PREFACE

Today, children are emerging as the most powerful influencers in the Family buying decisions. Gone are the days, when the child had a meagre say in the family 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 family buying decisions.

Presently, the market is a tough place to be in; thousands and thousands of products are being launched every day. 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 family buying decisions. The present study analyzes various facts, issues and explores the role of children in Family buying decisions by using secondary and primary data with different statistical techniques. This study is divided into following nine chapters.

Chapter 01: Introduction
The first chapter describes the theory of cognitive development developed by Jean Piaget. Also explains the child development stages which focus on how child develops various skills since birth to adolescents. Also describes the family decision making stages and how children uses various tactics to influence their children.

Chapter 02: Consumer Socialisation
The second chapter gives the insights about how children become consumer in the market. This explains the various factors affecting consumer socialisation and also describes the media habits of children.
Chapter 03: Review of Literature
The third chapter studies the review of important researches as well as general studies regarding children's influence on family buying decisions, which will have strong impact on this study and would act as a solid base and strong point of present research study.

Chapter 04: Research Methodology
The fourth chapter outlines on problem identification, objectives, significance of the study, hypothesis, research design, data collection, data analysis and interpretation and limitation of the study.

Chapter 05: Data Analysis and Interpretation
The fifth chapter is concerned with the theoretical frame work of the research study, which deals with the nature of demographics and their application to marketing strategy. The demographic factors like age, occupation, gender, lady of the family (working or non-working), number of children, monthly family income and education of parent respondents and age, gender, class and monthly pocket money of child respondents have been discussed to see their effect on buying decisions.

Chapter 06: Role of Children and Growth of Market
The sixth chapter highlights the role of children in family buying decisions and also studies the growth of market with the changing aspirations of the children and parents.

Chapter 07: Media, Children and Market
The seventh chapter traces out the influence of media on children and market by highlighting the influence of information network on children to buy the products and to help their parents to initiate the child while making buying decisions.

Chapter 08: Redefining the Buying Roles in the Family
The eighth chapter investigates and identifies the shift in the roles of buying decisions in the family. It also considers the purchasing implications for changes in family composition over times.
Chapter 09: Findings and Suggestions

The ninth chapter presents the findings and conclusions of the study and also put forth the suggestions based on the whole analysis with future scope of the study.

The findings of the study will 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.

Date: 9th August, 2012

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