

Family Purchase Decision Making: Exploring Children's Influencing Role

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Abstract

In terms of long-term viability, growth, and development, consumer behaviour research is becoming more and more crucial for marketers. It is more challenging to comprehend how consumer requirements, interests, lifestyles, and demographics are changing. No longer are the kids consigned to the wings. Most of the time, when a family makes a purchase, everyone decides at the same time. Nowadays, children have a significant influence on the majority of a parent's shopping choices. Marketers need to comprehend the intricacies of family purchasing decisions and how much effect kids can have on them. Children are significant participants in many economies thanks to their purchasing power. Other family members' shopping preferences may likewise be significantly influenced by them. This essay aims to provide light on the degree and type of children's effect on parental decision-making about real estate purchases. This study presents the results of a descriptive study on children's shopping preferences. Examining the important research on how children affect family buying decisions. The study has contributed to the corpus of knowledge already available about young consumers. The results could aid firms in better comprehending children's shopping preferences.

Keywords:- Consumer Behaviour, Children, Influence, Family, Decision Making.

Introduction:-

Finding the family member who makes the buying decisions is one of marketers' primary goals in today's cutthroat business environment. It is crucial to identify the primary decision-maker in a family because that person's impact and function depend on the type of product, the size of the family, and other factors (Tinson and Nancarrow, 2008). Children are an essential component of a family and they have a significant impact on how people make purchasing decisions (Jan and Akhtar, 2008). Children are becoming a higher importance in the household and frequently know more than their parents do. Children today are regarded as consumers (Polya, 2012). Additionally, because to the accessibility of contemporary information technology and communication systems, kids today are more sophisticated. Nowadays, parents are using their kids'

knowledge to purchase anything from everyday items to lasting goods (Sharma and Dash Gupta, 2009). The influence of children on their parents' purchasing decisions makes their contribution to the family's purchasing decision-making process not insignificant. Depending on the many product categories and the stages of the purchase decision-making process, children's involvement in family purchasing decisions varies (Chaudhary and Gupta, 2012). Age and gender are two demographic characteristics of children that are important when choosing a product and making a purchase decision. Children's involvement and influence in the decision-making process for family purchases inspired the researcher to conduct research in this area. Women have always served as the purchasing agents for their families, but as they became more involved in the workforce, this function quickly changed.

As a result, the family's income affects the following generation. Children are therefore referred to as the family's buyers. Children can talk to their parents about what they have seen. Children can enjoy making routine purchasing selections as well as pestering their parents to acquire the things they want (Caruana and Vassallo, 2003).

Decision Making of the Family

The family is a key phenomenon in marketing and consumer behaviour that mediates the buying decision-making process significantly (Commuri and Gentry, 2000). Within a wider society, the family and the individual work together (Kumar, 2013). According to Guneri et al. (2009), the dyadic and triadic qualities play a role in family purchasing decisions. The triadic research looked at the relationships contained in the function of children in the family buying decision-making process, which was comparatively understudied in the dyadic studies, which looked at the influence of husband and wife in the family buying decision process.

Children's influence on family decision-making

Children as role models: According to earlier study, children's influence on family purchasing decisions varies depending on the decision-making stage and the product in question (Ghouse et al., 2020; Martensen and Gronholdt, 2008). Children have been shown in the majority of previous studies to have the highest influence during the buy initiation stage (Chaudhary, 2015; Belch et al., 1985) and the least influence during the decision stage (Wang et al., 2004).

Literature Review

Noergaard et al. (2007) reviewed the research on the decisions families make when purchasing food. Children's active engagement, among other factors, impacts the power they wield while making food decisions as a family.

In order to fully comprehend the family dynamics and procedures involved in purchasing food on a daily basis, it is important to listen to both parents and children. Parents and kids do not always agree on how much impact kids have during the various stages of the process. The study stressed the significance of viewing children's active participation and impact in food decision-making as a collaborative activity.

Wut & Chou (2009). Making decisions as a family is more complicated than making decisions as an individual since there is a chance of making decisions together and because various members may play different roles. Identification of those involved in the decision-making process is crucial to comprehend how consumers make purchases; these people can be initiators, influencers, deciders, buyers, or users (Kotler, 2008). Children can take on the roles of initiators (those who make requests for purchases), influencers (those who have an impact on the decision to make purchases), and users (those who use the product). These responsibilities are carried over into family decision-making, giving kids the same purchasing power as parents.

Gbadamosi (2012) To address the evolving role of children, cultural shifts, and the ramifications for global business, Gbadamosi (2012) employed qualitative methodologies. A data collection project was conducted in the Ikeja neighbourhood of Lagos, a state in the southwest of Nigeria. The results showed that kids utilise four fundamental strategies to sway their family's consumption: direct requests, persuasion, emotional strategies, and references to other people.

Desai (2008). Family as a unit of consumption and decision-making is a key phenomenon in marketing and consumer behaviour. Consumers make a lot of family-related decisions together that affect the attitudes and preferences of other family members. The family has a significant impact on how its members behave as

consumers. There are numerous instances where a family can affect how its members consume.

Elizabeth Thompson et al. from 2007. Children have the power to both directly and indirectly influence family purchasing decisions. They displayed a variety of complex persuasion behaviours, such as defending and emphasising the advantages of purchasing, building alliances, compromising, and persevering. The use of product-related knowledge and information, which was perceived favourably and encouraged by parents, supported and strengthened these behaviours.

B. Guneri and M Delen (2009) found that children have a greater impact on need awareness, where to shop, when to shop, and which sub-divisions to shop in. Parents, on the other hand, believe that they are the most important decision-making units in the family and that children have relatively little influence over family decisions. According to this study, parents undervalue their kids' influence on household purchasing decisions.

Choudhary & Hayman (2019) The influence and actions of children in relation to consumer decision-making are influenced by the mother's role within the home. In most family setups, moms are the key adults involved in choosing gifts for the children. Children similarly blame their mother for influencing the way they make purchases. The unmarried single woman who puts off having children in order to advance her profession and have more disposable income may give her kids more say in what they buy.

Caruana & Vasallo (2003). Single parents typically think their adolescent children have a greater influence over consumption choices. Children in single-parent households frequently have to handle home chores and go shopping alone to make up for their parent's time-constrained lifestyle, assuming adult-equivalent roles that are uncommon in dual-parent families.

Chaudhary and others (2018). Children have received more consideration in recent years from politicians, researchers, and marketers as a distinct market group.

Through the prism of a real estate acquisition, Kancheva (2020)'s study offers insights into the decision-making behaviour of the Bulgarian family with a focus on the types and degrees of children's influence. Parents believe that their children have a considerable amount of indirect influence over the family's decision to buy a home. They are observed to have the largest influence during the last stage of family decision-making, whereas they have very little impact throughout the phase of information search. The choice of retailer and the setting of financial parameters exhibit the lowest influence, whereas the decision to make a purchase exhibits the largest influence. The current study's findings largely concur with earlier studies on children's impact over real estate purchases, although they differ from findings generated in the context of various product categories. Children play the same function for married and cohabiting couples in this consumer setting.

According to Rao (2020), the growing importance of children's roles is partly due to their growing influence over family purchasing decisions. Children now have more authority in families across all nations and cultures because parent-child relationships are also growing more open, cordial, democratic, and participatory as opposed to prior eras.

Objective

To determine how much children are involved in family purchasing decisions.

Findings

The growing significance of children in family purchasing decisions is a major factor in the increased focus on children's roles. The results showed that kids utilise four fundamental strategies to sway their family's consumption:

direct requests, persuasion, emotional strategies, and references to other people. With their capacity to both directly and indirectly influence decisions, children are playing a significant part in family purchasing decisions. Children have a greater impact on need detection, where to shop, when to shop, and which sub-divisions to shop in. They are observed to have the largest influence during the last stage of family decision-making, whereas they have very little impact throughout the phase of information search. Children have been reported to have a variety of roles in the family's purchasing decisions, including initiator, influencer, decider, and user.

Conclusion:-

Buying is a challenging and complicated process, especially when kids are involved with parents and have a direct say in purchases. This study made evident that children were playing an increasingly important part in family purchasing decisions, but that effect was constrained by possibilities and constraints. Overall, the study's findings indicated that children had a big influence on family decisions when their parents ask their input about which things to buy. Due to the impact of more open family communications and lax parenting styles, it was shown in the research results that children today have more personal power, more influence, and receive more attention from their family as opposed to children in previous generations.

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