CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1 INTRODUCTION

Consumer behavior tells us what the needs of consumers are. We identify simple but powerful facts about buying behavior - who buys, what they buy, and how do they buy. The results give us amazing insights into what customer's thinking process is and how they differ across different background variables such as age or gender. Children are a very important target market for marketers worldwide. With the dawn of extensive media, children have become full-fledged consumers and marketers are communicating directly with children or through children to their parents.

Children in India constitute a major proportion of population. With growing incomes and education, family structures are seeing a phenomenal change. Nuclear families are on the rise; there are fewer children in the family, hence the role of children is getting stronger. In an emerging economy like India, marketers are just beginning to experience the influence of children in family purchases. Marketers need to move beyond the traditional predictable techniques that worked for generations [125]. Yet, there is hardly any empirical exploration into the course and effects of child’s role in family buying process.

Most of the empirical studies have been conducted in developed countries [10] [137] and the available literature has failed to identify any comparable studies in India. Therefore, the current study aims to i) identify and examine child’s consumer socialization agents; ii) identify and examine child’s use of various influence strategies; iii) identify and analyze distinct product categories based on child’s influence levels; iv) compare child’s influence for the identified product clusters and across different stages of the family buying process and v) proposing a structural equation model for understanding the family buying process in India. The study was carried out on 175 families with 350 respondents (child and parent) over a span of almost three years which included data collection as well as analysis. Findings of the study are quite remarkable and have immense implications for Indian corporates as well as
academicians. This last chapter recaps the research methodology, summarizes the objectives, states the implications of research, and puts forward the future scope of research.

**5.2 RESEARCH METHODOLOGY**

The current research relies on descriptive research design that is portrayed on semi-structured focus group discussions and structured questionnaires. On the basis of the literature review and in-depth focus group discussions with Indian parents and their child, two questionnaires were prepared; one for the child and another one for the parents. After the pilot study, problems were identified and the questionnaires were revised to ensure that all questions would be comprehensible to the respondents. For testing the reliability of the research instrument convenience sampling is used. For the main study, random sampling and cluster sampling is used. A cluster sample consisting of the selection of 10 schools is taken. From each of these ten schools, four classes are randomly selected- from classes student clusters are randomly selected, each cluster containing around 10 students. A total of 400 set of questionnaires were sent to these 10 schools. Out of the 374 responses received, only 350 questionnaires were found to be fully filled, the rest 24 were discarded due to incomplete information. The child-parent respondents have been considered as a sample unit. The study is focused on younger children aged between 8-12 years. The respondents are both the child and anyone of the parents.

The questionnaire was designed to tap information about the personal characteristics of the respondents namely, age, gender, etc; the child’s consumer socialization agents; the child’s use of various influence strategies to influence parents; the child’s influence in the family buying process for different products and services; and the child’s influence in the different buying stages and sub-decisions. Likert technique was used with five point scales (for parents) and three point (for kids).

Statistical Package for the Social Sciences (SPSS) version 17.0 was religiously used for the statistical analyses. Various statistical tools were used to analyze data like descriptive statistics to quantitatively summarize the data; factor analysis to extract factors of child’s socialization, influence strategies and product categories; Duncan’s mean test to compare
means of the dimensions across various descriptive; correlations to find out the relationship between two variables and regression to find out the determinants of a dependent variable. With the help of these tests, the data was successfully analyzed.

5.3 SUMMARY OF CONCLUSIONS

The objectives of the research were the following:

1. To identify and analyze the dimensions of child’s consumer socialization affecting child's influence in family buying process.
2. To identify and analyze different influence strategies children use to persuade their parents.
3. To identify and analyze different product categories on the basis of child's influence.
4. To examine child’s influence in family buying process stages for different product categories.
5. To investigate and propose a model identifying relationships across socialization agents, influence strategies, buying stages and product categories using structural equation modeling.

In the purview of these objectives, an extremely scrupulous and conscientious research was carried out on Indian families. Discussed below is the summarized finding of each of the objectives.

5.3.1 Objective 1: To identify and analyze the dimensions of child’s consumer socialization affecting child's influence in family buying process.

The first objective is fulfilled with the help of a number of statistical analyses that included factor analysis, Duncan’s mean test and descriptive statistics. In order to identify and evaluate the consumer socialization agents for child on primary data, factor analysis is done. Principal component analysis is the method of extraction. The Kaiser rule is also applied for extracting factors. Four factors emerged viz. friends & TV, parents, internet and shopping. A detailed analysis is further done for each of these agents. The mean and standard deviation of the agents are computed in order to gauge the top most socialization agent for kids in India; i.e shopping, followed by parents, friends & TV and lastly by internet. The next step involved
comparing these agents across the various demographic variables of the child and his family namely child’s age, gender, birth-order, no of siblings, family structure, parent’s qualification and parent’s occupation. Socialization agents showed significant variances for some of the agents. It is interesting to see that young children are more socialized through friends and TV and older children in the age group of 11-12 years are more socialized through internet. Boys are more influenced by TV and internet than girls. No. of siblings and child’s birth order does not make any significant difference in the consumer socialization agents. The analysis shows that children in the joint family are more socialized through internet than in nuclear family. Except for internet, father’s qualification has no impact. But father’s occupation is impactful; Significant difference were found in the mean values of two consumer socialization agents namely; friends & TV and parents. Surprisingly on the other hand mother’s qualification and occupation made no difference in the socialization agents of children. Since in India, female literacy and workability are still is nascent stage, this result is not in line with the western studies where mother has been identified as an important socialization agent [80] [82] [209].

5.3.2 Objective 2: To identify and analyze different influence strategies children use to persuade their parents

Like the first objective, the second objective was also fulfilled with the help of varied statistical analysis that included descriptive statistics, factor analysis, Duncan’s mean test, correlation and regression analysis. In order to identify the different influence strategies which children use to influence parents, exploratory factor analysis was done. Principal component analysis was the method of extraction. The Kaiser rule was applied for extracting factors. Five very interesting strategies were extracted viz. aggressive strategies, persuasive strategies, rational strategies, knowledge strategies and emotional strategies. A detailed analysis was done for each of these strategies. The mean and standard deviation were computed in order to gauge the most popular strategy among children. Emotional strategies have the highest mean and hence the most used strategy by children. It is followed by knowledge strategies, persuasion strategies and aggressive strategies. The least used strategy by Indian kids is rational strategies.

The next step involved comparing these strategies across the various demographic variables. Analysis shows that older children can understand the complex human emotion system and
have more knowledge about brands; hence they use the emotional and knowledge strategy more often than their younger counterparts. The boys use knowledge strategies of influencing parents more often than girls. Emotional strategy is used more often by those children who are single child of their parents. No significant difference was found in the mean values of all the five influence strategies when compared across the child’s birth order. Analysis also highlights the difference in the perception of child and his/her parent when asked about the use of various influence strategies. For “knowledge strategy”, parents perceived their children use these strategies more often than what their children think about it. While for emotional strategy, children perceived that they use this strategy very often, but parents perceived it as less used by the children.

This objective also examines the impact of different socialization agents on the child’s use of strategies. All the correlations have positive coefficients and some are significant. Friends & TV, internet and shopping are significant for three influence strategies. Though important, parents are not significant for any of the influence strategies. Aggressive and rational strategies are not related to the child’s socialization. To further understand the strength of the relation between the socialization and influence strategies regression analysis was conducted. Step-wise regression was conducted keeping each of the socialization as independent variables and strategies as dependent variable. For few of the strategies many agents came significant. Friends and TV and Shopping determines 8% variation in the use of persuasive strategies. Internet as an agent was very significant for knowledge strategies. For the emotional strategy, shopping is the significant socialization agent to impact.

5.3.3 Objective 3: To identify and analyze different product categories on the basis of child's influence.

For the fulfillment of the third objective, a series of statistical analyses were done. It began with factor analysis, followed by mean tests to compare the dimensions across various descriptive and ended with the correlation and regression analyses. In order to identify and evaluate the child’s influence for various products, factor analysis was done. Principal component analysis was the method of extraction. The Kaiser rule for number of factors to extract was applied. Factor analysis resulted in three distinct product categories based on child’s level of influence in their purchase i.e loud goods, noisy goods and quiet goods. Loud
goods are expensive products which require more time and effort of the family members and hence joint family decisions are more likely. Noisy goods are not very expensive and are directly used by children. Hence children have high involvement in these products and they make the maximum effort and noise to influence their parents and hence are named as noisy goods. Quiet goods are regular household products in which child have least interest. Descriptive statistics was computed for a better understanding. The findings show that for loud and noisy goods child is having very high influence as these are the products of high child involvement.

These product categories so formulated after the factor analysis were then compared among the various demographic characteristics of the child and his parents. T-tests were conducted to compare across all the personal characteristics; few t values came significant like age, no. of siblings, family structure and parents qualification, whereas few are not, like gender, birth order and parents occupation. Further t-tests also revealed the significant difference in the opinion of child and parent for loud goods.

To examine the impact of different influence strategies on the three product categories, correlation and regression analysis was done. Most of the correlations are significant. Thus stating the fact that the child’s use of varied influence strategies some what determines the child’s influence for different product categories. For loud goods, rational strategies came as significant. For noisy goods, knowledge and emotional strategies are impactful. For quiet goods, as expected none of the strategies emerged as significant contributor. Children are least interested in influencing parents to buy any of the quiet goods and hence they don’t use any of the influence strategy.

5.3.4 Objective 4: To examine child’s influence in family buying process stages for different product categories.

For the fourth objective, another set of analysis was done. It began with mean tests to compare the dimensions across various descriptive, followed by correlation and regression analysis between influence strategies and buying stages and ended with the correlation and regression analysis between buying process stages and the three product categories.
The three buying stages namely, initiation stage, search & evaluation stage and final stage along with the four sub-decisions namely, where to buy, when to buy, which to buy and how much to buy were then compared among the various demographic characteristics of the child and his parents. T-tests were conducted to compare across all the personal characteristics. Child’s age is not significant for the buying stages but emerged significant when compared with the sub-decisions. Older children have more influence when the family decides about where to buy, when to buy and how much to buy. With regard to family structure, most of the t values were significant. Children in the joint family are more influential than those in the nuclear family in the initiation and the final stage of buying. Indian joint families have strong influence over child’s participation in the buying process. With grandparents, child is able to influence more as compared to those children who are in nuclear family set-up. The same is true for sub-decisions also. Three out of four sub-decisions shows significant differences in the mean values. The other variables like gender, birth order, parent’s qualification and parent’s occupation showed no differences for stages and sub-decisions. Further t-tests also revealed that there is no significant difference in the opinion of child and parent. Indian parents are well aware of the psychology of their children and understand them very well as far as their influences in the stages and sub-decisions are concerned.

The next step was to understand the relationship between influence strategies and buying stages. Most of the correlations are significant. Thus stating the fact that the child’s use of varied influence strategies does determine the child’s influence levels in different buying stages. To understand better, step-wise regression was done by keeping the five influence strategies as independent variables and child’s influence on three stages individually as dependent variables. The regression between the dependent variables and the independent variables revealed the following. Two out of five influence strategies showed a significant relation with the initiation stage of buying i.e, knowledge and emotional strategies. For the search & evaluation stage, emotional strategies showed a direct positive relation indicating child’s use emotions to influence parents in the search and evaluation stage of the buying process. Other strategies like aggressive, persuasive, rational and knowledge strategies are not significant in the second stage. Aggressive strategies and knowledge strategies are positively correlated with the final buying stage indicating child’s use aggression and knowledge about the product in question to influence parents’ final decision in buying a product or service.
Another set of correlation and regression analysis was done to understand the relationship between child’s influences in buying stages with the different product categories. All of the correlation coefficients are significant. Thus, stating the fact that, the child’s influences in the buying stages determine the level of influence for different products. To understand better, step-wise regression was done by keeping the tree stages as independent variables and child’s influence for loud, noisy and quiet goods as dependent variables. The regression between the dependent variables and the independent variables revealed the following. There is a direct positive relation of all the three these stages with the loud goods indicates that the children influences parents at every stage for the products in question and hence very highly impacts the family buying process. Influence in the noisy goods is nicely explained by the child’s level of influence in the initiation and search & evaluation stage pf buying process. the influence in the final decision stage is very significant for quiet goods.

5.3.5 Objectives 5: To investigate and propose a model identifying relationships across socialization agents, influence strategies, buying stages and product categories using structural equation modeling.

For the last objective, the data has to be analyzed which involved construction of a SEM model, CFA and path analysis. The analysis was carried out as follows: model confirmation, model discrimination, parameter estimation, testing for fit and model reconfirmation. Confirmatory factor analysis (CFA) is first used to extract factors to form constructs. Then a structure equation model is employed to incorporate child’s consumer socialization agents, child’s use of pester power through various influence strategies, the three stage family buying process and finally the child’s influence in the buying of three selected product categories. The linear model is tested and adjusted for an adequate data-fitting and research framework. Finally, a structural model of child’s influence in the family buying process is explained. Four separate constructs were used to test the model, and these indices show that on an empirical level, the model does adequately reflect child’s participation in the family buying process. This model and testing is also a theoretical advance. Future research could examine the child’s communication pattern with the parents or predict the success rate of child’s pestering.
5.4 COMPARISON WITH THE PREVIOUS STUDIES

The identification of the consumer socialization agents can be compared with the agents from other similar studies. Exploratory factor analysis resulted in four distinct socialization agents; Friends & TV, Internet, Parents and Shopping. Except internet, all the agents are common among related studies also [29] [74] [76] [77] [78] [92] [102] [103] [104] [205] [206] [207]. Internet became more popular and effective in 21st century and since then it became an interesting area to study. Recent studies have explored the child’s socialization through internet [111] [113] [116] [208]. Findings showed that young children are more socialized through friends and TV and older children are more socialized through internet. Boys are more influenced by TV. This is similar to other’s findings in the same area [72]. Mother’s qualification and occupation is one area where results are not in line with the western studies where mother has been identified as an important socialization agent [80] [82] [209]. Since in India, female literacy and workability are still is nascent stage, mothers are yet to show their real strength. Friends do not emerge as a significant influencer in any of the product category for young children in India. This is not in line with many studies of the similar nature. The findings were similar to a study which highlights that young children nominated their parents, particularly their mothers, than friends as people most important in their lives [227]. Parents have strong influence on child’s consumer knowledge. This finding corresponds with other related studies [228] [229] findings, children are more dependent on their parents, which reflect parental power. With regards to the five influence strategies namely, aggressive, persuasive, rational, knowledge and emotion strategies, we have confirmatory results. The past researches [125] [148] [50] [149] [151] [152] also studied similar strategies with different names and approach.

Though one of the very important implications of the study is the creation of a new product categorization based on child’s influence levels, we can still see somewhat overlapping results with other studies. In the case of noisy goods, child is having the strongest influence on decisions. These are the products of high involvement for children and hence they impact more. Results are in-line with previous studies [26] [149]. With regard to loud goods, there are mixed results. Quite a number of studies highlighted that children have least influence on durable and expensive products [7] [114] [149] [171] [211] [212]. But our study here contradicts earlier studies and show that children not only influence the purchase of products
that are directly consumed only by them, but a much wider range of products for use by the entire family. Studies supporting our findings are the more recent ones [6] [14] [213] [214].

According to the findings of study, children exert influence on the purchase different products and services, marketers must focus more on advertisements and promotions centered on children for these goods. They should build desire for their product and their brand and encourage consumption of their product [230]. When communication is aimed at young children, children are likely to be more influenced by promotional activities than adults [231]. Importance should be on associating the product with fun and joy, rather than on providing factual product-related information [230] [232]. The findings are not in line with old notions that children are not much instrumental in the purchase of loud goods due to financial constraints and but rather play a role while making expressive decisions such as color, model, brand, shape, and time of purchase [233]. Table 5.1 presents the summary of this section.

**Table 5.1: Comparison with previous studies**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Inline with previous studies</th>
<th>Not inline with previous studies</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Child socialization</strong></td>
<td>Friends and TV emerged as important agents and older children are more socialized through internet. Boys are more influenced by TV [29] [72] [74] [76] [77] [78].</td>
<td>Mother’s qualification and occupation is one area where results are not in line with the western studies. Friends do not emerge as a significant influencer in any of the product category for young children in India.</td>
<td>In India, female literacy and workability are still is nascent stage, mothers are yet to show their influence. In traditional economy like India, young children consider parents rather than friends as more important.</td>
</tr>
<tr>
<td>Influence strategies</td>
<td>Results were confirmatory. Past researches also studied similar strategies with different names and approach. [125] [148] [149] [150] [151] [152].</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Buying Stages</strong></td>
<td>Child has highest influence in initiation stage [77] [114] [117] [136].</td>
<td>Children's influence is greatest in the problem recognition stage and declines in the search stage and lowest in the final stage. Our results contradict and show that child’s influence is lowest in search &amp; evaluation stage.</td>
<td>Young Children may not be very interested in searching for product details but are very influential in final buying stage. Ex: Colour, Model, Brand</td>
</tr>
</tbody>
</table>
| Product categories    | Overlapping results with other studies Noisy goods: Strongest influence of child [6] [14] [26] [213] [214]. | Loud Goods: Children have high influence; result not similar many studies [14] [77] [114] [171] [211] [212]. | Children are getting more & more influential even for expensive products
  - Nuclear families
  - Increasing per capita incomes
  - Educated parents
  - Less no. of children |

*Ph. D. Thesis* 157
5.5 IMPLICATIONS OF THE STUDY

Based on the conclusions derived after the in-depth and comprehensive study, few implications can be made about child’s role in the family buying process in India. The rapid growth of children’s market [8] [234] that is characterized by complex and sophisticated consumers motivates the marketers to understand the child’s roles in family buying. Children spend lot of time watching television and surfing internet; they are educated, updated and more informed about products and technology. Even for the grocery shopping kids are participating on a regular basis [235] [236]. Therefore, the marketers are keen to know how children interpret, understand, evaluate and influence the parents’ purchase decisions. The global marketers also need to understand the Indian consumer attitudes and behaviors in different cultures and communities in order to design effective marketing strategies. Below presented are the various implications for practitioners.

5.5.1 Aim at tweens

For planning of marketing strategies targeting tweens, it is imperative to judge whether the product category is one in which children might have influence. Marketers can gain by understanding the strategies that children use to make the parents’ yield to their requests. In the study we found that child became “noisy” when the family had to buy a DTH service. The child influences the family to buy the service where kids’ interactive services are available to his choice. Although tweens in our study did frequently employ few strategies more often than others, our results suggest a more complex pattern of interaction as tweenagers make use of a variety of influence strategies to influence their parents. Any tween-focused marketing campaign has to relate with the kids. Attitude branding is what they are seeking for. A 10 year old would try his best to influence parents to buy a particular brand T-shirt because in the TV advertisement the child model displays some intricate action wearing that T-shirt. Tweens are very versatile; marketers can tap them by creating desire for their product and their brand and encourage consumption of their product. When communication is aimed at tweens, they are likely to be more influenced by promotional activities than adults.


5.5.2 Focus on categorization

The product classification is an important aspect of consumer behavior. Therefore, it is important for the marketers to know, to what extent the differences in child’s behavior towards different product and services will lead to new categorization of products. According to the findings of the study, as the children exert the maximum influence on the purchase of noisy goods, marketers must focus more on advertisements and promotions centered on children for these goods. For loud goods, marketers must engage in promotion policies which are going to make the children aware and informed about the products, so that they can act as the initiators for these products. Loud Goods like consumer durables are attractive for both parents as well as child; the outlets for loud goods should be attractively located in shopping malls and trendy commercial areas. This would allow both parties to actively participate in the buying process.

5.5.3 Use cutting-edge marketing

With the easy access to internet and other media, young children in India are becoming more and more exposed to online marketing communication. Marketers can show advertisements on cartoon and child-oriented channels. They can also make the product information available online and advertisements on social sites like Facebook and email sites like Gmail where they generally hover around during their free time. Brand awareness can also be gained through children’s clubs combined with competitions and discount promotions e.g. McDonald’s happy price menu with a toy is a hit with the Indian children. For example, promotional activities in schools and through dentists have made the toothpaste brand Colgate a hit amongst the Indian kids. Since parents have high control over their children’s’ wants, according to the findings of the study, the children have the least influence in the search and evaluation stage for all the product categories, making it clear that children and their parents both work together in family buying process. Therefore, marketers should target both children and parents. They must address the needs of both parties and work to help to resolve any conflict that may arise [18]. Marketers should also keep parents at their focal point. Based on the findings that children use persuasion tactics like “express your opinion on the product”, “tell parents about the TV ad he/she saw about the product” and “focus on a particular brand” more often, indicates that while targeting tweens, marketers should also focus on creating brand awareness. They should
advertise the products on different media, particularly on television between the soap operas, for Indian mothers as they are glued to them, generally the housewives in the afternoons. Further, the focus here should be on the facts, the nutritional values of the food items.

Regarding pricing decisions also, the study provides some insights. The Indian parents like the Hong Kong parents, as studied by Wut and Chou [74], look around for value products and thus, marketers could have bulk packs with lower pricing as a pricing strategy for family products like shampoo, wheat flour, etc. and food items like Maggi noodles, potato chips, carbonated drinks, etc.

Lastly, the fact that more and more marketing communications are targeting at children, companies are facing challenge to adopt an ethical approach when dealing with the children in the business world. However, this requires a much more succinct approach than has been adopted in the past. Previous research showed that younger children are more susceptible to advertising [237].

5.5.4 Evangelize features and values

According to the findings of the study, while children quite often initiate a buying call, they have the least influence on the search and evaluation stage for all product categories but also influence the final buying decision, making it clear that children and their parents both work together in family buying process. Therefore, marketers should target both children and parents keeping parents at their focal point. They should advertise the products on different media, particularly on television between the soap operas, for Indian mothers as they are glued to them, generally the housewives in the afternoons. Further, the focus here should be on the facts e.g. the nutritional values of the food items, the learning aspect of the toys or the video games, etc. The study indicates that the parents are more likely to be persuaded by the logical and practical arguments rather than the emotional tantrums and aggressive behavior, it is more rational for the marketers to focus on the advantages and usefulness of the products meant for children. We saw that parents view such situation as an opportunity to teach their children the principles of consumer behavior.
5.5.5 Well informed parents

Another practical implication pertains to how parents can handle constant purchase requests by their children. The study will be highly useful to the parents in understanding the different tactics that children use in order to persuade them. If they know how the child is going to influence them, they can prepare themselves to avoid child’s influence tactics for purchases. This is also crucial from a consumer welfare perspective, as many parents in developing countries cannot afford to yield to all the requests of the child [132].

5.5.6 Extrapolating the findings

The current study can also be generalized to other economies which are developing and emerging economies like India. This is interesting for academicians and marketers to understand that countries similar to India’s cultural perspective may have similar implications. For example, according to Hofstede [238] study on cultural dimensions of different countries, “Power distance is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.” Cultures that endorse low power distance expect and accept power relations that are more consultative or democratic. India’s score on power distance is extremely high (77) as compared to USA (40), UK (35), Germany (35), Switzerland (34) and other European nations [238]. As Hofstede noted, parents treat their children as equals in low power-distance cultures (USA) but expect obedience in high power-distance cultures like India (77), Indonesia (78), Singapore (74), and Malaysia (104). Such differences affect the child’s influence, which should be higher in the former compared to the latter. India is also highly characterized by collectivism when compared to USA. In such a cultural setting, children are expected to be more obedient to their parents and highly praise their advice and directives as is evident from the findings that for all goods children have less influence in the search and the evaluation stage. Though further studies are needed, we can say that global marketers can use this information to plan and implement their marketing strategies.
5.6 LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Although the study has been conducted with immense responsibility, proper planning has been done to analyze all aspects, precautions have also been taken to evolve a systematic study, but the small sample size as compared to the universe, bias or resistance in the respondents’ responses, lack of published /unpublished direct literature on Indian children, and time constraints could be some limitations. It is important to note that the study is limited to a sample size of 350 respondents in NCR of India. Due to not very large number of respondents, the results might be affected. Large sample size would also be difficult to analyze and with the requirement of the parent of the same child to fill the questionnaire, it became very difficult to collect data. Hence, 350 respondents were selected and were considered an ideal number for this dissertation considering the time constraint as well. As far as the region Delhi NCR is concerned, it could be justified on the grounds that Delhi NCR represents the enigmatic India of today. Culture of Delhi NCR represents the culture of all states. This could be supported from data of migrated population to Delhi NCR. Out of the total migration to Delhi NCR almost 49% is from Uttar Pradesh, 11% from Haryana, 11% from Bihar, 6% from Rajasthan, 5% from Punjab, 3% from West Bengal, 3% from Madhya Pradesh and rest 10% from other states [241]. Language problem was also faced while collecting data from young children especially with children below 10 years. They were not comfortable using the English language, hence the questions were explained to them in Hindi (Indian language). Great care was taken for precision, yet there may be certain gaps which need to be rectified.

Although the study has been done with limitations, it is definitely a pointer towards certain marketing trends which could be used as a basis for more extensive research efforts of a similar nature. Further research can be conducted by adding a couple of facets to it. The study can be replicated by taking into more mother centric variables affecting the Indian family buying. A comparative study on child’s influences in different family type can also be conducted. Further research can also be conducted by measuring the success rate of various influence strategies of children.