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**ROLE OF CHILDREN IN FAMILY PURCHASE DECISION MAKING --  
-A COMPARATIVE STUDY AMONG CHILDREN OF DIFFERENT  
AGE GROUPS IN PUNJAB AND CHANDIGARH, INDIA**

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**ABSTRACT**

*In the past, role of the children in purchase decision making of various household products, including their own products was almost negligible. They were using the products which their parents were mostly buying for them. They were just the passive participants of the family buying decision making. Children were the passive receivers of the commands given by the other house hold members. Today, with the proliferation of the media and increased awareness among the children, they are emerging as the most powerful influencers in the household buying decisions. Gone are the days, when the child had a meager say in the household buying decisions even related to them. But now, the things have changed positively for them. Their likes and dislikes are duly taken care of and they are being thought as major participants in household buying decisions. Children are involved in purchase of various products; some directly related to them while others are consumed by members of the family. Parents also seek their advice while buying various household products. The present study assesses the comparative role of three age groups of children in Punjab and Chandigarh, India. Children involvement in purchase of various selected products and services was taken into consideration. Children view points about the parent's suggestions while buying various selected products and services was also taken into consideration. The results indicate that as the age of the child increases, purchase involvement of various products and services also increases. Moreover consultation for various products and services by the parents also increases as the age of the child increases. This shows the involvement of children in various household decisions.*

**KeyWords:** *Children Buying Behaviour, Family Buying, Influencers, Products, Services*

## INTRODUCTION

Family members play different roles in making decisions within the family. They may initiate demand for product and services, may decide on which brand to buy, where to buy, how to pay for products and services, how to consume them, what benefits to expect from such products and services and how to share their roles in maintaining the products and services. Role of father and mother may vary in the family depending upon the role played by them in their families. Children are very important role in family buying decision making for their own products as well as products used or consumed by other family members.

**Chundawat D.S., Gupta Seema (2003)** observed that a large number of purchase decisions are influenced by a person's interaction with his family, friends and relatives. There are distinct roles in the family decision process, and to effectively market the products, marketers must identify who makes and has input into the buying decision. This study is an attempt at understanding the roles played by family members and the social influences in purchase of consumer durables viz., television, refrigerator and washing machine. It studies the variations by product in the family buying roles and also identifies dealers' understanding of these roles and social influences. It was found that for television, the demand was initiated and influenced mostly by children but for refrigerator and washing machine, it was done mostly by females. It was revealed that although the demand was initiated and influenced mostly by children and female members of the family, the final decision and payment was done mostly by male members. This indicates that even today our society is a patriarchal one and children are playing an increasingly important role in purchase decisions of the family, which may be attributed to the sociological changes taking place. **Gram Malene (2007)** examined children's role in family purchase decision making with a particular focus on how much impact children are perceived to have and in what ways children impact family decision making concerning holidays. Information was gathered from 26 in-depth interviews with parents and children, telephone interviews with 800 Danish and 1,200 Germans, and questionnaires from 200 Danish and 200 German children. Results showed that parents perceive children to have moderate impact on decision making. Children, on the contrary, think they have quite a high level of impact. Parents perceive themselves to have the decisive vote, but in this "decisive vote" parents take children's manifestations and prior experiences with the children into account. Children do have significant impact in various ways through a broad array of techniques, directly and indirectly, consciously and unconsciously. Children vocalize their wishes, and parents are often attentive and co-operative. **Gram, M. (2010)**

observed family decision-making about food shopping. Parents know that their children influence what they buy in supermarkets but it was also found that parents and children do not agree on just how much influence children have. Thus, a gap exists in the knowledge about what is actually happening in this grey zone of grocery shopping which seemingly cannot be solved through retrospective data collection. Family shopping is neither a completely rational nor conscious process, which makes the use of self-reported behaviour problematic. Findings showed that both parents and children are juggling a number of roles and apply a range of negotiation strategies which can explain why it is hard to account for who decided what afterwards. **Guneri B., Yurt O., Kaplan M.D. and Delen M. (2010)** conducted a research focused on the influence of children on family purchasing decision-making in Turkey, a country with distinct cultural characteristics. The study provides empirical evidence based on data, collected from 849 families. The general findings of this study suggested that the children's influence on family decision-making in Turkey is limited to products of direct use to children. Findings also revealed that the children are more influential on need recognition, where to buy, when to buy and which to buy sub-decisions. On the other hand, the parents perceive children to have very little influence on family-decision making, as they state themselves as the most influential units of family decision-making. This study suggested that parents underestimate the role of their children on family buying decisions. **Holdert, Antonides (1997)** reported that children's influence was higher in the later stages of the decision making process- that is, at the time of alternative evaluation, choice, and purchase, for four purchases (holidays, adult and child clothing, and sandwich filling). The buying intentions may be mediated by parents. Thus parental authority holds significance in the purchase decisions. **Hundal (2001)** in a study of rural buying behavior in the Amritsar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. Researcher projected that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by children. **Jenkins Roger L. (1979)** conducted an exploratory study focusing on: (1) the perceived role of the children in family decision-making in the areas of furniture decisions, automobiles, groceries, life insurance, savings, general family decisions, and in vacation decisions, and (2) the relationship between children's influence patterns and various demographic, socio-economic, personality, and attitudinal variables. Children were perceived to exert minimal influence in the following major decision categories: furniture, major appliances, automobiles, groceries, family

savings, life insurance, and decisions regarding selection of family doctor, keeping track of bills and money, and spending extra income. However, both spouses perceived children to be highly influential in deciding on what activities the family will participate in jointly, especially vacation decisions. In fact, some specific vacation sub decisions could be called "children dominant!" Regression models investigated individually are collectively the relationship between perceived children influence and various independent variables. The models revealed that the greater number of elementary school children and teenagers in the family, the more influence allocated to children for decisions concerning kinds of activity destination, and amount of money to spend. The older the husband, the greater influence allocated to children for vacation decisions relating to information collection, whether to take children, and amount of money to spend. The greater the number of years married, the more influence husbands allocated to children in these sub decisions: information collection, whether to take children, actual date of vacation, and amount of money to spend. It was concluded from the correlation of family life cycle variables with perceived children's influence that children in families which are in the later stages of the life cycle have more influence in vacation decision-making. Older children, especially teenagers, are perceived to have more influence. Income is not associated with either spouse's perceived influence of children's input into decision-making. However, for husbands, education is related. The more educated the husband, the less influence he perceives children to have in the total vacation decision and the following sub decisions: whether to take children, how long to stay, amount of money to spend, kinds of vacation activities, and destination point(s). In families where the husband is highly educated and holds a professional or comparable position, the responsibilities to such are usually great and the family's alternatives revolve to a large extent around them. In such instances, the husband is likely to have considerable ability to decipher information on vacation alternatives. Likewise, the decisions on how long to stay and how much money to spend may depend less upon the children's influence, and more on husband's position. However, the more educated the husband relative to the wife, the greater influence children are perceived to have in the total vacation decision and the same sub decisions as before: whether to take children, actual date of vacation, kinds of vacation activities, and destination point(s). For husbands, the greater the amount of time spent away from home for work, the greater children's influence in the total vacation decision, how long to stay decision, and how much money to spend decision. Husbands who spend a great deal of time away from the children and home because of work, feel some self-actuated guilt and perceive

children as having more influence because of it. The less authoritarian the spouse, the more influence he allocated to children. Husbands who possessed greater self-confidence perceived their children even more influential. It was concluded that in vacation decisions in which children were perceived to exert considerable influence, the overall regression equation was significant. For example, children were perceived to have the most influence, relative to other sub decisions, in deciding upon the kinds of vacation activities for the family to participate. According to husbands' perceptions, increased children's influence in the total vacation decision is correlated with greater numbers of children ages six to twelve and thirteen to nineteen, less husband education, greater husband self-confidence, greater hours spent by husband on work, greater self-confidence of husband relative to wife, and younger in years relative to wife. **Kapoor (2001)** collected information from families in Delhi in regard to their roles across stages of purchase decision-making for six durables—televisions, refrigerators, washing machines, personal computers, audio systems, and cars. She found that individual members were associated with multiple roles. The initiator for purchase in a family was typically a young female member, who was likely to be the wife or one of the children. She illustrated that the need for an audio system, personal computer, and television was likely to be first expressed by the children in the family. As influencers, younger members, especially children, were found to affect purchase of a personal computer, audio system, and television. The final purchases were found to be decided upon after consultation with other family members, mainly the husband. Children have not been observed to have a large impact on instrumental decisions such as how much to spend. **Marquis Marie (2004)** explored strategies used by ten-year-old children to influence parental decisions on food purchasing. Gender differences were observed in terms of eating environment, social motivations to select foods and use of specific persuasive strategies. The results obtained contributed to our knowledge on interpersonal influences on children's consumer behavior and on individual differences in consumer socialization. **McDougall Jean, Chantrey David (2004)** emphasized that today's tweens (8 to 14 year olds) are much more grown up than previous generations, and this gives lot of opportunities to marketers. They discovered that tweens not only influence the brands they buy for themselves but also expensive family purchases. They examined that they are very brand loyal and loyalty increases sharply at the age of ten and peaks at around 30. They outlined the brand pyramid, with the strongest bonding of consumer to brand at the top, and assessed the importance of peer pressure in determining brand loyalty, including the "fish-streaming" phenomenon (in which younger children wish to use

the brands that teens do). **Nelson James E. (1979)** conducted a study about children's involvement in the nuclear family decisions to eat out. It is examined relative to parental involvement across six decision stages. Stages include problem recognition, providing information, deciding on restaurant type, deciding on a particular restaurant, deciding how much will be spent, and making the final decision. Results indicated children over five are as involved as parents in recognizing the problem, providing information, deciding on restaurant type, and deciding on a particular restaurant. For all families, parents appear to reserve the right to make the final decision and decide how much is spent. **Norgaard Maria Kumpel, Bruns Karen, Christensen Pia Haudrup, Mikkelsen Miguel Romero (2007)** explored to know children's influence and participation in family decision making during food buying. Survey was conducted of 451 Danish families with children aged 10 to 13 using questionnaires for both children and parents. It was found that family food decision making is often a joint activity, and children's active participation, among other things, determines the influence they gain. Parents and children do not always agree on how much influence children have in the various stages of the process, indicating the importance of listening to both parties in research into the family dynamics and processes involved in everyday food buying. **Prasad (2005)** in his study found that the children are assuming an active role in the purchase decision making, not only regarding the products to which they are directly concerned but also other products, which concern the family, not only for gaining parental acceptance of the brand but also for preparing the young minds to be brand loyal when they enter the adult market segment. **Shoham Aviv, Dalakas Vassilis (2005)** examined the impact of Israeli children on family decision making. Two studies were used, replicating two different approaches that have been used to measure children's influence with US children. In study one; a survey was given to each parent, whereas, in study two, a survey was given to each parent and their child. It was indicated that Israeli children have a similar influence to US children, suggesting that, overall, Israeli children exercise quite strong influence on family decision making. This was the case when rated by children, as well as by both mothers and fathers. **Swinyard, Sim (1993)** examined children's influence in each of four stages of the purchase decision, for 25 products, and by age of the children. For child-centered (e.g., toys, children's clothing, food) and child-used products or services (e.g., vacations, restaurant choices, outside entertainment), it was observed that children are perceived as influential by most households. Older children are perceived as more influential than younger children for nearly all the products studied. It was concluded that "family" decision making is quite

different from “husband-wife” decision making. **Szybillo and Sosanie (1977)** examined family decision making processes and observed that all members of the family (husband, wife, and children) were greatly involved in all three decision stages (problem recognition, search for information and final selection), when considering a fast food restaurant and a family trip (that is, for products that affect the entire family). The wife/child dyad was very important in initiating a purchase and providing information. **Thomson, E. S., Laing, A. W. and McKee, L. (2007)** observed that children have long been acknowledged as playing an important role within family purchase decisions, with their ability to directly and indirectly influence decisions. The researchers conducted a survey of an in-depth interview with parents and children separately, and the completion of a decision mapping tool followed by a family interview. The findings addressed a specific and important aspect of the data, namely the influence behaviour adopted by children during high-involvement family purchase decisions. The children in all of the respondent families were found to have direct influence over the purchases discussed. They demonstrated a range of sophisticated influence behaviours that included justifying and highlighting the benefits of purchases, forming coalitions, compromising and remaining persistent. These behaviours were underpinned and enhanced by the use of product-related knowledge and information, which was viewed positively and encouraged by parents. **Ward & Wackman (1972)** conducted a study examining how children influence the purchase of products and the yielding of mothers to such requests made. It was observed that purchase influence attempts decreased as children become older but mothers were more likely to yield to purchase requests as children increased in age. **Williams and Veeck (1998)** reported that in China, where most families have a single child, the child exerted considerable influence during all stages while buying products for family use. **Wut Tai Ming, Chou Ting-Jui (2009)** investigated children’s influences on Chinese family decision making in Hong Kong. The study was based on a survey of 366 family members in Hong Kong. Children were found to have more influence in the choice-making stage of decision making and parents still control the final decision.

## **METHODOLOGY**

This study mainly targeted children between 5-14 years of age. 800 respondents were taken randomly from 70 selected cities (big & small), towns, Tehsils, District Head Quarters, villages of Amritsar, Gurdaspur, Pathankot, Jalandhar, Shahid Bhagat Singh Nagar, SAS Nagar, Ludhiana, Patiala, Rupnagar, Fatehgarh Sahib, Bathinda, Mansa districts of Punjab and Chandigarh. It is a comparative study of three groups of children in the age groups of 5-8

years; 9-11 years; and 12-14 years. Selected products undertaken for study were clothes, shoes, candies, chocolates, toys, games, snacks, juices, health drinks, electronic gadgets, bicycles, reading materials and e-scooter. Selected services undertaken for study were picnic spots, hotels and restaurants, gymnasium, family holidays, cinema halls and shopping malls.

The demographic factors such as age, gender, place of residence and parent's occupation were taken into consideration while collecting data from children. Out of total sample, 51.9% were male children and 48.1% were female children. 31.3% belong to age group of 5-8 years; 31.3% belong to age group of 9-11 years; 37.50% belong to age group of 12-14 years. 50% of the children belong to urban areas while 50% of the respondents belong to rural areas.

Structured questionnaire was used to gather information from the respondents. The questionnaire was based on a Likert 5-point scale.

## DATA ANALYSIS

**Table 1 Children Involvement in Purchasing Products**

Item name	In favour (%)	Against (%)
Scale	High+ Very High	Low + Very Low
Clothes	25.3+34.4=(59.7)	21.3+7.0=(28.3)
Shoes	26.9+27.6=(54.5)	9.9+8.1=(18)
Candies	40.0+39.3=(79.3)	8.5+0.1=(8.6)
Chocolates	39.3+48.4=(87.7)	3.0+0.3=(3.3)
Toys	42.0+41.0=(83)	7.8+0.1=(7.9)
Games	45.8+39.8=(85.6)	8.4+3.4=(11.8)
Snacks	28.5+47.8=(76.3)	4.4+10.8=(15.2)
Juices	13.1+68.4=(81.5)	5.3+6.9=(12.2)
Health Drinks	11.4+22.6=(34)	37.0+13.4=(50.4)
Electronic Gadgets	14.9+12.9=(27.8)	20.6+37.9=(58.5)
Bicycles	14.6+25.3=(39.9)	34.4+7.3=(41.7)
Reading Material	8.6+41.8=(50.4)	11.4+2.0=(13.4)
e-scooter	3.5+13.1=(16.6)	12.5+69.5=(82)

*Note:*  
 Figures in parenthesis indicate percentages of children responses towards involvement in purchasing selected products.

Table 1 reveals the involvement of children in purchasing the various selected products on a 5-Point Likert Scale ranging from very high, high, indifferent, low, and very low.

Children involvement is high in purchasing the various products like candies, chocolates, toys, games, snacks, juices and reading materials while their involvement is less in purchasing clothes, shoes, health drinks, bicycles, electronic gadgets and e-scooter. Children usually wear those clothes and shoes which are bought by their parents. They ride bicycles which are bought by parents as per the requirements. Electronic gadgets and e-scooters are bought by family members by taking into consideration various factors like budget, requirements etc.

**Table 2 Involvement of Children in Purchase Decisions: Test of relationship using Multiple Regression Analysis**

Item name	Mean	Unstandardized Coefficient	t-value	Significance	Mode
Constant		3.069	25.05	.000	
Clothes**	2.5	-0.028	-1.008	.314	2.00
Shoes**	2.4	-0.019	-.718	.473	2.00
Candies*	1.89	.191	5.65	.000	1.00
Chocolates*	1.76	-.145	-3.25	.001	2.00
Toys*	1.83	-.258	7.46	.000	1.00
Games*	1.83	.046	-1.34	.0178	1.00
Snacks*	2.21	.102	2.97	.003	2.00
Juices*	2.24	.108	2.89	.003	2.00
Health drinks*	3.18	-.044	-9.43	.004	4.00
Electronic Gadgets**	3.53	-.245	-0.020	.099	5.00
Bicycles**	2.94	.000	-2.42	.984	2.00
Reading material*	2.56	-0.64	-8.694	.016	5.00
e-scooter*	4.31	-.156	-7.84	.000	-4.00

*Note: \* indicates significant involvement of children in purchase decisions.*

*\*\* indicates nonsignificant involvement of children in purchase decisions.*

**Table 3 Overall Multiple Regression Model**

Model	Multiple correlation coefficient (R)	Coefficient of determination (R <sup>2</sup> )	Minimum variance ratio(F-ratio)	Significance
1	.81	.658	116.29	.000

*Note: Age as dependent variable.*

The results reveal that independent variable; products account variation with respect to age groups. The responses were tested by using t-testing and Multiple Regressive Model. The results depicts that the items like candies, chocolates, toys, games, snacks, juices, reading materials which has significant effect in involvement of children while they are purchasing advertising products while their involvement is less for other products like clothes, shoes, health drinks, bicycles. By calculations, over all model came to be quite significant with respect to age. Overall product wise involvement by children in purchase decisions was examined.

As in Table 2, all products like candies, chocolates, toys, games, snacks, juices, health drinks, reading material, e-scooter; involvement in purchase decisions were quite significant while others like clothes, shoes, electronic gadgets, bicycle are non significant in case of direct involvement as tested by t-value at 5% significance. In continuation as in Table 3, overall the Multiple Regression Model taking age as a dependent variable came out to be significant. As depicted, the coefficient of determination came out to be .658 which means this model has explanatory power of 65.8% with respect to age. The minimum variance or f-ratio (116.29) came out to be significant at 1%. It was found that there is positive significant impact of these independent variables on the dependent variable ( $F = 116.29$ ) (.000). The value of Beta coefficients for all the independent variables shows a positive association within the model. The value of (R-Square = .658) and (R = .81) predict a goodness of fit between the set of independent variables and the dependent variable.

**Table 4 Children's Age Wise Analysis of Purchase Involvement of Selected Products**

Item name/Age	5-8 years (%)	9-11 years (%)	12-14 years (%)
<b>Clothes</b>	5.01	8.03	9.45
<b>Shoes</b>	6.83	6.74	7.55
<b>Candies</b>	14.24	12.08	6.85
<b>Chocolates</b>	14.24	13.55	8.42
<b>Toys</b>	14.24	14.16	7.07
<b>Games</b>	14.24	11.16	9.23
<b>Snacks</b>	12.87	8.52	8.97
<b>Juices</b>	8.31	11.59	7.95
<b>Health drinks</b>	0.97	4.60	6.59
<b>Electronic Gadgets</b>	0.00	1.47	7.25
<b>Bicycles</b>	4.50	3.13	6.92
<b>Reading material</b>	4.56	4.97	8.86
<b>e-scooter</b>	0.00	0.00	4.87

*Note: Percentages depicts children responses towards selected products.*

Table 4 depicts children's age wise analysis of purchase involvement of selected products. It reveals that:

- Children of age group 5-8 years are considerably involved in purchase of candies (14.24%), chocolates (14.24%), toys (14.24%), games (14.24%), snacks (12.87%) and juices (8.31%). Their involvement is less in case of clothes (5.01%), shoes (6.83%), bicycles (4.50%) and reading materials (4.56%) while their involvement is negligible in purchase of health drinks (0.97%), electronic gadgets (0%), and e-scooter (0%).
- Children of age group 9-11 years are considerably involved in purchase of candies (12.08%), chocolates (13.55%), toys (14.16%), games (11.16%), and juices (11.59%). Their involvement is less in case of clothes (8.03%), shoes (6.74%), snacks (8.52%), health drinks (4.60%), bicycles (3.13%) and reading materials (4.97%) while their involvement is negligible in purchase of electronic gadgets (1.47%) and e-scooters (0%).
- Children of age group 12-14 years are involved in purchase of all the selected products which shows that as the age of the child increases, purchase involvement of various products also increases.

- As the age of the child increases, purchase involvement decreases in case of candies, chocolates, toys and games. This may be due to the reason that lower age group child like more of these products.
- Higher age group children involvement in purchase of health drinks, electronic gadgets, bicycles, reading materials and e-scooter is more. This may be due to the reason that as the age increases, both interest and knowledge of child increases in electronics and other costly products.

**Table 5 Pre-purchase Parent's Consultation for Selected Products with Children of Different Age Groups**

Product /Age → ↓	5-8 years (%)	9-11 years (%)	12-14 years (%)
T.V.	0	3.62	6.36
Refrigerator	0	6.97	8.58
Washing Machines	0	4.55	8.69
Microwaves	0	9.57	8.69
Music system	8.36	13.48	7.99
Clothes	47.82	22.58	5.36
Cars	0.33	7.71	6.09
Scooters	0	0.00	2.64
Motor Bikes	0	1.58	4.62
Health supplements	0	4.65	7.88
Furniture	0	4.83	9.04
House	0	0.09	7.22
Mobile phones	32.10	20.35	8.50
Computer	11.37	11.06	8.34

*Note: Figures depicts percentages of children responses in context to parent's consultation towards selected products before buying them.*

Table 5 reveals the results gathered from children in context to parents' consultation for selected products before buying them. It was observed that even parents are very product specific and age specific. In most product categories, spouses did not perceive children to exert a high amount of influence in decision-making. Parents serve as gatekeepers for their children in every aspect. In context to involvement, parents try to consult wherever required.

Children of age group 5-8 years are not at all consulted by parents for products like television, refrigerators, washing machines, microwaves, cars, scooters, motor bikes, health supplements, furniture and house as their information and knowledge for these products is very less due to age. They are consulted for clothes and mobile phones. Parents consult them very less for music systems and computers as they are less knowledgeable at this age of life.

As the age of the child increases, they feel that their parents consult them for various products before buying them. Children of 9-11 age groups are not consulted by parents before buying scooters and house. Parents consult them less before buying television, refrigerators, washing machines, micro waves, cars, motor bikes, health supplements and furniture. Children are consulted for some products like music systems, clothes, mobile phones and computers. Children of this age group start developing interests in electronic goods and they are consulted by parents before buying these products.

Children of 12-14 age groups feel that they are consulted by parents for all the selected products before buying them. Children of this group feel themselves to have better knowledge about electronic goods and automobiles. Most of high level decisions are done with this age group for high priced products as discussed. Most of the products purchased for household are consulted by parents with children of the age group.

As age of the children increases, consultation for various products by the parents also increases. This shows the involvement of children in various household decisions.

**Table 6 Pre-Avail Parent's Consultation for Services with Children of Different Age Groups**

Services /Age→ ↓	5-8 years (%)	9-11 years (%)	12-14 years (%)
Hotels & Restaurants	14.21	25.61	15.57
Gymnasium	0.00	6.40	8.02
Picnic spots	59.39	25.17	19.99
Family holidays	2.54	16.56	18.22
Shopping malls	10.66	8.61	19.92
Cinema halls	13.20	17.66	18.29

*Note: Figures depicts percentages of children responses in context to parent's consultation towards selected services before availing them.*

Table 6 depicts pre-avail parent's consultation for services with children of different age groups. While availing services, it was observed that children were perceived to exert most influence in vacation decisions and least influence in major applicative decisions. Parents rarely consult children in the age group of 5-8 years for any of the services except picnic spots. As the age of the child increases, parents' consultation for various services to be availed also increases. Children of age group 9-11 years are mostly consulted for availing various services like picnic spots, hotels and restaurants, family holidays and cinema halls. As the children reach the age group of 12-14 years, they are consulted for all the selected services undertaken for study.

From these results, it would indicate that this would provide a baseline to longitudinally examine various product lines for advertisers and special interest groups how to capture children directly or indirectly.

## **CONCLUSIONS**

Children of age group 5-8 years are considerably involved in purchase of candies, chocolates, toys, games, snacks and juices but their involvement is less in case of clothes, shoes, bicycles and reading materials while their involvement is negligible in purchase of health drinks, electronic gadgets, and e-scooter. Children of age group 9-11 years are considerably involved in purchase of candies, chocolates, toys, games, and juices but their involvement is less in case of clothes, shoes, snacks, health drinks, bicycles and reading materials while their involvement is negligible in purchase of electronic gadgets and e-scooters. Children of age group 12-14 years are involved in purchase of all the selected products which shows that as the age of the child increases, purchase involvement of various products also increases. Parents are very product specific and age specific. In most product categories, spouses did not perceive children to exert a high amount of influence in decision-making. Parents serve as gatekeepers for their children in every aspect. In context to involvement, parents try to consult wherever required. Children of 12-14 age groups feel that they are consulted by parents for all the selected products before buying them. As age of the children increases, consultation for various products by the parents also increases. This shows the involvement of children in various household decisions. Children were perceived to exert most influence in vacation decisions and least influence in major applicative decisions. Parents rarely consult children in the age group of 5-8 years for any of the services except picnic spots. As the age of the child increases, parents' consultation for various services to be availed also increases. Children of age group 9-11 years are mostly consulted for availing various services like

picnic spots, hotels and restaurants, family holidays and cinema halls. As the children reach the age group of 12-14 years, they are consulted for all the selected services undertaken for study.

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