



INFLUENCE OF CHILDREN ON BUYING BEHAVIOUR PARENTS TOWARDS CONFECTIONERY PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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Abstract:

Retailers and marketers rely heavily on market segmentation as a crucial strategy for identifying their target clients. The practice of partitioning a market into distinct groups of potential consumers who have similar traits and who are likely to display comparable purchasing behaviour is referred to as specialization. Segmentation is also known as market division. The main objective of the study is analyze about the children influencing their parents in buying confectionery products for their family. The study was analyzed using percentage analysis, correlation and factor analysis as a tool with 50 samples. Convenience sampling was used to select the sample size and the conclusion is that the as a whole the parents say that they are influenced by their children in decision making to purchase Confectionery Products from the market and according to them the children are influenced by various sources like media, environmental circle etc. If these factors are concentrated, then the target people can be segmented easily, and the volume can be increased for the company.

Key Words: Buying Behaviour, Parents, Confectionery Products, and Children

Introduction:

Not only are customers pleased with the brand that the firm offers them, but they are also pleased with the company overall. In any level of brand, the consumer expectation is higher than the quality that is other amenities like gifts. This is especially true of the quality of the product itself. The degree of contentment felt by customers should be raised as a result of the implementation of buying behaviour facilities. If the degree of happiness with the buying behaviour is high, then the productivity will also be high, and this will lead to an increase in profit as well. Therefore, purchasing patterns and infrastructure are the foundation of profits. Therefore, the purpose of this study is to conduct an analysis of the purchasing behaviour facilities offered by Tafe Access Ltd. in Coimbatore. In order to accomplish this goal, a well-sui chart questionnaire was developed. This questionnaire includes both open-ended and closed-ended questions. Consumer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas in order to satisfy needs. It also examines the impacts that these processes have on the consumer as well as on society as a whole. It seeks to gain an understanding of the processes through which purchasers make decisions, both on an individual and collective level. It does this by researching aspects of individual customers, such their demographics and behaviour, in order to have a better understanding of what individuals desire. Additionally, it attempts to evaluate the extent to which the consumer is influenced by other groups, such as their family, their friends, reference groups, and society in general. The study of customer behaviour is predicated on consumer purchasing behaviour, with the customer acting in the three separate roles of user, payer, and buyer during the course of the research. Consumer behaviour is notoriously difficult to forecast, even for industry professionals, according to research on the topic. Relationship marketing is an influential asset for customer behaviour analysis because it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. This makes relationship marketing an excellent choice for businesses that want to understand how their customers behave. Consumer loyalty, customer relationship management, personalization, customisation, and one-to-one marketing are all receiving more focus as a result of this shift in emphasis. Both social choice and social welfare are types of social functions that can be distinguished from one another.

It is thought that each technique for counting votes serves a social purpose; nevertheless, if Arrow's possibility theorem is applied to a social function, the social welfare function will be satisfied. Determinism, neutrality, anonymity, monotonicity, unanimity, homogeneity, and both weak and strong Pareto optimality are some of the requirements of social functions. There is no social choice function that simultaneously satisfies all of these characteristics on an ordinal scale. The identification of the interaction impact of alternatives and the creation of a logical link with the rankings is the aspect of a social function that is considered to be the most essential. Customers' needs can be met through the provision of services offered through marketing.

Research Problem:

The study is about analyzing the buying behavior of children in purchasing the Confectionery Products by their parents. The study has been analyzed with children from the age group of 5-12 and the behavior of purchasing by the child is analyzed. The main reasons for impact on buying behavior of children are

- Psychological factors
- Environmental factors
- Emotional factors

Objective of the Study:

- To study the impact of buying behavior on Confectionery Productstowards parents influenced by their children.
- To study the factors influencing the purchase of confectionery products.
- To offer valid suggestion.

Hypothesis of the Study:

- H0: There is an impact by the parents in purchasing the confectionery products with decision making of the children
- H1: There is no impact by the parents in purchasing the Confectionery Products with decision making of the children

Scope of the Study:

Scope of the study is gathering the information about the children influencing their parents in decision making for buying confectionery products. The aspects involve all the psychological factors ofthe society by means of media, relation, environment etc. The study analyses and reveals about the need of the children in a confectionery product that can be given to the confectionery products manufacturing companies to increase the sales.

Research Methodology:

In this study both survey research and exploratory research has been conducted. Exploratory research has been conducted to identify the key factors. Both primary and secondary data has been used for this study. Secondary data was obtained from different sources like journals and website publications. Primary data was collected through a survey. The survey was collected from the parents to analyze the impact the questionnaire included questions related to various factors. A structured questionnaire containing 55 items was developed for the purpose of data collection. A five-point Likert scale was used to measure the responses in agreement / relevance with statements which had a range of 1 = Strongly Disagree to 5 = strongly agree. The analysis of primary data was Confectionery Products out using Microsoft Excel 2013.

Sampling Design:

The process of selecting representative samples from a particular population is referred to as sampling. The act, process, or method of choosing a bar chart sample, also known as a representative section of a population, for the goal of ascertaining the parameters or characteristics of the whole population is referred to as sampling.

- Population: Unlimited.
- Sample: 50 Respondents.
- Sampling Technique: The sampling Technique used in this study in convenience Sampling.

Data Collection Method:

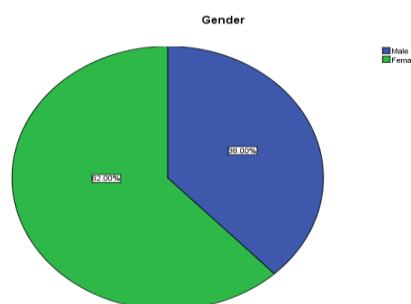
- Primary Data: The primary data sources here in this research is questionnaire
- Secondary Data: The Secondary Data Sources here in this project are websites and books.
- Statistical Tools Used: Simple percentage Analysis, Correlation and Factors Analysis.

Limitations:

Because of the high fees paid to national advertisers and the fact that they must contact each newspaper separately, buying newspaper space in several areas is especially challenging for a national advertising.

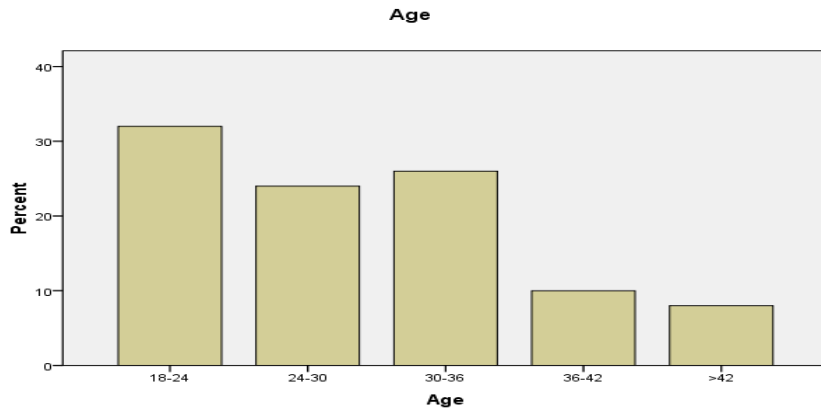
Data Analysis and Interpretation:

Gender of the Respondents:



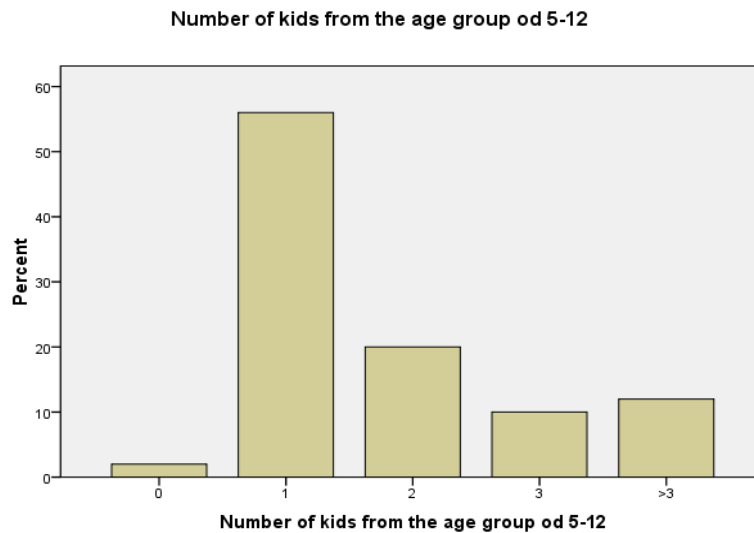
The above chart shows about the gender of the respondents were 38% are male and 62% are female.

Age of the Respondents:



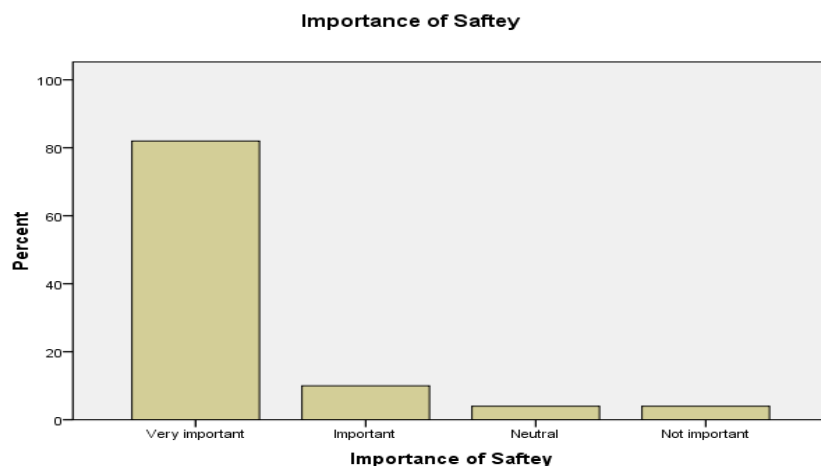
32% are from the age group of 18-24, 24% are from the age group of 24-30, 26% are from the age group of 30-36, 10% are from the age group of 36-42.

Number of Kids from the Age Group of 5-12:



2% have 0 kinds in their family, 56% have one kind in their family, 20% have two kids, 10% have 3 kids and 12% have more than 3 kids in their family which shows that 56% have only one kid in their family with age from 5-12 years.

Importance of Safety:



82% say that it's very important, 10% said that its important, 4% said as neutral, and 4% sad that it's not important where it shows that most of the respondents say that safety is very important while purchasing the Confectionery Products based on child influence.

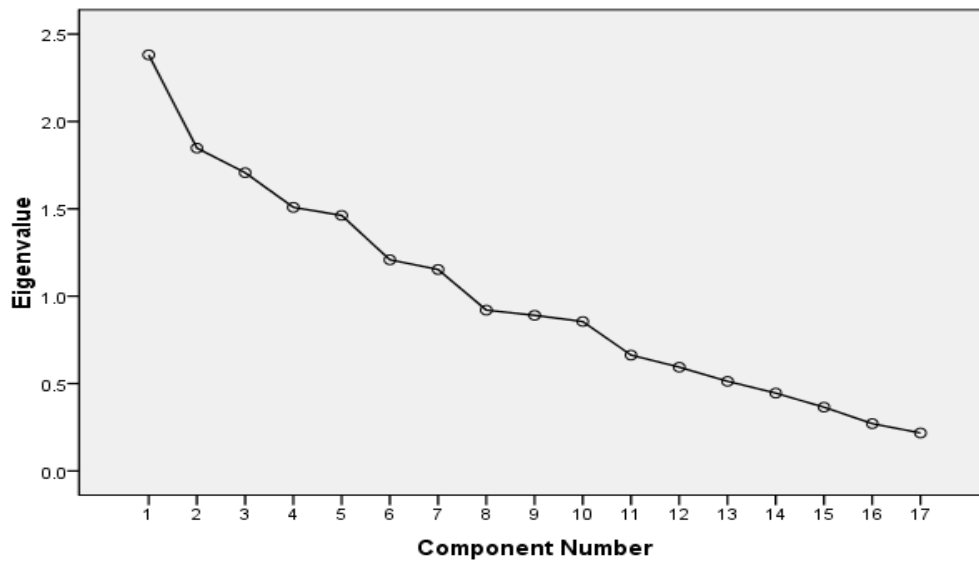
Factor Analysis:

In factor analysis it's a condition that the factors having the same variable answers can be taken in to consideration for the decision making process of the company. 18 factors were taken and the

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.450
Bartlett's Test of Sphericity	Approx. Chi-Square	147.452
	df	136
	Sig.	.237

Screen Plot of Factor Analysis:

Scree Plot



Rotated Component Matrix:

	Component						
	1	2	3	4	5	6	7
Importance of Brand name	.226	-.361	.487	-.096	.456	.004	-.202
Importance of Safety	-.151	-.015	-.277	-.329	.734	.237	.021
Importance of Durability	-.729	-.183	.209	-.035	.014	-.100	.112
Importance of Luxury	.668	.150	.104	.355	.134	.060	.092
Importance of Design	.336	-.145	.186	.259	.560	.025	.404
Importance of Fuel economy	.016	.066	.657	-.132	.029	-.069	.071
Importance of Price	.034	.038	-.077	.058	.091	.754	-.099
Opinion on segmentation selection of child's	-.009	-.027	.014	.850	-.038	-.097	.061
Opinion on Features selection of child's	.217	.775	.044	-.111	-.145	.064	-.106
Opinion on Design selection of child's	.012	.758	.115	.150	.161	-.031	.128
Opinion on Safety facilities to child's	.075	-.295	.035	.066	.075	-.098	-.754
Pronunciation of the Confectionery Products	.297	-.349	-.067	.145	.092	-.041	.712
Importance on pressure on various products	.170	-.157	-.814	-.221	.118	-.155	.134
Selection of Confectionery Products using blog and websites	-.614	.098	-.048	.190	.131	.138	-.209

Selection of Confectionery Products using peer groups	.088	-.156	-.069	-.289	-.563	.270	.097
Selection of Confectionery Products using family	.060	.024	-.195	.153	.166	-.748	-.257
Selection of Confectionery Products using popularity of the brand	.283	.144	-.260	.521	.221	.395	-.065
a. Rotation converged in 11 iterations.							

The factors above .5 are taken in to consideration they are Importance of Safety, Importance of Price, Opinion on Features selection of child's, Opinion on Design selection of child's, and Pronunciation of the Confectionery Products and those factors can be taken for the decision making process of the company.

Correlation:

Particulars	Age
Gender	-0.092
Price range of the Confectionery Products	0.001
Number of kids from the age group od 5-12	0.223
Importance of Brand name	0.2
Importance of Safety	0.183
Importance of Durability	0.101
Importance of Luxury	0.144
Importance of Design	0.127
Importance of Fuel economy	0.125
Importance of Price	0.336
Opinion of kids during the purchase decision making	-0.213
Kids opinion on choosingcolor of the Confectionery Products	0.161
Kids opinion on choosingbrand of the Confectionery Products	0.169
Frequency of travelling with kids	0.155
Kids prefer to have automatic gear transmission in the Confectionery Products	0.161
Opinion on segmentation selection of child's	0.099
Opinion on Features selection of child's	0.05
Opinion on Design selection of child's	0.092
Opinion on Safety facilities to child's	0.009
Pronunciation of the Confectionery Products	-0.069
Importance on pressure on various products	-0.049
Selection of Confectionery Products using blog and websites	-0.042
Selection of Confectionery Products using peer groups	0.035
Selection of Confectionery Products using family	0.145
Selection of Confectionery Products using popularity of the brand	0.289
Presence of well-known celebrity in the tv advertisement	0.996
High tech entertainment facility in the Confectionery Products	0.762

The above table is the correlation between the demographic profile age and all other factors the factors gender, Opinion of kids during the purchase decision making, Pronunciation of the confectionery products, Importance on pressure on various products, Selection of confectionery products using blog and websites are taken into consideration for negative correlation and all other factors are have positive effect and can be taken into consideration for the decision-making process.

Findings:

- 38% are male and 62% are female which shows that most of the respondents are female in our survey.
- 32% are from the age group of 18-24, 24% are from the age group of 24-30, 26% are from the age group of 30-36, 10% are from the age group of 36-42 and 8% are from the age group of >42 which shows that most of the respondents are from the age group of 18-24.
- 64% say that they buy the confectionery products range from 2-5 lakhs, 16% say that they buy confectionery products range from 5-7 lakhs, 12% say that they buy the Confectionery Products range from 7-10 lakhs, 4% say that they buy the confectionery products range from 10-15 lakhs, and 4% say that they buy confectionery products range more than 15 lakhs which shows that most of the respondent buy Confectionery Products ranging from 2-5 lakhs.
- 56% have one kind in their family 20% have two kids, 10% have 3 kids and 12% have more than 3 kids in their family which shows that 56% have only one kid in their family with age from 5-12 years.
- 42% say that it's very important, 38% said that its important, 6% said as neutral, 6% said as not important, and 8% sad that it's not at all important where it shows that most of the respondents say that brand name is very important while purchasing the confectionery products based on child influence.

- 82% say that it's very important, 10% said that its important, 4% said as neutral, and 4% sad that it's not important where it shows that most of the respondents say that safety is very important while purchasing the confectionery products based on child influence.
- 32% say that it's very important, 50% said that its important, 8% said as neutral, 4% said as not important, and 6% sad that it's not at all important where it shows that most of the respondents say that durability is important while purchasing the confectionery products based on child influence.
- 14% say that it's very important, 20% said that its important, 26% said as neutral, 34% said as not important, and 6% sad that it's not at all important where it shows that most of the respondents say that luxury is not important while purchasing the confectionery productsbased on child influence.
- 12% say that it's very important, 18% said that its important, 36% said as neutral, 32% said as not important, and 2% sad that it's not at all important where it shows that most of the respondents say that they are neutral while purchasing the confectionery productsbased on child influence.

Suggestions:

- Most of the respondent in our survey are earning from having the attitude of buying the confectionery productsfrom the price range of 2-5 lakhs based on the children so it's preferred to concentrate on these segments to increase the productivity of the company.
- Most of the respondents say that safety is very important while purchasing the confectionery products based on child influence. So, safety of the confectionery products can be increased so that the sales of the confectionery productscan also be increased.
- Maximum of the respondent believe that children influence the parents on their decision-making process of buying confectionery products. So, advertisements can frame in way of attracting children my means of color, style etc.
- Importance of Safety, importance of price, opinion on features selection of child's, opinion on design selection of children, and pronunciation of the confectionery products and those factors can be taken for the decision-making process of the company.
- There is a significance relation between the demographic profile and other subordinate factors which shows that while taking age into consideration all those subordinate factors can be taken into consideration.

Conclusion:

The conclusion is that the as a whole the parents say that they are influenced by their children in decision making to purchase confectionery products from the market and according to them the children are influenced by various sources like media, environmental circle etc.. If these factors are concentrated, then the target people can be segmented easily, and the volume can be increased for the company.

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