Child’s Powerful Purchase Weapon - Pester Power

Dr. G. Hemalatha¹, P. Shirisha²
¹Assistant Professor Pragati Mahavidyalaya PG College
²Assistant Professor Pragati Mahavidyalaya PG College

ABSTRACT

According to the era of millennial, the boon pester power as opposed to prevailing school of thought that have tended to prioritise parental perspectives, a bane in purchasing shopping things. Pester power in other words is a good-natured game between parent and child, opposing to the negative outcomes of a purchase encounter always suggested and nagged by their children they may not otherwise. The paper identifies various dimensions, such as Source of information about new products, Reason for purchase request of the product by child, Child influence on family purchase, Type of pestering, Parents response to child pestering, Child’s reaction towards parents response as the prominent significant factors behind a powerful weapon pestering. The study has recognised that the children pestering strategy have influence parents in purchasing lot of FMCG products along with their own alternatives for the family.

Keywords: Pester power, parent, children, FMCG and Purchase Weapon

1. INTRODUCTION

Marketers now a days have identified children as the powerful machete changing the purchase behaviour of parents in shopping most of the products. Companies are aware that pester power has eventually favoured the purchase decision of various families on purchase of products. The study approached the children’s and parental perspective on pester power interpreting the children involvement in purchase behaviour. The study intended to understand the level of influence of Pester Power on the purchase decisions on various products by the parents in a convenience store environment.

The close interaction with the parents and the children has aligned the understanding for the process of positive connotations of pester power and consumer behaviour towards purchase of products. The research questions addresses – the purchase decisions on FMCG products by identifying various dimensions, such as Source of information about new products, Reason for purchase request of the product by child, Child influence on family purchase, Type of pestering, Parents response to child pestering, Child’s reaction towards parents response as the prominent significant factors behind a powerful weapon pestering.

The study also provides pragmatic insights about how retailers and advertisers benefited from the trends of pester power and how important are children as customers. It has implications for the betterment of campaigns and other attractive socializing agents strategies affecting child’s information sources significantly influencing the pester power. The study has examined the children as customers within the child-parent purchase relationship and the research was carried out by designing a questionnaire which was filled by parents.
2. OBJECTIVES OF THE STUDY

- To identify the dimensions of child’s consumer socialization affecting child's influence on family purchase
- To study the parents’ response to their children’s pester power
- To identify categories of select FMCG Products having influenced by child’s pester power

3. HYPOTHESES

Ho1: There is no association of demographics with child pester dimensions

4. RESEARCH METHODOLOGY

Various constructs for measuring children’s influence level have been conceptualized. Focus group discussions were conducted with the parents to gain insight into children’s role in purchase behavior process of FMCG products.

DESCRIPTIVE STATISTICS OF THE STUDY

- Parents of the children are divided into 4 categories depending on their children age. 35% of the parents are from 11 years of age of the children, followed by 34%, 16% and 13% respectively.
- Parents of the children are divided into 4 categories depending on the class their children is studying. 40% of the parents have their children studying in class, followed by 23%, 20%, and 16% respectively.
- Parents of the children are divided into 4 categories depending on the number of children in their family. 36.9% of the parents have 2 children followed by 35.6%, 20.2% and 7.3% respectively.
- Family structure has two categories, 76.7% are nuclear family and 23.3% are joint family.
- Working status of the parents has 3 categories, 56.5% husband working, 40.8 both working and 2.7 wife working.
- Family income has 4 categories, 43.3% of the sample have come from Rs. 25,001-30,000, followed by 28.1%, 20.5% and 7.6% respectively.
TO TEST WHETHER THE FOLLOWING 6 DIMENSIONS I.E. SOURCE OF INFORMATION ABOUT NEW PRODUCTS, REASON FOR PURCHASE REQUEST OF THE PRODUCT BY CHILD, CHILD INFLUENCE ON FAMILY PURCHASE, TYPE OF PESTERING, PARENTS RESPONSE TO CHILD PESTERING, CHILD'S REACTION TOWARDS PARENTS RESPONSE IS INDEPENDENT OF AGE THE $\chi^2$ TEST IS APPLIED

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>CHILD'S AGE</th>
<th>CLASS</th>
<th>NO. OF CHILDREN</th>
<th>FAMILY STRUCTURE</th>
<th>WORKING STATUS OF PARENT</th>
<th>FAMILY INCOME</th>
<th>SIG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of information about new products</td>
<td>489.257*a</td>
<td>547.789a</td>
<td>397.910a</td>
<td>98.005a</td>
<td>303.406a</td>
<td>656.102a</td>
<td>.000</td>
</tr>
<tr>
<td>Reason for purchase request of the product by child</td>
<td>376.714*a</td>
<td>505.076a</td>
<td>365.681a</td>
<td>97.744a</td>
<td>322.199a</td>
<td>605.811a</td>
<td>.000</td>
</tr>
<tr>
<td>Child influence on family purchase</td>
<td>354.235*a</td>
<td>349.490a</td>
<td>451.199a</td>
<td>126.043a</td>
<td>184.746a</td>
<td>409.719a</td>
<td>.000</td>
</tr>
<tr>
<td>Type of pestering</td>
<td>198.764*a</td>
<td>326.873a</td>
<td>363.738a</td>
<td>102.323a</td>
<td>507.859a</td>
<td>361.831a</td>
<td>.000</td>
</tr>
<tr>
<td>Parents response to child pestering</td>
<td>183.016*a</td>
<td>180.202a</td>
<td>163.290a</td>
<td>142.277a</td>
<td>115.038a</td>
<td>233.111a</td>
<td>.000</td>
</tr>
<tr>
<td>Child's reaction towards parents response</td>
<td>162.922*a</td>
<td>164.046a</td>
<td>112.903a</td>
<td>90.175a</td>
<td>132.921a</td>
<td>243.455a</td>
<td>.000</td>
</tr>
</tbody>
</table>

Since the value of $\chi^2$ is found to be significant the Ho is rejected meaning thereby that the opinion of the parent about the 6 dimensions is not independent of Child’s Age, class, number of children, family structure, working status of the parents, family income.

Since the F value is found to be significant for 6 demographics, the Ho is rejected and alternate H1 is accepted meaning thereby that there is a significant difference among the opinions of the parents about the new products to the child with respect to the following demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income.

Since the F value is found to be significant for 6 demographics, the Ho is rejected and alternate H1 is accepted meaning thereby that there is a significant difference among the opinions of the parents about pestering methods followed by the child with respect to the following demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income.
Since the F value is found to be significant for 6 demographics, the Ho is rejected and alternate H1 is accepted meaning thereby that there is a significant difference among the opinions of the parents about their response towards the child request for with respect to the following demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income.

Since the F value is found to be significant for 6 demographics, the Ho is rejected and alternate H1 is accepted meaning thereby that there is a significant difference among the opinions of the parents about their child reaction towards their response when pestered for the products with respect to the following demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income.

Since the F value is found to be significant for 6 demographics, the Ho is rejected and alternate H1 is accepted meaning thereby that there is a significant difference among the opinions of the parents about their child reaction towards their response when pestered for the products with respect to the following demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income.

IMPLICATIONS

- The parents have conveyed that friends and peers are the main source of information about the new products to their children.
- Parents have conveyed that their children request for the purchase of the products because of the freebies and celebrities associated with it.
- The parents have conveyed that their children are the initiators of the new products in the family and have high influence on purchase of toothpaste, ice-cream, cool drinks, health drinks, instant foods, chocolates and biscuits.
- “Everyone else have it”, and pleading are conveyed as the highly used pestering strategy for the purchase of the selected products, whereas most of them have conveyed that they have purchased alternate product to their children’s request for the selected products.

5. CONCLUSION

The study concludes that every pester dimensions are influenced by select demographics i.e. Age, Class studying, Number of Children, Family Structure, Working Status and Family Income. The dimension source of information is highly influenced by the family income, child’s class and age group. Dimension Request for the product, is highly influenced by the family income and child’s class. The Dimension child’s influence on family purchase is highly influenced by the number of children and family income. Dimension type of pestering, is highly influenced by the working status of parent and number of children. The dimension, Parents response to child pestering is highly influenced by the family income and child’s age. The dimension, Child’s reaction towards parents response is highly influenced by the family income and child’s class.
GIS Business

6. REFERENCES


