Chapter 6

FINDINGS AND CONCLUSIONS

The data was collected from the children and parents by administering the questionnaire meant for collecting the information about their demographics their opinion about exposure to television, opinion about television advertisements, children primary spending patterns and role and influence of the children in family purchase and their parents opinions in different aspects. The following are the findings of the present study which are derived from the data collected and presented as follows.

Findings for the Children

- In the present study respondents are divided according to their gender into two groups, where 59% of them were boys and 41% were girls.

- With regard to age of the children is divided in to four groups out of which 11 and 12 years children were above 70%.

- With regard to number of siblings, 80% of the children were having at least one or more siblings.

- The population has been studied and found that more than 93% of the children were living with parents.

- With regard to the class in which children are studying is classified into 4 groups of which 6th and 7th class children were above 73% of the total respondents.
• The results showed that more than 56% of children were watching the television for 4 and above hours daily during the weekdays and 63% of the children were watching the television for 4 and above hours during the weekends.

• The result showed that 62% children have answered positively that they like the television advertisements.

• With regard to the liking of television advertisements 66% of children have answered that they like the television advertisement because of the celebrities associated with it.

• With regard to the liking of television advertisement 72% of children have answered positively that they like the television advertisements because of the humour content, jingles and captions.

• With regard to the source of the information about the new product/brands more than 70% of the children have strongly agreed that the source is television advertisements.

• With regard to the source of the information about the new product/brands more than 78% of the children have strongly agreed that the source is their peers/friends.

• The results showed that television advertisements played a significant role in arousing the desire for the products that they have watched in television advertisements more than 74% of the children have strongly agreed.

• With regard to the purchase of the products selected for the study more than 73% of the children have answered that freebies/offers are the main reason for the purchase of the products.
The results showed that the television advertisements have a greater impact on children resulting in persuading their parents for the products that they have seen in television advertisements.

With regard to the pocket money given to the children by their parents it is found that more than 63% of the children are given more than Rs. 200 monthly which is the main source of money for the children to make the primary purchase of the products for him.

With regard to the spending of the pocket money by the children it was found that they spend majority of it on the Biscuits, Cool Drinks, Chocolates and Snacks and a very less amount on the Soaps, Toothpaste, Health drinks and Instant foods.

With regard to the brand recognition among children about the different products selected for the study it is found that 66% of the children have brand recognition for more than 5-6 brands for the products that have been selected in the study.

With regard to the brand recognition among the gender the results are found to be significant, there is a difference in the level of brand recognition among the gender of the children.

With regard to the brand recognition for the age the results are found to be significant, there is a difference in the level of brand recognition among the different age groups of the children.

With regard to the brand recognition for the birth order the results are found to be significant, there is a difference in the level of brand recognition for the birth order of the children.
• With regard to the brand level recall among children about the different products selected for the study it is found that 79% of the children have brand recall for 7 and above brands correct for the products that have been selected in the study.

• With regarding to the level brand recall for the age the results are found to be significant, there is a difference in the level of brand recall of the products selected for the study for the age of the children.

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• With regarding to the level brand recall for watching of television duration daily by the children during the weekdays and weekends the results are found to be significant, there is a difference in the level of brand recall of the products selected for the study.

• With regard to the impact of the age on the five dimensions the results have established that there is considerable impact of age on the dimensions selected for the study.

• With regard to the impact of the class on the five dimensions the results have established that there is considerable impact of class on the dimensions selected for the study.

• With regard to the influence of the children in the family purchase of the selected products for the study it was found that there is a very high influence of the children in the purchase of all the selected products for the family.

• With regard to the method of pestering by the children there are five methods of pestering which are pleading, everyone else have, demand, anger and deals.
are the five different pestering strategies that are used by the children most frequently and children use one or more methods of pestering against their parents for the purchase of the products they have asked for.

- With regarding to the children's reaction to the parents response for the purchase request that they have made there are four different reactions, accept, nagging, angry and alternatives which are used by almost all the children against their parents for getting their request for the products fulfilled.
Findings for the Parents

- With regard to the number of years of the marriage for the parents, 74% of the parent are found to be married for 13 years and above.

- With regard to the age of the father who have been divided into four groups based on their age, above 80% of respondents were found to be 31 years and above.

- With regard to the age of the mother who have been divided into four groups based on their age, above 82% of respondents were found to be 31 years and above.

- With regard to structure of the family which is divided into two groups, nuclear family and joint family. it was found that 75% of the respondents were found to be nuclear family.

- With regard to working status of the parents it was found that in case of only husband working is 57%, for both of them working is 40% and only wife working is 3%.

- With regard to the qualification of the father which is divided into four different groups, SSC, Intermediate, Degree and PG and above. it was found that among the total respondents 36% were having qualification of Intermediate and below and 64% were having qualification of Degree and above.

- With regard to the qualification of the mother which is divided into four different groups, SSC, Intermediate, Degree and PG and above. it was found that among the total respondents 52% were having qualification of Intermediate and below and 48% were having qualification of Degree and above.
With regard to the monthly income of the family it has been divide into four different groups. 8% of the families were having their monthly income less than Rs.15000 and 21% of the families were having their monthly income between Rs.15001 to 25000 and 71% of the families were having the monthly income above Rs.25001.

With regard to the time spent by the parents with their children is divided into five groups it was found that the time spent by the father with children is very less compared to the mother. Even in the families where both parents are working it was found that mother on an average spends more time with the children as compared to the time spent by father.

According to the opinion of the parent about the attentiveness of the children towards the television advertisement is very high, according to them it was explained that the children were very attentive to the television advertisements for the celebrities associated with it, for the humour content in it and for the jingles and captions associated with it.

According to the opinion of the parent children were buying the selected products only for the reason freebies and offers associated with it and they were requesting to buy the same products to their parents which they cannot afford.

According to the opinion of the parent children are more influenced by their pears.

According to the opinion of the parent television advertisement are the main source of the information about the new brands/flavour of the existing products and it is further explained that television advertisement arouse desire for the products among the children.
• According to the opinion of the parent children are the initiators of the new product or new brand of the existing product in the family. It is said that parent have to change the brand of the product that they have been using it for a long time because of their children who want a new brand/flavour of that product.

• According to the opinion of the parents 80% of the children demand for the purchase of products that they have seen in the television advertisement and pressurise them for it.

• According to the opinion of the parents that children were having high level of influence on the family purchase of the selected products.

• According to the opinion of the parents children were using different strategies to get their request for the products fulfilled. The four different common strategies followed by children are begging and pleading, everyone else have it, demand for the products, show anger and make deals.

• According to the opinion of the parents more than 80% of the parents have complied easily to their children's request for the products.

• With regard to the impact of the class on the four dimensions, Parent opinion about children exposure to television advertisement, influence of the children on family purchase, type of the pestering done by children and parents response to their children’s request for the products. The results are found to be significant for the first three dimensions and insignificant for the last dimension.

• With regard to the impact of the birth order on the four dimensions, Parents opinion about children exposure to television advertisement, influence of the children on family purchase, type of the pestering done by children and parents response to their children’s request for the products. The results are found to be significant for all the dimensions.
With regard to the impact of monthly family income on the four dimensions, Parent opinion about children exposure to television advertisement, influence of the children on family purchase, type of the pestering done by children and parents response to their children’s request for the products. The results are found to be significant for all the dimensions.
CONCLUSIONS

In recent years children’s market has become very important to manufacturers and marketers. Exorbitant amounts are being spent on advertising to reach this segment. There are many aspects that make children an important segment. Children indulge in independent shopping at a much younger age than the earlier generations, and have an increasing influence on their families’. The variety and number of products targeted at them have increased incredibly. Children’s understanding and liking of TV ads, their involvement in product decisions, parental mindset and guidance to children, brand advertising, features that add to brand equity etc. will have direct and tactical impact on the sales.

The present research reveals that invariably children respond in terms of TV when asked about advertising. Generally for all, TV advertising is an integral part of the entertainment that TV provides. Children not only watch TV ads but also gather information and get inspired. They find swapping brand messages among their social circle or peers fun. Children today are more television-literate, advertising-literate and brand-literate than ever. They maintain a wider brand portfolio than their parents.

Children might appear to be more receptive to advertising but their critical abilities should not be underestimated; they are a tough audience to please. They may lack the so-called sophistication of adults yet children tackle the convincing intent of advertising, are selective and dismiss those messages that are not in tune with their particular taste and values.

Children today, in the new era, play an important role in consumer environment. They may be shorter than the average consumer, but they have lots of money to spend and just as many ideas on how to spend it. Kids are big business. Young children influence
family purchase decision. As the child grows old they develop more sophisticated buying skills and abilities. They become aware of different socialization agents that convey norms, attitudes, motivations and behavior to the learner. Much evidence shows that parents, peers, mass-media, stores, schools, brands and product themselves and their packages are all sources of information namely socialization agents.

The present study has dealt to examine the importance of family structure, as a measured by sex-role orientation, type of family i.e nuclear vs. joint family households; both parents working; number of siblings, family communication patterns; age of child, class studying, different pestering strategies used by children, stage of decision making and traditional and liberal outlooks of parents in the family, family decision-making process. The response of parents to children’s attempts at influencing family purchases, acts as reinforcements to children's future behaviour as consumers.
Directions for Further Research

- The future studies can be made further exhaustive by including rural and different socio-economic sections of the population and comparative research can be done amongst different marketing segments.

- The present study is based on select product of FMCG where there is lot of scope for future research with wide variety of products, which are still unexplored.

- As there is scope for observation method of research in malls where child accompanies their parents and does a lot of pestering for different products which he is surrounded of.

- As the present study is confined only to children between the age groups of 10-13 years wherein students of younger and elder age group can be consider for the future research and further with the change in product category selected also.

- As the study is undertaken only urban children, there is lot of scope for future research to be done on rural children, which has got major share of population, the market which is unexplored by the big players.