INFLUENCE OF CHILDREN IN PARENT’S BUYING BEHAVIOUR

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ABSTRACT

Marketing is an important factorial aspect of business. The success of any company or organization will largely depend on the marketing ability of the products or services. Advancement in technology, improvements in infrastructure, latest fashion, increasing living standards, and enhanced knowledge levels of consumers have put lot of challenges to marketers. Consumer behavior is a rapidly growing field of research and teaching, in addition to considerable value of marketing managers and others, who are professionally concerned with buying activity. In the past the role of children in buying decision of families had been negligible. In olden days children know only less about products available in the markets than their parents. Nowadays Children act as a passive participant in families buying decision. Children not only choose the products which belong to them, but they also have upper hand on products which are used by almost all members. The purpose of the study is to examine the influence of Children in parents’ buying behavior, and four products were selected based on the pilot study. They are Food & Beverages, Stationary, Play materials and Dress materials. The Study was done with 440 samples across parents of children who study in Government school, Aided School and Private school. The study was conducted at Pondicherry. It was a descriptive study and stratified random sampling technique was used to collect data after personal interviews. The primary data was analyzed by applying statistical tools like percentage analysis, Chi-Square test, ANOVA, correlation and multiple regressions. The findings were arrived based on the analysis of the data. Suitable suggestions are made based on the findings. The limitations of the study are also highlighted. It is ultimately observed that Product attributes, price conscious, Novelty and Fashion conscious and Brand Conscious are the factors that influence the Children in the buying behavior of their parents.