

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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## AN ANALYSIS OF CHILD'S INFLUENCE IN CHOOSING THE SNACKS ITEMS WITH SPECIAL REFERENCES TO SIVAKASI AREA IN TAMILNADU

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**SIVAKASI**

### ABSTRACT

*The marketers are targeting the child for their products. Because the teen age people will be in high proportion in the coming days. This is because; the child also takes part in purchasing decision in the family while making purchases. This study is about the child's influences in purchasing snacks items and their preference. It's mainly studied with the two factors, namely nature of family system and the nature of purchases and for which items the parents show their acceptance level even though the child is having full freedom in choosing their product*

### JEL CODE

31

### KEYWORDS

Nature of purchases, Nature of family system, Child influences.

### INTRODUCTION

Traditionally, women were seen to be the purchasing agents for the family. Increasing participation of women in the workforce has promptly makes a family to shift their purchasing decision to the children in today's market. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. Many researches express that the children constitute major consumer market with direct purchasing power for snacks and sweets. Indian children have recently attracted considerable attention from marketers because the markets for children's products offer a tremendous potential market in the coming days.

Now the children are playing a vital role in the family purchasing decision rather than other roles played by the members in the family. This research paves the way to find the child's influence in preferring evening snacks items in the family.

### IMPORTANCE OF THE STUDY

The children are gaining gradual importance in India in the purchasing decision. Many companies are concentrating on teen age people and the growing children. For the snacks items, the children are the most target segment and therefore it is essential to study the role of children played in the purchasing of evening snacks items.

### STATEMENT OF THE PROBLEM

The fast food items are most attractive to the children. Mainly, the packed snacks items are preferred by the children due to their color of pack, their different tastes, brand name etc. Due to this, our traditional snacks items may go from each family. So, this study helps to reveal the information of the preference of the packed snacks items in the market, the factors influences the children to make an purchases like the nature of purchases and the nature of family system

### OBJECTIVES OF THE STUDY

The objectives of the study is as follows

- 1) To examine the factors influencing the purchase of such items
- 2) To find out the type of snacks items preferred by the children

### HYPOTHESIS OF THE STUDY

**H1:** There is a significant relationship between the nature of family system and the nature of purchases.

**H2:** There is a significant relationship that the child influences is high in the nature of purchases

**H3:** There is a significant relationship between the nature of family systems and the child influences.

### METHODOLOGY OF THE STUDY

This analysis will reveal the fact of dominant role played by children in a family's purchasing decision in influencing the parents to purchase the evening snacks items.

### SAMPLE DESIGN OF THIS STUDY

The sample design for this analysis is stratified quota sampling. The sample is taken from the four directions as that is considered as strata of North, South, East and West. From each stratum of this direction, 25 respondents are selected for this study to collect the data.

### LIMITATIONS OF THE STUDY

The limitations of the study is as follows

- 1) Biased information is possible in this study.
- 2) This study is mainly focused on to determine the child's influence on snacks items is by considering the two factors nature of family system and nature of purchases.

### STATISTICAL TOOLS EMPLOYED

The statistical tools employed in this study is

- a) Percentage analysis
- b) Chi-square test
- c) Rating scale.

### CONCEPTUAL FRAME WORK OF THE STUDY

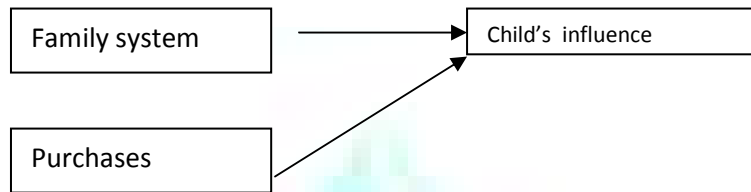
Today the companies are targeting the children and teenagers for marketing the products. Because, today's children are the future customers for their product in the market. This research paves the way to explore the information about the nature of family system, nature of purchase, different items preferred by the children in the market and the parent's acceptance level in the child's preferable items.

So, the nature of family system may also influence the children to give importance to them. This is happened because in earlier days the purchasing authority was hold by elder members in the family. India act as a base for the joint family system and this system played a backbone role in Indian culture.

Due to more economical competition and more opportunities in the market, the purchasing decision has shifted to the children. The decision system may vary according to the types of products purchased by the family. Now the marketers mainly target the teenagers and children for the evening snacks items. So, in choosing the snacks items the children play a vital role as there are only two kids in the family. In the nuclear family systems, the parents give more importance to their kids rather than in the joint family system.

The child influences factors is depicted in the below figure

FIG: 1 EXHIBITS THE NATURE OF PURCHASES DONE BY THE FAMILY



In this research, the child influence is predicted and analyzed on the basis of two factors

- 1) Nature of family system
- 2) Nature of purchases.

Family system → Nature of purchases → Child's influence.

The table below depicts the nature of purchases done by the family

TABLE 1

S.No	Particulars	Frequency	Percentage
1.	Impulsive	53	53
2.	Planned	47	47
	<b>Total</b>	<b>100</b>	<b>100</b>

SOURCE: PRIMARY DATA

The family members may purchase their items based upon impulsive and planned. Impulsive purchases means the purchases done by the family as per their requirements and it may do at frequent intervals in a month like week, fortnight etc. As per the above table, nearly 47 % of the family made planned purchases and the 53 % of the family made the impulsive purchases.

TABLE 2: SHOWS THE NATURE OF FAMILY SYSTEM

S.No	Particulars	Frequency	Percentage
1.	Nuclear Family	58	58
2.	Joint family	42	42
	<b>Total</b>	<b>100</b>	<b>100</b>

SOURCE: PRIMARY DATA

It is depicted from the above table that the 58% of the respondents belong to the nuclear family system and the remaining 42% of the respondents are lived in the joint family system.

The below table shows the cross tabulation of nature of family system and their nature of purchases

TABLE 3: SHOWS THE NATURE OF FAMILY SYSTEM AND THEIR NATURE OF PURCHASES

S.No	Particulars	Planned	Impulsive	Total
1.	Nuclear family	25	33	58
2.	Joint family	22	20	42
	<b>Total</b>	<b>37</b>	<b>53</b>	<b>100</b>

SOURCE: PRIMARY DATA

This table is act as a base to assess the relationship between the natures of purchases and nature of family system.

The expected frequency of chi-square is depicted in the following table:

TABLE 4: SHOWS THE NATURE OF FAMILY SYSTEM AND THEIR NATURE OF PURCHASES

S.No	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
1.	25	27.26	5.11	0.188
2.	33	30.74	5.11	0.17
3.	22	19.74	5.11	0.2589
4.	20	22.26	5.11	0.23
			<b>Total</b>	<b>0.8469</b>

SOURCE: PRIMARY DATA

$d.f = (r-1) (c-1) = 1 @ 0.05 \%$  level of significance is 3.84

The calculated value of chi-square is less than the table value. Therefore it reveals from the hypothesis testing that there is a significant relation between the nature of family system and the nature of purchases.

TABLE 5: SHOW THE NATURE OF PURCHASES AND THE CHILD'S IMPORTANCE IN MAKING THIS PURCHASE.

S.No	Particulars	Child's importance	Didn't give importance	Total
1.	Planned	25	22	47
2.	Impulsive	36	17	53
	<b>Total</b>	<b>71</b>	<b>39</b>	<b>100</b>

SOURCE: PRIMARY DATA



With the help of this above table, the expected frequency is calculated as follows and it is shown in the above table.

**TABLE 6: SHOWS THE NATURE OF PURCHASES AND THE CHILD'S IMPORTANCE IN MAKING THIS PURCHASE**

S.No	O	E	(O-E)2	(O-E)2/E
1.	25	33.37	70.0569	2.099
2.	22	18.33	13.4689	0.7348
3.	36	37.63	2.6569	0.071
4.	17	15.37	2.6569	0.173
			<b>Total</b>	<b>3.0778</b>

SOURCE: PRIMARY DATA

$d.f=(r-1)(c-1) = 1$  @0.05% level of significance is 3.84

In the nature of purchases, the parents are giving more importance to their children's desire. The nature of purchases also influences the children to choose their needed products while the parents go for shopping.

In this hypothesis testing, the calculated value of chi-square is lesser than the table value so the hypothesis is accepted that there is a significant relationship between the nature of purchases and the parents are giving more importance to their child's desire.

The table below shows the fact about the the child's influence in the nature of family system:

**Table 7: NATURE OF FAMILY SYSTEMS AND THE CHILD'S INFLUENCES IN PURCHASING THE ITEMS**

S.No	Particulars	Child's importance	Didn't give Child's importance	Total
1.	Nuclear	40	18	58
2.	Joint	31	11	42
	<b>Total</b>	<b>71</b>	<b>29</b>	<b>100</b>

SOURCE: PRIMARY DATA

The expected frequency of the above figure are calculated and shown it in the form of table.

**TABLE 8: NATURE OF FAMILY SYSTEMS AND THE CHILD'S INFLUENCES IN PURCHASING THE ITEMS**

S.No	O	E	(O-E)2	(O-E)2/E
1.	40	41.18	1.3924	0.0338
2.	18	22.62	21.3444	0.9436
3.	31	29.82	1.3924	0.0466
4.	11	16.38	28.9444	1.7671
			<b>Total</b>	<b>2.7911</b>

SOURCE: PRIMARY DATA

$d.f=(r-1)(c-1) = 1$  @0.05% level of significance is 3.84

The calculated value of chi-square is lower than the table value therefore there is a high level of child's influence in the nature of family system.

The above testing of hypothesis helps us to throw a light on the relationship between the nature of family's system and the child's importance in it.

**RESULTS AND DISCUSSIONS**

The snacks items like fruits, biscuits, vada, pizza, noodles, and burger items are taken into account to analyze the choice of snacks items to be given to their children. Even though the modern fast food items came into existence in this fast world, our respondents had given more importance to the children's health by offering our traditional items of vada and fruits. This fact can come to the light that by making rank analysis of these items. Through this analysis, it is found that biscuits and fruits gain an equal importance among the respondents by securing I rank of 5.94 following other evening items like Pizza, noodles occupies the second and third position.

But the children are not showing eagerness towards these items to eat. They are fond to eat packet items and fast food items. Because the children are gets influenced to purchase the snacks items due to the external influence from the environment like TV, Radio and their friends through word of mouth communication. The environmental influence is highly affecting the children in choosing the junk food items but due to the parent's resistance level, the biscuits and fruits secured I rank.

The Table 9 below shows the correlation and chi-square of the hypothesis:

**TABLE 9**

Particulars	Correlation	Chi-square Value	D.F	Level of significance	Table value	Result
Nature of purchases and nature of family system	+1	0.8469	1	5%	3.84	Accepted
Nature of purchases and child importance	-1	3.0778	1	5%	3.84	Accepted
Nature of family system and Child's importance	+1	2.7911	1	5%	3.84	Accepted

SOURCE: PRIMARY DATA

Nature of purchases and child's importance is highly negatively correlated. It shows the child's dominant role in purchasing and the parents also give importance to their preferred items.

**SUGGESTIONS**

- 1) Due to more influences from the outside world, the child gets more influenced in purchasing their snacks items and also they play a decision making role. In this situation, the parents should taught their children about the benefits of their chosen evening snacks items in the market to decide themselves
- 2) In this research due to 88% of the respondent don't want to scold their children while their children decide the unhealthy items for their evening snacks. Due to these findings, the parents have to recognize their child's reference in the initial stage of purchasing and thereby the parents have to continuously counsel and guide their children to choose the healthy item.
- 3) In doing impulsive purchases, the children are gaining more importance in purchasing the snacks items and it is better for the family to make planned purchases for every month.

**CONCLUSION**

The nature of purchases and the nature of family system motivates the child to take part in the family decision making process for their routine purchases'. Due to this, the children get more freedom in purchasing their preferable items that they come across through various social influences and thereby it seems to be the most important profitable segment in the market.

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