# LIST OF TABLES

<table>
<thead>
<tr>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 The Eight Roles in the Family Decision Making Process</td>
<td>2</td>
</tr>
<tr>
<td>1.2 Tactics Used by Children to Influence their Parents</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Selected Urban Indicators</td>
<td>13</td>
</tr>
<tr>
<td>2.1 Consumer Products and Children</td>
<td>36</td>
</tr>
<tr>
<td>2.2 Present Trends in the Consumer Market</td>
<td>40</td>
</tr>
<tr>
<td>2.3 TV Facts</td>
<td>51</td>
</tr>
<tr>
<td>3.1 Percentage Distribution of the Respondents on the Basis of Age</td>
<td>57</td>
</tr>
<tr>
<td>3.2 Percentage Distribution of the Respondents on the Basis of Occupation</td>
<td>58</td>
</tr>
<tr>
<td>3.3 Percentage Distribution of the Respondents on the Basis of Gender</td>
<td>59</td>
</tr>
<tr>
<td>3.4 Percentage Distribution of the Respondents on the Basis of Lady of Household</td>
<td>59</td>
</tr>
<tr>
<td>3.5 Percentage Distribution of the Respondents on the Basis of Number of Children</td>
<td>60</td>
</tr>
<tr>
<td>3.6 Percentage Distribution of the Respondents on the Basis of Monthly Family Income</td>
<td>61</td>
</tr>
<tr>
<td>3.7 Percentage Distribution of the Respondents on the Basis of Education</td>
<td>62</td>
</tr>
<tr>
<td>3.8 Age v/s Occupation</td>
<td>63</td>
</tr>
<tr>
<td>3.9 Age v/s Gender</td>
<td>65</td>
</tr>
<tr>
<td>3.10 Age v/s Lady of Household</td>
<td>66</td>
</tr>
<tr>
<td>3.11 Age v/s Number of Children</td>
<td>67</td>
</tr>
<tr>
<td>3.12 Age v/s Income</td>
<td>69</td>
</tr>
<tr>
<td>3.13 Age v/s Education</td>
<td>70</td>
</tr>
<tr>
<td>3.14 Occupation v/s Gender</td>
<td>72</td>
</tr>
<tr>
<td>3.15 Occupation v/s Lady of Household</td>
<td>73</td>
</tr>
<tr>
<td>3.16 Occupation v/s Number of Children</td>
<td>74</td>
</tr>
<tr>
<td>3.17 Occupation v/s Income</td>
<td>75</td>
</tr>
<tr>
<td>3.18 Occupation v/s Education</td>
<td>76</td>
</tr>
<tr>
<td>3.19 Gender v/s Lady of Household</td>
<td>77</td>
</tr>
<tr>
<td>3.20 Gender v/s Number of Children</td>
<td>78</td>
</tr>
<tr>
<td>3.21 Gender v/s Income</td>
<td>79</td>
</tr>
</tbody>
</table>
3.22 Gender v/s Education
3.23 Lady of Household v/s Number of Children
3.24 Lady of Household v/s Income
3.25 Lady of Household v/s Education
3.26 Number of Children v/s Income
3.27 Number of Children v/s Education
3.28 Income v/s Education
3.29 Percentage Distribution of Respondents on the Basis of Gender
3.30 Percentage Distribution of Respondents on the Basis of Age
3.31 Percentage Distribution of Respondents on the Basis of Class
3.32 Percentage Distribution of Respondents on the Basis of Monthly Pocket Money
3.33 Gender v/s Age
3.34 Gender v/s Class
3.35 Gender v/s Monthly Pocket Money
3.36 Age v/s Class
3.37 Age v/s Monthly Pocket Money
3.38 Class v/s Monthly Pocket Money
4.1 Parents Agree to the Consent of Children: All Parent Respondents
4.2 Parents Agree to the Consent of Children: Age wise Analysis of Parent Respondents
4.3 Parents Agree to the Consent of Children: Occupation Wise Analysis of Parent Respondents
4.4 Parents Agree to the Consent of Children: Gender Wise Analysis of Parent Respondents
4.5 Parents Agree to the Consent of Children: Lady of Household Wise Analysis of Parent Respondents
4.6 Parents Agree to the Consent of Children: Number of Children Wise Analysis of Parent Respondents.
4.7 Parents Agree to the Consent of Children: Income Wise Analysis of Parent Respondents

4.8 Parents Agree to the Consent of Children: Education wise Analysis of Parent Respondents

4.9 Routine Decisions are Initiated by Children: All Parent Respondents

4.10 Routine Decisions are Initiated by Children: Age Wise Analysis of Parent Respondents

4.11 Routine Decisions are Initiated by Children: Occupation Wise Analysis of Parent Respondents

4.12 Routine Decisions are Initiated by Children: Gender Wise Analysis of Parent Respondents

4.13 Routine Decisions are Initiated by Children: Lady of Household Wise Analysis of Parent Respondents

4.14 Routine Decisions are Initiated by Children: Number of Children Wise Analysis of Parent Respondents

4.15 Routine Decisions are Initiated by Children: Income Wise Analysis of Parent Respondents

4.16 Routine Decisions are Initiated by Children: Education Wise Analysis of Parent Respondents

4.17 Children Make Hurry to Take Decision: All Parent Respondents

4.18 Children Make Hurry to Take Decision: Age Wise Analysis of Parent Respondents

4.19 Children Make Hurry to Take Decision: Occupation Wise Analysis of Parent Respondents

4.20 Children Make Hurry to Take Decision: Gender Wise Analysis of Parent Respondents

4.21 Children Make Hurry to Take Decision: Lady of Household Wise Analysis of Parent Respondents
4.22 Children Make Hurry to Take Decision: Number of Children Wise Analysis of Parent Respondents.

4.23 Children Make Hurry to Take Decision: Income Wise Analysis of Parent Respondents

4.24 Children Make Hurry to Take Decision: Education Wise Analysis of Parent Respondents

4.25 Children Play Role of Mediator in Conflicts of Parents: All Parent Respondents

4.26 Children Play Role of Mediator in Conflicts of Parents: Age Wise Analysis of Parent Respondents

4.27 Children Play Role of Mediator in Conflicts of Parents: Occupation Wise Analysis of Parent Respondents

4.28 Children Play Role of Mediator in Conflicts of Parents: Gender Wise Analysis of Parent Respondents

4.29 Children Play Role of Mediator in Conflicts of Parents: Lady of Household Wise Analysis of Parent Respondents

4.30 Children Play Role of Mediator in Conflicts of Parents: Number of Children Wise Analysis of Parent Respondents.

4.31 Children Play Role of Mediator in Conflicts of Parents: Income Wise Analysis of Parent Respondents

4.32 Children Play Role of Mediator in Conflicts of Parents: Education Wise Analysis of Parents Respondents

4.33 Children can Influence Purchase Decisions of Parents: All Child Respondents

4.34 Children can Influence Purchase Decisions of Parents: Gender Wise Analysis of Child Respondents

4.35 Children can Influence Purchase Decisions of Parents: Age Wise Analysis of Child Respondents

4.36 Children can Influence Purchase Decisions of Parents: Class Wise Analysis of Child Respondents
4.37 Children can Influence Purchase Decisions of Parents:  
Monthly Pocket Money Wise Analysis of Child Respondents

4.38 Parents Allow Child to Buy Daily Need Products:  
All Child Respondents

4.39 Parents Allow Child to Buy Daily Need Products:  
Gender Wise Analysis of Child Respondents

4.40 Parents Allow Child to Buy Daily Need Products:  
Age Wise Analysis of Child Respondents

4.41 Parents Allow Child to Buy Daily Need Products:  
Class Wise Analysis of Child Respondents

4.42 Parents Allow Child to Buy Daily Need Products:  
Monthly Pocket Money Wise Analysis of Child Respondents

4.43 Parents Appreciate the Things Purchased by a Child:  
All Child Respondents

4.44 Parents Appreciate the Things Purchased by a Child:  
Gender Wise Analysis of Child Respondents

4.45 Parents Appreciate the Things Purchased by a Child:  
Age Wise Analysis of Child Respondents

4.46 Parents Appreciate the Things Purchased by a Child:  
Class Wise Analysis of Child Respondents

4.47 Parents Appreciate the Things Purchased by a Child:  
Monthly Pocket Money Wise Analysis of Child Respondents

4.48 Children are the Initiators and First Person to Demand the Product:  
All Child Respondents

4.49 Children are the Initiators and First Person to Demand the Product:  
Gender Wise Analysis of Child Respondents

4.50 Children are the Initiators and First Person to Demand the Product:  
Age Wise Analysis of Child Respondents

4.51 Children are the Initiators and First Person to Demand the Product:  
Class Wise Analysis of Child Respondents
Children are the Initiators and First Person to Demand the Product: Monthly Pocket Money Wise Analysis of Child Respondents

Children Know More About the Products Available in the Market: All Parent Respondents

Children Know More About the Products Available in the Market: Age Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Occupation Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Gender Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Lady of Household Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Number of Children Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Income Wise Analysis of Parent Respondents

Children Know More About the Products Available in the Market: Education Wise Analysis of Parent Respondents

Children need not to Take Suggestions from Their Parents: All Parent Respondents

Children need not to Take Suggestions from Their Parents: Age Wise Analysis of Parent Respondents

Children need not to Take Suggestions from Their Parents: Occupation Wise Analysis of Parent Respondents

Children need not to Take Suggestions from Their Parents: Gender Wise Analysis of Parent Respondents

Children need not to Take Suggestions from Their Parents: Lady of Household Wise Analysis of Parent Respondents

Children need not to Take Suggestions from Their Parents: Number of Children Wise Analysis of Parent Respondents
5.15 Children need not to Take Suggestions from Their Parents: 168
Income Wise Analysis of Parent Respondents

5.16 Children need not to Take Suggestions from Their Parents: 169
Education Wise Analysis of Parent Respondents

5.17 Parents Rely upon the Information Provided by the Children: 170
All Parent Respondents

5.18 Parents Rely upon the Information Provided by the Children: 171
Age Wise Analysis of Parent Respondents

5.19 Parents Rely upon the Information Provided by the Children: 172
Occupation Wise Analysis of Parent Respondents

5.20 Parents Rely upon the Information Provided by the Children: 173
Gender Wise Analysis of Parent Respondents

5.21 Parents Rely upon the Information Provided by the Children: 174
Lady of Household Wise Analysis of Parent Respondents

5.22 Parents Rely upon the Information Provided by the Children: 175
Number of Children Wise Analysis of Parent Respondents

5.23 Parents Rely upon the Information Provided by the Children: 176
Income Wise Analysis of Parent Respondents

5.24 Parents Rely upon the Information Provided by the Children: 177
Education Wise Analysis of Parent Respondents

5.25 Child Informs the Modified Use of Products to his Parents: 178
All Child Respondents

5.26 Child Informs the Modified Use of Products to his Parents: 179
Gender Wise Analysis of Child Respondents

5.27 Child Informs the Modified Use of Products to his Parents: 180
Age Wise Analysis of Child Respondents

5.28 Child Informs the Modified Use of Products to his Parents: 181
Class Wise Analysis of Child Respondents

5.29 Child Informs the Modified Use of Products to his Parents: 182
Monthly Pocket Money Wise Analysis of Child Respondents
5.30 Parent Feel that Children are More Aware to Take Decisions:  
All Child Respondents

5.31 Parent Feel that Children are More Aware to Take Decisions:  
Gender Wise Analysis of Child Respondents

5.32 Parent Feel that Children are More Aware to Take Decisions:  
Age Wise Analysis of Child Respondents

5.33 Parent Feel that Children are More Aware to Take Decisions:  
Class Wise Analysis of Child Respondents

5.34 Parent Feel that Children are More Aware to Take Decisions:  
Monthly Pocket Money Wise of Child Respondents

5.35 Television, Cinema etc. Affects the Decision Making Role of Children:  
All Parent Respondents

5.36 Television, Cinema etc. Affects the Decision Making Role of Children:  
Age Wise Analysis of Parent Respondents

5.37 Television, Cinema etc. Affects the Decision Making Role of Children:  
Occupation Wise Analysis of Parent Respondents

5.38 Television, Cinema etc. Affects the Decision Making Role of Children:  
Gender Wise Analysis of Parent Respondents

5.39 Television, Cinema etc. Affects the Decision Making Role of Children:  
Lady of Household Wise Analysis of Parent Respondents

5.40 Television, Cinema etc. Affects the Decision Making Role of Children:  
Number of Children Wise Analysis of Parent Respondents

5.41 Television, Cinema etc. Affects the Decision Making Role of Children:  
Income Wise Analysis of Parent Respondents

5.42 Television, Cinema etc. Affects the Decision Making Role of Children:  
Education Wise Analysis of Parent Respondents

5.43 Advertisements have More Impact on the Minds of Children:  
All Parent Respondents

5.44 Advertisements have More Impact on the Minds of Children:  
Age Wise Analysis of Parent Respondents
5.45 Advertisements have More Impact on the Minds of Children: Occupation Wise Analysis of Parent Respondents
5.46 Advertisements have More Impact on the Minds of Children: Gender Wise Analysis of Parent Respondents
5.47 Advertisements have More Impact on the Minds of Children: Lady of Household Wise Analysis of Parent Respondents
5.48 Advertisements have More Impact on the Minds of Children: Number of Children Wise Analysis of Parent Respondents
5.49 Advertisements have More Impact on the Minds of Children: Income Wise Analysis of Parent Respondents
5.50 Advertisements have More Impact on the Minds of Children: Education Wise Analysis of Parent Respondents
5.51 Direct Market for Children has Grown: All Parent Respondents
5.52 Direct Market for Children has Grown: Age Wise Analysis of Parent Respondents
5.53 Direct Market for Children has Grown: Occupation Wise Analysis of Parent Respondents
5.54 Direct Market for Children has Grown: Gender Wise Analysis of Parent Respondents
5.55 Direct Market for Children has Grown: Lady of Household Wise Analysis of Parent Respondents
5.56 Direct Market for Children has Grown: Number of Children Wise Analysis of Parent Respondents
5.57 Direct Market for Children has Grown: Income Wise Analysis of Parent Respondents
5.58 Direct Market for Children has Grown: Education Wise Analysis of Parent Respondents
5.59 Promotional Schemes Always Lure to Buy the Products: All Child Respondents
5.60 Promotional Schemes Always Lure to Buy the Products: Gender Wise Analysis of Child Respondents
5.61 Promotional Schemes Always Lure to Buy the Products: Age Wise Analysis of Child Respondents
5.62 Promotional Schemes Always Lure to Buy the Products: Class Wise Analysis of Child Respondents
5.63 Promotional Schemes Always Lure to Buy the Products: Monthly Pocket Money Wise Analysis of Child Respondents
5.64 Children Rely More on Advertisement and Media: All Child Respondents
5.65 Children Rely More on Advertisement and Media: Gender Wise Analysis of Child Respondents
5.66 Children Rely More on Advertisement and Media: Age Wise Analysis of Child Respondents
5.67 Children Rely More on Advertisement and Media: Class Wise Analysis of Child Respondents
5.68 Children Rely More on Advertisement and Media: Monthly Pocket Money Analysis of Child Respondents
5.69 Switching from One Brand to Another Gives Feeling of Adventure: All Child Respondents
5.70 Switching from One Brand to Another Gives Feeling of Adventure: Gender Wise Analysis of Child Respondents
5.71 Switching from One Brand to Another Gives Feeling of Adventure: Age Wise Analysis of Child Respondents
5.72 Switching from One Brand to Another Gives Feeling of Adventure: Class Wise Analysis of Child Respondents
5.73 Switching from One Brand to Another Gives Feeling of Adventure: Monthly Pocket Money Wise Analysis of Child Respondents
5.74 Rapid Growth in the Market for Children Products: All Child Respondents
5.75 Rapid Growth in the Market for Children Products:  
Gender Wise Analysis of Child Respondents  
5.76 Rapid Growth in the Market for Children Products:  
Age Wise Analysis of Child Respondents  
5.77 Rapid Growth in the Market for Children Products:  
Class Wise Analysis of Child Respondents  
5.78 Rapid Growth in the Market for Children Products:  
Monthly Pocket Money Wise Analysis of Child Respondents  
6.1 Cultural Shift has Brought Changes in the Decision Making Process:  
All Parent Respondents  
6.2 Cultural Shift has Brought Changes in the Decision Making Process:  
Age Wise Analysis of Parent Respondents  
6.3 Cultural Shift has Brought Changes in the Decision Making Process:  
Occupation Wise Analysis of Parent Respondents  
6.4 Cultural Shift has Brought Changes in the Decision Making Process:  
Gender Wise Analysis of Parent Respondents  
6.5 Cultural Shift has Brought Changes in the Decision Making Process:  
Lady of Household Wise Analysis of Parent Respondents  
6.6 Cultural Shift has Brought Changes in the Decision Making Process:  
Number of Children Wise Analysis of Parent Respondents  
6.7 Cultural Shift has Brought Changes in the Decision Making Process:  
Income Wise Analysis of Parent Respondents  
6.8 Cultural Shift has Brought Changes in the Decision Making Process:  
Education Wise Analysis of Parent Respondents  
6.9 Change in Family Income Causes Change in Buying Behaviour:  
All Parent Respondents  
6.10 Change in Family Income Causes Change in Buying Behaviour:  
Age Wise Analysis of Parent Respondents  
6.11 Change in Family Income Causes Change in Buying Behaviour:  
Occupation Wise Analysis of Parent Respondents
6.12 Change in Family Income Causes Change in Buying Behaviour: Gender Wise Analysis of Parent Respondents 243
6.13 Change in Family Income Causes Change in Buying Behaviour: Lady of Household Wise Analysis of Parent Respondents 244
6.14 Change in Family Income Causes Change in Buying Behaviour: Number of Children Wise Analysis of Parent Respondents 245
6.15 Change in Family Income Causes Change in Buying Behaviour: Income Wise Analysis of Parent Respondents 246
6.16 Change in Family Income Causes Change in Buying Behaviour: Education Wise Analysis of Parent Respondents 247
6.17 Mother and Children are Able to Finance Some of the Purchase Decisions: All Parent Respondents 248
6.18 Mother and Children are Able to Finance Some of the Purchase Decisions: Age Wise Analysis of Parent Respondents 249
6.19 Mother and Children are Able to Finance Some of the Purchase Decisions: Occupation Wise Analysis of Parent Respondents 250
6.20 Mother and Children are Able to Finance Some of the Purchase Decisions: Gender Wise Analysis of Parent Respondents 250
6.21 Mother and Children are Able to Finance Some of the Purchase Decisions: Lady of Household Wise Analysis of Parent Respondents 251
6.22 Mother and Children are Able to Finance Some of the Purchase Decisions: Number of Children Wise Analysis of Parent Respondents 252
6.23 Mother and Children are Able to Finance Some of the Purchase Decisions: Income Wise Analysis of Parent Respondents 253
6.24 Mother and Children are Able to Finance Some of the Purchase Decisions: Education Wise Analysis of Parent Respondents 254
6.25 Child Giving Consent in Buying the Costly Products: All Child Respondents 255
6.26 Child Giving Consent in Buying the Costly Products: Gender Wise Analysis of Child Respondents 256
6.27  Child Giving Consent in Buying the Costly Products:  
Age Wise Analysis of Child Respondents

6.28  Child Giving Consent in Buying the Costly Products:  
Class Wise Analysis of Child Respondents

6.29  Child Giving Consent in Buying the Costly Products:  
Monthly Pocket Money Wise Analysis of Child Respondents

6.30  Every Family Member has His/Her Ideas Relating to the Product to be Purchased:  
All Child Respondents

6.31  Every Family Member has His/Her Ideas Relating to the Product to be Purchased:  
Gender Wise Analysis of Child Respondents

6.32  Every Family Member has His/Her Ideas Relating to the Product to be Purchased:  
Age Wise Analysis of Child Respondents

6.33  Every Family Member has His/Her Ideas Relating to the Product to be Purchased:  
Class Wise Analysis of Child Respondents

6.34  Every Family Member has His/Her Ideas Relating to the Product to be Purchased:  
Monthly Pocket Money Wise Analysis of Child Respondents

6.35  Child has a Right to Initiate and Influence the Purchase Decision:  
All Child Respondents

6.36  Child has a Right to Initiate and Influence the Purchase Decision:  
Gender Wise Analysis of Child Respondents

6.37  Child has a Right to Initiate and Influence the Purchase Decision:  
Age Wise Analysis of Child Respondents

6.38  Child has a Right to Initiate and Influence the Purchase Decision:  
Class Wise Analysis of Child Respondents

6.39  Child has a Right to Initiate and Influence the Purchase Decision:  
Monthly Pocket Money Wise Analysis of Child Respondents