female child	Only female child	Only male child	Grand Total
Businessman/woman		4	4	6	6	6	26
Government Employee	2	2	2	6	2	3	17
Homemaker					2		2
Private Employee	15	8	9	9	10	8	59
<b>Grand Total</b>	<b>17</b>	<b>14</b>	<b>15</b>	<b>21</b>	<b>20</b>	<b>17</b>	<b>104</b>

**TABLE – 1(C)****GENDER OF CHILDREN AND OCCUPATION OF FEMALE PARENT**

Occupation [Female parent]	Both female children	Both male children	Elder female child and younger male child	Elder male child and younger female child	Only female child	Only male child	Grand Total
Businessman/woman		1	1		2	1	5
Government Employee		1		3	4	2	10
Homemaker	10	8	10	11	9	4	52
Private Employee	7	4	4	7	5	10	37
<b>Grand Total</b>	<b>17</b>	<b>14</b>	<b>15</b>	<b>21</b>	<b>20</b>	<b>17</b>	<b>104</b>

TABLE – 1(D)

It is observed most of the feminine of the sample are homemakers, followed by private professionals. The table shows distribution of count and gender of children across the female parents' occupations.

#### GENDER OF CHILDREN AND RESPONDENT PARENT'S AGE

Gender of children	Age of parent				Grand Total
	23 - 27	28 - 32	33 - 37	Above 37	
Both female children	1	1	3	12	17
Both male children	1	1	5	7	14
Elder female child and younger male child	4		2	9	15
Elder male child and younger female child	5	2	4	10	21
Only female child	4	7	7	2	20
Only male child	2	6	2	7	17

<b>Grand Total</b>	<b>17</b>	<b>17</b>	<b>23</b>	<b>47</b>	<b>104</b>
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**TABLE – 1(E)**

The table shows that parents aged above 37 have comparatively more number of children between 5 and 15 years of age.

**Do you feel that your child's influence is affecting you in both positive and negative ways to make your food purchase decision?**

<b>Family structure</b>	<b>Annual Family Income</b>	<b>No</b>	<b>Yes</b>	<b>Grand Total</b>
Joint Family	10 - 15 lacs		4	4
	5 - 10 lacs	1	5	6
	Above 15 lacs	3	6	9
	Below 5 lacs	2	7	9
<b>Joint Family Total</b>		<b>6</b>	<b>22</b>	<b>28</b>
Nuclear Family	10 - 15 lacs	7	9	16
	5 - 10 lacs	3	16	19
	Above 15 lacs	7	13	20
	Below 5 lacs	2	13	15
<b>Nuclear Family Total</b>		<b>19</b>	<b>51</b>	<b>70</b>
Single parent family	5 - 10 lacs	1	1	2
	Above 15 lacs		1	1
	Below 5 lacs		3	3
<b>Single parent family Total</b>		<b>1</b>	<b>5</b>	<b>6</b>
<b>Grand Total</b>		<b>26</b>	<b>78</b>	<b>104</b>

**TABLE – 1 (F)**

The table shows that across all the family structures and income groups, a majority of the parents agree that their children's influence is affecting them in both positive and negative ways with regard to their purchase decisions.



**FINDINGS****Table – 4****Consolidated table of highest correlation between food items and children's pester techniques**

Consolidated table of highest correlation between food items and children's pester techniques					
	Stops Talking	Stops Eating	Nagging and Yelling	Constant Verbal Request	Not moving from the spot until the purchase is made
Weekly Eatables				✓	
Restaurant food	✓				
Indian Fast Food	✓				
Confectioneries				✓	
Bakery Food					✓
American Fast Food			✓		
Packaged and Processed Food					✓

The above table draws the following inferences:

- There exists a strong relationship between purchase decisions taken regarding 'weekly eatables' and the 'constant verbal request' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'restaurant food' and the 'stops talking' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'Indian fast food' and the 'stops talking' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'confectioneries' and the 'constant verbal request' pestering technique of children.

- There exists a strong relationship between purchase decisions taken regarding ‘bakery food’ and the ‘not moving from the spot until the purchase is made’ pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding ‘American fast food’ and the ‘nagging and yelling’ pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding ‘packaged and processed food’ and the ‘not moving from the spot until the purchase is made’ pestering technique of children.

Table – 5

**Consolidated table of highest regression between food items and children’s pester techniques**

Consolidated table of highest regression between food items and children's pester techniques					
	Stops Talking	Stops Eating	Nagging and Yelling	Constant Verbal Request	Not moving from the spot until the purchase is made
Weekly Eatables			✓		
Restaurant food	✓				
Indian Fast Food	✓				
Confectioneries				✓	
Bakery Food					✓
American Fast Food			✓		
Packaged and Processed Food					✓

The above table draws the following inferences:

- The ‘stops talking’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘restaurant food’ and ‘indian fast food’.
- The ‘nagging and yelling’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘weekly eatables’ and ‘American fast food’.
- The ‘not moving from the spot until the purchase is made’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘bakery food’ and ‘packaged and processed food’.
- The ‘constant verbal request’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘confectioneries’
- The ‘stops eating’ pestering technique does not act as the primary influencer in the purchase decisions of parents taken regarding any of the mentioned food items.

### ➤ **SUGGESTIONS**

- Further research should be undertaken in assessing the external factors that would influence the children to have a desire for a particular product, having done so, if succeeded, the children are supposed to take care of the job in making the purchase take place for the family. In a way, conquering the attraction and mind of children for a particular product is half the battle won for the marketer in making the purchase happen. It could be through innovative and colourful advertising or free gifting strategies, they are the conventional, there is however scope for finding and influencing children through entirety of ways that are yet to be discovered and created in the never ending field of marketing. However, it should be acknowledged that the final of any household product would, however, depend on various internal demographic factors with regard to the type of family in terms of their origin and orientation of family structure, income and life-style. Studies can be undertaken in quantifying the impact of every internal family factor on the children’s pestering behaviour opportunities. Studies can be even conducted on determining the order of the intensity of a pestering technique to ascertain the demand for a particular food item by the children.

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