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## A study on 'Kidfluence' parents' buying behavior with special reference to young consumers in India

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### ABSTRACT

*Children's enormous market potential in three key markets - marketplaces, where kids purchase goods with pocket money to fulfil their needs, and the market where they are a substantial source of parental spending - has been better understood over the past 20 years. The research was conducted on parents from various professions to learn more about how commercials affect consumers' purchasing decisions. For data collection, a Google Forms online survey has been built. This survey research examines the effects of child-focused advertising on parents' purchasing decisions. These days, kids are more obstinate and frequently demand items like noodles, toys, and chocolates. This paper will also investigate the impact of these advertisements on parents' decision-making about their purchasing habits.*

**KEYWORDS:** Digital payments, Goals, Performance, Review

### 1. INTRODUCTION

Over the past two decades, an increasing realization has emerged that kids have a huge market potential in three markets: the place where kids buy things with their own pocket money to suit their requirements, the market in which they demand considerable parental expenditure, and the market where they will eventually make up all of the customers of a firm's services. We examined how often kids buy noodles, chocolate, and biscuits/snacks. With the correct content, electronic media like television may be an effective instrument for children's enjoyment and education. Children are also made aware of the advertisements on TV channels, allowing for their split in the consumer sectors. Younger and younger children are becoming consumers, and various events and factors impact their behaviour and purchasing habits. Many variables interact to influence their behaviour and decision-making. Parents directly affect their kids through interaction with them, and they are crucial in modulating the implications of other socialization forces like the media and peer groups.

Regarding school-related items, parents are a vital source of knowledge; yet, when it comes to personal care products, parents and media play a disproportionately large role in guiding children. The most significant sources of knowledge in terms of relative importance were determined to be friends, parents, store visits, television, and store visits. Parents are the most logical and reliable sources of knowledge in their children's eyes. The creation of persuading messages and advertisements to draw in the target audience is the primary emphasis of marketers nowadays when discussing the marketing mix. A sensitive and significant topic for society and marketers is marketing activities' impact on children, particularly advertising. Recent research has discovered that advertisements have beneficial and harmful effects on children's memory and behaviour. It broadens children's understanding, but advertising directed at kids is ineffective.

The importance of social factors on consumer behaviour is highlighted in specific research, showing how other factors and reference group susceptibility are related. Many kids purchase goods as a result of peer influence and motivation. Concerns about advertising's capacity to readily manipulate kids owing to their low ability to understand the fundamental goal of advertisers predominated with this surge in targeted advertising. National legislation and advertising standards were created as a result of these worries.

For advertisers as well as the young viewers of the adverts, television advertising has both advantages and disadvantages for young children. Several child-targeted advertisements are condemned for reinforcing gender stereotypes. According to broadcast standards in several nations, television commercials shouldn't make inflated promises that might mislead or deceive youngsters, abuse their trust, or fail to recognize an advertisement's objective.

Several parents claim their kids have been nagging them to buy what they saw on TV. "pester power" refers to young children pestering their parents to fulfil their wants. According to research, moms are more inclined to buy a product for their kids because of how those kids react emotionally to the marketing. Critics have also expressed worry about the prevalence of violent media that targets children, such as violent movies and video games.

The same-age children as the audience frequently appear in advertising. To entice people to purchase their goods, businesses market the newest technology, including computers, smartphones, and toys. As a result of the latest technologies, companies now have new channels and strategies for disseminating their marketing. Youngsters may be influenced to buy a product by watching advertisements featuring kids their age behaving ecstatically about it. Children may be drawn to items by television commercials because of peer pressure. Since they generate billions in revenue, businesses will continue advertising to youngsters. Most young children experience the impact. There are several informational resources available for kids. Advertising is one of the primary information sources. Kids used to devote much of their time to watching television, and they still do.

Child-targeted phone applications that look free but include hidden costs are one reason for concern. The initial gaming program download in these situations is free. There will be a cost to unlock additional features for passing through stages when kids play the game, though. The youngster may make in-app purchases using the parent's credit card if they want to keep playing the game. Yet, there is a limited time during which the software is genuinely free. Several apps need billing information. If the user did not cancel the trial before it finished, the program will automatically charge them when it expires. Kids who might not know how things are marketed could accumulate charges on their parent's phone bills without their knowledge or consent. By persistently requesting items not frequently bought for the family, children often have the power to influence parental and carer decisions about what food the family will consume. Setting, product, and family qualities all affect how much effect there is. Pester power is a term used to describe this powerful phenomenon. According to a growing corpus of research on children's influence over how much money their families spend on food, most meals advertised to kids are energy-dense, nutrient-poor, contrary to national and global dietary recommendations. Sadly, when pester power is used in a shopping context, these are the items parents most often identify buying for their kids.

In light of the rising rates of juvenile obesity in the US and worldwide, it's critical to have a better knowledge of how kid nutrition is influenced, especially in the formative years of development. The food industry invests a lot of money in advertising processed foods. The food goods currently on the market are widely known to today's kids, and they are highly influenced by the advertisements they see on television. Children's growing independence and their involvement in the decision to purchase are further essential factors. This has created an "obesogenic" environment, meaning that youngsters are less likely to enjoy eating nutritious foods and are more likely to prefer foods that are high in calories and nutrition. All of these things impact kids' health, with obesity being one of the issues. Advertisers are taking advantage of this, and their goal is to advertise their food goods to kids in a way that encourages them to utilize their pester ability to hound their parents into buying the item of their choice. To grab kids' interest, famous cartoon characters are featured.

Premiums or gifts are other effective marketing instruments that are within the grasp of marketers. Children frequently ask for or demand certain items due to the gift or toy that comes with the purchase. Children can be drawn in by the McDonald's happy meal, free toys within edibles (like Kinder Joy), and the positioning of these things close to the checkout station. The quantity of advertising that aggressively and intensively targets children across many platforms has expanded in the food and beverage sector in the United States. Food marketers are aware that young people have the same purchasing power as adults, if not more, and have the option to become lifetime consumers. The food industry is the second-largest consumer of radio, billboards, television, newspapers, and magazines commercials. Marketers make use of a variety of strategies and distribution methods to target the young market efficiently.

Toy promotion involves promoting toys via a range of media. Toy advertisements have come under fire for exploiting kids' innocence and turning them into immature shoppers. Children, adults (particularly close relatives like parents or grandparents), and toy shops are the three target markets for toy ads. For each target audience, a different message and media strategy is employed. Advertising messages may emphasize items that are frequently vividly coloured, fast-moving designs, or connections with heroic characters from cinema, television, or novels to capture youngsters' attention. Packaging may make a toy look more appealing.

## **2. REVIEW OF LITERATURE**

Y Akta Arnas (2006): Obesity, diabetes, cancer, hypertension, and coronary heart disease correlate with children's eating patterns and food intake. Television advertising directly impacts how much food youngsters consume and how they behave when eating. This research looked at how much food kids ate while watching television, how much they wanted to buy the things they saw advertised on television, and how much they ate those products.

Dr Garima Malik, Ms Manjot Shah (2016): Children are critical as consumers in today's business. They have a powerful voice in the choice to buy their items. They comprise a sizable consumer market and influence essential family purchases. Children nowadays hold more significant societal positions than their parents when they were their age. This generation's kids are better connected, more well-informed, and utilize various strategies to sway their parents. Several organizations throughout the world are focusing on this kid-pestering habit. This essay examines the numerous tactics kids use to convince their parents. It emphasizes kids' "Pester Power" or "Nagging Ability" to buy whatever they enjoy or desire.

Nowadays, parents take their children's demands more seriously than when they were still considered kids and supposed to be satisfied with whatever they received. Parents from several cities in northern India sent their replies, which were compiled. In this study, several assumptions were considered, and the impact of various demographic characteristics on children's pester capacity was investigated. Most parents, it turns out, are, nevertheless, negatively impacted by their children's nagging tendencies because of their jobs and their closeness to their parents' siblings.

Neena Sondhi, Rituparna Basu(2014): By analyzing their influence on family purchasing behaviour across different parental groups, the study examines how children's participation as customers is evolving in the expanding Indian market. A quota sample of 136 urban Indian parents from two Indian metropolises who represent four distinct kid age groups was chosen for the study using a standardized questionnaire. To comprehend their parenting philosophy and the subsequent empowerment of their children to actively participate in family shopping selections for various children's merchandise categories.

DS Yuvaraj, AM Antony (2018): The media has played a crucial part in our lives. The media's marketing heavily influences the decision to buy any goods. Kids older than five have the cognitive capacity to understand correctly and reason about the information. By designing appealing promotional activities, marketers effectively tap into this group of consumers. They employ advertising figures and themes that give kids more "pester power" and encourage them to exhibit tantrums to obtain what they want from their parents. Through this advertising, which impacts the parents' social and economic lives, brands are taught to kids. Children's health is also in jeopardy when they exclusively purchase items from their favourite brands. It causes a change in consuming habits, a loss of value for money, a little social life, and a rise in illnesses like obesity, overweight, and other lifestyle disorders.

This study concentrates on how marketing affects consumers' choices for kid-friendly items. A rise in parent-child disputes that undermine harmonious family systems and result in unhappier and dissatisfied children in families occurs as marketers continue producing appealing commercials and peer communication among children increases. Parents must take action to get out of these predicaments to raise healthier, happier, and more competitive children.

Manjot Kaur Shah, Garima Malik (2019): The study examined the impact premiums play in purchasing a particular food item and the source of information about toys as premiums. As part of its analysis, the study looked at mothers' perceptions of the quality of toy premiums that encourage kids to develop unhealthy eating habits and children's attitudes about items containing toys as premiums. Data from 110 moms with kids between the ages of 4 and 10 formed the basis of the study. Mothers' perspectives were considered because they are seen as significant carers for children. Self-administered questionnaires were used as the study's tool. January through March of 2018 saw the study's execution.

Vytautas Dikcius, Indre Pikturniene, James Reardon (2017): The research findings are inconsistent, despite the widespread consensus that kids engage in and influence parents' purchasing decisions. A kid involvement variable's multiple operationalizations in surveys may be one of the causes of the findings' discrepancies. This study aims to categorize the tools used to assess kids' participation in parental purchasing choices and to create a typology of these tools.

Usman Zafar, Dr Rab Nawaz Lodhi (2018): Children have been the target of product marketing and advertising since their peers are believed to impact their purchasing decisions. In this study, we address the issues that most Pakistanis are most concerned with family income, which discourages kids from purchasing items from classes below their own and requires parents to consider the monthly budget. However, peer influence appears to be a topic of less research in our context. Children have been the main emphasis since they significantly impact families' shopping habits. Kids aged 5 to 15 are the target demographic for this study. In this study, we examined how children's purchasing patterns change when businesses alter or improve their advertising strategies, forcing kids to buy whatever is being sold or advertised. Peer pressure also affected how kids behaved when it came to purchasing products. According to research, kids choose items that have been marketed and are affected by their peers since they are immature and do not comprehend how businesses sell their products.

Dr Sheetal Kapoor Sukriti Kapoor (2020): While being behind schedule, regulation of child-targeted advertising has been emphasized by the International Organization for Standardization (ISO 2019). Research on children's advertising has concentrated on several issues, such as the persuasive strategies used by advertisers who target children, the influence of celebrities on children's purchasing habits, parental attitudes towards regulating children's

advertising, and opinions on the government's proposed stricter policy decisions. By examining the impact of advertising on children, remarkably when well-known people endorse products for kids, as well as the effect of recent media advertisements as perceived by parents and parental attitudes regarding the need for a more robust regulatory framework, the current study adds to the body of literature and fills a research gap.

### **3. OBJECTIVES OF THE STUDY**

To study the impact of child-centric advertisements on buying behaviour of parents.

### **4. STATEMENT OF THE PROBLEM**

This study aims to determine how parent purchasing behaviour is impacted by advertisements featuring children and how children persuade their parents to purchase stuff. This will also uncover the psychological consequences of commercials on kids' minds that drive them obstinately to buy the goods.

### **5. RESEARCH METHODOLOGY**

- H0: There is no significant impact of Child-centric advertisements on buying behaviour of parents.
- H1: There is a significant impact of child-centric advertisements on buying behaviour of parents.

The study is based on descriptive and analytical research. It is a cross-sectional survey based on primary data. The data has been collected from Parents, who are from different occupations. The online questionnaire through Google Forms has been prepared for collecting data. This survey study aims to investigate the impact of child-centric advertisements on buying behaviour of parents.

### **6. SAMPLE AND UNIVERSE DETAILS**

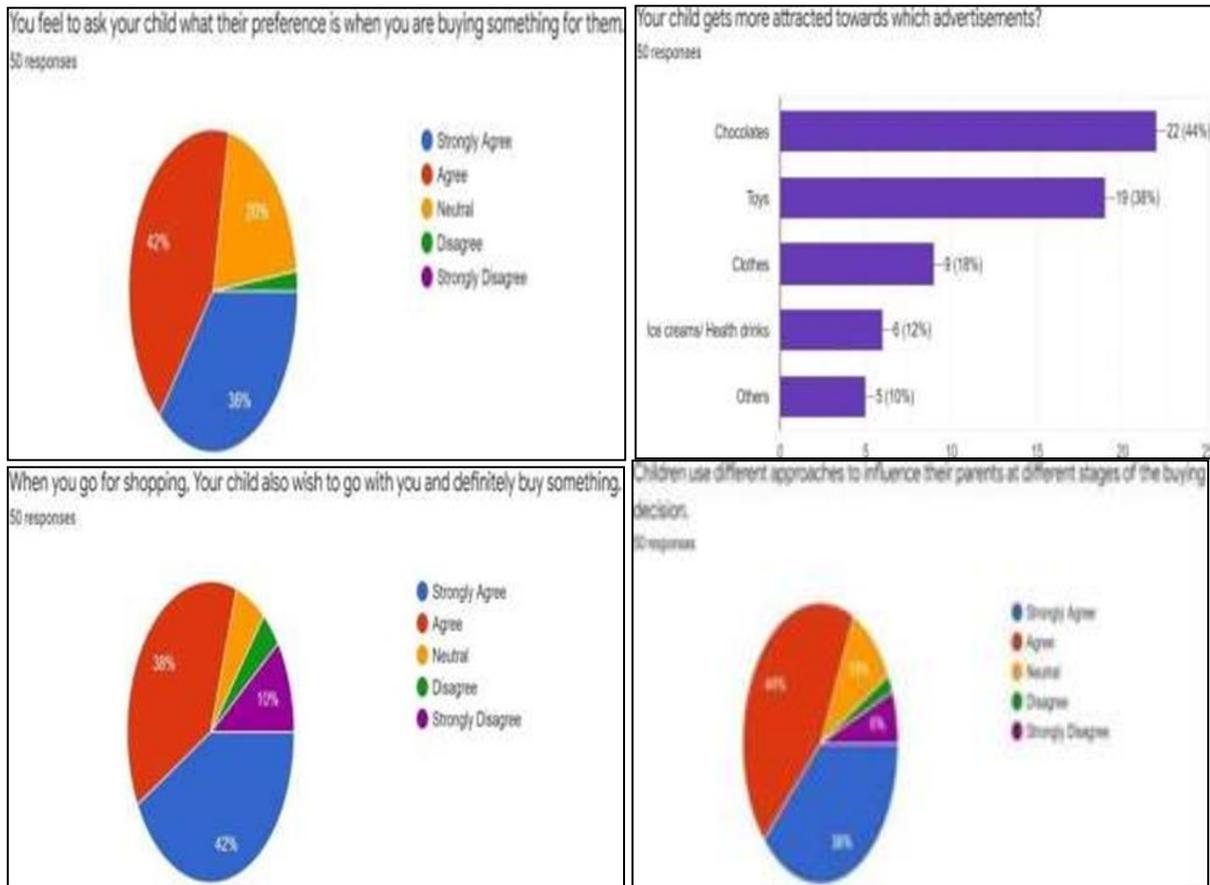
The universe of this study was parents who were from different occupations. The study's population included Jaipur, Udaipur, Bhilwara, Chittorgarh, and Rajsamand parents. A questionnaire was presented to parents from various professions for this specific study. Fifty responses comprised the sample size.

### **7. DATA ANALYSIS AND INTERPRETATION**

- **Age:** In this section, we find that most of the sample, or 52% of respondents, belong to the ages of 25 and 30. Just 12% of respondents were beyond 35, and the remaining 36%, or 36%, were between the ages of 30-35.
- **Occupation:** Most respondents in this survey (34%) are from the job category, while 26% are self-employed business owners, selected the occupation group evenly. The remaining respondents picked the homemaker and other types.
- **City:** In this sample, 32% of respondents are from Udaipur, followed by 20% from Jaipur, 20% from Chittorgarh, and the remainder, 18% and 10%, respectively, from Rajsamand and Bhilwara.

The pie charts mentioned below reveal that:

Just 42% of respondents in the first pie chart strongly believe that there is a difference between Indian and British families in terms of the purchasing roles for their children. Likewise, 42% of respondents agreed with the statement, while the remaining 16% disagreed or strongly disagreed. Only 42% of respondents agreed with the statement in the second chart, "Demographic traits of children impact differently at different phases of the family buying process". In comparison, 28% strongly agreed, and 30% chose neutral, disagree, or strongly disagree. According to the third chart, 52% of respondents firmly decided that the features of the family and the parents affect the purchasing decisions of children. The fourth chart clarifies that children tend to choose their clothing and shoes.



The graphs above show that:

42% of respondents strongly agree that whenever they go shopping, their children also want to join them and will make a purchase. 38% of respondents also agreed with the statement, and the remaining respondents either remained neutral or disagreed/strongly disagreed with it. Children are often more drawn to advertisements for chocolates, toys, clothing, ice cream and healthy beverages. 42% of respondents agree, 36% strongly agree, and the other respondents were indifferent, disagree, or strongly disagree with the statement that they feel it is important to ask their child for their preferences when purchasing anything for them. Of the respondents, 44% strongly agreed with the statement that children use diverse strategies to persuade their parents to make purchases at various phases of the decision-making process, 38% strongly agreed, and the remainder of respondents were neutral, disagreed, or strongly disagreed.

### 8. CONCLUSION

In today's world, kids are a homogenous group with a specific consumer identity. The cost of raising a child is increasing. Due to growing media and commercial exposure, kids nowadays have more knowledge and information and are aware of the items available. Parents concurred and encouraged their children's demanding behaviour due to their lack of connection with them. Parents concurred that bonuses and freebies linked with child-centric items impacted children's shopping decisions. Kids regularly shop with their parents, who ask them for advice before purchasing. Children use several tactics to acquire what they want. They pester their parents to comply with their requests. Parents have more discretionary cash and less time for children when both parents are employed. Instead of giving their kids time as a reward, they give them what they want. Advertisers know the value of kids and how important they are to Indian parents. The food sector uses the effective marketing strategy known as "Pester Power" to sell its goods. Yet, Indian parents are more adamant in telling their kids "No" when it comes to expensive products. Today's children are increasingly

accustomed to brands, remember them, and quickly discriminate between them. So, it is up to parents to find the right balance between yielding to pressure and resisting it.

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