



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON THE LEVEL OF INFLUENCE OF CHILDREN ON FAMILY PURCHASE DECISION WITH SPECIAL REFERENCE TO KANNIYAKUMARI DISTRICT

**Mrs. T. MUTHULEKSHMI** (Reg. No.18223151012017) **Dr. P. SINGH (Guide)**

Ph.D Research Scholar in Commerce– Part Time,  
Manonmaniam Sundaranar University,  
Abishekapatti, Tirunelveli -12  
Tamilnadu, India

Assistant Professor of Commerce  
S.T. Hindu College,  
Nagercoil

### ABSTRACT

Children play a significant role in some family purchase decisions, and their influence varies by-product categories and decisional stages. In general, for products in which the child is directly involved in consumption, the child is expected to have at least some influence on the decision. This study is carried on the basis of primary data and secondary data. Primary data is collected using interview schedule exclusively for the study. Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various books, journals, reports and websites. For the collection of primary data, 125 parents were selected through convenient sampling method. They were met at their home where they were residing. A well-structured interview schedule was adopted to collect the primary data. It was concluded from the study that majority of the parents had been influenced by the children. There are various factors influencing the parents in buying decision. It was concluded from the study that the role of children plays a significant role in family buying decision. The children are the centre of attraction in any family irrespective of country and culture. They had been participating in all activities of the family. In the same way, they had been voicing their opinion for purchase of various products. Products directly used by children are mostly decided by children themselves. There are few family products where children influence was observed higher.

**KEY WORDS:** Children, Family Buying Decision, Influence and Parents

## INTRODUCTION

Children in India have become the most important object of research. India has one of the largest populations of children in the world, and Indian children have substantial economic power and unique influence of their parents. Children of the present day are more vocal and exposed to the media. They have a peer group to move in and so keep themselves abreast of the happenings in their surroundings. Products like new toys, chips or other snacks are their way of being the talk of the town. With their nagging behaviour, they can influence the purchase decision of their parents.

## STATEMENT OF THE PROBLEM

Indian society to a greater extent differs from the west in terms of family composition and structure, norms, values, and behaviour. Hence it becomes important to understand children's influence in the purchase decision making in families in the Indian context. They not only influence markets with regard to parental decision making on purchasing certain kinds of products, but they also act as future consumers.

Children play a significant role in some family purchase decisions, and their influence varies by-product categories and decisional stages. In general, for products in which the child is directly involved in consumption, the child is expected to have at least some influence on the decision. For the current study the researcher has undertaken the children influence on family buying decision greatly varies on the number of people in the family. Each member in the family will have varying degree of influence in buying various goods and services. The researcher has made an effort to understand the degree of influence exercised by the children in family buying decision. Hence the statement of the problem is to study the degree of children influence on family buying decision.

## OBJECTIVES OF THE STUDY

- ✓ To examine the level of influence of children on family buying decision
- ✓ To identify the person takes purchase decision while buying the goods
- ✓ To offer suitable suggestions based on the findings of the study.

## HYPOTHESIS

The study has the following hypotheses.

- ✓ There is no significant relationship between age group of parents and level of influence of children to take purchase decisions in Kanniyakumari district
- ✓ There is no significant relationship between gender group of parents and level of influence of children to take purchase decisions in Kanniyakumari district
- ✓ There is no significant relationship between educational qualification of parents and level of influence of children to take purchase decisions in Kanniyakumari district

## METHODOLOGY

This study is carried on the basis of primary data and secondary data. Primary data is collected using interview schedule exclusively for the study. Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various books, journals, reports and websites. The primary data were collected through a well structured interview schedule prepared by the researcher in consultation with the experts in the field. The finalized interview schedule was pre-tested as to its contents and wordings through a pilot study. The pilot study was conducted with twenty five respondents selected at random. The practical difficulties experienced by the respondents in answering the questions were set right and the final draft of interview schedule made.

## SAMPLING

For the collection of primary data, 125 parents were selected through convenient sampling method. They were met at their home where they were residing. A well-structured interview schedule was adopted to collect the primary data.

## ANALYSIS AND INTERPRETATION

**Table 1**  
**Shopping with the Children**

Sl. No	Shopping with the children	No. of Respondents	Percentage
1	Yes	123	98.4
2	No	2	1.6
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 1 clearly reveals that majority of 98.4 per cent of the respondents mentioned that they are shopping with the children and only 1.6 per cent of the respondents said that they are not shopping with the children.

**Table 2**  
**Frequent of shopping with the children**

Sl. No	Frequency of shopping	No. of Respondents	Percentage
1	Once in a week	86	68.8
2	Twice in a week	12	9.6
3	Once in a month	19	15.2
4	Twice in a month	6	4.8
5	No shopping with the children	2	1.6
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 2 clearly shows that 86 respondents (68.8 per cent) went to shopping with their children once in a week, 19 respondents (15.2 per cent) went to shopping once in a month, 12 respondents (9.6 per cent) went to shopping twice in a week, about 6 respondents (4.8 per cent) went to shopping with their children twice in a month and only 2 respondents (1.6 per cent) never went to shopping with their children.

**Table 3**  
**Average amount spend in a single purchase**

Sl. No	Average amount spend in a single purchase	No. of Respondents	Percentage
1	Below Rs.1000	4	3.2
2	Rs.1000 to 2000	44	35.2
3	Rs.2000 to 3000	19	15.2
4	Rs.3000 to 4000	3	2.4
5	Rs.4000 to 5000	26	20.8
6	Above Rs.5000	29	23.2
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 3 clearly discloses that 35.2 per cent of the respondents spend Rs.1000 to 2000, 23.2 per cent of the respondents spend above Rs.5000, 20.8 per cent of the respondents spend Rs. 4000 to 5000, 15.2 per cent of the respondents spend Rs.2000 to 3000, 3.2 per cent of the respondents spend below Rs.1000 and only 2.4 per cent of the respondents spend Rs.3000 to 4000.

**Table 4**  
**Person takes purchase decision in the family**

Sl. No	Person takes purchase decision in the family	No. of Respondents	Percentage
1	Parents	85	68.0
2	Children	15	12.0
3	Relatives	10	8.0
4	Others	15	12.0
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 4 clearly reveals that 68 per cent of the respondents mentioned that parents takes purchase decision in the family, 12 per cent of the respondents said that children takes purchase decision in the family, another 12 per cent of the respondents mentioned that other members in the family takes purchase decision in the family and 8 per cent of the respondents said that relatives takes purchase decision in the family.

**Table 5**  
**Consult the children while making purchases**

Sl. No	Consult the children while making purchases	No. of Respondents	Percentage
1	Yes	97	77.6
2	No	28	22.4
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 5 clearly reveals that 97 respondents (77.6 per cent) consulted their children while making purchases and the remaining 28 respondents (22.4 per cent) do not consult their children while making purchases. It was clear from table that majority of the respondents consult the children while making purchases.

**Table 6**  
**Buy all the goods demanded by the children**

Sl. No	Buy all the goods demanded by the children	No. of Respondents	Percentage
1	Yes	110	88.0
2	No	15	12.0
	<b>Total</b>	<b>125</b>	<b>100.0</b>

**Source: Primary data**

Table 6 clearly discloses that majority of 88 per cent of the respondents mentioned that they buy all the goods demanded by the children and the remaining 12 per cent of the respondents said that they never buy all the goods demanded by the children.

**Table 7**  
**Person takes purchase decision while buying the goods**

Sl. No	Category	Necessity	Luxury	Consumer Targets	Essential	Total
1	Parents	30(24)	30(24)	5(4)	10(8)	75(60)
2	Children	4(3.2)	40(32)	-	-	44(35.2)
3	Relatives	-	3(2.4)	3(2.4)	-	6(4.8)
	<b>Total</b>	<b>34(27.2)</b>	<b>73(58.4)</b>	<b>8(6.4)</b>	<b>10(8)</b>	<b>125(100)</b>

**Source: Primary data**

Table 7 clearly exhibits that majority of 32 per cent of the respondents mentioned that children taken purchase decision in buying the luxury goods, the next majority (24 per cent) of the respondents mentioned that they take purchase decision while buying luxury and necessary goods and 8 per cent of the respondents said that they take purchase decision while buying essential goods.

#### **Level of influence of children to take purchase decisions among different age group of parents**

The following table shows the level of influence of children to take purchase decision of parents based on age.

**Table 8**

#### **Level of influence of children to take purchase decisions among different age group of parents**

Sl. No	Age	Level of Influence			Total
		High level of influence	Low level of influence	No influence	
1	Below 30	21(16.8)	2(1.6)	10(8.0)	33(26.4)
2	30 to 40	43(34.4)	2(1.6)	12(9.6)	57(45.6)
3	40 to 50	17(13.6)	2(1.6)	2(1.6)	21(16.8)
4	Above 50	10(8.0)		4(3.2)	14(11.2)
	<b>Total</b>	<b>91(72.8)</b>	<b>6(4.8)</b>	<b>28(22.4)</b>	<b>125(100)</b>

**Source: Primary data**

### Parentheses indicates percentage

Table 8 clearly reveals that out of 125 respondents, majority of 34.4 per cent of the respondents are in the age group of 30 to 40 years mentioned that the children had high level of influence to take purchase decisions, about 16.8 per cent of the respondents are in the age group of below 30 years said that the children had high level of influence to take purchase decisions and only 9.6 per cent of the respondents are in the age group of 30 to 40 years had no influence of children to take purchase decisions.

In order to study the relationship between level of influence of children to take purchase decisions and age group of parents, 'Chi-square' test is attempted with the null hypothesis as, "there is no significant relationship between age group of parents and level of influence of children to take purchase decisions in Kanniyakumari district". The result of 'Chi-square' test is presented in table 9.

**Table 9**

### Level of influence of children to take purchase decisions based on age group of parents-Chi-square Test

	Value	Df	p Value
Pearson Chi-Square	5.345	6	0.500
Likelihood Ratio	6.141	6	0.408
Linear-by-Linear Association	.829	1	0.363
N of Valid Cases	125		

Source: Computed data

Table 9 shows that the calculated chi square value of level of influence of children to take purchase decisions is 5.345. The chi square value at 5% level of significance and the 6 of degree of freedom is 12.600. As the calculated value of chi square is less than the value in chi square table, hence the null hypothesis is accepted. It is concluded that there is no significant relationship between age group of parents and level of influence of children to take purchase decisions.

### Level of influence of children to take purchase decisions among different gender group of parents

The following table shows the level of influence of children to take purchase decision of parents based on gender.

**Table 10**

### Level of influence of children to take purchase decisions among different gender group of parents

Sl. No	Gender	Level of Influence			Total
		High level of influence	Low level of influence	No influence	
1	Male	37(29.6)	-	-	37(29.6)
2	Female	54(43.2)	6(4.8)	28(22.4)	88(70.4)
	<b>Total</b>	<b>91(72.8)</b>	<b>6(4.8)</b>	<b>28(22.4)</b>	<b>125(100)</b>

Source: Primary data

### Parentheses indicates percentage

Table 10 clearly discloses that out of 125 respondents, majority of 43.2 per cent of the female respondents mentioned that high level of influence of children to take purchase decisions, about 29.6 per cent of the male respondents said that the children had high level of influence to take purchase decisions and 22.4 per cent of the female respondents had no influence of children to take purchase decisions.

In order to study the relationship between level of influence of children to take purchase decisions and gender of parents, 'Chi-square' test is attempted with the null hypothesis as, "there is no significant relationship between gender of parents and level of influence of children to take purchase decisions in Kanniyakumari district". The result of 'Chi-square' test is presented in table 11.

**Table 11**

**Level of influence of children to take purchase decisions based on gender of parents-Chi-square Test**

Gender	Value	df	p Value
Pearson Chi-Square	19.637	2	0.000
Likelihood Ratio	28.901	2	0.000
Linear-by-Linear Association	18.376	1	0.000
N of Valid Cases	125		

Source: Computed data

Table 11 shows that the calculated chi square value of level of influence of children to take purchase decisions is 19.637. The chi square value at 5% level of significance and the 2 of degree of freedom is 5.990. As the calculated value of chi square is higher than the value in chi square table, hence the null hypothesis is rejected. It is concluded that there is a significant relationship between gender of parents and level of influence of children to take purchase decisions.

**Level of influence of children to take purchase decisions among different educational qualification of parents**

The following table shows the level of influence of children to take purchase decision of parents based on educational qualification.

**Table 12**

**Level of influence of children to take purchase decisions among different educational qualification of parents**

Sl. No	Educational qualification	Level of Influence			Total
		High level of influence	Low level of influence	No influence	
1	Illiterate	19(15.2)		11(8.8)	30(24.0)
2	Up to SSLC	3(2.4)			3(2.4)
3	HSC	22(17.6)	2(1.6)	5(4.0)	29(23.2)
4	Graduate	10(8)	4(3.2)	7(5.6)	21(16.8)
5	Post-graduate	37(29.6)		5(4.0)	42(33.6)
	<b>Total</b>	<b>91(72.8)</b>	<b>6(4.8)</b>	<b>28(22.4)</b>	<b>125(100)</b>

Source: Primary data

Parentheses indicates percentage

Table 12 clearly indicates that out of 125 respondents, majority of 29.6 per cent of the respondents are post graduates mentioned that there is a high level of influence of children to take purchase decisions, about 17.6 per cent of the respondents are HSC educational qualification said that the children had high level of influence to take purchase decisions and 8.8 per cent of the respondents are illiterates had no influence of children to take purchase decisions.

In order to study the relationship between level of influence of children to take purchase decisions and educational qualification of parents, 'Chi-square' test is attempted with the null hypothesis as, "there is

no significant relationship between educational qualification of parents and level of influence of children to take purchase decisions in Kanniyakumari district". The result of 'Chi-square' test is presented in table 13.

**Table 13**  
**Level of influence of children to take purchase decisions based on educational qualification of parents-Chi-square Test**

<b>Educational qualification</b>	<b>Value</b>	<b>df</b>	<b>p Value</b>
Pearson Chi-Square	23.565	8	0.003
Likelihood Ratio	23.991	8	0.002
Linear-by-Linear Association	3.435	1	0.064
N of Valid Cases	125		

Source: Computed data

Table 13 shows that the calculated chi square value of level of influence of children to take purchase decisions is 23.565. The chi square value at 5% level of significance and the 8 of degree of freedom is 15.500. As the calculated value of chi square is higher than the value in chi square table, hence the null hypothesis is rejected. It is concluded that there is a significant relationship between educational qualification of parents and level of influence of children to take purchase decisions.

### **SUGGESTIONS**

- ✓ The high value products like body wash are also getting children attention and influence of different families irrespective of income and number of working members.
- ✓ Marketers should create an atmosphere where children are engaged in the process. Right entertainment quotient included in getting information about the product being available in the market to do more business.
- ✓ Attaching more importance to children by taking proper care during the process will help the marketers positively.
- ✓ Specific offers and promotional offers targeting children for their preferred product

### **CONCLUSION**

It was concluded from the study that majority of the parents had been influenced by the children. There are various factors influencing the parents in buying decision. It was concluded from the study that the role of children plays a significant role in family buying decision. The children are the centre of attraction in any family irrespective of country and culture. They had been participating in all activities of the family. In the same way, they had been voicing their opinion for purchase of various products. Products directly used by children are mostly decided by children themselves. There are few family products where children influence was observed higher.



**REFERENCES**

- ✓ Akhter Ali, Zuhaib Mustafa, D.K. Batra, N. Ravichandran and Shoiab Rehman (2011). Examining the Children's Influence in Family Decision making in Delhi (India). *Journal of Consumer Research*, Vol.3, Issue.1.
- ✓ Anju Gulla and Harsh Purohit (2013). Children's Attitude towards Television Advertisements and Influence on the Buying Behavior of Parents. *International Journal of Marketing, Financial Services & Management Research*, Vol.2, No.6.
- ✓ Kumar and Sunita (2012). *Children Influence on Family Purchase Decision*. *Journal of Business Research*, Vol.11, Issue.2.
- ✓ Mangleburg, T.F. (2010). Influence in Purchase decisions: a review and critique. *Advances in Consumer Research*, 17, 2010.
- ✓ Mohanram, A.S. (2012). How Indian Teenagers Influence their Parents to Purchase a Computer - An Empirical Analysis. *ZENITH International Journal of Business Economics & Management Research*, Vol.2, Issue.5.
- ✓ Nithila Vincent (2006). A Study on Brand Consciousness among children and its effect on family Buying Behavior in Bangalore city. *Indian Journal of Marketing*, Vol.2, No.3, pp.5-11.
- ✓ Ogden, Denise, T. and Ogden, James R. (2011). Parents' perceptions of children's purchase influence, the effects of selected demographic variables. *Review of Business Research*, Vol.11, Issue.1.

