7.1 Introduction

Buying decision making in household sector in today’s environment is largely different from earlier days. Consumer’s needs, tastes, preferences, influences etc. have changed in a big way. Children today are more informed customers at an early age. They have acquired a dominating influence in purchase decision making process. This shift in influence has occurred due to increase in single parent households who often push their children towards household participation or increase in dual income families who have more disposable income which permits their children to make a greater number of choices, and the encouragement by the media to allow children to “express themselves”. The changing socio-economic, socio-cultural, political and economic orders have transformed the child into a sophisticated consumer.

Today, children have become powerful influencers in household buying decisions. They not only attempt to influence their parents to purchase the products meant for them but also for the products used or purchased in household sector. Parents find themselves under enormous pressure from “Pester Power” as they face ever growing demands from their children. The amount of influences exerted by children differs by product category and stage of decision making process. For some products they are active initiators, information seekers and buyers; whereas for other product categories, they influence purchases made by the parents. The teens and pre-teens segment is driving consumption and forcing marketers to create new categories, product lines and service offerings.
7.2 Objectives

The specific objectives of the present study are as follows:

1. To study the role of children in household buying.
2. To analyze the changing behaviour of household buyings.
3. To analyze the changing pattern of market in the children’s segment.
4. To identify the shift in household buying structure.

7.3 Hypothesis

On the basis of the above objectives, the following hypothesis can be framed:

1. Whether the children play different buying roles in household sector by influencing their parents directly or indirectly?
2. Whether the market has grown into a direct market of the products meant for the children over the past few years?
3. Whether there is a change in the behaviour of children with the passage of time?
4. Whether the children of small cities are having significant differences in their household buying as compared to the children of big cities?
5. Whether the media plays an important role in instigating the children to buy the products?
6. Whether the parents’ child-centeredness force them to accept the goods chosen by their children in household sector?
7.4 Methodology

To study the influences and practices of buying decision making in household sector the following procedure of research methodology has been adopted.

7.4.1 Area of Study

The present study examines children in household buying decisions of two cities of Punjab. The state of Punjab has 17 main cities. Out of these Bathinda being backward and Ludhiana being a developed city form the basis for comparison in the present study.

7.4.2 Sampling Design

The following sample design is used in the research study.

(a) Sample Technique

In the present study, the more prevalent convenience sampling technique has been used for collecting the primary data.

(b) Sample Unit

For collection of data one household is considered as a sample unit.

(c) Sample Size

250 households from each city has been taken for research purpose, and each household includes a parent (either mother or father) and a child (under the age of 14 years). Thus, the total sample size is 500 households or 1000 respondents of which 500 are the parents and 500 are the children.

7.4.3 Data Collection

For the achievement of the specific objectives both primary and secondary data has been collected for the present study.
(a) **Primary Data**

For collection of primary data, the respondents have been surveyed with the help of structured questionnaires prepared separately for children and their parents.

(b) **Secondary Data**

The secondary data has been collected from census reports, statistical abstract of Punjab, books related to this topic, the periodicals and articles published in different research magazines, journals etc.

### 7.4.4 Statistical Techniques

The research questions so framed are examined through the statistical techniques of co-efficient of variation and weighted average score and tested by large sample tests, co-efficient of contingency, t-test, chi-square test and F-test at five percent and one percent level of significance.

### 7.5 Summary of the Findings

First chapter comprises introduction about area of the present research project “Buying Decision Making in Household Sector – Influences and Practices”. This chapter also explains the scope of the problem, research methodology, objectives and hypothesis of the study.

Second chapter reviews the literature about all the aspects of the study. Although in India, there is no comprehensive study related to children’s influence in household buying decision, only a few articles and research papers have been published on this aspect in various journals. Though, it is not a new concept in the foreign countries and many studies have already been conducted but in India, there is a need to add in the present literature related to this aspect because that will certainly guide the researchers regarding the deviation from the conventional view point.
Third chapter explains the theoretical framework of the study which deals with the nature of demographics and their application to marketing strategy. The demographic factors of parent respondents like age, occupation, gender, lady of the household, (working or non-working), number of children, monthly income of the family and education have been deeply studied, whereas, the age, gender, class and monthly pocket money of child respondents have also been studied to see their effect on buying decisions.

It has been found from the demographic profile of parent respondents that majority respondents are male, graduates, belong to the age group of 40-45 years, have two children and lady of household non-working in both the cities. But occupation wise majority Ludhiana respondents belong to business class as compared to Bathinda respondents who belong to service class in majority. Income wise analysis also shows that in Bathinda the number of respondents are more from low income group followed by middle income group and high income group but in Ludhiana, reverse trend can be seen as majority of the respondents belong to high income group, followed by middle income group and low income group. From the demographic profile of child respondents it has been found that majority children are from the age group of 10-13 years and are studying in class 5th-8th. Gender analysis shows that in Ludhiana the number of female respondents is more than male respondents whereas, in Bathinda the male respondents are more than female respondents. Monthly pocket money wise analysis of respondents clarifies that the number of respondents getting no pocket money are more in Bathinda as compared to Ludhiana, whereas, respondents getting pocket money above Rs. 100 are more in Ludhiana as compared to Bathinda.
7.5.1 Role of Children and Growth of the Market

The fourth chapter addresses the first objective in which all the factors are analyzed to study the role of children and growth of market. The major findings of this chapter are summarized as follows:

1. Parent respondents from both the cities agree in majority that while buying a household product they agree to the consent of children. Female respondents of Bathinda and Ludhiana from the age category of up to 35 years and having working lady at their house agree in majority. Majority respondents from both the cities are postgraduates and belong to high income group of above Rs. 20,000 and are from service class and have three/more children who agree to the consent of children. Further, significant value of chi-square and F-test shows that income and education significantly influence the opinion of Bathinda respondents whereas age and lady of household significantly affect the perception of Ludhiana respondents as chi-square and t-test shows significant values. However, all the other variables have insignificant impact on respondent’s perception.

2. Majority of the parent respondents who are matriculate, belong to low income group of up to Rs. 10,000 and are from service class, disagree that most of the routine decisions are initiated by children. However, male respondents of Bathinda from the age group of above 45 years who have two children and working wife at their house and Ludhiana respondents of both the genders from the age group of 35-40 years who have three/more children and non-working lady at their house also disagree that most of the routine decisions are initiated by children. Statistically significant value of chi-square and F-test explains that in both the cities income and education significantly influence the respondents’ perception, all the other variables have
insignificant impact except age which has a significant influence on the perception of Ludhiana respondents.

3. Although parent respondents of both the cities agree that children make hurry to take decisions but Ludhiana respondents agree more as compared to Bathinda respondents. Female respondents as compared to male respondents and respondents from service class as compared to business class also agree more in both the cities. Bathinda respondents from the age group of up to 35 years, who have three/more children and non-working lady at their home, belong to middle income group of Rs. 10,000 to 20,000 and qualified up to postgraduation agree more that children make hurry to take decisions, whereas, Ludhiana respondents from the age group of 35-40 years, who have two children and working lady at their home, belong to low income group of up to Rs. 10,000 and qualified up to graduation, agree more to the statement. Further, it is found that only income and gender have significant influence on the opinion of Ludhiana respondents and occupation affects the perception of Bathinda respondents which is supported by significant value of chi-square, t-test and coefficient of contingency. However, all the other variables show insignificant impact on the respondents’ perception in both the cities.

4. It is found that parent respondents of Ludhiana agree more as compared to parent respondents of Bathinda that children play the role of mediator whenever there is any conflict between the parents regarding the purchase of household products. Majority of the respondents who agree are postgraduates, have three/more children, have working lady at their house, belong to service class and are females in both the cities. Bathinda respondents from the age group of 40-45 years and belong to high income group of above Rs. 20,000 agree more as compared to Ludhiana respondents of age up to 35 years and from low income
category of up to Rs. 10,000. Although all the respondents agree with the statement but Bathinda respondents who have only one child disagree with the statement. Respondents’ perception is significantly influenced by their gender and income in Ludhiana (deduced from significant value of chi-square and t-test) and it is affected by their education and number of children in Bathinda city as chi-square and F-test shows significant values.

5. Child respondents of both the cities agree in majority that they can influence the purchase decisions of their parents. Child respondents of up to 10 years and getting pocket money up to Rs. 100 show more agreement with the statement as compared to their counterparts in both the cities. It is also found that Bathinda respondents studying in class up to 5th, Ludhiana respondents studying in class above 8th and female respondents of both the cities agree more that they can influence the purchase decisions of their parents. However, significant value of chi-square, F-test and co-efficient of contingency proves that monthly pocket money has a significant influence only on the opinion of Ludhiana respondents whereas, all the other variables have insignificant impact on respondents’ perception.

6. Child respondents of Ludhiana agree less as compared to children of Bathinda that their parents allow them to buy daily need products of their choice. Bathinda respondents from the age group of above 13 years, studying in class above 8th, getting pocket money above Rs. 100 and are female show more agreement to the statement as compared to Ludhiana where respondents of male gender, from the age group of 10-13 years, studying in class above 8th, getting no pocket money agree more with the statement. But Ludhiana respondents who are getting pocket money up to Rs. 100 also show disagreement with the statement. Statistical results also show that Ludhiana respondents’ perception is significantly influenced by monthly pocket money of the respondent (deduced from significant value of chi-square and
F-test) whereas, all the other variables have insignificant impact on respondents’ perception in both the cities.

7. Majority of the children from both the cities agree that their parents appreciate the things purchased by them. Bathinda respondents studying in class up to 5th and from the age group of up to 10 years and Ludhiana respondents studying in class above 8th and from the age group of above 13 years agree that their parents appreciate the things purchased by them. Female respondents and respondents getting pocket money above Rs. 100 from both the cities also agree to it in majority. However, significant value of statistical tests shows that gender significantly influences the opinion of Bathinda respondents and monthly pocket money significantly influences the perception of Ludhiana respondents.

8. Child respondents of Ludhiana agree less and Bathinda respondents disagree that they are the initiators for buying decisions and first persons to demand for the product in their family. Majority Ludhiana respondents who are females, from the age group of 10-13 years, studying in class 5th-8th and getting pocket money above Rs. 100 agree to the statement whereas, respondents studying in class up to 5th show the disagreement with the statement. However, all the Bathinda respondents disagree with the statement but male respondents or respondents from the age group of above 13 years, studying in class above 8th and getting pocket money above Rs. 100 show a little agreement with the statement. Statistically significant value of chi-square proves that age and class have a significant impact on the perception of Ludhiana respondents, whereas, age and gender significantly influence the opinion of Bathinda respondents.
7.5.2 Media, Children and Market

Fifth chapter addresses the second and third objectives to analyze the impact of media on children and market. The findings are as follows:

1. Parent respondents of both the cities agree in majority that children know more about the products available in the market. However, Ludhiana respondents agree more as compared to Bathinda respondents. Female respondents and respondents who have only one child, belong to higher income group of above Rs. 20,000 and qualified up to postgraduation level agree to the statement in majority in both the cities. Whereas, Bathinda respondents from the age group of above 45 years, belong to business class and having non-working lady at their home agree to the statement more, Ludhiana respondents who belong to the age group of 35-40 years from both the occupations, having working lady at their house show more agreement with the statement. Statistically significant value of chi-square, t-test and F-test prove that gender, lady of household, income and education significantly influence the opinion of Ludhiana respondents only.

2. Parent respondents of Bathinda disagree to the statement that children need not to take any suggestion about any product from their parents, however, Ludhiana respondents although agree but not in majority. Majority of Bathinda respondents who disagree to the statement are males, from the age group of 40-45 years, belong to service class, have three/more children and working lady at their house, qualified up to postgraduation and belong to middle income group of Rs. 10,000 - 20,000. Whereas, respondents up to the age of 35 years, qualified up to matric or have only one child show some agreement to the statement. In Ludhiana all the respondents agree to the statement except graduate respondents or respondents from the age group of 35-40 years who disagree to the statement. Further, significant value of chi-square
explains that the gender has a significant influence on the opinion of Ludhiana respondents, whereas, all the other variables have insignificant influence on respondents’ perception in both the cities.

3. Majority of the parents in both the cities agree that they rely upon the information provided by the children as parents feel that children are more updated because of media. Respondents from service class, qualified up to matric and having number of children three/more agree to the statement more as compared to their counterparts in both the cities. Bathinda respondents from the age group of up to 35 years, having non-working lady at their home belong to middle income group and are male, agree to the statement in majority, whereas, majority female respondents of Ludhiana and respondents from the age group of above 45 years, who have working lady and belong to low income group agree in majority. Significant value of chi-square proves that the gender, lady of household and income change the perception of Bathinda respondents and age and gender significantly influence the opinion of Ludhiana respondents.

4. Child respondents from both the cities agree in majority that sometimes when their parents buy a new product and do not know its functions and uses, child informs the modified use of products. Majority child respondents from both the cities who agree in majority are either from the age group of up to 10 years or studying in class up to 5th or getting pocket money above Rs. 100. However, in Bathinda majority respondents are females and in Ludhiana majority are male respondents who agree to the statement. Statistically significant value of t-test and F-test show that gender and monthly pocket money significantly influence the opinion of Bathinda respondents. However, significant value of chi-square proves that
Ludhiana respondents’ perception is affected by their age and monthly pocket money, whereas, class has insignificant impact on the perception of respondents of both the cities.

5. Child respondents of both the cities agree less to the statement that their parents feel that they are the younger generation and hence more aware to take decisions. However, the male respondents agree more as compared to female respondents of Bathinda and Ludhiana. Although all the respondents agree to the statement but Bathinda respondents of age above 13 years or studying in class up to 5th or getting no pocket money also disagree to the statement in majority. All the Ludhiana respondents agree to the statement in majority but respondents getting no pocket money also show disagreement to the statement. Further, statistical value of chi-square and F-test shows that only monthly pocket money of respondents significantly influences their opinion, rest of the variables have insignificant impact on the respondents’ perception.

6. Parent respondents of both the cities agree in majority that the increasing use of television, cinema etc. affects the decision making role of the children. However, respondents from the age group of up to 35 years or belong to service class, having lady of household working or of female gender agree to the statement more as compared to their counterparts in both the cities. Results also show that Bathinda respondents who have two children, monthly income above Rs. 20,000 and qualified up to postgraduation agree to the statement in majority, whereas, Ludhiana respondents having three/more children, monthly income up to Rs. 10,000 and qualified up to matric agree more with the statement. Statistically significant value of t-test proves that the gender and lady of household significantly influence the perception of Ludhiana respondents whereas other variables have insignificant impact on the perception of respondents of the two cities.
Advertisements have more impact on the minds of children as it offer them new products, majority of the parent respondents of both the cities agree with this statement. However, majority parent respondents who agree with the statement are female and are from the age group of up to 35 years, have lady of household working and qualified up to postgraduation. In Bathinda respondents from service class, having only one child and belonging to high income group show the maximum agreement with the statement and Ludhiana respondents from business class, who have two children and belong to either middle income group or low income group agree in majority. Statistically significant value of t-test shows that lady of household (working or non-working) has significant influence on respondents’ perception in both the cities, whereas, significant value of chi-square, t-test and F-test explain that occupation and income significantly affect the perception of Bathinda respondents and the entire other factors have insignificant impact on all the respondents’ perception.

Majority of the parent respondents from both the cities agree that the market for children products has grown over the past few years. However, respondents from the age group of up to 35 years and qualified up to postgraduation agree more with the statement. It is found that majority Bathinda respondents who agree with it are male, have three/more children, belong to service class and high income group of above Rs. 20,000. Respondents having non-working or working lady agree to the statement equally. Ludhiana respondents who agree in majority are female, belong to business class, having lady of household working, have two children and are from low income group of up to Rs. 10,000. Statistical results make it clear that except the gender and income all the factors have insignificant influence on the opinion of respondents of both the cities. Gender and income have significant influence but only on the perception of Ludhiana respondents, which is also supported by chi-square and t-test.
9. Child respondents of both the cities agree less to the statement that the promotional schemes like advertisements always lure them to buy the products. Bathinda respondents as compared to Ludhiana show more agreement to the statement. It is found that majority respondents who agree to the statement are male, from the age group of above 13 years and studying in class above 8th in both the cities. Bathinda respondents getting pocket money up to Rs. 100 and Ludhiana respondents getting pocket money above Rs. 100 also agree to the statement in majority. Ludhiana respondents from the age group of 10-13 years also disagree to the statement. Further, significant value of chi-square proves that Bathinda respondents’ perception is influenced by their gender whereas age and monthly pocket money significantly influence the opinion of Ludhiana respondents.

10. Child respondents of both the cities disagree in majority that they rely more on advertisement and media than their family. Bathinda respondents disagree more to the statement as compared to Ludhiana respondents. Majority of Bathinda respondents who disagree to the statement are female, from the age group of up to 10 years, studying in class up to 5th and either getting no pocket money or getting pocket money above Rs. 100. However, Ludhiana respondents who disagree to the statement in majority are female, belong to the age group of above 10 years, studying in class above 8th and getting no pocket money. Significant value of F-test proves that monthly pocket money has significant influence on the perception of all respondents. However Bathinda respondents’ perception is also influenced by their age, whereas, all the other variables have insignificant impact on the opinion of all the respondents.

11. From both the cities majority of the child respondents agree that they prefer switching from one brand to another as it gives them a feeling of adventure. Ludhiana respondents agree
more to it as compared to Bathinda respondents. Majority of the respondents who agree are male and getting no pocket money in both the cities. Bathinda respondents from the age group of above 13 years and studying in class above 8th and Ludhiana respondents from the age group of up to 10 years and studying in class up to 5th also agree to the statement in majority. However, significant value of chi-square reveals that the gender and monthly pocket money have significant impact on the perception of Bathinda respondents, whereas, t-test shows that Ludhiana respondents’ perception is affected only by their gender.

12. For the last few years, there is rapid growth in the market for children products and majority of child respondents agree to it. However, Ludhiana respondents as compared to Bathinda respondents show more agreement to the statement. It is also found that Bathinda respondents who agree to the statement in majority are female, from the age group of 10-13 years, studying in class above 8th and getting no pocket money. Whereas, Ludhiana respondents who agree in majority are male, from the age group of above 13 years, studying in class above 8th and getting pocket money up to Rs. 100. It is also found that only gender and monthly pocket money influence the opinion of respondents of Bathinda as t-test and F-test shows significant values whereas, all the other variables have insignificant impact on respondents’ perception.

7.5.3 Redefining the Buying Roles in Household Sector

Sixth chapter analyses the fourth objective of the study. It identifies the shift in the roles of buying decisions in household sector. The following are the findings of this chapter:

1. There is an increase in westernization of the Indian culture and majority of the parent respondents from both the cities agree that this cultural shift has brought changes in the decision making process of household sector. Male respondents from Bathinda and female
respondents from Ludhiana and respondents belonging to service class, from the age group of above 45 years, having two children and working lady at their house, belong to high income group of above Rs. 20,000 and qualified up to postgraduation agree to the statement in majority. Statistical results show that the income, age, occupation and education significantly influence the opinion of Bathinda respondents, whereas, the income, gender and number of children have significant impact on the perception of Ludhiana respondents (deduced from significant value of chi-square, t-test and F-test).

2. Due to increase of women in work force there is increase in double income families, parent respondents from both the cities agree in majority that this change in family income causes changes in buying behaviour of household. However, Ludhiana respondents show more agreement to the statement as compared to Bathinda respondents. Respondents of Bathinda from the age group of above 45 years or from service class, having two children and lady of household working, from the middle income group of Rs. 10,000 - 20,000 and qualified up to postgraduation agree to the statement more, however, respondents of both the genders equally agree to the statement. Whereas, Ludhiana respondents who agree to the statement in majority are female or from the age group of up to 35 years, belong to service class, having three/more children and working lady at their house, qualified up to postgraduation or belong to high income group of above Rs. 20,000. Statistically significant value of chi-square and t-test proves that the gender significantly affects the perception of Ludhiana respondents whereas, the lady of household and number of children significantly change the opinion of Bathinda respondents as chi-square, t-test and F-test show significant values.

3. Parent respondents from both the cities agree less to the statement that the mother and children are able to finance some of the purchase decisions rejected by the father. It is found
that respondents who agree to the statement in majority are female, from the age group of up to 35 years, belong to business class, have two children and working lady at their house, from the middle income group of Rs. 10,000 - 20,000 and qualified up to postgraduation in both the cities. There are also Bathinda respondents from the age group of above 45 years who disagree to the statement in majority. It can be concluded that the only gender and income significantly affect the perception of Ludhiana respondents and education significantly influences the opinion of Bathinda respondents, which is supported by chi-square, t-test and F-test.

4. Child respondents of Ludhiana do not agree that they give their consent in buying the costly products in the family, whereas, Bathinda respondents although agree to the statement but not up to the higher extent. Bathinda respondents who agree to the statement in majority are female, from the age group of up to 10 years, studying in class up to 5th and getting monthly pocket money above Rs. 100. However, Ludhiana respondents who disagree to the statement in majority are female, from the age group of 10-13 years, studying in class 5th-8th and getting pocket money up to Rs. 100. All the respondents from Ludhiana disagree to the statement but male respondents of this city or respondents studying in class above 8th and respondents getting no pocket money, or getting pocket money above Rs. 100 show some agreement to the statement. Significant value of chi-square, t-test and F-test also proves that only gender and monthly pocket money significantly influence the opinion of Bathinda and Ludhiana respondents.

5. Majority of the child respondents from both the cities feel that every family member has his/her ideas relating to the product to be purchased, however, Ludhiana respondents agree more as compared to Bathinda respondents. Both male and female respondents of Ludhiana
from the age group of above 10 years, studying in class above 8th and getting pocket money above Rs. 100 agree to the statement in majority. Bathinda respondents who agree to the statement in majority are female, from the age group of above 13 years, studying in class above 8th and getting no pocket money. Statistical results depict that age of a respondent does not affect his/her perception in both the cities, whereas, the gender significantly influence the opinion of Bathinda respondents and class and monthly pocket money change respondents’ perception in Ludhiana city which is supported by chi-square, t-test and F-test.

6. Majority of the child respondents from both the cities agree that being an important member of the family they have the right to initiate and influence their parents and sometimes they have a right to decide something regarding the purchase decisions. It is found that majority respondents from both the cities who agree to the statement are female, from the age group of above 13 years, studying in class above 8th and are getting pocket money above Rs. 100. Significant value of chi-square reflects that only the gender significantly affects the perception of Ludhiana respondents, whereas, all the other variables insignificantly influence the opinion of respondents of Bathinda and Ludhiana.

7.6 Conclusions

Thus, the following basic conclusions emerge from the study:

1. Children today have more autonomy and decision making power within the family than the previous generations; they are emerging as influencers in household buying decisions. They are not growing only in size but also in influence as they are playing different buying roles in the household sector. They act as initiators, information seekers, influencers, deciders, buyers and actual users. They also act as purchasing agents for the parents and play a role of
mediator whenever there is any disagreement between the father and the mother about the purchase of any household product.

2. The size of children market is growing as results show that both parents and children of the two cities agree in majority that there is rapid growth of market for children products over the past few years. The marketers are targeting the consumers by using children not only in the case of products meant for children but also for the products used or purchased in the household sector. The children are not only making their buying decisions themselves but also play a vital role in other buying decisions of the products to be used or purchased in the household sector.

3. Media in its various manifestations has been able to carve out a niche for its advertisements in the heads and hearts of the children. Children with their instant grasping power give valuable suggestions to their parents when they intend buying a particular item. Parents rely more upon the information provided by them, as they feel that children have the latest information regarding the product.

4. Ludhiana is an advanced city as compared to Bathinda. Respondents of Bathinda have shown less stability in their responses than those of Ludhiana respondents. The reason being that the awareness about buying decisions has only recently appeared in this city than Ludhiana where it has already existed. As per the data, buying decisions are quicker in case of Ludhiana children, where they have greater awareness about their needs and want and are more influencing than the children of Bathinda.

5. Parent respondents of Ludhiana are more receptive and agree more to the role of children in household buying decisions as compared to Bathinda. The study confirms that Ludhiana respondents even from low income group accept the role of children whereas, from Bathinda,
only respondents belonging to middle income group or high income group recognize the children’s role in the buying decision of the household sector. Female respondents of Ludhiana also show more positive responses as compared to female respondents of Bathinda.

6. The income has a great impact on the buying decisions making process. The number of working women is increasing fast to enhance the earnings of the household. It increases their propensity to consume. To reap the benefits of increase in income and better standards of living, the parents prefer to have fewer children in their family without giving any special consideration to the gender of a child.

7. Education also affects the buying decisions of respondents. It has helped in bringing openness in the family environment. The family members give due consideration to the price of a product and spend wisely at the market place. The present research indicates that Ludhiana respondents are more educated than Bathinda respondents as postgraduate respondents are more in Ludhiana and matriculate respondents are more in Bathinda. However, graduate respondents are almost the same in both the cities.

8. Today’s parents strongly desire to prepare their child for adulthood or at least for self sufficiency. This desire takes the form of providing skills to the youngsters so that they may cope with the rapidly changing economic scenario without the assistance of parents. Being a consumer is one of these skills. It seems clear that children are being turned into consumers at a very early age through the desires and with the encouragement of their parents, who also provide the youngsters with the necessary financial support in the form of pocket money. The data makes it quite clear that there are only 33.20 percent child respondents from Bathinda and 18.40 percent child respondents from Ludhiana who are getting no pocket money. Rest
all are getting pocket money. However, respondents getting pocket money above Rs. 100 are more in Ludhiana as compared to Bathinda.

9. The present research emphatically indicates that adult consumer behaviour is the direct antecedent of child consumer behaviour which reflects that parents’ child-centeredness force them to accept the goods chosen by their children in the household sector. Parents also seek their opinion even in making purchase of products not directly related to the children such as cars, laptops, mobile phones etc. because they have higher knowledge of brands, models and latest trends.

10. The study also lays stress on the fact that the children no doubt, are emerging as major influencers in the household buying decisions but still the final decision regarding the purchase of a product is in the hands of parents. The parents though have the final say while deciding to buy a product yet they always keep in mind the recommendations made by their children regarding the purchase of that product.

7.7 Recommendations

The study has highlighted some important conclusions which emphasize the increasing role of children in the household buying decisions. The analysis also sets the stage for the following recommendations:

1. The first and the foremost job of the market researcher is to identify the role of each member of the household in the buying process and also the influence of each individual on the final decisions. The right purchase agent as well as user has to be identified in the light of the role of each constituent of the household.
2. The target group, the children, should be motivated by their parents so that they should be free to express themselves and give their suggestions freely in the decision making process.

3. Marketers should make effective strategies by targeting not an individual member but each member of the household because each member of the household influences the decision making process, in the purchase of different products, especially in case of costly household products.

4. Children should make the buying decisions consciously. Sometimes they make some wrong decisions because of their immaturity and promptness while buying the products.

5. Children should not be easily tempted towards the look and style of the product rather they should see the products’ use and durability.

6. It has been observed that the children act as purchasing agents and are delegated the task of purchasing products which they do not consume. Products for which children act as purchasing agents should be identified by the marketers which will help them to understand the features that are preferred by these purchasers and help in sending direct appropriate messages towards them.

7. In the present, in India there is a great shift in the family structure. Joint - family system is disappearing and more and more nuclear families, with or without working wives are emerging, hence these shifts are to be gauged in the light of the changes occurring in the family types.

8. The complexity of the factors typical to the Indian marketing environment such as the prevalence of a joint nuclear family system, gifts of durables as dowry, large rural markets, etc. means that studies need to be designed more systematically to capture the effects of all the variables important in the Indian family context.
9. Children often determine the products and the choice of products and brands they use. Many times, they influence these choices but the parents play the dominant role. So the marketers must meet the needs of the children as well as the parents.

10. Marketers need to conduct various activities to become closer to children through various programmes which are asked by children. In the process, they can also provide details about their products to young customers which will help them in the decision making process.

The above mentioned recommendations are based on conclusions drawn from the present study which quite obviously had a limitation of its scope. The emerging conclusions suggest the ways in which the marketers, parents and children need to focus. These conclusions and recommendations are sure to help the marketers to formulate marketing strategies, help the parents to motivate and encourage the children to make more household buying decisions and help the children to become better and wise consumers.