

An Empirical Study On Pester Power Consumer Behaviour In Children With Reference To Tiruchirapalli District

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Abstract

In India, majority of the population constitutes younger generation. In the present scenario, family set up have contributed to mounting increase of pester power among children. Marketing companies have developed a concept called pester power marketing. The study focuses upon the rising consumerism in children owing to the increase of advertisements in the Television. The pestering behavior of children is the area of focus to many people across the world. This study helps to dwell upon the sources of information to the children, different strategies adopted by them to nag their parents and capture insight about the misleading false claims surrounding the phenomenon.

Keywords: Pester Power Creation, Commercial Advertisement, Consumer Behavior.

Introduction

In the current age kids play a significant role in purchase decision. Retailing is witnessing a transformation due to rapid technological developments. Retailers are using smart technologies to improve consumer shopping experiences and to stay competitive. Children of this generation seem to behave differently as consumers and are more focused on innovation. Advertisements have become part and parcel of our lives and we cannot avoid them. Evolution of education for women in India has changed their life. Majority of the educated women are working to support their family and grounds consequently more dual income families. Working women attempts to increase standard of living and meeting desires on time. Children are smart enough today that by seeing more dual income, their demand also become twofold.

Review of Literature

Grocery Shopping with Pre-Schoolers Children are strongly motivated to learn the “art of asking” to get everything they want and need (McNeal, 1999). Through various confrontational and pestering techniques, children attempt to exert influence over parents during in-store shopping trips. Additionally, the imagination of a child both helps to direct and create consumer behavior, specifically with role-play activities such as pretending to be a “grown-up.” To satisfy the creative-thinking process, children are likely to make purchase requests to parents during grocery shopping visits (McNeal, 2007). In fact, most children enjoy accompanying parents to the grocery store as they believe it to be a “playful scenario” and fun experience (Baldassarre, Campo, & Falcone, 2016). Lenka, U. (2016) Present study investigates the direct and indirect effect of socialization agents such as family, peer group, television advertisements, and retail stores on pester power and materialism in children. A sample of 319 children in the age group of 7–12 years and 319 parents participated in the study. Children have responded to questions on parenting style, mother’s involvement, television advertisements, retail stores, peer group, and parental guidance. Whereas, parents have responded to questions on family communication pattern, birth order of child, in-school commercialism, pester power, and materialism. The results showed a positive influence of family, peer group,

television advertisements, and retail stores on pester power and materialism in children. In the present study, interpersonal agents such as family and peer group have been found to be more influential than environmental agents such as television advertisements and retail stores, because Indian children are risk averse and seek opinion of their parents and peers. They consider informational cues obtained from these socialization agents to be more reliable and authentic to make buying decisions. Therefore, the interpersonal agents have been more influential in shaping the attitude and behaviour of the children. Chaudhary and Gupta, (2012) revealed in their study that child exert highest influence in final decision stages of purchase of tooth paste, shampoo and grocery items.

Objectives of the study

- To study the association between the number of children and their influence in purchase decision
- To analyse the relationship between Monthly income and the child influence in the buying decision process
- To probe into ways of attraction adopted by the company to influence the children
- To determine the impact of Television advertisements in the family purchase decision

Research Methodology

For the purpose of this study, both primary and secondary data was collected. Primary data was collected through structured questionnaire and secondary data was collected from Journals, magazines, newspapers, text books and websites for related studies for review of literature. Sample of around 130 was collected.

Limitation of the study

The sample size taken into consideration was only 130 which may not represent the whole district. And the period of study is also a limiting factor.

Data Analysis

Table-1: Exhibit showing the Number of Children in the Family

No.of children	Frequency	Percentage
One	114	57.0
Two	73	36.5
Three	13	6.5
Total	200	100.0

The above table portrays that majority of respondents 57% belong to single child category, 36.5% respondents are having two children and only 6.5% respondents are having three children.

Table-2: Exhibit showing the Monthly budget for the product

Monthly Budget	Frequency	Percentage
Below Rs.100	33	16.5
Rs.101 to 200	81	40.5
Above Rs.200	86	43.0
Total	200	100.0

It can be understood from the above exhibit that 16.5% of respondents' monthly budget for the products is below Rs.100, 40.5% spend between Rs.101 and Rs.200, 43% of respondents' monthly budget for the product is more than Rs.200.

Table-3: One-way ANOVA between number of children and the influence of purchasing product

	Sum of Squares	Df	Mean Square	Mean	Statistical inference
Between Groups	4.422	2	2.211	G1=21.2000 G2=20.9444 G3=22.5000	F=0.122
Within Groups	489.044	27	18.113		P=0.886
Total	493.467	29			P>0.05 Not Significant

G1 = One

G2=Two

G3=More than Two

From the above table 4.2 refers that there is no significance difference between children and the influence of purchasing product. P value is greater than 0.05 therefore null hypotheses is accepted. Hence there is no significance.

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Table-4: One-way ANOVA between ways of attraction and the influence of purchasing product

	Sum of Squares	Df	Mean Square	Mean	Statistical inference
Between Groups	86.425	4	21.606	G1=17.5000 G2=22.6667 G3=21.6250 G4=21.5000 G5=19.3333	F=1.327 P=0.287 P>0.05 Not Significant
Within Groups	407.042	25	16.282		
Total	493.467	29			

*G1=Attractive Colours G2=Different flavours G3=Adventures
G4=Cartoon Pictures G5=Song, Dance & Sound effects*

From the above table 4.1 refers that there is no significance difference between the way of attraction and the influence of purchasing product P value is greater than 0.05 therefore null hypothesis is accepted. Hence there is no significance.

Table-5: One-way ANOVA between number of hours watching advertisement through TV/Games/SNS (Commercial Advertisements) by children and the influence of purchasing product

	Sum of Squares	Df	Mean Square	Mean	Statistical inference
Between Groups	19.635	2	9.818	G1=23.3333 G2=21.1875 G3=20.4545	F=0.559 P=0.578 P>0.05 Not Significant
Within Groups	473.831	27	17.549		
Total	493.467	29			

G1=1hr G2=2-3hrs G3=More than 3hrs

From the above table 4.5 refers that there is no significance difference between age number of hours watching advertisement through Tv/Games/SNS (Commercial Advertisements) by children and the influence of purchasing product. P value is greater than 0.05 therefore null hypothesis is accepted. Hence there is no significance.

FINDINGS

- Majority of the respondents monthly budget for the purchase of product is above rs.200/-. They purchase the medium size pack for their children.
- Majority of the respondents belong to single child category and because of this they play a major role in decision making of products.
- The maximum percentage of children watches TV 3-5 Days in a week. This shows that TV advertisements will have greater effect on the children on general.
- The children watch T.V daily more than 3 hours. Hence the impact of TV advertisement will be more on children.
- Majority of the respondents are attracted by the colourful packaging followed by the freebies contained inside the Product.

SUGGESTIONS

- Advertisers should not make false claims of the product.
- Advertisers should not misguide the children through eye-catching advertisement.
- Television Ads impact has been very strong and the kids try to imitate things from advertisements
- Dual income families should spend quality time with the children thereby reducing the screen time of them.
- Advertising rules and regulations could be amended frequently. Penalty and Punishments could be more rigid.

CONCLUSION

Children are unjustifiable, inexperienced and easily trusting, but a very significant set of consumers. Purchasing a product for a child is a difficult process. Children gain lot of information through Peer group and television. Boys and girls tend to exert similar pressure over purchase of confectionaries, sweets and movies. Families with single child tend to satisfy the demand of children more often when compared to the families with more than one child. The study can be supportive and taken as a lead for further improvement.

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