CHAPTER 7

IMPLICATIONS OF THE STUDY

7.1 INTRODUCTION

This chapter throws light into the managerial as well as marketing implications of the study which could prove beneficial to key decision makers and marketers.

7.2 IMPLICATIONS

Consumer behavior tells us what the needs of consumers are. We identify simple but powerful facts about buying behavior - who buys, what they buy, and how do they buy. The results give us amazing insights into what customer's thinking process is and how they differ across different background variables such as age or gender. Children are a very important target market for marketers worldwide. With the dawn of extensive media, children have become full-fledged consumers and marketers are communicating directly with children or through children to their parents.

Children in India constitute a major proportion of population. With growing incomes and education, family structures are seeing a phenomenal change. Nuclear families are on the rise; there are fewer children in the family, hence the role of children is getting stronger. In an emerging economy like India, marketers are just beginning to experience the influence of children in family purchases. Marketers need to move beyond the traditional predictable techniques that worked for generations. Based on the
conclusions derived after the in-depth and comprehensive study, few implications can be made about the kids role in the family buying process in Kerala. The rapid growth of the kids market that is characterized by complex and sophisticated consumers motivates the marketers to understand the kids’ roles in family buying. Children spend lot of time watching television and surfing internet; they are educated, updated and more informed about products and technology. Even for the grocery shopping kids are participating on a regular basis. Therefore, the marketers are keen to know how children interpret, understand, evaluate and influence the parent’s decisions. The global marketers also need to understand the Indian consumer attitudes and behaviors in different cultures and communities in order to design effective marketing strategies. Below presented are some of the implications

For planning of marketing strategies targeting tweens, it is imperative to judge whether the product category is one in which children might have influence. Marketers can gain by understanding the strategies that kids use to make their parents yield to their pestering. Although kids in our study did frequently employ few strategies more often than others, our results suggest a more complex pattern of interaction as kids make use of a variety of influence strategies to influence their parents. Any kid-focused marketing campaign has to relate with the kids. Attitude branding is what they are seeking for. A 10 year old would try his best to influence parents to buy a particular brand T-shirt because in the TV advertisement the child model displays some intricate action wearing that T-shirt. Kids are very versatile; marketers can tap them by creating desire for their product and their brand and encourage consumption of their product. When communication is aimed at kids, they are likely to be influenced by promotional activities than adults. More focus can be given for the following strategies.
7.2.1 Focus on categorization

The product classification is an important aspect of consumer behavior. Therefore, it is important for the marketers to know, to what extent the differences in kids behavior towards different product and services will lead to new categorization of products. According to the findings of the study, as the children exert the maximum influence on the purchase of noisy goods, marketers must focus more on advertisements and promotions centered on children for these goods. For loud goods, marketers must engage in promotion policies which are going to make the children aware and informed about the products, so that they can act as the initiators for these products. Loud Goods like consumer durables are attractive for both parents as well as child; the outlets for loud goods should be attractively located in shopping malls and trendy commercial areas. This would allow both parties to actively participate in the buying process.

7.2.2 Evangelise features and values

According to the findings of the study, while children quite often initiate a buying call, they have the least influence on the search and evaluation stage for all product categories but also influence the final buying decision, making it clear that children and their parents both work together in family buying process. Therefore, marketers should target both children and parents keeping parents at their focal point. They should advertise the products on different media, particularly on television between the soap operas, for Indian mothers as they are glued to them, generally the housewives in the afternoons. Further, the focus here should be on the facts e.g. the nutritional values of the food items, the learning aspect of the toys or the video games, etc. The study indicates that the parents are more likely to be persuaded by the logical and practical arguments rather than the emotional tantrums and aggressive behavior, it is more rational for the marketers to focus on the advantages and
usefulness of the products meant for children. We saw that parents view such situation as an opportunity to teach their kids the principles of consumer behavior

7.2.3 Well informed parent

Another practical implication pertains to how parents can handle constant purchase requests by their children. The study will be highly useful to the parents in understanding the different tactics that children use in order to persuade them. If they know how the child is going to influence them, they can prepare themselves to avoid the child from pestering. This is also crucial from a consumer welfare perspective, as many parents in several families cannot always yield to the kids

7.2.4 Use cutting edge marketing

With the easy access to internet and other media, young children in India are becoming more and more exposed to online marketing communication. Marketers can show advertisements on cartoon and child-oriented channels. They can also make the product information available online and advertisements on social sites like Facebook and email sites like Gmail where they generally hover around during their free time. Brand awareness can also be gained through kids clubs combined with competition and promotion. For example, promotional activities in schools and through dentists have made the toothpaste brand Colgate a hit amongst the Indian kids. Therefore, marketers should target both children and parents. They must address the needs of both parties and work to help to resolve any conflict that may arise. Marketers should also keep parents at their focal point.

The study would help marketers to concentrate more towards marketing to kids in a more scientific manner through a systematic process, keeping in mind how to attract kids towards products.
Based on the PP-PI model developed, the attention of kids can be captured by strengthening the external influences like advertisements on internet & television, brand promotion, etc., thus increasing the awareness about the product and by taking efforts to increase the perceived use of their product. Marketers could also come out with new techniques to draw attention of kids towards new products as well as to induce them to buy new products by creating new marketing techniques.

In the case of parents, the only factor that cannot be directly controlled is the financial constraints. However, the situational influence and awareness among parents can be strengthened using different means. To an extent, financial constraints can also be tackled through good promotional offers.

7.3 CONCLUSION

To conclude, this will ultimately result in gaining a place in the market, thereby increasing the customer base and consequently, profits.