

## CHAPTER – 2

### LITERATURE REVIEW

#### 2.1 Introduction

Literature review defined<sup>1</sup> *as an assessment of a body of research that addresses a research question*, however, the literature review is a crucial element of research work which provides the insight to the research area for which the researcher ensured that the research has not been carried on the specific issues. It provides the existing knowledge in the current area and illustrate that how the issues is studied previously with the flow of research work.

According to Bourner (1996, p 8) the reasons<sup>2</sup> for conducting a literature review are as follows:

- ✓ To identify gaps in current knowledge
- ✓ To avoid reinventing the wheel (at the very least this will save time and it can stop you from making the same mistakes as others)
- ✓ To carry on from where others have already reached (reviewing the field allows you to build on the platform of existing knowledge and ideas)
- ✓ To identify other people working in the same and related fields (a researcher network is a valuable resource)
- ✓ To increase your breadth of knowledge of your subject area
- ✓ To identify the seminal works in your area
- ✓ To provide the intellectual context for your own work, enabling you to position your project relative to other work
- ✓ To identify opposing views
- ✓ To put your own work in perspective

---

<sup>1</sup> Available at <http://guides.library.harvard.edu/literaturereview> (assessed on 2/2/2014)

<sup>2</sup> Available at <http://www.rmit.edu.au/library/literaturereview#Goalsofaliteraturereview> (assessed on 2/2/2014)

- ✓ To demonstrate that you can access previous work in an area
- ✓ To identify information and ideas that may be relevant to your project
- ✓ To identify methods that could be relevant to your project

The basic idea of literature review is to gathered the facts and figures that has been reported by researcher, however, the new idea can be generated through the absence of the element found form the reviewing the previous work done on the area on which researcher is focusing.

## **2.2 Past Empirical Researches on Children's Influence**

**Berey and Pollay (1968)** reported the role of children in family decision making by analyzing the relationship of dependent and independent factor with the special focused to the cereal in their study on the 48 mothers and 3 class teachers of the child aged 8 to 10 years. They found in their study that (1) it is less likely that she would buy the child's favorite brand if she is more child – centered (2) higher the mother's brand recall, the more likely that she would buy the favorite brand of children.

**Ward and Wackman (1972)** examined how children influence the product purchase and the yielding of mothers to such requests made. 132 mother of children aged 5 to 12 years in Boston metropolitan were included, focusing on 22 product (food, durable for the use of children, auto, gasoline etc...) to analyze the influencing role of children and parental yielding with the help of the independent factors like Demographic Factor (age, number of children and social class), Interpersonal Variable (Parent child conflict, TV viewing), Communication Variables (mother time spent with television, recall of commercials and the attitude towards the advertisements). They found that

1. Parents yield more to elder children but less when they placed the restriction for television watching
2. Parents yielding more when they have positive attitude towards television advertisement and they spend comparatively more time on television watching.
3. The influence of children attempts increases, when parents spend more time on watching television.

4. More in influence of children leads to more parent – child conflict, moreover they have also found out that
5. The children exercise more influence for the product for their direct use / consumption.

**Galst and White (1976)** studied on 41 children (21 boys and 20 girls) to analyze the children's purchase influence. They reported that more the children watches television commercials greater they tend to be more influence (or attempt to influence) their mother's purchase.

**Szybillo and Sosanie (1997)** have collected the data from 190 mother belong to upper to middle class having child of at least 05 years of age. Specifically, the study adopted dinner at fast food restaurant and one day family trip as a product to identify the relationship of dependent (family members' decision involvement) and independent variable (service decision, Decision stage and sub-decision). The study reported that (1) role relationship between family members varies with the stages of decision making process and decisions (2) the children exercise more influence in problem recognition whereas less in choice

**Szybillo, Sosanie and Tenenbein (1977)** studied on the decision stage, sub-decision areas and restaurant type to examine the involvement of family members' decision process for dining at restaurant. The researchers have gathered the data from 190 married couples who belong to upper class having child above 05 years. The study concluded that the children exercise more influence in the early stage of the decision making and children exercise least influence in sub-subdivision area i.e. how much to spend.

**Moschis, Moore, and Stephens (1977)** attempt to identify the role of adolescents focusing the age, sex, product type and the social class on the three different category of goods including convenience, shopping, and specialty goods. The survey method was adopted and the data was collected through self-administered questionnaire from 607 adolescents from middle (6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grade) school and high (9<sup>th</sup> and 10<sup>th</sup> grade) school. They have conclude that adolescent are exercising more influence on the specialties goods then of shopping goods (clothing), they also have focused on the social class and noted that adolescents belong family with lower social tend to have more purchasing interdependence.

**Mehrotra and Torges (1977)** studied 1671 mother to analyze the children's influence on mother's buying behavior & brand choice and the study reported that children's influence in family decision making is related to his / her mother's attitude, interest and opinion. They have come up to the specific conclusion by focusing on the three product group with the help of demographic variables (age, education, family size, income, degree of urbanization and working status), AIO variables (attitude, interest and opinion) and media variables. the study concluded that parental yielding varies by product category.

**Atkin (1978)** stated that the parent – child interaction increases with the age of children and also reported that parents refuse the request made by younger children as compare to older (elder) children. To identify the parent – child interaction and its consequence, he focused on the variables such as the age of children and sex (gender) of children and the family social class. The researcher has gathered the responses of 516 parents of 03 to 12 years old children by observational method.

**Moschis and Moore (1979)** examined 734 teen – age consumers to analyze the decision making pattern. The study focused on the different product category, decision area and sub decision area.

**Nelson (1979)** undergo the survey about children's involvement in the nuclear family decisions to eat out and has concluded in his study that children's involvement is grater in early stage of decision making. The data 84 parents were collected through the questionnaire which was distributed to the consumers in three shopping centers. The research focused on the decision stage, the age of child and socio-economic characteristic (income, education, occupation, family size and the age of younger children) as independent variable. The study reported that older (elder) children have greater involvement in decision making than younger children, however, they have less influence then parents' for sub-decision areas (choice and how much to spend). It also reported that the children's involvement (for providing information, selecting product and brand are co-related) is co-related with the family size.

**Jenkins (1979)** attempted to identify the role of the children in family decision making in the area of Automobiles, Groceries, Furniture, Life Insurance, Savings, Vacation decisions and general family decisions with focusing on 20 independent variables (demographic, socio-economic, attitudinal and personality). The data was collected form 105 married couples who belong to the middle class and having child between age 1 to 19

year from Columbia, Ohio (US) through self-administered questionnaire. The result shows that children have minimum influence for all products (Automobiles, Groceries, Furniture, Life Insurance, Savings and general family decisions) except vacations. He also reported that children's influence is lowest for sub-decision area (how much, transportation mode and where to stay).

**Belch, Belch and Sciglimpaglia (1980)** carried the study on 270 families' father, mother and child (not less than 13 year age), however the data was collected through survey method using self-administered questionnaire. The researchers adopted six products including appliances, automobiles, breakfast (cereal), furniture, television and vacation to identify the relationship of dependent (family members perception on conflict and conflict resolution models) and independent (specific decision areas – when to buy, where to buy, how much to buy, style, make and model) variable.

**Roberts, Wortzel, and Berkeley (1981)** examined about mother's attitude towards social and family related issues involving 1150 mothers belong to middle class. The study includes 37 products like children food, clothing, cereal, cookies, sweets, snacks etc. the study reported that the children have less influence on the brand choice of mother when she is more concerned about nutrition, family's financial condition and when she is more conservative and traditional.

**Belch, Belch, and Ceresino (1985)** attempted to analyze the influence of children by examining the effect of various independent variables including product category, decision making stage and sub-decision areas of each product category by collecting the responses from 260 children, husband and wife through self-administered questionnaire employing survey method. Researcher found, that

1. Children's influence is higher for cereals and vacations. It varies along sub-decision (being lowest for where and how much)
2. Children's influence is minimum (lowest) in product choice stage
3. Children believe that they are exercising more influence than that of their parents' perception
4. Children think that father has more influence than his father that he thinks he has.

**Moschis and Mitchell (1986)** surveyed 161 respondent mother-children (junior & senior school) in rural, semi-urban and urban area with objective to examine the child's

participation in household decision making by adopting cross-sectional study using the self-administered questionnaire as a tool of data collection. The study involved with the wide array of product including child's clothing, soft drinks, school supplies, shampoo, kitchen appliances, auto repair, grooming product for child use etc. The study attempted to identify the relationship/impact of dependent variable (role of children – initiator, influencer, decider and purchaser) and independent variable (age, amount of money earned, gender, socio-economic status, communication structure, television advertisement viewing etc.). The study concluded that (1) older (elder) children participate more in family decision making (2) higher the socio-economic status of the family grater the children's influence in the stage of problem recognition (3) children's participation in family increased as money earned outside home increases.

**Moschis, Prahasto and Mitchell (1986)** examine the impact of family communication have on the development of consumption pattern of adolescents. The study gathered the data of 734 adolescents adopting survey method and the data were collected using self-administered questionnaire. The study was to identify the relationship of dependent (adolescent's brand preference, attitude of adolscents' towards market place, conflict resolution process and consumer dissonant) and independent (family communication pattern) variable. The study reported that communication pattern of family have significance influence on young adolescents.

**Darley and Lim (1986)** studied with objective to examine impact of parental locus of control, age and parental type on children's influence on sub-decision area for three specific leisure time activities. They have used the survey method and self-administered questionnaire as a data collection tool, and analyzed the study on 106 parents (66% mothers and 33% father) of children aged 1 to 17 years belonging to middle class in Washington DC. The researcher have focused on the parent's perception of child's influence for 7 sub-decision areas as the dependent variable of the study and the parental locus of control, parental type and the age of children as independent variable. They found that (1) single parents perceived that their children have more influence than dual parent, (2) older (elder) children perceive that they influence more than younger one for how much to spend. Moreover, in general, the independent variable are found to have differing impact on the decision making process

**Swinyard and Sim (1987)** studied the role of children's participation in decision (dependent variable) by focusing on 25 different products (classified as: Child's product, durable and non-durable, family activity etc.) to measure the effect of independent variables (product type, the age of child and the decision stages). The American families (489) those were living in Singapore having children less than 20 year of age were the respondents of the study, however, the data were collected through self-administered questionnaire which was distributed in schools. The research concluded that children exercise more influence for children – centric product and problem recognition stage. They also reported that elder (older) child have more influence in all decision stage for outside entertainment, durables and nondurables than of younger child.

**Isler, Popper and Ward (1987)** studied on 250 families who have 3 to 11 years children. The study includes the various products like cereal, toys, cloting, snack, candy etc. The study analyzed the impact of independent variable (age, location, product type and television viewing) have impact on child-parent interaction (dependent variable – child's request type, mother's response, child's response and subsequent response of mother). The study concluded that (1) younger the children more the request they make than elder children, (2) younger children make more request for toys and candy than elder one, (3) older children request more for snack and cloth than other product and (4) as compare to older children, younger children easily accept mother's refusal.

**Foxman and Tansuhaj (1988)** attempted to identify the influencing role of children by focusing 14 broad products, out of which six is for family use, six is for adolescents and other two is of parental use. The study involved 193 pairs of adolescents aged 11 to 18 and mothers living in three small north western town, however, the survey method was used to gathered the data using self-administered questionnaire. Study concluded that children have more influence for the product directly relevant to them than the product for family. They also reported that there is a gap (disagree) between the perception of children and mother for certain product.

**Hansen and Bokemeier (1988)** studied on the children's influence in family decision and have focused on 5 family decisions (Television watching, after school activity, going church, vacation and child takes job) to identify the relationship of various independent factors like Parents' marital equality Children's employment & task involvement, no of

child in household, working condition of parents (dual working or not), family income, family type and the education of mother.

**Foxman, Tansuhaj and Ekstrom (1989a)** conducted the study on 161 child (aged 11 to 18), wife and husband to examined the role of adolescent in their family's decision making by examining the 12 (6 is of family use and other 6 is of adolescents use) different products in broad price range. The study reported that children perceive that they have more influence than of parents in family's decision.

**Foxman, Tansuhaj and Ekstrom (1989b)** in their subsequent study, they attempted to investigate the role of adolescent in family purchasing. They took the responses of 161 child aged 11 to 18, wife and husband using self-administered questionnaire. The study includes 14 different product including 6 for family use, 6 for adolescent use and 2 for parental use. They have identified the relationship of the independent variable (family communication environment, Product related factor and personal resources) and concluded that (1) adolescents have more influence in concept oriented family (2) the influence of children increases with the possession of income and better grade.

**Brown and Mann (1990)** studied the adolescent's decision making competencies by analyzing the socio – economic status of family, type of family, size of family, family cohesion & adaptability, parent – adolescent communication and parental conflict resolution strategies. The study concluded with the findings that (1) Age is neither related to participation of adolescents' nor decision divergence in family decision making, (2) female child involved more in family's decision than of a male child, (3) adolescents belong to one-parent families have more influence than two-parent families in their families decision making

**Kim, Lee and Hall (1991)** attempted to identify the role of adolescents in their family decision making focusing adolescent power (referent power, coercive power, reward power, expertise power and legitimate), Income, sex and age of the adolescents. They have included 20 products like the major and minor item for family and major and minor item for adolescent.

**Swinyard and Sim (1993)** conducted the study to analyze the influence of children in each of the four stage of purchase decision including 25 products in their study. They concluded that older (elder) children in household perceived more influential than of

younger one. The study also concludes that the “family” decision making differs from the decision making of “husband-wife”.

**Beatty and Talpade (1994)** replicated and extended the study of Foxman et. al. (1989)’s study with a view to examine the relative influence of adolescent. The study includes the responses of 429 teenager and 120 mothers using the survey method. The study provided with the model of teenager influence, however, the clear connection were found between the product importance and the influence of adolescent in family decision. The study concluded that (1) the teen’s perceived that financial resources affect their perceived participation in purchasing stereo for family (2) knowledge affect the teen’s perceived influence in the initiating stage but not in the stage of searching and decision (3) teen’s from dual-income families exercising more influence in the stage of initiating and searching / deciding than of teen’s from single-income family (4) teen’s influence is higher in initiation stage than search / decision stage for both adolescents purchase and family purchase.

**Palan and Wilkes (1997)** have conducted the study on the impact of adolescent-parent interaction in family decision making. They reported that the adolescent use more strategies for influencing their parental / family decision making, whereas, younger children more likely to simply ask for the products. The influence of adolescent may vary across the different factors, however, for an example, the adolescent belong the concept oriented families exercising more influence in their families decision (family in which the parents are encouraging children to develop their own ideas etc...), when the adolescents have greater personal resources.

**Kim and Lee (1997)** studied on 380 high school students, 137 mothers and 132 fathers of eastern Canadian metropolitan area. The study attempted to examine the relative influence of children in family decision making involving four broad categories of product including minor product for child and family and major product for child and family. The study reported (1) older (elder) children have greater impact than younger for children’s minor product (2) father’s age and children’s income is positively related to influence of children for family’s minor product (3) the age of father is inventively related to influence of children for children’s major product (4) mother’s age is negatively and father’s age is positively related to the influence of children for family’s major product.

**McNeal and Hwa Yeh (1997)** examined the nature and the extent of the consumer behavior of Chinese children, however, for collecting the data, two sets of questionnaire were distributed among the five schools in Beijing and Tianjin to children in grade K-5, who returned the same to teacher after getting filled. 4-10 year of children are more frequently visiting the food store while the children aged 10 and older are visiting bookstore. The street merchants were also preferred and the last rank was given to the departmental stores. The study also showed that the children were frequently taken by parents to the market.

**Holdert and Antonides (1997)** investigated the influence of the type of family on the stages of decision making process and the conflict resolution strategies adopted by families. The research surveyed on 74 Dutch families (Father, Mother and Child aged 8-10-12 years of age) including clothing (adult and parent), holidays and sandwich filling as a product for study. The analyzed the effect of various dependent and independent variable. The study reported (1) children belong to modern families have more influence than of traditional family (2) the influence of children was found high in later stages.

**James and Mindy (1999)** were conducted the study to examine the children's participation and for which 460 children of grade 4 to 6 in their elementary schools of Beijing metropolitan area were included.

**Dobhal Shailesh (1999)** explained about the changing role of child's influence for different product category. The study shows that the children now are co-decider / influencer for the personal products, consumable goods and vacation, furthermore, the study stated that they are initiator/gatekeeper (for household durables), co-decider/users (for family vacations, automobiles and financial product), and buyer (for family toiletries).

**Williams and Burns (2000)** using social power theory, attempt to investigate the ways by which child make direct or indirect influence. Researcher found that when child feel privileged and/or

They found that when children feel „entitled“ or „privileged“ to act in their own way, they resort to negative influence attempts such as deception, displaying anger, begging or pleading to exert influence. If they find that their parents have the right or legitimate power to direct their actions, they utilize positive influence attempts such as asking nicely, showing affection

or bargaining. When they feel that they can manipulate their parents, they try to deceive the parents, display anger, or beg and plead. If the children expect to be punished as a result of non-compliance, they behave in ways as is perceived positive by the parents. This implies that when parents resort to coercive tactics, the children try to have their own way by asking nicely, bargaining or showing affection. Many times children also express compliance in exchange for a future gain; that is, they bargain for a future reward in exchange for a present one.

**Kapoor (2001)** attempted to identify the role family members across the stages of decision making process including 6 durables — personal computers, audio systems, refrigerators, washing machines, televisions, and cars. Researcher found that younger family member were the initiator, moreover, she found that each member were associated with the different roles of the purchase decision making process. She reported that child in the family, affects the purchase decision of the durables like television, audio system and personal computers but the final decision is made after the consultation with other family member. Children do not exercise much influence in the sub decision area like how much to spend.

**Hundal (2001)** investigated the role of children in his study about the influence of rural children's buying behavior in the Amritsar district of Punjab for durables including television, refrigerators, air-coolers, and washing machines. They reported that mostly decisions were taken by the husband and wife jointly but it was highly influenced by the children, further, the study noted that the selection of brand were made by the couple but were influenced by the children.

**Gupta Seema and Chundawat D.S. (2003)** examined the role played by the family members' and the influences of social factors in the purchase decision of consumer durables like television, refrigerator etc... They have observe that the large number of the purchase decision are influenced by the interaction with his / her friend, family and relatives as there are the several roles in the family decision making. They reported that the demand of television was mostly initiated by the children, for the other included product female in the family have more say and the decision for payments was done mostly by male member in family.

**Verma and Kapoor (2003)** conducted the study in India including child, husband and wife recently bought one of the six products, namely, car, audio system, personal computer, television, refrigerator, and washing machine. The study found the children to

be the single largest initiator for the personal television, personal computer and audio system. Children were also found to be co-initiators in a purchase decision of a car.

**Shoham and Dalakas (2003)** examined the influence of teenager on family decisions. The data was collected from 128 triads (child aged 13 to 18 year, mother and father) by using convenience sampling method. The respondents were ask to rate the influence they have on family decision making during buying phases for the six products, namely, television, vacation, electrical appliances, cereals and furniture. The study reported the father exercise the highest influence in deciding for television and car as compare to the other products.

**Chavda et. al. (2005)** undergo a study to identify the gap between the perception of adolescents and parents, however, 100 adolescent of 11 to 16 years of age and 200 parents including Mother and Father were selected from 5 schools. The broad product category was studied, namely, toiletries, household, entertainment, clothes for adolescent and parent both, food product etc. The study reported that there was no significant difference found between the mean value of the male and female perceived rating, except for food category and large purchase. The study also reported that there was no disagreement found between rating of parents and adolescent with regards to influence of adolescent on different product category.

**Dotson and Hyatt (2005)** surveyed 663 students in grades 4 – 11 located in rural, urban and sub-urban area. The sample comprised of 346 male children and 316 female children. The finding shows that the five consumer socialization factors (irrational social influence, importance of television, familial influence, shopping importance, and brand importance) influences the children's purchase behavior. The result also indicates that relative impact of various socialization factors varies according to age, gender, television viewing, spending available amount and the time spend after school.

**Shoham and Dalakas (2005)** studied the children's influence across decision stages by examining variety of product including children's product (Food, toys, Clothing and nonalcoholic product), children's education (courses for children, school and private tutor), activities (restaurants, family vacation, entertainment), durables (TV, television, refrigerator, house / apartment, furniture, appliances for household, car, insurance), and non-durables (household cleaning product, cosmetic, clothing, drugs and alcoholic beverages, kitchenware). Researcher divided decision making process in four stages

namely problem recognition, information search and evaluation of alternative, final decision and actual purchase. They reported that child's overall influence depends on the child's perceived level of usage of product, moreover, child exercise higher influence in the earlier stage and it decreases for higher stages of the same.

**Aviv and Vassilis (2006)** studied with the purpose to examine the adolescent's influencing tactics and the parental yielding to these tactics. They analyzed the responses of the parents of 10 to 18 years old children they have concluded that Israeli adolescent more often use ration tactics than emotional for both the selected product i.e. breakfast cereals and athletic shoes.

**Gram Malene (2007)** undergo the study, to examine the role of children in family decision making. The data were collected by (1) 26 in-depth interview with children and parents (2) telephonic interview with 800 Danish and 1200 German and (3) questionnaire from 200 Danish and 200 German children. The researcher reported that parents perceive that the children have moderate impact on decision making, on the other side children perceive that they have high level of impact.

**Thomson, E. S., Laing, A. W. and McKee, L. (2007)** explored the children's influence behavior in family purchase decision by interviewing 20 families meant that 40 parents and 44 children. The study concluded that the children in all the 40 families found to have direct influence in their family's purchase decision. The researcher reported that the, since long, children have been acknowledged as an important actor in family decision making with their ability to indirect or direct influence.

**Martensen and Gronholdt (2008)** examined the parents' perception about their children's (aged 5 to 13) general influence in family decision making and participation including 14 products. The survey reported that the children exercise strong influence over their family's decision for the product, which are directly related to them, moreover, they study also reported that the elder (older) children exercise more influence than younger one and as per the parents' perception gender does have any significant impact family's decision making.

**Guneri et al (2010)** attempted to examine the children's influence in family decision making in Turkey, by collecting the data from 849 families. The children's influence in family decision making at Turkey is limited to the product which are directly used by the

children. The study reported that the children's are more influential for need-recognition and the sub-decision areas like which to buy, where to buy, when to buy. On the contrary, parents perceived that the children are exercising less influence in their family decision making, however, they perceive themselves as most influential unit in their family's decision making, moreover, the study reported that parents underestimating the role of children in family's decision making.

**F. Bahar Isin and Sanem Alkibay (2011)** investigated the influence of pre-school children of aged 5 to 6 on purchasing decision with focusing on the number of children, product related criteria and employment status of mother. The data was collected from 257 respondents through 26-item questionnaire of the children from 12 private kindergartens in Ankara, Turkey. The study reported that the most parents acknowledged that their children have influence in their purchasing decision. The study revealed that number of children, gender of children and the employment status of mother are the determining factor for the influence of children in the family decision to purchase certain product.

**Kaur and Medury (2011)** investigated the impact of family characteristics have on the child's perceived influence including 346 parent-child dyads in Delhi, India. The sample was consisted 178 female and 168 aged 13 to 17 years with mean age of 14.87. The study reveals that adolescents belong to urban area have significant influence on the family decision making process. The study suggested that children's influence in family purchase decision varies as per familial characteristics such as occupation of parents, the family communication pattern. The empirical investigation shows that the children exercise higher influence in concept oriented families than those of social oriented.

**Arzu Sener (2011)** conducted the study to analyze the perception of adolescent and their parents' regards to the degree of influence adolescents have in their family purchase, however, for the study, the questionnaires were distributed to 250 father and mother pairs with the children aged 13 to 19. The study reported that boys perceive that they exercise more influence than of girls with regards to purchase decision about bicycles for the children, tooth paste for children and family use, living room furniture, cloths for parents. Parents perceived that boys have strong influence in family purchase for specific product than girl.

**Ali et al (2012)** examined the role of children's influence in family decision making, by surveying the sample of 60 parents and 60 children aged 6 to 16 years. The survey was aimed to analyze the impact of age of child, gender of child, and parental professions, have on children's influence in their family decision making. The analysis of study showed that specifically the boy child, who are in the age group of 14 to 16 have more influence than those of girl in the same age group, moreover, the study reported that the influence increases when parents are professionally involved then otherwise.

**Monica Chaudhary and Aayushi Gupta (2012)** studied on 350 respondents (175 children and their parents) in India to identify and rank the different the tactics used by children and to examine the differences in perception of both the respondents with respect to the use of the different influence tactics. The statistical analysis of study suggested that persuasion strategy is used by the children followed by emotional and bargaining strategy. The study also stated that, there was no significance difference found in the perception of both the respondents regarding the uses of influencing tactics.

**Rachana Gandhi (2012)** conducted a data of 557 respondent children whose age ranges between 8 to 16 years. She had collected the data from four major cities of Gujarat State of India. She had conducted a survey considering various variables like frequency of outing, time spent with children, key decision area, products (Toys, Chocolate/biscuit stationary item, computer, television and car), influential strategies used by children and parents' response strategies.

**Table 2.1 Summary of Literature Review**

Sr. No	Author (Year)	Respondents / Sample	Variable / Product / Product Category, etc...	Finding/s
1	<b>Berey and Pollay (1968)</b>	48 mothers and 3 class teachers of the child aged 8 to 10 years		It is less likely that she would buy the child's favorite brand if she is more child - centered. Higher the mother's brand recall, the more likely that she would buy the favorite brand of children.
2	<b>Ward and Wackman (1972)</b>	132 mother of children aged 5 to 12 years in Boston metropolitan	Demographic Factor (age, number of children and social class), Interpersonal Variable (Parent child conflict, TV viewing), Communication Variables (mother time spent with television, recall of commercials and the attitude towards the advertisements)	Parents yield more to elder children but less when they placed the restriction for television watching Parents yielding more when they have positive attitude towards television advertisement and they spend comparatively more time on television watching. The influence of children attempts increases, when parents spend more time on watching television. More in influence of children leads to more parent – child conflict, moreover they have also found out that The children exercise more influence for the product for their direct use / consumption.
3	<b>Galst and White</b>	41 children (21		More the children watches television commercials

	<b>(1976)</b>	boys and 20 girls)		greater they tend to be more influence (or attempt to influence) their mother's purchase.
4	<b>Szybillo and Sosanie (1997)</b>	190 mother belong to upper to middle class having child of at least 05 years of age	dependent (family members' decision involvement) and independent variable (service decision, Decision stage and sub-decision) Product: dinner at fast food restaurant and one day family trip	Role relationship between family members varies with the stages of decision making process and decisions. The children exercise more influence in problem recognition whereas less in choice.
5	<b>Szybillo, Sosanie and Tenenbein (1977)</b>	190 married couples who belong to upper class having child above 05 years	decision stage, sub-decision areas product: restaurant type	Children exercise more influence in the early stage of the decision making and children exercise least influence in sub-subdivision area i.e. how much to spend.
6	<b>Moschis, Moore, and Stephens (1977)</b>	607 adolescents from middle (6 <sup>th</sup> , 7 <sup>th</sup> and 8 <sup>th</sup> grade) school and high (9 <sup>th</sup> and 10 <sup>th</sup> grade) school	Age, sex, product type and the social class on the three different category of goods including convenience, shopping, and specialty goods	Adolescent are exercising more influence on the specialties goods then of shopping goods (clothing), they also have focused on the social class and noted that adolescents belong family with lower social tend to have more purchasing interdependence.

7	<b>Mehrotra and Torges (1977)</b>	1671 mother	Demographic variables (age, education, family size, income, degree of urbanization and working status), AIO variables (attitude, interest and opinion) and media variables	Children's influence in family decision making is related to his / her mother's attitude, interest and opinion. Parental yielding varies by product category.
8	<b>Atkin (1978)</b>	516 parents of 03 to 12 years old children	Age of children and sex (gender) of children and the family social class	Parent – child interaction increases with the age of children and also reported that parents refuse the request made by younger children as compare to older (elder) children
9	<b>Moschis and Moore (1979)</b>	734 teen – age consumers	Decision area and sub decision area	
10	<b>Nelson (1979)</b>	84 parents	The decision stage, the age of child and socio-economic characteristic (income, education, occupation, family size and the age of younger children) as independent variable	Older (elder) children have greater involvement in decision making than younger children, however, they have less influence than parents' for sub-decision areas (choice and how much to spend). It also reported that the children's involvement (for providing information, selecting product and brand are co-related) is co-related with the family size.
11	<b>Jenkins (1979)</b>	105 married couples who	20 independent variables (demographic, socio-economic,	Children have minimum influence for all products (Automobiles, Groceries, Furniture, Life Insurance,

		belong to the middle class and having child between age 1 to 19 year from Columbia, Ohio (US)	attitudinal and personality) Product: Automobiles, Groceries, Furniture, Life Insurance, Savings, Vacation decisions and general family decisions	Savings and general family decisions) except vacations. He also reported that children's influence in lowest for sub-decision area (how much, transportation mode and where to stay).
12	<b>Belch, Belch and Sciglimpaglia (1980)</b>	270 families' father, mother and child (not less than 13 year age)	Dependent (family members' perception on conflict and conflict resolution models). Independent (specific decision areas – when to buy, where to buy, how much to buy, style, make and model) variable. Products: six products including appliances, automobiles, breakfast (cereal), furniture, television and vacation	
13	<b>Roberts, Wortzel, and Berkeley (1981)</b>	1150 mothers belong to middle class	37 products like children food, clothing, cereal, cookies, sweets, snacks etc.	children have less influence on the brand choice of mother when she is more concerned about nutrition, family's financial condition and when she is more

				conservative and traditional.
14	<b>Belch, Belch, and Ceresino (1985)</b>	260 children, husband and wife	independent variables including product category, decision making stage and sub-decision areas of each product category	<p>Children's influence is higher for cereals and vacations. It varies along sub-decision (being lowest for where and how much)</p> <p>Children's influence in minimum (lowest) in product choice stage</p> <p>Children believe that they are exercising more influence than their parents' perception</p> <p>Children think that father has more influence than his father that he thinks he has.</p>
15	<b>Moschis and Mitchell (1986)</b>	161 respondent mother-children (junior & senior school) in rural, semi-urban and urban area	<p>Dependent variable (role of children – initiator, influencer, decider and purchaser).</p> <p>Independent variable (age, amount of money earned, gender, socio-economic status, communication structure, television advertisement viewing etc.)</p> <p>Products : child's clothing, soft drinks , school supplies, shampoo, kitchen appliances, auto repair,</p>	<p>Older (elder) children participate more in family decision making.</p> <p>Higher the socio-economic status of the family greater the children's influence in the stage of problem recognition.</p> <p>Children's participation in family increased as money earned outside home increases</p>

			grooming product for child use etc.	
16	<b>Moschis, Prahasto and Mitchell (1986)</b>	734 adolescents adopting survey method	Dependent (adolescent's brand preference, attitude of adolescents' towards market place, conflict resolution process and consumer dissonant)  Independent (family communication pattern) variable	Communication pattern of family have significance influence on young adolescents.
17	<b>Darley and Lim (1986)</b>	106 parents (66% mothers and 33% father) of children aged 1 to 17 years belonging to middle class in Washington DC	7 sub-decision areas as the dependent variable of the study and the parental locus of control, parental type and the age of children as independent variable.	Single parents perceived that their children have more influence than dual parent.  Older (elder) children perceive that they influence more than younger one for how much to spend.  In general, the independent variable are found to have differing impact on the decision making process
18	<b>Swinyard and Sim (1987)</b>	American families (489) those were living in Singapore having children	Dependent Variable - children's participation  Independent variable(product type, the age of child and the decision stages)	Children exercise more influence for children – centric product and problem recognition stage.  Elder (older) child have more influence in all decision stage for outside entertainment, durables and nondurables than of younger child.

		less than 20 year of age	25 different products (classified as: Child's product, durable and non-durable, family activity etc.)	
19	<b>Isler, Popper and Ward (1987)</b>	250 families who have 3 to 11 years children	Independent variable – age, location, product type and television viewing. Dependent variable – child's request type, mother's response, child's response and subsequent response of mother	Younger the children more the request they make than elder children. Younger children make more requests for toys and candy than elder one. Older children request more for snack and cloth than other product. As compare to older children, younger children easily accept mother's refusal.
20	<b>Foxman and Tansuhaj (1988)</b>	193 pairs of adolescents aged 11 to 18 and mothers living in three small north western town	14 broad products, out of which six is for family use, six is for adolescents and other two is of parental use	Children have more influence for the product directly relevant to them than the product for family. There is a gap (disagree) between the perception of children and mother for certain product.
21	<b>Hansen and Bokemeier (1988)</b>		independent factors like Parents' marital equality Children's employment & task involvement, no of child in household, working	

			condition of parents (dual working or not), family income, family type and the education of mother	
22	<b>Foxman, Tansuhaj and Ekstrom (1989a)</b>	161 child (aged 11 to 18), wife and husband	12 (6 is of family use and other 6 is of adolescents use) products	Children perceive that they have more influence than of parents in family's decision
23	<b>Foxman, Tansuhaj and Ekstrom (1989b)</b>	161 child aged 11 to 18, wife and husband	Independent variable (family communication environment, Product related factor and personal resources) 14 different product including 6 for family use, 6 for adolescent use and 2 for parental use	Adolescents have more influence in concept oriented family. The influence of children increases with the possession of income and better grade.
24	<b>Brown and Mann (1990)</b>		socio – economic status of family, type of family, size of family, family cohesion & adaptability, parent – adolescent communication and parental conflict resolution strategies	Age is neither related to participation of adolescents' nor decision divergence in family decision making Female child involved more in family's decision than of a male child Adolescents belong to one-parent families have more influence than two-parent families in their families decision making
25	<b>Kim, Lee and</b>		adolescent power (referent power,	

	<b>Hall (1991)</b>		coercive power, reward power, expertise power and legitimate), Income, sex and age of the adolescents Product: 20 products like the major and minor item for family and major and minor item for adolescent	
26	<b>Swinyard and Sim (1993)</b>		each of the four stage of purchase decision	Older (elder) children in household perceived more influential than of younger one. “family” decision making differs from the decision making of “husband-wife”
27	<b>Beatty and Talpade (1994) Replicated and extended the study of Foxman et. al. (1989)’s</b>	429 teenager and 120 mothers		The teen’s perceived that financial resources affect their perceived participation in purchasing stereo for family Knowledge affect the teen’s perceived influence in the initiating stage but not in the stage of searching and decision Teen’s from dual-income families exercising more influence in the stage of initiating and searching / deciding than of teen’s from single-income family Teen’s influence is higher in initiation stage than

				search / decision stage for both adolescents purchase and family purchase.
28	<b>Palan and Wilkes (1997)</b>			Adolescent use more strategies for influencing their parental / family decision making, whereas, younger children more likely to simply ask for the products. The influence of adolescent may vary across the different factors, however, for an example, the adolescent belong the concept oriented families exercising more influence in their families decision (family in which the parents are encouraging children to develop their own ideas etc...), when the adolescents have greater personal resources.
29	<b>Kim and Lee (1997)</b>	380 high school students, 137 mothers and 132 fathers	broad categories of product including minor product for child and family and major product for child and family	Older (elder) children have greater impact than younger for children's minor product Father's age and children's income is positively related to influence of children for family's minor product The age of father is inventively related to influence of children for children's major product Mother's age is negatively and father's age is positively related to the influence of children for

				family's major product.
30	<b>McNeal and Hwa Yeh (1997)</b>		nature and the extent of the consumer behavior of chines children	4-10 year of children are more frequently visiting the food store while the children aged 10 and older are vising bookstore The street merchants were also preferred and the last rank was given to the departmental stores. The study also showed that the children were frequently taken by parents to the market.
31	<b>Holdert and Antonides (1997)</b>	74 Dutch families (Father, Mother and Child aged 8 10 12 years of age)	Stages of decision making process and the conflict resolution strategies adopted by families. Product: clothing (adult and parent), holidays and sandwich filling	Children belong to modern families have more influence than of traditional family. The influence of children was found high in lager stages.
32	<b>James and Mindy (1999)</b>	460 children of grade 4 to 6 in their elementary schools of Beijing metropolitan area	children's participation in Family Decision Makin	

33	<b>Dobhal Shailesh (1999)</b>		<p>Child's influence for different product category</p> <p>Product: Personal products, consumable goods, vacation, household durables, family vacations, automobiles and financial product, family toiletries, etc...</p>	<p>Children now are co-decider / influencer for the personal products, consumable goods and vacation</p> <p>The study stated that they are initiator/gatekeeper (for household durables), co-decider/users (for family vacations, automobiles and financial product), and buyer (for family toiletries)</p>
34	<b>Kapoor (2001)</b>	Families in Delhi	<p>six durables— personal computers, audio systems, televisions, washing machines, refrigerators, and cars</p>	<p>Younger family member were the initiator, moreover, she found that each member were associated with the different roles of the purchase decision making process.</p> <p>Child in the family affects the purchase decision of the durables like television, audio system and personal computers but the final decision is made after the consultation with other family member.</p> <p>Children do not exercise much influence in the sub decision area like how much to spend</p>
35	<b>Hundal (2001)</b>		<p>Television, Refrigerators, air-coolers, and washing machines</p>	<p>They reported that mostly decisions were taken by the husband and wife jointly but it was highly influenced by the children</p> <p>The study noted that the selection of brand were</p>

				made by the couple but were influenced by the children.
36	<b>Gupta Seema and Chundawat D.S. (2003)</b>		Durables like television, refrigerator etc...	The large number of the purchase decision are influenced by the interaction with his / her friend, family and relatives as there are the several roles in the family decision making. The demand of television was mostly initiated by the children, for the other included product female in the family have more say The decision for payments was done mostly by male member in family.
37	<b>Verma and Kapoor (2003)</b>		Recently bought one of the six products, namely, car, audio system, personal computer, television, refrigerator, and washing machine	
38	<b>Shoham and Dalakas (2003)</b>	128 triads (child aged 13 to 18 year, mother and father)	television, vacation, electrical appliances, cereals and furniture	The study reported the father exercise the highest influence in deciding for television and car as compare to the other products.
39	<b>Chavda et. al. (2005)</b>	100 adolescent of 11 to 16 years of	broad product category was studied, namely, toiletries, household,	The study reported that there was no significant difference found between the mean value of the

		age and 200 parents including Mother and Father were selected from 5 schools	entertainment, clothes for adolescent and parent both, food product etc.	male and female perceived rating, except for food category and large purchase. The study also reported that there was no disagreement found between rating of parents and adolescent with regards to influence of adolescent on different product category.
40	<b>Dotson and Hyatt (2005)</b>	663 students in grades 4 – 11 located in rural, urban and sub-urban area	age, gender, television viewing, spending available amount and the time spend after school	The finding shows that the five consumer socialization factors (irrational social influence, importance of television, familial influence, shopping importance, and brand importance) influences the children's purchase behavior. The result also indicates that relative impact of various socialization factors varies according to age, gender, television viewing, spending available amount and the time spend after school.
41	<b>Shoham and Dalakas (2005)</b>		children's product (Food, toys, Clothing and nonalcoholic product), children's education (courses for children, school and private tutor), activities (restaurants, family vacation, entertainment), durables	They reported that child's overall influence depends on the child's perceived level of usage of product, moreover, child exercise higher influence in the earlier stage and it decreases for higher stages of the same.

			(TV, television, refrigerator, house / apartment, furniture, appliances for household, car, insurance), and non-durables (household cleaning product, cosmetic, clothing, drugs and alcoholic beverages, kitchenware).	
42	<b>Aviv and Vassilis (2006)</b>	parents of 10 to 18 years old children	breakfast cereals and athletic shoes, etc...	Israeli adolescent more often use ration tactics than emotional for both the selected product i.e. breakfast cereals and athletic shoes.
43	<b>Gram Malene (2007)</b>	<ul style="list-style-type: none"> <li>• 26 in-depth interview with children and parents</li> <li>• Telephonic interview with 800 Danish and 1200 German</li> <li>• 200 Danish and 200 German children</li> </ul>		The researcher reported that parents perceive that the children have moderate impact on decision making, on the other side children perceive that they have high level of impact.

44	<b>Thomson, E. S., Laing, A. W. and McKee, L. (2007)</b>	20 families meant that 40 parents and 44 children		The study concluded that the children in all the 40 families found to have direct influence in their family's purchase decision. The researcher reported that the, since long, children have been acknowledged as an important actor in family decision making with their ability to indirect or direct influence.
45	<b>Martensen and Gronholdt (2008)</b>	Aged 5 to 13	14 Products	Survey reported that the children exercise strong influence over their family's decision for the product, which are directly related to them, moreover, they study also reported that the elder (older) children exercise more influence than younger one and as per the parents' perception gender does have any significant impact family's decision making.
46	<b>Guneri et al (2010)</b>	849 families	limited to the product which are directly used by the children	The study reported that the children's are more influential for need-recognition and the sub-decision areas like which to buy, where to buy, when to buy. On the contrary, parents perceived that the children are exercising less influence in their family decision making, however, they perceive themselves as most

				influential unit in their family's decision making, moreover, the study reported that parents underestimating the role of children in family's decision making.
47	<b>F. Bahar Isin and Sanem Alkibay (2011)</b>	257 respondents through 26-item questionnaire of the children from 12 private kindergartens in Ankara, Turkey		The study reported that the most parents acknowledged that their children have influence in their purchasing decision. The study revealed that number of children, gender of children and the employment status of mother are the determining factor for the influence of children in the family decision to purchase certain product.
48	<b>Kaur and Medury (2011)</b>	346 parent-child dyads in Delhi, India	Family decision making process	The study suggested that children's influence in family purchase decision varies as per familial characteristics such as occupation of parents, the family communication pattern. The empirical investigation shows that the children exercise higher influence in concept oriented families than those of social oriented.
49	<b>Arzu Sener (2011)</b>	250 father and mother pairs with the children aged	Bicycles, tooth paste, living room furniture, cloths for parents	The study reported that boys perceive that they exercise more influence than of girls with regards to purchase decision about bicycles for the children,

		13 to 19		tooth paste for children and family use, living room furniture, cloths for parents. Parents perceived that boys have strong influence in family purchase for specific product than girl.
50	<b>Ali et al (2012)</b>	60 parents and 60 children aged 6 to 16 years	Survey was aimed to analyze the impact of age of child, gender of child, and parental professions, have on children's influence in their family decision making	The analysis of study showed that specifically the boy child, who are in the age group of 14 to 16 have more influence than those of girl in the same age group, moreover, the study reported that the influence increases when parents are professionally involved then otherwise.
51	<b>Monica Chaudhary and Aayushi Gupta (2012)</b>	350 respondents (175 children and their parents)	different influence tactics used by children	The statistical analysis of study suggested that persuasion strategy is used by the children followed by emotional and bargaining strategy. The study also stated that, there was no significance difference found in the perception of both the respondents regarding the uses of influencing tactics.