Chapter No.9

Findings and Suggestions
9.1 Introduction
Buying decision making in family 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 family who often push their children towards family 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 family 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 family. 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.

9.2 Summary of Findings
The fifth 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, Woman of the family, (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 Woman of family non-working in both the cities. But occupation wise majority Ahmedabad respondents belong to business class as compared to Surat respondents who belong to service class in majority. Income wise analysis also shows that in Surat the number of respondents are more from low income group followed by middle income group and high income group but in Ahmedabad, 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 Ahmedabad the number of female respondents is more than male respondents whereas, in Surat 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 Surat as compared to Ahmedabad, whereas, respondents getting pocket money above Rs. 100 are more in Ahmedabad as compared to Surat.

9.2.1 Role of Children and Growth of the Market
The sixth 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 (68 percent) that while buying a family product they agree to the consent of children. Female respondents of Surat and Ahmedabad from the age category of up to 35 years and having working Woman 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 Surat respondents whereas age and Woman of family significantly affect the perception of Ahmedabad respondents as chi-square and t-test shows significant values. However, all the other variables have insignificant impact on respondents’ perception.
2. Majority of the parent respondents who are matriculate (67.18 percent), belong to low income group of up to Rs. 10,000 (61.75 percent) and are from service class (50.32 percent), disagree that most of the routine decisions are initiated by children. However, male respondents of Surat from the age group of above 45 years who have two children and working wife at their house and Ahmedabad respondents of both the genders from the age group of 35-40 years who have three/more children and non-working Woman 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 Ahmedabad respondents.

3. Although parent respondents of both the cities agree that children make hurry to take decisions but Ahmedabad respondents (68.40 percent) agree more as compared to Surat respondents (58 percent). Female respondents as compared to male respondents and respondents from service class as compared to business class also agree more in both the cities. Surat respondents from the age group of up to 35 years, who have three/more children and non-working Woman at their home, belong to middle income group of Rs. 10,000 to 20,000 and qualified up to post graduation agree more that children make hurry to take decisions, whereas, Ahmedabad respondents from the age group of 35-40 years, who have two children and working Woman 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 Ahmedabad respondents and occupation affects the perception of Surat 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 Ahmedabad (64.80 percent) agree more as compared to parent respondents of Surat (51.40 percent) that children play the role of mediator whenever there is any conflict between the parents regarding the purchase of family products. Majority of the respondents who agree are postgraduates, have three/more children, have working Woman at their house, belong to service class and are females in both the cities. Surat 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 Ahmedabad 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 Surat respondents who have only one child disagree with the statement. Respondents’ perception is significantly influenced by their gender and income in Ahmedabad (deduced from significant value of chi-square and t-test) and it is affected by their education and number of children in Surat city as chi-square and F-test shows significant values.

5. Parent respondents of both the cities agree that children play an important role while buying Television in the family. The Ahmedabad respondents (74.80 percent) agree more as compared to Surat respondents (57.60 percent). Female respondents from Surat agree more as compared to male respondents in Ahmedabad but Female respondents who are working in Ahmedabad and who are non-working in Surat agree with the statement. Majority of the respondents who have one child and above Rs. 20,000 monthly income and are Post graduate from both the cities agree with the statement. Respondents of above 45 years in Surat and between 35-40 years in Ahmedabad agree more. Respondents’ perception significantly influence by their gender, Woman of family and income only in Ahmedabad (deduced from significant value of chi-square and t-test).

6. Majority of the parent respondents who are 40-45 years in Surat (73.05 percent) and above 45 years in Ahmedabad (69.77 percent) agree that their children play an important role while buying car in the family. Female respondents agree more than the male respondents in both the cities but Ahmedabad respondents who have working Woman agree in majority as compared to Surat non-working Woman respondents. Respondents who are from higher income group Rs. 20,000 and having one child from both the cities agree in majority. Further, it is found that income, Woman of family and gender have significant influence on the opinion of Ahmedabad respondents whereas no. of children and education influence the perception of Surat respondents which is supported by significant value of chi-square, t-test and coefficient of contingency.

7. Parent respondents from both the cities agree that their children’s influence plays an important role in selecting family vacation in the family. Respondents who are above
Chapter 9

Findings and Suggestions

45 years from service class having two children who have working Woman at their home who belong to higher income group of Rs. 20,000 and qualified up to post graduate degree agree with the statement. It is found that significant value of chi-square and t-test shows significant influence on the opinion of the respondents from both the cities. Further, significant value of chi-square and F-test explains that gender and no. of children significantly influence the perception of Ahmedabad respondents whereas significant value of F-test and t-test shows that age, occupation and education significantly affect the perception of Surat respondents.

8. Majority of the parent respondents (73.20 percent) agree that their children’s influence plays an important role in buying toys in the family. Respondents belong to 40-45 years of age having two children from Surat and above 45 years of age having three/more children from Ahmedabad agree with the statement in majority. Respondents belong to middle income group of Rs. 10,000-20,000 from both the cities agree with same. Statistically significant value of chi-square and F-test shows that age significantly influence the perception of Ahmedabad respondents whereas monthly family income significantly influence the perception of Surat respondents. Also, significant value of chi-square and t-test explains that gender and Woman of family significantly affect the perception of the respondents of both the cities.

9. Parent female respondents who are up to 35 years of age from service class and are working Woman agrees in majority that their children’s influence plays an important role in buying cereals in the family from both the cities. Respondents who have two children, belong to higher income group of Rs. 20,000 and qualified up to post graduate agree with the statement in majority only from Surat city whereas respondents who have three/more children, belong to lower middle income group of up to Rs.10,000 and qualified up to matriculate agree with the statement only from Ahmedabad city. Statistically significant value of chi-square and t-test shows that gender and Woman of family significantly influence the perception of parent respondents of Ahmedabad city.

10. Child respondents of both the cities agree in majority (65.20 percent) 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 Surat
respondents studying in class up to 5th, Ahmedabad 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 Ahmedabad respondents whereas, all the other variables have insignificant impact on respondents' perception.

11. Child respondents of Ahmedabad agree less as compared to children of Surat that their parents allow them to buy daily need products of their choice. Surat 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 Ahmedabad 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 Ahmedabad respondents who are getting pocket money up to Rs. 100 also show disagreement with the statement. Statistical results also show that Ahmedabad 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.

12. Majority (61.40 percent) of the children from both the cities agree that their parents appreciate the things purchased by them. Surat respondents studying in class up to 5th and from the age group of up to 10 years and Ahmedabad 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 Surat respondents and monthly pocket money significantly influences the perception of Ahmedabad respondents.

13. Child respondents of Ahmedabad agree less and Surat respondents disagree that they are the initiators for buying decisions and first persons to demand for the product in their family. Majority Ahmedabad 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
Findings and Suggestions

to the statement whereas, respondents studying in class up to 5th show the disagreement with the statement. However, all the Surat 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 Ahmedabad respondents, whereas, age and gender significantly influence the opinion of Surat respondents.

14. Majority (68.20 percent) of the child respondents from both the cities agree that their influence plays an important role in buying Television in the family. Female child respondents, respondents who belong to below 10 years of age and getting monthly pocket money up to Rs. 100 from both the cities agree with the statement in majority. Child respondents who are from 5th class in Surat city and from above 8th class in Ahmedabad city agree with the same. Statistically significant value of chi-square and F-test shows that monthly pocket money has the significant influence only on the perception of Ahmedabad child respondents whereas, all the other variables have insignificant impact on respondents’ perception in both the cities.

15. Child respondents in majority (68.00 percent) from both the cities agree that their influence plays an important role in buying car in the family. Male child respondents and respondents who are getting pocket money up to Rs. 100 from both the cities agree with the statement. Respondents who belong to 5th class from Surat city and who are belong to above 8th class from Ahmedabad city agree with the statement. Statistically significant value of chi-square, t-test and F-test explains that gender and monthly pocket money have the significant influence only on the perception of Ahmedabad child respondents.

16. Child respondents from both the cities do not agree to the desired extent that their influence plays an important role in selecting family vacation in the family. Male child respondents and whose monthly pocket money is above Rs. 100 from both the cities agree with statement in majority whereas child respondents belong to category up to 5th class from Surat city and respondents belong to category above 8th class from Ahmedabad city agree with the statement. Significant value of chi-square shows that gender significantly influences the perception of the Surat child respondents whereas
Chapter 9

Findings and Suggestions

Ahmedabad child respondents' perception is influenced by age and monthly pocket money of respondents (deduced from significant value of chi-square and F-test).

17. Majority (87.80 percent) of the child respondents from both the cities agree that their influence plays an important role in buying toys in the family. Child respondents who are above 13 years of age from both the cities agree with the statement. Respondents from Surat city who belong to category of up to 5th class and getting no pocket money whereas Ahmedabad child respondent belong to category of above 8th class and getting above Rs. 100 monthly pocket money agree with the statement. Statistically significant value of chi-square and t-test shows that gender significantly influences the perception of the Surat Child respondents only whereas significant value of chi-square and F-test depicts that class and monthly pocket money have significant influence on the perception of the Ahmedabad child respondents.

18. Child respondents from both the cities agree that their influence plays an important role while buying cereals in the family. Respondents from both the cities who belong to category of above 13 years of age, majority of female respondents, studying above 8th class and getting monthly pocket money of Rs. 100 agree with the statement. Statistically significant value of chi-square shows that gender has a significant influence on the perception of the child respondents from both the cities.

9.2.2 Media, Children and Market

The seventh 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 (66.20 percent) of both the cities agree in majority that children know more about the products available in the market. However, Ahmedabad respondents agree more as compared to Surat respondents. Female respondents and respondents who have only one child, belong to higher income group of above Rs. 20,000 and qualified up to post graduation level agree to the statement in majority in both the cities. Whereas, Surat respondents from the age group of above 45 years, belong to business class and having non-working Woman at their home agree to the statement more, Ahmedabad respondents who belong to the age group of 35-40 years from both the occupations, having working Woman at their house show more agreement with the statement. Statistically significant value of chi-square, t-test and
F-test prove that gender, Woman of family, income and education significantly influence the opinion of Ahmedabad respondents only.

2. Parent respondents of Surat disagree to the statement that children need not to take any suggestion about any product from their parents, however, Ahmedabad respondents although agree but not in majority. Majority of Surat 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 Woman at their house, qualified up to post graduation 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 Ahmedabad 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 Ahmedabad respondents, whereas, all the other variables have insignificant influence on respondents' perception in both the cities.

3. Majority (67.40 percent) 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. Surat respondents from the age group of up to 35 years, having non-working Woman at their home belong to middle income group and are male, agree to the statement in majority, whereas, majority female respondents of Ahmedabad and respondents from the age group of above 45 years, who have working Woman and belong to low income group agree in majority. Significant value of chi-square proves that the gender, Woman of family and income change the perception of Surat respondents and age and gender significantly influence the opinion of Ahmedabad respondents.

4. Child respondents from both the cities agree in majority (74.20 percent) 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
Chapter 9
Findings and Suggestions

studying in class up to 5th or getting pocket money above Rs. 100. However, in Surat majority respondents are females and in Ahmedabad 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 Surat respondents. However, significant value of chi-square proves that Ahmedabad 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 Surat and Ahmedabad. Although all the respondents agree to the statement but Surat 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 Ahmedabad 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 (79.40 percent) 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 Woman of family working or of female gender agree to the statement more as compared to their counterparts in both the cities. Results also show that Surat respondents who have two children, monthly income above Rs. 20,000 and qualified up to post graduation agree to the statement in majority, whereas, Ahmedabad 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 Woman of family significantly influence the perception of Ahmedabad respondents whereas other variables have insignificant impact on the perception of respondents of the two cities.

7. 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 Woman of family working and qualified up to post graduation. In Surat respondents from service class, having only one child and belonging to high income group show the maximum agreement with the statement and Ahmedabad 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 Woman of family (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 Surat respondents and the entire other factors have insignificant impact on all the respondents' perception.

8. Majority of the parent respondents (72.00 percent) 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 post graduation agree more with the statement. It is found that majority Surat 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 nonworking or working Woman agree to the statement equally. Ahmedabad respondents who agree in majority are female, belong to business class, having Woman of family 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 Ahmedabad 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. Surat respondents as compared to Ahmedabad 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. Surat respondents getting pocket money up to Rs. 100 and Ahmedabad respondents getting pocket money above Rs. 100 also agree to the statement in majority. Ahmedabad respondents from the age group of 10-13 years also disagree to the statement. Further, significant
value of chi-square proves that Surat respondents' perception is influenced by their gender whereas age and monthly pocket money significantly influence the opinion of Ahmedabad respondents.

10. Child respondents of both the cities disagree in majority that they rely more on advertisement and media than their family. Surat respondents disagree more to the statement as compared to Ahmedabad respondents. Majority of Surat 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, Ahmedabad 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 Surat 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 (60.00 percent) agree that they prefer switching from one brand to another as it gives them a feeling of adventure. Ahmedabad respondents agree more to it as compared to Surat respondents. The child respondents who agree are male and getting no pocket money in both the cities. Surat respondents from the age group of above 13 years and studying in class above 8th and Ahmedabad 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 Surat respondents, whereas, t-test shows that Ahmedabad 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, Ahmedabad respondents as compared to Surat respondents show more agreement to the statement. It is also found that Surat 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, Ahmedabad 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 Surat as t-test and F-test shows significant values whereas, all the other variables have insignificant impact on respondents’ perception.

9.2.3 Redefining the Buying Roles in the Family

The eighth chapter analyses the fourth objective of the study. It identifies the shift in the roles of buying decisions in family. 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 (67.00 percent) from both the cities agree that this cultural shift has brought changes in the decision making process of family. Male respondents from Surat and female respondents from Ahmedabad and respondents belonging to service class, from the age group of above 45 years, having two children and working Woman at their house, belong to high income group of above Rs. 20,000 and qualified up to post graduation agree to the statement in majority. Statistical results show that the income, age, occupation and education significantly influence the opinion of Surat respondents, whereas, the income, gender and number of children have significant impact on the perception of Ahmedabad 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 family. However, Ahmedabad respondents show more agreement to the statement as compared to Surat respondents. Respondents of Surat from the age group of above 45 years or from service class, having two children and Woman of family working, from the middle income group of Rs. 10,000 - 20,000 and qualified up to post graduation agree to the statement more, however, respondents of both the genders equally agree to the statement. Whereas, Ahmedabad 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 Woman at their house, qualified up to post graduation 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 Ahmedabad respondents whereas, the Woman of family and number of children significantly
change the opinion of Surat respondents as chi-square, t-test and F-test show significant values.

3. Parent respondents (31.40 percent) 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 Woman at their house, from the middle income group of Rs. 10,000 - 20,000 and qualified up to post graduation in both the cities. There are also Surat 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 Ahmedabad respondents and education significantly influences the opinion of Surat respondents, which is supported by chi-square, t-test and F-test.

4. Child respondents of Ahmedabad do not agree that they give their consent in buying the costly products in the family, whereas, Surat respondents although agree to the statement but not up to the higher extent. Surat 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, Ahmedabad 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 Ahmedabad 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 Surat and Ahmedabad respondents.

5. Majority of the child respondents (87.80 percent) from both the cities feel that every family member has his/her ideas relating to the product to be purchased, however, Ahmedabad respondents agree more as compared to Surat respondents. Both male and female respondents of Ahmedabad 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. Surat respondents who agree to the statement in majority are female, from
Chapter 9

Findings and Suggestions

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 Surat respondents and class and monthly pocket money change respondents’ perception in Ahmedabad city which is supported by chi-square, t-test and F-test.

6. Majority of the child respondents (60.60 percent) 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 Ahmedabad respondents, whereas, all the other variables insignificantly influence the opinion of respondents of Surat and Ahmedabad.

9.3 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 family buying decisions. They are not growing only in size but also in influence as they are playing different buying roles in the family. They act as initiators, information seekers, influencers, deciders, buyers and actual users. Not only they influence their parents for child-oriented products like toys and cereals but also influenced their parents for the family-oriented products like TV, car and family vacation to the greater extent. 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 family 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
Chapter 9

Findings and Suggestions

used or purchased in the family. 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 family.

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

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

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 family. 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 Ahmedabad respondents are more educated than Surat respondents as postgraduate respondents are more in Ahmedabad and matriculate respondents are more in Surat. 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 Surat and 18.40 percent child respondents from Ahmedabad who are getting no pocket money. Rest all are getting pocket money. However, respondents getting pocket money above Rs. 100 are more in Ahmedabad as compared to Surat.

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 family. 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 family 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.
9.4 Suggestions

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

1. The first and the foremost job of the market researcher is to identify the role of each member of the family 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 family.

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 family because each member of the family 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 suggestions 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 suggestions are sure to help the marketers to formulate marketing strategies, help the parents to motivate and encourage the children to make more family buying decisions and help the children to become better and wise consumers.

9.5 Future Scope of the Study

Based on the findings and conclusions, following future scope of the study is highlighted.

1. The present study is limited to the urban areas of two cities of Gujarat. The same study can be done in different geographical areas of Gujarat and India as well. Also, comparison between the rural and urban children and family buying can be done.

2. The present study has focused on the selected five products to assess the influence of the children on family buying whereas different categories of the products and services can be taken to study the influence of children.
3. Besides the demographic factors like age, gender, family income, occupation, etc., have taken into consideration to study the influence of children, other psychographic and socio-cultural factors can be taken into account.

4. The present study includes the children from the Age categories of 8-13 years; researchers can take children beyond 13 years to study the same.

5. The present study includes parent (either father or mother) and children respondents, but further research can be conducted selecting triad (mother, father and children) to study the same.

6. Researcher can also conduct study which includes children's influence with the various stages of family decision-making.

7. Today the family structure changes very rapidly in the society. The neglected family like divorced single parent, single parent with grandfather or grandmother etc., can be taken into consideration to study child behaviour and their influence.

8. Children's actual decision influence and patterns of agreement or disagreement on product choice for specific product class, decision stage and sub-decision stage in the entire framework of family decision-making process can be examined.