CHAPTER 2

REVIEW OF LITERATURE

An extensive review of literature was undertaken to ascertain research gap and to identify the relevant issues for the study. This chapter provides a bird’s eye view of available relevant studies related to pester power, the different antecedents, consequences and its market implications, arranged in a logical manner.

2.1 INTRODUCTION

Macmillan dictionary defines kid as “a young adult” (www.macmillandictionary.com). Oxford dictionary defines kid as “a child or young person” (www.oxforddictionaries.com). Collins dictionary defines kid as “a young person or a child” (www.collinsdictionary.com). Cambridge dictionary defines kids as “a young person” (www.dictionary.cambridge.org). According to www.merriam-webster.com, kid is “a young person”.

The needs of kids are fulfilled by their parents. Kids get their wants fulfilled by asking their parents to buy or do things for them. If the parents deny the first time, kids start asking their wants repeatedly to the parents by continuously nagging them. This continuous nagging is called as pestering. According to www.dictionary.cambridge.org, to pester is “to behave in an annoying manner towards someone by doing or asking for something repeatedly. Collins dictionary defines pester as “to annoy or nag continually” (www.collinsdictionary.com). The continuous nagging by kids leads to
parents yielding to the demands of their kids. The power of continuous nagging to get the needs fulfilled is called as pester power.

Pester power, as described by McMillan dictionary (www.macmillandictionary.com), is "the children’s ability to make their parents buy something or do something for them by continual asking until the parents agree to do it". This phrase emerged in the USA in the late 1970s as reported in The Washington Post, February 1979 (www.phrases.org.uk), which mentioned about the changing relationship between the child and the parent in western societies wherein the ‘cash-rich and time-poor’ parents indulged their children by yielding into their demands. According to another source (www.thefreedictionary.com), “the ability possessed by a child to nag a parent relentlessly until the parent succumbs and agrees to the child's request” is pester power.

Hall (1987) further explained the spending powers of the children by delineating five areas – 1) the money children spend on themselves, 2) the money parents spend on children, 3) the money children spend while shopping with the family, 4) children’s influence over family purchases and 5) the money children will spend as future customers.

In a study conducted by Cara Wilking J. D. (2005), for ‘The Public Health Advocacy Institute’, reference was mentioned about Juliet B. Schor, who in a study estimated that, in 2004, kids between the ages of four and twelve directly influenced $330 billion of adult purchasing. The study also has a mention about Dale Kunel (2001) concluding in his study that “three fourths of all parent-child exchanges about products were child demands for merchandise advertised on television.

Kids’ exposure to food television advertising increases the number of attempts children make to influence food purchases their parents buy.”8
and “kids purchase-influence attempts have a relatively high degree of success.” (Kunkel, Supra note 7, at 383)

2.2 THE MARRIAGE OF PSYCHOLOGY AND MARKETING

To effectively market to kids, advertisers need to know what makes kids tick. With the help of well-paid researchers and psychologists, advertisers now have access to in-depth knowledge about kids’ developmental, emotional and social needs at different ages. Using research that analyzes kids behavior, fantasy lives, art work, even their dreams, companies are able to craft sophisticated marketing strategies to reach young people.

The issue of using kid psychologists to help marketers target kids gained widespread public attention in 1999, when a group of U.S. mental health professionals issued a public letter to the American Psychological Association (APA) urging them to declare the practice unethical. The APA is currently studying the issue.

2.3 BUILDING BRAND NAME LOYALTY

The Canadian author Naomi Klein (2000) tracks the birth of "brand" marketing in her book “No Logo.” According to Klein, the mid-1980s saw the birth of a new kind of corporation—Nike, Calvin Klein, Tommy Hilfiger, to name a few—which changed their primary corporate focus from producing products to creating an image for their brand name. By moving their manufacturing operations to countries with cheap labour, they freed up money to create their powerful marketing messages. It has been a tremendously profitable formula, and has led to the creation of some of the wealthiest and powerful multi-national corporations the world has seen.
Marketers plant the seeds of brand recognition in very young kids, in the hopes that the seeds will grow into lifetime relationships. According to the Center for a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. Brand loyalties can be established as early as age two, and by the time kids head off to school most can recognize hundreds of brand logos.

"Brand marketing must begin with kids. Even if a kid does not buy the product and will not for many years, the marketing must begin in childhood." Says James McNeal, The Kids Market, 1999.

While fast food, toy and clothing companies have been cultivating brand recognition in kids for years, adult-oriented businesses such as banks and automakers are now getting in on the act. Magazines such as Time, Sports Illustrated and People have all launched kid and teen editions, which boast ads for adult related products such as minivans, hotels and airlines.

2.4 BUZZ OR STREET MARKETING

The challenge for marketers is to cut through the intense advertising clutter in young people's lives. Many companies are using "buzz marketing", a new twist on the tried-and-true "word of mouth" method. The idea is to find the coolest kids in a community and have them use or wear your product in order to create a buzz around it. Buzz, or "street marketing," as it's also called, can help a company to successfully connect with the savvy and elusive teen market by using trendsetters to give their products "cool" status.

Buzz marketing is particularly well-suited to the Internet, where young "Net promoters" use newsgroups, chat rooms and blogs to spread the word about music, clothes and other products among unsuspecting users.
2.5 COMMERCIALIZATION IN EDUCATION

School used to be a place where kids were protected from the advertising and consumer messages that permeated their world, but not anymore. Budget shortfalls are forcing school boards to allow corporations’ access to students in exchange for badly needed cash, computers and educational materials.

Corporations realize the power of the school environment for promoting their name and products. A school setting delivers a captive youth audience and implies the endorsement of teachers and the educational system.

2.6 THE INTERNET

The Internet is an extremely desirable medium for marketers wanting to target kids. It is part of youth culture. This generation of young people is growing up with the Internet as a daily and routine part of their lives. Parents generally do not understand the extent to which kids are being marketed online. Kids are often online alone, without parental supervision. Unlike broadcasting media, which have codes regarding advertising to kids, the Internet is unregulated. Sophisticated technologies make it easy to collect information from young people for marketing research, and to target individual kids with personalized advertising. By creating engaging, interactive environments based on products and brand names, companies can build brand loyalties from an early age.

2.7 MARKETING ADULT ENTERTAINMENT TO KIDS

Kids are often aware of and want to see entertainment meant for older audiences because it is actively marketed to them. In a report released in 2000, the U.S. Federal Trade Commission (FTC) revealed how the movie,
music and video games industries routinely market violent entertainment to young kids.

The FTC studied 44 films rated "Restricted," and discovered that 80 per cent were targeted to kids below the age of 17. Marketing plans included TV commercials run during hours when young viewers were most likely to be watching. One studio's plan for a violent R-rated film stated, "Our goal was to find the elusive teen target audience, and make sure that everyone between the ages of 12 and 18 was exposed to the film. Music containing "explicit-content" labels was targeted at young people through extensive advertising in the most popular teen venues on television, and radio, in print, and online.

Of the video game companies investigated for the report, 70 per cent regularly marketed Mature rated games (for 17 years and older) to kids. Marketing plans included placing advertising in media that would reach a substantial percentage of kids under 17.

The FTC report also highlighted the fact that toys based on characters from mature entertainment are often marketed to young kids. Mature and Teen rated video games are advertised in youth magazines; and toys based on restricted movies and M-rated video games are marketed to kids as young as four.

Also, marketing to kids is all about creating ‘pester power’, because advertisers know what a powerful force it can be. Pester power refers to kids ability to nag their parents into purchasing items they may not otherwise buy.

The current shift in target audience has happened on account of the fact that in middle and upper income families, television has come to occupy a prime place. TV viewing has even replaced dinner table conversations. Nuclear families, working parents and latchkey kids in the metros mean that
kids get to spend very little time with either parent. Many spend their free
time watching television or surfing the Internet. Modern life style has frozen
the family size in the Indian society. Nuclear family has taken place of the
joint family. Lifestyle trends in urban India (rising incomes, longer working
hours, more working mothers, time-poor/cash-rich parents) tend to support a
'convenience time pass and food culture' which lead the kid to watching
television and the increased consumption of HFSS food (High in fat, salt and
sugar). In addition the advertising industry makes junk food seem irresistible,
and it may well be, as recent research shows that kids could become
physically addicted to junk food.

2.8 EVOLUTION OF PESTER POWER IN INDIA

The arrival of niche channels like the Cartoon Network, Hungama
and Toonami has given a big push to the kid power in India. According to a
survey conducted by Kid Welfare Council of India, 2005, there are more than
120 million tween (kids between 8-12 years of age). Among them around 45
million live in urban areas. The study points out that people in these areas
have the power of determining or influencing the whopping Rs. 20,000 crore
worth purchasing decisions on food, mobile phones, apparel, cars and
FMCGs. This offers a big temptation to the marketers to treat the pre-
adolescents as mature and independent customers and creating a pester power.
Using this strategy, they have been successful in making parents almost
redundant in purchase decision.

2.9 DRIVERS OF PESTER POWER

Indian society has undergone a sweeping change in terms of the
structure and environment of its vital institution-The Family. This results in
parents with more disposable incomes at the time their kids are born.
More working women and consequently more dual income families, grandparents’ increasing role in bringing up kids because of working mothers, grandparents being the fastest growing income sources for the kids and rise in the number of single parent households pave way for increase in pester power (Pavleen Kumar, 2001).

Research supports that kids in single parent households make their first purchases almost a year earlier than their two-parent household counterparts. Dr. Duru Shah (2000), in a study of 50 older couples had stated that most of them had kids after they turned 35. “The average age of career women starting a family may well have touched the mid-30s.” The research further showed that there is an ever-increasing exposure to kids both in terms of technology and mass media.

The pang and guilt of not being able to spend much quality time with kids is compensated by smothering them with material goods and Hurried Kid Syndrome and Hyper parenting. Parents today overscheduled their kids’ life with a heavy dose of academics and extracurricular activities, forcing the little adults to excel both at school and extra academics. David Elkind, a kid psychologist, first proposed this in 1981 in his book The Hurried Kid: Growing up too fast.

The great authoritarian divide between parents and kids is inexistent. ‘Parenting’ is out and being pals/friends to the kids is the in thing. Communication between parents and kids has opened up considerably and the stereotypical roles have become rarer (David Elkin, 1981).

2.10 GROWTH OF RETAIL SECTOR

There appears to be a high positive correlation between the growth of the retail sector and the development of the kids market. There are
opportunities galore. Every departmental has a space assigned exclusively for kids merchandise ranging from Kriish apparels to Power Ranger bikes. A perfect example is the growth of indoor amusement centres in malls targeted to kids.

2.11 KIDS CHANNELS - A NEW PHENOMENON

The dedicated channels to kids programming target kids in two ways-‘eyeballs’ on channels that is, viewing and brand promotions. Cartoon Network and Disney lead the pack.

2.12 KIDS AND ADVERTISING-ISSUES AND CONCERNS

The effect of advertising on kids and their portrayal in advertisements are sensitive issues. The common issues surrounding kids and advertising are luring kids to desire things which their parents cannot afford or which they (kids) will not be able to use and encouraging kids to pester their parents for advertised product or service. This also makes the kids feel inferior if they do not buy the products shown in the advertisements.

Advertisements in which kids are shown in unsafe or dangerous situations may lead to the kids who are watching the ads to emulate them. Kid rights activists are up in arms against MTV and Pepsi for depicting kids in a negative light and endorsing kid labor in their advertisements. The NGOs are especially peeved with the Pepsi commercial as, they say, it glorifies kid labor. The ad shows a kid negotiating a dangerous route to reach the Indian cricket team that is waiting for their drinks. The protesters believe that by featuring the entire Indian cricket team, the multinational was depicting India as a whole as endorsing kid labor.
2.13 CATERING TO THE LITTLE CUSTOMERS-THE KIDS

There are numerous examples where the marketers are either innovating their offerings for the kids or re-positioning themselves to cater to the segment that is becoming influential in the family purchase decisions.

Horlicks repositioned itself as a ‘pleasurable nourisher for the entire0020family’. Britannia Khao, World Cup Jao - a campaign that was a rage, especially among the kids during the 1999 cricket World Cup. Thanks to Kidstuff’s Promotions and Events (KPE), the brainkid behind the campaign, Britannia’s products were picked up from the shelves like hot cakes. Britannia even launched a new biscuit called Multi-vita just for the kids aged between one to three years.

ICICI has launched a special account for kids in association with cartoon network. This is to cater to the aspiring and demanding kids by catching them young. Doing this, ICICI has made a presence across the entire life cycle of a person. Along with the account, the kid can now avail of a personalized debit card. The rising fad among kids towards toiletries and cosmetics has given birth to products targeted at kids like L'Oréal Kids.

Novartis India tells school kids that they need two calcium tablets (Calcium Sandoz) a day to develop healthy bones and sharp brain. After complaints by the Consumer Education and Research Centre of Ahmedabad, Novartis dropped the exaggerated promotional campaign it was conducting inside schools. Doctors are of the view that calcium sandoz contained salts in addition to calcium carbonate and its reckless use by kids who did not suffer from calcium deficiency might lead to kidney stones because of excessive intake of salts.

Likewise, Raymond eyes the Rs. 27,000 crore kids wear market with ZAPP! the first store in Ahmedabad followed by another in Bandra,
Mumbai. (The name ZAPP! comes from the initials of the four cartoon characters — Zion, Ashley, Posh and Pixel — who have a different world on planet Zuto.)ZAPP! has tied up with Warner Brothers for the ‘Superman’ brand of clothing in India. Each of the stores comes with lots of space for kids to move around and choose from. The clothes are kept in such a way that kids of any height can pick them up, so they get the feeling that they are shopping for themselves. The company wants to create an open communication channel through a website and build upon the relationship through it and the ZAPP! Club, giving each member an individual experience through special events. A membership card records preferences such as styles and colors. It also allows kids to swipe their cards to see a customized version of themselves on a plasma screen at the entry of every store.

Magazines such as Time, Sports Illustrated and People have all launched kid and teen editions—which boast ads for adult related products such as minivans, hotels and airlines (Brand reporter, July 2010).

2.14 CATCH THEM YOUNG AT SCHOOLS AND WEB

Advertisers have very blatantly entered the schools. They put up posters and billboards in the schools, persuading the cash-starved schools into opening their doors to them by paying for access to classrooms and space for their advertising material and promotions. Web-based groups providing free e-mail accounts and contests with tempting prizes is another strategy that is rampantly used.

This almost approximates to a crime because it is nothing less than attacking the natural credulity of the most innocent, most gullible and most inexperienced beings on earth.
2.15 **KID PSYCHOLOGY UNRAVELED**

Kids think and behave differently from adults. They are great observers, highly creative, very insightful, spontaneous, sensitive and volatile. They have different emotional, social and developmental needs at different stages. Consumer socialization is the process by which these kids acquire skills, knowledge and attitudes pertaining to their functioning as consumers in the marketplace. This is based on kid development -how age related patterns emerge across kids growing sophistication as consumers, including their knowledge of products, brands, advertising, shopping, pricing and decision-making. Three to seven years of age is approximately the perceptual stage wherein the kid can distinguish ads from programs based on perceptual features, believes the ads as truthful, funny and interesting and holds positive attitudes towards the ad. As against this, seven to eleven years of age is the Analytical Stage wherein the kid distinguishes ads from programs based on persuasive intent, understands that the ad may have contain a bias and deception and can also hold negative attitudes towards ads.

Eleven to Sixteen years of age is the reflective stage and here the kid understands the persuasive intent of ads along with the specific ad tactics and appeals. He believes that the ads lie and knows how to spot the specific instances of bias and deception. In a nutshell, he is skeptical towards the claims made in the ad (Belch & Belch, and Purani Keyur, 2008).

2.16 **THE DEVELOPMENT OF CRITICAL SENSE**

Kids reactions to advertisement can be very different from grown-ups. Kids have a short attention span and are extremely quick to criticize or reject advertising that does not fulfill their viewing criteria. If adults see a product advertised and don't find it when they go shopping they forget about it. As kids develop the ability to recognize and understand ads and their
purpose they start making demands. If these demands are not fulfilled they might start screaming or throwing themselves to the floor. It is difficult to explain to young kids the reasons why they cannot have everything which - according to advertising - is 'for them'. Research by advertising agencies has confirmed that kids personal preferences can be targeted and changed by TV advertising. Family dynamics are thus influenced by advertisements that create demands.

About a third of parents with kids between 4 years and 6 years say that they pester for specific brands. A Cartoon Network 'New Generations' survey (2010) found that kids heavily influence their parents' buying decisions. Some of those findings: 43 per cent parents of 4-6 year olds agree that kids today have far more influence on their parents than when they were kids; 29 per cent parents of 4-6 year olds have their kids asking them to buy certain brands when they go shopping; 31 per cent parents of 4-6 year olds say that their kids ask them to buy products they have seen advertised on television. The survey universe included face-to-face, in-home interviews of 3,431 kids in the 7-14 age segment and 1,012 parents of kids 4-6 across 15 centres (including all metros) in India and in SEC A, B and C (socioeconomic categories).

The biggest window to the world for Indian kids, who make up 20 per cent of the world's young population, is, of course, satellite television. For instance, 92 per cent in the Cartoon Network survey were frequent television watchers. Recent research by Nickelodeon (2010), a kids entertainment channel, reveals that while almost all kids watch TV, only a fourth of the 600 kids surveyed played outdoors on a daily basis.

Then there is the Internet that is proving to be a great channel for marketers to create a buzz through newsgroups, chat rooms and blogs about products ranging from food items, clothes to music. If the vehicles for
communicating with the target audience are buzzing with activity, products themselves are being designed and packaged keeping kids in mind. Hindustan Unilever, for instance, does not tinker with the taste of its jams and ketchups in a bid to attract kids.

Retailers like Shoppers Stop and Future Group are creating new business lines around young consumers. Instead, the foods and consumer products giant draws in the kids with small innovations and value-additions. So the Kissan range of jams and ketchups also has packages that can be "squeezed"; and the jams in a jar have a free "Tom and Jerry smacker" thrown in. Such differentiation extends to personal products like toothpastes. One brand extension Pepsodent Kids, for instance, has flavours like Tangerine Burst and Luscious Lychee to make the toothpaste more kid-friendly.

Clearly, few can afford to ignore the young consumer. Not marketers, not retailers, Wordsworth’s immortal line “The kid is the father of man” take on a new meaning in consumption-driven India. One original interpretation of that line is that the appreciation of natural beauty like a rainbow plays an important role in one's development to adulthood. Today, one is tempted to rewrite the poet's ode to: "The consumption driving kid is the father of man." Based on the discussion made the study is considered as significant. The current study was aimed to analyze the pester power consumer behaviour in kids and its impact on family buying preferences—a study with references to packaged convenience foods in Kerala.

2.17 PARENTAL AND FAMILY STYLE

Baumrind (1971) developed a three-fold typology of parental styles and classified parents as—Authoritarian, Authoritative, and Permissive. McLeod and Chaffee (1972) developed a typology that characterizes parent-kid communication structure. The typology, used for more than two decades,
classifies families as having socio-oriented communication, emphasizing parental control or concept-oriented communication, in which kids are encouraged to develop their own ideas and express their views more openly. On the basis of the presence or absence of these two communication patterns, they classify families into four types, laissez faire, protective, pluralistic, and consensual families.

Laissez-faire families emphasize neither of the two dimensions and there is little or no communication between parents and kids. Protective families emphasize the socio-oriented dimensions, stressing obedience and social harmony, and are not concerned with conceptual matters. Conversely, pluralistic families tend to stress the concept-oriented dimensions, with an emphasis being placed on mutuality of respect and interests. Finally, consensual families stress both the socio and concept orientation dimensions, with the result that kids are encouraged to explore the world about them, but to do so without disputing the family’s established social harmony.

Kourilsky and Turay (1981) examined the effect of exhibited a higher level of economic reasoning and satisfaction as compared to two parent families.

Gentry et al. (1990) proposed that simulation games could be used to research families. Since the game environment provides a field ground between laboratory and field research, it provides greater opportunity for control than does field research. It also allows investigating simultaneously a sequence of decision over long period of simulated time. The cost of data collection is also lower and the simulated environment removes much of the sensitivity associated with the problem area.

Singh (1992) studied the role played by family members while purchasing a television across five occupational categories: teachers, doctors,
businesspeople, lawyers, and engineers. Kids of engineers and doctors were found to have remarkable influence in the purchase decision.

Chadha (1995) concluded that in the older age group household's sons and daughters emerge as key persons to introduce new products in the house.

Palan and Wilkes (1997) observed adolescent-parent interaction in decision making and reported that besides direct requests, adolescents are likely to use bargaining (money deals, other deals, and reasoning) and persuasion (opinions, begging) as strategies to influence decision outcomes. Asserted that kids are also primed to assume a more active role in purchase discussions after years of listening to their parents explain why certain requests can/cannot be honored. It was projected that influence attempts by adolescents are likely to be effective when they match their influence attempts to their parents' decision making style.

Williams and Veeck (1998) reported that in China, where most families have a single kid, the kid exerted considerable influence during all stages while buying products for family use. Noted that no particular attitude or set of attitudes uniquely determines for all products whether a mother would be influenced by her kid or not. Kid-centered mothers were more likely to be influenced by their kids and family-oriented mothers or women with close knit families were more susceptible to kids influence. Mothers co-viewing TV programs along with their kids were more likely to yield to kids influencing attempts for products advertised on those shows.

Ruth and Commuri (1998) attempted to study shifts in decisions making processes by couples in India using the critical incident method. Couples were asked to recall decisions making processes for the same product categories.
Chan and McNeal (2003) in a study of Chinese parents, also reported that parents indulged in considerable gate keeping for kids products. They exhibited strict control over the kinds of products that kids can or cannot buy while at the same time allowing kids some freedom in choosing brands of permissible products.

### 2.18 MODERN THEORY OF CONSUMER BEHAVIOUR

Consumer behaviour is divided into three sub categories; consumption behaviour, purchase behaviour and attitude perception. The consumer behaviour differs with age-group and the lifestyle.

According to Nobel laureate Stockholm Sweden (2009), Consumer behaviour is a fact that economics is a dynamic science in the sense that it changes with time, and over the decades it has really broadened its frontiers in all spheres. For example, in the area of consumption, many “new” theories have emerged beyond those that are based on cardinal and ordinal utility.

As a consequence of many controversies in respect of the earlier theories, over the last 3 to 4 decades, many “new” theories of consumer behaviour came to the forefront. These are briefly mentioned below:

The Demand for Characteristics: According to traditional theories of consumer behaviour the consumption of goods and services is regarded as an end in itself. They appear directly in the utility function of individuals because they are desired for themselves rather than for what they yield.

Portfolio Choice: This is an extension of the Theory of Demand for Characteristics, which tries to answer the basic question that the consumer faces: how to invest a given sum of money?
The Allocation of Time: This theory was propounded by Gary S Becker (A Theory of the Allocation of Time, Economic Journal, September, 1965) who later was awarded the Nobel Prize in the year 1993 for having extended the domain of microeconomic analysis to a wide range of human behaviour and interaction, including nonmarket behaviour. According to this theory, income is the only limiting factor on the individual’s choice. Another factor is that consumption takes time, which is also limited in supply. Time is always required as an input whether consumers are involved in paid employment, housework, or leisure. Traditional theories ignore the influence of time on consumption choice.

Family Decision Making: By and large each individual belongs to a family (household). This theory looks at the influence of the family on the behaviour of its members. This theory was also pioneered by Gary S. Becker (1965). This theory is based on two facts:

Each member of a family has a comparative advantage over other members in a given household activity (this is based on the Theory of Comparative Advantage as used in international trade). There are differences in comparative advantage between the various family members. In order to maximize the wellbeing of the family, each member has to undertake the responsibility in which he or she has a comparative advantage over other members.

2.19 PREFERENCE RELATED STUDIES

Atkin (1978) pointed out that kids tend to rely on pre-established preferences based more often on premium incentives offered on a purchase than the nutritional features of a cereal at the time of influencing cereal purchases.
Moschis and Churchill (1979) and Moschis (1987) also found that kids are prone to develop resistance to persuasive advertising, understand the marketing strategies related to the pricing of products in a better way and become more sophisticated as consumers.

Moschis and Moore (1979) found that adolescents preferred to consult with their parents and/or rely on information they receive from them. In spite of this, parents are not as instrumental in the kid's decision regarding which product to buy as compared to brand name and reduced prices. The amount of parent-adolescent communication about consumption was not related to the adolescent's propensity to use price in evaluating the desirability of various products.

Dellaert et al. (1998) conducted a two stage conjoint analysis to analyze an individual’s as well as other family member’s preference. The study revealed that kids preference was of considerable importance in the family buying preferences.

2.20 PROBLEM SOLVING STRATEGIES

In the study by Belch et al. (1980) it was found that kids see the problem solving strategies being used less often. It was felt that kids were either not a part of the decision making process for those products or that discussions took place outside the presence of kids. A significant relationship was also found to exist between the situation in which the family purchase decision making occurred (for example, presence/absence of a family member, decision taken in the retail shop) and the choice of a conflict resolution strategy.
2.21 KIDS AS CONSUMERS

Ekstrom, Tansuhaj, and Foxman (1987) took a reciprocal view of consumer socialization of kids and proposed that kids contribute to decision outcome through two routes—one by influencing their parents by direct expression of preferences and secondly by communicating new knowledge to the parents and influencing purchases. They proposed that kids whose family communication pattern is characterized by a high concept-orientation will influence (socialize) their parents more than kids whose family communication pattern is characterized by a high socio-orientation. A kid in a single-parent family, higher socio-economic status, and higher personal resources and in a sex-role egalitarian family will have more influence. A kid will have greater influence for product purchase decisions that he/she considers important or for which he/she has high product knowledge. His/her participation in family decision making will tend to increase his/her satisfaction with family purchase decisions.

Inter-generational influences in the formation of consumer attitudes have also been investigated by Moore-Shay and Lutz (1988) also advanced this stream by investigating inter- and intra-generational effects of family on consumer socialization. They noted that parents and elder siblings' perceived innovativeness has a significant influence on the younger kid's innovativeness. The adult kid's innovativeness was influenced by perceptions of their parent's innovativeness. Further, the later one is born (in terms of birth order), the more innovative one tends to be.

Foxman et al. (1989) concluded that kids tend to have more "say" in the purchase of products that are less expensive and for their own use. Several factors were found to significantly affect agreement among family members regarding adolescent purchase decision influence: families witnessing greater influence had older fathers, a concept-oriented
communication style, fewer kids, and a mother who worked fewer hours outside the house.

Holdert and Antonides (1997) reported that kids influence was higher in the later stages of the decision making process; that is, at the time of alternative evaluation, choice, and purchase for four purchases (holidays, adult and kid clothing, and sandwich filling).

Williams and Burns (2000) using social power theory, investigated the ways in which kids make direct influence attempts. They found that when kids feel 'entitled' or 'privileged' to act in their own way, they resort to negative influence attempts such as deception, displaying anger, begging, or pleading to exert influence. If they find that their parents have the right or legitimate power to direct their actions, they utilize positive influence attempts such as asking nicely, showing affection, or bargaining. When they feel that they can manipulate their parents, they try to con/deceive the parents, display anger, or beg and plead. If the kids expect to be punished as a result of non-compliance, they behave in ways as is perceived positive by the parents. This implies that when parents resort to coercive tactics, the kids try to have their own way by asking nicely, bargaining, or showing affection. Many times kids also express compliance in exchange for a future gain; that is, they bargain for a future reward in exchange for a present one.

Todd (2001) reviewed methods used to study kids as consumers. She proposed that kids level of cognitive development and competencies must be recognized at the time of choosing a method with which to study kids. Moreover, it has been noted that there exists a lack of interactive research on family purchase decision making.

Bansal (2004) elaborated on the three stages of middle-class Indian youth – Early Youth (Ages 13-21), Middle Youth (Ages 22-28) and Late
Youth (Ages 29 upwards). She pointed out that early youth are basically
dependent on parents for funds; their spending power is between $20-40 per
month. They are generally influenced by parents and their peer group. The
middle youth has an average spending power of $ 140 – 800 per month,
which is either purely disposable income or spent in shouldering some of the
responsibility of the family. The primary influences for this category of youth
are peers and workmates. With business process outsourcing jobs coming in,
the number of middle youth has shot up. For the late youth, the key decisions
include career advancement and kids. Given household expense, the spending
power remains equal to or and car loans, and paying for kids education. The
key influencers for them include peer group, workmates, spouse and kids. The
consumption areas contain household, kid products, personal clothing and
accessories, food and entertainment.

Kaur and Singh (2004) observed that children are individually
active in initiating the idea to purchase a durable. In other stages of the
decision making process, they exhibit joint influence along with other
members of the family. This implies that they provide support to the member
exerting influence to increase pressure but do not wield much influence
individually.

Gaumer and Amit Shah (2005) in an empirical paper examined the
consumer socialization of Japanese and American kids from a socio-cultural
and economic perspective. It presents the cultural differences between the two
countries, and how these differences influence the marketing strategies in
each country. Taking into consideration the television viewing habits and
routine advertising strategies in Japan and USA, the paper offers the
implications for Global Marketing Managers. Finally, the need for future
research is addressed.
Cara Wilking (2005), describes a typical pester power transaction as per the following figure.

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FOOD MARKETING

PARENTS  ("Pester Power")  KIDS & TEENS
|
| Purchase Product
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**Figure 2.1A Typical pester power transaction (Cara Wilking, 2005)**

As per the figure, food marketing is directed towards kids and teens, who exert a pester power on parents, forcing them to purchase the product. In the study, Cara Wilking (2005) quotes that “pester power marketing is unique because the marketing targets children, but the ultimate purchasers of the products are adult parents or caregivers”.

Pettersson and Fjellstrom (2006) say that kids have increasing spending power in terms of being customers in their own right. They are also major influencers within the family decision making unit. This power has resulted in kids being increasingly attractive targets for marketers. This attractiveness of kids as consumers and influencers of consumption is include in that “virtually every adult consumer good from seeds to soap has been scaled down and funneled up to suit kids”.

According to Kaur and Raghbir Singh (2006) research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role
of third party influences, such as kids, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women were seen to be the purchasing agents for the family. Nonetheless, increasing participation of women in the workforce has prompted a shift in this role as kids are increasingly the "buyers" for the entire family. Even in families where women do not work, kids are observed to share this role with their mothers. Kids enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. Contemporary researchers express that kids constitute a major consumer market, with direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items. Indian kids have recently attracted considerable attention from marketers because the market for kids products offers tremendous potential (pegged at Rs. 5000 crore/$1110mn) and is rapidly growing.

Mallalieu and Palan (2006) developed a model of adolescent shopping competence in a shopping mall context. They investigated whether teenage girls were competent shoppers or whether they indulged in compulsive shopping behaviours. Shopping competence was defined as a multi-faceted construct composed of effectively utilizing environmental resources, having and using knowledge related to shopping, and possessing the degree of self-confidence and self-control necessary to utilize environmental and individual-based resources fully. The teenage girls described their mothers as being competent shoppers. The results of discussions with teenage girls indicated that they exhibited competence in using environmental and knowledge-based resources 'partially.' This implies that if they revealed competency in some aspect of shopping, they came up short in other aspects they themselves perceived as being associated with shopping competence. The girls' responses also indicated that they were
lacking in self-confidence and self-control, and this also moderated the degree to which the teenage girls utilized environmental and individual knowledge resources in achieving positive shopping outcomes.

Soni and Upadhyaya (2007) comment in their empirical work that kids are emerging as a homogenous consumer cluster of their own with peer group factor and mass media having an overwhelming impact on their brand choice, consumption behavior and consumption patterns. Kids are keen observers, ever experimenting, do not take anything for granted and want to learn while having fun. There is no stickiness, no brand loyalty, ultimate materialism and consumerism in sync with the latest trends and fads. Kids are wanton, inexperienced, naïve and easily gullible, but, a very important set of consumers. Catching them young for product categories not actually meant for them is an act of irresponsible marketing. In no case should the kids be made a target of reckless consumption and materialism.

Manish (2009) opined that kids, teenagers and youth constitute a very important consumer segment for the market. Their consumption habits are unique and their purchase decisions are based on popular trends, brand image, use of new technology, flavor of food products, and style. The market image, use of new technology, flavour of food products, and style. The market also realizes that young consumers have a propensity to consumer junk food and prefer them over traditional forms of food. This characteristic is exploited by the market by associating convenience and a brand image with junk food like colas, pizzas, and fast-food joints.

2.22 ADVERTISING AND INFORMATION RELATED

According to Seiter (1993) advertising to kids avoids any appeal to the rational, emphasizing instead that ads are for entertainment and "enjoyable for their own sake" as opposed to providing any real consumer information.
The most common persuasive strategy employed in advertising to kids is to associate the product with fun and happiness, rather than to provide any factual product-related information. Hence, kids in the age category 8-10 years have a positive attitude towards advertisements. Knowledge of advertising tactics and appeals emerges only in early adolescence and develops thereafter.

Beatty and Talpade (1994) suggested that teens' knowledge affects their perceived influence in the search for information in the decision process for some products such as the family stereo. The teens' financial clout seems to allow them greater say in initiating self-purchases, but not in family purchases. Parents' dual income status allows adolescents greater influence in some family durable purchases, but this does not affect self purchases where their influence is already substantial. These effects are pronounced for products that teens care for (e.g., stereo) and use often (e.g., telephone).

John (1999) notes that "the ability to recognize bias and deception in ads, coupled with an understanding of advertising's persuasive intent, results in less trust and less liking of commercials" (p. 190). With increasing age, kids attitude towards ads changes from being positive to negative and further as kids step into adolescence, they become skeptical of advertising.

Silayoi and Specce (2004) carried out focus groups with adults and found that both visual and informational elements influenced purchase decisions. Although the study was not on kids, there are other studies which argue that due to kids lower abilities to process information, they are likely to assess products and their packaging mainly on a visual level, in addition to informational elements. Marketers therefore constantly use attractive visual imagery, recognisable characters, colour and design to ensure their product stands out to kids.
Kunkel et al. (2004) says that the impact of television advertising on preschool and elementary school-aged kids occurs at multiple levels, including the relatively immediate product-persuasion effects intended by the advertiser, as well as broader and/or more cumulative types of influences that accrue from exposure to large numbers of commercials over time. For example, a cereal ad may have the immediate effect of generating product-purchase requests and increasing product consumption, but it may also contribute to outcomes such as misperceptions about proper nutritional habits. Celebrities and cartoon characters are commonly used by marketers, as kids views of advertising appeals are largely influenced by them. The practice is largely witnessed in restaurants giving small toys as a token of remembrance to kids such as McDonalds or associating a cartoon character with a cereal.

Soni and Upadhyaya (2007) research paper touches upon a sensitive issue of rising consumerism in kids owing to the flood of new TV programming presents gleaming images of a consumer culture at odds with the realities of most Indian kids. Advertisers in India are frankly preparing kids to become dutiful consumers in a society riddled not just with economic problems but also with social and cultural patterns that defy the entry of modern gadgets such as washing machines. There are several ads that could be detrimental to kids either because they encourage them to act in an unsafe manner or because they propound questionable values. Some also misrepresent information. The second issue that the paper addresses is premature brand learning that plays an important role in future brand selection behavior. The third issue addresses the kids’ culture, which is over dominated by technologically mediated entertainment and advertising. Indeed, in their culture advertising and entertainment are converging. This hybridization is happening in a variety of ways. These include cross-selling and licensed merchandising, program length commercials, product placement and the production of advertisements as entertainment in their own right.
‘Product placement’ is also growing as marketers introduce brands into the sets and increasingly the scripts of kids films. Like program length commercials, product placement is a covert form of advertising which promotes brand awareness and loyalty.

2.23 PRODUCT AND NUTRITION RELATED

Jensen (1995) studied three categories of products—those that are primarily for kids (e.g., toys, candy), products for family consumption (food, shampoo, toothpaste), and parents' products (gasoline, coffee, rice). The influence of kids across product categories and parental responses has been studied with respect to various factors and some studies in this context have been reviewed by the author.

Mizerski (1995) found that adults-oriented product trade characters were also readily recognized by kids as young as three years of age. Gom and Florsheim (1985) examined the effect of commercials for adult products on kids and found that such exposure does have an effect but that it is mainly a function of the product category advertised. In general, exposure to commercials led to only a small change in response. Mizerski concluded that recognition, or the ability to match a cartoon trade character and product, is positively related to age. Along with this, the level of recognition and a favorable attitude towards the product were also found to be positively associated with age.

According to Kraak and David L. Pelletier (1998) the nutritional well-being of kids is a high priority, given our knowledge relating nutrition to health risks in this group and the importance of early childhood experiences in forming lifetime behavioral patterns. Kids are becoming consumers at younger ages, and a variety of influences and experiences shapes their consumer habits. This paper reviews the marketing literature to gain insight
into the purchasing power, habits, and purchase influence of kids and teenage youth and also to examine the influence of commercialism on their food purchasing behavior. The findings are discussed within the context of building young consumers’ information-processing skills in order to help them make informed dietary choices in the marketplace.

2.24 FAMILY AND ITS INFLUENCE

Lee and Collins (1999) proposed that when more than two family members are in conflict during the purchase decision process, the third parties (kids) may form alliances to aid one side against the other. They investigated patterns of influence and coalition patterns across three stages of the decision making process, namely Configuration (synonymous with problem recognition and search for information), Negotiation (synonymous with evaluation of alternatives), and Outcome (final decision) stage. It was found that kids tend to use emotive strategies to gain influence. At the same time, the influence of family members varies in response to the gender mix of the kids. Daughters were generally more influential than sons and the gender of elder kids appeared to have more significance on the influence structure of the family than that of younger kids. Interestingly, fathers and elder daughters and mothers and sons were found to work together to gain influence. The influence of a mother in the family was the strongest during the Negotiation and Outcome stage when both her kids were male. Her influence was also strong if her first kid was male and the second kid was a female. The mother-son and father-daughter pattern changed when parents had two daughters. The father had less influence during the Configuration stage when they had a younger daughter and his influence increased in the Outcome stage if the couple had an elder daughter and a younger son. Moreover, mothers in two-girl families had greater decision power than when the family had an elder daughter and a younger son.
Webster (2000) identified the influence patterns of spouses in India using participant observation and multiple, in depth ethnographic interviews. Such methods can be replicated for studying kids as well. However, India researchers have largely relied on self reports from a single family member. Indian studies have been rarely tested for reliability and validity. This calls for greater rigor in designing research on families in the Indian settings.

Hundal (2001) in a study of rural buying behavior in the Amritsar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. His findings projected that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by kids.

Kapoor (2001) collected information from families in Delhi in regard to their roles across stages of purchase decision-making for six durables—televisions, refrigerators, washing machines, personal computers, audio systems, and cars. She found that individual members were associated with multiple roles. The initiator for purchase in a family was typically a young female member, who was likely to be the wife or one of the kids. She illustrated that the need for an audio system, personal computer, and television was likely to be first expressed by the kids in the family. As influencers, younger members, especially kids, were found to affect purchase of a personal computer, audio system, and television. The final purchases were found to be decided upon after consultation with other family members, mainly the husband. Kids have not been observed to have a large impact on instrumental decisions such as how much to spend but rather play a role while making expressive decisions such as color, model, brand, shape, and time of purchase as validated in the West as well.
2.25 MARKETING TO KIDS

Halan (2002) opines that "marketing to kids is no longer kid stuff" (p.46). In a focus group study by Kids-Link, the market research group of Kid Stuff Promos and Events, with boys and girls in the age group of 13-15 years in Delhi, girls estimated that they were able to influence 50 percent of the decisions. The study highlighted that kids have a lot of information because of exposure to television, other media, and friends. They reflected that parents sought their opinion even in making purchase of products not directly related to the kids, such as cars, because of their higher knowledge of brands, models, and the latest trends. Also, kids stated that parents bought products that made the kids happy.

According to Kamery et al. (2006) the first half of the 1990s witnessed a dramatic increase in the occurrence of marketing aimed specifically toward kids. In areas ranging from the financial services industry to traditional kids products such as toys, marketers are giving more emphasis or creating a new twist to their kid directed marketing efforts. Several market research firms targeted specifically at kids products have emerged or spun off of larger marketing or research firms in the past ten years. The national “All About Kids Show,” a trade show dedicated solely to exhibiting kids products and services, celebrated its fifteenth anniversary in 2000. This paper discusses whether and why marketers should seek to market to kids, why the kids market has seen such growth in recent years, how organizations can take advantage of the growth, and how other marketers have been successful in capturing a meaningful share of the kids market.

2.25.1 The five C’s of marketing to kids

According to McNeal James(1997), successful marketing strategy aimed towards kids (be it a product of direct use or indirect use) depends upon
how effectively the marketer uses 5 Cs: Cajole, Characterize, Combine, Contrive and Convince.

**Cajole:** Every marketer should keep in mind the fact that a kid is after all a kid. So, the marketing communication can affect the psyche of the kid. If it does, not only the kid will have a negative opinion about the product but also his/her parents will try to keep the kid away from these products. Take the case of Videocon washing machine ads in the early era. They used to show a girl who was ready for a party, but gets her dress spoiled by her pet dog. The girl's mother takes the dress and washes and dries it in a Videocon washing machine. The girl is all ready for the party in minutes.

**Characterize:** Giving the product a character of its own or associating the product with a known character definitely helps in building up a close connection with the kids. One of the reasons behind the huge success of Pillsbury can be attributed to the cute Doughboy, who used to Feature in Pillsbury advertisements and packages. In the Indian case, who can forget the immortal chubby checked Amul Girl. However, the launch of Kellogg's Chocos, was a success here. The use of the "Choco Bear" who closely resembled the character "Baloo" who was already popular in India through the cartoon "Talespin" contributed to a part of its success.

**Combine:** Kids love interesting things. It can be a glow sticker or it can be a "tattoo sticker" or even a whistle. Many companies have succeeded in marketing their product when they have combined their product with some gifts and given it to the kids. In the 1980s, the Double Bubble Gum from NP Company was a huge hit among the kids because it was wrapped along with a picture of a sports car. A similar success story around the same time was that of Big Fun, another chewing gum. Here pictures of cricket stars were wrapped inside with the gum which also had the number of runs scored by each cricketer. Anyone who collected a total of 100 runs could exchange those
pictures for a diary full of funny sport facts. Again in around the same period, Boost had a unique campaign where it gave cards with pictures related to astronomy. These cards came with a tag which (for a certain number of tags) could be exchanged for a "Space Album" or scrap book to paste those cards. And who can forget the Maggi Fun Book. It was more like a magazine for kids filled with facts, puzzles, games, stories and recipes. It also had a form for kids to join the Maggi Club. They could also send newsletters to Maggi Clubbers from time to time.. Soon after the success of Big Fun and Double Bubble Gum, other chewing gums like Babool and Boomer came along with glow stickers or water markers.

**Contrive:** Contriving refers to the changes which are brought in packaging to attract the kids. Take the case of crayons. Previously, crayons used to have a conventional pencil-like shape. But now, one can find crayons which have an animal figure at one end. One cannot forget the good old calcium tablets from Sandoz which used to come in plastic containers which were animal shaped. The basis of contriving comes from a phenomenon called "Transtaying," which is nothing but giving every producer an emotional appeal by linking them to toys.

**Convince:** Ultimately marketing to kids can be successful only if the kid is convinced about the utility of a product. The product has to match the expectations of kids. So, whenever a marketer takes out a product which is targeted towards kids, he should be very careful to ensure that the product fulfills the promises it has made. In 1980s and early 1990s, Disney Corporation had a bad phase and this did make much profits. This was because many Disney characters like Mickey Mouse and Donald Duck were being used to promote other products without the consent of Disney Corp.
2.26 HEALTH AND FOOD RELATED

Blackman (2005) emphasised the importance of healthy eating trends in the food industry by describing it as a war with ‘‘food and health as the key battlefront”. It is now becoming common knowledge that in order to satisfy customers, marketers are becoming increasingly ethically conscious. Ethically conscious by reacting to demand for more responsible behavior in terms of the ways and manners in which products are presented to customers, like product packaging, and provision of clear information on nutritional content of their products, particularly where products could be seen as being marketed towards vulnerable groups such as kids.

David Marshall et al. (2007) in their empirical work claims that the moral and medical panic surrounding rising rates of childhood obesity, there has been much debate about who on what is to be blamed, with parents and HFSS (high fat, salt, and sugar) food advertising often censured for their role. In this paper, we review the literature on childhood obesity and pester power, and the broader context of consumer socialization within the family. We then discuss findings from a questionnaire and focus group study of 8–11 year old kids in New Zealand exploring aspects of their advertising experiences and everyday snack food consumption. HFSS food ads were well-represented in their repertoire of favorite ads, and they reported being influenced by these.

However, their accounts of snacking highlighted the extent to which their actual consumption was shaped by parental agendas and concerns. Although they gravitated towards less healthy snack foods, fruit, and vegetables were included in their categorization and repertoire of snacks, perhaps reflecting the level of monitoring and gatekeeping exerted by their parents, who established ground rules for snacking and in many cases directly controlled their access to snack foods, although the limits imposed varied according to context. The kids were generally accepting of this, although they
drew on a range of strategies and tactics to access their preferred snacks. The authors conclude the study by stating that considering the implications of this study for parents who seek to provide their kids with a healthy diet and others concerned about health and public policy, and we suggest some avenues for developing knowledge in this area.

Ike-Elechi Ogba and Rebecca Johnson (2008) in their empirical work had commented that health is becoming an increasingly important issue in the UK as well as the rest of Europe. Emphasis on the importance of healthy eating is ongoing for many reasons, including the growing concern about childhood obesity resulting in the ban of advertising of unhealthy foods to kids in the UK in April 2007. However, although legislation has been placed upon the advertising of unhealthy food products, no such restrictions have been placed on the packaging of kids foods despite the influence of packaging on consumer buyer decisions. The research paper aims to investigate the effect of packaging on kids product preferences and its ability to influence parents’ buyer decision in-store. The study was approached from the parents’ rather than the kids perspective. A quantitative approach was adopted in data collection, using a 28 item Likert scaled questionnaire administered to 150 parents, with over 95 percent response rate. The findings of the study shows that packaging does affect the product preferences of kids. Also, kids are particularly interested in influencing the purchase of unhealthy foods. However, parents within the study claimed that they did not succumb to their kids requests for the purchase of unhealthy food, which contradicts evidence from previous findings.

CENET (2008) report states that with the introduction of fast foods, called convenience foods, the dietary patterns of young kids understands a sea change. Further food trade is going global. Gone are the days when the consumers were using products manufactured locally. Today food is
manufactured thousands of miles away, it is transported and before it reaches 
the consumer there is long chain of traders and suppliers. Hence it is difficult 
for consumer to know more about the food they eat. One way of providing 
consumers with sufficient information about food is to label the food.

Ruby Singh (2010) in her report state that educating the kids about 
the importance of right food is correct. But before educating kids, parents 
need to educate themselves first as what kind of food is needed for the kids. 
Adolescents are at a growing stage, so for the development of their body, they 
need all kinds of nutrition. All food items contain some nutrients, but all 
nutrients are not contained in one eatable. So there is need to have different 
varieties of food everyday for a complete balanced diet for your kid. Even 
junk food also contains certain types of nutrients, but it is not advisable 
because the calories are too high.

Ali et al. (2010) in their research work tried to develop a marketing 
strategy for a modern food/grocery market based on consumer preferences 
and behaviour. – A total of 101 households having sufficient purchasing 
power were personally surveyed with a structured questionnaire. These 
households are spread across the well-developed Gomtinagar area of 
Lucknow city. Simple statistical analysis such as descriptive statistical 
analysis, frequency distribution, cross tabulation, analysis of variance, and 
factor analysis to assess the consumers' preferences for food and grocery 
products and market attributes were carried out. It was found that the 
preferences of the consumers clearly indicate their priority for 
cleanliness/freshness of food products followed by price, quality, variety, 
packaging, and non-seasonal availability. The consumers preference of 
marketplace largely depends on the convenience in purchasing at the 
marketplace along with the availability of additional services, attraction for
kids, basic amenities and affordability. Results suggest that most of the food and grocery items are purchased in loose form from the nearby outlets.

Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items are less frequently purchased from the detailed review of literature it has been understood that kids in India may not have the purchasing power comparable to their Western counterparts, but they are still the center of the universe in the Indian family system, and they can actually pull the parents to visit a place time and again. Kids are an enormously powerful medium for relationship building in India. They not only influence markets in terms of the parental decision making to buy certain kinds of products, they are also future consumers.

2.27 CONCLUSION

On the basis of the literature survey, it was felt that more investigation of kids’ roles in family decisions making is imperative. The prevailing lack of studies on the influences of advertisement on the kids, the growing pester power of kids, termed as new age customers, have provided a wide scope for the conduct of current study.

The literature review also helped to unfold many areas that are useful for research. As no studies relevant to this area were carried out in Kerala, the researcher decided to carry out the study in this area.