ANNEXURE – III
LIST OF FACTOR - COMBINATIONS

1. To study the role of children in household buying.
   Fa1 Parents agree to the consent of children, while buying a household product.
   Fa2 In your family most of routine decisions are initiated by children.
   Fa5 The children are early adopters and make a hurry to take decisions.
   Fa12 Children play the role of mediator in any type of conflict in the decisions of parents.
   Fb1 You (Child) can easily influence purchase decision of your parents.
   Fb2 Your parents generally allow you to buy daily need products of your choice.
   Fb4 Your parents appreciate the things purchased by you.
   Fb10 Most of the time you are the initiator/problem recognizer and hence the first person to
   demand for the product.

2. To analyze the changing behaviour of family buying.
   Fa3 Children know more about the products available in the market.
   Fa4 Sometimes the children need not to take suggestions about any product even from
   their parents.
   Fa6 You rely upon the information provided by your children as you feel they are more
   updated because of media.
   Fb8 You inform your parents regarding modified use of products if they feel dissatisfied
   after buying it.
   Fb11 Your parents feel that you are the younger generation and hence more aware to take
   decisions.

3. To analyze the changing pattern of market in the children’s segment.
   Fa7 The increasing uses of Television, Cinema etc. affects the decision making role of
   the children.
   Fa8 The advertisements have comparatively more impact on the minds of the children.
   Fa13 Market has grown into a direct market of the products meant for the children over
   the past few years.
   Fb7 The promotional schemes like advertisements always lure you to by the products.
   Fb9 You rely more on advertisement and media than that of your family while making
   buying decision.

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You prefer switching from one brand to another as it gives you feeling of adventure.

The market for children products is rapidly growing.

4. **To identify the shift in household buying structure.**

The cultural shift has brought a change in the decision making process in the family.

The change in family income causes changes in the buying behaviour.

Mother and children are able to finance some of the buying decisions rejected by the father.

You give your consent in buying the costly products.

Every family member has his/her ideas relating to the product to be purchased.

Since you are an important member of the family, you have full right to initiate the influence and also to decide sometimes regarding the buying decision.