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A STUDY ON FAMILY COMMUNICATION PATTERN AND CHILDREN'S INFLUENCE ON PURCHASING DECISION OF EATABLES IN ERODE TOWN

Dr. GAYATHRI BALAKRISHNAN.R
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE
ERODE

C.PRABHU
ASST. PROFESSOR
DEPARTMENT OF B.COM. (PA)
SRI VASAVI COLLEGE
ERODE

ABSTRACT

Marketers and manufactures want to improve their relationship and build up a closer understanding of consumer and shoppers. A survey conducted to know the pose of Family Communication Pattern and Children's Influence on Purchasing Decision of Eatables in Erode town. Of course children and their parents take part in the survey about eatable products. In favor of analyze and step up the purchasing decision of the products, the survey contain the simple tools as percentage analysis and weighted score analysis. Scrutinize the study, Marketers should utilize knowledge in identifying the significant role that family decision making process and then development suitable strategy focusing on children's. By this knowledge, the markers must plan more child-friendly marketing activities creating a good relationship with the children's as well as the parents. Several parents under an injudicious perception in general not bothered about the children's body image and they suppose that a growing children's needs all the nutrition they acquire from the food they eat. So, it is the task of the government to inform and train not only children's but also parents on the concepts of healthy food and how to establish eating in their home environment.


KEYWORDS

children, parents, satisfaction, eatables, consumer.

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INTRODUCTION

uccessful marketing requires that companies fully connect with their customers. Adopting a holistic marketing orientation means understanding customers, gaining a 360-degree view of both their daily lives that occur during their lifetimes so that the right products are marketed to the right customers in the right way. Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour is defined as a field of study, focusing on consumer activities.

Consumer buying behaviour refers to the buying behaviour of final consumers i.e. individuals and households who buy goods and services for personal consumption. All of these final consumers combined make up the consumer market. Consumers around the world vary tremendously in age, income, education level, and tastes. They also buy an incredible variety of goods and services. How these diverse consumers connect with each other and with other elements of the world around them impact their choices among various products, services, and companies. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics. For the most part, marketers cannot control such factors, but they must take them into account. Family members can strongly influence buyer behaviour. The family is the most important consumer buying organization in society. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

Children's today are becoming an influential power in marketing. Children's have been reported to wield a lot of influence in purchase decisions for children's products. Consumer behaviour is defined as activities people undertake when obtaining, consuming and disposing of products and services. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. Consumer behaviour can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. The purchase preference is primarily determined by price than quality during pre-purchase evaluation.

Manufacturers and marketers need to gain a deeper understanding of consumer and shopper behaviour (going beyond traditional consumer/market research), and then work out the appropriate value proposition and delivery channels for their basket of goods and services. It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behaviour.

REVIEW OF LITERATURE

Kaushik. V.K. and Neeraj Koushik (2008) stated that in determining the pre-purchase behaviour of the customers they were asked about the sources of their information while purchasing new product and who influenced their decision. Majority of the respondents found to be relying upon friends and advertisement.

Mayank Pareek (2010) has. Stated in his study "huge untapped potential" that this extraordinary growth that the small car industry has witnessed is the result of a few major factors, namely, improvement in living standard of middle class, good things come in small packages and so is with cars in India. Small cars definitely have their special place among Indians where a majority of buyers are from the middle income group. One has a plethora of options when it comes to buying a small car. Some adjectives used to describe children in the past have traditionally been cute, intelligent, innocent, and naughty among others. Society did not associate the word 'consumer' with children. Even the marketing world did not see any consumer segment in that group. The interest of the marketers was restricted in knowing and understanding how children learnt consumer skills, acquired market knowledge, and became consumers when they grew up. This curiosity, inquisitiveness helped in the development of consumers socialization or the process by which children acquire skills and knowledge to become consumers. Substantial literature on this topic has proved that family, peers, and media are important socialization agent.

Mangleburg (2010) evaluated parental and peer influences on teen purchase decisions by applying social power theory, which had not been examined in the teen context. The conceptual model examined how family socialization practices might impact teens' perceptions of social power influences from parents and peers. For example, family communication environment may promote teens' reliance on particular bases of social power influence. This study also examined the relationship between the bases of perceived social power and the purchase of different types of products (e.g., luxury/necessity, public/private). Results are

generally consistent with predictions, demonstrating that teens from high socio-oriented communication environments are subject to greater perceived peer reward/coercive and referent power, whereas teens from high concept-oriented communication environments perceive greater parental expert and legitimate power. Finally, perceived bases of social power influence differ depending on the type of product purchased. Interpretations of findings and implications have been discussed.

STATEMENT OF THE PROBLEM

Generally, both marketers and consumer researchers have ignored children's as a consumer segment because, of their little disposable income. Since the 1980s, interest has been growing in children's consumption behaviour, especially their influence in family consumption decisions. Contrary to the traditional assumption that parents dominate in family decisions, abundant research has found that, children's have substantial relative influence that is, influence relative to their parents in family consumption decisions. In India, modernization has been growing rapidly during the last decades and the number of nuclear and dual employment families in which the children's may have more power over their parents has also been increasing. The effect of these demographic changes on family decision-making role has not been adequately examined so far. Although children's participation in family decision-making may have increased, we have little knowledge about the nature or amount of such an increase. Further empirical studies such as this will provide marketers of various products with the tools necessary to attract and retain their base by focusing their attention on the adolescent children's. Next, this research will contribute to a better understanding of the adolescent children's as consumers as well as their role in family consumption decisions, and also to extend current research and provide a basis for further study on children's influence on family decision-making process. Therefore, the present study entitled "A Study on Family Communication Pattern and Children's Influence on Purchasing Decision of Eatables in Erode Town" understand to know the influence of the children's in family purchase decision-making.

OBJECTIVES OF THE STUDY

This study analyzes the collected from children and their parents in Erode Town to determine the decision making style of this population in selecting the products for children's own use the objectives of this study are:

1. To determine the decision-making styles of children and parents in selecting the product for their own use.
2. To analyze the factors influencing the children's in selecting products for their own use by themselves.
3. To find out level of satisfaction of the sample respondents with the product selected by them for their own use.
4. To analyze the problem faced by the parents by way of child influence in family decision.

RESEARCH TOOLS AND TECHNIQUES

The following statistical tools are used in the research for the purpose of analysis

- Percentage Analysis
- Weighted score Analysis

SAMPLING METHODOLOGY

For this study, the convenient method of sampling has been used to identify the sample respondents. The sample size taken for the study is 300 respondents. The research covers Erode Town only. The research is confined to the period of 3 months.

LIMITATION OF THE STUDY

The scope of study is limited to Erode Town only. Total number of respondents is restricted to 300 selected on random sampling based. The study is based on primary data, the accuracy and reliability of data depends on the information provided by the respondent. The respondent's views and opinions may hold good for the time being and may vary in future. Consumer satisfaction is a dynamic factor. The satisfaction of the consumer is subject to change and hence results of the study reveal only the present consumer satisfaction.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1

Age group	No. of. Respondents	Percentage (%)
20 - 25 years	66	22
26-30 years	110	37
31-35 years	60	20
Above 35 years	64	21
Gender	No. of. Respondents	Percentage (%)
Male	126	42
Female	174	58
Marital status	No. of respondents	Percentage (%)
Married	222	74
Unmarried	78	26
Educational qualification	No. of. Respondents	Percentage (%)
Illiterate	42	14
School level	42	14
College level	162	54
Professionals	54	18
Occupation	No. of respondents	Percentage (%)
Employed	114	48
Business	84	28
Professionals	72	24
Level of income (Rs.)	No. of. Respondents	Percentage (%)
Less than Rs.15000	114	38
Rs.15000 to Rs.25000	84	28
Rs.25000 to Rs.35000	66	22
Above Rs. 35000	36	12
No. Of. Children's	No. Of. Respondents	Percentage (%)
One	133	44
Two	101	34
Three & above	66	22
Type of children's	No. Of Respondents	Percentage (%)
Intelligent	102	34
Innocent	41	14
Naughty	132	44
Others	25	8
Type of persons	No. Of. Respondents	Percentage (%)
Family	144	48
Peer(society)	30	10
Media	114	38
Others	12	4
Type of market	No. of. Respondents	Percentage (%)
Current market for present product	168	56
Future market	73	24
Market influential's	59	20
Factors	No. Of. Respondent	Percentage (%)
Social	54	18
Cultural	108	36
Economic	138	46
Choice of children's	No. Of Respondents	Percentage (%)
Self	102	34
Father	78	26
Mother	42	14
Brother/ sister	54	18
Others	24	8
Preferences	No. Of. Respondents	Percentage (%)
Will same	186	62
Will not same	96	32
Other	18	6
Type of product	No. of. Respondents	Percentage (%)
Ice cream	96	32
Chocolate	48	16
Chips	60	20
Biscuits	60	20
Noodles	36	12
Period of purchase	No. of. Respondents	Percentage (%)
Regular	132	44
Occasional	78	26
Festival season	42	14
Birthday	24	8

Others	24	8
Time of purchase	No. of Respondents	Percentage (%)
Daily	60	20
Weekly	168	56
Monthly	36	12
When need arises	36	12
Amount (Rs.)	No. of. Respondents	Percentage (%)
Less than Rs. 500	132	44
Rs. 500 to Rs.1000	96	32
Above Rs.1000	72	24
Place	No. of. Respondents	Percentage (%)
Dealers	42	14
Grocery shops	144	48
Departmental stores	72	24
No particular shop	42	14
Preference Towards Brand	No. of. Respondents	Percentage (%)
Yes	210	70
No	90	30
Behaviours	No. of Respondents	Percentage
Purchase any other brand	108	36
Purchase same brand from other place	138	46
Postpone purchase	54	18
Reasons	No. Of Respondents	Percentage
Climate	36	18
Health	120	61
Quality	24	12
Price	18	9
Online purchase	No. of Respondents	Percentage (%)
Yes	144	48
No	156	52
Reasons	No. of respondents	Percentage (%)
Good understanding	60	20
Child attitude	90	30
To improve skill	70	23
Happiness of the child	80	27
Decision problems	No. of respondents	Percentage (%)
Yes	234	78
No	66	22

In the percentage analysis, 58 percent of respondents were female, 37 percent of the respondents in 25 – 30 years' category, 74 percent of respondents were married, 54 percent of the respondents were in professional level, 48 percent of the respondents were employed, 38 percent of the respondents were earn less than Rs. 15000 monthly income, 48 percent of the respondents child were got information through their family members, 44 percent of the respondents were having naughty children's, 44 percent of the respondents were having one child in their family, 56 percent of the respondents were available with current market for present product, 46 percent of the respondents were provide a decision making power to their children's by way of economic power of the parents, 34 percent of the respondents children's were purchase product for their own usage, 62 percent of the respondent's preference and their children's preference was same, 32 percent of the respondents children's were influence in purchase of ice cream, 44 percent of the respondents purchase eatables regularly for their children's, 56 percent of the respondents were purchase eatables weekly for their children's, 44 percent of the respondents were spend less than Rs.500 for their weekly purchases, 48 percent of the respondents were purchase products through grocery shops, 70 percent of the respondents were purchase the same brands, 46 percent of the respondents were purchase the same brand from other place, 40 percent of the respondents were restrict their child for the reasons of health problems.

WEIGHTED SCORE ANALYSIS

The Table shows the influencing level of various factors such as high cost for normal product, climate condition, and health condition of the children's, unwanted purchase and non-availability of particular brand.

PROBLEMS FACED IN PURCHASING DECISION BY CHILDREN'S OF EATABLES

TABLE 2

	Total	Mean Score	Rank
High cost for normal product	644	42.9	4
Climate condition	704	46.9	2
Health condition of the child	749	49.9	1
Unwanted purchase	656	43.7	3
Non availability of particular brand	636	42.4	5

The above table portrays the ranking of the problems faced in purchasing decision by children's of eatables. It could be observed that maximum of respondents' is ranked "health condition of the children's" as the first rank. The second rank occupied "climate condition". The third rank occupied "unwanted purchase". The fourth rank occupied "high cost for normal product". The fifth rank occupied "non availability of particular brand". It could be concluded that from the above analysis that the health condition of the child affecting the problems faced in purchasing decision by children's of eatables maximum number of the respondents.

CHOICE OF CHILDREN'S IN THEIR OWN PURCHASE DECISION

The Table shows the influencing level of various factors such as ice cream, chocolate, chips, noodles and biscuits.

TABLE 3

Factors	Total	Mean score	Rank
Ice cream	544	36.2	1
Chocolate	482	32.1	2
Chips	268	17.8	5
Noodles	434	28.9	3
Biscuits	312	20.8	4

The above table portrays the ranking of choice of children in their own purchase decision. It could be observed that maximum of respondents' is ranked "ice cream" as the first rank. The second rank occupied by "chocolate". The third rank occupied by "noodles". The fourth rank was occupied by "biscuits". The fifth rank occupied by "chips". It could be concluded that from the above analysis that the ice cream is the choice of children in their own purchase decision influencing maximum number of the respondents.

SUGGESTIONS

- Marketers should advertise for products during the children's viewing hours and not traditional business hours in Television channels.
- The influences of siblings would give a broader unless trading and so effort. It should be made to understand the habits of siblings.
- Markers need to start seeing children's as equal partners in family purchase decision because children's participatory role within the purchase decision process is gradually increasing.
- Appropriate marketing strategies to be made after properly understanding the category of children's to which it belongs to and the family buying roles.
- The marketers could try to identify the variety in each type of products that appeal to children's. By doing so, they could plan more children friendly marketing activity.
- Marketers should utilize knowledge in identifying the significant role that family decision making process and then development suitable strategy focusing on children's. By this knowledge, the markers must plan more child-friendly marketing activities creating a good relationship with the children's as well as the parents.
- It is important for the parents to develop the children's consumer information processing skills so that they could go hand with their children while selecting the product influenced by their children.
- Many parents under a misguided perception in general not worried about the children's body image and they believe that a growing children's needs all the nutrition they acquire from the food they eat. So, it is the task of the government to inform and train not only children's but also parents on the concepts of healthy food and how to establish eating in their home environment.

CONCLUSION

Every day routines made up an important factor in how eatables were consumed and how participation in and influence on eatables were distributed among family members. Family food buying was joint family process, where parents as well as children participated actively and influenced decision directly. Children's participation in and influence on the eatables were bound by the opportunities and constraints of their familial practices and their individual preference. In all families, mothers were in-charge of organizing food buying and consumption processes. Children had the greatest influence on the eatables. Children participated in and helped with decision- making regarding ideas, general food choices and more practical decisions. Parents were still the major influence on the food choices of their children. They made decisions about which eatables were available at home, but where and when foods could be eaten in the house were mostly up to children. Parents' decisions usually prevailed in the final decision stage in eatables decision making. This may be due to economic realities, where parents contribute and hold family financial resources. During eatables shopping, parents were concerned on the timing of the purchase, and the amount spent. Even though the parents were still the ones who had the last word, this study recognized the importance of seeing decision influence as a matter of degree and not matter of who has the ultimate decision at the end. Children varied in the degree to which they considered themselves to be capable of influencing their families. Children's competencies in influencing their families were related to their growing sense of individual identity and independence. All in all, result from this research show that children play a significant role in the eatable decision-making process, and therefore it is important that their role in family communication in decision-making be explicitly acknowledged.

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