

Reasons for the growing Pester Power among children in a family setup

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Abstract - Shopping has become more social event in India in recent years, especially among the nuclear families living in tier II and small cities. Frequent shopping creates opportunities for the young children or kids in the families to see, touch and buy various products, which in turn make them very sensible and matured consumers. Children try to influence the elders in the family and parent by drawing rational justification to their decisions. With the growth in digital media commercials and social media promotions, the marketers of various FMCGs primarily target young kids and growing children as effective medium for selling their products. This study aimed to assess the primary reasons for the growing pesters power among children in a family setup. As per the study declaration that majority of the families surveyed has girl children (84.79 per cent) and 66 per cent of sample children were aged 14 years. This makes them very sensible buyers and selectors of various FMCGs goods. The study found that 36.40 per cent of children's spend their leisure time by watching TV. Moreover, the sample parents claim that changing role of their children in the family for rise in their nagging. Parents play a prime role in educating their children to turn into matured consumers. Parents are suggested to accompany their children during their visit to various retail store, they should teach them about product selection, nature of brands to be select, focusing on price, selection of alternative brands etc. Nagging habits of either young kids or children have to transform into a well matured buying behaviour and the parents and teachers in school plays a pivotal role in this context.

Index Terms- Children as Modern Day Consumers, Pester Power, Nagging.

I. INTRODUCTION

Any product buying decision made by families are considered to be complex as many people living in the family involved and their preferences may influence the act of buying. These days the role of children in family's buying decisions are well acknowledged and respected by the parents. Children try to influence the elders in the family and parent by drawing rational justification to their decisions. With the growth in digital media commercials and social media promotions, the marketers of various FMCGs primarily target young kids and growing children as effective medium for selling their products. In the process of children involvement in buying products, at the earlier stages the children buy products needed for them and as the age grows they started buying those product that they desire to own i.e., once they start getting pocket money from their parents or elders. In the third stage children started involving directly in the family's buying decision once they become experts or aware of certain marketing practices. Moreover, with the increase in the family income the dominance and pester power among children have also raised among middle income families in India.

II. ISSUES TO BE FOCUSED

More than halves a billion of Indians are young that 600 million people are under 25 years in India. This makes India the world largest market for young people and youth. These young people are considered as market movers and shakers, they determines the products to be brought by their family either for self-use or for entire family. These changing trends of young people turning into new age consumers in India, is not as seen in other Asian developing countries like: China, Thailand, Malaysia or Singapore i.e., due to rise in the urbanisation. Rather in India only less than 40 per cent of the nation's population lives in big metro cities and rest of the 60 per cent or more population live in small cities, towns and villages and these non-metro regions are considered to pocket of FMCGs (Fast Moving Consumers Goods) market in India. As per the BCG (Boston Consultancy Group) report most of the non-metro consumers prefer to spend more on food and beverages, personal care products, buying electronic gazettes, spending more on entertainments, apparels, buying home furnishing items, travel and tours etc.

Shopping has become more social event in India in recent years, especially among the nuclear families living in tier II and small cities. Frequent shopping creates opportunities for the young children or kids in the families to see, touch and buy various products, which in turn make them very sensible and matured consumers. At same time marketers understand these changing shopping behaviour among Indian families and have started targeting or at time convincing young children to buy their products. These complex practices in the society has raised the nagging and pestering power among the young children and kids , when their parent delay or deny in buying certain products demanded by them.

III. REVIEW OF LITERATURE

Handfuls of reviews were assessed to gain an insight on the study issues and its relevant concepts.

Sharma and Sonwaney (2013) found that the family’s socio economic status affects the socialisation of children and at the same time also affects their influence on family. Ramchandani (2014) concluded that children tremendous influence on family purchase decision. Various factors influences the way children make purchase decisions. Thakur (2014) study found that there are some factors which impact on the decision of children while selecting any products and most important factor that came out is the advisement. Thus the study concludes that advertisement have lot of impact on the children because it is one of the most important factor which impact the decision of children while selecting any products. In a contradictory study conducted by Jain (2015) it was mentioned that mothers and fathers are not influenced by children influence in making purchase decisions. Parent’s age and occupation are free from the influence of kids. Kids allied with joint or nuclear family are unable to leave any impression on buying decisions. Virmani (2016) claim that children are the center of attraction in any family irrespective of country and culture. They have been voicing their opinion for purchase of products. There are few family products where children influence is observed higher. Bird’s eye views were collected on the rising role of children and their decisions influences in the families buying behaviour.

IV. OBJECTIVE OF THE ARTICLE

- To study the demographic segmentation of children considered for analysis.
- To assess the primary reasons for the growing pester power among children in a family setup.

V. METHODS AND TECHNIQUES

The study applied descriptive research methodology. The study considered the 12.10 per cent of the school going children and their parent as the sample population. This age group population constitute of 127137 people living in Coimbatore city. The study considered 250 parents and their school going children as sample for the conduct of this study.

VI. RESULTS AND DISCUSSION

Children are consider as primary influencers in family, who directly influence their parents and elders buying decision of right from low value goods to high value articles. These days’ kids and young children are found to brand literature, sensible in selection of products and mature as their parents at time take their advice for buying or in selection of products. In a survey conducted among 250 parents and their school going children, it was observed that majority of i.e., 84.79 per cent of sample respondents are girls and remaining 15.21 per cent of sample populations are male boys. Nearly 66 per cent of sample children were aged 14 years and above and 11.20 per cent of sample respondents were aged between 11-13 years children. It was observed that 59.15 per cent of samples are first born children. It was noticed that 22.39 per cent of sample populations have said that they have two siblings. Around 63.59 per cent of sample children study in Samacheer Kalvi Thittam.

TABLE: 1 (A)
DEMOGRAPHIC STATUS OF CHILDREN

Sl. No	Demographic and Scio-Economic Status of Children	No. of. Respondents	Percentage
Gender			
1.	Male	38	15.21
2.	Female	212	84.79
	Total	250	100
Age Group			
1.	Below 5 years	21	8.40
2.	6 – 8 years	24	9.60
3.	9 – 11 years	12	4.80
4.	11-13 years	28	11.20
5.	14 years & Above	165	66.00
	Total	250	100

Source: Primary Data

TABLE: 1(B)
DEMOGRAPHIC STATUS OF CHILDREN

Sl. No	Demographic and Scio-Economic Status of Children	No. of. Respondents	Percentage
Order of Child Birth			
1.	First	148	59.15
2.	Second	82	32.82
3.	Third	20	8.03
	Total	250	100
Children Twins			
1.	Yes	14	5.64
2.	No	236	94.36
	Total	250	100
Number of Siblings			
1.	Single child	26	10.60
2.	One Sibling	168	67.01
3.	Two Siblings	56	22.39
	Total	250	100
Nature of the Schools			
1.	Single Sex School	201	80.34
2.	Co-Education School	49	19.66
	Total	250	100
Category of the Schools			
1.	State Board School	27	10.77
2.	Private School	42	16.75
3.	Government Aided	181	72.48
	Total	250	100
Nature of Syllabus			
1.	Shamashir	159	63.59
2.	CBSC	18	7.35
3.	ICSC	10	3.93
4.	Others	63	25.13
	Total	250	100

Source: Primary Data

After gaining a brief profile of the children’s demographic and socio-economic status, a brief assessment on their behaviour practices are assessed.

TABLE: 2
LEISURE TIME OF SPEND BY CHILDREN

Sl. No	Leisure Time	No. of. Respondents	Percentage
1.	Watching TV	91	36.40
2.	Reading	24	9.60
3.	Sport activities	33	13.20
4.	Other habits	75	30.00
5.	Surfing on net	6	2.40
6.	Playing Gamed in Mobile	21	8.40
	Total	250	100

Source: Primary Data

As per data assessment 36.40 per cent of children’s spend their leisure time by watching TV. Followed by, 30 per cent of sample children’s mostly spend time by practicing their personal hobbies like: swing, dancing, singing etc. Similarly, 13.20 per cent of sample involve in sport activities, Rest in read books (9.60 per cent), playing games in mobiles (8.40 per cent) and surfing on net (2.44 per cent).

TABLE: 3
PRIMARY CAUSES FOR INCREASING NAGGING EFFECT IN CHILDREN

Variables	Sum	Mean	Rank
Children Get Addicted to the Certain Food Items (Orio Biscuits, Lays, KurkuroEtc)	880	3.52	2
Children React More Sophisticated As Consumers	767	3.07	6
Advertisement- Influences in Immediate Purchase of the Products.	772	3.09	5
TV Commercials Influences (Development of Matured and Informed Behavior among the Children’s)	781	3.12	4
Peer Pressure influences purchase of certain Products	864	3.46	3
Growth of Nuclear Family	765	3.06	7
Both Parent Working	671	2.68	9
Growing Brand Consciousness among Children	710	2.84	8
Changing Role of Children in the Family	927	3.71	1

Source: Primary Data

Sample parents reason changing role of their children in the family for rise in their nagging. Moreover, it has been found that children get addicted to the certain food items (orio biscuits, lays, kurkure etc.), peer pressure influences purchase of certain products, TV commercials influences (development of matured and informed behavior among the children’s) and advertisement- influences in

immediate purchase of the products. In addition children rising more sophisticated as consumers, growth of nuclear family, growing brand consciousness among children and both parents working are also reasoned for the rise in the nagging power among the kids.

VII. FINDINGS AND CONCLUSION

Majority of the families surveyed has girl children (84.79 per cent) and 66 per cent of sample children were aged 14 years. This makes them very sensible buyers and selectors of various FMCGs goods. The study found that 36.40 per cent of children's spend their leisure time by watching TV. Moreover, the sample parents claim that changing role of their children in the family for rise in their nagging. Parents play a prime role in educating their children to turn into matured consumers. Parents are suggested to accompany their children during their visit to various retail store, they should teach them about product selection, nature of brands to be select, focusing on price, selection of alternative brands etc. Nagging habits of either young kids or children have to transform into a well matured buying behaviour and the parents and teachers in school plays a pivotal role in this context.

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