

**A STUDY ON FACTORS INFLUENCING THE
ROLE OF CHILDREN IN PARENTAL PURCHASE
INTENTION**

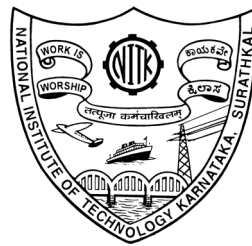
THESIS

Submitted in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

By

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MARCH, 2020

DECLARATION

(By the PhD Research Scholar)

I hereby declare that the Research Thesis entitled “**A Study on Factors Influencing the Role of Children in Parental Purchase Intention**” which is being submitted to the National Institute of Technology Karnataka, Surathkal, in partial fulfillment of the requirements for the award of the Degree of Doctor of Philosophy in Management, is a *bonafide report of the research work carried out by me*. The material contained in this Research Thesis has not been submitted to any University or Institution for the award of any degree.

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ABSTRACT

Children are an indispensable part of any household decision making. Often ignored as a significant consumer group, children have slowly emerged as an important driver of purchases worldwide. There is a strong need to study the purchase intentions of parents under the influence of various behaviors displayed by the children for purchasing the products that they desire. The present study focuses to identify the purchase intention from a parental point of view, under the influence of various factors which generates child influence strategies namely bargaining, emotional, persuasion and request strategies.

The study adopts descriptive approach for answering the research problem. The study uses quantitative methods of research enquiry. The hypotheses are formulated and the variables were measured using questionnaires. Samples were chosen from metros namely Delhi, Bengaluru and Mumbai based on probability and non-probability sampling. The study used structural equation modeling to determine the measurement model, structural model and to test the hypotheses. Descriptive and inferential statistics was used to analyze data. Qualitative study was conducted limited to the context of understanding the select variable of child influence strategies by using observational method. The factors considered for the study are namely advertisement exposure, packaging, peer group and family communication patterns (Socio-oriented and Concept-oriented families) in generating child influence strategies. Socio-oriented family communication patterns and peer group have emerged as the most significant predictor of child influence strategies leading to parental purchase intention followed by packaging and advertisement exposure. Contrary to the popular belief, the study reveals that rather than child directed marketing efforts such as advertisements and packaging, children are more influenced by factors such as peer groups and family communication patterns.

The study bridges the gap in the literature regarding parental purchase intention under the influence of child influence strategies. The study has proposed an integrated model on parental purchase intention. The proposed model can act as a guideline to create suitable marketing strategies by aiming at giving more information about the products to peer group and parental units.

Keywords: Advertisement exposure, Packaging, Peer group, Family communication patterns, Child influence strategies, Parental purchase intention.

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ABBREVIATIONS

| | |
|--------|--|
| ASCI | Advertisement Standards Council of India |
| CAGR | Compound Annual Growth Rate |
| CAQDAS | Computer Assisted Qualitative Data Analysis |
| FMCG | Fast Moving Consumer Goods |
| GDP | Gross Domestic Product |
| HKTDC | Hong Kong Trade Development Council |
| IBEF | Indian Brand Equity Foundation |
| IT | Information Technology |
| ITeS | Information Technology Enabled Services |
| NSSO | National Sample Survey Office |
| OECD | Organisation for Economic Co-operation and Development |
| PLS | Partial Least Squares |
| SEM | Structural Equation Modelling |
| SPSS | Statistical Package for Social Sciences |
| UNCRC | United Nations Convention on the Rights of the Child |

CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 CHAPTER OVERVIEW

The chapter gives a brief introduction about the study by expounding the concept of consumer behavior in section 1.2. It highlights the evolution of child consumer behavior. Section 1.3 gives a background of the study. Section 1.4 gives an overview of how the family dynamics have changed in the Indian context over the decade which has led to the increased impact of child influence in purchases. Section 1.5 gives an overview about the changing trends in the family systems in India. Section 1.6 details about the purchase intention of parents. Section 1.7 explains the focus of retailers on children as consumer demographic. Section 1.8 explains the growth of fast moving consumer goods in India. Section 1.9 highlights the key statistics of the industry by giving the current trends in children's products. Section 1.10 explains the need for the present study. The section 1.11 critically evaluates the statement of problem. The section 1.12 and section 1.13 enumerates the research questions and research objectives which have been developed. Section 1.14 describes the scope for the study which highlights the age group, product and location that has been considered. Section 1.15 depicts the significance of the study. A detailed thesis outline is presented in the last section 1.16.

1.2 INTRODUCTION

Consumer behavior has changed considerably over the past few decades. From mere study of consumer decision making it has evolved into a complex procedure which integrates several branches of philosophies. Consumer behavior hence is a culmination of different aspects from sociology, psychology and numerous allied sciences. Consumer behavior can be defined as the "behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs" (Schiffman et al. 2008).

The study of consumer behavior has led to children being noticed as a significant consumer group over the past few decades. Children have evolved as a major demographic who cannot be ignored. Children's influence extends to wide array of products. It can be from products for own usage to that of household consumption (McNeal 1991). Being considered as a major influence in a family purchase decision, children get socialized into the role of consumer from a very early age. The advent of nuclear families and the constant exposure to several information, the child is a major influence in a wider array of family purchases. A child by the age of eight has all the skill sets to act as an independent consumer (John 1999).

India has a population of around 1.21 billion people and is the second most populous country in the world. Children in India form 18.7 percent of world's child population (Census 2011). Children aged 0-18 years represent 39 percent of the total population of the country. Hence, India will continue to have a very young population for decades to come. Concurring to these facts industry reports (Vashishta 2017) also predicts a growth of 4 percentages per annum in children's products. Therefore children have become an unavoidable part in the area of marketing and especially consumer behavior.

1.3 BACKGROUND OF THE STUDY

The family dynamics from a consumer behavior point of view is going through a drastic stage globally. With the advent of nuclear families, having less number of children in a household and increasing exposure to information has made children's role very prominent. Children hence have become an integral part of every marketer's selling equation.

Children often assume several roles in a family when it comes to purchasing products. They are information disseminators, gate keepers, passive influencers and active consumers as well. Contemporary childhood is very different from olden days. Children are much more informed and have ready access to products in shops and online as well. Additionally, peer pressure and social conformity adds to the pressure of possessing many products generating a feeling of "must have" behavior in children. Due to less number of kids in the family, more importance is given to their opinions

and demands. That often leads to purchase by the parents to keep the children happy especially the younger age group. Moreover, with both the parents working, products are purchased to make up for the lost time with children.

The other factors which have led to increased importance of children's role in purchases are new communication technologies, more exposure to product information, increased conformity of children towards products having licensed characters etc. Fad toys, products having franchise with popular movies, cartoon characters and themed products have become a norm. For children, often the quality of product doesn't matter as much as the looks. Hence, there are many factors with child driven marketing intentions which have made the role of children more pertinent. These reasons form the background of the present study.

1.4 THE CHANGING ROLE OF CHILDREN IN INDIAN FAMILY DYNAMICS

The culture of India is going through a dynamic change and the roles of different family members are changing enormously in a family unit. The family structure, composition, ethics and values are very different in India when compared to the global culture. This hence affects the role that the children play in household purchases very differently than globally. The increased exposure to various information sources has empowered the child to be an active opinion giver at home as well as function as a consumer at a market place. Parents give a lot of attention to children's opinion and are more open to communication (Tufte 1999). Children hence are socialized into the role of consumers from a very early age (John 1999).

Due to the vast shift in certain family dynamics in the country, like disintegration of joint family into nuclear families, working mothers and increased access to information sources, children in India are becoming more and more active participants in the family decision making. The research on family decision making was mostly confined to the father mother dyad (Kaur and Singh 2006) but with the socio-cultural and economic changes taking place in India a study on consumer behavior cannot be complete without considering that the impact of children on purchases. Children hence form a significant influence over the purchase intentions of a parent.

The potential for children's product is tremendous which has led to the attention of marketers worldwide. The market for children's products is estimated at Rs. 5000 crore/ \$1110 million and is continuously and rapidly growing (Bhushan 2002). The revenue generated by chocolate and confectionary market amounts to US\$ 1,926 million in 2020 with an annual growth of 5.5 percent (Bhushan 2002). Marketers are realizing the future purchases ahead and with the ability to pull parents along, children are the brightest stars in the consumer constellation.

There are several factors which influence the role of children in parental purchases. From external factors such as advertising, packaging of the product to internal factors such as a child's peer group and family communication, a child get information and knowledge cues to act as better consumers in a purchase decision making process. The increased exposure to the mentioned factors equips the child with certain influencing behaviors. Hence there is an increased need to understand these relationships given the changing family dynamics in India.

1.5 CHANGING TRENDS IN FAMILY SYSTEMS IN INDIA

The Indian family system has evolved a lot over a past few decades. This has made a significant impact over the way consumers behave in Indian market. The family dynamics of Indian society has changed tremendously in terms of the size, relationships and financial capabilities. The change is not only in the form of a shift from a large joint family to a nuclear family, but also in terms of changes in power structure, function and interaction. As such, there are several processes which have affected the family set up in India which has directly or indirectly impacted the economy as well as buying behavior. The impact of modernization and globalization of Indian economy has significantly impacted the family structure that was present in India. Moreover the opening up of economy has led to Indian families getting acquainted with new products, ideas and consumption trends.

1.5.1 Career oriented parents

Family formation patterns are going under a huge metamorphosis. Both parents want to establish themselves in their careers first before setting up a family. This has had a

huge impact over the number of children in the family. The families are opting for single child due to both the parents working full time. The amount of influence exerted by the single child is much more than the families with multiple children. The increased financial capabilities due to maternal employment have significantly increased the spending on products meant for child consumption (OECD Report 2018).

1.5.2 Change in social roles

The socialization process in the society is undergoing a huge metamorphosis. The traditional parenting roles are being shared by different agencies such as schools, after school day-care, media, peer group etc. The relative influence of child over household matters and consumption is hugely affected by these agencies. This has led to increased importance of a child in a family. Moreover, small households look forward to keeping up with the demands of young children either to make up for the time not spent with them or as a means to spend their disposable income. Often the lost time spent with children gets translated into mall outings, increased spending etc. Hence change in social roles has significantly impacted child led purchases.

1.5.3 Nuclear families

Nuclear families have become a norm in India due to modernization, disintegration of traditional systems etc (Sonawat 2001). The social system of Indian families is undergoing a massive change. From the patriarchal social system it is heading towards democratic system in family ethos. The families are characterised by collective decision making which is further enhanced by the nuclear set up. Nuclear family is a family group which has father, mother and children. Due to decrease in number of children and members in families, the relative influence of the opinion of children is impacting household consumptions. Though the extent of these influences varies from region to region, but overall more families are going nuclear. Various career related decisions and other financial commitments of parents often are one of the major factors leading to more nuclear families.

Table 1.1 depicts the different types of households in India which clearly reveals that nuclear families are the most common type of household in India.

Table 1.1: Types of Household in India

| Household Type | Percentage |
|-----------------------|-------------------|
| Single Member | 5.80 |
| Nuclear Pair | 4.98 |
| Nuclear | 38.74 |
| Broken Nuclear | 10.10 |
| Supplemented Nuclear | 16.48 |
| Joint Families | 16.79 |

Source: Gulati (1995)

The number of nuclear families in India is nearly 39 percent along with other types of nuclear families. Broken nuclear families form 10 percent which are characterised by children with single parents. Supplemented nuclear families form nearly 16 percent which are nuclear families with additionally one member staying with the parent and child like unmarried siblings of parents or one of the grandparents. Joint families form 16 percent and single member families form nearly 6 percent which are persons staying alone who can be married or unmarried. Hence, this shows that there is significant percentage of nuclear families in India which has increased the relative importance of a child in a family set up.

1.5.4 Role of child caretakers

Parents are the primary caretakers of the children. But due to several factors such as career demands, single parenting etc, many other caretakers such as grand-parents, day-care teachers, house helps have assumed the role of secondary caretakers. This has made parents often giving supreme importance to the products demanded by the children to make up for the lost time. It has also emerged as means of connecting with their children. Often weekend means a trip to mall or shopping or as an exercise of making up for the lost time. Often day care, summer camp and other social set ups such as hobby class becomes the place where a child gets his first learning as a

consumer. Children imitate others as a part of their growing years and the same applies to children when they demand products used by their peers. At home, several demands are made to parents to get the products used by their peer groups. Hence, household purchase decision making is not as it was before. It can be clearly concluded that household dynamics have an intense effect on the consumer behavior of parents.

1.6 PURCHASE INTENTION

“Purchase intention refers to the process of making a purchasing decision, during which the consumer considers various conditions and rationales” (Shah *et al.*, 2012). The parents purchase intentions are driven by various factors. The factors can be external, internal or as a part of consumer socialization process. Purchase intention of parents is relatively a less researched area. The purchase decision making process comprises of many stages such as information search, assessing alternatives, evaluating alternatives and purchase decision. But the purchase intentions of parents while making purchases under child influence still need to be addressed. Mostly the current research is focusing on the children’s role of information search and decision making. There are few studies which concentrate on the role of spouses in purchase decision making (Mangleburg 1990), mother’s role in purchases (Chaudhary and Gupta 2012) etc. But there are very less studies on parental purchase intentions under the influence of children. The studies pertaining to child influence on parental purchases are also limited to understanding whether the influence of child leads to purchases or not. Child influence strategies play a major role in driving parental purchases. The child influence strategies can be any strategy used by children to influence the decision of their parents. It can be in the form of bargaining, emotional, request or direct strategies. The role of these child influence strategies is ignored even though it plays an important part of parental purchases.

Parents often have to deal with a spectrum of behaviors as the child grows up. In the context of the consumer behavior it can be expressed as various behaviors depicted by the child while asking for the product. From giving suggestions on which product to choose to throwing tantrums, it can influence the way parents purchase a product.

Children are more often passive influencers to a purchase than active due to lack of financial resources. Hence purchase intention from the point of view of parents needs to be addressed. The present study researches the purchase intention of parents under the influence of various factors and different child influence behaviors.

1.7 RETAIL FOCUS ON CHILDREN AS A CONSUMER DEMOGRAPHIC

There has been a lot of focus on children as spenders, influencers and future consumers globally. Before 1990's children were only considered as future consumer group and not passive or current pool of customers. A vast variety of industries such as confectionary, frozen desserts, soft drinks, toys, treat children as a current market. At the retail level, outlets such as convenience stores, sports merchandisers also treat children as a ready market. Globally, children are a future market for most goods and services. Manufacturers and retailers respond to children as they are the future customers for many years to come. Children also constitute a market of influencers who induce future purchases, for example banks have tailor made accounts for minors who become their future customers.

Due to the increased focus of child as a consumer globally, retailers often target children for product purchases. In a recent survey, it is being estimated that kids' digital advertising market is set to grow to \$1.2 billion by 2019 (Digital 2018). The children are exposed to minimum of 25,000 television advertisements annually (Desrochers and Holt 2007). In almost all avenues a child exposed to media are targeted with advertisements like food, toys, clothing etc. The children are targeted by marketers by using traditional media's like television and also through digital space. Most of the media content has a line of licensed merchandise or characters for example Disney frozen etc which have an entire product line being showcased. Since children often have huge peer group conformity needs, often these advertised products form a part of discussions in social set ups like schools. The marketers are also trying to establish brand loyalty that is cradle to grave and nostalgic brand attachment marketing in an effort to get future customers. Globally, viral marketing techniques encourage children to promote products to their peers. Hence retailers have recognised children to be a very important demographic for their products.

1.8 GROWTH OF FAST MOVING CONSUMER GOODS IN INDIA

The fourth largest sector of Indian economy is fast moving consumer group (FMCG). With growing awareness about products and easier accessibility to it, FMCG has become huge drivers of revenues for companies. The household products' including personal care has become a leading segment which accounts for 50 per cent of the overall market. The increase in FMCG revenue has given rise to booming retail market in India. It is witnessed that due to the easing up of foreign direct investment in India, more and more global retail giants are setting up their ventures. Since organised retail is burgeoning in India, it has led to increased number of malls across the country especially metros. The Indian FMCG industry is growing and is valued at a potential of US\$ 49 billion. The market size of chocolates is estimated around US\$1766.6 million and that of personal care is US\$ 12.58 billion (Table 1.2).

Table 1.2: Growth of FMCG in India

| Particulars | Financial Year 2000 (in million dollars) | Financial Year 2017 (in million dollars) |
|------------------------------|---|---|
| Indian FMCG Industry | 9000 | 49000 |
| Market Size of Chocolates | 100 | 1766.6 |
| Market Size of Personal Care | 3000 | 12580 |

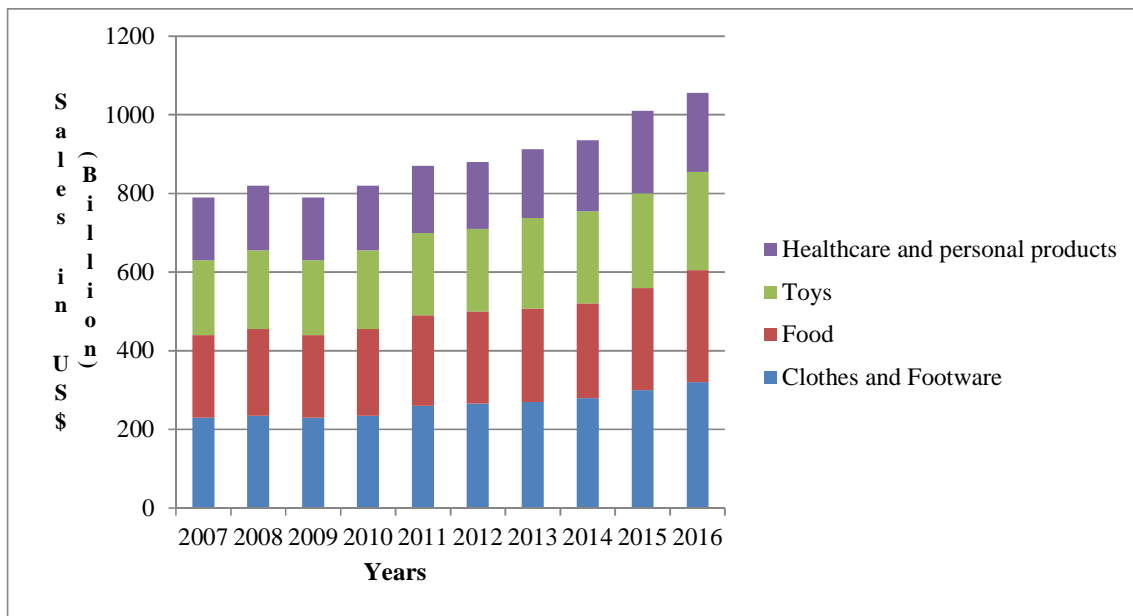
Source: IBEF Report (2017)

The FMCG industry comprises of children's products like food products such as chocolates and confectionary, school supplies such as books pens, school bags, toys such as educational or leisure. The personal care products also have products meant for child consumption like children's toothpaste, soaps, shampoos etc.

1.9 KEY STATISTICS OF GLOBAL AND INDIAN CONSUMER MARKET FOR CHILDREN'S PRODUCTS

The global consumer market for children's products is rapidly growing. The children's market globally is worth \$1.33 trillion (Digital 2019). The products meant for child consumption are divided into many categories. The segments are namely food products which include chips, biscuits, cereals, ready to eat products, chocolate

and confectionary, beverages such as packaged juices, health drinks etc. Another segment is toys which includes educational toys, fun activity toys, soft toys based on licensed characters, art and craft products. The children’s products also comprises of stationary products which includes pens, pencils, erasers, notebooks and other school supplies. The global estimates of products specified for children are on a continuous increase (Figure 1.1). The collective share of healthcare products, toys, food, clothes and footwear is on a continual increase. The cloth and footwear industry forms the highest chunk of sales in the kid’s product category. The trends show that cloth and footwear forms the largest chunk of retail sales globally. The retail food product industry is also growing largely over the past decade.



Source: HKTDC Research (2013)

Figure 1.1: Sales Estimates of Kid’s Products

The overall size and shape of consumer market in India is changing fundamentally. After the opening up of the economy in 1990’s the consumer market is more liberal and has many choices. The members of this generation are entering their prime spending years re-orienting the existing market. Aided by the strong economy, rising household income and socio-economic forces, overall consumer spending is likely to expand 3.6 times-from \$991 billion to \$3.6 trillion by 2020. The growth is much

faster than anticipated nominal growth rate in consumer spending globally, making India grab the 5.8 % of the world's total consumer spending (BCG Report 2012).

1.9.1 Chocolate and confectionery market

Chocolate and confectionery market includes products such as jellies, gums, candy, cocoa based wafers and bars etc. Chocolate and confectionery is the top choice of kids while pestering their parents. Due to the taste factor, children are often the top consumers for these companies. Hence several marketing and promotional events which are innovative and eye catching are often targeted in children. It is estimated that the global confectionery market will grow at a compounded annual growth rate (CAGR) of 2.5% (Reportlinker 2019). India is one of the fast growing markets for these products and is one among top five (Reportlinker 2019). Due to the widespread concern about obesity in children, the retailers nowadays often target parents by offering innovative product choices in this segment by offering healthy variations like organic cocoa options and health bars.

1.9.2 Toys market

The toy market includes various products meant for children which includes card games, dolls and stuffed toys, puzzles, video game consoles, remote control toys, construction sets and model replicas etc. The toy market is fuelled by parents need for engaging children's time and also it helps in overall cognitive skills, imagination and problem solving abilities. Also, most of the parents are now purchasing eco-friendly and non toxic toys. Nevertheless, marketers are coming up with innovative means of selling toys. These include attractive toys with food products, box subscriptions which include curate toys as per age group, licensed merchandise with movie characters etc. The toys market globally is projected to be more than \$120 billion by 2023 (Report Buyer 2019). The toys market in India was worth US\$ 1.5 billion in 2018, with a CAGR of 15.9% during the year 2011-2018. Projected figures are to cross US\$ 3.3 Billion by 2024, growing at a CAGR of 13.3% during 2019-2024 (Report Buyer 2019).

1.9.3 Stationary market

Stationary market comprises of various products such as writing materials like note books, note pads, cut paper, envelopes school supplies such as chart papers , craft materials etc. India is a major market for this segment with majority of population having young children. There are approximately 22-24 crore students studying and requiring notebooks and other stationary materials (Business Standard 2016). There is a lot of demand for stationary products especially with licensed characters such as cartoons and movie characters. Indian stationary market revenues are projected to grow at a CAGR of 10.5% during 2018-24 (Business Standard 2016).

1.9.4 Food market

The global market for kid's food and beverages is estimated at US \$144 billion by the year 2024. There is an increased awareness about nutritional foods and dietary requirements pushing the parents to buy the best for the kids. Asia pacific ranks as the fastest growing food market at 9.1 % (Strategy Report 2018). India especially has lot of growth in this sector due to majority of population comprising of youngsters. The changing family habits have also fuelled the growth of this sector. Manufacturers are focussing on innovative product ideas for kids. This includes decorated food carton interiors which convert into play boards, beverage tetra packs in unusual shapes etc. Also, parents are shifting towards foods aimed at providing a balanced diet for less cost and time. Hence most of the advertisements and packaging targets the parents on these lines since the advent of nuclear families that have time constraint.

1.10. NEED FOR THE STUDY

Children have become the focus of the marketers since early 1990's. Children have a great influence over how certain purchases are made in a family unit. The role of children in family purchases is often documented as an area of in need of immense research. The children of today have more access to information in terms of advertisements and constantly being exposed to various other resources like digital marketing. Also the increase in nuclear families globally has increased the importance given to children's demands and requests. Due to the plethora of information available to the children, sometimes parents also ask opinions about certain purchases

made in the house hold. Children's roles in family decision making is not only limited to being a sizeable market of their own, but also act as an passive and active influencer to parents purchases. Children hence have become an important part of overall household purchases. Children often are a part of detailed and planned purchases for products used today as well as future. Children also are important drivers of impulsive purchases by parents by using various influence techniques (Kuhn and Eischen 1997). The influence of children in family purchase decisions hence need more research since children have now become a part which can never be ignored (Mc Neal 1991, Kaur and Singh 2006, Yang et al. 2014, Dikcius et al. 2019)

The extant research in the area of family decision making and child consumer literature has often been conducted on the themes of obesity and family budgeting. There are only few studies which explore the psychology of a child consumer in terms of influence strategies they use to purchase. Purchase intentions are often fuelled by various influence strategies used by children due to influence of various factors. Children often exert many influence strategies over parents. This can be a result of many factors such as advertising, peer group etc which makes a child use influence strategies. Whereas children exert many types of influences which are positive in nature for example giving opinions on products meant for family consumptions; most of the research till now concentrates only on the pester power aspect. Hence much research is warranted in terms all influence strategies along with pester power. This will lead to a holistic view of child consumer behavior.

Also, most of the reported researches are conducted in developed countries like Europe, America etc. Even though some aspects can be generalized to the Indian context, the culture and family dynamics of India vary a lot with respect to the western countries. Moreover, India is one of the fastest growing economies and a lucrative emerging market. It is characterized with having 29.5 percentage of the total population below the age of 15 which makes it one of the youngest countries in the world. It will have a pool of young consumers today and in the future. Hence the role of child becomes more important to recognise and understand as to how much children have influence in the purchase intentions of parents.

The lack of generalisability of previous researches and the shift of Indian consumers going through dynamic changes in the families, there is a need to examine and to strengthen the literature on influence of children in family purchase decision-making process further. Thus, the need for the study stems from the fact that any research on consumer behavior of families cannot be complete without understanding the role of certain factors which influence parental purchase. Hence this study intends to explore the linkage of specific factors like advertising, packaging, peer group and family communication in inducing the influential role of children in a parental purchase.

1.11. STATEMENT OF THE PROBLEM

Consumer behavior research has often ignored children as a consumer segment because of lack of financial resources. Slowly, children started being noted as one of the factor influencing the way parents plan and execute their purchase process. Most of the earlier researches are on themes of how advertisements encourage food habits and concerns over health factors such as obesity. Additionally, the research was focussed on how parents make decision together or how mothers are responsible for a child's product needs (Mangleburg 1990, Minahan and Huddleston 2003). Later, children were given importance as an integral part of family decision making (Chaplin and John 2005; Nørgaard et al. 2007). Marketers started taking note of children as a consumer segment as being customers for their own products to having huge influence over family purchasing decisions (John 1999; Clarke and McAuley 2010). Than the previous generations children today are very vocal about their needs and wants (Kaur and Singh 2006). This has led to families buying many products for their and childrens use under this influence. This influence comes out in the form of several influence strategies ranging from direct ask to emotional requests. McNeal (1999) describes the three sources of power for the child consumers; "they have their own spending power, the role as customers whose loyalties repay early courtship and their power over adults purchasing behavior". Children have been found to exert the power over adults purchasing behavior to products ranging from relatively inexpensive purchases such as food products (Marquis 2004) to expensive items such as a family's choice of car (Dotson and Hyatt 2005). From the study of consumer socialization of

children by Ward (1974), to recognition of cognitive factors and environmental factors research on child, consumer behavior has come a long way.

India is a country characterised by a significant number of young people. With the children being recognised as a consumer group globally, research in Indian child consumers started increasing. In Indian context, Chadha (1995) concluded that younger age group brings a lot of information in the family about new products, product features etc. The children also were found to be good at initiating a purchase and help in decision making along with other members of the family (Kaur and Singh 2006). Children are also very brand conscious and could give information to their family members regarding product attributes (Sharma 2008). Ali and Batra (2013) studied the impact of demographics over various influence behaviors of children. Children now are very vocal and independent when it comes to product choices and exert a lot of influence emerging as a potential consumer market (Gupta and Verma 2000; Kaur and Singh 2006). Research in the area of child influence strategies started taking attention in Indian context by Chaudhary and Gupta (2012) and mainly in the area of pester power (Chaudhary 2018). However a holistic view of all the influence strategies used by children under several environmental and cognitive factors needs to be undertaken. Also, according to 2011 census, majority of the Indian population is under the age of 15 years which means there are a lot of young consumers today and in future. Children though an integral part of family dynamics the study on children is limited only to the psychological aspects and less in the area of consumer behavior. Though there are significant studies emphasizing the role of children in the purchase decision in the west, the cultural differences and the family dynamics hugely vary in India. As such it becomes imperative to understand the impact of children and their different behaviors exhibited to the parents while making a purchase for their own consumptions and family consumption.

India is very different market in terms of family structure, communication and lifestyles hence it is imperative to accumulate knowledge in terms of Indian consumers on the whole and Indian children in specific (Kaur and Singh 2006). This will also help marketers to better understand the impact of several factors on product

choice made by parents. Hence this research study tried to identify the various factors which impact the role of children in purchase intention of Indian parents.

1.12 RESEARCH QUESTIONS

A detailed literature review led to the formation of research questions for the present study. Research questions enable us to explore into the relationships that need to be investigated. The following are the research questions

1. Do advertisements induce influence strategies in children impacting parental purchase intention?
2. What is effect of packaging on children's role as influencers in parents purchase intention?
3. How does peer group impact the child's influence in creating purchase intent in parents?
- 4.1 Do socio oriented families have impact on children's influence over parents purchase intention?
- 4.2. Do concept oriented families have impact on children's influence over parents purchase intention?
- 4.3. Which family types have the most influence over a child's role in parents purchase intention?
5. Does age group have any bearing on children's influence strategies in parental purchase intention?
6. Do child influence strategies impact purchase intention?
7. What is the overall effect of advertising, packaging, peer group, family communication structure on children's role as influencers in parental purchase intention?

1.13 OBJECTIVES OF THE RESEARCH

The following research objectives are formulated to address the research questions.

1. To examine the impact of advertisements on the influencing role of children in parental purchase intention.
2. To investigate the effect of packaging on the influencing role of children in parental purchase intention.
3. To examine the influence of peer group on influencing role of children in parental purchase intention.
4. To explore the dimensions of different family communication structures on influencing role of children in parental purchase intention.
5. To examine the effect of different age groups (Tweens and Preadolescents) on children's influence strategies in parental purchase intention.
6. To explore the role of child influence strategies on parental purchase intention.
7. To develop a model integrating different factors affecting the influencing role of children in parental purchase intention.

1.14. SCOPE OF THE STUDY

The children aged eight to fifteen years have increasingly sophisticated cognitive abilities and peer approval needs. The level of influence is greatly dependant of age. The children aged 8 to 12 years or tweens exhibit the behaviors of toddlers as well as adolescents. Whereas, the pre adolescent children aged 13 to 15 years comparatively are able to take informed decisions than tweens. The study was undertaken on parents with children aged from eight to fifteen for analysing the impact of variables like advertising, packaging, peer group and family communication structures on the child influence strategies.

The products majorly belonging to the influencer market are considered for the present study. Child influencer market products are those products which are purchased by parents due to active and passive influence by the children. There are many products which are purchased in a household under the influence of children. Child when directly influence the purchase decisions it is called active influence.

Passive influence is characterised by all the members in the family unit taking the opinion of child into consideration while making a purchase. The child influencer market products are relatively medium budget and parents consider the opinion of children while purchasing. The products considered for the study are for children's own consumption since the influence strategies are most used for the products meant for own consumption (Acuff and Reiher 1997). Stationary, chocolates, toys and food products forms the product range for the present study.

The location considered for the present study are metros which are characterised by contributing extensively to the GDP of the country, characterised by varied presence of super rich, rich and middle class population, highest number of malls, retail formats and many more in the opening pipeline and characterized by large consumer middle class.

1.15 SIGNIFICANCE OF THE STUDY

The current research in the area of child consumer behavior literature focuses more on consumer socialization which concentrates on how children get skills and knowledge to become consumers. The current study focuses on how certain factors play a major role in generating certain behaviors in children even in the presence of these consumer skills and knowledge. The study has measured child influence strategies in the context of factors such as advertisement exposure, packaging, peer group and family communication patterns which is less explored. The study also taps into real time observations in a retail setting giving knowledge on behaviors of parents and children on the shop floor.

The influence of child in family decision making is beginning to attract the attention of researchers globally. Earlier studies focus on the lines of spousal roles, power theory and family budgeting (Mangleburg 1990, Chaudhary and Hyman 2019). However, recently there has been an increasing recognition of the child's importance in family purchase decisions. Moreover, the role of children has only been limited to product consumption and food marketing but there are only a very few studies which look into the behavioural aspects of children in a purchase scenario. The children display a wide array of behaviors such as displaying emotions, helping parents make

product choice or using persuasive techniques. However the role of these behaviors in forming a purchase intention in parents is overlooked. Therefore, to understand family decision-making, the role of child behavior in the form of influence strategies should be a part of studies in the area of family consumer behavior

The research is of much significance to academicians too because the study is to understand how purchases in Indian families function very differently than western counter parts. Families in developing countries like India have different buying power, they are culturally different and their family priorities differ from the Western and developed countries; hence it has become vital to comprehend the role of children's influence which impacts parental decision making. The study is significant since it adds to the existing body of knowledge in the area of family consumer behaviour.

It is also beneficial to organizations which are looking to market products to young children as a demographic. The strategy managers dealing with kid's products are greatly benefitted by this study, which provides them with an understanding on the specific factors which influence a parents decision while buying children's products. The model developed has significant explanatory power towards the purchase intention of parents.

1.16 OUTLINE OF THE THESIS

A summarised outline of the structure of the thesis is as follows:

Chapter one

Chapter one provides an introduction of the research study by explaining in detail about child consumer behavior. The chapter gives a detailed description on the changing role of children in Indian family dynamics. The chapter also elaborates on the changing trends of family systems in India. The chapter gives an over view on global statistics on children products. The chapter explains the need for undertaking this study, research questions, research objectives, scope and significance of the study. The chapter concludes with a brief outline of the thesis.

Chapter two

Chapter two gives a detailed review of literature. The extant literature in the area of child consumer behavior and available literature pertaining to study variables are included in the chapter. The chapter includes extensive review of literature available on the different theoretical models identified for the study. The chapter expounds the important literature associated with all the study variables in detail. The chapter addresses the research gap. The hypotheses are formulated and the mapping of research objectives with hypotheses is presented in this chapter. The chapter also explains the conceptual framework developed for the study. The chapter concludes with a literature map based on the literature reviewed for the present study.

Chapter three

Chapter three gives an exhaustive research plan, research design, and research approach and the sampling methods. The chapter also outlines about the scale items used to measure the underlying constructs, components of questionnaire, pilot study results and the final questionnaire after modifications. A brief outline is also given on the mixed methods research adopted for the study.

Chapter four

Chapter four shows the data analysis performed for the study to answer the research questions. The chapter gives the interpretations to the data results. The results of hypotheses presented which is tested using statistical software's such as Smart PLS and SPSS.

Chapter five

Chapter five explains the major findings of the study. The implications for academia and industry are thoroughly discussed. The recommendations are given in detail in this chapter. The conclusions of the study and suggestions for future research are also outlined. The chapter explains the limitations of the study. The chapter concludes with a final note.

CHAPTER 2
LITERATURE REVIEW

CHAPTER 2

LITERATURE REVIEW

2.1 CHAPTER OVERVIEW

The previous chapter had discussed the detailed introduction of the present study. Present chapter focuses on the comprehensive review of concepts, applications and development of child consumer behavior theories with the aim of identifying potential factors for developing a best suitable theoretical model for purchase intention of parents. Section 2.2 provides a brief introduction to consumer behaviour and how child is defined in consumer behavior. Section 2.3 explains the definition of child and categories of age group in children. The chapter also expounds the child influence in Section 2.4. Section 2.5 overviews different theoretical models of child consumer behaviour and consumer socialization used in the previous research studies Section 2.6 describes the various child influence strategies. Section 2.7 explains role of children in Indian purchase scenario. Further the chapter critically reviews the different factors influencing parental purchase intention in Section 2.8. Section 2.9 shows child influence across product categories and Section 2.10 highlights the relevance of different age group in exerting influence strategies. Accordingly purchase intention concept is highlighted in Section 2.11. Research gaps are identified and provided in Section 2.12. The extant review of literature leads to the development of conceptual framework for the study and is presented in Section 2.13. Section 2.14 provides the development of hypotheses. Section 2.15 expounds the operational definition for the study variables. Section 2.16 summarizes the chapter followed by literature map.

2.2 INTRODUCTION

The past few decades have seen the children emerge as a significant consumer group. The research community globally began to take notice of this consumer group by understanding how the children comprehend certain marketing functions (McNeal 1979). According to the landmark work on consumer socialization of children by John

(1999), the research on children took off with the recognition of children as a significant consumer segment whose behavior needs to be studied more closely. Children were first recognised as a target market in the late 1960s (Moreau 2008). From a children's influence on purchase decisions from the mother's point of view (Berey and Pollay 1968) to the coining of definition of consumer socialization of children by Ward (1974), the research has gathered a substantial amount of knowledge on these young consumers. The research on children ranges from the effects of advertising on children, development of consumer skills in children, children's role in family decision making to the formation of materialistic attitudes in children.

Children have become a major segment for marketers to reckon with since there has been huge increase in child influenced purchases worldwide (Hansen et al. 2005) due to several factors such as:

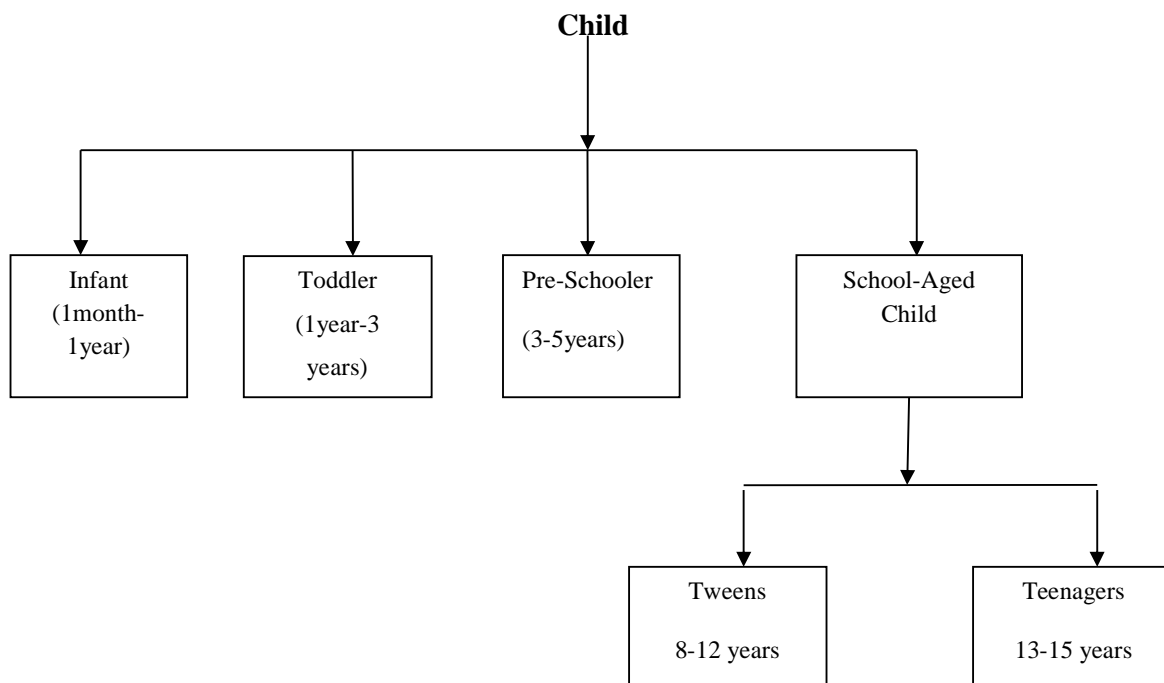
1. The number children in the families are becoming fewer which increase their relative influence.
2. The increase in the number of working couples has also increased their disposable income thereby allowing their kids an access to more product purchase.
3. The children have more convincing power due to increased media exposure.
4. Families have more democratic participation allowing children to express their opinions.

As such, families today are going through a very visible metamorphosis leading to an increased influence of children in family purchases (Belch and Willis 2002). Some authors also claim that the communication between family members has become more open and democratic, leading the parents to pay more attention to their children and their opinions (Tuft 1999). Lee and Beatty (2002) in an observational study in Auckland on 89 families, found that children from modern day families would have a greater influence on buying decisions than those before. Hence children have become an indispensable part of the marketing equation and therefore it is essential to study.

2.3 DEFINITION OF ‘CHILD’

To understand the consumer behavior of children more in depth it is essential to define a ‘Child’ and related age groups. According to Article 1 of UNCRC (United Nation’s Convention on the Rights of the Child), “A child means every human being below the age of 18 years unless, under the law applicable to the child, majority is attained earlier”. A child can be classified into different age groups namely; Infants- One month to One year; Toddler-One year to Three Years; Pre schooler- Three to Five years and School aged child- Six to Sixteen years (Figure 2.1).

The age group has a lot of influence on parental purchases. As the child grows, the participation in the family purchases also increases and slowly gets acquainted with the marketing process. As the age increases, so does the presence of different influence behaviors (McNeal 2007).



Source: Acuff and Reiher 1997

Figure 2.1: Classification of Children’s Age-Group

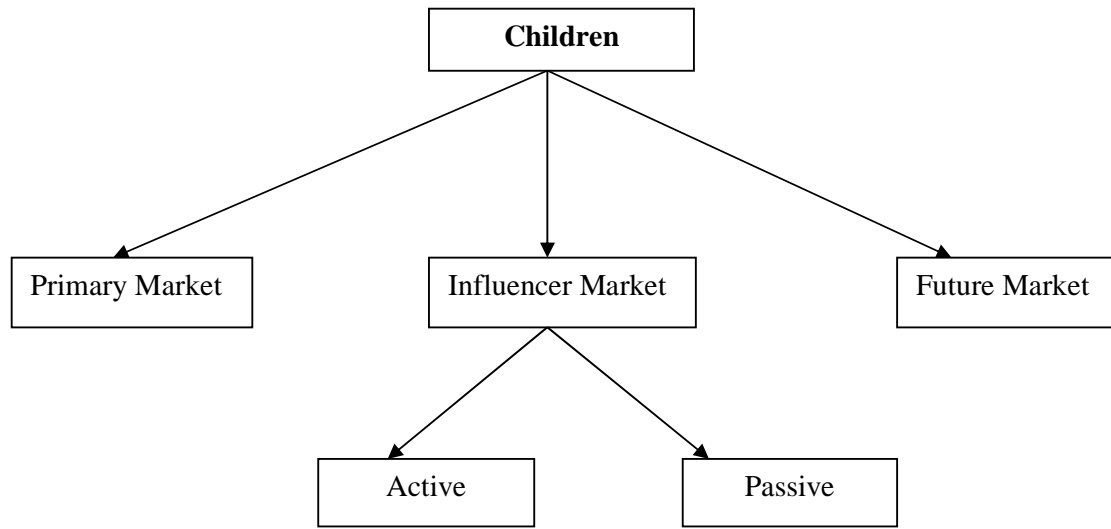
As the child grows also does their cognitive, affective and conative abilities (John 1999). Hence the children might use certain influence strategies which might deem appropriate according to age and situation (Prible 2017). In support of these findings Ali et al. (2013) found that as children get older they become more sophisticated consumers and use more of negotiations while purchasing.

2.3.1 Definition of child influence

The definition of “influence” varies from person to person. Some recognize it as the active dimension, while as other perceive it as both active and passive dimensions. Ekstrom (2007) states influence, as “a change in a person’s dispositions, as a result of interaction between parents and children”. Cartwright (1999) states influence as “a conjecture when one person acts in such a way as to change the behaviour of another in some intended manner.” Nørgaard and Brunso (2002) define influence as “a family member’s competence to achieve specific results by influencing the partner’s behaviour, attitudes and feelings”. Belch et al. (2005) stated that, “a child’s influence attempts are intended to achieve control over the decision outcome.” Moreover Nørgaard et al. (2007) defines influence as “Children’s active and passive attempts to achieve parents permission to participate in family decision-making thereby achieving specific results”. Hence, we can conclude that children actively and passively influence family decision making.

2.4 CHILDREN AS INFLUENCERS

Children become part of consumer journey from a very young age. Children’s roles as influencers have started getting the attention of marketers worldwide. Children have come long way in the consumer journey from followers of parental product choices to that of co-decision makers. According to McNeal (1992), “children constitute the primary market, influencer market and the future market”. The children form the current market with products meeting their needs at present and also a market of influencers who cause many billions of dollars of purchases among their parents. They are also the future market with skills learnt as consumers today making its way well into the future (Figure 2.2).



Source: Kaur and Singh 2006

Figure 2.2: Children as Influencers

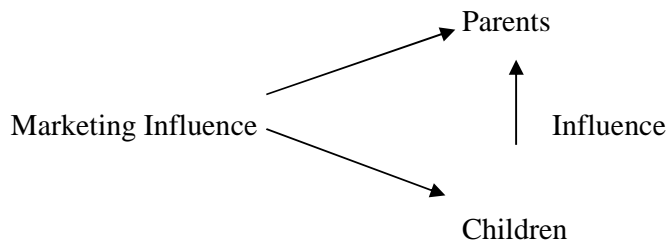
2.4.1 Primary market

In a primary market children spend their own money for purchasing using their allowances, money given by parents for doing house hold tasks, gifts from parents and relatives and also by engaging in part time work etc.

2.4.2 Influencer market

Children can influence parents for products for their own consumption like snacks, foods, bicycles etc to family consumption products like vacations and movies too. With majority of the population below the age of fifteen and given the cultural set up of India, this study attempts to further explore this influencer market. In an influencer market, children influence their parents and their purchases. Influencer market is divided into active and passive market (McNeal 1992). Active market is where the child actively involves himself in the purchase process and uses a variety of strategies to make parents yield to their request and have individual choices and independence to purchase but under the supervision of parents. In passive market parents already know what their children want and the children may not accompany them to purchases. With specific regards to children as influencers McNeal (1992) has

developed a model in which the children form a significant influence upon the parents in purchase decisions. The marketing influences affect both children and the parents and the child has increased influence towards parents in yielding to their requests (Figure 2.3).



Source: McNeal 1992

Figure 2.3: Child Influence over Parents.

It emphasizes the fact that children hold the key to make parents purchase products and helps marketers to become a source of reaching the parents.

2.4.3 Future market

Children of today are the loyal consumers of tomorrow. From a very small age they are nurtured to become future customers like for example children being asked to open bank accounts from very young age who continue to become customers of future. Future market is not considered under the present study.

The present study aims to study the active influence market where children jointly make purchases with parents. The purchase decision making process is hugely impacted by various influence techniques by the children and the factors which lead to such relationships needs to be further examined to get a deep understand of family purchase dynamics in India (Kaur and Singh 2006; Ali et al. 2013 and Chaudhary and Gupta 2012).

2.5 THEORETICAL MODELS IN FAMILY CONSUMER BEHAVIOR

2.5.1 The resources theory

The resources theory forms a background for understanding the use of power and influence in family studies. This theory states that, resources are the main source of

power. “A resource is defined as anything that one partner may make available to another, helping the latter satisfy his or her needs or attain his or her goals”(Blood and Wolfe 1960). Hence this theory was used to comprehend the importance of resources over power of influence in studies involving family relationships. The theory also states that to secure some personal needs, an individual engages in a continuous process of negotiations. The theory was applied to consumer behavior studies especially child consumption behavior, wherein a child has to continually use power to acquire resources they want because of their financial incapacity and so on. The resources can be things meant for own consumption or can be the display of behaviors to influence the family consumption.

In the context of this theory, resources by which a family can derive power can be five: cognitive, affective, normative, economic and personal (McDonald 1980). Therefore, these resources might be used interchangeably by parents among themselves and children for desired outcome. A child must be much dependant on affective resources and a parent might use a cognitive resource.

There are many research studies which elaborate the use of the different types of resources in family decision making. As children grow up they use cognitive resources to negotiate with parents regarding certain things like technology products. Parents also promote the children to put their preferences in front of parents while decision making. Sometimes children may also use affective resources like emotional appeals and aggressive behaviors to have their say (Sheth and Mittal 2004; Wimalasiri 2004).

2.5.2 Consumer socialization model

Consumer socialization was first coined by Ward in the year 1974. According to Ward (1974) consumer socialization is the process by which young people acquire the skill, knowledge and attitude to act as consumers in the market place. The children acquire these skills as they grow up in the journey of being a consumer as early as even five years of age. Consumer socialization of children has been an interesting topic for marketers all over the world. It is an important framework which may aid in the understanding of the changing role of children is consumer socialization.

Understanding the agents contributing to this phenomenon is very vital. Under the influence of these agents, children learn to form opinions and get extensive knowledge about different product attributes and features which help them to negotiate or persuade during the last stages of purchase decision making process.

The model of socialization explores how the several external sources such as advertisements, marketing campaigns along with internal sources like family and peer group equips the child with all the skills, knowledge and attitude to function as a consumer. The child consumer socialization was divided into three stages based on their age groups namely perceptual stage (3-7 years), analytical stage (7-11 years) and reflective stage (11-16 years) (John 1999). Family decision making makes a child learn different roles, consumer skills and knowledge needed to function as a customer (John 1999). Even though family is the primary source of any knowledge derived by a child, as he grows up some external factors come to play. Factors such as mass media and peers might outpace the family (Dotson and Hyatt 2005). Hence the study aims to adopt certain select variables from external and internal sources to the context of the child influencer market.

2.5.3 Social learning theory

Albert Bandura had developed the social learning theory in 1977. The theory states that people learn behavior through the process of observation. It is called as observational learning. The theory was applied in the context of family decision making in early 2000's. It states that children learn by observing the people around them. The same behavior applies to child consumer behavior. They learn by observing and imitating many models from their social settings. This could be siblings, parents or fantasy characters from media, packaging etc. Social learning theory explains how children learn product information from advertisements. Social learning theory has been applied to various marketing domains especially consumer behavior which involves different behaviors to act as consumers.

2.6 CHILD INFLUENCE STRATEGIES/ROLE OF CHILDREN

The recognition of child as a consumer with specific skill set, knowledge and attitude came with a plethora of influence strategies which started paving way to billions of dollars worth of purchases world-wide (John 1999). The scholarly literatures on child consumer behavior slowly started taking notice of the phenomenon of influence strategies during late 90's. Child influence strategies can be defined as "the role children play by using influencing strategies such as bargaining strategies, emotional strategies, request strategies and persuasional strategies in a particular purchase situation". Influence strategies used by kids like persuasion by nagging etc can sometimes be called pester power. The majority of literatures available are for pester power or nagging strategy which is a form of persuasion (Table 2.1). Pester power was broadly defined as "children asking their parents to buy products for them" (Gunter and Furnham 1998) or as "children's influence on family consumption patterns" (Shoham and Dalakas 2005). Additionally pester power can be defined as "a child's ability to pester their parents into buying a certain product or brand" (Goldstein 1999). It has also been opined that it is "a child's attempt to exert influence over parental purchases in a repetitive and sometimes confrontational way" (Nicholls and Cullen 2004).

According to Spungin (2004) "by advertising to children, companies are encouraging the child to nag their parents into buying something they don't need or the parent cannot afford". Pester power is sometimes used by children to deploy various influences over purchases made by parents. Research has also shown that the pestering often leads to children sometimes nagging parents into buying products they wouldn't have purchased otherwise (Martino 2004).

The promotional strategies used by marketers sometimes encourage unwanted purchase requests. Rashid and Rashid (2019) found that mass media is often the generator of pestering. Some influence strategies often due to its intensity and repetition sometimes leads to impulse purchases also (Brown 2004; Nicholls and Cullen 2004). Some studies (Lawlor and Prothero 2011; Nash and Bassini 2012) opine that pester power is a normal interaction or behavior that is showcased by child and is a part of family dynamics and there is nothing negative about this phenomenon.

Pester power need not always create conflicts and is a part of a children’s life journey as a consumer. It also helps the children to be better equipped for becoming a future consumer. Table 2.1 details the different types of influences exerted by the children.

Table 2.1: Summary of Literature on Types of Influences Exerted by Children

| Influence Strategies | Definition | Sub-Types | Author(s) (Year) |
|-------------------------|---|--|--|
| 1.Bargaining Strategies | “Bargaining strategies are used with the intention of creating agreement between family members based on mutual gain and mutually satisfactory outcomes. Both parties arrive at a mutually agreeable solution and characterized by bilateral gain”. | <ul style="list-style-type: none"> ➤ Reasoning ➤ Negotiation ➤ Other deals (such as doing something in return for purchase) | Davis (1976); Falbo and Peplau(1980); Cowan et al. (1984); |
| 2.Persuasion Strategies | “Persuasion in family decision making is described as convincing an opposing family member to resolve decision conflict in the persuader's favour”. | <ul style="list-style-type: none"> ➤ Giving Opinions ➤ Verbal Manipulation ➤ Nagging | Palan and Wilkes 1997 and Wimalasiri (2004) |
| 3.Emotional Strategies | An emotional strategy “entails the intentional use of emotion, either directly or indirectly, when trying to influence other family members in the purchase decision making process”. | <ul style="list-style-type: none"> ➤ Positive-Humor, Sweet talk ➤ Negative-Anger | |
| 4.Request Strategies | Request strategies are those strategies which “require a child to ask or demand for a product”. | <ul style="list-style-type: none"> ➤ Direct Ask ➤ Demands | |

Source: Literature Review

Children can influence the parental purchases by using various influence techniques like persuasion, emotion, bargaining or requesting strategies (Palan and Wilkes 1997; John 1999; Marquis 2004) which the children use during purchases. The above strategies were used in an exploratory research by Palan and Wilkes (1997) to understand how parents respond to adolescent purchase requests. The study found out that adolescents use various strategies mostly being rational and bargaining strategies to influence parents in purchasing certain products.

In an another cross cultural study in island nations of Fiji, Tonga, and Cook Islands Wimalasiri (2004) analyzed the use of certain other sets of influence strategies adopted from the research work done by Yukl and Fable (1990) who initially used it to study managerial effectiveness. The study by Wimalasiri (2004) found that the most used influence tactics were consultation, exchange and inspirational appeal. It was seen that if the request made by the child is rational and polite the parents across the three regions did not have any problem to concede which is contrary to the fact that parents often perceive pestering tactics to be negative (Quinn 2002; Procter and Richards 2002; Martino 2004). In the context, a study done in Israel by Shoham and Dalakas (2006) concurs with Wimalasiri (2004) which shows that Israeli children use more of rational tactics than those of emotional appeals. The study also shows that rational appeals results in more parental yielding than emotional tactics which is contrary to the popular belief of industry practitioners and scholars who feel that pestering behavior has more emotional connotations than rational ones (Brown 2004; Martino 2004). Recently a study by Ellis and Maikoo (2019) in South Africa found that children know how to and when to use which influence tactics to get their desired products.

In an Indian context Chaudhary and Gupta (2012) conducted a study in an extension of the influence scales used by Wimalasiri (2004) and Ali et al. (2013) which is an extension of the work of Ali and Batra (1997). Both studied the effect of demographics and used a combination of influence scales to understand the family decision making. The present study includes all the influence strategies used by children.

2.7 ROLE OF CHILDREN AS INFLUENCERS IN INDIAN SCENARIO

India is now going through a cultural metamorphosis in terms of family dynamics like dis-integration of joint families to nuclear families, more working couples etc. due to which children have been even more recognised as a separate consumer group. The research in India on consumer behavior of children is still in a nascent stage and can further be enhanced. In a qualitative study by Brown (1981) countries like India and Japan which are much more traditional in family dynamics, participatory decision making rules over most purchases. This includes even small items involving a much higher degree of interaction among family members than in the United States (Foxman and Tansuhaj 2010). Research on the active role of children in retail settings is also quite limited with the exception of Sharma (2019) which explores the consumer socialization process in an Indian scenario. The studies which have analyzed the choice of influence strategy on product categories only (Chaudhary and Gupta 2012, Menon et al. 2019) and the influence of demographics on influence strategies (Ali et al. 2013) explores the child consumer behavior in an Indian context. Therefore the present study will contribute to the existing consumer behavior literature and will explore the connections between several factors which aid to the use of influence strategies by children in purchases made by parents.

2.8 FACTORS CONTRIBUTING TO CHILD INFLUENCE STRATEGIES (ROLE OF CHILDREN)

Any study on children's influence on parental purchases cannot be complete without the understanding of the agents which lead to children using the above mentioned influence strategies on parents. Drawing on existing literature in these areas, it can be observed that factors such as advertising exposure, packaging, peers and family communication patterns induce children to use influence strategies on family product purchase decisions. It contributes to the existing literature on parent child product decisions in the light of these factors:

2.8.1. Advertising exposure

The impact of exposure to advertisements in children has been given importance by researchers and psychologist's worldwide. Children's exposure to advertisement is

inevitable. It can happen through any medium like television, digital etc. Globally, television is still the primary medium which is used for advertising (Story and French 2004; Bahuguna et al. 2017).

Most of the studies in the advertisement exposure were conducted on the themes of child recall of advertisements, while other studies studied their purchasing habits and its connection with child obesity. In a study by Coon and Tucker (2002) it was found out that children's exposure to advertisements lead to the increase in purchase requests of food items. It was also found that the repeated exposure to advertisements caused the children to ask for particular brands of food products. Several studies have proved that children develop more favourable attitudes and preferences towards advertised products (Horgan et al. 2001; Coon and Tucker 2002). Most of the studies in the last decade have revolved around how television exposure has increased the intake of HFSS (High Fat Salt Sugar) products (Davison et al. 2006). Another study by Baldassarre et al. (2016) shows the exposure of children to advertisements and its effect on food purchases. Bertol et al (2017) in the qualitative study which shows the impact of advertisement targeted at children on purchases made by families.

Hence, most of the studies revolve around advertisements impact on food purchase, health concerns and addiction.

Moreover studies on how children remember the advertisements after being exposed to it has been a widely researched area. According to O Guinn and Shrum (1997) children have the ability to distinguish programming content from advertisements as young as pre schoolers. Due to the repeated nature of advertisement, children often have very good recall of advertisements at retail settings. A study by Van Reijmersdal et al. (2012) confirms that children as young as nine years old have very good advertisement literacy and understand its persuasive intent.

Advertisements influence children in several ways. It can be by making children desire things which are not approved by parents. Advertisements can also encourage the feeling of being at a social disadvantage if the request is not fulfilled. Nevertheless, children also get a variety of product information, attributes and learn about new product trends. In the 1980's the researchers started noticing the impact of television exposure on purchase requests. The research on the impact of advertisement

on children and the influence it creates on purchases slowly started taking momentum. Isler et al. (1987) reports in the study of pestering induced by advertising that parents yield to children's request to avoid parent-child conflict and also sometimes to please them. It was found in a study by Seiter (1993) that the persuasive intentions in advertisements help child associate the product being fun and entertaining, leading to purchases. Some researchers (Dresden et al. 2003) argue that advertisement invokes the "Must have" tendency in children. Bandyopadhyay (2001) found that the advertisements generally create pester power in children and has created conflicts in parent child purchase decisions. A study by Aktas (2006) found that the majority of the children from the 347 sample considered for the study have asked the parents to buy products for them. Few of the children even argued for getting the desired product. According to Spungin (2004) the advertisements make children nag their parents to buy things which the parents cannot afford. But according to Spungin (2004) even though advertisements induce pester power; parents have the ultimate say in purchases. The advertisements not only create persuasion and emotional intents but also increase product popularity. A study by Mc Dermott et al. (2006) and Marshall et al. (2006) opines that advertisements are the cause of unhealthy food choices in children. However a study by Lawlor and Prothero (2012), pester power is a normal process in consumer socialization and there is no negative connotations about the phenomenon.

A study by Maiti (2012) in India shows that advertisements use child models to induce pestering in parents. Moreover, Lati et al. (2017) shows that advertisements also induce parents to buy fast food items to children under the influence of pester power. Also a study by Ghose et al. (2019) on Omani children show that in the changing environment television is the weakest agent in consumer socialization and pester power.

2.8.1.1 Global advertisement restrictions

Even though the impact of advertisements to children is known globally the restrictions are very different in different countries. The below information depicts the various restrictions on advertising to children:

1. United Kingdom- Banned advertisements related to junk and fast foods to children.
2. United States- US Federal trade commission recommends that healthier food products only to advertised.
3. Europe (Greece, Norway, Sweden) - Restrictions to Product placements in children's programme
4. India – The guidelines for advertisements in India is very limited. Only after a complaint is lodged to Advertising Standards Council of India (ASCI) an advertisement can be withdrawn.

It can be seen that in India there is no restrictions or demarcations on how to advertise to children. Hence the children have wide exposure to advertisements through all the media's.

To conclude, after reviewing the extant literature of the effect of advertisements to children, it can observe that advertisements do cause pestering. But the researches till now concentrates on the concept of pester power which is only one dimension of child influence strategies. Hence the present study tries to study all the influence strategies used by child induced by advertisement exposure.

2.8.2 Packaging

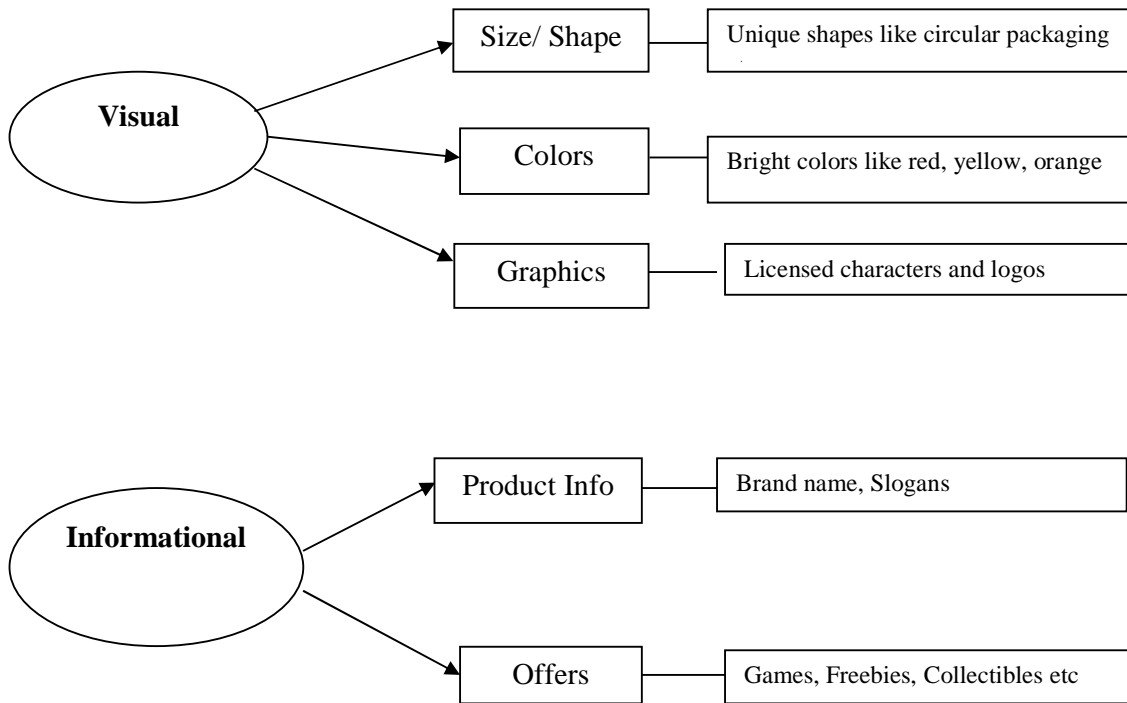
The children are exposed to packaged products from a very young age. Due to the nature of the products purchased regularly, children are indeed familiar with most of the types of packaging. Also, the store visits with parents, children get familiarised with packaging at a very young age.

Children due to familiarity with many of the packaged products are able to recognise specific brands and logos depicted on the packaging (Goldstein and Rojas 1991). Gelperowic and Beharrell (1994) in the exploratory study for investigating the effect of packaging found out that it has effects on the purchases made by children and their parents. The sample for the study was mothers who confirmed that the children were attracted to “nice looking” packaging. The products packaged for children consumption are equally meant to excite both children and parents (Meyer and

Lubliner 1998). However, nature of contact with the packaged goods depends of the role the child is having in the process of purchasing (Gollety and Guichard 2011).

The packaging directed at children has always been innovative and interesting to grab children's attention. Silayoi and Speece (2007), opines that "there are indeed four main packaging elements potentially affecting consumer purchase decisions, which can be separated into two categories; visual and informational elements". Visual elements refer "to size/shape, graphics, colours utilized, brand name, the characters and demonstrations of product performance while informational elements relate to product information and information about the technologies used in the package".

The visual and informational elements make sure to grab the attention of parents and children alike. The product packaging if attractive induces the child to touch and feel the products. Gelperowic and Beharrell (1994) opine that marketers are in constant search of ideas for innovatively packaging their products to get child and parent attention. In a study by Allison (1999) it was found that children preferred products with colorful packaging than white packaging. This confirms with the study by McNeal (2003) that the colors preferred by children are usually red, yellow and orange than other colors in packaging since they are the most eye-catching. Often products with licensed characters and logos on packaging convince the children to purchase a product. The packaging to an extent helps the children to identify with products which are often advertised. Packaging hence makes children to have communications with products by creating identity with that product. Additionally, the products marketed to children being bright and colorful, they sometimes encourage parents to buy products just based on its packaging and not exactly it's utility (Ogba et al. 2010). Hence packaging is the culmination of various dimensions which form the characteristics of product package. In summary, the presence of several child friendly visual elements and informational elements becomes the decisive factors before purchase (Figure 2.4).



Source: Literature Review

Figure 2.4: Child Oriented Packaging.

Having established that packaging has a substantial effect on children’s product identification and product choice, there have been very limited studies on how packaging induces child influence strategies leading to purchases. Ogba et al. (2010) opines that product preferences of children are driven by packaging which sometimes causes nagging. Packaging hence has lot of impact in generating product requests (Taghavi and Seyedsalehi 2015) and final purchase decisions (Azad et al. 2012). A study by Prible (2017) on pre-school children of United States reveals that packaging causes children to exert influence on parents. But there is lack of literature understanding weather the packaging actually creates various influence strategies leading to purchase intention. More studies are required to determine whether the different elements in packaging lead to influencing behavior in children.

2.8.3. Peer group

Children grow up as a part a social set up and are in constant interaction with different segments of the society. As such societal norms play an important part in purchase behavior of children and a huge part of this influence comes from peer group. Peers form the part of a reference group of a child. A reference group can be defined as "a group of people that significantly influences an individual's behavior" (Bearden and Etzel 1982). Reference groups typically are comprised of social network, friends and peers at school or otherwise, family members, siblings etc. It can also include inspirational figures, movie stars, fantasy and fictional characters, sport heroes etc. According to Shaffer (1998) for child, family members and peer group are the most influential reference group than distant figures like movie star for example.

Peer group becomes even more influential if the family communication is weak, unstable family environments and also due to an innate need of child to confirm with social standards. According to Valkenburg and Cantor (2001) even though parents play a very influential role, peer groups assume an important role once they start school. According to a study by Isler et al. (1987) found that peers and siblings are the second most important influence while making a purchase. A study on children aged 9 to 11 years it was found out that the children predict their peer group's behavior and modify their behaviors to suite peer group expectations (Bachmann et al. 1993). This shows that they are beginning to understand external influences and they are open to the influences from their peer group.

The extant research on a children's peer group has confirmed that peer have significant source of influence on children with respect to product choices (Campbell 1995). It has been proved that as a child grows the importance of their peer group also increases. The age group of eight and above to that of adolescents have significant peer approval needs (Acuff and Reiher 1997). The peer groups at school or otherwise has many discussions about the products they purchase. With the increase in age, the child starts giving more importance to peer group's approval than parent approvals on product purchases and choices.

A study by Goldstein (1994) opines that peer group have major influence on product choices than advertisements. As such this reattribution of influence from “advertiser-generated request behaviour to peer-generated ‘word of mouth’ positions pester power as a societal rather than a managed phenomenon resulting from promotional activity” (Pilgrim 2001; Proctor and Richards 2002). In a survey called millennium moms, it was found that mothers readily yield to the pestering of their children as they think it would help in getting better accepted by their peers. Hill and Tisdall (2014) note that “peer relationships offer opportunities for children to acquire different kinds of knowledge compared with parents or teachers”.

A child also confirms to his/her peer group sometimes giving rise to consumption symbolism and materialism. Hence, due to the socialization with the peer group, children tend to believe that it becomes necessary to confirm with peer group product choices and it is deemed that it adds to the “cool” image among their friends (Dittmar 2011). The peer influences thus equips a child with vital information which contributes to pester power.

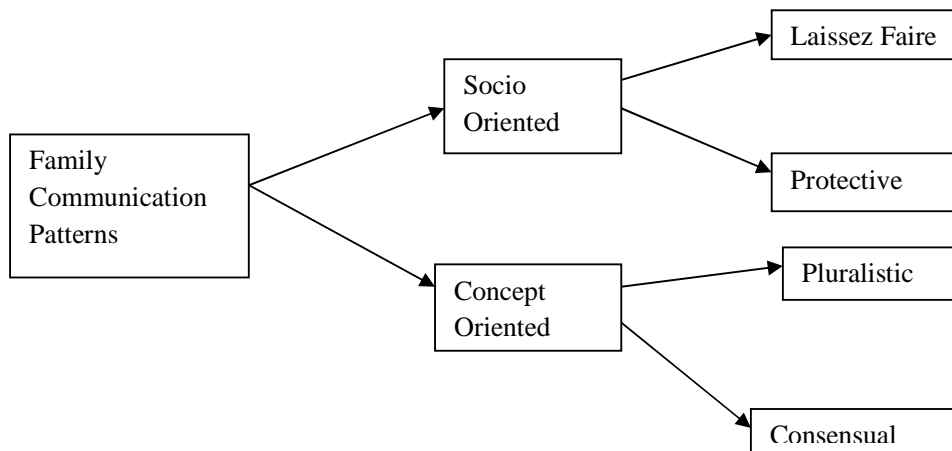
To summarize, peer group influence grows as the child grows making them susceptible to the peer groups especially at school. The persuasive intent created by advertising encourages the child to discuss certain product preferences with the peer group encouraging the child to exhibit certain influence /pestering strategies both in store or otherwise. The aim of this study is to understand weather the peer group influences lead to usage of certain influence tactics which might create a purchase intention in parents.

2.8.4. Family communication patterns

Family communication patterns are “a set of norms governing the trade off between informational and relational objectives of communication” (Ritchie and Fitzpatrick 1990). The two dimensions of family communication patterns were then developed (Stone and Chaffee 1970) (Figure 2.5). A socio-oriented family “stresses relational harmony and avoidance of antagonism and conflict, whereas a concept-oriented family emphasizes the free expression of opinions and active engagement in debate” (Stone and Chaffee 1970; McLeod and Chaffee 1972).

An eleven item family communication pattern was later developed. Then, later the two dimensions were also known as conformity orientation and conversation orientation. Conformity orientation is the “degree to which a family emphasizes the homogeneity and uniformity of ideas, attitudes, and opinions; thus, a conformity-oriented family values the harmony and interdependence of family members, conflict avoidance, and children’s obedience to parents” (Ritchie and Fitzpatrick 1990; Ritchie 1991; Koerner and Fitzpatrick 1997; Koerner and Cvancara 2002; Koesten 2004). Conversation orientation is the “degree to which a family stresses the heterogeneity and diversity of ideas, attitudes, and beliefs; thus, a conversation-oriented family values the individuality and independence of family members and spontaneous and unconstrained interactions” (Ritchie and Fitzpatrick 1990; Ritchie 1991; Koerner and Fitzpatrick 1997; Koerner and Cvancara 2002; Koesten 2004). The present study only considers the dimension of socio oriented and concept oriented families.

There are four typologies of family communication patterns (expressed in co-oriented terms using Newcombs A–B–X paradigm (1953): are laissez-faire, protective, pluralistic, and consensual.



Source: *Watne and Brennan 1981*

Figure 2.5: Family Communication Patterns

2.8.4.1 Socio oriented family communication patterns

Socio oriented families are of two types- Laissez-faire families and Protective families. The socio oriented patterned families are characterised by very little

communication with children. Usually the children get information about the products from factors other than families. The socio oriented patterned families are characterised with parents fostering obedience and social harmony. Often it is found that socio oriented families do not encourage children to get exposed to media influences (Rose et al. 1998). The characteristics of these families are that, peer group or other sources of information become the source of product information (Chan and McNeal 2003).

Socio oriented family communication patterns are characterized by family giving respect to authority with some restrictions during purchases. The socially oriented parent might have increased parental concern and will try to inculcate proper normative behavior. The strategies used by children under the socio oriented families often engage in direct asking for products, politely requesting and may not be emotional. The overall purchase atmosphere is very calm and under the control of the parent. Most of the reported studies in family communication patterns suggests that socio oriented families are mostly found in Asian countries of Japan, China and Hong Kong (Bond 1991; Rose et al. 1998; Chan and McNeal 2003).

2.8.4.2 Concept-oriented family communication patterns

Concept oriented families are of two types –Pluralistic and Consensual. The concept oriented families are a combination of both pluralistic and consensual. There is always free communication and open discussions of differing view-points and ideas. There is not much adherence to strict parental types and the parents don't insist obedience to authority. This fosters uninhibited communication of child with parents. The communication structure is such that there is mutual respect to each other's idea. The interest of both the parties is kept in mind. Concept oriented families encourage much interest in new ideas without disturbing the family's hierarchy of opinion. They are also characterised with high independence with internal harmony.

Family communication patterns have been mostly studied from a context of psychological studies. However with start of early nineties, the construct of family communication patterns started getting attention from the context of consumer behavior especially that of children. The reason has been that no study on family

consumption is complete without studying the communication that happens between parents and children. A study by Rose et al. (1998) has investigated that family communication patterns decide the attitude children have towards advertising. While some other studies have linked it with parental style and consumption, parental monitoring and control of TV viewing (Carlson et al. 1990, 1992). Family communication pattern studies in consumption behavior have provided an understanding of consumption related communication in families (Chan and McNeal, 2003). A cross cultural study by Rose et al (2002) shows that in concept oriented families as child influence increases there is less consumption. Also there is a varied difference in the results of both the nations (United States and Japan) in which the study was conducted. While in United States there is a presence of large number of concept oriented families and Japan is characterised by more of socio oriented families.

Moreover family communication patterns have shown a positive relationship with brand attitudes (Hsieh et al. 2006). In Indian context, a study by Sharma and Sonwaney in 2014 showed that family communication patterns have significant influence over children. An exploratory study (Kim et al. 2018) has shown that family communication pattern generate significant child and parental influence responses over purchases. Hence it is imperative that family communication patterns have been vastly studied in the context of general consumer behavior and attitudes. There have been very less studies which try to link the construct of family communication patterns to child influence strategies and purchase intention.

2.9 CHILD INFLUENCE ACROSS PRODUCT CATEGORIES

Children have known to influence a wide array of products. But from a research stand point it has concentrated majorly on food and beverage purchases. Food plays a very important role in a child's overall development. Hence most of the studies have concentrated on the children's food choice and parental interventions on it (Norgaard et al. 2007). In the context of other products, it has been revealed that children put more influence on the purchase of products related to them (Kaur and Singh 2006) and children's wear (Foxman and Tansuhaj 1988). Children have also been seen to

influence family related products like vacations (Belch et al. 1985, Ahuja and Stinson 1993; Gram 2007); family eating out decisions (Kaur and Singh 2006) and movies (Darley and Lim 1986). The existing research also indicates that children's influence extends also to products which are not intended for their primary use, with children having strong impact on products such as home décor, automobiles, and home electronics (Meyers 2004; Roy 2004) in contrast to the view of Belch et al., (1985) that children have influence for high-risk products like cars and televisions.

In a study it has been found out that nine out of ten parents opined that when it comes to technical products children's opinions were given “major importance” up to a significant 30 percentage (Miller 1999). The same study also acknowledges the parents view that children were considered to be more knowledgeable when it comes to sports and beverages. Table 2.2 shows the list of products which children form the influencer market.

Table 2.2: Classification of Products Influenced by Children

| Products | Authors (Year) |
|---|--|
| Own Products: | |
| 1.Toys and video games | Belch et al. (1985); McNeal (1992) |
| 2.Food products(Cereals, Snacks, Candies, Chocolates) | Ahuja and Stinson (1993); John (1999); Kaur and Singh (2006) and |
| 3.Bicycles, Shoes, Hobby Products | Calvert (2008). |
| Family products: | |
| 1.Vacations | Darley and Lim (1986); Cooper (1999); Ahuja and Stinson (1993); |
| 2.Family eating out | Belch et al. (1985), Gram (2007); |
| 3.Movies | Caruana and Vassallo (2003); Gaumer and Arnone (2010) and Kaur and Singh (2006). |

Source: Literature Review

Hence, children were found to have an extensive involvement in consumer decision making overall in particular with the purchase of daily goods, their own goods, take-away food, and breakfast cereal, brand of bicycle, video games etc. The above concurs with the findings of John (1999) which found out that children exert increased amount of influence on products for childrens use (e.g. cereal, toys, clothes), and medium influence for family activities (e.g. vacations, restaurants) and very low influence for consumer durables and expensive items.

2.10 RELEVANCE OF DIFFERENT AGE GROUP IN EXERTING INFLUENCE STRATEGIES

The cognitive ability of the children changes with the age; it becomes a very important factor for any study relating to children. As the children grows so does their skills as a consumer. The study aims to understand the role of children aged eight to fifteen years as this age group is characterised with increased cognitive ability to understand marketing efforts and peer approval needs (Acuff and Reiher 1997). This age group is also characterized with much more understanding of advertisements (John 1999) and packaging efforts (McNeal and Ji 2003). Moreover, tweens are an especially tricky market to understand due to the conflict between exhibiting characteristics of teenagers and sometimes demonstrating attributes of younger children (Clifford-Poston 2005). The present study will consider the age group eight to fifteen to ascertain the impact over influence strategies.

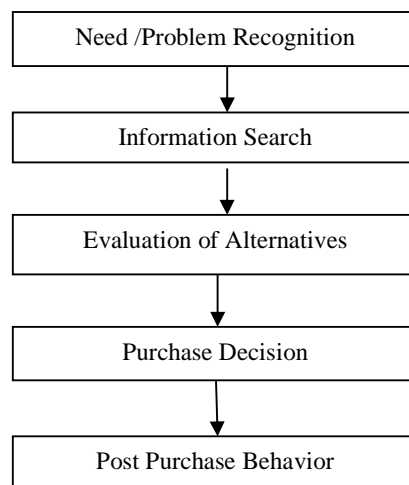
2.11 PURCHASE INTENTION

Purchase intention is the subjective judgment by the consumers that is reflected after the general assessment to purchase a products or services (Dodds et al. 1991; Blackwell et al. 2001; Shao et al. 2004). Purchase intention is a situation where consumer tends to purchase a particular product or service in a particular condition or situation. Purchase intention continues to be a significant predictor of consumer actual purchase behaviour (Ajzen 1991; Gardner and Hausenblas 2004). According to Blackwell et al. (2001) purchase intention represent the consumer willingness to buy the product or service. The willingness of a customer to buy a certain product or a

certain service is known as purchase intention. Purchase intention is a dependent variable that depends on several external and internal factors (Taylor and Baker 1994).

2.11.1 Children as influencers in purchase decision making process

Decision making is one of the most critical components while studying consumer behavior. The below are the different stages of purchase decision making (Figure 2.6):



Source: Schiffman, Kanuk and Hansen 2008

Figure: 2.6 Stages of Purchase Decision Making

The purchase decision starts with the recognition of a need or a want in a person upon which the consumer analyses the different information and alternatives he has which helps in making a final purchase decision. The children were found to be good at initiating a purchase and are combined decision makers with other members of the family (Kaur and Singh 2006). The influence of children in family purchase decision making differs according to the stages of purchase decision. In a study by Belch et al. (2005) it was found that the children, due to their exposure to mass media influence the most in the problem recognition and information search rather than later stages of purchase decisions. While in an Indian context, Chadha (1995) concluded that to the older aged people of a house, the young sons and daughters emerge as key persons to

introduce new products in the house contributing to the information search stage. The review of extant literature confirms the presence of child influence in first two stages of the decision making process -problem recognition and information search (Ahuja and Stinson 1993; Nørgaard et al. 2007). The studies of Lee and Beatty (2002) and Wimalasiri (2004) concurs to the above that the children influence all the stages of decision making process by using different influence strategies.

2.12 RESEARCH GAPS

The role of children has been studied by researchers mainly in the context of certain isolated variables. The critical analysis of the extant literature shows certain gaps in the literature theoretically and also contextually. The gaps thus identified are enumerated as follows:

Research gap 1

In consumer behavior, much is known about the consumption patterns of the adults but there is only meagre literature available on the child's influential role in parent-child purchase relationship. A child influences a parent-child purchase relationship by using certain influence strategies. Past research have studied the types of influence strategies (Palan and Wilkes 1997; Wimalasiri 2004; Ali et al. 2012; Chaudhary and Gupta 2013) only with respect to how it affects decision making and purchase behavior. But what factors induces these influence strategies leading to an intention in parents needs much addressing (John 1999; Shin et al. 2012). External factors like advertisements and packaging have lot of impact on a consumer purchases but the ability of these to induce influence strategies in a child needs to be explored. Also, the literature also confirms the fact that results are seemingly different when the influence strategies and tactics are studied from the parents views (Wimalasiri 2004) and when children (Ali et al. 2013) are only considered for the study. But what factors induces these influence strategies leading to an intention in parents needs is gap unfilled (Nørgaard et al. 2007, Chaudhary et al. 2018, Husain and Rashid 2018)

A research by centre for media education, (2002) opined that “on an average children watch three to four hours of television per day; this is the number one after-school

activity for 6 to 17 year olds". Hence, television is considered as the most important information source for learning about products in children. But, though there have been studies on how advertisements affect purchases (Reeves and Atkins 1979; Young 2003; McDermott et al. 2006) there have been very less studies which examine whether ads initiate certain influence strategies/behavior in children. Child consumers are now considered as the focal point of marketers who rely on advertisements to command their attention (Yildirim and Milla 2019). Also there has been a lot of research on advertisements effects product requests in children (Galst and White 1976; Hitchings and Moynihan 1998; Radkar and Mundlay 2001) but the nature of this request and the influence strategies displayed by children needs to be more studied.

Apart from advertisements there are also certain other factors like packaging which makes a child to influence product purchases in parents. But the impact of packaging in the purchasing behavior with regard to the children's market has been very sparse. Studies are required to determine whether packaging leads to a child using influence strategies or behavior leading to an intention. There has been some research on how packaging induces product choice (Ogba and Johnson 2010; Gollety and Guichard 2011) and visual memory of packaging (McNeal and Ji 2003). As reviewed previously many research studies (Gelperowic and Beharrell 1994; Ogba and Johnson 2010; Gollety and Guichard 2011; Taghavi and Seyedsalehi 2015) proves that packaging induces purchases by attracting them with visuals, colors etc but there have been very less research on whether the packaging element induces influence strategies. The present study aims to study the impact of these external agents thereby gaining more insight into certain influence strategies employed by children as consumer.

Research gap 2

Children live in a social set up hence are very much influenced by the opinions of their peer group. Peer group can be the friends, school friends and parents of child. The information and the pressure of being socially acceptable to the peer group can lead to pestering tactics which still needs to be explored in consumer behavior

literature. Till now there has been research that has established that peers are the foremost source of purchase request influence consistent with Frideres (1973); Moschis and Moore (1979); Goldstein (1994); Bas (1998) and Proctor and Richards (2002). The studies till now only focuses on how children are socialized into a consumer skill set by peers (John 1999) to the product choices (Childres and Rao, 1992; Bachmann et al. 1993). But there is a research lacuna which needs to be addressed as to how the child uses these peer influences by displaying different behaviours to function as a consumer.

Also as stated above, family becomes an integral part of child growth and development. India is a country which is characterised by much more traditional values in family dynamics exhibiting participatory decision making. The extant literature has examined family influence only with respect to television media (Robertson 1979; Moschis 1985; Carlson et al. 1990; Rose et al. 1998), with meagre emphasis being given towards the role of family communication in adolescent consumer behavior. Moreover, “family communication has focused primarily on the frequency of interaction rather than on the ability to generate influence behaviors in children” (Carlson et al. 1992). Specifically, past research has identified family communication patterns as the construct which deals with quality and number of conversations happening in a household (Carlson et al. 1992) and used it as a theoretical basis in children’s behavior related to purchases (Carlson et al. 1992; Hsieh et al. 2006; Mikeska et al. 2017). But recent studies also have examined family communication patterns as an interaction between parents and children and not from a decision making point of view and not on purchase intentions (Kim et al. 2018). Hence the type of communication patterns will be studied which will give insight to why a child adopts a certain kind of influence strategy in a particular family communication set up. Therefore the present study will contribute to the existing consumer behavior literature and will explore the connections between family communication patterns influences the use influence strategies by children in purchases made by parents.

Research gap 3

Children affect a purchase intention of parents using wide varieties of influence behaviors. The influence behaviors used by children can be in the form of strategies such as bargaining, persuasion, emotional and request strategies or it can be in the form of certain influence tactics such as pressure tactics coalition tactics etc. As reviewed in the literature there is no particular justification of why certain studies (Palan and Wilkes 1997 and Ali et al. 2013) uses influence strategies and while certain studies uses influence tactics (Wimalasiri 2004; Chaudary and Gupta 2013) which are concepts used in a human resources scenario and more inclined towards getting approval from higher authorities rather than individual opinion. Also several studies such as Palan and Wilkes (1997) in their study involving 100 parents and children, have found out certain influence strategies gain more advantage than others while Wimalasiri in her landmark study using influence tactics found that children always look for approval from parents and uses more emotional appeals such as pressure tactics. The literature also confirms the fact that results are seemingly different when the influence strategies and tactics are studied from the parents views (Wimalasiri 2003, 2004) and when children (Ali et al. 2013) are only considered for the study.

Hence the present study tries to explore the discrepancies in the existing literature regarding the outcome of several researches and also to find out various behavioural displays of children during a purchase process.

Research gap 4

The role of children as influencers in the family decision making is very vital. The literature reviewed shows that there should be an emphasis on child as consumer and their influence in family decision making. The existing research is available in developed countries like US, UK and Europe (Belch et al.1985; Beatty and Talpade 1994; Ekstorm 1995; Shoham and Dalakas 2003) and with a few exceptions in India (Jain and Bhatt 2004; Kaur and Singh 2006). As Brown (1981) has argued that in countries like India and Japan which are much more traditional in family dynamics, participatory decision making rules over most purchases which includes even small

items, thus must involving a much higher degree of interaction among family members than in the US (Tansuhaj and Foxman 2010). The family dynamics in India is completely different from other cultures and hence much more research is warranted from the views of Indian parents (Jain and Bhatt 2004; Kaur and Singh 2006). The age group undertaken for the studies have been different contexts for different studies. The age group is very relevant as the children grow older different strategies are adopted for convincing the parents for product choice.

Research on the active role of children in retail settings is also quite limited with the exception of Basu and Sondhi (2014) which explores the consumer socialization process in an Indian scenario. The theoretical literature has consistently studied the role of children in influencing parental purchases to developed economies like the United States, United Kingdom and Europe with only few exceptions in India like Kaur and Singh (2006) on purchase sub decisions and Chaudhary and Gupta (2012) in influence of family members on decision making stages. Hence the present study is trying to fill this gap.

2.13 CONCEPTUAL FRAMEWORK

Consumer behavior of children has been one of the less addressed topics in the area of marketing. The children form an important part of all family purchases. Children have always been a target market for the marketers for the products of their own consumption and also for family products. But the only framework existing to understand the child consumer behavior is consumer socialization model which shows how children get socialized into the role of consumer. There is also a need to come up with a model to understand the impact of various external and internal factors in generating child influence strategies in a purchase scenario. Based on the extensive literature review, the present study proposes a conceptual framework which explores and describes the various relationships between factors such as advertising, packaging, peer group and family communication structures in inducing certain influence behaviors which creates a parental purchase intention (Figure 2.7).

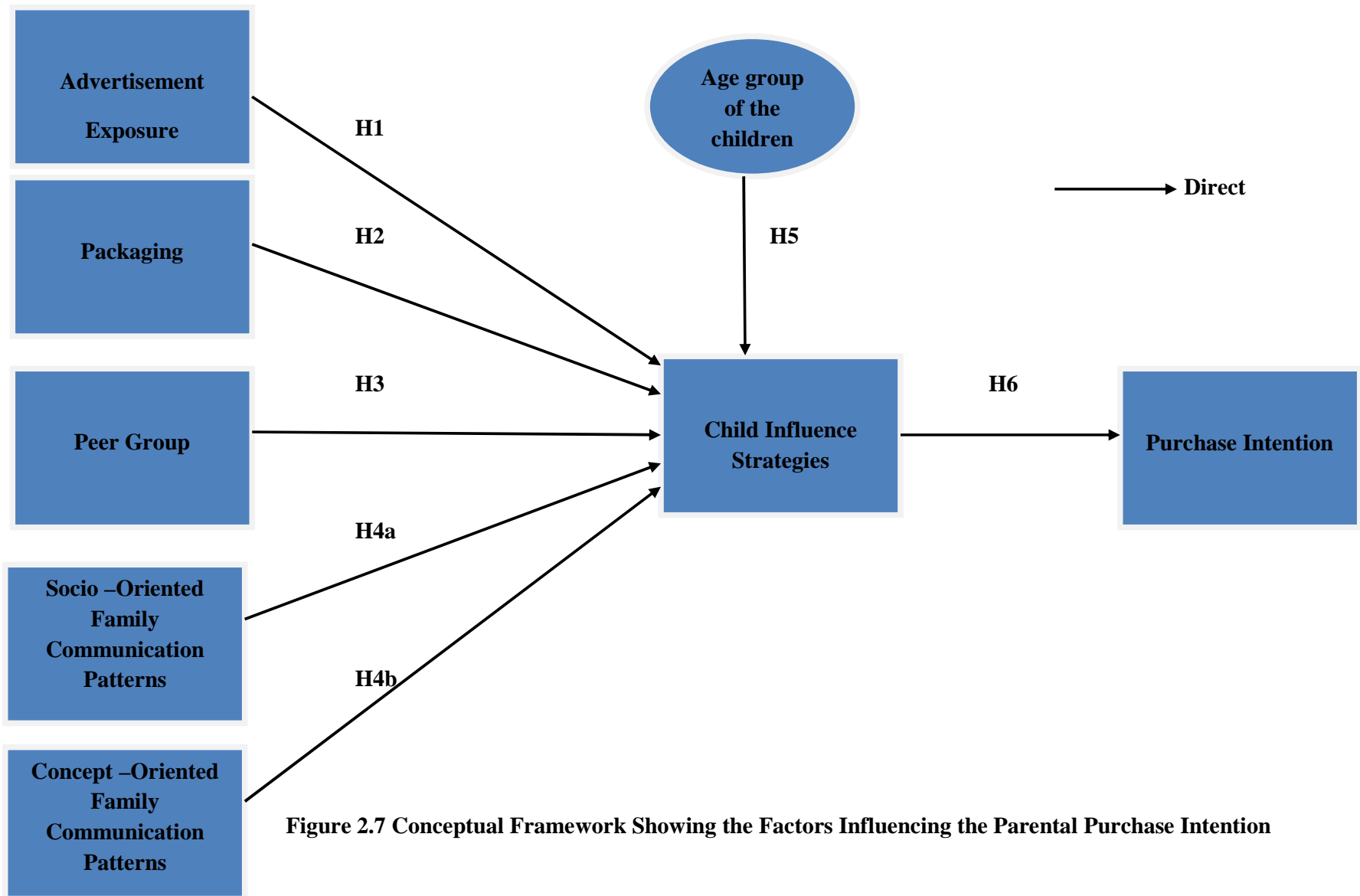


Figure 2.7 Conceptual Framework Showing the Factors Influencing the Parental Purchase Intention

Advertisement exposure of children and the how they interpret them are frequent topics for research (Chan and McNeal 2003; Lawlor and Prothero 2003; Oates et al. 2003; Tseng 2001; Young 1990; Young et al. 2003). Also many studies have investigated the impact of children on demanding the advertised products on their parents. The present study considers the impact of advertising exposure leading to role of children in the form of child influence strategies in parental purchase intentions.

Packaging is another factor which influences product choice in children as well as parents (Gelperowic and Beharrell 1994). The studies on packaging influencing the customer choice is restricted how the choice gets influenced by visual and informational elements on a package. The process that follows is the inducement of several influence strategies to get the desired product. The proposed conceptual model links packaging of a product to child influence strategies in creating purchase intentions in parents

Peer group forms a part of a person's reference group which gives them with all the informational elements which induces and product choice. As a child grows up the peer group becomes an important factor (John 1999) and often children listen to their friends opinions in schools and other social setting. Studies have shown that children learn the "symbolic and social value of products within their peer group and use them to build their self-identity and facilitate their social integration" (Moschis and Moore 1979; Chaplin and John 2005; Nicholas et al. 2015). But the impact of peer groups in inducing certain influence strategies remains to be further linked through the proposed model.

Family is a part of a child's psychological and social upbringing. In this context, the communication between families forms a very great impact on a child's behavior in a social set up. Though lot of studies have been conducted to address the impact of family communication in general, the impact of children's behavior needs to be studied in a consumer behavior context. In India, the communication between families is considered to be very strong and influential (Kaur and Singh 2006) and hence the child may be subjected to different family communication patterns in the house. This

would certainly get reflected in the way a child uses certain influence tactics to get products of their choice through the parents. The present study attempts to study the same through the proposed framework.

Age group of the child also determines the extent of influence that they exert over their parents. However, children of all age groups exhibit all types of purchase behaviors which might create purchases. These behaviors are termed as child influence strategies. Children of all age group display such behaviors to purchase the products they desire. Hence the present study attempts to explore the same through the proposed framework.

Child influence strategies are a result of various factors in the marketing environment. Even though these child influence behaviors are a part of their growing up journey; children often use them to purchase things that they want. Child influence strategies have found to be very prevalent in across the parental decision making stages (Bhavsara and Maheshkar 2016; Chaudhary et al. 2018) but purchase intention from parental point of view needs much attention. Hence the proposed framework studies this relationship.

2.14 HYPOTHESES DEVELOPMENT

Hypothesis is a formal statement that presents the expected relationship between an independent and dependent variable (Creswell 1994). A hypothesis formulated thus allows answering of research questions and objectives by quantitative enquiry. The hypotheses H1 to H5 stated for the present study is regarding child influence strategies in the context/perspective of parental purchase intention

2.14.1 Advertisement exposure and child influence strategies

Batat (2010) opine that due to the vulnerability associated with age group, children usually believe the advertisement content to be fully true. Advertising exposure can often lead to making children desire things to which parents do not want to indulge in. Also, advertisement reveals attractive features and attributes which often leads a child to display various influence strategies. The literature review study by De Jans et al (2019) is a shows that more research is warranted to study the effect of advertisements

on children, but the article doesn't mention about its effect on child influence strategies. Advertisements targeted to children are often in settings which are relatable to them such as advertisements having school or playground as a theme. The images and the jingles allow for easy memorization and recall of the product in a purchase situation (Bartholomew and O'Donohoe 2003). Past research has shown that advertisements do cause pester power or nagging (Taras et al. 2000; Radkar and Mundlay 2001; McDermott et al. 2006) but much research is required on how advertisement exposure generates various influence strategies including pester power. Hence more examination is required about the direct role of advertising in influencing children and whether such behavior places significant influence on parental purchases. Therefore the following hypotheses:

H₁: There is a significant impact of advertisement exposure on the influencing role of children in parental purchase intention

2.14.2 Packaging and child influence strategies

The marketers have been creating various strategies to make children interact with their brands using characters and mascots using product packaging. Moreover, the use of licensed characters and brand mascots become decisive elements for the purchase of products by parents under the influence of children (Roberts 2005).

Packaging hence has lot of impact in generating product requests (Taghavi and Seyedsalehi 2015) and final purchase decisions (Azada et al. 2012). But there is a lack of literature on understanding whether packaging actually creates various influence strategies leading to purchase intention. Therefore it is hypothesized that:

H₂: There is a significant influence of packaging on the role of children in parental purchase intention

2.14.3 Peer group and child influence strategies

Peer group is one of the most important socialization agents shaping child consumer behavior. The daily conversation with peer group fosters cognition and development of affective attitudes in children. Peer groups often foster social integration by building self identity and often are the source of brand and symbolic value (Chaplin

and John 2005). A study by Dittmar (2011) it has been found that peer group conformity usually decides which product is socially acceptable in the group and considered as a cool product to have. A study by Lenka and Vandana (2015) found that peer group increases persuasive intent in children and makes children demand more from parents. But there is very less studies which link peer group influence in generating child influence strategies in children. Accordingly, the below hypothesis was developed:

H₃: There is a significant association between child's peer group and the influencing role of children in purchase intention of parents

2.14.4 Family communication patterns and child influence strategies

Family communication patterns are types of patterns by which different parent child clusters interact. The family communication patterns are of two types- socio oriented and concept oriented families. Parents and children constantly engage in product related communication and this has a significant impact on the way a child depicts different behaviors which sometimes decide the way children influence parents for purchases. By examining different communication pattern it gives a fair idea on different aspects of purchase behaviors of children as well as parents. (John 1999). It can take form of any verbal and non-verbal form of influences by children. Studies show that there is a significant impact of family communication on child responses strategies used by adolescents (Kim et al. 2018). Hence the below hypothesis is formulated:

H₄: Different family communication structures have a significant impact on the influencing role of children in parental purchase intention.

H_{4a}: Socio oriented family communication structure have a significant impact on the influencing role of children in parental purchase intention.

H_{4b}: Concept oriented family communication structure have a significant impact on the influencing role of children in parental purchase intention.

2.14.5 Age group of the children and child influence strategies

The age of the children have a huge impact in the way they behave in market place. As the age increases the cognitive, affective and conative abilities increase (Acuff and Reiher 1997). But, the increase in these abilities in generating child influence strategies is not explored much. The product knowledge and information possessed will help them showcase varied knowledge, skills and attitude in a purchase situation. At this age group a child goes under a lot of physiological and psychological changes which makes the child very much vulnerable to marketers claim like packaging and other promotional measures (McNeal and Chan 2004). Parents have been found to be more likely to give in to purchase requests from older children, as parents perceive them to be more competent consumers (Lawlor and Prothero 2011), and where particularly favourable parent–child relations exist (Kerrane *et al.*, 2012; Matuszewska, 2017). Young children have, however, also been found to be successful pesters (Prible 2017). Hence the below hypothesis is formed:

H₅: The child age groups have an effect on child influence strategies.

2.14.6 Child influence strategies and purchase intention

Purchase intention is a dependent variable that depends on several external and internal factors (Taylor and Baker 1994). Purchase intention comes as stage between the evaluation of alternatives and the end purchase decision. In a study by Belch et al. (2005) it was found that the children, due to their exposure to mass media, influence the most in problem recognition and information search rather than later stages of purchase decisions. The children also were found to be good at initiating a purchase and are co –decision makers with other members of the family (Kaur and Singh 2006). Child influence strategies have found to be very prevalent in across the parental decision making stages (Bhavsara and Maheshkar 2015; Chaudhary et al. 2018; O’Neil and Buckley 2019) but purchase intention from parental point of view needs much attention. Hence the below hypothesis has formed:

H₆: Child influence strategies significantly impacts parental purchase intention.

2.15 OPERATIONAL DEFINITION OF THE VARIABLES

Operational definition is the unique way in which a variable is measured in the study in focus. An operational definition can be defined as “the statement of procedures the

researcher is going to use in order to measure a specific variable”. From the review of literature the study has identified the following variables and operational definitions. The detailed review of the literature and the context of the research have helped in formulation of the operational definition of the present study. The operational definitions for the variables used for the study is provided to understand the context of the usage (Table 2.3).

Table 2.3: Operational Definition of the Variables

| | Study Variables | Operational Definition |
|----|-------------------------------|--|
| 1. | Advertisement Exposure | Advertisement exposure is defined as any exposure to advertisements in the form of any non personal communication directed towards children aimed at persuasion, giving information about the product and promotion of ideas and generating certain behaviors for acquiring that specific product. |
| 2. | Packaging | Packaging is defined as the influence of the covering material intended to safeguard products comprising of various visual and informational properties like using attractive colours, shape, size and characters thereby enhancing the overall appeal of the product for the children. |
| 3. | Peer Group | Peer group is defined as an influence of a social group of the child having similar interests, age and psychological characteristics which have a bearing on the behavior of the child. It includes the friends at school or at social settings like home, play grounds etc. |
| 4. | Family Communication Patterns | Family communication patterns is defined as a set of norms governing the trade off between informational and relational objectives of communication which enables the children and parents to effectively |

| | | |
|----|----------------------------|---|
| | | communicate their opinions, ideas and beliefs with specific reference to a purchase situation. |
| 5. | Child Influence Strategies | Child influence strategies refer to role of children in a purchase situation using specific set of behaviors aimed at influencing parents for getting the products that they desire. They can be in the form of bargaining, persuasion, emotional and request strategies. |
| 6. | Purchase Intention | Purchase intention can be defined as the willingness of the parent to buy a product for their children. |
| 7. | Age Group | Age group can be defined as the children who are aged eight to fifteen. |

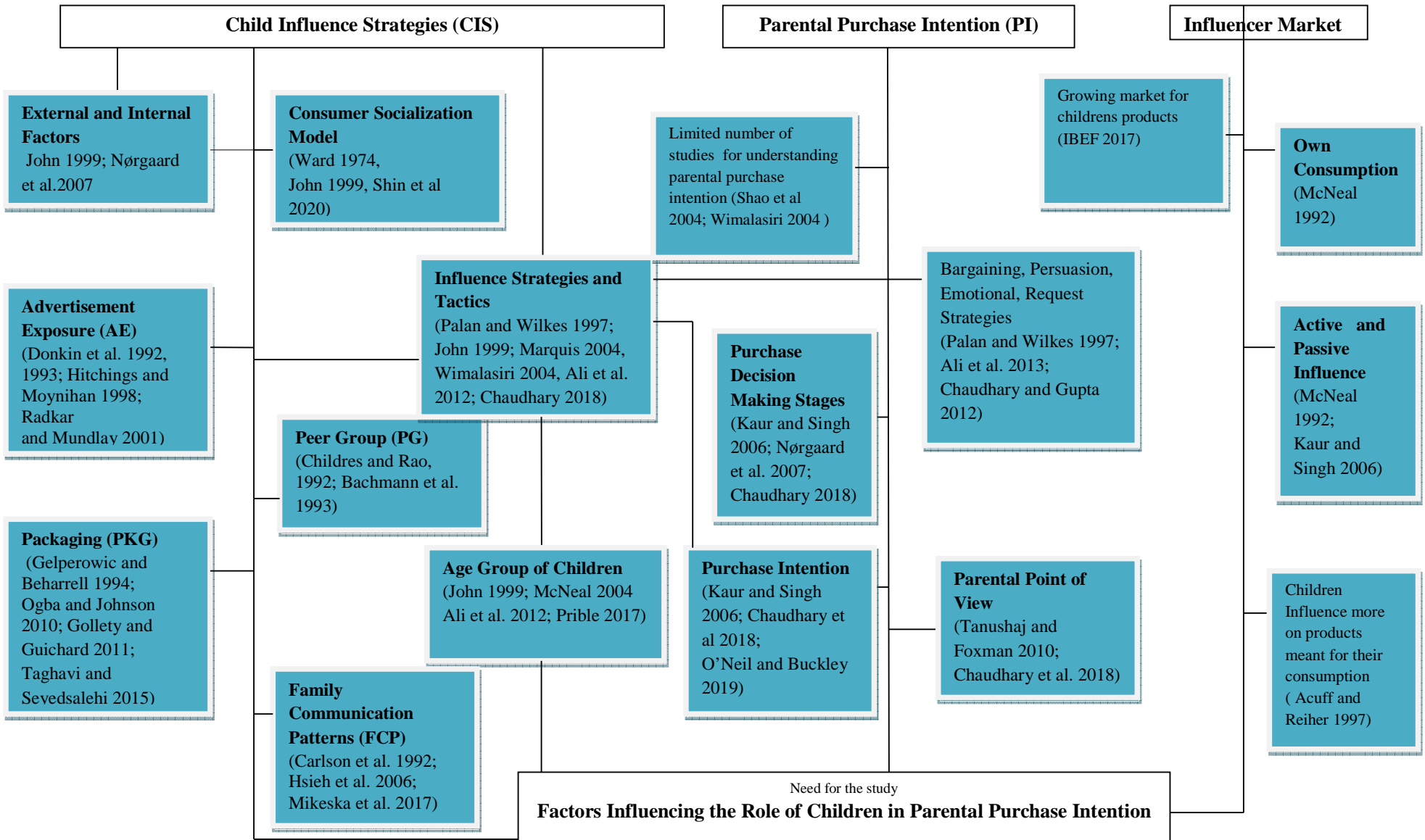
Source: Review of Literature

The study has seven variables, in that independent variables are advertisement exposure, packaging, peer group and family communication patterns (Socio and Concept). Dependent variables are child influence strategies and purchase intention. Moderating variable of age group (8-15 years) is also considered for this study.

2.16 CHAPTER SUMMARY

Significant and available literature is meticulously reviewed for getting an insight in to all the study variables. The chapter provides an extensive literature of different child consumer behavior and models. The chapter had explored the diverse factors affecting the role of children in consumer behavior. The chapter also how children influence parental decision making using many influence strategies. The chapter also enumerated different behaviors displayed by a child to their parents while purchasing. The chapter included research gaps identified, conceptual framework, hypotheses developed for the study, and operational definition of the variables. Chapter three on research methodology will further discuss the methodology framework adopted in the study.

Factors Influencing the Role of Children in Parental Purchase Intention



CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 CHAPTER OVERVIEW

This chapter details the research methodology adopted for testing the framework established in chapter two. Section 3.2 gives the research paradigm for the study. Section 3.3 discusses the research approach namely inductive and deductive arguments for the present study. Section 3.4 explains the research design adopted for the present study. Section 3.5 enumerates the research methods. Section 3.6 gives out the data sources used for the study. Section 3.7 shows the research design and section. Section 3.8 describes qualitative study undertaken. 3.9 details research tool development. Section 3.10 shows the content validity of the study. Section 3.11 then depicts the details of survey undertaken for the present study. Sampling is detailed in section 3.12. Section 3.13 gives the pilot study results and the section 3.14 enumerates the statistical analysis undertaken for the study. Section 3.15 ends with a conclusion on the chapter.

3.2 RESEARCH PARADIGM

The research paradigm is a set of practices which guides the research path followed for the current study. A paradigm is as a world-view which is core to the process of research in almost all areas (Saunders et al. 2009). Paradigms in research can be positivism, interpretive or pragmatic. The present study adopts a mix of positivism and interpretivism. Positivism necessitates “an ontology that the reality and researcher are separate and the reality is made up of atomistic, discrete and observable events, whereas interpretivism requires that researcher and reality are inseparable and reality is internal & socially constructed” (Weber 2004). The interpretative paradigm is “viewed as qualitative, inductive and subjectivist, while the positivist paradigm is described as quantitative, deductive and objectivist” (Burrell and Morgan 1979; Hussey 1997; Lincoln and Denzin 2000; Gummesson 2000). Positivism refers to the use of quantitative methods rather than epistemological and ontological assumptions

about the reality”. In consumer behavior, positivists seek for causal explanation for a phenomenon to happen. In the present study quantitative methods are used to explain the hypothesized relationships leading to parental purchase intention. The present study uses structural equation modelling approach to understand the impact of several factors which impact the parental purchase intentions under the influence of child influence strategies.

The study also uses interpretivism approach. Interpretivism points out that the researcher has to know how individuals act socially (Saunders et al. 2009). The researcher needs to understand the research subject from their own point of view. Due to the evolving marketing scenarios which are very complex, many experts view that an interpretivism approach is highly appropriate (Saunders et al. 2009). In the present study interpretivism is limited only to the qualitative method of observation used for exploratory instrument development design (Creswell 2006) and only to understand the concept of child influence strategies (CIS). Hence qualitative data is only interpreted to further enhance the research instrument though the study majorly depends on quantitative findings. The present study has adopted a mix of this positivism and interpretivism to understand the concept of parental purchase intention.

3.3 RESEARCH APPROACH

The research approach considered for the present study is inductive and deductive in nature. Inductive approach is usually described as moving from the specific to the general, while deduction begins with the general and ends with the specific.

3.3.1 Inductive and deductive approach

The study uses inductive approach in terms of observable factors linking it to theory. The qualitative approach of observations is used to get a fair understanding of the core concept of child influence strategies and parental purchase intentions. Hence, the inductive approach helped to reach broader generalizations.

Deductive reasoning or deduction is defined as a reasoning which “starts out with a general statement, or hypothesis, and examines the possibilities to reach a specific,

logical conclusion” (Cooper and Schindler 2008). The present study was based on reviewing the existing literature, research works and the theories namely consumer socialization models, resource theory (Moschis and Churchill 1978) etc. The literature was extensively reviewed in the area of child consumer behavior, marketing studies on family communications, peer group influences on child consumers, specific marketing practices such as packaging and purchase decision domains. At first hypotheses are deduced forming a relationship among independent and dependant variables namely advertisement exposure, packaging, peer group, family communication patterns, child influence strategies with purchase intentions. The specific hypotheses formed are empirically tested based on the data collected on different factors causing child influence strategies and parental purchase intention. The theory is then enriched with findings of the study. The inductive and deductive approach added to the existing models of consumer socialization and other relevant theories.

3.4 RESEARCH DESIGN

A research design can be defined as “the researcher’s overall plan of action for answering the research question or testing the research hypothesis” Polit et al. (2013). It constitutes a blue print for the collection, measurement and analysis of data. Research designs are “plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis” (Creswell 2009). Research design is defined “as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled”. The research design adopted for the study was descriptive in nature. This involved the description of the characteristics which are associated with the nature of parents and childrens considered for the study. The descriptive research design aimed at evaluating different constructs used for the study namely advertisement exposure, packaging, peer group, family communication patterns, child influence strategies and purchase intentions.

3.4.1 Descriptive research design

In social sciences; descriptive research usually takes one of two forms: Survey research and observational research. The research design for the present study is undertaken in two stages which use the survey and observational methods for the qualitative stage and the quantitative stage respectively (Figure 3.1).

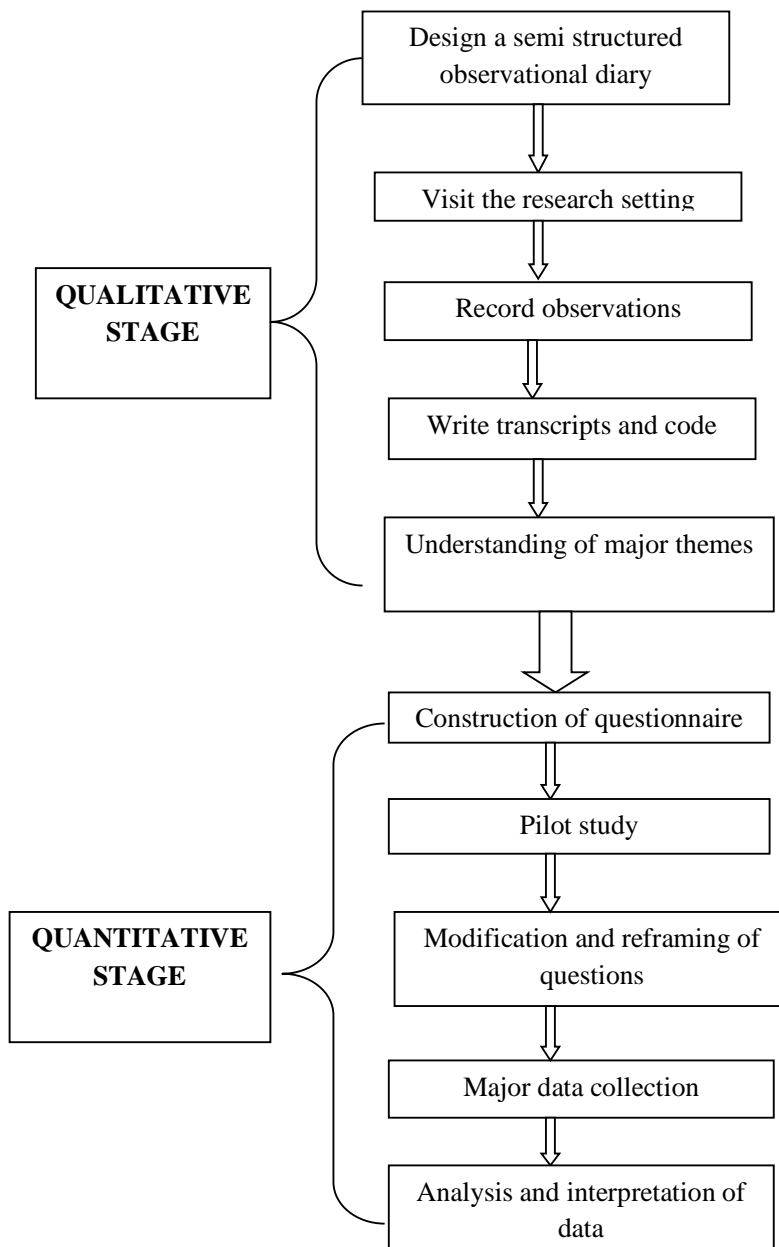


Figure 3.1: Research Design Process Flow

At first a qualitative study was undertaken for the select variable of child influence strategies by using observations which is discussed in section 3.8. The qualitative method used in the study is observational approach used for exploratory instrument development design (Creswell 2006) and only to understand the concept of child influence strategies (CIS). This was undertaken to better understand the applicability and exploring the variable of child influence strategies by observing if the presently available scale is applicable to the Indian context. Observation includes the monitoring of activities and conditions of the sample in question with specific regards to understanding the variables required to answer the investigative questions. The study incorporates naturalistic observation method which is a method of observation without intervention. This enables to understand the behavior of parent child clusters in their natural settings. In the present study the parent child clusters in retail stores are observed to get real time data about the different child influence strategies used by children.

Thereafter, a questionnaire is designed and tested by conducting a pilot study. The pilot study enabled the modification in the questionnaire after analysing the pilot study results. The major data collection is undertaken and results are analysed and interpreted. A theoretical model was then developed for parental purchase intentions.

3.5 RESEARCH METHODS

Research methods are “the strategies, processes or techniques utilized in the collection of data or evidence for analysis which helps to better understand the present study” (Cooper and Schindler 2014). The study uses quantitative research methods. The methods adopted would help us to understand the research questions and help in reliability and also validating the relationships proposed.

3.5.1 Quantitative research methods

In quantitative methods, data was collected through survey method which is the most suitable method in reaching larger population by using questionnaire as a research tool to collect the primary data. The present study examines the cause and effect relationships by examining the relationships between variables (advertisement

exposure, packaging, peer group, family communication patterns child influence strategies and purchase intention) and making predictions about parental purchase intentions. The present study collected data from parents of children aged eight to fifteen years by using survey questionnaire and the data collected was further analysed through quantitative methods. The data in numerical form is analysed using statistical packages. The usage of quantitative techniques allows the generalisability of the study results to a larger population.

3.6 DATA SOURCES

The data sources used for the present study includes a mix of secondary and primary sources of data.

3.6.1 Secondary data

The secondary data for the study has been collected from various secondary sources of data such as research papers published in the domain of consumer behaviour and children consumer behavior in specific. Also, government reports on census and specific census table such as C-12 socio demographic indicators have been referred for getting the sample size of children. Several reports by research agencies like McKinsey and regulatory bodies like United Nations etc have also been referred for getting the statistics of consumer market for children's products. Various articles have been referred for getting a background on the evolving family dynamics in India.

3.6.2 Primary data

The primary data collected for the study is through self administered questionnaires using survey method. The primary data was collected using self administered questionnaires from parents of children aged eight to fifteen years from tier 1 metro cities, namely, Delhi, Bangalore, Mumbai, Kolkata, Chennai, Hyderabad, Ahmadabad and Pune (Ministry of Home Affairs 2011). The method gives quantitative description of the parent's opinion on different factors influencing their purchase intentions. The questionnaire was administered to parents having children aged 8 to 15 years. The questions were structured to get the responses which provided the data for further analysis.

3.7 RESEARCH STRATEGY

A research strategy is “an overall plan for conducting a research study”. A research strategy “guides a researcher in planning, executing, and monitoring the study” (Johanesson and Perjons 2014). It is a step by step plan of action that gives direction to conduct research systematically which enables quality results and detailed reporting (Thomas 2014). Research methods instruct the researcher to collect data by using various methods of data collection and then help analyze them to form valid conclusions. In the present study at the beginning the major literatures are reviewed in the area of child consumer behavior. Then the research was conducted in two parts. At first a qualitative enquiry to understand the variable of child influence strategies (CIS) was undertaken using observational method. The qualitative study explained the presence of various themes of child influence strategies present in the Indian context and the scale items was validated. Then the questionnaire was developed to measure the variables selected for the study namely advertisement exposure, packaging, peer groups, family communication patterns, child influence strategies and purchase intentions along with questions on socio demographic variables. Then a survey was conducted in tier 1 metro cities in India which was selected using a mix of probability and non probability sampling. The survey was conducted by administering questionnaires to parents of children aged eight to fifteen years.

3.7.1 Survey

Survey method is a research strategy of measuring or recording data by applying a defined procedure. According to Wright (2005), “Survey research is the systematic gathering of information from respondents for the purpose of understanding and predicting some aspect of the behavior of the population of interest”. The survey method is one of the most suitable methods for reaching a larger population. The nature of the present study is descriptive in nature hence survey method was found to be most suitable. The present study understands the child influence strategies and the factors that cause the same. Hence, the parents having children aged eight to fifteen years were approached for the survey. The present study explores the purchase intention from parents point of view and hence the survey was administered to

parents. The study considered the parents who have at least one child in the age group of eight to fifteen years. Questionnaire was administered via consumer intercept survey. The parents were approached in school by taking permission from teachers. The parents were also approached by visiting retail stores, malls, homes and by also sending questionnaires through post.

The major advantage of survey method is that it can collect data from large population at a relatively low cost. The survey allows reaching the parents who might be difficult to approach through any other methods. The children opinions can be better understood by asking opinions from parents using survey methods (Parker 2007). Hence the present study utilise the survey method as the research strategy by collecting data for study constructs like advertisement exposure, packaging, peer group, family communication patterns child influence strategies and purchase intention.

3.7.2 Time Dimension

The survey data using questionnaire was collected during the period of July 2017 to January 2018. A total of 900 parents of children aged eight to fifteen were approached of which 840 questionnaires were returned. Out of the 840 questionnaires, 810 questionnaires were considered for the study which was eligible after eliminating missing data. The questionnaires having errors like multiple responses for single questions were deleted. The response rate was excellent (95 %). The present research is cross sectional.

3.8 QUALITATIVE STUDY FOR VALIDATION OF SELECTIVE CONSTRUCT OF CHILD INFLUENCE STRATEGIES

The qualitative method used in the study is observational approach used for exploratory instrument development design (Creswell 2006) and only to understand the concept of child influence strategies (CIS). Observation includes full range of monitoring behavioral and non behavioral activities and conditions. The study incorporates participant observation method which is a method of observation without intervention. This enables to understand the research subjects in their natural settings. In the present study, the parent child clusters in retail stores are observed to get real

time data about the different child influence strategies used by children. Observational research is a method of information collection in which the researcher observes the ongoing behaviors of the study participants who are parents and their children aged eight to fifteen years. The method of observation employed here is participant observation in which the researcher is observing the child parent store interactions in a naturalistic setting which are retail stores, supermarket etc. This enables the researcher to observe and take field notes and to better understand the subjects with lesser degree of bias (Bandura 1961; Atkin 1978). Participant observations conducted in naturalistic settings like retail stores, shops give more realistic results when compared to self reported behaviors (Lee et al. 2007). It provides robust data since children are characterised by impulsive behaviors which are influenced by their changing dispositions and physical stimulation in store environment (Rust 1993). Observation enables to further explore different influence strategies used by children while purchasing a product at the ground level (Boote and Mathews 1999). The major objective for conducting the observational study is to

3.8.1 Sample size for qualitative study

In the case of qualitative study, the criteria for selecting the parent child cluster was by using event and time sampling had been used for employing direct participant observations. In event sampling, the behavior is recorded as and when it happens to answer the investigative questions. In time sampling the researcher used a specific time point sample (Cooper and Schindler 2014). A total of 12 observational samples are recommended for valid results and sample adequacy for observational studies (Boddy 2016). Family interactions were observed in three retail stores giving in depth knowledge on how children and parents use different influence strategies leading to a product choice. A total of twelve cases derived from observation in three retail stores were used for the present study which is recommended for valid results and sample adequacy for observational studies (Boddy 2016).

3.8.2 Retail setting

The retail setting used for the study was three supermarkets which are located in prime shopping areas. The supermarkets are characterized by the display of array of food items including confectionary, biscuits, soft drinks, cereals, chocolates and other grocery items. The study was conducted in weekends when children usually accompany parents for shopping.

3.8.3 Field notes

Field notes refer to qualitative notes which are collected during the course of field observations to study a particular the research problem. Field notes allowed the researcher to observe the family interactions and record them without hampering the shopping process. Field notes were taken as and when the event happened like for example gender of the children, the number of family members and observation was made on different behaviors of children while shopping with their parents. The method of observation was covert observation where research subjects are studied in their natural settings.

3.8.4 Manual transcripts

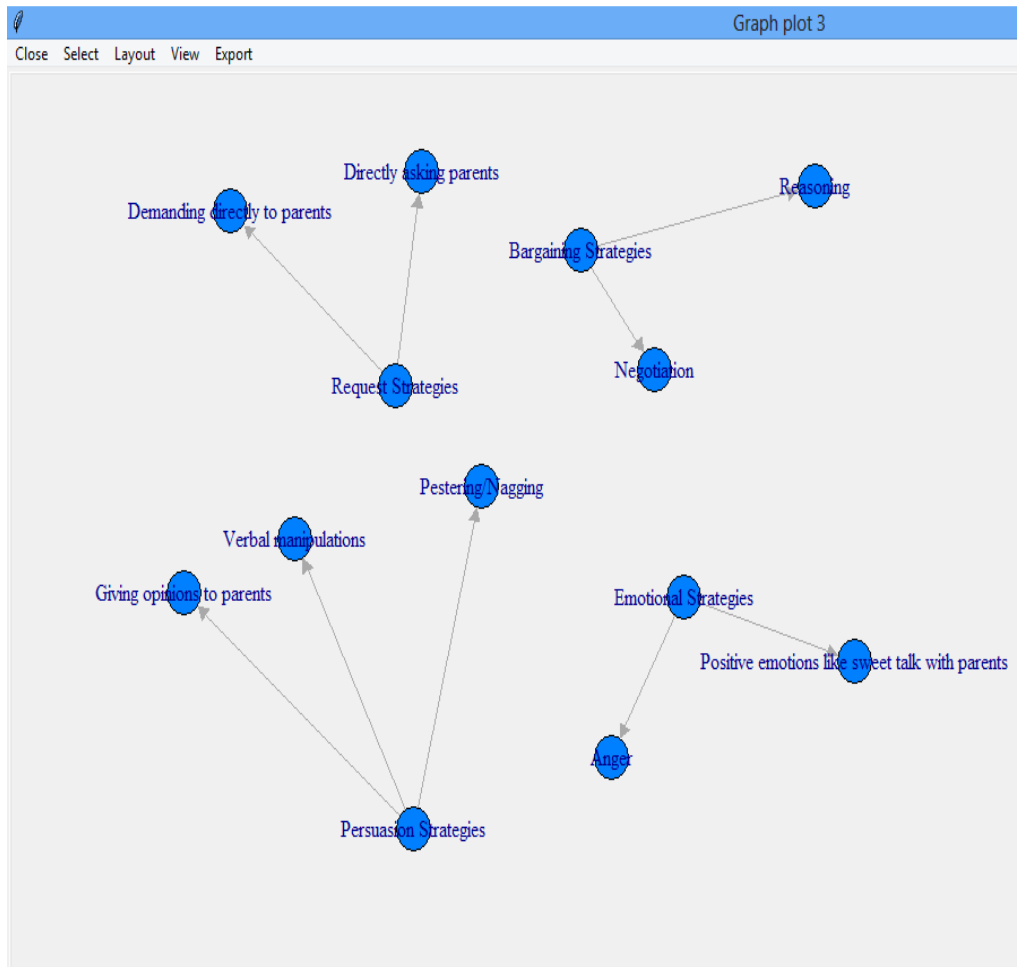
The field notes obtained from the field setting was transcribed into word documents ready for further analysis (Appendix B). The field notes were then converted into manual transcripts which was coded and classified in RQDA (R software console for qualitative data analysis).

3.8.5 Coding in RQDA

A data when categorized becomes a code. A code represents a theme which helps the researcher to record certain behaviors which cannot be quantified. All the coding was done using the RQDA software which allows coding the manual transcripts on the basis of code categories identified by the researcher (Huang 2011). The code categories are displayed in the form of graph plots (Figure 3.2).

Patterns and relationships are identified after analysing the data and codes are generated. It is ideal that the theme will occur numerous times across the data set

(Braun and Clark 2006). The themes are then enumerated to a table format to understand the occurrence of the specific child influence strategy. The observational data collected from parental clusters in retail settings depicts how parents and children converse in an event of different influence strategies taking place in a purchase situation.



Source: Data Analysis

Figure 3.2 Graph Plot of Code Categories of Observation Data in RQDA

The themes along with the already established scales of child influence strategies were used in the construction of the questionnaire. Also the observational study helped in the understanding of socio- demographic data such as shopping units present etc.

3.8.6 Findings

The objective of observational study conducted was only to assess the presence of child influence strategies. The observational study aimed at finding out if the influence strategies are present in the Indian context. The findings of the observational study suggest that all the child influence strategies namely bargaining, persuasion, emotional and request strategies (Table 3.1). This justified the use of all the items in the scale of child influence strategies in the questionnaire. Hence, the questionnaire included the scale items pertaining to each child influence strategy.

Table 3.1: Occurrence of Child Influence Strategies in Observations

| SI No | Collected | | | |
|---------|---------------------|---------------------|--------------------|------------------|
| | Bargaining Strategy | Persuasion Strategy | Emotional Strategy | Request Strategy |
| Case 1 | ✓ | | ✓ | |
| Case 2 | | ✓ | ✓ | |
| Case 3 | ✓ | | | ✓ |
| Case 4 | ✓ | | | ✓ |
| Case 5 | | | | ✓ |
| Case 6 | | | ✓ | ✓ |
| Case 7 | | ✓ | ✓ | |
| Case 8 | | | ✓ | ✓ |
| Case 9 | | ✓ | | ✓ |
| Case 10 | | | ✓ | |
| Case 11 | | | ✓ | ✓ |
| Case 12 | | | ✓ | |

Source: Observation Scripts

3.9 RESEARCH TOOL DEVELOPMENT

The research instrument chosen for the study consists of a structured questionnaire which was prepared on the basis of the literature survey. A questionnaire is an instrument which allows the researcher to access maximum number of respondents which results in generating vast amount of data for descriptive studies. The objectives of the study were kept in mind and also the coverage of the secondary data analysis. A mix of closed-ended questions with multiple options was used. In some questions, parents were given the choices to enumerate more options to get a better understanding of the problem.

3.9.1 Questionnaire

The research method adopted for the study is quantitative in nature and hence a questionnaire was developed to get the data from the parents. A structured questionnaire was developed (Appendix A) and a pilot study was conducted to understand the reliability and validity of the study items.

The advantage of using a questionnaire for data collection is that a huge number of participants can be approached at a considerably low cost. The questionnaire enables to cover a large sample having good geographical representation. Also, anonymity of the participant can be maintained if required. The questionnaire also enables to easily organize data for further analysis and tabulation. Hence, because of these advantages questionnaires have become a popular method for conducting survey justifying the use of it for the present study.

The questionnaire begins with a short note describing the present study. The structure of the questionnaire then is broadly organized in to various sections. Section A of the questionnaire contained questions on demographics of parents and children which was necessary to generate the profile of the sample units. Section B of questions in the research instrument dealt with factors influencing the role of children in parental purchase intention such as advertisement exposure, packaging, peer group influence, family communication structure influences, child influence strategies and purchase intention stages. The questionnaire was administered to two different groups of parents with children aged in the category of 8-12 years (Tweens) and 13-15 years (Preadolescents). The multi item questionnaire had five point likert scales ranging from strongly disagree (1) to strongly agree (5).

The questionnaire was subjected to content/face validity. The questionnaire was validated by approaching experts in the field for the present study namely child psychologist, marketing professionals, subject matter experts to subjectively ensure that selection of the scale items to include theoretical and practical considerations. The subject matter experts gave their valuable feedback which led to reconstruction of some questions and insights into demographical parameters etc. The questionnaire was validated first by a statistician for the content validity. The questionnaire was

simultaneously validated by a child psychologist who was an expert in child behaviors and their specific psychological aspects. The questionnaire was also validated by a marketer who deals with children's products. The data collection instrument thus developed after extensive literature review, observational study and pilot study was distributed using survey method. The survey was undertaken by mail, electronically using google forms and personally administering to parents. A total of 840 were collected out of which 810 are finally considered for the study.

3.10 LEVELS OF MEASUREMENT

The initial part of the questionnaire consists of questions relating to children's and parents demographics for creating the profile of the respondent's. The questions are a mix of all simple category scales, multiple choice scales which helps to gather maximum information on demographic details of parents, their family structure and the children which helps in further descriptive analysis (Table 3.2).

Table 3.2: List of variables and Levels of Measurement

| Sl No: | Variable | Nature of Variable | Level of Measurement |
|--------|------------------------|--------------------|----------------------|
| 1 | Gender | Categorical | Nominal |
| 2 | Age | Scale | Ordinal |
| 3 | Employment | Categorical | Nominal |
| 4 | Income | Scale | Ordinal |
| 5 | Family Activities | Categorical | Ordinal |
| 6 | Product Choice | Categorical | Ordinal |
| 7 | Location | Categorical | Ordinal |
| 8 | Advertisement Media | Categorical | Ordinal |
| 9 | Advertisement Exposure | Scale | Interval |
| 10 | Packaging | Scale | Interval |

| | | | |
|----|---------------------------------|-------|----------|
| 11 | Peer Group | Scale | Interval |
| 12 | Family Communication Strategies | Scale | Interval |
| 13 | Child Influence Strategies | Scale | Interval |
| 14 | Purchase Intention | Scale | Interval |

Source: Literature Review

The questions relating to the influence of children across product choice, media exposure are measured on ranking scales as enables the parents to have a wider choice of options. The questions on variables namely advertisement exposure, packaging, peer group influence, family communication patterns, child influence strategies and purchase intention was measured using likert scale (Table 3.3).

Table 3.3: Items Used for the Study

| Constructs | Authors (Year) | Item Description |
|--------------------------------|---|---|
| 1. Advertisement Exposure [AE] | Kempf and Smith (1998); Loudon and Bitta (2009) and Bishnoi and Sharma (2009) | <p>1. My child is very attentive to the ads shown on TV/other media. [AD1]</p> <p>2. My child gets the information about variety of products through advertisements. [AD2]</p> <p>3. My child remembers the advertisements seen in the media. [AD3]</p> <p>4. I feel advertisement aired in the media contains musical tunes and characters which lead to purchase request by children. [AD4]</p> <p>5. I explain the advertising content /claims to my child while watching advertisements.[AD5]</p> <p>6. My child gets the information about variety of products through advertisements. [AD6]</p> |

| | | |
|--------------------|---|---|
| 2. Packaging [PKG] | Ogba and Johnson (2010) and Ülger & Ülger (2012) | <p>1. My child's product preferences are influenced by the packaging of the product. [PKG1]</p> <p>2. My child is influenced by bright colours used in packaging. [PKG2]</p> <p>3. My child's product preferences are influenced by product specific characters on packaging. [PKG3]</p> <p>4. My child's product preferences are influenced by information on offers of free gifts displayed on packaging. [PKG4]</p> <p>5. My child reads about the free products or collectibles inside the product packaging. [PKG5]</p> <p>6. I think attractive packaging leads to demanding for certain products in my child. [PKG6]</p> |
| 3. Peer Group [PG] | Bearden and Etzel (1982) and Bachmann et al. (1993) | <p>1. My child spends time talking with peers (friends and classmates) about purchasing a product. [PG1]</p> <p>2. My child's peer group (friends and classmates) encourages them to purchase a product. [PG2]</p> <p>3. My child asks their friends for advice about buying things. [PG3]</p> <p>4. My child and friends tell each other where to find products that they wish to purchase. [PG4]</p> <p>5. My child feels left out if they do not conform to their peer group product preferences. [PG5]</p> |

| | | |
|--|---|---|
| | | 6. My child would ask me to buy products which his/her friends like. [PG6] |
| 4. Socio Oriented Family Communication Patterns [SOFCP] Concept Oriented Family Communication Patterns [COFCP] | Moschis et al. (1984) and Moschis et al. (1986) | <p>Socio Oriented Family Communication Patterns [SOFCP]</p> <ol style="list-style-type: none"> 1. We tell the child what things he/she should or shouldn't buy.[SOFCP1] 2. We talk to our children about buying things. [SOFCP2] 3. We complain when they do not like something a child selected for himself. [SOFCP3] 4. We know what is best for a child and he /she shouldn't question them. [SOFCP4] 5. We say our child shouldn't ask questions about things children do not need. [SOFCP5] <p>Concept Oriented Family Communication Patterns [COFCP]</p> <ol style="list-style-type: none"> 1. We ask our children for advice about buying things. [COFCP1] 2. We ask our child to help us buy products for the family.[COFCP2] 3. We say that buying things our child likes is important even if others don't like them. [COFCP3] 4. We say our child should decide about things he/she should or shouldn't buy. [COFCP4] 5. We ask our child what he thinks about products they want to buy for themselves. |

[COFCP5]

5.Child Influence
Strategies
[CIS]

Manchanda and
Shay (1996) and
Palan and Wilkes
(1997)

1. My child offers to do certain behaviours (putting things in trolley, helping mom with shopping) in exchange while purchasing products.[CIS1]

2. My child uses use logical, practical arguments while purchasing products.[CIS2]

3. My child is ready to compromise on purchase options with parents.[CIS3]

4. My child expresses opinions, likes, and dislikes about purchases.[CIS4]

5. My child asks repetitively without irritation if denied purchase.[CIS5]

6. My child tells me what they want and just state their needs. [CIS6]

7. My child bases the purchase need on fact that other friends have “it”/product. [CIS7]

8. My child uses context or people (referring to elder siblings or cousins or school events) to indirectly influence purchases. [CIS8]

9. My child asks repetitively in manner that irritates, while purchasing or shopping. [CIS9]

10. My child requests to purchases that parent considers reasonable. [CIS10]

11. My child shows temper, yells for getting a product if denied purchases. [CIS11]

12. My child cries or gives “silent treatment” if denied purchases. [CIS 12]

| | | |
|-------------------------------|---|--|
| 6. Purchase Intention [PI] | Juster (1966) Sweeney and Soutar (2001) | 1. I would buy products the children are influencing me to purchase. [PI1] 2. I will probably consider purchasing the products children are influencing me to purchase. [PI2] 3. I will definitely consider buying the products children are influencing me to purchase. [PI3] |
|-------------------------------|---|--|

Source: Literature Review

Advertisement exposure was measured using 6 items adapted from previous studies in the context of television viewing and other marketing studies involving families (Kempf and Smith 1998; Loudon and Bitta 2009 and Bishnoi and Sharma (2009).Packaging was measured using scales taken from Ogba and Johnson (2010) and Ulger and Ulger (2012). Some items were modified to the context of parents since the original scale was for general consumers.Peer group was measured using 6 items which are originally from earlier studies involving peer group conformity and purchase situations (Bearden and Etzel 1982 and Bachmann et al. 1993).Family communication patterns were measured using 10 items (Moschis et al. 1984 and Moschis et al. 1986). The other two items are in the context of children having pocket money which is not in the scope of the current study and hence was removed. The scale items used to study this construct was previously used in the context of communication studies and select marketing studies.Child influence strategies was measured using 12 items which is the combination of all influence strategies namely bargaining, persuasive, emotional and request. The items were also validated by an observational study to explore the presence of the same in children aged 8 to 15 years. The child influence strategies were thus validated since it is a relatively upcoming and under explored concept in the area of Indian child consumer behavior studies. The items were taken from studies of Palan and Wilkes (1997).Purchase intention was measured using 3 items (Juster 1966; Sweeney and Soutar 2001). All three items was modified to the context of the present study.

The respondents were asked to state their level of agreement in a five point likert scale with the level of agreement ranging from strongly agree (5), agree (4), neutral

(3), disagree (2), strongly disagree (1). The scale was adopted because they are widely used in market research and extensively tested in both marketing and social science (Garland 1991). It also helps in increasing the spread of responses generated which helps for further associations of relationships (Wong et al. 1993).

3.11. SAMPLING DESIGN

Sampling is the “process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen” (Cooper and Schindler 2014). The detailed reviews on sampling strategy used for the study are as follows:

3.11.1 Sampling unit of children aged 8 to 12 years

The sampling unit of the study are parents having children aged 8 to 12 (Tweens) and 13-15 (Preadolescents). As mentioned in the literature review the presence of influence strategies are more prevalent in the above mentioned age groups and they have a increased cognitive ability to understand marketing efforts and are subject to peer approval needs. Tweens are considered an interesting market to study as they exhibit mixed characteristics of children and preadolescents are characterized by exhibiting psychological characteristics of teenager’s as well mature adults (Acuff and Reiher 1997).

3.11.2 Sampling frame

Sampling frame can be explained as a list of people within the target population which can contribute to the research. For the present study all the metros (A-1) was taken as sampling frame. It is also found that children are more exposed to mall culture and other influences in metros (Rault 2018). According to IBEF report 2012, these metros are called maturing metros due to the factors like contributing extensively to the GDP of the country, characterised by varied presence of super rich, rich and middle class population, highest number of malls, retail formats and many more in the opening pipeline and characterized by large consumer middle class. The sampling frame consists of 7 Tier 1 metro cities namely Bengaluru, Ahmadabad, Delhi, Mumbai, Hyderabad, Kolkata and Chennai from which the samples were

drawn. Also, Mumbai and Delhi are considered on par with other metros in the world in terms of diversity (UN report 2016). In a report by HKTDC research report of 2013, Mumbai is India’s most prominent commercial centre and boasts a diverse and growing group of middle-income earners city’s consumerism. Similarly Delhi is the biggest contributor to the average consumer expenditure of India. Other metros like Bengaluru, Ahmadabad, and Hyderabad are characterized by high influx of floating cosmopolitan population due its IT/ITES sectors. Whereas Chennai and Kolkata are labelled as the next upcoming metros. Thus the metros are characterized by cosmopolitan population who are continuously evolving. The cities are characterized with people having increased quality of life fuelled by growing incomes. Hence the metros across the country are the driving force of consumer expenditures (HKTDC research report 2013) (Table 3.4).

Table 3.4: Sampling Frame of Tier 1 Metro Cities

| SI No: | Metros |
|---------------|---------------|
| 1 | Mumbai |
| 2 | Kolkata |
| 3 | Delhi |
| 4 | Ahmadabad |
| 5 | Chennai |
| 6 | Bengaluru |
| 7 | Hyderabad |

Source: Census 2011

3.11.3 Sampling techniques

A mixed method sampling approach was adopted for the present study. A mixed methods sampling techniques envisages the use of probability and non probability sampling techniques. This allows for greater chances of generalizations and overall representation of the population (Cooper and Schindler 2014) (Figure 3.3).

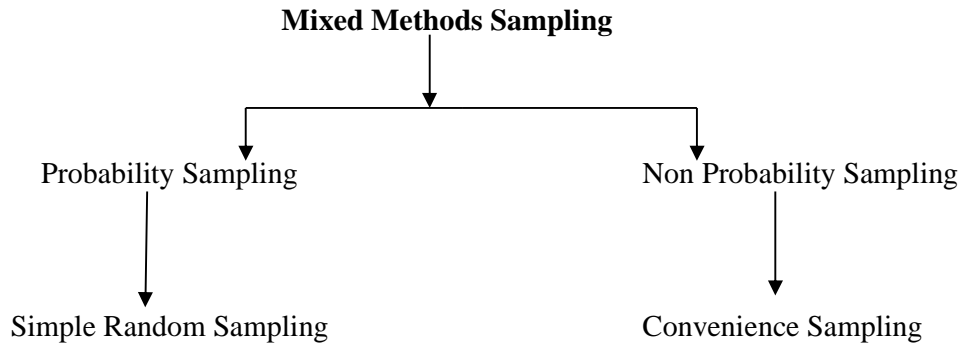


Figure: 3.3: Mixed Methods Sampling Approach

In the first stage, under probability method, simple random sampling was adopted where each city was chosen entirely by chance. Under the simple random sampling method, the selection of cities was conducted through picking up of chits as per lottery method (Cooper and Schindler, 2014). This resulted in the metro cities of Mumbai, Delhi, and Bengaluru as cities for investigation for the present study (Table 3.5). For better representation, the study made sure that there was 50% representation of the tier 1 cities from the sampling frame (Bryman and Bell 2011). Due to the absence of sampling frame of parents, total number of the children aged 8 -15 years was considered in these three metros (Reichal and Morales 2017).

The non probability sampling used for the study is convenience sampling. Convenience sampling was used to approach the respondents of the study who are parents with children aged 8-15 years. The respondents (Parents) were approached at schools, malls and other retail shops.

Table 3.5: Sample of Selected Metros and 8-15 Years Children’s Population

| S:No: | Random Selection | Total Number of Children Aged 8-15 |
|--------------|-------------------------|---|
| 1 | Mumbai | 1197802 |
| 2 | Delhi | 2581188 |
| 3 | Bengaluru | 1141864 |
| Total | | 4920854 |

Source: Census 2011

The total number of children aged 8-15(Tweens and Preadolescents) was sourced through the census report. The sample size was calculated using Yamane Taros (1967) formula at 95 percent confidence level, 8-15 year old children population in the randomly selected metros of Delhi, Mumbai and Bengaluru. The second stage involved in the selection of parents of children aged 8 to 15 years from Mumbai, Delhi and Bengaluru by using proportionate stratified sampling in which the total sample size is divided among the randomly selected three tier 1 metro cities according to the number relative to the total population of selected cities. These three cities represented 50% of the Tier I cities of India. Hence the study adopted mixed method sampling which combined probability and non probability sampling.

3.11.4 Sample Size

The sample size of the present study was enumerated using Yamane Taros (1965) method of sample size calculation for finite population. The population for the study is finite simple number of children aged 8-15 years is finite and is enumerated from the census report of 2011.

$$\text{Sample size (n)} = \frac{N}{1 + N(e)^2}$$

Where,

n =the sample size

N =the population size

e =the acceptable sampling error

N=4920854

e=0.05(95 % confidence interval

$$= 400$$

The sample of 400 is then multiplied by design effect of 2 to achieve a sample size of **800** (Kish, 1965).

$$400 * 2 = 800$$

The total sample size of 800 is divided among the randomly selected three tier 1 metro cities according to the number relative to the total population of selected cities.

Each city was properly represented so that the sample was proportionate to the metro’s share of the total population. The proportion of sampling units contributing to the sample size was then enumerated (Table 3.6).

Table 3.6: Proportion of Sampling Units Contributing to the Sample Size

| S:No: | Metros | Population | Proportionate Sample Size |
|--------------|---------------|-------------------|----------------------------------|
| 1 | Mumbai | 1197802 | 196 |
| 2 | Delhi | 2581188 | 419 |
| 3 | Bengaluru | 1141864 | 185 |
| Total | | 4920854 | 800 |

Source: Census 2011

3.12 PILOT STUDY

Pilot study is a small-scale study carried out on a small number of individuals under conditions similar to those of final study. Hambleton, Yu, and Slater (1999) identified several reasons for conducting a pilot study such as to check the length of the instrument, check the adaptation of the instrument and check the target population’s familiarity with the constructs and instrument layout.

a. Pilot study process

The aim of the pilot study was to understand and incorporate the feedback given by the respondents in terms of clarity, terminologies and the general structure of the questionnaire. The pilot phase of the study was conducted in the Tier I metro city of Bengaluru and Mumbai as it represents a diverse population from the different parts of the country (Pratap 1988, Bhattacharya 2013). In many respects, the characteristics of Bengaluru and Mumbai are similar to that of other Tier I metro cities in India. The pilot study was undertaken with the questionnaire developed for the period of 1st November to 23rd December 2016.

Customer intercept survey was conducted, in which parents of the children aged eight to fifteen were approached for filling up the questionnaires. Seventy parents with children aged eight to twelve and thirteen to fifteen responded, out of which fifty

valid questionnaires were used for analysis. A minimum sample size of 50 is desired for the conduct of pilot study as a rule of thumb (Hair et al. 1998). The pilot study results was subjected to factor analysis, checked for validity and reliability using SPSS 23 software and necessary modifications was made. The questionnaire was administered in Bangalore and Mumbai which are also the part of the cities selected for major data collection.

3.12.1 Pilot study results

The pilot study data was subjected to factor analysis, reliability and validity. The reliability analysis done by computing Cronbachs alpha which measures the consistency of the scales used in the instrument resulted in values above 0.70 which is considered acceptable for social sciences (Cronbachs 1951; Nunnally 1978). This was observed except for the construct of socio oriented and concept family communication structures (0.510, 0.540) which can be attributed to the fact that sample taken for the pilot study was only fifty respondents. The KMO test was conducted on all variable levels and resulted in the values of 0.60 and above, except for socio oriented family communication patterns. The reason can be attributed to less number of samples used for the pilot study. The mean and the standard deviation of the constructs were within the acceptable range, which showed that there was consistency in the responses of the survey.

A factor analysis was performed to know the reliability of the items used for the study. A factor loading of 0.60 is considered acceptable (Hair et al. 1998) which was observed in all the constructs except family communication patterns, which gives us an observation that the items (Socio oriented family communication patterns item 5 and concept oriented family communication patterns item 5) needs to be re-modified/re framed and retained for analysis which can be improved by incorporating more number of samples (Hair et al. 1998). All the factors loaded into their respective factors. The modifications in the questionnaire based on the results, analysis and interpretation s from pilot study was made as follows:

a. Items of family communication structures (SOFCP5, COFCP 5) was reframed to incorporate easy understanding among respondents and also to include conceptual foundations.

3.13 DATA PREPARATION AND ANALYSIS.

The data collected from the sample was subjected to several types of statistical techniques were employed in the study. The SPSS 23, Smart PLS 3.0 software was used to analyse the data and for model development.

The descriptive statistics gave an idea about the characteristics of the variables and the inferential data helps in predictions about the data. The model development was performed through partial least squares which gives us an idea about how the model significantly predicts parental purchase intention

3.13.1 Descriptive Statistics

a) Measures of central tendency

Mean and standard deviation of the data was calculated which indicated the deviations in parental responses towards different factors affecting parental purchase intentions.

3.13.2 Inferential Statistics

The inferential statistics provides significant parameters for getting inferences about the population under the study.

a) Factor analysis

Factor analysis method was used to transform the set of variables into a new set of composite variables or principal component/ factors that are not correlated with each other. The principal component analysis and varimax rotation helped in the same. The factors depict the variance measured by a single factor with the items representing it.

b) Reliability analysis

Reliability measures the internal consistency of the items. The reliability of a construct was verified using different various measures of reliability namely the cronbachs alpha, composite reliability, Kaiser-Meyer Olkin measure of sampling adequacy (KMO) and item reliability which is depicted through its factor loadings.

The factor loadings should be above 0.50 (Nunnally 1978) for better item reliability. The KMO measure of sampling adequacy was also calculated for each variable, ensures that the data can be subjected to further factor analysis if the values are above 0.80 (Nunnally 1978). In a multi item construct it is necessary to understand the within-scale consistency of the responses to the items. The composite reliability should be over 0.70 (Nunnally and Bernstein 1994) for all the constructs.

c) Validity analysis

The validity of a “research instrument assesses the extent to which the instrument measures what it is designed to measure” (Robson 2011). The concepts under the study can be correctly measured by using a questionnaire after conducting the validity of the items (Pallant 2011). It was established using content validity and convergent validity.

d) Content validity

The questionnaire was validated by approaching experts in the field for the present study namely child psychologist, marketing professionals, subject matter experts to subjectively ensure that selection of the scale items to include theoretical and practical considerations .

e) Convergent validity

Convergent validity refers to “the degree to which two measures of constructs that theoretically should be related are in fact related.” “Convergent validity, along with discriminant validity, is a subtype of construct validity” (Hair et al 1998). Convergent validity was established with the AVE values which should be more than 0.50 (Fornell and Larcker 1981).

f) Chi square test

The Chi square statistic was employed to understand the impact of categorical variables like age etc, in the present study. To perform a Chi square test a null hypothesis assumes that categorical variables are independent.

g) ANOVA test

The one-way analysis of variance (ANOVA) is employed to understand the mean differences between two unrelated groups of variables. Here, the Anova test was used to understand the influences of age groups on child influence strategies.

h) Correlation Analysis

The Karl Pearson's correlation is performed to understand the direction of relationship and its magnitude.

3.13.3 Model development

The partial least squares structural equation modelling (PLS-SEM) is a “method of structural equation modelling which allows estimating complex cause-effect relationship models with latent variables”.

a. Justification for using PLS.

PLS-SEM is appropriate when the objective is to predict than confirmation, the data assumes no normality (Lowry and Gaskin 2014; Chin 2010; Henseler, Ringle, and Sinkovics 2009). The overall statistical objective of PLS is to explain variance which is to examine the significance of relationships which makes it more suitable for predictive research. In this respect, PLS-SEM is similar to regression analysis (Hair, Ringle, and Sarstedt 2011). PLS-SEM is appropriate when the objective is to prediction than confirmation, the data assumes no normality (Lowry and Gaskin 2014; Chin 2010; Henseler, Ringle, and Sinkovics 2009). This is done through parameters such as Q test, F test and Goodness of fit index.

In the present study the variable of child influence strategies is exploratory in nature and has not been much studied in empirical context. Moreover, due the reason of being exploratory in nature the present study conducted qualitative enquiry to further explore this aspect of child influence strategies. Hence the use of PLS was justified for the present study as it enables enhanced prediction in testing out new variables in the context of existing theory.

3.14 CHAPTER SUMMARY

The chapter describes the research approach which is undertaken for the study. The study is based on inductive and deductive reasoning. The sampling included both probability and non probability sampling. The survey was designed to answer the hypothesis developed in literature. The chapter also enumerated the statistical methods used for analysing the data collected.

CHAPTER 4

DATA ANALYSIS AND

INTERPRETATIONS

CHAPTER 4

DATA ANALYSIS AND INTERPRETATIONS

4.1 CHAPTER OVERVIEW

The chapter details the data analysis and interpretations. Section 4.2 details the data editing and coding. Section 4.3 depicts the socio demographic details of parents and children. Section 4.4, 4.5, 4.6 depicts various pictorial analysis based on questionnaire items. Section 4.7 shows the descriptive statistics. Then section 4.8 depicts inferential statistics followed by evaluation of measurement model in 4.9. Section 4.10 shows validity test of study constructs. 4.11 shows the summary on reliability and validity of different constructs. Section 4.12 shows cross loading and 4.13 depicts confirmatory factor analysis (CFA). The summary on measurement model analysis is explained in section 4.14. The correlation analysis is depicted in section 4.15. The summary of correlation is given in 4.16. The evaluation of structural model is depicted in section 4.17. The collinearity statistics is in section 4.18 followed by assessment of path coefficients in 4.19. Section 4.20 shows the results of hypotheses testing. Finally the r square values are explained in section 4.21. The effect size is enumerated in section 4.22 and Q square values in 4.23. Section 4.24 shows the goodness of fit. Section 4.25 shows the summary of general model fit and indices. Finally the chapter is summarised in section 4.26.

4.2 DATA EDITING, CODING AND SCREENING

The data collected through questionnaires was subjected to editing, coding and screening for further statistical analysis. The data was further coded using SPSS 23.0 software and data entry was subsequently done. The data entered was treated for missing values and common errors of data entry by closely examining the descriptive statistics. The missing data is verified using SPSS software and appropriate treatment was done for the same by using average imputation (Brick and Kalton 1996). The questionnaires were given to 900 parents of children aged 8-15, of which 840 responded. Of these 840, 810 completely filled questionnaires were verified, checked and matched manually. The responses were entered in Microsoft Excel and coded

using SPSS 23.0 version. Data analysis was done with the aid of Statistical Package for Social Sciences (SPSS) 23.0 version and Smart PLS 3. The measurement and structural models were evaluated to test the significance of the path estimates.

4.3. SOCIO-DEMOGRAPHIC PROFILE OF PARENTS AND CHILDREN

The socio- demographic details like age, gender, occupation, income and location of parents and their children are depicted in table 4.1. The study was conducted on the parents of children aged 8-15 years.

The tweens form 50.7 % and pre-adolescents form 50.3% out of the total sample considered for the study. The percentage of girl's (52%) is more compared to the boy's population (48 %) in the present study.

The majority of fathers work in the private sector forming 58 percent and followed by government sector accounting for nearly 31 percent and 10 percent of the parents are self employed. The majority of mothers (nearly 70) percent were housewives. This concurs with the Periodic Labour Force Survey (2017) which states that India has majority of married women as housewives. Nearly, eleven percent of mothers work in government and private sector. The percentages of mothers who are self employed are 6 percent.

The income per month of parents is Rs 50,000 or above which constitutes nearly 60 percent followed by 17 percent of parents having income from Rs 40,001 to Rs 50,000. This was followed by 16 percent of parents having income Rs 30,001- Rs 40,000 and nearly 5 percent from Rs 20,001 to Rs 30,000. Only 2 percent of the parents had income below Rs, 10,001 to Rs 20,000. Parents having income below Rs 10000 was a negligible percentage.

The respondents for the present study were randomly selected from tier 1 metro cities of Delhi, Bangalore and Mumbai. 52 percent of the respondents were from Mumbai, 25 percent from Delhi and 23 percent from Bangalore.

Table 4.1: Socio- demographic Profile of Parents and Children

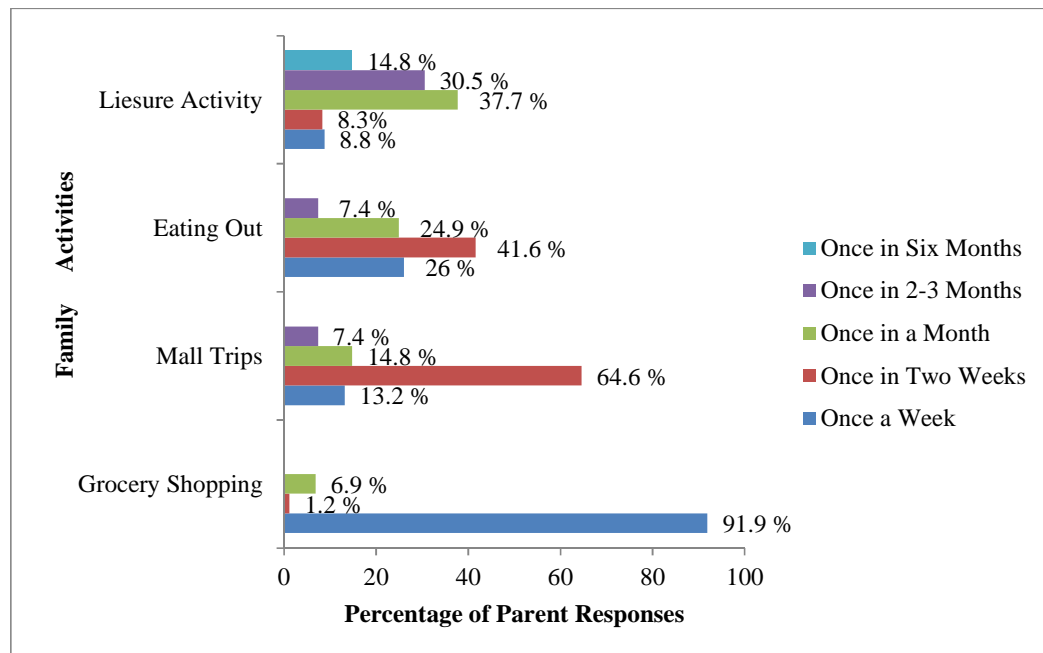
| Attributes | Category | Percentage (n=810) |
|---|-------------------------------|-------------------------------|
| Age group of Children | Tweens (8 -12 years) | 50.7 |
| | Pre-Adolescents(13 -15 years) | 50.3 |
| Gender of the child | Boys | 48 |
| | Girls | 52 |
| Occupation of the parents | Father | |
| | Self Employed | 9.9 |
| | Government Sector | 31.4 |
| | Private Sector | 58.1 |
| | Mother | |
| | Self Employed | 6.3 |
| | Government Sector | 11.1 |
| | Private Sector | 11.9 |
| | House Wife | 70.4 |
| Total Income of the parents (per month) | Less than 10,000 | 0.2 |
| | Rs. 10,001- Rs 20,000 | 1.9 |
| | Rs. 20,001- Rs 30,000 | 4.7 |
| | Rs. 30,001- Rs 40,000 | 16.3 |
| | Rs. 40,001- Rs 50,000 | 17.0 |
| | Rs. 50,001 and above | 59.9 |
| Location | Delhi | 24.5 |
| | Mumbai | 52.4 |
| | Bangalore | 23.1 |

Note: n=Sample Size

Source: Survey Data

4.4 FAMILY ACTIVITIES INFLUENCED BY CHILDREN

The children influence parents on various activities that are part of a family set up (Figure 4.1). The advent of nuclear families and the availability of less time have increased the engagement of families in various activities like leisure activities, mall visits etc.



Source: Survey Data

Figure 4.1: Family Activities Influenced by Children

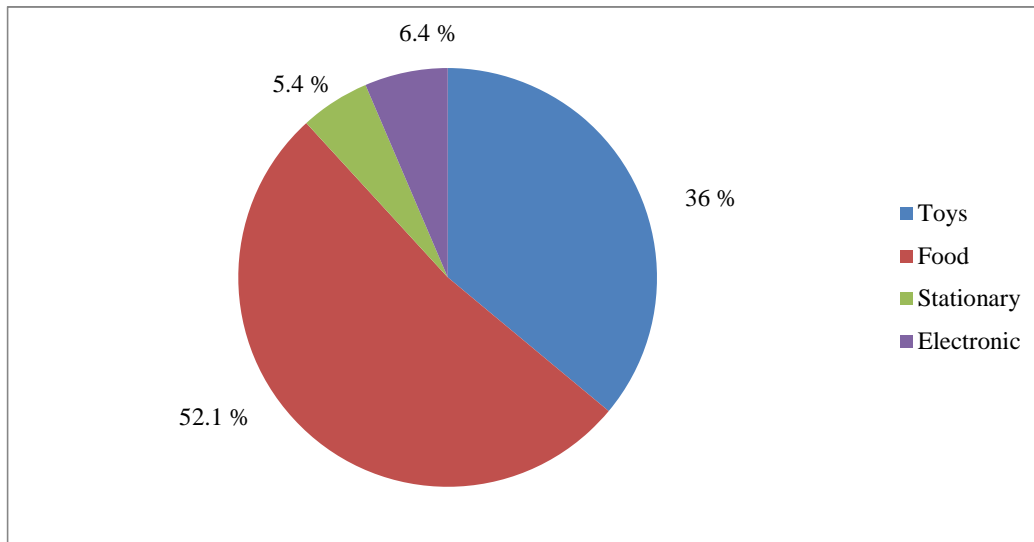
It ranges from grocery shopping to leisure activities like movies, picnics, vacations etc. 92 percent of shopping for groceries happen once in a week. Nearly 42 percent families prefer eating out once in 2-3 weeks and 65 percent of the children insist their parents for a trip to the mall once in 2 weeks. 38 percent of leisure activities engaged by families such as short trips and vacations happen only once in a month which concurs with the existing research (Kaur and Singh 2006).

4.5 INFLUENCE OF CHILDREN ON VARIOUS PRODUCTS CATEGORIES

Children are now recognised as a significant consumer group. Over the past few years, children are influencing the parents for the products meant for their consumption and well as for the entire house hold. The present study aims to

understand the category of products which the children influence their parents to purchase. The children usually influence the parents for products meant for their own consumption like food products, toys, stationary and electronics products. According to a study by National Retail Federation (2019) the children influence parents 87 % of the time for products they are interested in using.

The survey results indicate that the food products are the most influenced products by the children forming 52%. This is in line with NRF Report (2019) which shows that food forms an important product choice influenced by children. Toys are the second most influenced product which is bought by the parents contributing to 36%. This is in line with the report of Toy-game Family Decision-making Report (2013) which opines that for purchasing toys children put very high influence over the parents. There is not much impact of the children influence over products like electronics and stationary which constitute 5% and 7% respectively. This is in concurrence with marketing statistics (Euromonitor 2017) that states that food products are the top choice for childrens requests to parents (Figure 4.2). The present study hence concludes that children influence food and toy products the most followed by stationary and electronic products.

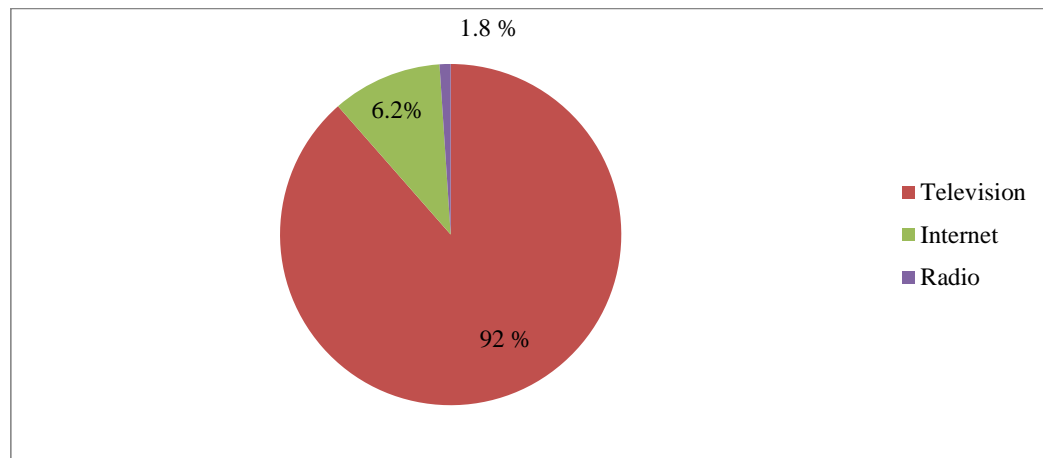


Source: Survey Data

Figure 4.2: Influence of Children on Various Products Purchased

4.6 IMPACT OF MEDIA ON PURCHASES MADE BY PARENTS FOR CHILDREN

There are various media sources which impacts the purchases made by a household. Parents get a lot of information about the products from advertisements in media such as television, internet and radio (Figure 4.3). Parents can be passively influenced by children under the impact of advertisements that they have seen.



Source: Survey Data

Figure 4.3: Media Impact on Purchases Made by Parents for Children

Children are constantly under the influence of various sources of media. In the present study, television has the most impact over child influenced purchases. The television contributes to more than 92 % which is in concurrence with the study done by Kaur and Singh (2006). This is followed by radio and apps which contribute a negligible percentage. The study reveals that new media such as computer and mobile driven apps have not replaced traditional form of media like television and newspaper. Hence, this justifies the usage of the construct of advertisement exposure for the further investigation in the present study.

4.7 DESCRIPTIVE STATISTICS

Descriptive statistics (mean, median and standard deviation) describes the basic features of the data. They summarise about the sample and the measures. The response received through the questionnaire contributes to the determination of mean (Krishnaswamy and Ranganathan 2006). Descriptive Statistics for all the study

constructs namely, advertisement exposure, packaging, peer group, socio oriented family communication patterns, concept oriented family communication patterns, child influence strategies, purchase intention are given in Table 4.2.

Table 4.2: Descriptive Statistics

| Variables | Mean | Median | Standard Deviation |
|---|-------------|---------------|-------------------------------|
| Advertisement Exposure (AE) | 3.96 | 3.00 | 0.96 |
| Packaging (PKG) | 3.95 | 3.00 | 0.95 |
| Peer Group (PG) | 3.93 | 3.00 | 1.05 |
| Family Communication Patterns(Socio) (FCPSO) | 3.07 | 3.00 | 1.06 |
| Family Communication Patterns(Concept) (FCPCO) | 3.90 | 3.00 | 0.95 |
| Child Influence Strategies(CIS) | 2.89 | 3.00 | 0.96 |
| Purchase Intention(PI) | 3.97 | 3.00 | 0.93 |

Source: Data Analysis

The maximum and minimum value possible for each variable was five and one respectively. The maximum mean value was reported for purchase intention at 3.97 and the lowest mean was for child influence strategies at 2.89. The median values of all the constructs are 3.00 which reflect the midpoint of the distribution for the present study. The standard deviation of the constructs range from 0.95 to 1.06 which shows that the responses are centered on the mean value implying normal distribution of the data (Bartz 1979).

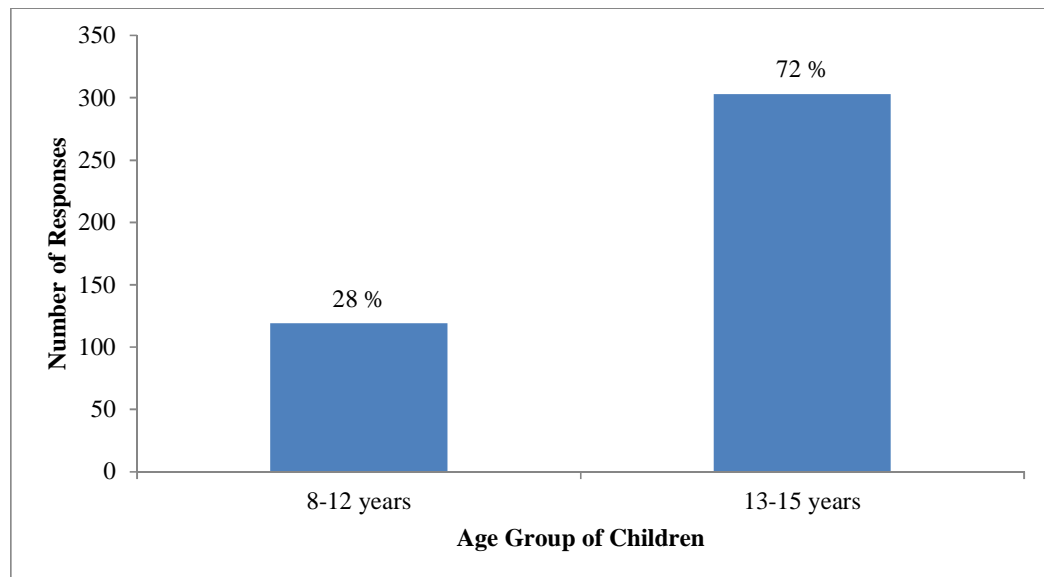
4.8 INFERENCE STATISTICS

Inferential statistics makes “inferences and predictions about a population based on a sample of data taken from the population in question”. A chi-square test “is used to examine the association between two categorical variables”. “While there are many different types of chi-square tests, the two most often used as a beginning look at potential associations between categorical variables is a chi-square test of

independence or a chi-square test of homogeneity.” A chi-square test of independence is used to determine if two variables are related.

4.8.1. Age group of children and food purchases

The results of the chi square test ($\chi^2 = 263.005$, $df = 2$, $p = 0.000$) shows that age group (twens and preadolescents) of the children is dependant over the purchase of food products they want their parents to purchase during shopping. It reveals that the age group of 13-15 years (pre-adolescents) shows a significant association with purchase of food products in the family than 8-12 (twens). This can be attributed to the reason that children in twens are not as much equipped with various behavioral abilities than the children at latter age of preadolescent children (John 1999; Gotze et al. 2009). The result remains significant at $p = 0.000$ which was subjected to post hoc analysis to better understand the results.



Note: $\chi^2 = 263.005$, $df = 2$, $p = 0.000$ (Highly significant)

Source: Data Analysis

Figure 4.4: Age Group of Children with Food Purchases

A post hoc analysis is conducted to investigate which age group have more association on food products purchased by parents (Table 4.3).

Table 4.3: Post -hoc Analysis of Age Group of Children with Food Purchases

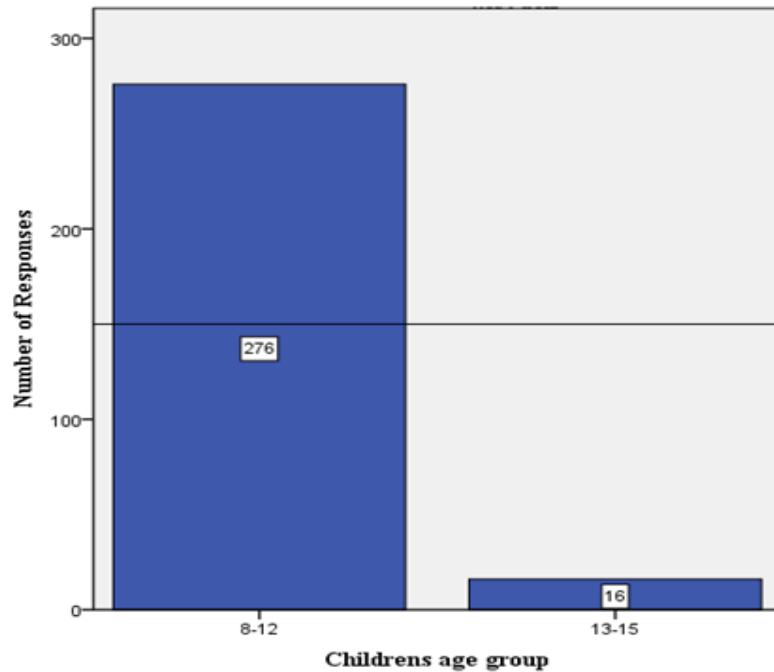
| Childrens age group | | Rank 1 | Rank 2 | Rank 3 | Total |
|----------------------------|------------------------------|---------------|---------------|---------------|--------------|
| 8-12years | Count | 119 | 281 | 6 | 406 |
| | % within childrens age group | 29.3% | 69.2% | 1.5% | 100.0% |
| | Std. Residual | -6.4 | 8.7 | -3.9 | |
| 13-15years | Count | 303 | 55 | 46 | 404 |
| | % within childrens age group | 75.0% | 13.6% | 11.4% | 100.0% |
| | Std. Residual | 6.4 | -8.7 | 3.9 | |
| Total | Count | 422 | 336 | 52 | 810 |
| | % within childrens age group | 52.1% | 41.5% | 6.4% | 100.0% |

Source: Data Analysis

Post hoc analysis test indicates that childrens age group and purchase of food products are dependent on each other. Alternatively explained, the age group differs across the different ranks given by parents on food product purchases. On inspecting the individual cells it is observed that the age group of 13- 15 years with rank 1 forms 75 % of the responses than that for age group 8-12 years at 1.5%. Hence, it can be concluded that the age group of 13-15 years have more influence over the food products purchased by the parents. Hence it can be concluded that as age increases, the influence of children over purchase of food products increases.

4.8.2. Age group of children and toy purchases

The chi-square test results ($\chi^2= 392.526$, $df = 3$, and $p = 0.000$) confirmed that the toy purchases by parents is dependent on their age group (Table 4.4). The study result confirmed that according to the age group the influence of children on toy purchases differ. The result remains significant at 0.000 which was subjected to post hoc analysis.



Note: $\chi^2 = 392.526$, $df = 3$, $p = 0.000$ (Highly significant)
 Source: Data Analysis

Figure 4.5: Age Group of Children with Toy Purchases

A post hoc analysis was conducted to understand which age group has more influence over toy purchases (Table 4.5).

Table 4.4: Post- hoc Analysis of Age Group of Children with Toy Purchases

| Childrens age group | | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Total |
|---------------------|--------------------|------------|--------|--------|--------|-------|
| 8-12years | Count | 276 | 59 | 10 | 61 | 406 |
| | Adjusted residuals | 19.0 | -5.3 | -12.3 | -4.9 | |
| | Count | 16 | 121 | 149 | 118 | 404 |
| 13-15years | Adjusted residuals | -19.0 | 5.3 | 12.3 | 4.9 | |
| | Total Count | 292 | 180 | 159 | 179 | 810 |

Source: Data Analysis

The post hoc analysis reveals that among the age group who have given rank one of their preference for toy purchase influence are the parents of the children aged 8-12 years. The standardised residuals for the age group of 8-12 years are the highest. It can be concluded that mostly young children influence the parents to purchases toy products. This is in concurrence the industry statistics which claim that young children influence the parents the most for toy purchases than older age group of children (NRF Report 2013). Hence it can be concluded from the present study that children who are young significantly influence their parents in purchases of toy products.

4.9 EVALUATION OF MEASUREMENT MODEL

The assessment of measurement model (outer model) is essential in determining whether to go ahead with structural model (inner model) (Fassott et al. 2016). The measurement model adequacy is determined on the basis of construct reliability measures, construct validity and discriminant validity. The assessment of the measurement model was done using SPSS 23.0 and Smart PLS 3.

PLS has the inherent capacity to represent non normal data (Kock 2016). The normality tests conducted was Jarque-Bera test (Jarque & Bera, 1980; Bera & Jarque, 1981) and Gel & Gastwirth's (2008) robust modification test. The tests pointed out that the data is non normal in nature limited to two variables of peer group and socio oriented family communication patterns. However, it is noteworthy that the non-normality justification for the use of non-parametric PLS-based SEM methods has been widely employed in the past, but typically without any accompanying test of normality.

4.9.1 Reliability and factor validity analysis of the study constructs

Reliability measures the internal consistency of the items. The reliability of a construct is verified using different various measures of reliability namely the cronbachs alpha, composite reliability, Kaiser-Meyer Olkin measure of sampling adequacy (KMO) and item reliability which is depicted through its factor loadings. The SPSS 23.0 software was used to analyse the same.

4.9.1.1 Cronbach's Alpha (α)

The Cronbach's alpha was calculated for each of the constructs used for the study namely Advertisement Exposure (AE), Packaging (PKG), Peer Group (PG), Family Communication Patterns (FCP) dimensions namely - Concept Oriented Family Communication Patterns (COFCP) and Socio Oriented Family Communication Patterns (SOFCP), Child Influence Strategies (CIS), Purchase Intention (PI). The value of cronbach's alpha should be above 0.70 (Nunnally and Bernstein 1994). The highest cronbach's alpha was for child influence strategies at 0.937 and the lowest for purchase intention at 0.808.

4.9.1.2 Composite Reliability (CR)

In a multi item construct it is necessary to understand the within-scale consistency of the responses to the items. The composite reliability should be over 0.70 (Nunnally and Bernstein 1994) for all the constructs. In the present study, all the values of CR are higher than the acceptable criteria. The highest composite reliability value was for the construct of peer group at 0.953 and the lowest for the construct of purchase intention at 0.882.

4.9.1.3 Factor loading and Kaiser- Meyer Olkin (KMO) measure of sample adequacy

An exploratory factor analysis was conducted using SPSS for determining item reliability. The factor loadings should be above 0.50 (Nunnally 1978) for better item reliability. The KMO measure of sampling adequacy was also calculated for each variable, ensures that the data can be subjected to further factor analysis if the values are above 0.50 (Nunnally 1978).

4.9.2 Advertisement Exposure (AE)

a. Reliability

The scale measuring the advertisement exposure construct has 6 indicators. The cronbach's alpha, composite reliability was calculated for the construct of advertisement exposure. The cronbach's alpha resulted in the value of 0.901 which

established the internal reliability of the entire item-total correlation. The results confirmed that entire 6 indicators are accurately measuring the advertisement exposure construct. The composite reliability was 0.924, which assessed the internal consistency of the measure of the overall reliability of the advertisement exposure construct (Table 4.6).

Table 4.5: Cronbach’s Alpha and Composite Reliability of Advertisement

| Exposure | | |
|--------------------------------|-----------------------------|----------------------------------|
| Construct | Cronbach’s Alpha | Composite Reliability |
| Advertisement Exposure (AE) | 0.901 | 0.924 |

Source: Data Analysis

b. Factor analysis

Bartlett’s test sphericity was found significant ($p < 0.01$) at 2918.17. Advertisement exposure has high sampling adequacy of 0.827 which is well above 0.5 and hence considered valid indicator for factor analysis (Table 4.7).

Table 4.6: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Advertisement Exposure

| | |
|----------------------------------|--------------------------------|
| KMO | 0.827 |
| Bartlett's Test of Sphericity | Approx. Chi-Square 2918.171 |
| Df | 15 |
| Sig. | 0.000 |

Source: Data Analysis

A principal component analysis was conducted to determine the factor validity of the variable (Table 4.8).

Table 4.7: Factor Analysis Results of Advertisement Exposure

| Advertisement Exposure | Factor Loading Values |
|-------------------------------|------------------------------|
| AE1 | 0.870 |
| AE2 | 0.869 |
| AE3 | 0.828 |
| AE4 | 0.822 |
| AE5 | 0.808 |
| AE6 | 0.707 |

Source: Data Analysis

The six indicators of the advertisement exposure construct were subjected to factor analysis which resulted in the extraction of a single factor. The factor results exhibited that all the indicators were well above the minimum required values.

The factor analysis revealed that all the items loaded heavily on the extracted factors. It was observed that items within the construct were highly correlated and the construct was explained largely in terms of the factor extracted. One component explained 67 percentage of total variance. Hence all the items were retained. The factor loadings are above the specified value of 0.70 (Hair et al. 2010). The highest value is for item AE1 having factor loading of 0.870 and the lowest is AE6 which is 0.707.

4.9.3 Packaging (PKG)

a. Reliability

The scale measuring the packaging construct has 6 indicators. The reliability analysis was carried out for the construct of packaging. The cronbach's alpha resulted in the value of 0.940 which established the internal reliability of the construct. The composite reliability was 0.953 which proved the internal consistency of the construct (Table 4.9). The values indicate that construct of packaging is meeting the reliability criteria by meeting the threshold values. The criteria hence fulfilled enables the variable of packaging for further analysis.

Table 4.8: Cronbach's Alpha and Composite Reliability of Packaging

| Construct | Cronbach's Alpha | Composite Reliability |
|------------------|-------------------------|------------------------------|
| Packaging(PKG) | 0.940 | 0.952 |

Source: Data Analysis.

b. Factor analysis

KMO value for packaging is 0.911, which is well above the obligatory minimum value of 0.5, and therefore the sampling adequacy was confirmed. The Bartlett's Test of Sphericity was significant ($p < 0.01$) at 4276.129, and hence the suitability of the data set for higher analysis was established (Table 4.10). Hence packaging was subjected to further factor analysis.

Table 4.9: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Packaging

| | | |
|-------------------------------|--------------------|--------------|
| KMO | | 0.911 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4276.129 |
| | df | 15 |
| | Sig. | 0.000 |

Source: Data Analysis

Factor loadings for items of the construct packaging are depicted in table 4.11.

Table 4.10: Factor Analysis Results of Packaging

| Packaging | Factor Loading Values |
|------------------|------------------------------|
| PKG1 | 0.804 |
| PKG 2 | 0.879 |
| PKG 3 | 0.896 |
| PKG 4 | 0.878 |
| PKG 5 | 0.872 |
| PKG 6 | 0.931 |

Source: Data Analysis

Principal component analysis with varimax rotation revealed that all the items loaded on one factor. Hence all the items were retained for the analysis. One component accounted for the 77 percentage of the variance. The factor loadings are above the specified value of 0.70 (Hair et al. 2010). The highest value is for item PKG 6 having factor loading of 0.931 and the lowest is PKG1 which is 0.804.

4.9.4 Peer Group (PG)

a. Reliability

The scale measuring the peer group construct has 6 indicators. The cronbach's alpha resulted in the value of 0.960, which supported the internal reliability of the entire item-total correlation. The composite reliability was 0.953 which is confirmed the internal consistency of all the items of peer group construct (Table 4.12).

Table 4.11: Cronbach's Alpha and Composite Reliability of Peer Group

| Construct | Cronbach's Alpha | Composite Reliability |
|-----------------|------------------|-----------------------|
| Peer Group (PG) | 0.906 | 0.953 |

Source: Data Analysis

b. Factor analysis

The Bartlett test of sphericity was significant at $p < 0.01$ at a value of 3159.731. The KMO value was arrived at 0.865 establishing the sampling adequacy (Table 4.13). Hence, the dimensions of peer group can be subjected to factor analysis.

Table 4.12: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Peer group

| | | |
|-------------------------------|--------------------|--------------|
| KMO | | 0.865 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3159.731 |
| | df | 15 |
| | Sig. | 0.000 |

Source: Data Analysis

The peer group construct has six items which was subjected to factor analysis. All the six items of the variable loaded on one component which explains 68 percent of the total variance (Table 4.14).

Table 4.13: Factor Analysis Results of Items of Peer Group

| Peer Group | Factor Loading Values |
|-------------------|------------------------------|
| PG1 | 0.744 |
| PG 2 | 0.886 |
| PG 3 | 0.752 |
| PG 4 | 0.873 |
| PG 5 | 0.878 |
| PG 6 | 0.811 |

Source: Data Analysis

It was observed that items with in peer group were highly correlated and the construct was explained largely in terms of the factor extracted. The factor loadings are above the specified value of 0.70 (Hair et al. 2010). The highest value is for item PG2 having factor loading of 0.886 and the lowest is PG1 which is 0.744.

4.9.5 Family communication patterns

The construct of family communication patterns are of two types namely concept oriented families and socio oriented families. Hence the reliability analysis of the construct is performed separately for the construct of concept oriented families and the construct of socio oriented families.

4.9.5.1 Concept Oriented Family Communication Patterns (COFCP)

a. Reliability

The scale measuring the concept oriented family communication patterns construct included 5 indicators.

Cronbach's alpha coefficient for the variable concept oriented family communication patterns was 0.866, which established the internal reliability of the indicators measuring concept oriented family communication patterns construct. The composite

reliability was 0.904, which confirmed the internal consistency of the construct (Table 4.15).

Table 4.14: Cronbach’s Alpha and Composite Reliability of Concept Oriented Family Communication Patterns

| Construct | Cronbach’s Alpha | Composite Reliability |
|---|-------------------------|------------------------------|
| Concept-Oriented Family Communication Patterns(COFCP) | 0.866 | 0.904 |

Source: Data Analysis

The values indicate that construct of concept oriented family communication patterns is meeting the reliability criteria by meeting the threshold values.

b. Factor analysis

The Bartlett test of sphericity demonstrated the statistical significance at a value of 1884.348 and the KMO measure of sampling adequacy value was at 0.838 (Table 4.16). This allows the further application of factor analysis.

Table 4.15: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Concept Oriented Family Communication Patterns

| | |
|-------------------------------|----------------------------------|
| KMO | 0.838 |
| Bartlett's Test of Sphericity | Approx. Chi-Square df Sig. |
| | 1884.348 10 0.000 |

Source: Data Analysis

Factor analysis was performed for the 5 indicators measuring the construct of concept oriented family communication patterns, which resulted in the extraction of a single factor and explained 65.33 percent variance for this construct. Factor loadings for

items of the construct concept oriented family communication patterns are depicted in table 4.17.

Table 4.16: Factor Analysis Results of Concept Oriented Family Communication Patterns

| Concept Oriented Family Communication Patterns | Factor Loading Values |
|---|------------------------------|
| COFCP 1 | 0.812 |
| COFCP 2 | 0.815 |
| COFCP 3 | 0.829 |
| COFCP 4 | 0.856 |
| COFCP 5 | 0.723 |

Source: Data Analysis

All the items loaded to one factor. The highest factor loading value for the construct of concept oriented family communication patterns was for item COFCP4 at 0.856 and the lowest value was for the item COFCP 5 at 0.723.

4.9.5.2 Socio Oriented Family Communication Patterns (SOFCP)

The table 4.16 represents the cronbach’s alpha, composite reliability and KMO values for the construct of socio oriented family communication patterns.

a. Reliability

The scale measuring the socio oriented family communication patterns construct included 5 indicators.

Table 4.17: Cronbach’s Alpha and Composite Reliability of Socio Oriented Family Communication Patterns

| Construct | Cronbach’s alpha | Composite reliability |
|---|-------------------------|------------------------------|
| Socio-Oriented Family Communication Patterns(SOFCP) | 0.911 | 0.934 |

Source: Data Analysis

The values indicate that construct of socio oriented family communication patterns is meeting the reliability criteria by attaining the threshold values. The cronbach's alpha coefficient was 0.911, which shows that there is good internal reliability for the construct of socio oriented family communication patterns. The composite reliability was 0.934 indicating good internal consistency of the scale adopted (Table 4.18). Hence the reliability for the construct of socio oriented family communication patterns is well established. It is then subjected to factor analysis.

b. Factor analysis

The Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity was calculated to understand sample adequacy (Table 4.19). Socio-oriented family communication patterns dimensions was measured using five items and had a high sampling adequacy of 0.841 was portrayed. The Bartlett test of sphericity was significant at $p < 0.01$ at value of 3088.601, which allows the further application of factor analysis.

Table 4.18: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Socio Oriented Family Communication Patterns

| | | |
|-------------------------------|--------------------|--------------|
| KMO | | 0.841 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3088.601 |
| | Df | 10 |
| | Sig. | 0.000 |

Source: Data Analysis

Factor loadings for items of the construct socio oriented family communication patterns are depicted (Table 4.20). The factor loadings are above the specified value of 0.70 (Hair et al. 2010). The highest value is for item SOFCP 2 having factor loading of 0.900 and the lowest is for item SOFCP 5 which is 0.709. All the items of the construct loaded on one component accounting for 74 percent of the total variance. This depicts that all the items are highly correlated among themselves and measure same factors. The factor loadings of the socio oriented family communication pattern are well established since the factors are loading to their

respective constructs. The construct can now be subjected to further statistical analysis for establishing the hypothesis.

Table 4.19: Factor Analysis Results of Socio Oriented Family Communication Patterns

| Socio Oriented Family Communication Patterns | Factor Loading Values |
|---|------------------------------|
| SOFCP 1 | 0.894 |
| SOFCP 2 | 0.900 |
| SOFCP 3 | 0.891 |
| SOFCP 4 | 0.897 |
| SOFCP 5 | 0.709 |

Source: Data Analysis

4.9.6 Child Influence Strategies (CIS)

a. Reliability

The scale measuring the child influence strategies construct included 12 indicators. The cronbach's alpha and composite reliability was calculated for measuring internal consistency (Table 4.21) The values indicate that construct of child influence strategies is meeting the reliability criteria by meeting the threshold values..

Table 4.20: Cronbach's Alpha and Composite Reliability of Child Influence Strategies

| Construct | Cronbach's Alpha | Composite Reliability |
|----------------------------------|-------------------------|------------------------------|
| Child Influence Strategies (CIS) | 0.937 | 0.950 |

Source: Data Analysis

The cronbach's alpha of 0.937 indicates good consistency. The composite reliability was 0.950 for the construct of child influence strategies which shows good item reliability.

b. Factor analysis

Child influence strategies was measured using twelve items and a high sampling adequacy of 0.882 was portrayed which is well above the required value of 0.50 (Table 4.22). The Bartlett test of sphericity was significant at $p < 0.01$ at a value of 9020.783, which allows the further application of factor analysis.

Table 4.21: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Child Influence Strategies

| | | |
|-------------------------------|--------------------|--------------|
| KMO | | 0.882 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 9020.783 |
| | df | 66 |
| | Sig. | 0.000 |

Source: Data Analysis

The factor loadings are above the specified value of 0.70 (Hair et al. 2010) except CIS5 which is having a factor loading of 0.153 and is cross loaded into another factor after varimax rotation. 11 items loaded into one component explaining 62 percent of the variance except item CIS5 (Table 4.23). The highest value is for item CIS9 having factor loading of 0.839 and the lowest is CIS5 which is 0.153.

Table 4.22: Factor Analysis Results of Child Influence Strategies

| Child Influence Strategies | Factor Loading Values 1 | Factor Loading Values 2 |
|-----------------------------------|--------------------------------|--------------------------------|
| CIS1 | 0.867 | -0.168 |
| CIS2 | 0.893 | -0.114 |
| CIS3 | 0.755 | -0.171 |
| CIS4 | 0.843 | 0.023 |
| CIS5 | 0.153 | 0.925 |
| CIS6 | 0.782 | 0.027 |
| CIS7 | 0.846 | 0.028 |
| CIS8 | 0.853 | 0.032 |
| CIS9 | 0.842 | 0.007 |
| CIS10 | 0.919 | 0-.011 |
| CIS11 | 0.719 | 0.096 |
| CIS12 | 0.732 | 0.128 |

Source: Data Analysis

4.9.6. Purchase Intention (PI)

The table 4.24 represents the cronbach's alpha, composite reliability and KMO values for the construct of purchase intention.

a. Reliability

The scale measuring the purchase intention construct included 3 indicators. The reliability analysis revealed that construct of purchase intention has cronbach's alpha value of 0.808, which establishes the internal reliability of the scale adopted. The composite reliability of 0.882 shows good reliability for the construct of purchase intention.

Table 4.23: Cronbach's Alpha and Composite Reliability of Purchase Intention

| Construct | Cronbach's Alpha | Composite Reliability |
|-------------------------|------------------|-----------------------|
| Purchase Intention (PI) | 0.808 | 0.882 |

Source: Data Analysis

b. Factor analysis

The KMO and Bartlett's test of sphericity is demonstrated in table 4.25.

Table 4.24: Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity of Purchase Intention

| | | |
|-------------------------------|--------------------|--------------|
| KMO | | 0.618 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1232.731 |
| | df | 3 |
| | Sig. | .000 |

Source: Data Analysis

The KMO value for sample adequacy for purchase intention construct was 0.618, which meets the required minimum value of 0.5, and hence sampling adequacy for is established. The Bartlett's Test of Sphericity was significant ($p < 0.01$) at 1232.731, and thus the reliability of the data set for advanced data analysis was supported. The values indicate that construct of purchase intention is meeting the reliability criteria

by meeting the threshold values. Purchase intention consists of three items and factor loadings for items of the construct purchase intention are depicted (Table 4.26)

Table 4.25: Factor Analysis Results of Purchase Intention.

| Purchase Intention | Factor Loadings |
|---------------------------|------------------------|
| PI1 | 0.922 |
| PI2 | 0.932 |
| PI3 | 0.700 |

Source: Data Analysis

The highest value is for item PI2 having factor loading of 0.932 and the lowest is PI3 which is 0.700. The factor loadings are above the specified value of 0.70 (Hair et al. 2010). All the items loaded into one component which explained 73 percent of the total variance. Hence the construct of purchase intention depicts good reliability to proceed with further analysis.

The overall percentage of variance explained by factor matrix is 43 % which is the case in many studies using psychological constructs and hence justified for further analysis (Tinsley and Tinsley 1987)

4.10 CROSS LOADING

Cross loading analysis helps us to analyse if items used for the study are not measuring several different concepts/factors (Moorees and Chang 2006). Hence for the present study cross loading values were assessed and the values load above 0.70 to its respective factors. The values should load above 0.70 to its respective factors (Hair et al. 2010). All the factors except the PG4 have loaded to its respective factors.

Table 4.28: Cross loadings values

| CONSTRUCT | AD | PKG | PG | SOFCP | COFCP | CIS | PI |
|------------------|--------------|------------|-----------|--------------|--------------|------------|-----------|
| AE1 | 0.870 | 0.442 | -0.243 | -0.154 | 0.044 | -0.082 | 0.042 |
| AE2 | 0.869 | 0.089 | -0.185 | 0.065 | -0.081 | -0.006 | 0.080 |
| AE3 | 0.828 | -0.045 | -0.234 | 0.213 | -0.042 | 0.050 | 0.062 |
| AE4 | 0.822 | -0.175 | 0.403 | -0.219 | 0.016 | 0.035 | -0.043 |
| AE5 | 0.808 | -0.074 | 0.327 | -0.170 | 0.027 | -0.046 | 0.064 |
| AE6 | 0.707 | -0.313 | -0.042 | 0.310 | 0.044 | 0.061 | -0.246 |

| | | | | | | | |
|---------------|--------|--------------|--------------|--------------|--------------|--------------|--------------|
| PKG1 | 0.055 | 0.804 | 0.324 | 0.476 | -0.142 | -0.304 | 0.070 |
| PKG2 | 0.068 | 0.879 | 0.282 | -0.289 | -0.073 | -0.158 | 0.029 |
| PKG3 | -0.060 | 0.896 | 0.019 | -0.274 | -0.016 | 0.118 | -0.033 |
| PKG4 | 0.045 | 0.878 | 0.156 | -0.183 | 0.105 | 0.074 | -0.019 |
| PKG5 | -0.122 | 0.872 | -0.520 | -0.171 | 0.103 | 0.204 | -0.027 |
| PKG6 | 0.017 | 0.931 | -0.225 | 0.458 | 0.011 | 0.037 | -0.013 |
| PG1 | -0.059 | -0.279 | 0.744 | 0.351 | -0.058 | 0.283 | -0.184 |
| PG2 | -0.043 | -0.722 | 0.886 | 0.704 | 0.094 | -0.121 | 0.052 |
| PG3 | 0.028 | -0.462 | 0.752 | 0.572 | 0.004 | -0.616 | 0.197 |
| PG4 | 0.046 | 0.725 | 0.873 | -0.519 | -0.071 | -0.140 | 0.008 |
| PG5 | -0.060 | 0.524 | 0.878 | -0.458 | -0.060 | 0.084 | -0.052 |
| PG6 | 0.090 | 0.125 | 0.811 | -0.567 | 0.088 | 0.504 | -0.023 |
| SOFCP1 | 0.032 | -0.041 | -0.550 | 0.894 | -0.072 | 0.145 | -0.065 |
| SOFCP2 | -0.001 | 0.465 | -0.501 | 0.900 | 0.048 | 0.227 | -0.111 |
| SOFCP3 | -0.049 | 0.291 | 0.028 | 0.891 | -0.063 | 0.202 | -0.073 |
| SOFCP4 | -0.021 | -0.457 | 0.429 | 0.897 | 0.087 | -0.125 | 0.078 |
| SOFCP5 | 0.048 | -0.327 | 0.753 | 0.709 | -0.002 | -0.567 | 0.216 |
| COFCP1 | -0.142 | 0.294 | 0.154 | -0.522 | 0.812 | 0.051 | -0.071 |
| COFCP2 | 0.071 | 0.015 | 0.351 | -0.411 | 0.815 | 0.069 | 0.020 |
| COFCP3 | -0.200 | 0.730 | -0.448 | -0.406 | 0.829 | 0.168 | -0.006 |
| COFCP4 | 0.054 | -0.278 | -0.230 | 0.593 | 0.856 | -0.068 | -0.040 |
| COFCP5 | 0.245 | -0.855 | 0.218 | 0.814 | 0.723 | -0.248 | 0.112 |
| CIS1 | 0.043 | -0.511 | -0.451 | 0.365 | -0.137 | 0.867 | -0.030 |
| CIS2 | 0.002 | -0.059 | -0.483 | 0.490 | -0.017 | 0.893 | -0.057 |
| CIS3 | 0.015 | -0.524 | -0.124 | 0.426 | -0.157 | 0.755 | -0.138 |
| CIS4 | 0.005 | -0.992 | 0.426 | 0.766 | -0.003 | 0.843 | 0.121 |
| CIS6 | 0.103 | 0.267 | 0.275 | -0.196 | -0.194 | 0.782 | 0.072 |
| CIS7 | -0.067 | 0.472 | 0.288 | -0.731 | -0.119 | 0.846 | -0.001 |
| CIS8 | 0.060 | 0.288 | 0.361 | -0.518 | -0.006 | 0.853 | 0.011 |
| CIS9 | -0.117 | 0.874 | -0.381 | -0.496 | 0.013 | 0.842 | 0.034 |
| CIS10 | 0.033 | 0.055 | -0.114 | 0.164 | -0.074 | 0.919 | 0.039 |
| CIS11 | -0.126 | 0.167 | 0.035 | -0.540 | 0.380 | 0.719 | -0.056 |
| CIS12 | 0.041 | -0.043 | 0.264 | -0.510 | 0.404 | 0.732 | -0.012 |
| PI1 | 0.001 | 0.141 | -0.101 | -0.168 | -0.028 | 0.121 | 0.922 |
| PI2 | 0.006 | 0.458 | -0.208 | -0.386 | -0.021 | 0.082 | 0.923 |
| PI3 | -0.010 | -0.790 | 0.408 | 0.130 | 0.065 | -0.268 | 0.700 |

Note: AE: Advertisement exposure, COFCP: Concept-oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns

Source: Data Analysis

According to Child, 2006 there should be at least three non cross loading items with an acceptable loading score. A minimum of three non-cross-loading items with a loading of 0.70 was observed in the study (Table 4.29).

4.11 CONFIRMATORY FACTOR ANALYSIS (CFA)

Confirmatory Factor Analysis (CFA) is used to examine “how well the variables represent a smaller number of constructs”. In confirmatory factor analysis “the researcher has to specify the number of factors on which the given variables converges and also specify which variables converges on which factors”. The main usage of CFA is to understand how the pattern specified by the researcher represents the actual data. While EFA is used to explore the factor structure CFA is used to confirm the factor structure. CFA specifies a series of relationship among variables that represents a latent factor that is not measured directly (Hardle and Simar 2007). A confirmatory factor analysis was performed using SMART PLS 3.

1. Advertisement Exposure (AE)

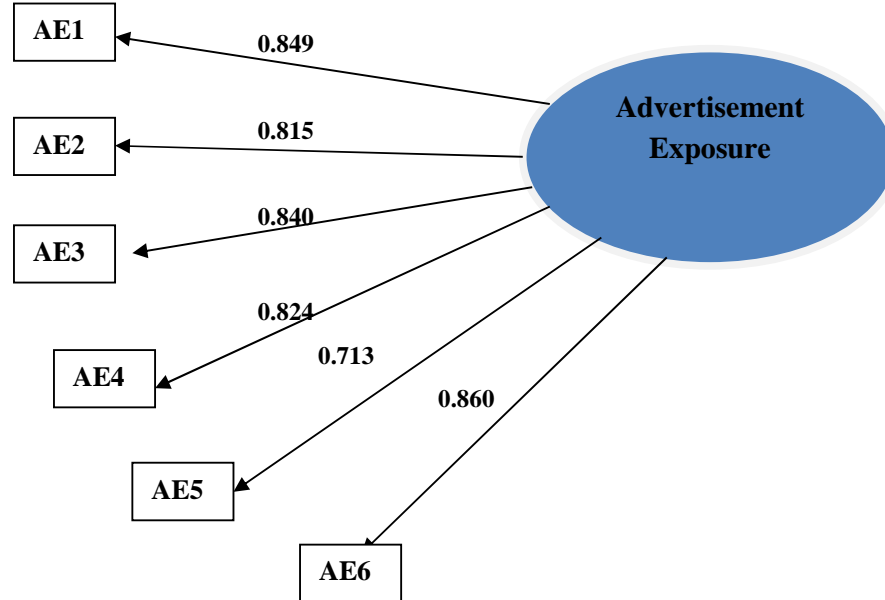


Figure 4.6: Confirmatory Factor Loadings for Advertisement Exposure

Confirmatory factor analysis results of all the indicators under Advertisement exposure construct is presented in Figure 4.5. The confirmatory factor loadings for the construct advertisement exposure was highest for AE 6 [“My child gets the

information about variety of products through advertisements”] at 0.860 and the lowest factor loadings was for AE 5 [“I explain the advertising content /claims to my child while watching advertisements”] which is 0.713.

2. Packaging (PKG)

Confirmatory factor analysis results of all the indicators under packaging construct is presented in Figure 4.6. The confirmatory factor loadings for the construct packaging were highest for PK6 [“I think attractive packaging leads to demanding for certain products in my child”] with item loading as 0.932 and the lowest factor loadings was for PK5 [“My child reads about the free products or collectibles inside the product packaging”] which is 0.876

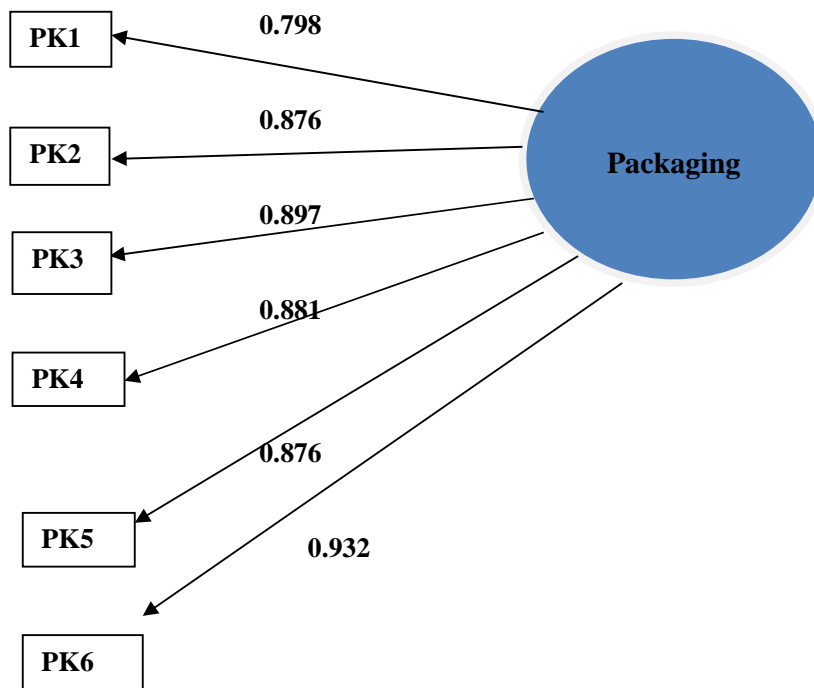


Figure 4.7: Confirmatory Factor Loadings of Packaging

3. Peer Group (PG)

The confirmatory factor loading was analysed for the construct peer group to understand the number of factors confirming to the specific construct. Confirmatory

factor analysis of the peer group factor shows that all the items are consistent with the nature of that specific construct (Figure 4.7).

The CFA loadings for the peer group variable was highest for the item PG2 [“My child’s peer group (friends and classmates) encourages them to purchase a product”] with loading of 0.882 and the lowest was for the item PG1 [“My child spends time talking with peers (friends and classmates) about purchasing a product”] with the value of 0.751.

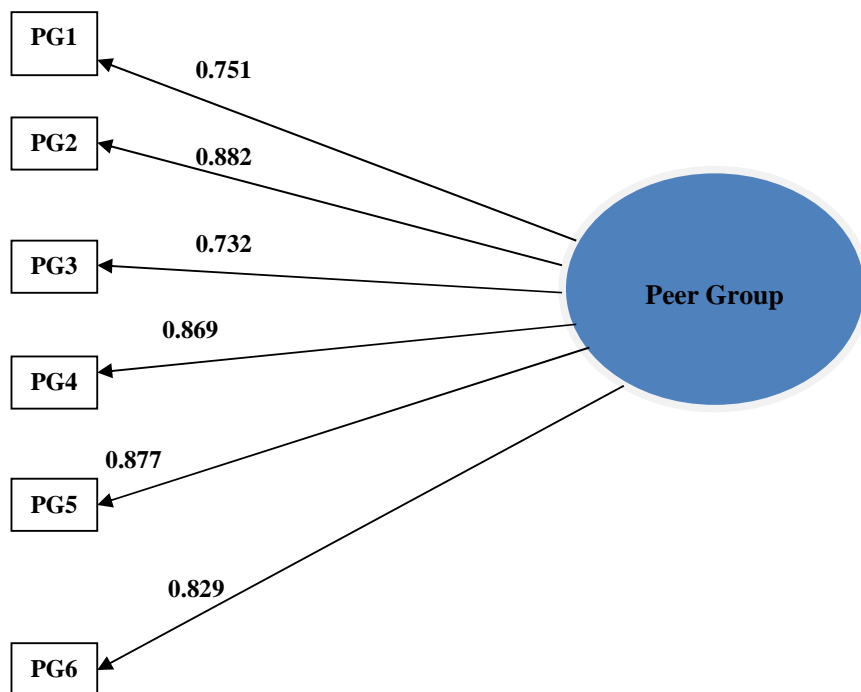


Figure 4.8: Confirmatory Factor Loadings of Peer Group

4. Family Communication Patterns

The dimension of family communication patterns consists of two types namely concept oriented families and socio oriented families. Hence the confirmatory factor analysis of the construct is performed separately for the construct of concept oriented families and the construct of socio oriented families.

4.1 Concept Oriented Family Communication Patterns (COFCP)

The confirmatory factor loading was separately done for the construct concept oriented family communication patterns (Figure 4.8). The CFA for the concept oriented family communication patterns was highest for item COFCP4 [“We say our child should decide about things he/she should or shouldn't buy”] at 0.858 and the lowest was for COFCP5 [“We ask our child what he thinks about products they want to buy for themselves”] at 0.713.

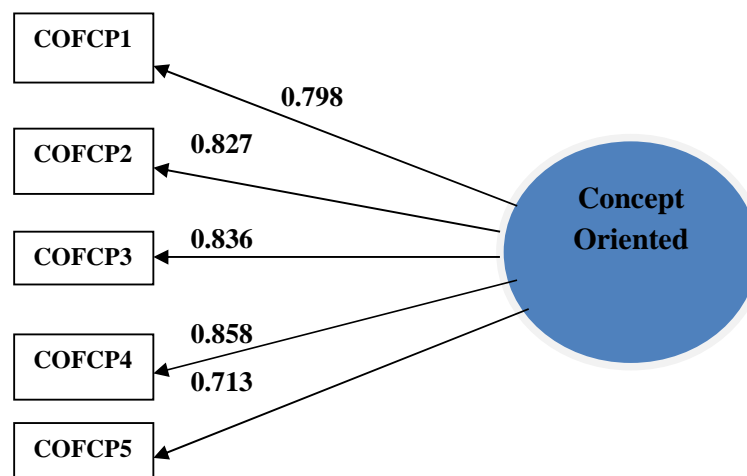


Figure 4.9: CFA of Concept Oriented Family Communication Patterns

4.2 Socio Oriented Family Communication Patterns (SOFCP)

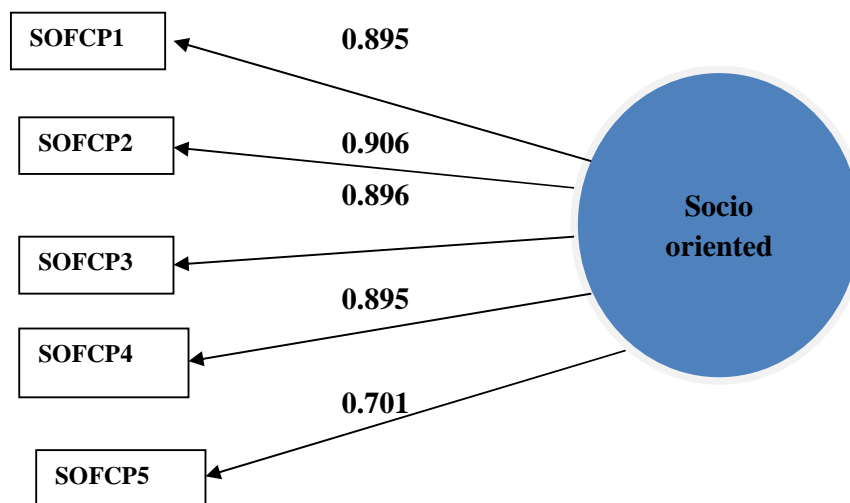


Figure 4.10: CFA of Socio Oriented Family Communication Patterns

The CFA for the socio oriented family communication patterns was separately performed to understand the factors which confirms to the respective factors. The CFA for the socio oriented family communication patterns was highest for item SOFCP2 [**“We talk to our children about buying things”**] at 0.906 and the lowest was for SOFCP5 [**“We say our child shouldn't ask questions about things children do not need”**] at 0.70.

5. Child influence strategies

Child Influence strategies comprise of all the strategies used by the child to influence their parents at the time of purchases. First, examining the presence of the child influence strategies using qualitative method of observation was performed as analysed in the previous chapter. Then the construct was subjected to factor analysis which forms as a part of exploratory factor analysis. The child influence strategy scale is then subjected to confirmatory factor analysis after the deletion of one factor which had negative loading and could not load to the respective factor. Hence, the confirmatory factor loading was analysed for the construct child influence strategies to understand the number of factors confirming to the specific construct for the eleven statements which define child influence strategies.

The CFA for the variable child influence strategies was evaluated and it was found out that all the factor loadings are above the threshold value of 0.700 (Hair et al. 2010).

The highest factor loadings is for the item CIS10 [**“My child requests purchases that parent considers reasonable”**] with value of 0.919 and the lowest is for CIS 11[**“My child cries or gives “silent treatment” if denied purchases”**] at 0.717.

The confirmatory factor analysis is hence established. The confirmatory factor analysis gives a go ahead for the further statistical analysis of structural equation modelling.

Confirmatory factor analysis of the child influence strategies factor shows that all the items are consistent with the nature of that specific construct (Figure 4.10).

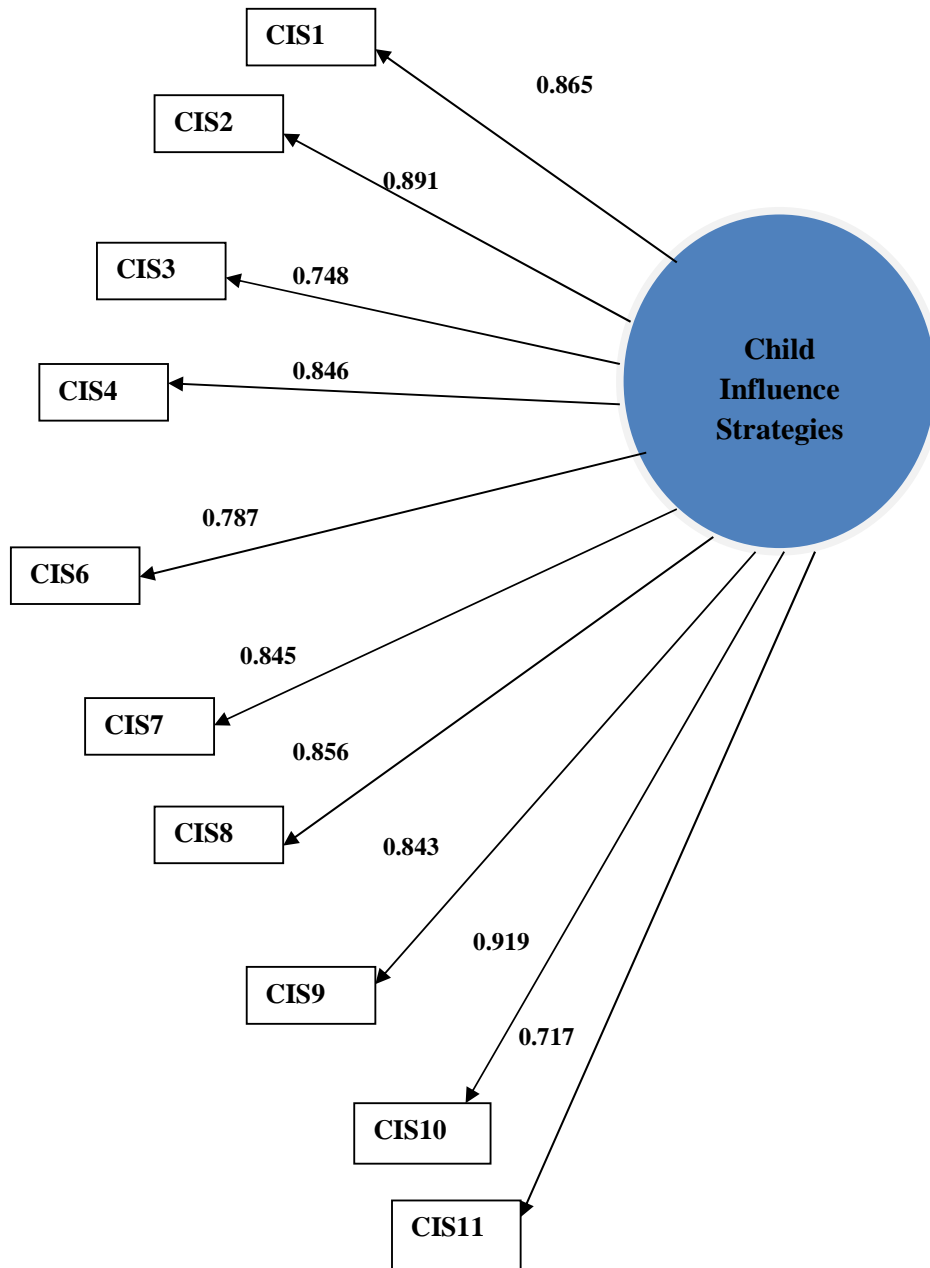


Figure 4.11: Confirmatory Factor Loadings of Child Influence Strategies

6. Purchase intention

The confirmatory factor loading was analysed for the construct purchase intention (Figure 4.11) to understand the number of factors confirming to the specific construct.

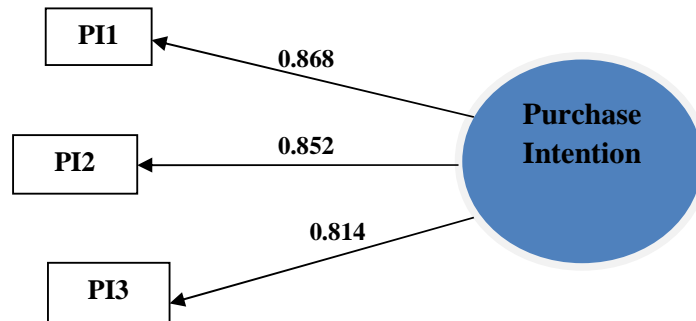


Figure 4.12: Confirmatory Factor Loadings of Purchase Intention

The CFA for the variable purchase intention resulted in highest value for the item PI1 at 0.868 [**“I would buy products the children are influencing me to purchase”**] and the lowest for PI3 [**“I will definitely consider buying the products children are influencing me to purchase”**] at 0.814.

4.12 VALIDITY TEST OF STUDY CONSTRUCTS

4.12.1. Content validity/Face validity

The questionnaire was validated by approaching experts in the field for the present study namely child psychologist, marketing professionals, subject matter experts to subjectively ensure that selection of the scale items to include theoretical and practical considerations. Straub et al. (2004) specifies that subjecting a research tool to content validity ensures if the proposed indicators capture the entire scope of the variable as described by the construct’s domain.

4.12.2 Convergent validity

Convergent validity refers “to the degree to which two measures of constructs that theoretically should be related are in fact related”. Convergent validity, along with discriminant validity, is a subtype of construct validity. Convergent validity “can be established if two similar constructs correspond with one another, while discriminant validity applies to two dissimilar constructs that are easily

differentiated”. AVE (Average variance extracted) is the amount of common variance among the latent construct indicators (Hair et al. 2010). In the present study all the study constructs have AVE above 0.5 which satisfies the rule of thumb (Table 4.27). (Peng and Lai 2012; Fornell and Larcker 1981; Camisón and López 2014).

Table 4.26: Average Variance Extracted Values

| Study | AE | PKG | PG | COFCP | SOFCP | CIS | PI |
|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Constructs | | | | | | | |
| AVE | 0.670 | 0.653 | 0.626 | 0.682 | 0.714 | 0.770 | 0.741 |

Source: Data Analysis

Note: AE: Advertisement Exposure, COFCP: Concept- oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns.

4.12.3 Discriminant Validity

Discriminant validity or divergent validity tests “whether concepts or measurements that are not supposed to be related are actually unrelated”. The present study tests it using Fornell-Larcker criterion (Table 4.28).

Table 4.27: Discriminant Validity Using Fornell-Larcker Criterion

| Construct | AE | COFSCP | CIS | PG | PI | PKG | SOFCP |
|------------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|
| AE | 0.818 | | | | | | |
| COFCP | 0.363 | 0.808 | | | | | |
| CIS | 0.486 | 0.544 | 0.791 | | | | |
| PG | 0.188 | 0.293 | 0.789 | 0.826 | | | |
| PI | 0.245 | 0.188 | 0.487 | 0.134 | 0.845 | | |
| PKG | 0.201 | 0.319 | 0.381 | 0.793 | 0.126 | 0.878 | |
| SOFCP | 0.161 | 0.278 | 0.784 | 0.574 | 0.116 | 0.709 | 0.861 |

Source: Data Analysis

Note: Values shown in bold letter are the square root of AVE values. Values below the diagonal are correlation between constructs.

Note: AE: Advertisement Exposure, COFCP: Concept- oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns

Under the Fornell-Larcker approach “the square root of AVE values should be greater than its highest correlation with any other construct”. In the present study all the

square root values of AVE are greater than other cross loadings. The diagonal of the latent variable correlations are the square root of the AVE for each variable. Hence it establishes the discriminant validity of the entire constructs selected for the present study.

4.13 SUMMARY ON RELIABILITY AND VALIDITY OF DIFFERENT CONSTRUCTS

The reliability analysis of all the constructs revealed that all the items loaded on their respective factors except for CIS 5 which was deleted due to low item loading. All the loadings are above the desirable value of 0.70 or above (Nunnally 1978). The KMO value for all the constructs meets the stipulated criteria of 0.50 and above along with cronbach's alpha for each construct above being 0.70. The composite reliability of all the constructs came 0.80 and above. The average variance extracted of all the constructs are satisfied and is above the value of 0.50. The discriminant validity is also established with square root of AVE is above all the latent correlations. Hence the validity and reliability of all the constructs is thus established for further structural modelling.

4.14 CONCLUSION OF MEASUREMENT MODEL ANALYSIS

The measurement model analysis of all the variables concludes that all the criteria of reliability and validity is fulfilled by the model. Hence the model can be further subjected to structural equation modelling for testing of hypotheses.

4.15 CORRELATION ANALYSIS OF STUDY VARIABLES.

The correlation analysis of the study variables was performed to determine the degree of relationship between two variables. In this study, the direction of the relationship between all the dependent variables and their corresponding independent variables is calculated using the correlation coefficient.

4.15.1 Advertisement exposure, Packaging, Peer group, Concept oriented family communication patterns, Socio oriented family communication patterns, Child influence strategies and Purchase intention

The correlation coefficient (r) was calculated to identify the relationship, direction and strength of the relationship between all the constructs namely advertisement exposure (AE), packaging (PKG), peer group (PG), family communication patterns (FCP) dimensions namely concept oriented family communication patterns (COFCP) and socio oriented family communication patterns (SOFCP), child influence strategies (CIS), purchase intention (PI). Correlation analysis indicated the significant relationship between overall constructs (Table 4.30).

Table 4.29: Correlation Analysis of Study Variables.

| | | AE | PKG | PG | SOFCP | COFCP |
|------------|----------|-------|-------|-------|-------|-------|
| CIS | r | 0.487 | 0.381 | 0.789 | 0.784 | 0.544 |
| | p | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |

Source: Data Analysis

Note: r - Pearson Correlation coefficient;

p is level of significance $p < 0.001$

4.15.1.1 Advertisement Exposure and Child Influence Strategies

It was found out that there is a significant, moderate and positive relationship between advertisement exposure and child influence strategies ($r = 0.487$, $p < 0.001$). There are very less studies which have received attention on the relationship between advertisement exposure and child influence. A study by Verma and Kapoor (2004) indicated that product choices are generated as a consequence of parent child interaction under the influence of advertisement exposure. But the role of advertisements leading to these child influence strategies are very sparse. Hence the present study indicates that advertisement exposure has significant influence in inducing child influence strategies.

4.15.1.2 Packaging and Child Influence Strategies

The correlation analysis reveals that there is a low, significant and positive relationship between packaging and child influence strategies ($r = 0.381$, $p < 0.001$).

This is in contradiction with the studies conducted by Ogba and Johnson (2010) which opines that packaging does not have any relationship with child influence strategies. Another study by Silayoi and Speece (2004) and Marshall et al. (2006) indicated that packaging leads product discussions but not in the context of child influence strategies. Hence, it can be revealed that the product packaging can lead a child to use influence strategies leading to purchases.

4.15.1.3 Peer Group and Child Influence Strategies

There is a high, significant and positive correlation between peer group and child influence strategies ($r = 0.789$, $p < 0.001$). The research on peer group of children and their role in consumer behavior is very less explored area of research. In a study by Dittmar (2001), it was found out that peer group most often occurs as constituent part of the environment of the child, which, together with other factors affects the purchase intentions of parents. But the influence of peer group in generating specific influence strategies for inducing purchases still is rather less explored.

4.15.1.4 Socio Oriented Family Communication and Child Influence Strategies

High, significant and positive correlation is revealed between socio-oriented family communication patterns and child influence strategies ($r = 0.784$ and $p < 0.001$). This study supports the findings of Sharma and Sonwaney (2015) but further shows that socio oriented family communication patterns have direct effect on inducing child influence strategies. However, most of the research has addressed this variable combined with other dimensions such as concept oriented family communication patterns

4.15.1.5 Concept Oriented Family Communication Patterns and Child Influence Strategies

Moderate, significant and positive correlation ($r = 0.544$ and $p < 0.001$) has been found between concept oriented family communication patterns and child influence strategies. In a study by Kim et al. (2019) which suggested that family communication patterns have a relationship with child influence strategies but emphasis was given more on pester power element of child influence strategies.

From the table 4.28 it is clearly observed that all the variables under study have significant correlation between them. This further enables the model to be subjected to structural equation modelling for further analysis

4.15.2 Child Influence Strategies and Purchase Intention

The study tried to identify the strength of relationship between child influence strategies and purchase intention by using correlation analysis (Table 4.31).

Table 4.30: Child Influence Strategies and Purchase Intention

| | | Child Influence Strategies |
|---------------------------|----------|----------------------------|
| Purchase Intention | r | 0.487 |
| | p | 0.000 |

Source: Data Analysis

Note: r - Pearson Correlation coefficient;

p is level of significance $p < 0.001$

Moderate, significant and positive correlation ($r = 0.487$, $p < 0.001$) is found out between child influence strategies and purchase intention. A study by Nash and Bassini (2012) showed that child influence strategies have a relationship with purchase intention but it was primarily a qualitative study. Most of the research available on child consumer behavior is on different stages of purchase decision making rather than on purchase intentions (Kaur and Singh 2006)

4.15.3 Summary of correlation analysis

The correlation matrix of all the variables considered for the present study is presented in Table 4.32.

Table 4.31: Correlation Analysis of Study Variables.

| | | AE | PKG | PG | SOFCP | COFCP | CIS |
|------------|---|-------|-------|-------|-------|-------|-------|
| CIS | r | 0.487 | 0.381 | 0.789 | 0.784 | 0.544 | |
| | p | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| PI | r | | | | | | 0.487 |
| | p | | | | | | |

Note: r - Pearson Correlation coefficient, p is level of significance *** $p < 0.001$

Source: Data Analysis

The correlation analysis indicated a have positive relationship between all the study constructs. The relationship between peer group and child influence strategies had the highest correlation (0.789) at $p < 0.001$ level. The correlation coefficient between Socio oriented family communication patterns and child influence strategies was found to be (0.784) at $p < 0.001$ level which shows that the relationship between these two variables is highly significant. The correlation coefficient of concept oriented family communication patterns emerged at third position (0.544) at $p < 0.001$ which shows moderate relationship. The constructs advertisement exposure and child influence strategies had moderate correlation value of 0.487 at $p < 0.001$. The least correlation was found between the construct of packaging and child influence strategies (0.432) at $p < 0.001$. The correlation analysis of the study constructs provides the base for further structural equation modelling and is a preliminary support to the proposed hypotheses (H1, H2, H3, H4a, H4b and H6).

4.16 RESULTS OF HYPOTHESES TESTING (I)

The hypothesis H1 to H7 except H5 was tested using Smart PLS software. The H5 hypothesis testing was performed using ANOVA. The structural equation modelling was performed using Smart PLS software to evaluate the measurement and structural models for Hypotheses H1 to H7 excluding H5.

The hypotheses H5 was tested using ANOVA which is a statistical technique for measuring potential differences in a scale dependant variable by a socio demographic variables having two or more categories. The present study has used ANOVA technique for testing age group of the children with child influence strategies to understand the relationship. Hence it was hypothesised that,

H₅: The child age groups have a significant impact on child influence strategies.

4.16.1 Age group of children and child influence strategies

The ANOVA results ($F=1.636$ and $p = 0.122$) showed no significant difference in the level of child influence strategies between age groups of children (Table 4.33)

Table 4.32: Age Group of Children and Child Influence Strategies

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|-----------------------|-----------|--------------------|----------|-------------|
| Between Groups | 13.995 | 7 | 1.999 | 1.636 | .122 |
| Within Groups | 908.334 | 802 | 1.222 | | |
| Total | 994.329 | 809 | | | |

Source: Data Analysis

Thus the child influence strategy does not vary with respect to their age group. Hence the hypothesis **H5** which states the child age groups have an effect on child influence strategies stands rejected. It can be inferred from the above values that child influence strategy does not vary with respect to their age group. Child of any age group portrays many influence strategies which only differ in intensities and not the presence or absence of these behaviors (Acuff and Reiher 1997).

4.17 EVALUATION OF STRUCTURAL MODEL

After establishing the reliability and validity of the latent variables in the measurement model, we assess the structural model (also referred to as the inner model) to test the relationship between independent variables and dependant variables. The assessment of structural model in PLS SEM includes diagnosing collinearity among the measurement constructs, path coefficients to evaluate the significance and relevance of structural model relationships, R2 value to evaluate the model's predictive accuracy, Q2 to evaluate the model's predictive relevance and f2 to evaluate the substantial impact of the exogenous variable on an endogenous variable (Hair et al. 2010).The evaluation of SEM model was done using smart PLS software. The reason for choosing the smart PLS is because the goal of the present study is to predict key target constructs and also smart PLS is adopted if the research is exploratory as is the present study (Hair et al. 2010)

4.18 COLLINEARITY STATISTICS

Multi-collinearity occurs when two or more predictors in the model are correlated and provide redundant information about the response. Multi-collinearity was measured

by variance inflation factors (VIF). The level of multi collinearity is calculated for and is depicted (Table 4.34)

Table 4.33: Collinearity Statistics of Structural Model (Inner VIFs)

| DV | CIS VIF | PI VIF |
|-----------|--------------------|-------------------|
| IV | | |
| AE | 1.167 | |
| PKG | 2.143 | |
| PG | 2.814 | |
| COFCP | 1.243 | |
| SOFCP | 1.519 | |
| CIS | | 1.00 |

Source: Data Analysis

Note: DV: Dependant Variable, IV: Independent Variable, VIF: Variance Inflation Factor, AE: Advertisement exposure, COFCP: Concept- oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns

The values range within an acceptable range, which is below 5. Hence it shows that there is no issue of multi collinearity within the independent variables. Thus, the data was subjected to further analysis.

4.19 ASSESSMENT OF PATH COEFFICIENTS

The hypothesised path coefficients were estimated using PLS-SEM algorithm technique through Smart PLS software. These path coefficients values (in between +1 to -1) are used for analysing of the strength of the hypothesized relationships. The path coefficients values close to +1 represent strong positive relationship whereas a value near 0 represents weak relationship. Bootstrapping procedure reports significance of path coefficient values. It provides empirical t statistics' (obtained by dividing path coefficient value by standard error) and 'P values' (the probability of erroneously rejecting the null hypothesis). Empirical t value is compared with critical value to look if it is greater than critical value which is desired. The critical t values

are 2.57, 1.96, and 1.65 for a significance level of 1%, 5%, and 10%, respectively (two-tailed tests). The significance of path coefficients for our model as per bootstrapping report is shown in Table 4.35.

Table 4.34: Bootstrapped Critical Ratio Test with 5000 Sub-Samples for the Proposed Model

| Path | Hypothesis | β -Value | t-Value | P value | Results |
|-------------|------------|----------------|---------|---------|----------|
| AE->CIS | H1 | 0.066** | 2.614 | 0.009 | Accepted |
| PKG ->CIS | H2 | 0.157** | 2.567 | 0.011 | Accepted |
| PG ->CIS | H3 | 0.308** | 5.928 | 0.000 | Accepted |
| SOFCP-> CIS | H4a | 0.348* | 6.287 | 0.000 | Accepted |
| COFCP-> CIS | H4b | 0.161** | 7.320 | 0.000 | Accepted |
| CIS -> PI | H6 | 0.145** | 3.793 | 0.000 | Accepted |

Source: Data Analysis

*Note: * = $p < 0.05$ (95%), ** = $p < 0.01$ (99%)*

Note: AE: Advertisement exposure, COFCP: Concept- oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns.

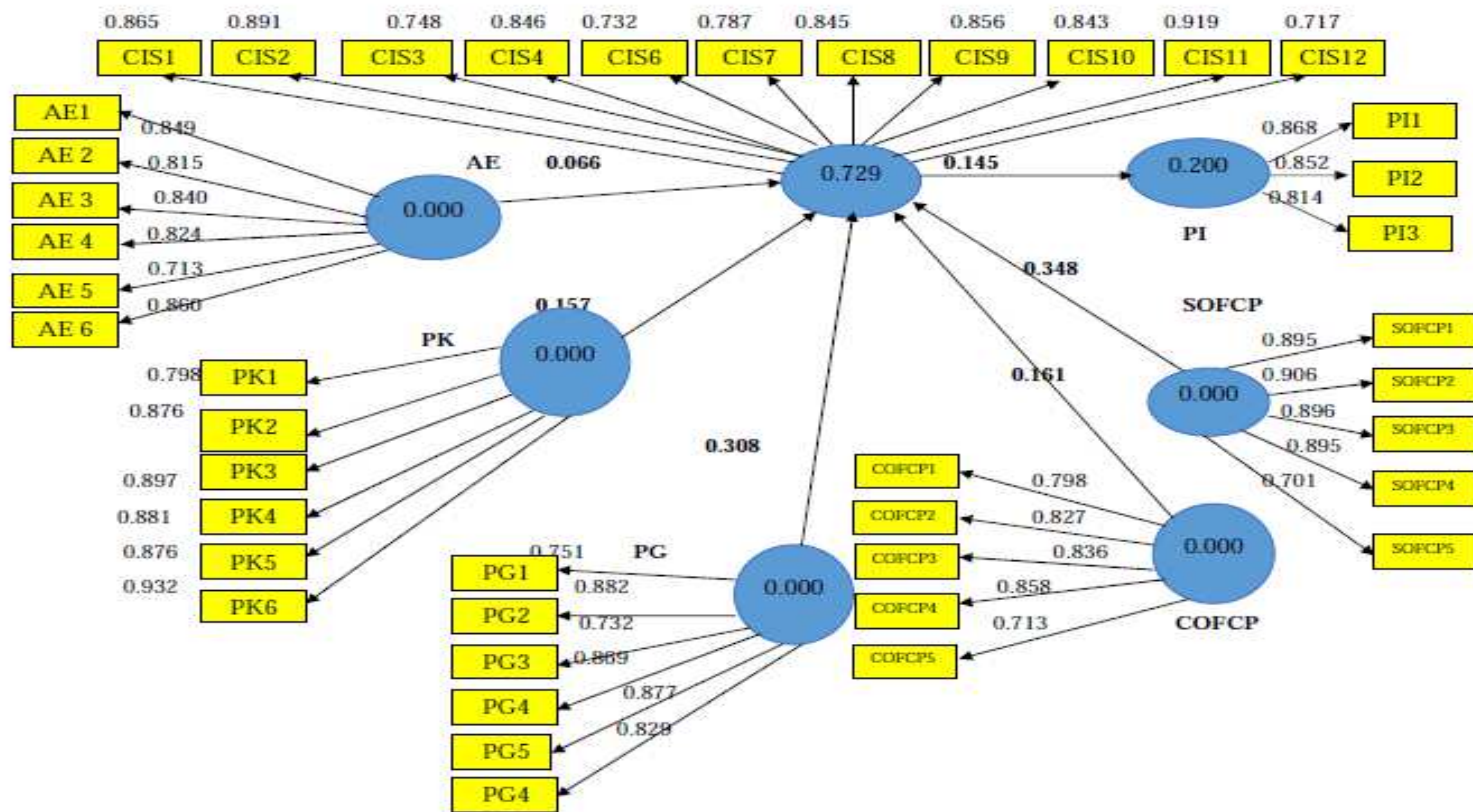


Figure 4.13: Structural model depicting factors influencing parental purchase intentions

4.20 RESULTS OF HYPOTHESES TESTING (II)

The hypothesis in the study except H5 was tested using PLS-SEM and it was found that the paths were significant at 99 percent and 95 percent confidence levels ($p < 0.01$ and $p < 0.05$). The following hypotheses are proposed in the study along with the test results.

4.20.1 Advertisement exposure and child influence strategies

H₁: There is a significant impact of advertisement exposure on the influencing role of children in parental purchase intention

The path from AE to CIS is found to be positively significant at $\beta = 0.066$; $p < 0.05$ level with t value = 2.614. Hence the hypothesis H1 is accepted. Though many studies have investigated advertisement exposure there are no studies which study its impact in generating child influence strategies. The findings of Buijzen (2013) in which the advertisement exposure was only studied in the context of creating product desires in children ($\beta = 0.09$) and not child influence behaviors. Another study by Chaudhary and Gupta (2012) and Islam et al. (2018) studied the effect of television advertisements only in the context of nagging ($\beta = 0.420$; $\beta = 0.126$) and not including all child influence strategies exerted by a child. The present study however explores the entire child influence strategies including nagging.

4.20.2 Packaging and child influence strategies

H₂: There is a significant influence of packaging on the role of children in parental purchase intention

The path from PKG to CIS is found to be positively significant at $\beta = 0.157$; $p < 0.05$ level with t value = 2.567. Hence the hypothesis H2 is accepted. There is an influence of packaging on the role of children in parental purchase intention. A study by Ogba and Johnson (2010) shows evidence of a relationship between packaging influence on the child with a mean correlation of 0.446 (significance level, $p < 0.01$) but the study does not take any child influence strategies into consideration. Extant literature opines that packaging attracts children but packaging inducing influence behaviors in children is still unexplored except who studies only pester power or

nagging. However, Prible (2017) propounds that product packaging does not lead to pester power (t – value = 1.692) which is contrary to the findings of the present study.

4.20.3 Peer group and child influence strategies

H₃: There is a significant association between child's peer group and the influencing role of children in purchase intention of parents.

The path from PG to CIS is found to be positively significant at $\beta = 0.308$; $p < 0.05$ level with t value = 5.928. Hence the hypothesis H₃ is supported.

The study by Gentina and Bonsu (2013) examined the influence of susceptibility of peer group influence on shopping habits of adolescents ($\beta = 0.467$) and the another study by Ghouse et al (2019) which shows that peer groups do influence buying behavior ($\beta = 0.779$). But there is no literature which examines the influence of peer groups in creating child influence strategies. In the present study, an effort was made to investigate the relationship between peer group and child influence strategies which is still unexplored.

20.4.1 Family communication patterns and child influence strategies

H₄: Different family communication structures have a significant impact on the influencing role of children in parental purchase intention.

a. Socio-Oriented family communication patterns and child influence strategies

H_{4a}: Socio oriented family communication structure have a significant impact on the influencing role of children in parental purchase intention.

The path from SOFCPS to CIS is found to be positively significant at $\beta = 0.348$; $p < 0.05$ level with t value = 6.287. Hence the hypothesis H_{4a} is supported. Socio-Oriented Family Communication Patterns has emerged as the most significant predictor of child influence strategies. Socio oriented families give lot of importance to children's opinions and desires as a parental style but under parental control. The findings indicate that the children from socio oriented families show influence behaviors which are a result of the parental style and communication. Till now the

extant literature has not considered the effect of socio oriented family setup on its own. The studies till present (Sharma and Sonwaney 2015) has addressed this variable combined with other dimensions such as concept oriented family communication patterns but in the context of product purchases. The present study also not in contention with studies of Caruana and Vassallo (2003) which predicted that children coming from socio oriented family have no influence over purchases. However, the study was conducted in the context of recreational products. The results indicate that the type of family communications in a house hold is an important indicator of purchases.

b. Concept- Oriented family communication patterns and child influence strategies

H_{4b}: Concept oriented family communication structure have a significant impact on the influencing role of children in parental purchase intention.

The path from COFCPC to CIS is found to be positively significant at $\beta = 0.161$; $p = < 0.05$ level with t value = 7.320. Hence the hypothesis H_{4b} is supported. The study of Kim et al. (2019) suggests that family communication patterns has an effect on child influence strategies ($\beta = 0.548$) but the present study has studied the family communication in terms of specific orientation. The present study highlighted that concept oriented families have less influence on generating child influence strategies than socio oriented families.

20.5 Child influence strategies and purchase intention

H₆: Child influence strategies significantly impacts parental purchase intention.

The path from CIS to PI is found to be positively significant at $\beta = 0.145$; $p = < 0.05$ level with t value = 3.793. Hence the hypothesis H₆ is supported. The present study reveals that child influence strategies as a whole creates parental purchase intentions. The studies till now have established that nagging leads to purchases but child influence strategies are not considered as whole. A study conducted by Marquis (2004) which opines that child's opinions do create purchase decisions but the effect

is minimal. Hence the present study confirms that child influence strategies have an impact on purchase intentions of parents.

4.21 R square and adjusted R-square values

The R^2 is a measure of the model's predictive accuracy. Another way to view R^2 is that it represents the exogenous variable's combined effect on the endogenous variable(s). This effect ranges from 0 to 1 with 1 representing complete predictive accuracy. Because R^2 is embraced by a variety of disciplines, the rule of thumb regarding an acceptable R^2 , with 0.75, 0.50, 0.25, respectively, describing substantial, moderate, or weak levels of predictive accuracy (Hair et al. 2011; Henseler et al. 2009) (Table 4.36).

Table 4.35: R- Square and Adjusted R- Square Values

| Model | R | R- square | Adjusted R- square |
|-------|-------------------|-----------|--------------------|
| 1 | .211 ^a | .201 | .200 |
| 2 | .855 ^b | .731 | .729 |

Source: Data Analysis

Note: a Predictors (Constant), CIS, Dependant Variable: PI

b Predictors (Constant),AE,PKG,PG,SOFCP,COFCP, Dependant Variable: CIS

According to Hair et al (2013) the difference between R^2 and Adjusted R^2 should not be more than 0.50. It was observed that both R-square and adjusted R-square values are nearly the same. Accordingly the assessment of the structural model using R^2 values has well established. It is concluded that the proposed model have a significant explanatory power of child influence strategies towards parental purchase intention (RO 7)

The coefficient of determination, R^2 was 0.200 for the consumer acceptance (CA) variable. Five latent variables (AE, PKG, PG, SOFCP, and COFCP) substantially explain 20.0% of the variance in parental purchase intention. AE, PKG, PG, SOFCP, and COFCP together explain 53.8% of the variance of CIS and accordingly child influence strategies turned as a higher explanatory power on parental purchase

intention. It is concluded that the proposed model have a significant explanatory power towards parental purchase intentions.

4.22 ASSESSMENT OF EFFECT SIZE OF THE MODEL (F²)

The effect size for each path model is determined by calculating Cohen's *f*². The *f*² is computed by noting the change in *R*² when a specific construct is eliminated from the model. The effect size can be calculated using the formula below

$$f^2 = \frac{R^2_{\text{included}} - R^2_{\text{excluded}}}{1 - R^2_{\text{included}}}$$

Table 4.36: Evaluation of Effect Size *f*² of Proposed Model

| | AE | COFCP | CIS | PG | PI | PKG | SOFCP |
|-------|----|-------|---------------|----|--------|-----|-------|
| AE | | | 0.015* | | | | |
| COFCP | | | 0.82*** | | | | |
| CIS | | | | | 0.21** | | |
| PG | | | 0.067* | | | | |
| PI | | | | | | | |
| PKG | | | 0.013* | | | | |
| SOFCP | | | 0.24** | | | | |

*Note: *** large or strong effects, ** medium effects, and * small effects.*

Note: AE: Advertisement exposure, COFCP: Concept- oriented Family Communication Patterns, CIS: Child Influence Strategies, PG: Peer Group, PI: Purchase Intention, PKG: Packaging, SOFCP: Socio-oriented Family Communication Patterns.

Source: Data Analysis

To calculate the *f*², two PLS path model was estimated. The first path model should be the full model as specified by the hypotheses, yielding the *R*² of the full model (i.e. *R*_{included}²). The second model should be identical except that a selected exogenous construct is eliminated from the model, yielding the *R*² of the reduced model (i.e. *R*_{excluded}²). Based on the *f*² value, the effect size of the omitted construct for a

particular endogenous construct can be determined such that 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively, (Cohen 1988). That is, if an exogenous construct strongly contributes to explaining an endogenous construct, the difference between $R_{included}^2$ and $R_{excluded}^2$ will be high, leading to a high f^2 value.

4.23 ASSESSMENT OF PREDICTIVE RELEVANCE OF THE MODEL (Q^2)

Blindfolding was used to cross-validate the model's predictive relevance for each of the individual endogenous variables, the Stone-Geisser Q^2 value (Geisser 1974; Stone, 1974). By performing the blindfolding technique (Hair et al. 2010) with an omission distance of 7 yielded cross-validated redundancy Q^2 values of all the endogenous variables. The Q^2 values which are greater than 0.02, 0.15 and 0.35 is considered to have small, medium and strong predictive relevance (Geisser 1974; Stone 1974). Because all the Q^2 values are >0 , it establishes the fact that the PLS structural model has predictive relevance. The Q^2 values are depicted in Table 4.38.

Table 4.37: Q^2 Value

| Endogenous Constructs | CIS | PI |
|-------------------------------|--------------|--------------|
| Q^2 Value | 0.753 | 0.179 |

Source: Data Analysis

Note: CIS: Child Influence Strategies; PI: Purchase Intention

The results shows that Q^2 values of all the endogenous constructs, child influence strategies (CIS) and purchase intention (PI) are greater than zero. The CIS variable was found to have strong predictive relevance ($Q^2= 0.753$). PI construct also observed to have medium predictive relevance ($Q^2= 0.179$).

4.24 Goodness of Fit (GoF) of the Proposed Model

The final step of the evaluation of structural model is establishing the goodness of fit. Tenenhaus et al. (2005) recommended a global goodness of fit index for the proposed model .Wetzels et al. (2009) suggested goodness of fit threshold values, small $> =$

0.1, medium ≥ 0.25 , large ≥ 0.36 . The Tenenhaus goodness of fit index for the present model is 0.521, which confirms that the proposed model have perfect model fit. All the model fit criteria were well supported. The final objective (RO 7) of the study is achieved.

4.25 Summary of general model fit and quality indices

The summary of the general model fit was calculated along with the quality indices. The Table 4.37 reveals that the entire proposed model fulfils the criteria of general model fit and quality indices of structural equation modelling technique. The average path coefficients, average R squared and average adjusted R squared of all the hypothesized relationships are acceptable range. The average full and block collinearity among the constructs are below the desired value of 3.3. The Tenenhaus goodness of fit suggests that the model has perfect model fit. The other indices such as Simpson's paradox ratio, R-squared contribution ratio, statistical suppression ratio and nonlinear bi-variate causality are above the desired value of 1.

Table 4.38: General Model Fit and Quality Indices

| Sl. No: | Fit Indices |
|----------------|--|
| 1 | Average path coefficient (APC)=0.199, $P < 0.001$ |
| 2 | Average R-squared (ARS)=0.386, $P < 0.001$ |
| 3 | Average adjusted R-squared (AARS)=0.384, $P < 0.001$ |
| 4 | Average block VIF (AVIF)=2.688, acceptable if ≤ 5 , ideally ≤ 3.3 |
| 5 | Average full collinearity VIF (AFVIF)=3.026, acceptable if ≤ 5 , ideally ≤ 3.3 |
| 6 | Tenenhaus GoF (GoF)=0.521, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36 |
| 7 | Sympson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1 |
| 8 | R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1 |

| | |
|----|--|
| 9 | Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7 |
| 10 | Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7 |

Source: Data Analysis

4.26 Chapter Summary

The data analysis revealed that there are significant relationships between different factors in generating child influence strategies creating purchase intention of parents. Internal consistency was established by factor analysis of the constructs. Significant correlation was found between all the relationships. The measurement and the structural model was analysed which revealed that family communication patterns have significant impact in creating influence strategies followed by the child peer group.

CHAPTER 5
FINDINGS AND CONCLUSIONS

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 CHAPTER OVERVIEW

The chapter elaborates the summary of findings, conclusions and recommendations of the research study undertaken. Section 5.2 portrays the major findings of the study. Section 5.3 provides the other findings associated with the study. Section 5.4 gives findings on sample characteristics. Section 5.5 details the conclusions based on the findings of the study. The recommendations of the researcher are elaborated in 5.6 and the proposed model is provided in section 5.7. Section 5.8 briefly discusses the theoretical implications of the study. Section 5.9 gives the managerial implications of the study. The limitations of the research and directions for future research are discussed in section 5.10 and 5.11 respectively. Finally the chapter concludes with section 5.12 with the concluding note.

The research paradigm for the study undertaken is positivist in nature which allows for generalisability of the research findings. The research approach adopted for the study is deductive and inductive. The present study used descriptive research for the research design. The research method used for the study is quantitative in nature. The quantitative method was used to answer all the research questions and to achieve the research objectives. The study used survey method using questionnaires for quantitative enquiry and observation method for qualitative enquiry. Qualitative method was only used to understand the specific construct of “Child Influence Strategies” due to its explorative nature. The survey was conducted in tier 1 metros of India.

The data collected was analyzed using a combination of SPSS 23.0 and Smart PLS 3 statistical software's. The data was subjected to reliability, validity and factor analysis. The socio-demographic data was analysed using descriptive and inferential statistics. The structural equation modelling was performed using Smart PLS 3 software, which analysed the collinearity, structural path coefficients, R^2 estimation,

Q^2 and f^2 values of predictive relevance. The model was developed which helped to meet the hypothesis (H7) for model development.

5.2 MAJOR FINDINGS OF THE STUDY

5.2.1 Findings on factors influencing child influence strategies

a) Advertisement exposure

Advertisement exposure had a significant, moderate and positive relationship towards child influence strategies ($r = 0.487$, $p < 0.001$). Advertisement exposure had the least influence in contributing towards child influence strategies (H1: $\beta = 0.066$, $t\text{-value} = 2.614$, $p = < 0.01$).

b) Packaging

Packaging had a low, significant and positive relationship towards child influence strategies ($r = 0.381$, $p < 0.001$). Packaging and child influence strategies is found to be positively significant (H2: $\beta = 0.157$, $p = < 0.01$ level with $t\text{-value} = 2.567$) second least predictor of child influence strategies.

c) Peer group

Peer group had a high, significant and positive relationship towards child influence strategies ($r = 0.789$, $p < 0.001$). Peer group emerged as the second most important predictor of child influence strategies (H3: $\beta = 0.308$, $p = < 0.01$ level with $t\text{-value} = 5.928$).

d) Socio- oriented family communication patterns

Socio-Oriented family communication patterns had a high, significant and positive relationship towards child influence strategies ($r = 0.784$ and $p < 0.001$). Socio-oriented family communication patterns emerged as the most significant predictor of child influence strategies (H4a: $\beta = 0.348$, $p = < 0.05$ level with $t\text{-value} = 6.287$).

e) Concept- oriented family communication patterns

Concept-Oriented family communication patterns had a moderate, significant and positive relationship ($r = 0.544$ and $p < 0.001$) towards child influence strategies. Concept-oriented family communication patterns is found to be positively impacting child influence strategies (H4b: $\beta = 0.161$, $p = < 0.01$ level with t -value = 7.320).

5.2.2 Findings on child influence strategies

Child influence strategies had a moderate, significant and positive relationship with parental purchase intention ($r = 0.487$, $p < 0.001$). Child influence strategies had a less impact over parental purchase intention (H6: $\beta = 0.145$, $p = < 0.01$ level with t -value = 3.793).

5.2.3 Findings on age group of the children

There is no significant difference in the age group of children and child influence strategies (H5: $F = 1.636$, $p = 0.122$).

5.3 OTHER FINDINGS

5.3.1 Family activities influenced by children

The children influence parents on various activities that are part of a family set up. It ranges from grocery shopping to leisure activities like movies, picnics, and vacations etc. 92 percent of shopping for groceries happen once in a week. Nearly 42 percent families prefer eating out once in 2-3 weeks and 65 percent of the children insist their parents for a trip to the mall once in 2-3 weeks. 38 percent of leisure activities engaged by families such as short trips and vacations happen only once in a month.

5.3.2 Influence of children on various products categories

The food products are the most influenced products by children with 52% of the contribution and toys is the second most influenced product which is purchased by the parents contributing to 36%. There is not much impact of children's influence over products like electronics and stationary which constitute 5% and 7% respectively.

5.3.4 Impact of media on purchases made by parents for children

The study revealed that television has the most impact over child influenced purchases. The television contributes to more than 92 % among other media modes.

5.3.6 Age group of children and food purchases

The study also reveals that purchase of food the products are dependant with age group (tweens and pre adolescents) of the children. The study confirms that the age group of 13-15 years (pre-adolescents) shows a significant association with purchase of food products in the family than 8-12 (tweens) ($\chi^2 = 263.005$, $df = 2$, $p = 0.000$).

5.3.7 Age group and toy purchases

The chi-square test results ($\chi^2 = 392.526$, $df = 3$, and $p = 0.000$) confirmed that the toy purchases by parents is dependent on their age group. The study shows that children aged 8 -12 years have more influence on purchases than 13 -15 year olds.

5.4 FINDINGS ON SAMPLE CHARACTERISTICS

a) Age

The tweens formed 50.7 % and pre-adolescents formed 50.3% out of the total sample considered for the study.

b) Gender

The percentage of girl's (52%) is more compared to the boy's population (48 %) in the present study.

c) Employment status

The majority of fathers work in the private sector forming 58 percent and followed by government sector accounting for nearly 31 percent and 10 percent of the fathers are self employed. The majority of mothers (nearly 70) percent were housewives, eleven percent of mothers work in government and private sector. The percentages of mothers who are self employed was 6 percent.

d) Family monthly income

Majority of family monthly income per month was Rs. 50,000 or above which constitutes nearly 60 percent.

e) Location

The respondents for the present study were from Delhi, Bangalore and Mumbai. 52 percent of the respondents were from Mumbai, 25 percent from Delhi and 23 percent from Bangalore.

5.5 CONCLUSIONS

The following conclusions have been drawn from the findings of the study in relation to the research objectives of the study.

5.5.1 Advertisement exposure and child influence strategies

The analysis results revealed that there are many external and internal factors which induce product purchases in parents creating a display of various behaviors in children. Among the other variables considered for study like packaging, peer group and family communication patterns, advertisement has the least influence over child influence strategies. The study reveals that children are more influenced by factors such as peer group and family communication more in comparison to advertisements. The reason for this low impact can be attributed to recent trends in today's world where children now have graduated to critical thinkers fighting persuasive intent of advertisements. This confirms many findings from recent reports that children have more readiness to learn from their social world (Lapierre et al. 2017). The study reveals that in the age group of children considered for the present study, children give priority to the information given by peers and parents the most than advertisements. The findings highlight that the advertisements exposure have weak relationship with child influence strategies which is leads to purchases by parents. However, the present study fills the gap of weather advertisements leads to influence strategies used by a child. Previous research has mentioned that advertisements do cause product recall and memorization but the present study confirms that advertisement exposure leads to influence strategies even though the effect is minimal.

The marketers hence should concentrate on disseminating the information through programmes specifically targeting other factors such as peer group and family which have emerged as significant factors in the present study.

5.5.2 Packaging and child influence strategies

The results show that packaging has a moderate impact over child influence strategies. An interesting finding emerged that packaging has more effect in creating child influence strategies than advertisements. This is an important finding for companies dealing with children's products who can streamline their marketing or promotional efforts in the light of factors causing the child influences. The findings suggest that packaging has certain visual and informational components which are much more engaging to children. The tangibility and relatability of a product package is more successful in creating an impact over children rather than advertisements. The study showed that children respond to packaged products which are endorsed by relatable characters such as super heroes, cartoon characters, movie characters etc. This can be attributed to the fact that children aged eight to fifteen are more visual processors than word processors. The present study has filled the gap of how packaging leads to child influence strategies. The packaging is known to create product requests and decisions but the present study confirms that it creates child influence strategies including pester power.

The marketing efforts hence can be much more streamlined by offering tangible offers as part of product packaging. Marketers would greatly benefit by concentrating more on in store promotions on product packaging than on advertisements.

5.5.3 Peer group and child influence strategies

Peer group has emerged as the second most important predictor of child influence strategies. Peer group is one of the major sources of information for children with respect to a child. The study reveals that children aged eight to fifteen give a lot of importance to the opinions of peer group which includes classmates, friends etc during conversations in common social settings like schools or hobby classes. The peer group becomes a source of first-hand information especially with regards to

products used by children themselves. The study has revealed that even though there may be many child directed marketing efforts, a child's peer group becomes the first source of information for further negotiations and bargaining. The information from the peer group hence becomes a substantial part of the conversations or negotiations which happen during purchases of products along with parents. The present study has filled the gap in literature on childrens affinity to peer groups and the generation of child influence strategies which is very less researched area.

The findings reveal that marketing efforts can be directed towards promoting products at the peer group level in schools like marketing an educational app or products which can lead to purchases.

5.5.4 Socio-oriented family communication patterns and child influence strategies

The study has also found that socio oriented family communication patterns have emerged as the most significant predictor of child influence strategies leading to parental purchase intention. The results indicate that the type of family communications in a house hold is an important indicator of purchases. The current study provides evidence that children and parents are more socio oriented. The current study provides evidence that children and parents are more socio oriented. Socio oriented families are characterised with purchases which go with family ethos and habits and are more open to communications and participation but within family control. The results indicate that socio oriented families have lot of impact over child influence strategies which can be attributed to the reason that children are more participative in family decision making. The children even though are under the purview of parents directly ask or demand for the products. The present study has now filled the gap in which socio oriented families has been treated as a separate dimension. Moreover, the present study also has addressed the entire child influence strategies in Indian context in the age group of 8 - 15 years.

The marketers can benefit by tailoring specific promotional strategies which has been successful in similar cultures. The combined family decision making style can be used as a theme for many marketing communications programmes like advertisements,

online promotion etc. for informing product benefits and features. This will help to tailor marketing communication specifically to Indian context.

5.5.5 Concept-oriented family communication patterns and child influence strategies

The study identified that concept oriented family patterns have moderate impact over child influence strategies. The results indicate that concept oriented family communication patterns have less impact than socio oriented. The study indicates that concept oriented families even though are good in communication but the children do not respect parental authority. The result is consistent with extant research which opines that Asian countries tend to be more socio oriented rather than concept.

5.5.6 Child influence strategies and purchase intention

The results of the study suggest that child influence strategies lead to parental purchase intention but not to a large extent. The study is not concurring with other studies which suggest that influence strategies puts pressure over parents for purchasing. This can be because the family dynamics of India is very different from western countries. In India parents are the ultimate decision making authority rather than the children. When compared to the western counter parts especially the tween age group parents take the majority of decisions. The concept of pocket money is also very less prevalent in the country. Hence the parents might be very careful while spending under the influence of child pestering or other behaviors. India has a large consumer base in the form of families with children aged eight to fifteen years. The decision making in Indian households is primarily dependant on the parents who are the first and foremost source income in the family. Hence, the proposed model shows that even though children display many strategies ultimately the parents are the end decision makers. The research study can be beneficial for the marketing executives to create suitable marketing strategies which aim at giving more information about the products to peer group and parental units. Further the study may provide an insight to the regulatory bodies to target educational programmes or products related to well-being of children by having outreach marketing programmes in schools and clubs.

5.6 RECOMMENDATIONS

India is currently having a majority of population under the age of fifteen years. Due to various changes in the family systems and the ever increasing influence of children, the current study brings forth valuable recommendations. The present study identifies the factors which leads a child to use influence strategies which are applied in various purchase situations. In the light of extensive literature review and survey, a model is developed to understand the purchase intention in parents in the light of these factors. The recommendations based on the findings of the present study are enumerated as follows:

1. The socio oriented family communications had the highest impact on the influence strategies used by children in creating parental purchase intentions. Socio oriented families are characterised by parents having ultimate authority in decision making even though there are interactions among child and the parents. Hence, marketers should communicate more to parents who have ultimate authority in decision making. The product features and other marketing communications should be directed towards parents along with children. The resources will be better utilised by companies by targeting parents to get better results for their marketing campaigns. The global marketers should streamline their marketing strategies by understanding the type of family communication prevalent in specific countries. The advertisers and marketers can greatly benefit by reaching out to parents for promoting their products
2. Peer group of a child had the second highest influence in inducing influence strategies in a child generating parental purchase intention. Hence, marketers should concentrate on peer groups for promoting their products while deciding their marketing programmes. This is approach should be beneficial for marketers engaged in marketing of products for childrens use. The government agencies, NGO's can benefit by streamlining the marketing communications directed at peer groups for the promotion of healthy food products, educational apps and toys meant for child development.
3. Packaging of a product had the third highest influence in creating influencing strategies inducing parental purchase intention. Marketers can benefit by

concentrating on packaging of the products using visual components like attractive colors, licensed cartoon characters to better market their products. Effective packaging mechanisms can generate product discussions among the child and parents.

4. The exposure of a child to advertisements had the least influence towards generating child influence strategies inducing parental purchase intentions. However, the impact of advertisement exposure on child influence strategies cannot be ignored. The current study reveals that advertisements have less impact among all the factors considered for the present study. This will help managers allocate their resources efficiently by designing appropriate marketing communication strategies.

5. Influence strategies used by children had moderate impact in creating parental purchase intention. Marketers can benefit by directing their marketing communication strategies towards parents who are the ultimate decision makers.

6. Age group had a significant impact on influence of children on toys and food purchases. The younger age group (8 – 12 years) had a significant impact on toy purchases whereas the older age group (13 – 15 years) had more influence over food purchases. The marketers involved in promoting food products should concentrate on children aged from 13 – 15 years as a part of their marketing. The toy marketers should benefit by targeting the children aged from 8 – 12 years who significantly influence toy purchases.

5.7 PROPOSED MODEL

The present study has developed a model which integrates several factors affecting child influence strategies like advertisement exposure, packaging, peer group, family communication patterns and age group of children creating parental purchase intentions. Age group has been considered as having a moderating impact over child influence strategies. The consumer socialization model is linked with purchase intention. The variables were identified from the literature and integrated with the variable of purchase intention. The model gives a holistic view of how child consumer behavior varies under different antecedents (Figure 5.1).

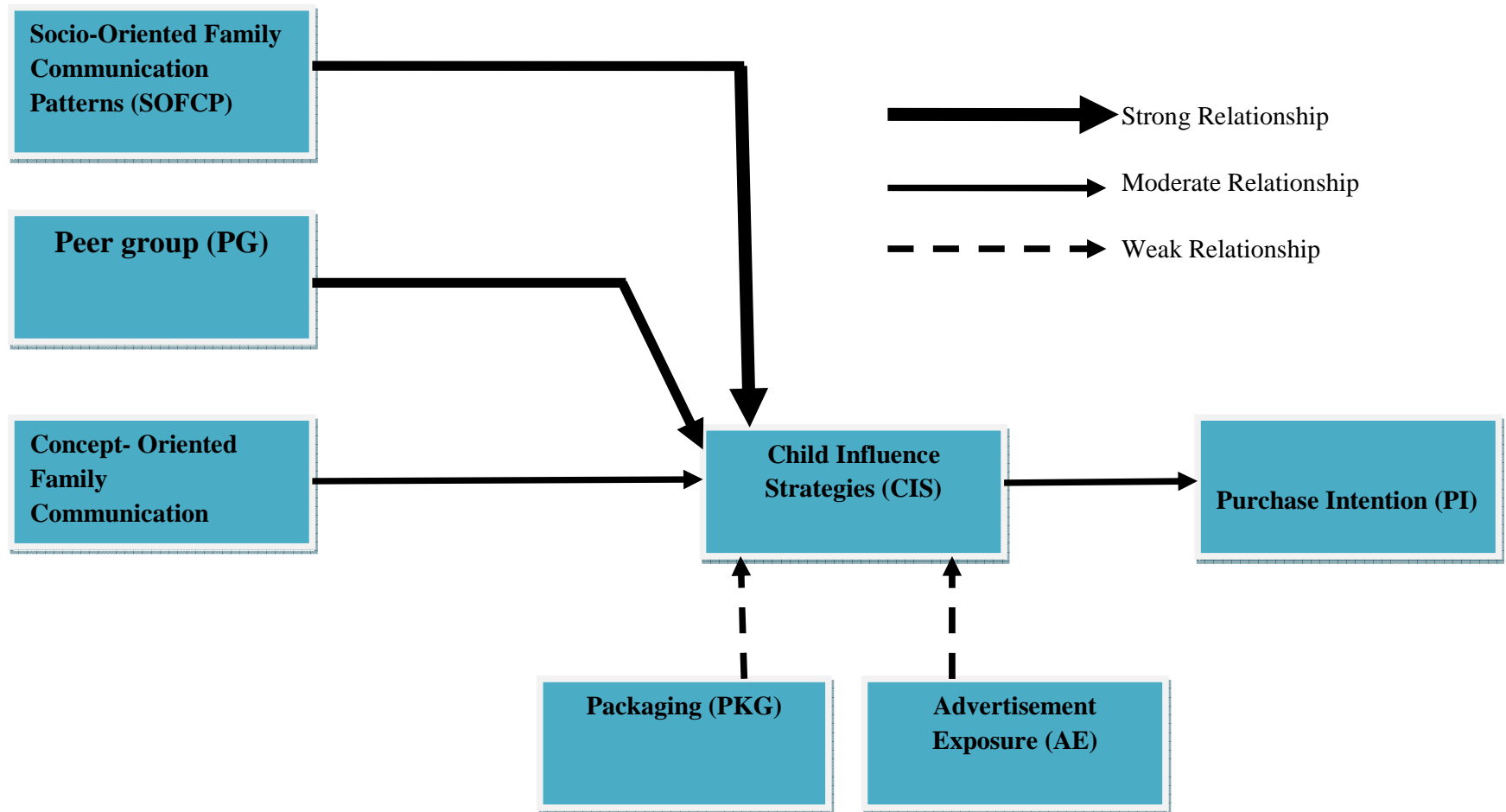


Figure 5.1: Proposed Model for Parental Purchase intention

Source: Survey results

The proposed model has comprehensively included different antecedents to child influence strategies which help to understand the purchase intentions of parents in an effective manner. The model also explores as to which factors contribute to the formation of child influence strategies which paves the way to examine how children respond to various factors in marketing environment. The proposed model provides an understanding which factors are most associated with parental purchase intention.

5.8 THEORETICAL IMPLICATIONS

Consumer behavior of children and family decision making is a relatively less researched area. The thesis has attempted to study the impact of several factors which affect the purchase intention in parents from parent's point of view, in the light of child influence strategies. As a contribution to the existing theoretical knowledge on child and parent consumer behavior, the study explores certain behavioral aspects in the way families perform purchase decisions. The findings from this thesis add another deeper layer to our understanding of parental purchase intentions. The research study attempts to delve deep into child behaviors exhibited in the form of child influence strategies which is relatively very less explored domain in marketing.

Family communication is integral to the way parents and children discuss about their need and wants. The impact of family communication patterns has been studied using two dimensions namely – socio oriented family communication patterns and concept oriented family communication patterns in the present study. The different dimensions have different impacts. The thesis has incorporated to study the two different dimensions and its impact on child influence strategies and parental purchase intentions. Socio oriented family communication patterns have emerged as the most important factor which influences the strategies used by children for impacting purchases. Therefore the thesis has bridged the gap of including family communication patterns to understand its impact on child influence strategies and parental purchase intentions.

Children live in a social set up which comprises of several agents which influence their purchase behaviors like a child's peer group. The thesis confirms that there is a positive influence of a peer group in inducing child influence strategies. The thesis

contributes significantly to understand the role of peer group in inducing child influence strategies thereby creating purchase intention in parents. Moreover, the effect of peer group on creating child influence strategies is relatively less explored. Hence, the thesis fills the gap of including the variable of peer group in the understanding of child consumer behavior

The thesis adds to the existing knowledge of child consumer behavior studies by including importance of variables such as advertisement exposure in generating child influence strategies. The extant literature had included these variables only in the context of themes such as child obesity etc. However the present study has extended it to study the generation of child influence strategies and parental purchase intention.

The thesis has also included the variable of packaging and its importance in child consumer behavior. The thesis has bridged the gap by linking packaging with influence strategies used by the child which gives a holistic view of parental purchase intentions.

There have been very less studies in the field of child consumer behavior. With the majority of the population under the age of fifteen, the research on child consumer behavior needs much attention. The thesis has contributed to the area of child influence strategies and parental purchase intention which is very less explored. The thesis helps to understand how child influence strategies are hugely impacted by several factors in the environment. The present study also contributes to the model of consumer socialisation by exploring the area of child influence strategies in parental decision making.

The thesis has also contributed to the area of family decision making. The present study explores the area of parental purchase intention. The extant research had focussed on parental decision making without understanding the impact of child influence strategies. The thesis also concentrates on purchase intention stage of family decision making which is relatively unexplored. In this study, child influence strategies act as a theoretical bridge between the consumer socialization dimensions of external and internal factors and the parental purchase intentions. Therefore, the thesis adds to the body of knowledge of child and parental consumer behavior.

The present study also takes into the consideration a mix of age group of children aged 8 – 15 years which are among the least researched group especially the tweens aged 8 - 12 years. Hence the present study contributes significantly to existing body of knowledge on child consumer behavior.

The thesis hence contributes to the body of knowledge which combines child psychology with marketing variables which in combination helps to understand how decisions are made at a parental level with respect to purchases. The thesis paves a way to more studies which concentrate on more psychological variables which can be further explored to understand family consumer behavior.

5.9 MANAGERIAL IMPLICATIONS

The thesis also has many managerial implications. The thesis suggests that advertisers should concentrate on disseminating the information through marketing efforts based on themes of peer groups and families which have emerged as significant factors. Marketing efforts can be much more streamlined by offering tangible offers as part of product packaging, since children aged eight to fifteen are more visual processors than word processors. The marketers would greatly benefit by concentrating more on in store promotions on product packaging than on advertisements. Also, marketing efforts can be directed towards promoting products at the peer group level in schools

The companies dealing with childrens products - can streamline their marketing or promotional efforts in the light of factors causing the child influences .The marketing executives can create suitable marketing strategies which aim at giving more information about the products to peer group and parental units. The study also gives insight to the regulatory bodies to target educational programmes or products related to well being of children by having outreach marketing programmes.

The marketing managers dealing with food products and toys can benefit by tailoring specific strategies based on the age group of the children. The age group of the child – tweens and preadolescents have different influence over different products. Managers can communicate to market their products to children and parents together who will help make combined decisions based on mutual interactions.

5.10 LIMITATIONS OF THE STUDY

The study although contributes immensely to understand the role of children in parental purchase intentions nevertheless it has some limitations.

1. The present study focused on children aged 8 to 15 years since they have increased cognitive abilities and hence the results cannot be generalised to younger age group of children.
2. The study was conducted on samples from leading metros of India and may not be generalised to parents from rural population.
3. The present study concentrates only on products meant for childrens consumption.
4. The present study is not dyadic in nature. The opinions of the children have not been considered for the present study.

5.11 DIRECTIONS FOR FUTURE RESEARCH

The present study understands the parental purchase intentions in the light of several behaviors displayed by the children in the form of influence strategies and also the factors causing them. Further studies can focus on the influence of other factors such as sibling influence, family budget, impulse buying etc which causes parental purchase intention.

The study can be further extended to parents from rural India to understand how the influence strategies work in rural markets.

The present study considers the parents having children in the age group of 8 to 15 years; hence it can be further extended to parents having much younger children also.

5.12 CONCLUDING NOTE

“Children are the brightest stars in consumer constellation” (Mc Neal, 1999). Child consumer behavior is a relatively unexplored area of marketing which is garnering attention of researchers globally.

The present study delves deep into the area of family decision making. The objective of the study was to explore the different factors affecting the role of children in creating parental purchase intention. Even though all the factors considered for the present study namely advertisement exposure, packaging, peer group influence and family communication patterns have positive impact, peer group has emerged as the most significant predictor. It has also come to light that all these factors even though generates child influence strategies, it has weak impact over parental purchase intentions. The study shows light to several other studies which can be undertaken to understand how children and parents make purchase decisions.

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APPENDICES

APPENDIX A
Survey Questionnaire
(Respondents: Parents with Children aged 8 -15 years)

I am Anitha P from National Institute of Technology Karnataka, Surathkal. I am doing PhD in the area of **“Factors influencing the role of children in parental purchase intention”**. I will be very much grateful for your valuable time and effort that you will be putting while filling the questionnaire. I am very grateful for your cooperation and valuable inputs.

Please tick the appropriate category for the age of children for which you are filling the questionnaire

8-12
 13-15

1. Please tick the appropriate boxes regarding the details of your children.

| Children | Gender | Age |
|-----------------------|--|-----|
| 1 st Child | 1. <input type="checkbox"/> Male 2. <input type="checkbox"/> Female | |
| 2 nd Child | 1. <input type="checkbox"/> Male 2. <input type="checkbox"/> Female | |
| 3 rd Child | 1. <input type="checkbox"/> Male 2. <input type="checkbox"/> Female | |

Please provide your (parents) details by ticking the appropriate boxes .

2. Employment status:

A. Husband

B. Wife

- 1. Self Employed
- 2. Government Sector
- 3. Private Sector

- 1. Self Employed
- 2. Government Sector
- 3. Private Sector
- 4. House Wife

3. Total monthly family income:

1. Less than Rs 10,000 4. Rs. 30001 – Rs 40000
 2. Rs. 10,001- Rs 20,000 5. Rs. 40001- Rs 50000
 3. Rs. 20,001- Rs 30,000 6. Rs. 50001 & above

4. Please Tick \checkmark the family members staying together including you (Parents-Husband, Wife) in the same household:

1. Husband 2. Wife
 2. Grandfather 4. Grandmother
 5. Others (Specify) -----

5. How often do you go out for the following activities? (\checkmark) the appropriate choice.

| Activities | Once in a week 1 | Once in two weeks 2 | Once in a month 3 | Once in 2-3 months 4 | Others Specify 5 |
|--|---------------------|------------------------|----------------------|-------------------------|---------------------|
| 1.Grocery shopping | | | | | |
| 2.Mall Trips | | | | | |
| 3.Eating out | | | | | |
| 4.Movies/Leisure activities/Holidays/Picnics | | | | | |

6. Rank how important is your child’s influence in the purchase of following products

(Rank1 for most influenced product 4 for least influenced product)

| Products | Rank |
|--|------|
| Toys | |
| Food products(Chocolates ,Snacks, Chips, Biscuits) | |
| Stationary items | |
| Electronic gadgets(Phone, Computers etc) | |

PART-B

FACTORS AFFECTING THE ROLE OF CHILDREN IN PARENTAL PURCHASE INTENTION

8. Please rank the following advertising media which has the most impact on your child influenced purchases.

(‘Rank 0 for No influence, ‘Rank1’ for the highest influencer and continue so on with ‘Rank7’ for the least influencer, please do not repeat the ranks)

| Media | Rank |
|---|-------------|
| TV | |
| Radio | |
| Newspaper | |
| Magazines | |
| Movies | |
| Internet | |
| Others(Please specify) Video games, Mobile apps etc. | |

Please express your level of agreement /disagreement for the following statements
(SD - Strongly Disagree D – Disagree N – Neutral A – Agree SA – Strongly Disagree)

| No: | Items | SD 1 | A 2 | D 3 | N 4 | SA 5 |
|------------|--|-----------------|----------------|----------------|----------------|-----------------|
| 9 | My child is very attentive to the ads shown on TV/other media | | | | | |
| 10 | My child gets the information about variety of products through advertisements | | | | | |
| 11 | My child remembers the advertisements seen in the media | | | | | |
| 12 | I feel advertisement aired in the media contains musical tunes and characters which lead to purchase request by children | | | | | |
| 13 | I explain the advertising content /claims to my child while watching advertisements. | | | | | |

(SD - Strongly Disagree D – Disagree N – Neutral A – Agree SA – Strongly Disagree)

| No: | Items | SD 1 | A 2 | D 3 | N 4 | SA 5 |
|------------|---|-----------------|----------------|----------------|----------------|-----------------|
| 14 | My child gets the information about variety of products through advertisements | | | | | |
| 15 | My child's product preferences are influenced by the packaging of the product | | | | | |
| 16 | My child is influenced by bright colours used in packaging | | | | | |
| 17 | My child's product preferences are influenced by product specific characters on packaging | | | | | |
| 18 | My child's product preferences are influenced by information on offers of free gifts displayed on packaging | | | | | |
| 19 | My child reads about the free products or collectibles inside the product packaging. | | | | | |
| 20 | I think attractive packaging leads to demanding for certain products in my child. | | | | | |
| 21 | My child spends time talking with peers (friends and classmates) about purchasing a product | | | | | |
| 22 | My child's peer group (friends and classmates) encourages them to purchase a product | | | | | |
| 23 | My child asks their friends for advice about buying things | | | | | |
| 24 | My child and friends tell each other where to find products that they wish to purchase | | | | | |
| 25 | My child feels left out if they do not conform to their peer group product preferences | | | | | |

(SD - Strongly Disagree D – Disagree N – Neutral A – Agree SA – Strongly Disagree)

| No: | Items | SD 1 | A 2 | D 3 | N 4 | SA 5 |
|-----|---|---------|--------|--------|--------|---------|
| 26 | My child would ask me to buy products which his/her friends like. | | | | | |
| 27 | We tell the child what things he/she should or shouldn't buy | | | | | |
| 28 | We talk to our children about buying things | | | | | |
| 29 | We complain when they do not like something a child bought for himself. | | | | | |
| 30 | We know what is best for a child and he /she shouldn't question them. | | | | | |
| 31 | We say our child shouldn't ask questions about things children do not need. | | | | | |
| 32 | We ask our children for advice about buying things | | | | | |
| 33 | We say our child should decide himself how to spend his money | | | | | |
| 34 | We say that buying things our child likes is important even if others don't like them | | | | | |
| 35 | We say our child should decide about things he/she should or shouldn't buy | | | | | |
| 36 | We ask our child what he thinks about products they want to buy for themselves | | | | | |
| 37 | My child offer to do certain behaviours(putting things in trolley, helping mom with shopping) in exchange while purchasing products | | | | | |
| 38 | My child uses use logical, practical arguments while purchasing products | | | | | |

(SD - Strongly Disagree D – Disagree N – Neutral A – Agree SA – Strongly Disagree)

| No: | Items | SD 1 | A 2 | D 3 | N 4 | SA 5 |
|-----|--|---------|--------|--------|--------|---------|
| 39 | My child is ready to compromise on purchase options with parents | | | | | |
| 40 | My child expresses opinions, likes, and dislikes about purchases | | | | | |
| 41 | . My child asks repetitively without irritation if denied purchase | | | | | |
| 42 | My child tells me what they want and just state their needs. | | | | | |
| 43 | My child bases the purchase need on fact that other friends have “it”/product. | | | | | |
| 44 | My child uses context or people(referring to elder siblings or cousins or school events) to indirectly influence purchases | | | | | |
| 45 | . My child asks repetitively in manner that irritates, while purchasing or shopping. | | | | | |
| 46 | My child requests to purchase that parent considers reasonable | | | | | |
| 47 | My child shows temper, yells for getting a product if denied purchases. | | | | | |
| 48 | My child cries or gives “silent treatment” if denied purchases | | | | | |
| 49 | I would buy products the children are influencing me to purchase | | | | | |
| 50 | I will probably consider purchasing the products children are influencing me to purchase. | | | | | |
| 51 | I will definitely consider buying the products children are influencing me to purchase | | | | | |

Thank you

APPENDIX B
(Coded Observation Scripts)

Observer case # 1

Shopping Unit: Father, Mother, One Child (Boy)

Field Observations:

The parents together with the children enter the shop. The mother is busy selecting the groceries for the week. The child along with father goes to the biscuits aisle and looks at different brands of them. The child picks up few brands of biscuits like Hide and Seek, Choco pie, Bourbon and puts in the shopping trolley. Father takes the Choco pie packet and puts it back. Father tells the child that the brands that were already picked up were enough and there is no need of Choco pie. The child says that he doesn't need hide and seek and wants Choco pie instead (*Bargaining Strategy - Negotiation*). The parent agrees to this and puts the Choco pie pack in the trolley and replaces hide and seek. The child is visibly happy (*Emotional Strategy- Positive Emotions*). The shopping unit goes for shopping in other aisles.

Observer case # 2

Shopping Unit: Mother, Two Children -Boy (older) and Girl

The shopping cart is full. Unit is at the billing counter. The girl wanders off again to the aisle. She gets a big bar of chocolate and drops in the shopping trolley. The mother tells her to return the product from where she took it. The mother is visibly not happy with the decision she has taken. The girl refuses to cooperate and says please please (*Persuasion Strategy – Nagging*)mother pretends not to listen and again tells to return the product. The girl refuses again and starts crying (*Emotional Strategy - Negative Emotions*). Mom ignores with chocolate still in hand. Meantime the queue has moved on and their turn has come. In order to avoid the hassle the mom puts the chocolate in the cart and bills for it.

Observer case # 3

Shopping Unit: Father, Mother, Two Children - Boy (older) and Girl

The father is handling the shopping cart. The girl is sitting in the shopping cart and the boy is browsing the cereals aisle. The girl points out a packet of Kellogg's Chocó's and the boy picks it up and puts in the cart. The children again continue the shopping and the boy ask the dad to buy a packet of Tropicana for him (*Request Strategy- Direct Ask*). The girl looking at this also wants a pack. The father refuses the children's choice. There is no further demand from the children for the same (*Bargaining Strategy – Agreement*). The shopping unit continues shopping in the vegetables section.

Observer case # 4

Shopping Unit: Father, Mother, Two Children - Boy (older) and Girl

Both the children are with the mother helping her choose breakfast cereals. The children ask the mother whether they can choose what they want (*Request Strategy- Direct Ask*). The mother allows both the kids to pick up the cereals that they require. Boy tells the mother to pick up a certain brand because it's in the top aisle (*Request Strategy- Direct Ask*). The mother refuses saying it will not be good. The child reasons with the mom saying "please let me have for this time next time you pick" (*Bargaining Strategy – Reasoning*). The girl also asks if she can pick her choice to which the mother agrees (*Request Strategy- Direct Ask*). The brand of cereals chosen by the children was both different.

Observer case # 5

Shopping Unit: Mother, One Child- Boy

The shopping unit is at toiletries section .The child asks for particular brand of tooth brush with an animated character on it (*Request Strategy- Direct Ask*). The mother agrees to the choice of the child.

Observer case # 6

Shopping Unit: Father, Mother, One Child –Girl

The shopping unit is at the billing counter. The child spots a Barbie chocolate collection near by the billing section. She picks it up and demands the mom to buy it for her (*Request Strategy - Demand*). The mother refuses. The child is angry at being denied the choice. She cries loudly and says she wants it (*Emotional Strategy - Negative Emotions*).The mom pretends to ignore the child. The girl again asks the mom to buy the product for her and cries loudly (*Emotional Strategy - Negative Emotions*). The mother agrees to avoid the embarrassment.

Observer case # 7

Shopping Unit: Father, Mother, Two children-Boy and Girl

The family is shopping with a shopping list in hand. Both the children help the parents to fill the shopping cart with items which the parents are telling them to choose. The children oblige (*Emotional Strategy – Positive attitude*) and are very much involved within the whole shopping experience giving opinions sometimes (*Persuasion-Giving Opinions*). The children also pick up products that they desire under the

supervision of the mother and the parents intervene with childrens choices. The few requests are refused (but the children do not retort back.

Observer case # 8

Shopping Unit: Father, Mother, Two children-Boy and Girl

The boy is with his mother while shopping. The girl is a toddler hence not actively engaged in shopping other than pointing out the objects. The boy points out at a list of items to be purchased (*Emotional Strategy– Positive*) from a smart phone helping the father to buy products. The boy also asks the mother for alternatives (*Request Strategies – Direct Ask*) in case the required product is not available.

Observer case # 9

Shopping Unit: Father, Mother, One child-Boy

The boy is not interested in the shopping activity and wanders off from the family. He says he will get his own things (*Persuasion Giving Opinion*). He gets back certain items which he is interested in like chocolates and fruit juice (*Request Strategies – Direct Ask*). The mother does not refuse to the items that are bought to her. The shopping unit moves on.

Observer case # 10

Shopping Unit: Father, Mother, Two children-Boys

The children separate at the shopping entrance with different shopping carts. The children buy whatever they wanted and joined their parents .The parents sorted through the items selected and removed many items like junk food chips etc to which there was a huge protest (*Emotional Strategy– Negative*) .The parents were willing to listen to the kids and actually gave them permission for some junk food items to be

selected. The children were happy (*Emotional Strategy– Positive*) at the bargain. The quantity of junk items was reduced by parents.

Observer case # 11

Shopping Unit: Father, Mother, Two children-Boy and Girl.

The shopping unit is browsing for products together. There is lot of discussions as to which brand of noodles to choose from. The children clearly stick together with a brand of their choice to which the parents are not happy with the choice. The children say they don't want anything else and requests them to buy it for them (*Request Strategies – Direct Ask*). The parents buy the product for them saying next time they will not be allowed to do so next time.

Observer case # 12

Shopping Unit: Mother, Two children-Boy and Girl.

The children are helping the mother in shopping. The mother gives them permission to choose the biscuit of their choice. The boy and girl choose two different brands of biscuits and are visibly happy with permission given (*Emotional Strategy– Positive*). The mother asks them a lot of opinions on almost all the products she buys. The children are happy to help in food product and not so keen in shopping other products like meant for house hold consumption.

ANNEXURES

BIO DATA

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EDUCATIONAL QUALIFICATIONS

- MBA (Marketing and Finance) from DC School of Management, Vagamon, Kerala
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WORK EXPERIENCE

- Advertisement Executive (Children and Woman's Magazines), Mathrubhumi Printing and Publishing Company Limited, Thrissur, Kerala
- Operational Analyst, Investment Banking Division, JP Morgan, Bangalore
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WORKSHOPS ATTENDED

- 6 Days Faculty Development Programme on Research Design and Data Analysis for Social Sciences at IIM-Kozhikode August 2015
- Three Days National workshop on Qualitative Research Methodology at Tata Institute of Social Sciences, Mumbai, July 28-30,2016

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- Anitha, P., and Bijuna, C. M. (2020). “Cognitive, Affective and Conative Concepts as an Antecedent to Parental and Child Purchase Influence Strategies-Observational Evidences” *International Journal of Business Innovation and Research*. Inderscience Publishers, 22(3) 374 - 387 [SCOPUS]
Doi: 10.1504/IJBIR.2020.10019495
- "Advertising Exposure and Packaging as Antecedents of Tween Purchase Influence Strategies and its Impact on Parental Purchase Intentions –An Empirical Approach" Anitha, P., and Bijuna, C. M. **(Positive review, Corrections in progress)** [SCI, SCOPUS, A Journal]
- Anitha, P., and Bijuna, C. M. (2017). “Effect of Peer Group Influence on Parental Purchases-Towards an Integrated Conceptual Framework” *International Journal of Applied Business and Economic Research*, 15, 117 - 123. ISSN-0972-7302 (Print Journal)
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- Anitha, P., and Bijuna, C. M. (2016). "Influence of Family Structures on Pester Power and Purchase Outcomes-A Conceptual Framework." *Procedia Economics and Finance*, 37, 269 - 275.[doi:10.1016/S2212-5671\(16\)30124-1](https://doi.org/10.1016/S2212-5671(16)30124-1)
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BOOK CHAPTER

- Impact of consumer socialization agents on child consumer behavior - evidence from literature by Anitha, P., and Bijuna, C. M. (2020) in *Tackling the VUCA World through Industry 4.0* Pages 117-128 Authors Press, Delhi

CONFERENCES ATTENDED

- Presented a paper titled “Influence of Family Structures on Pester Power and Purchase Outcomes- A Conceptual Framework” at Fifth International Conference on Marketing and Retailing, Malaysia, conducted by Universiti Teknologi MARA-Malaysia and IEEE on October 12-13, 2015
- Presented a paper titled “Influence of Consumer Socialization Agents and Pester Power on Parent-Child Purchase Decisions-Towards A Conceptual Frame Work” in Inclusive growth and profits with purpose International conference conducted by International Management Research Academy, London-IIM Bangalore on December 16-18,2015
- Presented a paper titled “Impact of advertising on children influence strategies and purchase intention” at 2016 Advanced Research on Business, Management and Social Sciences International Conference (BIMASA) on 29th Nov – 01 Dec, 2016 in Krabi, Thailand
- Presented a paper titled “Effect of peer group influence on parental purchases-Towards an integrated conceptual framework” in ICAEB conference 2017 in New Delhi December 27-28, 2017
- Presented a paper titled “Effect of peer group influence on parental purchases-Towards an integrated conceptual framework” in ICAEB conference 2017 in New Delhi December 27-28, 2017
- Presented a paper titled “Impact of consumer socialization agents on child consumer behavior - evidence from literature” in National Conference on

Convergence of Management Practices in the Era of Industry 4.0 conducted by NITK, held on July 22, 2020

- Presented a paper titled “Gendered Advertising & Consumer Behavior- Literature Review & Future Agenda” in 4th International Research Conference on Theme: Changing Paradigms in Technology, Education & Management, conducted by TKM Institute of Management, held on October 17-18, 2020

CONFERENCE ABSTRACT PROCEEDINGS

- Anitha, P., and Bijuna, C. M. (2015). “Influence of Consumer Socialization Agents and Pester Power on Parent-Child Purchase Decisions-Towards A Conceptual Frame Work”, 220 – 221. ISBN 978-0-9573841-3-2, 220-221, IMRA - IIM Bangalore Conference.
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