PREFACE

In the past buying decision making in household sector had been largely confined to spouses, who had been considered as the only decision making unit in a family. However, in the present times, when the whole world has become ‘single unit’ in which all the individuals have a strong drive to maintain their own individuality rather than being a passive receiver of the commands/orders placed by the other members of the family, the role of children, on decision making strategies and negotiations cannot be ignored.

Today, children are emerging as the most powerful influencers in the household buying decisions. Gone are the days, when the child had a meager say in the household buying decisions, they were not consulted while purchasing goods even related to them. But now, the things have changed positively for them. People are at the threshold of helping and participating attitude towards the children. Their likes and dislikes are duly taken care of and they are being thought as major participants in household buying decisions.

Today, the market is a tough place to be in; thousands and thousands of products are being launched everyday. But most of them are rejected, primarily because of lack of proper market research and being indifferent towards the customer’s needs. In the wake of this happening, marketers have switched from mass marketing for survival. In this pursuit, they have segmented the market and children have become the prime target for marketers.

These facts prompted to focus attention to the study of influence of children in household buying decisions. The present study analyzes various facts, issues and explores the role of children in household buying decisions by using secondary and primary data with different statistical techniques. The findings of the study may be helpful for parents.
to encourage their children in making buying decisions. It is also useful for companies to introduce new products in the child segment. This study will be more useful for marketers in the formulation of marketing strategies by identifying the motivations, interests and attitudes of children who show the greatest involvement in making purchases in a specific product category.