

Identification and Validation Impact of Children Buying Behaviour

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Abstract: *In this research we investigate the impact of factors on children buying behaviour related to toiletries. The paper uses the focus group technique to analysis the gender and age segment of children, analysis according to product category i.e mainly five products commonly used by children toothpaste, shampoo, hair oil, soap and powder and ultimate power of buying decision of children and proposed a model. **Purpose:** To explore and validate the factors of children buying behavior as per the product category. **Design/methodology/approach:** The mixed method approach comprising both qualitative and quantitative research is chosen to analyse the situation from different perspective and provide a better insight. A questionnaire was used in order to collect data on impact of factors children buying behavior. Different cities of Delhi/ NCR were visited in order to collect the data. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Delhi/ NCR. **Findings:** The respondent agreed with this statement that there is impact of different factors on children buying behavior as per product category. The Model confirms the main eight factors that play a major impact on buying behavior. **Originality/ value:** This paper interestingly portrays The paper has made a contribution to the extant literature on children as consumer. The findings would be valuable in assisting companies, especially those in the fmcg industry, to have a better understanding of children's buying behaviour.*

Keywords: Children buying, product attributes, Principal component analysis

1. Introduction

Children constitute an important target market segment and merit attention from a marketing perspective. The role that children play in making decisions concerning the entire family unit has prompted researchers to direct attention to the study of influence of children. The amount of influence exerted by children varies by product category and stage of the decision making process. The consumer decision making process is influenced by various factors as social, psychological and personal factors. Social factors include reference groups and group compliance so that behaviour is influenced by specific values, codes and culture and distinguishes groups from each other. The amount of influence exerted by children varies by product category and stage of the decision making process.

According to Cartwright, an influence in a family does not necessarily have expertise, and he/she can influence one or more of the decision-making stages in varying roles and with varying impacts. Influences are distributed in 2 types: First based on decision stages (idea generation, choice of alternatives, etc.) and second based on decision areas (type, brand, price, and shop). These influences also depend on the demographics factor like family type, income and profession of parents, their age etc. Some studies revealed that child shows high level of influence in higher socio-economic families. As the parents 'income grows influence also increases. Nowadays Parent child relationship is something where demand and supply is comparatively easier. Demands made by kids are not always fulfilled but still maximum of them get converted into buying. This tendency depends on various aspects like age, family income, gender of child etc. As dual income grows purchasing power of family there is one psychological aspect attached to it. Dual income means mother having a good income which is directly related to delayed parenthood. Today females are in search of lucrative careers which make it easier for them to get a sound financial backup. Financial independence is

something which every female aspires for. This makes them independent to take decisions of their life. Planning of careers or rather stable career has resulted into late marriages which has further related into delayed parenthood. This delayed parenthood makes parents over emotional towards their kids. Increased income makes parents splurge over kids to make them glad. Researchers observed that children had less influence over purchase decisions when the mother was considered traditional or conservative and modern mothers get influenced by children if they do not work outside the home; if they work ,the impact of children is less.

2. Identification Factors Structure of Children Buying Behavior

The identified representative patterns in the data can be used as a pattern – finding technique. Most changes in data can be obtained from a small portion of all dimension sets, which are scaled down dimensions that generate data of very low dimensions. When the dimensions have been scaled down, much of the noise can be reduced. The main objective of this section is to identify the factors of consumer decision making style in the context of online channels and drop the noise. A Principal Component Analysis (PCA) is concerned with explaining the variance – covariance structure of a set of variables through a few linear combinations.

Factors of children buying behavior style were identified with the help of both qualitative and quantities research from different perspective and provide a better insight. They are conducted to strengthen and a better insight out the study. it impact on discovering new ideas and variables to be use. Techniques are equally effective in answering similar research questions

Ten factors identified named: Modes of advertisement, Endorsements, Buying Pattern, Availability, Product

Volume 9 Issue 10, October 2020

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Attributes, Brand Consciousness, Influence, Price Consciousness, Content of Information and display, and usage after using Eigen value method for factor extraction and total percent of variance explained with Eigen value is given in Table. The communalities in the column labelled extraction reflect the common variance in the data structure. We can say that 80.3% of the variance associated with the

question 1 is common, or shared variance. (See Table below) Another way to look at these communalities is in terms of the proportion of variance explained by the underlying factors. The amount of variance in each variable that can be explained by the retained factors is represented by the communalities after extraction.

Table 1: Results of Principal Component Analysis (PCA)

Factor Name and statements	Reliability (α)	Communities	Factor Loading	KMO Barlett's Test Sig.
1. Modes of Advertisements (23.788 Percent of variance explained with 10.942 Eigen Value)	0.924	-	-	-
Read Online	0.909	0.803	0.862	-
Attractive Jingle	0.908	0.802	0.853	-
Liked Ads	0.91	0.768	0.849	-
Favourite location	0.912	0.72	0.828	0.9616, p=.000
Liked Ad on TV	0.909	0.776	0.811	-
Liked Ad in News Paper	0.918	0.651	0.663	-
Liked Ad in School	0.921	0.606	0.654	-
Liked ad on Radio	0.921	0.537	0.613	-
Attractive Hoarding	0.928	0.48	0.516	-
2. Endorsements (10.127 Percent of variance explained with 4.569 Eigen Value)	0.919	-	-	-
Favourite Sportsmen	0.901	0.767	0.834	-
Favourite Color	0.908	0.701	0.815	-
Favourite Bollywood Celebrity	0.905	0.735	0.804	-
Favourite TV Serial Stars	0.904	0.743	0.803	-
Favourite Hollywood Celebrity	0.912	0.645	0.776	-
Market value of product	0.904	0.737	0.773	0.911, p=.000
Favourite Cricketer	0.912	0.63	0.586	-
Favourite regional identity	0.915	0.699	0.537	-
Favourite Cartoon Character	0.92	0.587	0.514	-
3. Buying Pattern (6.774 Percent of variance explained with 3.116 Eigen Value)	0.879	-	-	-
Buying with Parents	0.835	0.73	0.832	-
Buying with Friends	0.835	0.731	0.828	0.836, p=.000
Buying with grandparents	0.851	0.851	0.677	0.79
Going alone	0.859	0.859	0.646	0.749
4. Availability (5.916 Percent of variance explained with 2.721 Eigen Value)	0.801	-	-	-
Attractive package	0.835	0.73	0.832	-
Available that time	0.753	0.647	0.762	0.828, p=.000
Favourite cartoon picture	0.775	0.604	0.749	-
Trust	0.756	0.604	0.689	-
Family demand	0.751	0.598	0.668	-
5. Influence (4.989 Percent of variance explained with 2.295 Eigen Value)	0.785	-	-	-
Friend suggested	0.711	0.769	0.838	0.706, p=.000
Neighbour has it	0.707	0.639	0.76	-
Parents force	0.702	0.642	0.628	-
6. Product Attributes (3.788 Percent of variance explained with 1.743 Eigen Value)	0.754	-	-	-
Color	0.702	0.654	0.798	0.768, p=.000
Fragrance	0.72	0.553	0.736	-
Organic	0.705	0.573	0.734	-
Sensitivity issue	0.704	0.56	0.726	-
7. Price Conscious and Money (3.454 Percent of variance explained with 1.589 Eigen Value)	0.789	-	-	-
Price comparison	0.706	0.851	0.915	.706, p=.000
Price Sensitivity	0.708	0.847	0.909	-
Value for money	0.809	0.459	0.625	-
8. Brand Consciousness (2.850 Percent of variance explained with 1.311 Eigen Value)	0.785	-	-	-
Brand Image	0.815	0.722	0.692	0.758, p=.000
Brand Loyalty	0.818	0.715	0.617	-
Brand Favouritism	0.841	0.666	0.594	-

Prestige issue	0.821	0.663	0.581	
9. Content of Information and Display of Product (2.741 Percent of variance explained with 1.261 Eigen Value)	0.746	-	-	-
Information content	0.701	0.51	0.798	0.718, p=.000
Store display	0.703	0.528	0.651	-
Study about is benefits	0.704	0.515	0.55	-
10. Usages (2.410 Percent of variance explained with 1.109 Eigen Value)	0.77			
Family use	0.909	0.838	0.854	0.658p=.000
Personal use	0.91	0.803	0.841	

*item deleted because of factor loading. * Impulsive when purchasing, * can get number of companies products on a particular e – commerce web sites, * Can buy foreign brands very easily due to mall. * the more I learn about product, it harder it seems to choose the best, * brand purchasing is a good way to distinguish people from others.

PCA used as a precursor to CFA because of Gerbing and Hamilton protocol for measure purification. Following their recommendation, we examined the reflective scales using PCA (to identify performing items in our data) and then using CFA (for further measure purification); this is also a well-established practice in empirical marketing research. Again, Scale Refinement through CFA, first identified items that displayed low item - to - total correlation or high cross loadings and dropped them for further analysis. Then, we subjected the remaining sets of items to CFA using AMOS 21.0 to assess construct validity.

After identifying ten factors for children buying behavior styles through PCA, the next stage is to confirm the factor structure and provide a procedure for testing unidimensionality through CFA. The value of Kurtosis and Skewness lies between -2.0 to +2.0 and the both p1 and p2, the mahalnobis distance statistics are significant which indicate that no normality problem with data. To obtain additional estimates squared multiple correlations and factor loading of each variable on their respective factor are calculated and shown in Table 2. In the first step to get model fit those variables had low factor loading less than 0.50 and correlation value less than 0.40 deleted from the table of variables of CFA. Table 2 shows that the factor loading of each variable to their respective factor > 0.60 indicate the good factor loading variable and squared multiple correlations approximately .0.40. But on the basis of factor loading and squared multiple correlation we cannot give the statement of confirmation of our entire model without assessing goodness – of – fit indices and measurement model validity. VE of 0.50 or higher is a good rule of thumb suggesting adequate convergence but CR >VE. VE of less than 0.50 indicate that on average, more error remains in the items than variance explained by the latent factor structure in the measurement model. As shown in Table 2, variance extracted (VE) values (ranging 0.512 to 0.651) are higher than 0.50 and less than CR values which indicated that each construct is strongly related to its respective indicators.

A confirmed model of eight factors with loading and covariance is given in figure 1 and explanation of confirmed consumer decision making styles in the marketplace is below:

Table 2: Results of Confirmatory Factor Analysis (CFA)

Factors Name and statements	Squared Multiple Correlations	Standardized Factors Loading
1. Modes of Advertisements		
Latest ads	0.646	0.804
Liked ad on TV	0.743	0.862
Liked Ad in Newspaper	0.635	0.797
Liked Ad in School	0.483	0.654
Liked Ad on Radio	0.394	0.628
Liked Hoarding	0.699	0.856
2. Endorsements		
Favourite Bollywood celebrity	0.562	0.75
Favourite Hollywood celebrity	0.386	0.622
Favourite Cricketer	0.538	0.733
Favourite cartoon character	0.813	0.902
3. Availability		
Available that time	0.436	0.642
Attractive package	0.442	0.734
Favourite cartoon picture	0.515	0.718
Trust	0.539	0.665
Family demand	0.54	0.661
4. Influence		
Friend suggested	0.436	0.66
Neighbour has it	0.575	0.758
Parents force	0.735	0.858
5. Product Attributes		
Color	0.499	0.798
Fragrance	0.376	0.736
Sensitivity issue	0.454	0.726
6. Price Consciousness		
Price comparison	0.418	0.647
Value for money	0.41	0.64
7. Brand Consciousness		
Brand Image	0.418	0.694
Brand Loyalty	0.821	0.906
Brand Favouritism	0.651	0.807
8. Content of Information and Display Product		
Information content	0.414	0.643
Store Display	0.478	0.691

*Items deleted because of Low Factor Loading (<0.50) and model fit; * Enjoy Purchasing for fun, * Enjoyable Activity, * Fast Purchasing, * Shopping Behavior, * Mall experience

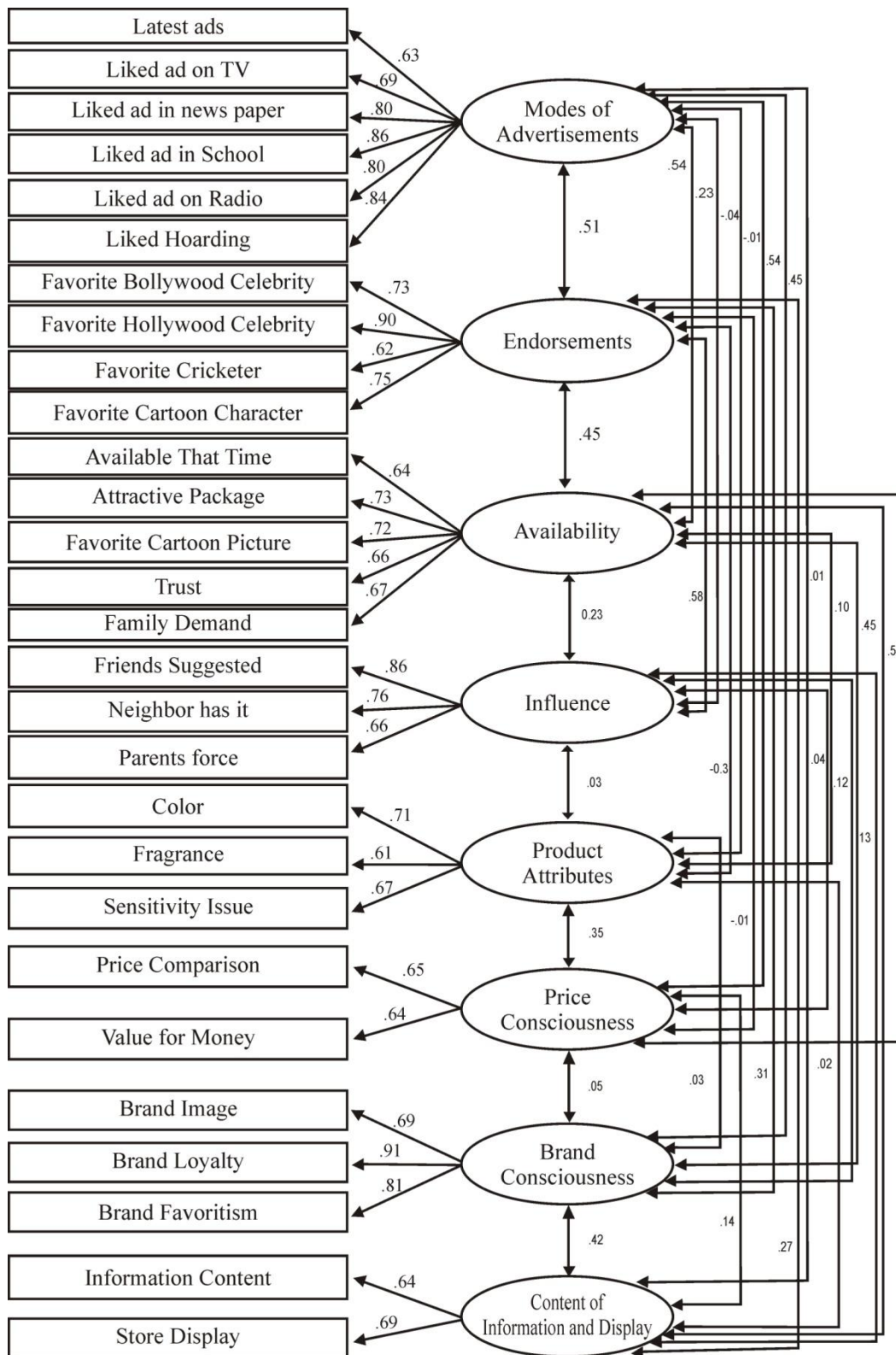


Figure 1: Confirmatory Factor Model

Children Buying Behavior (CBB) Model

The findings of this chapter made theoretical and practical contribution to the field of management especially in marketing management where the new evolution of marketing is on peak.. The outcomes tries to overcome this problem and develops a new children buying behavior CBB model to measure children buying patterns style in Indian

context names CBB Children buying Behavior Model as in figure below. PCA revealed ten major decisions making styles that describe the Indian sample in this study; a measurement theory validation through CFA is used to specify how sets of measured items represent a set of constructs and confirmed eight factors.



Figure 2: Dimensions of CBB in Market

Empirical Analysis of Identified Factors

Overall the findings confirm the eight factors of children buying behavior and develop a new instrument measurement model as mentioned in figure. The practical implication and recommendations for each identified factors are described below.

FACTOR 1: Mode of Advertisement: Children differ in their cognitive ability as they grow up. This leads to a change in their attitude towards Television advertisements. Advertisements play an important role in the life of children by making them aware of the brands and helping them learn how to use them. Some researchers claim that children do not understand the persuasive agenda behind an advertisement and hence become targets for commercial persuasion. The research study undertakes five statements based on the analysis. Purchase the product because you like its ad on television. You demand the product because it contains animated character in ad. You buy the product because you like its advertisement in newspaper. You buy the product because you like its advertisement in newspaper. You buy the product because you like its advertisement in newspaper. You like the product because of its colourful background. The highest rank is given to the purchase decision due to its advertisement on television they buy the product as they are very much influence by the advertisement. Percentage of variance is same i.e. 0.910 in both the cases and hence relate to the highest percentage of variance i.e. 20.122. This factor has the maximum importance in the mind of children due to its variance count. The major findings of this study have the following important implications for managers and marketers. In this era of globalised marketing, discernible changes are taking place in the market place.

FACTOR 2: Celebrity Endorsement: Celebrity endorsements and ambassadors have a long-proven track record of marketing effectiveness. Celebrities in advertisement play a lethal combination and most convenient method to reach the children of respective ages. Children are manipulated by celebrities version that product will do something special for them, which will transform their life. Various celebrities like film actors, sportspersons and well known persons are shown in the advertisements to promote the various products and services. Children imitate them after coming to know their lifestyles through such advertisements Children of all age groups are strongly influenced by the presence of celebrities in the advertisements as they like the presence of celebrities in the advertisements.

FACTOR 3: Product availability: With the advancement in the technology and availability of so many options in the market the children are getting aware about the product existence as well as about the existence of other competitors in any category. It deals with so many assumptions of buying patterns related to the so many options and comparisons among them to buy the best among all. Points like availability involves like you buy the product as it was only available that time total factor. 953, other points like buying because of favourite character print on it .953 and last promotion done by favourite friend in school or play area .745. it ultimately turns the percentage of factor as

8.5777. That is buy is related to the availability option as well and need based buying in the end finish with buying as per requirement of the product at that time as future can wait but present requires then and there. The markets and the marketers attract the children with so many options and also the benefits of using one over other for the selling or profit purpose and the child end up buying.

FACTOR 4: Buying Influence: Product attributes play a very important role in marketing from the perspective of the marketer and consumer and it has long been recognized as an opportunity to set the marketer's brand apart from competition. Consumers also value attributes since they are used as the basis for evaluating a product. Attributes also provide the benefits consumers seek for purchasing a product. Product attributes provide a basis through which marketers differentiate and set its product (brand) apart from that of the competitors based on a specific attributes or often several attributes or product benefits. A product is anything that is capable of satisfying customer needs. While in the factor of product influence and its attributes are concerned the buying behavior of children. They attract children to buy considered mainly four statements that is buying because neighbour has that product, for their family use, for their personal use or because of friend suggestion in buying all help a child to buy the product in order to get influenced by the buying pattern of their score shows the total percentage of variance of 10.266 respectively elaborating all statements as ultimately make the buying as influence most by the neighbour buying need and coping of its behavior.

FACTOR 5: Product attributes: Product attributes are an inherent quality considered as an essential factor for consumers' purchasing intention for product. Despite the increase of consumer interest in the continuous used of a product, there is relative little empirical research on product attributes. The relative importance of different attribute-related information cues in influencing the purchase decision-making of consumers. In the product planning area, decisions must always be made which require trade-offs in that a higher level of one attribute necessitates a lower or higher level of some other attribute due to engineering and/or financial considerations. According the data gathers related to the attributes the product is preferred over the other due to its fragrance or flavour .915, equally important with the color point .915, for its natural features not at harmful in any way totally made with natural material .721 and lastly based to the sensitivity issue for children like delicate skin or soft skin the impact is .608. The total percentage of variance is 6.239 and make the buying based on the additional features in any product.

FACTOR 6: Entitled Price consciousness and Money: It characteristics children who are consciousness about price and value of money, price sensitivity is one of their characteristics and usually take time to shop and carefully for the best buys. If we compare this factors with previous studies, the factors title "Price Value Consciousness" appeared in a number of studies in the context of buying by channels. Composite reliability coefficient of this factor is 0.786 and it is construct of two variables. The most important variable of this factor is price comparison with 0.862 factor loading (λ) followed by the value of money

with 0.647. The factor shows the same result here as in the context of buying channels.

FACTOR 7: Brand Consciousness: Branding a product means a long-term investment in building that brand by spending on promotion, advertising and packaging. A brand is a promise of the seller to deliver specific set of benefits or attributes or services to the buyers. Apart from attributes and benefits, it also reflects about values, culture, personality and user. Brands provide consumers with clear-cut choices, less confusion, great security, an emotional dimension and something they can trust. Brand enhances the perceived utility and desirability of a product. It studies the following statements related to brand as you buy the product as you like its brand image .748, you the buy because you like its brand name. .606 And you like the product as of its brand power .500 total percentage of variance comes out to be 3.333. The result is based on children buying decision shows that teenage age children are aware about brand power and its image and reflection on others while little children or kids of other are little less consciousness about their power in market.

FACTOR 8: Content information and display: The content of information and the detail benefits of the product help the children in buying decision as they are getting more aware day by day through advancement. They buy after reading the whole content at the back of each product and make the product purchase accordingly. The simplest way to display products for sale is by adding a Product Reference field to a node type and setting its display formatter to *Add to Cart form*. The Add to Cart form will automatically adjust to accommodate single or multiple value product reference fields. When a product is added to the cart from a node using a Product Reference field, it will link to the node in the shopping cart block and form. The research shows the importance of four statements like buy product due to its information .846, purchase the products the product you liked the store display .717, buying after getting its information online .633 and by after obtaining its complete knowledge form near sources.531. The total percentage of variance result to 5.579 making it a important factor in buying process.

3. Conclusion

Children in India have become the most important object in such research. This is not only because India has the second largest population of children in the world, but also due to the fact that compared with the children in other nations, Indian children have substantial economic power and unique influence. Children are effectively fitting into the consumer role owing to time pressures and income effects in dual career families.

While younger children clearly affect parental behavior and purchases, adolescents have full cognitive development and an understanding of the economic concepts required for processing information and selection. An analysis of children as consumers helps in the formulation of marketing strategies by identifying the motivations, interests, and

attitudes of children who show the greatest involvement in making purchases in a specific product category.

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