LIST OF VARIABLES FOR PARENTS

Fa₁ You agree to the consent of your children, while buying a household product?

Fa₂ In your family most of routine decisions are initiated by children?

Fa₃ Children know more about the products available in the market than the parents?

Fa₄ Sometimes the children need not to take suggestions about any product even from their parents?

Fa₅ The children are early adopters and make a hurry to take decisions?

Fa₆ You rely upon the information provided by your children as you feel they are more updated because of media?

Fa₇ The increasing use of Television, Cinema etc. affects the decision making role of the children?

Fa₈ The advertisements have comparatively more impact on the minds of the children?

Fa₉ The cultural shift has brought a change in the decision making process in the household sector?

Fa₁₀ The change in family income causes changes in the buying behaviour?

Fa₁₁ Mother and children are able to finance some of the purchase decisions rejected by the father?

Fa₁₂ Children play the role of mediator in any type of conflict in the decisions of the parents?

Fa₁₃ Market has grown into a direct market of the products meant for children over the past few years?