

A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION

*Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial
Fulfillment of the Requirement for the Degree of*
MASTER OF COMMERCE

Submitted by

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MARCH 2023

DECLARATION

I hereby declare that the project work titled “**A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION**” is a bonafide record of the project work done by me under the supervision of **Dr.TESSY THOMAS**, Assistant Professor, Department of Commerce, Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

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CERTIFICATE

This is to certify that the dissertation titled “**A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION**” submitted by SHERIN GEORGE in partial fulfillment of Master of Commerce to Mahatma Gandhi University, Kottayam is a bonafide record of the work carried out under my guidance and supervision at Bharata Mata College, Thrikkakara, Cochin.

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ACKNOWLEDGEMENT

I would like to express my gratitude to Almighty God to enabling me to complete this project on **“A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION”**.I would like to express my indebtedness appreciation to my research guide Dr. Tessy Thomas, Department of Commerce, Bharata Mata College, Thrikkakara. Her constant guidance and advice played the vital role in making the execution of the project. She always gave me her suggestions that were crucial in making this report as flawless as possible.

I would like to convey my sincere gratitude to Dr. Johnson K M, Principal, Bharata Mata College, Thrikkakara and the Head of the Department of Commerce, Dr Ponny Joseph for their encouragement and support during the course of this study.

I am also grateful to all the respondents who answered my questions regarding my study which were helpful for the successful completion of this project.

I am ever grateful to my parents also for their guidance and sacrifice to continue my study.

Finally, I am indebted to all of my friends and all the teaching and non-teaching staff of the Department of Commerce without whose help it would not be possible to complete this report.

Date:

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A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION

ABSTRACT

This study aims to explore the impact of pester power on parents' buying decisions. Pester power refers to the influence children have on their parents to purchase specific products or services. Through a combination of qualitative and quantitative research methods, the study will investigate the factors contributing to pester power, and the extent of parental susceptibility to this influence. The findings will offer valuable insights for marketers, policymakers, and parents in understanding and effectively managing pester power within the buying decision process. The study was focused on parents in Ernakulam District. The data was collected from 100 respondents and it was analyzed with the help of SPSS. The independent variables in the study are product types, peer influence, age, effect of advertisement and product packaging. The dependent variable is parents buying decision.

Keywords: Pester Power, Product Types, Peer influence, Age, Effect of Advertisement, Product Packaging, Parents Buying Decision

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The modern idea of nuclear families has given children lot of power to influence family decisions. Children are the most valuable and influential part of a family and they always receive more attention and love from their parents. The key to business success is to encourage children to influence their parents or other family members. Parents want always their children happy, and children have the ability to persuade their parents to fulfill their needs, whether it is necessary or not. Because of the increasing trend of a nuclear family, children become more pampered and this makes them more obstinate about their product choices. The nagging ability of children to force the purchase decisions of their family is called “Pester Power”. The nag factor is defined as the direct or indirect influence of children over the family or household purchases (Upadhyaya, 2007)

The concept was firstly introduced in USA in the late 1970s. Children become more aware of the latest innovations in today’s digital world, and they become more conversant with what’s going on in their neighborhood. Parents are finding it difficult to persuade their children to follow their own advice. Children are often in need of the items that are advertised in the mainstream media, and in social media. Compared to past generations, children today have greater discretion and autonomy in using their decision making power inside the family. This suggests that kids have a big say in what their parents should or shouldn’t buy.

Children have emerged as a significant consumer group that cannot be ignored. They have a powerful voice in making the decision to buy their products. They make up a large market segment and have a significant effect on family purchasing decisions. Kids of this generation are more connected; more educated, and employ a variety of tactics to influence their parents. The marketers are relying on the children to force the parents to buy the product rather than going to straight to parents. In the advertisement the advertisers are focusing on the children.

1.2 STATEMENT OF THE PROBLEM

Pester power is a term used to describe a child's influence on the parents in the buying process. Due to the rise of nuclear families and government attempts to encourage family planning, the power of pestering is more relevant in today's society. With both parents working, the absence of quality time to spend with children is typically filled by showering gifts and also caving into their requests. A child is typically pampered by their father, mother, grandparents, uncles, aunts, etc. The children have been loaded with information from advertisers about what they want via the internet and television. Due to the nag factor, a lot of marketing and promotion efforts are being directed at children. The influence that children now have on family purchase selections is significant, which could be detrimental to the family budget. Even for making big-ticket purchases for the home, parents take their child's opinion into account. Hence it would be appropriate to evaluate the influence of pester power.

1.3 SIGNIFICANCE AND NEED OF THE STUDY

Consumer behavior is the process of selecting or choosing products/services to meet their needs and requirements, and this process will impact other consumers and society. It is one of the main problems for every businessperson to predict consumer behavior because it plays a vital role in their profits and sustainability. The influence of children on family purchasing decisions varies by product. Children have more influence in the products which the child is a primary user or consumer. Children watch TV, use the internet more often, and are able to express themselves, and so, when it's the time for the family to make a decision to buy something, the children are playing a bigger part. The purpose of this research is to find out pestering effect on family buying decision.

1.4 SCOPE OF THE PROBLEM

This study aims to find out how aging affects parents purchasing decisions in Kerala. The research covers a number of issues including the nag factor, factor influencing the nag factor, children persuasion techniques and the impact of the nag factor on parents purchasing behavior. This study mainly focuses on the parents having children 2-18 years in Ernakulam district.

1.5 OBJECTIVE OF THE STUDY

The study on influence of pester power on family buying decision is undertaken with the following specific objectives:

- To identify the factors that influence in parents buying decisions.
- To examine the effect of age of the child on parents buying decision.
- To explore the influence of pester power on parents

1.6 HYPOTHESIS OF THE STUDY

Following are the null hypothesis for the study:

HO1 : There is no significant relationship between product types and parents buying decision.

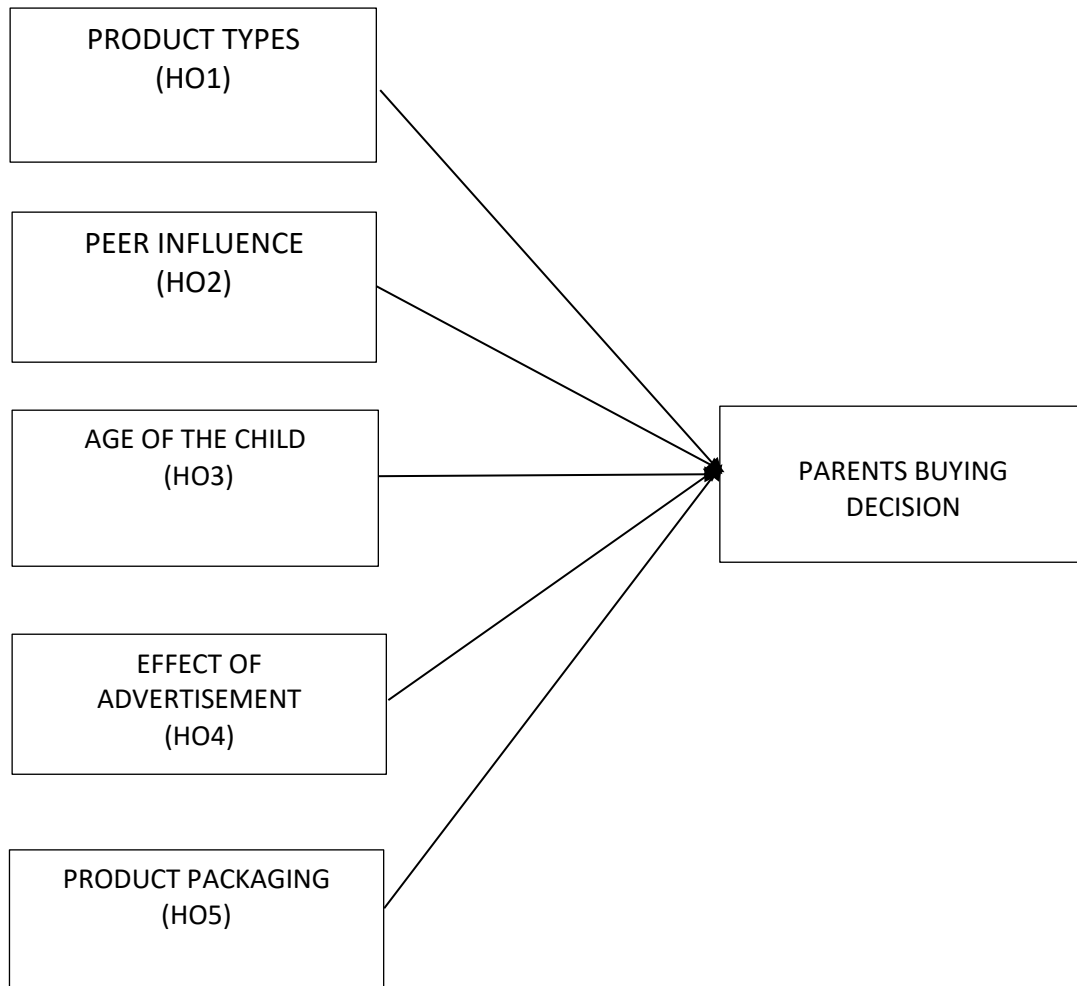
HO2 : There is no significant relationship between peer influence and parents buying decision.

HO3 : There is no significant relationship between the age of the child and parents buying decision.

HO4 : There is no significant relationship between effect of advertisement and parents buying decision.

HO5 : There is no significant relationship between product packaging and parents buying decision.

Figure 1.1 Hypothesized Model



Source : Compiled by the researcher based on extensive review

1.7 RESEARCH METHODOLOGY OF THE STUDY

Research methodology is a science of studying how research is carried out. This study tries to look out the influence of factors that influence pester power on family buying decision. During this study, five independent variables and one dependent variable are tested. Dependent variable is parents buying decision, and independent variables are product types, peer influence, age of the child, effect of advertisement and product packaging.

1.7.1 SAMPLE

A sample is a finite subset of population, selected from it with the objective of investigating its properties. A sample of respondents are parents having children 2-18 years in Ernakulam district, is taken for the study.

1.7.2 SAMPLE DESIGN

Sampling design is a design that specifies the sample frame, sample size, sample selection and estimation method in detail. For this study, the 100 samples were selected by using the sampling method from the total population.

1.7.3 METHOD OF DATA COLLECTION

Data was collected from the respondents through structured questionnaire prepared digitally in Google forms. Google Forms Questionnaire were sent to the respondents and responses were taken from the Google response sheet.

1.7.4 DATA

Both primary and secondary data sources are used for this study. Primary data was collected from the 100 respondents using structured questionnaire prepared digitally in google forms. Responses on various measures used in the study were obtained on 5-point scale as strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1) and highly influential, influential, moderately influential, slightly and not influential.

The secondary data was sourced from official publications, books and journals and websites. Such data are more quickly obtainable than primary data.

1.7.5 TOOLS FOR ANALYSIS

The primary data collected were statistically coded, processed, classified, tabulated and analysed by using statistical and mathematical tools and techniques like percentages, mean, mode and standard deviation. In this study table and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS).

1.8 LIMITATIONS OF THE STUDY

Some of the limitations of the study:

- Availability of time and resources are the limiting factors of study.
- The sample size was limited to 100 respondents only.
- The possibility of the respondent's responses being biased cannot be ruled out
- Due to the limited number of respondents, the findings may not be the same for the whole population.
- The findings of the study are based on the response of the respondents, which might have their own limitations. The attempted objectivity has naturally been constrained.

1.9 CHAPTERISATION

The study is organized in four chapters

1st chapter – Introduction

This gives an introduction to the study. It gives details including the statement of problem, relevance, scope, objectives, hypothesis, research methodology, limitations, method of analysing of data of the study and scheme of chapter presentation.

2nd chapter – Review of literature and Theoretical Framework

It includes various previous studies related to the topic and also includes the concept, definition, meaning of pester power and details about influencing factors which has been obtained from various published sources and act as secondary data for the study.

3rd chapter – Data Analysis and Interpretation

This explains the examination and analysis of the data to obtain objectives of the study. Analysis of the study is carried out with the help of a software called Statistical Package for Social Science (SPSS).

4th chapter – Findings, suggestion and conclusion

It is the final chapter which gives findings, suggestions and conclusion derived from the study.

CHAPTER II
REVIEW OF LITERATURE
AND
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK & REVIEW OF LITERATURE

2.1 THEROTICAL FRAMEWORK

2.1.1 INTRODUCTION

Pester power refers to the persuasive ability that children possess to influence their parents to buy the products they desire. In modern times, parents are more likely to take their children's demands seriously, granting them a significant amount of sway over family purchasing decisions. Consequently, children now wield a significant amount of influence over family purchasing decisions, and marketers are keen on exploiting this phenomenon to drive sales. Today's children have more autonomy and decision-making power within their families, which means that they have become an important consumer group. They are not only customers of the present but also of the future. Therefore, it's crucial for companies to target children early as they are not only powerful influencers of their parents buying decision but also potential lifelong customers.

Cambridge dictionary defines pester power as, "the ability that children have to make their parents buy something, by asking for it many times until they get it." According to Collins, pester power is "the ability possessed by a child to nag a parent relentlessly until the parent succumbs and agrees to the child's request." The nag factor is explained as the tendency of children, who are continuously motivated with messages of marketers, to unrelentingly request the parents for advertised items (Holly K. M. Henry and Dina L. G. Borzekowski, 2011)

Today's generation of children is highly connected and informed, and they employ various tactics to influence their parents. Marketers are capitalizing on this by using children to persuade their parents to buy products, rather than targeting the parents directly. The advertisers are focusing on the children in the ads. They knew that if children liked the products, then they will compel the parents to buy the products. So, the marketers are focusing on such advertising and earning a huge amount of profits. In fact, for parents, it is hard to say "NO" all the time. The influence of children as decision makers in the family unit has become more prominent, with many people attributing this trend to the rise of nuclear families. Peer pressure, shame and excessive expectations are just a few of the origins of pester power. Pester power marketing is a form of youth marketing in which marketers use the pester power or nag factor to persuade parents to buy what their children want.

The involvement of each family member in purchasing decisions and product utilization is critical information for marketers and researchers. Studies suggest that, in many families, younger members wield significant influences over purchase decisions. However, recent societal and demographic shifts have altered the traditional family structure and distribution of responsibilities. Each family member now has a distinct role in the purchasing process across various categories. Indian children do not have much purchasing power as compared to western counterparts but still they play very significant role in influencing parent's purchasing decision (Kaur and Singh, 2006). The degree of nagging intensity, as well as the effectiveness of counter strategies, can vary greatly depending on the type of product being requested and the specific demographic characteristics of both the children and parents involved. Children are the major influencers in most family decisions in the new generation families and their influence is determined by certain characteristics of products, family structures, parental characteristics, age (McNeal et al., 1998)⁴, (Levy and Lee, 2004)⁵ and other demographic variables (McNeal, 1999)⁶ and (Tamara F. Mangle Burg, 1990)⁷ because, there has recently been an increasing recognition of children in family

The children's peer influence plays a vital role in parents buying decisions. Every age group possesses a diverse lifestyle, unique culture, mingle way, values, customs, different expectations, and opinions regarding a product. So, marketers need to draw essential marketing strategies, suitable for each age group distinctiveness and behavior, especially, in terms of how to promote the product, its visibility, services, and communication (Khandai & Agrawal, 2012; O'Neill & Buckley, 2019; Singh & Kaur, 2011). The demands of the consumer and also the way the consumer behaves have changed dramatically as a result of exposure to the globalized world. And today's consumers are completely different from the earlier days.

Children exercise quite strong influence on family decision making processes in connection with purchases, particularly in the case of products relevant to them (like cereal, juice, soft drinks, and mobile phones) and during the initiation stage. The gender of the children does not contribute significantly to parents' perception of their children's influence (Anne Martensen and Lars Grønholdt 2008). Children nag until their parents finally admit defeat. The success of such attempts on the type of offering, characteristics of the parents, age of the children and stage of the process. Working and single parents on the other hand are more likely to give in because they face more time pressures. Children's impact on family decision in shopping has been steadily increased (Tiwari, 2015)

2.1.2 CHARACTERISTICS OF PESTER POWER

- **Persistence:** When children uses pester power, they may repeatedly request a product or service even after their initial request has been denied. They may use various tactics to influence parents like resistance, including but not limited to repeating the request, appealing to their parents emotions.
- **Emotional Appeals:** To persuade their parents to fulfil their demands, children often resort to emotional manipulation. This includes screaming, whining, throwing etc.
- **Consumer knowledge:** children are often aware about products they want and they may have been exposed to marketing messages through television, social media or peer influence. Children also may use their parent's preferences or habits to effectively persuade them to purchase the product they desire.
- **Influence on Purchasing Decisions:** children have significant influence on family buying decision. Even if they do not agree that a service is necessary or if it conflict with their values, parents can be compelled to buy it.
- **Age and gender:** pester power may vary based on age and gender. Younger children are likely to make direct demands, while older make various tactics .Girls are using pester power effectively more than boys

2.1.3 ADVANTAGES

- Increased sales
- Improved relationship
- Consumer skills developed

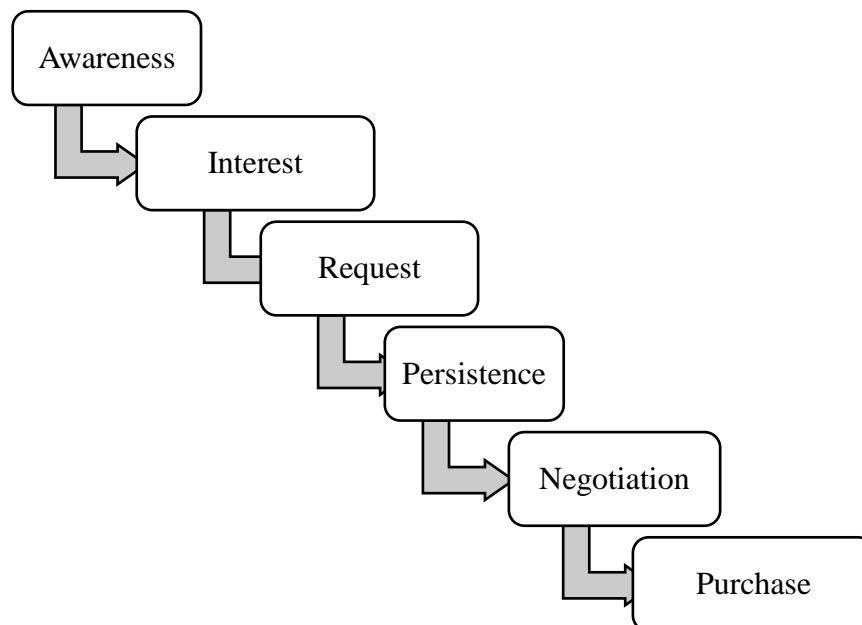
2.1.4 DISADVANTAGES

- Pressure on parents
- Marketing exposure
- Financial burden
- Unrealistic expectations

2.1.5 STAGES OF PESTER POWER

Pester power typically involves a series of stages that can vary depending on the child's age, the product or service, and parents responses.

- **Awareness:** the child becomes aware of a product or service through advertising, social media, or peer influence.
- **Interest:** the child develops an interest in the product or service and begins to ask questions or express desire to have it.
- **Request:** the child makes a direct request to the parent to purchase the product or service.
- **Persistence:** if the parent initially says no, the child may persist with their request through additional pleading, bargaining.
- **Negotiation:** the child may negotiate with the parent, offering to do behave better in exchange for getting the desired product or service.
- **Purchase:** if the parent ultimately agrees to purchase the product or service, the child may feel a sense of accomplishment and satisfaction, which can reinforce the behaviour.



2.1.6 Buying Behaviour Theories

•**Social Learning Theory:** According to this theory individuals learn by observing and imitating the behaviours of others. Children may learn to pester their parents because of the influence of marketing techniques. According to this theory children's behaviour is influenced by their environment, which includes their family and the wider social context.

•**Family Communication Patterns Theory:** The theory says that the families have distinct communication patterns that may influence their decision making processes. In the context of pester power, family communication may determine how children express their desires and how parents respond to those desires. In families where there is open communication, children may feel comfortable to express their needs. While children in families with closed communication structures children may be reluctant to speak up.

•**Consumer Socialization Theory:** The theory suggests that people acquire the skills and knowledge necessary to be consumers through a socialization process that commences in early childhood. Parents and other socialization agents play a critical role in shaping children's consumer attitudes, values, and behaviours.

•**Dual Process Theory:** The theory describes how thought can arise in two different ways. The two processes are often divided into an implicit (automatic), unconscious process and an explicit (controlled), Conscious process. In the case of pester power; parents may use both of these processes to determine whether to comply with their children's demands. They may engage in a deliberate process in which they consider the cost, quality, and usefulness of the product in question, but they may be influenced by emotional appeals which are part of the intuitive process. Parents can make decisions about giving in to their children's demand by considering aspects.

2.1.7 REASONS FOR GROWING PESTER POWER

•**Marketing Strategies:** Advertisers have become adept at targeting children with persuasive advertising campaigns. Companies use animated characters, colourful packaging and variety slogans to attract children.

•**Increased Disposable Income:** Many families now have more disposable income than ever before, which means that parents are more willing to spend money on their children's needs and wants.

•**Parental guilt:** Working parents often feel guilty for not spending enough time with their children and may compensate by buying them things. Parents may feel that buying their children things is a way to show love and affection.

•**Peer Pressure:** Children are influenced by their peers, and they may want the same toys. Clothes and other things. This can create pressure on parents to buy these items for their children.

•**Convenience:** Busy parents may find it easier to give in to their children's demand rather than face the rigors of an argument.

•**Online shopping:** The rise of online shopping has made it possible for children to request items they want and for parents to order these items with a click of a button.

2.1.8 FACTORS AFFECTING THE GROWTH OF PESTER POWER

Young children typically cannot easily access the majority of products; instead, parents must function as intermediate purchasing agents. Children begin the flow of influence through their prospective assertiveness. The children have enormous power known as the "pester power" because of a variety of reasons. When examined more closely, it becomes clear that children's pester capacity is not the result of a single component considered alone but rather a combination of various factors

•Changing family structure

The structure and environment of the family, a vital institution in Indian society, have undergone a significant change. Children are increasingly directing by the families. This is mainly true in households with a single parent, where the kids are given greater responsibility, such going shopping and making purchases on their own. As a result of changing economic conditions such as working mothers, delayed Childbearing, higher divorce rates, and smaller families, the importance of children in the family has increased globally.

•Double-income families and lack of parents' quality time

They frequently feel so bad for not spending enough time with their children when both parents are working. Most parents try to give in to their children's demands in an effort to suppress their guilt. Due to their two income streams, the parents have a comparatively higher amount of disposable income. They try to substitute value time with attractive products on sale on the market, satisfying the needs of children.. Children's consumption also rises as a result of this. The amount of parental time available is inversely correlated with the amount of pestering power.

•Increasing sources of pocket money

When both parents are employed, grandparents often take on greater responsibility for raising the children. In India children are often given gifts and money on special occasions, which can lead to sense of entitlement and the ability to buy things independently. The youngster receives pocket

money from several family members such as grandparents, relatives, neighbours, etc.

•Peer pressure

Pester power is a form of peer pressure used by children to persuade their parents to buy things for them. When children see their friends with new toys they may feel like they need to have those things too. They may ask the parents to buy them. It is important for parents to be aware of pester power and to make thoughtful decisions about what they buy for their children, rather than giving in to every request.

•Childs demographics (Age of the child)

Several theoretical approaches have concentrated on the effect of age on the children to influence in the family purchase decision. With the increase in age, the effect of children on family purchasing has been found to increase. Older children preferred to choose a more prominent outfit for their families. And more established children were more conscious of brand and cost than younger children.

•Type of product Type

Type of the product also plays an important part in impacting the children. It is generally accepted that children who consume those items that are related to their interest level have more influence as compared to those products which are not related to their interest level. According to Pakistan aspects researches suggests that children have more influence on selection of their related choice of products as compared to those products which are used for family consumption.

•Marketing strategies

Children born in the last two decades are more susceptible than ever to advertising and marketing since they have grown up in today's highly consumerist and branded society. Children today think more interactively, therefore the development of the internet and subsequent raise in e-marketing offers them real-time interactions and an immediate and interactive reaction. Advertisers have recently started experimenting with this unconventional method, in which the target audience is unaware that they are being targeted. This method is frequently used on television and print media. The primary goal is to attract consumers.

•Socioeconomic Status

Children from higher socioeconomic backgrounds have greater access to resources and may be exposed to higher amount of advisements which can increase pester power.

•Cultural Background

Cultural norms and values can influence the extent to which children are encouraged to make requests and demands of their parents.

•Stress

Parents who are under stress may be more likely to give into their children's requests in order to avoid conflict.

•Parenting style

Some parents are more susceptible to pester power than others. Permissive parents who have difficulty saying no to their children are more likely to give in to their demands. While some others are authoritative parents who set clear limits and boundaries are less likely to be influenced by pester power.

•Product packaging

Children were stimulated to participate in family buying due to various factors like advertisement, product designing, and peer influence Thyne, Robertson, Watkins, and Casey (2019). According to the study Chatham, Huye, and Landry (2016) elucidated that, usually, kids below twelve years of age are attracted more towards packaging. Packaging with lively colors and cartoon characters attract children's attention and, pester power among them. Marshall, O'Donohoe, and Kline (2007) described that active packaging impacts children's and children's influence on their family purchasing. Thus, attractive packaging, visual appeal, product shape, distinct signs and symbols, and unusual ingredients in packaging inspire children to attract and ultimately buy the product.

Pester power is influenced by a variety of factors, including the age of the child, parenting style, advertising, social norms, family income, cultural and ethnic backgrounds. Parents and guardians can mitigate the impact of pester power by setting clear boundaries and limits, being mindful of the media and advertising their children are exposed to, and considering their cultural and ethnic values when responding to their children's requests. Ultimately understanding the factors that influence pester power can help parents to make informed decisions and create a healthy and balanced environment for their children.

2.2 REVIEW OF VARIABLES

2.2.1 PRODUCT TYPES

Product types are the one of the most important factor which influence purchasing decision of the parent. Due to increased exposure to television and advertising, children today are more informed and knowledgeable, and they are well aware of the products on the market. . Today children have the influencing power for almost all product categories. Whether the product is for child's own use like toys, snacks, clothes, etc. or the product for family use like family vacation or the product for household like rice, food, tea/coffee, child is having very strong influencing power (Gupta, 2012). Young children's product-involvement level was influenced by parents, product category and peers (Hornik, 2010). The perception of children's influence was highest for products that related directly to the child. . Chaudhary and Hayman (2019) suggest that children's persuasive ability in parents buying decisions largely depends on the nature of product categories. s. Children always have a greater awareness of the products shown in the advertisement, thereby pester their parents buying choices (Kristensen, 2005). Children always nag for their products. In order to buy the products they use various tactics. Mostly studies produce, that children input more influence for their related products like toys (Burns & Harrison 1985); cereals (Belch, 1985), children's wear (Foxman, 1988) & Snacks (Ahuja, 1993)

HO1 : There is no significant relationship between product types and parents buying decision.

Table No. 2.2.1 Measure of Product Types

SLNO	Measure	Reference
1	My child encourages me to buy their related range of products (e.g. toys, junk food like, biscuit, ships, chocolate, etc.)	(Rizwan Raheem Ahmed 2015)
2	If I buy adult related products, the child is less likely to involved in the purchasing decision	
3	Children make their own purchasing decision in their related range of product	
4	Product relation with children becomes strong due to influence of advertisement.	
5	Children influence on those products which have high promotional offers e.g. gift hampers, goody bags.	

Source : From existing Review of Literature

2.2.2 PEER INFLUENCE

Peer pressure is other important factor which influence on family buying decision. While making purchase decision children always considered the product which there in friends circle. Peers and reference groups play an important role on the child participation in family buying decisions (Moschis and Churchill, 1978, Schiffman & Kanuk 2007). Jain and Sharma (2016) delineated, children often put higher pressure on the purchase's items, parents appreciate kid's information, say, regarding products and find it useful when making a purchase decision. Their purchase decisions depend on product color, packaging, store environment, product size, and peer recommendations. Mokgosa and Mohube (2007) identified that children are vulnerable to peer influence, and they usually show a high propensity to make product choices and buying behaviors endorsed by their peers.

HO2 : There is no significant relationship between peer influence and parents buying decision.

Table No. 2.2.2 Measure of Peer Influence

SLNO	Measure	Reference
1	Children may buys the same brands as his friends buy	Jain and Sharma (2016)
2	I feel pressured to buy certain products for my children due to the influence of other parents or peers.	
3	Do your children consistently demand those products which they have seen in their friends circle	Neetu Jain, Neha Sharma (2016)
4	Children tend to follow their peer group, hence it influences the purchase decision	

Source : From existing Review of Literature

2.2.3 AGE OF THE CHILD

Child demographics is the other important factor which influence the purchase decision. Generally an age of child is considered the utmost important factor; it is generally the utmost common variable for purchase decision (Mangleburg, 1990). Usually the effect of child on parents tends to grow with the age (Wackman & Ward 1972; Atkin, 1978; Jenkins, 1979; Mitchell & Moschis, 1986; Sim & Swinyard, 1987; Palan & Laczniak, 2004). Children from about age eight to fifteen years have the most influence (Darley and Lim & Moschis and Mitchell, 1986)

HO3 : There is no significant relationship between age of the child and parents buying decision.

Table No. 2.2.3 Measure of Age of the Child

SLNO	Measure	Reference
1	Children purchase influence decrease with increase in their age	(Rizwan Raheem Ahmed 2015)
2	Children prefer less involvement of parents when they are grow-up	
3	Influence of child varies as per the income level of the family	
4	Changes in culture i.e., (introduction of social media) have resulted in creating impact on children to influence their parents	
5	Children Influence increases when high living standard is maintained within the family	

Source : From existing Review of Literature

2.2.4 EFFECT OF ADVERTISEMENT

Effect of advertisement is one of the most important factor which influence purchasing decision of parents. Advertising information must be intrinsically credible, authentic, appropriate, and use ful to the consumer at the purchase point (Sama, 2019).Children are aware about the product through advertisements. Children always have a greater awareness of the products shown in the advertisement, thereby pester their parents buying choices (Kristensen, 2005). An advertisement is mainly designed to target children, and to induce them to purchase the products. Through advertisements demand of the product increases. Prendergast and Wong (2003) explicated that advertised products have an enormous impact on children’s product choices, which in turn has a positive control for a family purchase decision

HO4 : There is no significant relationship between effect of advertisement and parents buying decision

Table No. 2.2.4 Measure of Effect of Advertisement

SLNO	Measure	Reference
1	You think the demand of your children has increased as result of greater exposure through advertisements.	Lati & Abrar (2017)
2	You think your children desire those products which they have seen in the advertisement	
3	Children try to copy Ads, hence it influences in buying decision	
4	Advertisement and marketing these days are majorly concerned towards convincing children	Rizwan Raheem Ahmed(2015)

Source : From existing Review of Literature

2.2.5 PRODUCT PACKAGING

Children are always attracted towards bright colors packaged products. Charry (2014), visual aids on packaging and children buying for fast food products, he found that visual appeal is one of the most critical components that used by marketers to increase product consumption among children. s. Children start pestering their parents when they see different products with eye-catching packaging, irrespective of product usefulness. Thus, attractive packaging, visual appeal, product shape, distinct signs and symbols, and unusual ingredients in packaging inspire children to attract and ultimately buy the product. Marshall, O'Donohoe, and Kline (2007) described that active packaging impacts children's and children's influence on their family purchasing. Further, it described that packaging undoubtedly has a substantial impact on child purchase preferences. Ahmed and Salman (2005) inferred that also parents endorsed that the packaging had a role in their child product choices.

HO5 : There is no significant relationship between product packaging and parents buying decision.

Table No. 2.2.5 Measure of Product Packaging

SLNO	Measure	Reference
1	Children gets influenced by the size of the packaging	Jain and Sharma (2016)
2	Children's products preference are influenced by products specific characters on packaging	
3	Bright Color, packaging or presentation of the products influence your children's purchase	
4	My child chooses products that offer free gifts printed on the packaging	

Source : From existing Review of Literature

2.2.6 PARENTS BUYING DECISION

Children today play a more significant and significant role in society than their parents did. Children today are more vocal about the things they want their parents to acquire since they have more freedom within the family than in past generations. (Moschis and Churchill 1978; Moschis and Moore 1982; O’Guinn and Shrum 1997). McNeal and Yeh (1997) demonstrate that children have great influence on their parents’ spending. Children are very demanding consumers from the marketing aspect (Zenkner, 2007). This pestering power positively influences parents’ purchases, especially food and beverages (Harris et al., 2020;Lawlor & Prothero, 2011; Thyne et al., 2019). Children have positive engagement (Dikciuset al., 2017) and influence on the parents purchasing decisions (Chaudhury & Hyman, 2019; Dikcius et al., 2019). Researchers have tried to study the influence of children across product categories and parental responses. Ward and Wackman (1972) investigated children’s purchase influence attempts and parental yielding. Jensen (1995) studied purchase influence attempts by children in Denmark; the location and cause of requests and parental responses to the same.

Table No. 2.2.6 Measure of Parents Buying Decision

SLNO	Measure	Reference
1	Your kid values your (parents) opinion of what he/she buys.	Nicholls & Cullen (2004)
2	Your kid thinks that you (parents) should have to say what he/she buys	
3	You often buy products choose by your kid	
4	Your opinion is more important for kids rather than his/her friends	
5	Your kid buys the same brand as you buy.	

Source : From existing review literature

2.3 REVIEW OF LITERATURE

Deepa Priyanshu, Shireen Banu, Mahera Maqdadi (2021), Children are an important consumer market. They have significant direct and indirect purchasing power to influence decisions when purchasing both ordinary and expensive items, and they have an important role in the family purchasing process. Through readily available socialization agents, they acquire knowledge instantly and put great pressure on parents to buy the products. Due to increased exposure to television and advertising, children today are more informed and knowledgeable, and they are well aware of the products on the market. This paper aims to highlight the various ways children use today to influence their parents, as well as the effect of these methods on their purchasing decisions. The study revealed that parents also agreed and supported their children's annoying behaviour due to a lack of involvement with children. Parents agreed that the factors influencing the child's decision for product selection is the reward and gifts associated with the products. Children use various tactics to fulfill their request. They always pressure their parents to obey their request. Parents have more income and less time for their children. Instead of giving their time they reward them with what they want to do.

Dr Ravi Aluvala, Dr Mallikarjun Varkala(2020), Compared to previous generations, children today have more power of independence and decision-making directly or indirectly within the family purchases. Children then became the new market sector as a result. As a result, the primary goal of the study was to examine how pester power affects the buying habits of specific FMCG products in the Hyderabad region. Results indicate that 85% of respondents agreed that their child was able to recollect the brands of the chosen FMCG product as a result of the television advertisement. 79 % of the respondents believed that their child could recollect the brands of the chosen FMCG product as a result of the celebrity endorsement. More than 44.8% of respondents strongly concurred that having the chosen FMCG products makes their children feel proud of them. More than 80% of respondents concurred that their children purchase the products due to the freebies attached to them.

Munir A. Abbasi, Azlan Amran, Hadiqa Riaz, Noore Sahar & Hassan Ahmed (2020)This study focus the impact of pester power on parent's buying decisions, considering the peer influence, store environment, product packaging, and advertisement as factor of pester power. The study significantly indicates that product packaging, peers' product preferences, and advertisements affects parents buying decision. The study is conducted on Pakistan in FMCG industry.

Dr. Tejil Thomas (2018), The study explores the parent's perceptions of parents regarding the pester power influence or nag factor on their buying behaviour and their strategies to tackle the nagging. Pester power is the tendency of children to persuade parents to buy something for them. The three main factors influencing the nag factor viz. socio-cultural factors, psychological factors and market forces. Children's demographic factors and psychological factors are most important factor which influence nagging of children.

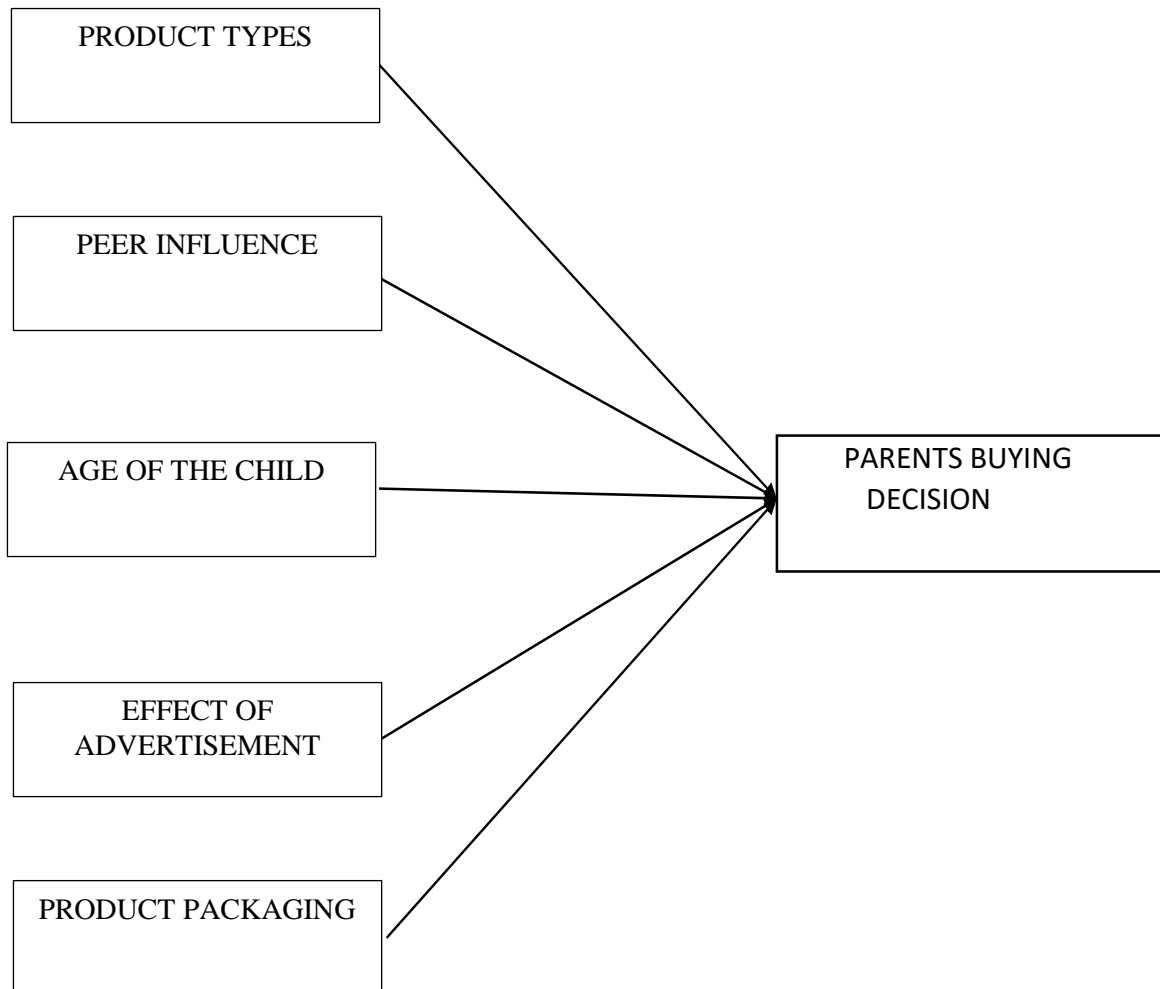
Neetu Jain, Neha Sharma (2016), The aim of this paper was to investigate the influence on the Indian context. Indian families have unique lifestyles, values, and cultures that influence how they view their kids. This study covered the various FMCG product categories, purchase patterns, and store formats that have an impact on the pester power and ultimately the purchasing decisions of families. This paper also aims to pinpoint the elements that significantly contribute to this nagging power. The comments came from parents in various parts of the city of Indore. The findings indicate that wafers are the product that parents prefer most and detergent powder is the least. Even young children demonstrated strong purchasing power in the hair and skin care areas. Television and Packaging are successive influential factors.

Prof. Dr. Rizwan Raheem Ahmed (2015), the influence level of the children have shown dramatic changes and major variations depending upon factors and different norms and values. Over family purchase decision are being influenced by children by a greater extent. The aim of this study was to test certain factors which create impact on children to influence their parents. The overall results of our research analyzed and proposed that branded /unbranded products are likely to impact the children at greater extent to influence the family in the purchase decision, and that children influence tend to increase as a result of the increase in their age level

2.4 MODEL FOR VALIDATION

Based on the above identified variables and review, the following model was developed for validation.

Figure 2.1 Model for validation



Source : Complied by the researcher based on extensive review

2.5 SUMMARY

In this chapter we are dealt with literature review and theoretical framework. This chapter was mainly divided into three sections as theoretical framework, Literature Review and Model Development. In theoretical framework the theory related to the topic of study were identified from secondary data related to the topic. After that lots of previous study were reviewed from various sources and measures used for the study were identified. Then the model development was made according to the review regarding the constructs used in the study. This provides a comprehensive idea and structure to accomplish the objectives of the project. Exploring the literature has helped in developing the questionnaire in tune with the objectives. The variables or construct mentioned here were measured using items identified in the previous review itself. To conclude, all the available previous studies were reviewed to make a meaning full hypothesized model and to bridge the void in literature.

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the data collected. The data is analysed in three different stages. The first section is the profile analysis which includes a brief analysis of the Demographic profile of the sample respondents. In the second section the descriptive analysis and reliability test of the measures are done. In the third section the hypothesis formed at the outset were tested and model validation.

Section I

3.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

3.1.1 AGE OF THE PARENTS

Table 3.1.1 AGE

Age	Frequency	Percentage
Below 30	29	29.0
30-40	44	44.0
Above 40	27	27.0
Total	100	100.0

Source : Primary Data

The table show the age classification of 100 respondents. Majority of the respondents are under the category of 30-40 years (44%) followed by below 30 (29%), above 40(27%).

3.1.2 GENDER

Table 3.1.2 Gender

Gender	Frequency	Percentage
Male	36	36.0
Female	64	64.0
Total	100	100.0

Source : Primary Data

The table shows that 36% of the respondents are male and 64% are female.

3.1.3 OCCUPATION

Table 3.1.3 Occupation

Occupation	Frequency	Percentage
Government Employee	12	12.0
Private Employee	55	55.0
Own Business	15	15.0
Unemployed	7	7.0
Others	11	11.0
Total	100	100.0

Source : Primary Data

Out of 100 respondents, 12% were government employee, 55% were private employee, 15% were own business, 7% were unemployed and 11% were others. Most of the respondents are private employees.

3.1.4 MONTHLY INCOME

Table 3.1.4 Monthly Income

Monthly Income	Frequency	Percentage
Below 20000	20	20.0
20001-50000	58	58.0
50001-80000	8	8.0
Above 80001	8	8.0
Nil	6	6.0
Total	100	100.0

Source: Primary Data

Out of 100 respondents, 20% have monthly income below 20000 58% have monthly income in between 20001-50000, 8% have 50001-80000, 8% have monthly income of above 80001 and 6% of the respondents have no income. Majority parent's monthly income is in between 20001-50000.

DEMOGRAPHIC PROFILE OF THE CHILD

3.1.5 GENDER

Table 3.1.5 Gender

Gender	Frequency	Percentage
Male	41	41.0
Female	59	59.0
Total	100	100.0

Source: Primary Data

The table shows that 41% of the respondents are male and 59% are female.

3.1.6 AGE

Table 3.1.6 Age

Age	Frequency	Percentage
2-10	73	73.0
11-15	21	21.0
16-18	6	6.0
Total	100	100.0

Source: Primary Data

The table show the age classification of 100 respondents. Majority of them are under the category of 2-10years (73%).Only 21% of them are in 11-15 years all others are in 16-18 years (6%).

3.1.7 SHOPPING

Table 3.1.7 Shopping

	Frequency	Percentage
Yes	79	79.0
No	21	21.0
Total	100	100.0

Source: Primary Data

The table shows that majority of the respondents (79%) take their children when they going to shop. Only 21% of them are not taking their children in the shopping.

3.1.8 PESTER POWER IMPACT

Table 3.1.8 Pester Power Impact

	Frequency	Percentage
Yes	98	98.0
No	2	2.0
Total	100	100.0

Source: Primary Data

The table shows that majority of the parents (98%) are influenced by the nagging factor of their children .Only 2% are not influenced. Most of the parents are influenced by the pester power in their purchasing decision.

Section II

3.2 RELIABILITY ANALYSIS

A Reliability test was carried out using Cronbach's Alpha, which measures the internal consistency of research constructs and the result is exhibited in Table 3.2.1. The Alpha value for the seven factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it can be concluded that the Scale has internal consistency and reliability. In the other words, the item that are used in it measures what are intended to measure.

Table 3.2.1
Cronbach's Co-efficient Alpha

Factors	Number of items	Cronbach's Alpha
Product Types(PT)	5	.708
Age of the child(AG)	5	.769
Effect of advertisement(ED)	4	.899
Product packaging(PP)	4	.754
Peer influence(PI)	4	.859
Parents Buying Decision(PBD)	5	.769

Source : Author's calculation

3.3 DESCRIPTIVE ANALYSIS I

3.3.1 PRODUCT TYPES

Product types are the one of the most important factor which influence purchasing decision of the parent. Due to increased exposure to television and advertising, children today are more informed and knowledgeable, and they are well aware of the products on the market. . Today children have the influencing power for almost all product categories. Whether the product is for child's own use like toys, snacks, clothes, etc. or the product for family use like family vacation or the product for household like rice, food, tea/coffee, child is having very strong influencing power (Gupta, 2012).

Table 3.3.1 Measures of Product Types

Measures	Item Acronym	Mean	Mode	SD
My child encourages me to buy their related range of products (e.g. toys, junk food like, biscuit, chips, chocolate, etc.)	PT1	4.14	4	.841
If I buy adult related products, the child is less likely to be involved in the purchasing decision	PT2	4.10	5	.916
Children make their own purchasing decision in their related range of product	PT3	3.65	4	1.077
Product relation with children becomes strong due to influence of advertisement	PT4	3.62	5	1.117
Children influence on those products which have high promotional offers e.g. gift hampers, goody bags	PT5	3.22	3	1.115

Source : Primary data

The mean, mode and SD for PT1, PT2, PT3, PT4 and PT5 are given in the table 3.3.1. Mean for the PT1 is the highest and for PT5 is lowest. Mode for PT2 and PT4 is 5 and for PT1 and PT3 the mode is 4 and for PT5 is 3. Standard deviation is lowest for PT1 and highest for PT4. From this we can conclude that children encourage their parents to purchase their related range of products, but at the same time they are not much likely to purchase the product which give high promotional offers.

3.3.2 PEER INFLUENCE

Peer pressure is another important factor which influences family buying decisions. While making purchase decisions children always consider the product which is there in their friends' circle. Peers and reference groups play an important role on the child's participation in family buying decisions (Moschis and Churchill, 1978, Schiffman & Kanuk 2007). Jain and Sharma (2016) delineated, children often put higher pressure on the purchase's items, parents appreciate kid's information, say, regarding products and find it useful when making a purchase decision. Their purchase decisions depend on product color, packaging, store environment, product size, and peer recommendations. Mokgosa and Mohube (2007) identified that children are vulnerable to peer influence, and they usually show a high propensity to make product choices and buying behaviors endorsed by their peers.

Table 3.3.2 Measures of peer influence

Measures	Item Acronym	Mean	Mode	SD
Children may buys the same brands as his friends buy	PI1	4.01	5	1.185
I feel pressured to buy certain products for my children due to the influence of other parents or peers	PI2	3.45	4	.989
Do your children consistently demand those products which they have seen in their friends circle	PI3	3.68	4	1.118
Children tend to follow their peer group, hence it influences the purchase decision	PI4	3.43	4	1.121

Source : Primary data

From Table 3.3.2 shows the mean, mode and standard deviation of PI1, PI2, PI3 and PI4. Highest mean is for PI1 which indicated that the children may buys the same brands as his friends buy and the least mean is reported for PI4. Mode for PI1 is 5 and for all others the mode is 4. Standard deviation is lowest for PI2 and highest for PI1. Mean value is close to 4 which indicates that there is high degree of peer influence

3.3.3 AGE OF THE CHILD

Child demographics is the other important factor which influence the purchase decision. Generally an age of child is considered the utmost important factor; it is generally the utmost common variable for purchase decision (Mangleburg, 1990). Usually the effect of child on parents tends to grow with the age (Wackman & Ward 1972; Atkin, 1978; Jenkins, 1979; Mitchell & Moschis, 1986; Sim & Swinyard, 1987; Palan & Laczniak, 2004). Children from about age eight to fifteen years have the most influence (Darley and Lim & Moschis and Mitchell, 1986)

Table 3.3.3 Measures of age of the child

Measure	Item Acronym	Mean	Mode	SD
Children purchase influence decrease with increase in their age	AG1	4.04	5	.909
Children prefer less involvement of parents when they are grow-up	AG2	4.07	4	.807
Influence of child varies as per the income level of the family	AG3	3.90	4	.835
Changes in culture i.e., (introduction of social media) have resulted in creating impact on children to influence their parents	AG4	3.97	5	.969
Children Influence increases when high living standard is maintained within the family	AG5	3.99	4	.810

Source : Primary data

The mean, mode and standard deviation of the measure of the variable are given in table 3.3.3. Mean stands the highest for AG2 with a value of 4.07. Mode for AG1 and AG4 is 5 and for all others the mode is 4. Standard deviation is lowest for the measure AG2 with a value of .807. Since all the mean values are almost close to 4 which clearly indicates that there is a high degree of influence age of the children in parents buying decision.

3.3.4 EFFECT OF ADVERTISEMENT

Effect of advertisement is one of the most important factor which influence purchasing decision of parents. Advertising information must be intrinsically credible, authentic, appropriate, and use ful to the consumer at the purchase point (Sama, 2019). Children are aware about the product through advertisements. Children always have a greater awareness of the products shown in the advertisement, thereby pester their parents buying choices (Kristensen, 2005). An advertisement is mainly designed to target children, and to induce them to purchase the products. Through advertisements demand of the product increases. Prendergast and Wong (2003) explicated that advertised products have an enormous impact on children's product choices, which in turn has a positive control for a family purchase decision

Table 3.3.4 Measure of effect of advertisement

Measure	Item Acronym	Mean	Mode	SD
You think the demand of your children has increased as result of greater exposure through advertisements.	ED1	4.22	4	.848
You think your children desire those products which they have seen in the advertisement	ED2	4.04	5	1.082
Children try to copy Ads, hence it influences in buying decision	ED3	4.00	4	.974
Advertisement and marketing these days are majorly concerned towards convincing children	ED4	4.17	4	.888

Source : Primary data

This table shows the mean, mode and standard deviation of the different measures of effect of advertisement. The measure ED1 has the highest mean of 4.22. The mode value is 5 for ED2 and same for all three measures with a value of 4. Standard deviation is the lowest for the measure ED1 with a value of .848. Since all the mean values are above 4 which clearly indicates that there is an effect of advertisement in children regarding with their purchase.

3.3.5 PRODUCT PACKAGING

Children are always attracted towards bright colors packaged products. Charry (2014), visual aids on packaging and children buying for fast food products, he found that visual appeal is one of the most critical components that used by marketers to increase product consumption among children. s. Children start pestering their parents when they see different products with eye-catching packaging, irrespective of product usefulness. Thus, attractive packaging, visual appeal, product shape, distinct signs and symbols, and unusual ingredients in packaging inspire children to attract and ultimately buy the product. Marshall, O’Donohoe, and Kline (2007) described that active packaging impacts children’s and children’s influence on their family purchasing. Further, it described that packaging undoubtedly has a substantial impact on child purchase preferences. Ahmed and Salman (2005) inferred that also parents endorsed that the packaging had a role in their child product choices.

Table 3.3.5 Measure of 3.3.5 Product packaging

Measure	Item Acronym	Mean	Mode	SD
Children gets influenced by the size of the packaging	PP1	4.41	5	.637
Children’s products preference are influenced by products specific characters on packaging	PP2	3.48	4	1.096
Bright Color, packaging or presentation of the products influence your children’s purchase	PP3	3.89	4	.886
My child chooses products that offer free gifts printed on the packaging.	PP4	3.45	4	1.067

Source : Primary data

It is evident from the table that PP1 has the highest mean value whereas PP4 has the lowest mean value. Mode value is 5 for PP1 and for all others is 4. The lowest standard deviation is for PP1. Highest mean indicates that children may highly influenced by the size of packaging.

3.3.6 PARENTS BUYING DECISION

Children today play a more significant and significant role in society than their parents did. Children today are more vocal about the things they want their parents to acquire since they have more freedom within the family than in past generations. (Moschis and Churchill 1978; Moschis and Moore 1982; O’Guinn and Shrum 1997). McNeal and Yeh (1997) demonstrate that children have great influence on their parents’ spending. Children are very demanding consumers from the marketing aspect (Zenkner, 2007). This pestering power positively influences parents’ purchases, especially food and beverages (Harris et al., 2020; Lawlor & Prothero, 2011; Thyne et al., 2019). Children have positive engagement (Dikciuset al., 2017) and influence on the parents purchasing decisions (Chaudhury & Hyman, 2019; Dikcius et al., 2019). Researchers have tried to study the influence of children across product categories and parental responses. Ward and Wackman (1972) investigated children’s purchase influence attempts and parental yielding. Jensen (1995) studied purchase influence attempts by children in Denmark; the location and cause of requests and parental responses to the same.

Table 3.3.6 Measure of Parents buying decision

Measure	Item	Mean	Mode	SD
Your kid values your (parents) opinion of what he/she buys	PBD1	4.41	5	.637
Your kid thinks that you (parents) should have to say what he/she buys	PBD2	3.48	4	1.096
You often buy products choose by your kid.	PBD3	3.89	4	.886
Your opinion is more important for kids rather than his/her friends	PBD4	3.45	4	1.067
Your kid buys the same brand as you buy.	PBD5	3.50	4	1.078

Source : Primary data

The above list of items were used to measure the parents buying decision. This table shows the mean, mode and standard deviation of the different measures of parents buying decision. The measure PBD1 with a value of 4.41 has the highest mean and for lowest mean is followed by PBD4 with a value 3.45. Mode value is 5 for PBD1 and same for all others the value is 4. Standard deviation is lowest for the measure PBD1 with a value of .637. From the above statistics we can conclude that kids value their parents opinion in their purchasing decision.

3.3.7 FACTORS INFLUENCING PESTER POWER

Table 3.3.7 Measure of Factors of pester power

Measure	Item	Mean	Mode	SD
Product Type	PT	4.13	4	.691
Peer Influence	PI	3.91	4	.753
Age	AG	4.16	4	.735
Product Package	PP	4.27	5	.908
Effect of Advertisement	ED	4.19	5	.918

Source : Primary data

This table shows the mean, mode and standard deviation of the different factors which influence pester power. Highest mean is reported for PP the value is 4.27. The mode value is 5 PP and ED and same for all three measures with a value of 4. Standard deviation is the lowest for the measure PT with a value of .691 and highest for .918. From this we can conclude that children are mostly influenced by product package, but at the same time they are not much influenced by the peers compared to others factors.

3.3.9 MEASURE OF VARIABLES

Table 3.3.9 Measure of variables

Measure	Item	Mean	SD
Product Type	PT	3.74	.692
Peer Influence	PI	3.64	.926
Age	AG	3.99	.494
Product Package	PP	3.80	.509
Effect of Advertisement	ED	4.10	.834
Parents Buying Decision	PBD	3.74	.537

Source : Primary data

3.4 DESCRIPTIVE ANALYSIS II

3.4.1 ONE SAMPLE T TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean scores of the 6 main variables are calculated and compared with the second quartile (i.e, Central value or Q2). The opinion of the respondents is treated as poor or very poor when the mean is less than the second quartile. It is treated as average when the mean score is equal to the second quartile. The responses of the respondents are treated as good or very good when the mean score is above the second quartile (Jojo,2008). The below table shows the criteria fixed in this regard.

Table 3.4.1 Criteria for comparison – Mean score and central value

Mean score	Opinion
Less than Q1(<2)	Very low
Between Q1 and Q2(2-3)	Low
Equal to Q2(=3)	Medium
Between Q2 and Q3(3-4)	High
More than Q3(>4)	Very high

To check whether the response of the respondents significantly differ from the moderate or neutral state of response, one sample T test were carried out (second quartile).

Table 3.4.2 One Sample T test

Measure	Item Acronym	Mean value	Q2	T value	P value	Inference
Product types	PT	3.7460	3	10.778	.000	High
Peer influence	PI	3.6425	3	6.933	.000	High
Age	AG	3.9940	3	20.106	.000	High
Effect of advertisement	ED	4.1075	3	13.275	.000	Very high
Product packaging	PP	3.8075	3	15.839	.000	High
Parents buying decision	PBD	3.7460	3	13.892	.000	High

Source : Field survey

- Based on the above table the mean score of Product types is 3.7460. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The value denoted as high. There exist a high level involvement of product types among children pester power in regarding with parents buying decision.
- From the above table, the mean score of Peer influence is 3.6425. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3. It is denoted as high. It can concluded from table that there exists high level of peer influence regarding pester power among children.
- From the above table, the mean score of age is 3.9940. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3. It is denoted as high. It can concluded from table that there exists high level of age influence in parents buying decision.
- Based on the above table the mean score of effect of advertisement is 4.1075. It is statistically significant from Q2 (3). Based on the developed scale, the value lies more than Q3. The value denoted as very high. This indicates that there is effect of advertisement.
- Based on the above table the mean score of product packaging is 3.8075. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The value denoted as high. These states product packaging has a high impact on children.
- From the above table, the mean score of parents buying decision is 3.7460. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3. It is denoted as high. It can concluded from table that there exists high degree of pester power in parents buying decision.

SECTION III

3.5 HYPOTHESIS TESTING AND MODEL VALIDATION

3.5.1 CORRELATION ANALYSIS

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlation on the main diagonal are the correlation between each variable itself.

Table 3.5.1 Correlation between independent and dependent variable

Variable	PT	PI	AG	ED	PP	PBD
Product types	1					
Peer influence	.560**	1				
Age	.593**	.524**	1			
Effect of advertisement	.264**	.419**	.807**	1		
Product packaging	.414**	.454**	.206**	.229**	1	
Parents buying decision	.376**	.369**	.727**	.277**	.932**	1

Source : Compiled by the researcher

**Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

The correlation coefficients between the independent variables like product types , peer influence, age, effect of advertisement, product packaging and dependent variable parents buying decision are reported in the table 3.5.1. Then correlation coefficient are always be in the range -1 to 1. A correlation is statistically significant if its P value < 0.005 and P value <0.01. From the above table we can understand that there exists a high positive correlation between all variables .

The correlation between various variables are as follows:

- The correlation between product types and peer influence is 56 percent

- The correlation between product types and age is 59.3 percent
- The correlation between product types and effect of advertisement is 26.4 percent
- The correlation between product types and product packaging is 41.4 percent
- The correlation between product types and parents buying decision is 37.6 percent
- The correlation between peer influence and age is 52.4 percent
- The correlation between peer influence and effect of advertisement is 41.9 percent
- The correlation between peer influence and product packaging is 45.4 percent
- The correlation between peer influence and parents buying decision is 36.9 percent
- The correlation between age and effect of advertisement is 80.7 percent
- The correlation between age and product packaging is 20.6 percent
- The correlation between age and parents buying decision is 72.7 percent
- The correlation between effect of advertisement and product packaging is 22.9 percent
- The correlation between effect of advertisement and parents buying decision is 27.7 percent
- The correlation between product packaging and parents buying decision is 93.2 percent

3.5.2 REGRESSION ANALYSIS

Regression analysis conducted to measure the influence of PT, PI, AG, PP and ED on PBD. The independent variables are PT, PI, AG, PP and ED and dependent variable is PBD. The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variation in one or more other variables (independent variables.) If multiple independent variables are used to explain variation in a dependent variable, it is called a multiple regression model. The output of linear regression was used to test the hypothesis.

3.5.2 REGRESSION ANALYSIS BETWEEN PT, PI, AG, PP AND ED

Table 3.5.2 Model summary

Model	R	R Square	Adjusted R Square	Standard error of the estimate	Durbin-Watson
1	.936 ^a	.877	.870	.19351	1.886

a.Predictors: (Constant), PT, AG, PI, PP, ED

b.Dependent Variable: Parents Buying Decision

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in Table 3.5.2 is almost the same. Hence, adjusted R square value is used for interpreting the results.

Table 3.5.2 shows that 19.35 percent variation in PBD is explained by PT, PI, PP, AG, ED. For Durbin- Watson statistic tests for autocorrelation as a rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson 2010). The value of test is 1.886, which indicate the independence of observation.

Table 3.5.3 ANOVA of regression model

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	25.029	5	5.006	13.368	.000*
	Residual	3.520	94	.037		
	Total	28.548	99			

a. Predictors : (constant), PT, PI, AG, PP, ED

b. Dependent variable : PBD

*denotes significant at 5 % level

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at 5 percent significance level (F= 13.368)

Table 3.5.4 Coefficient of Regression analysis

Factors (constructs)	Item Acronym	Standardised Beta coefficient (β)	Sig. (P value)
Product types	PT	.025	0.031*
Peer influence	PI	0.373	0.015*
Age	AG	.008	0.004*
Effect of advertisement	ED	.063	0.095*
Product packaging	PP	.943	0.000*

Source : Compiled by researcher

*Denotes significance at 5% level

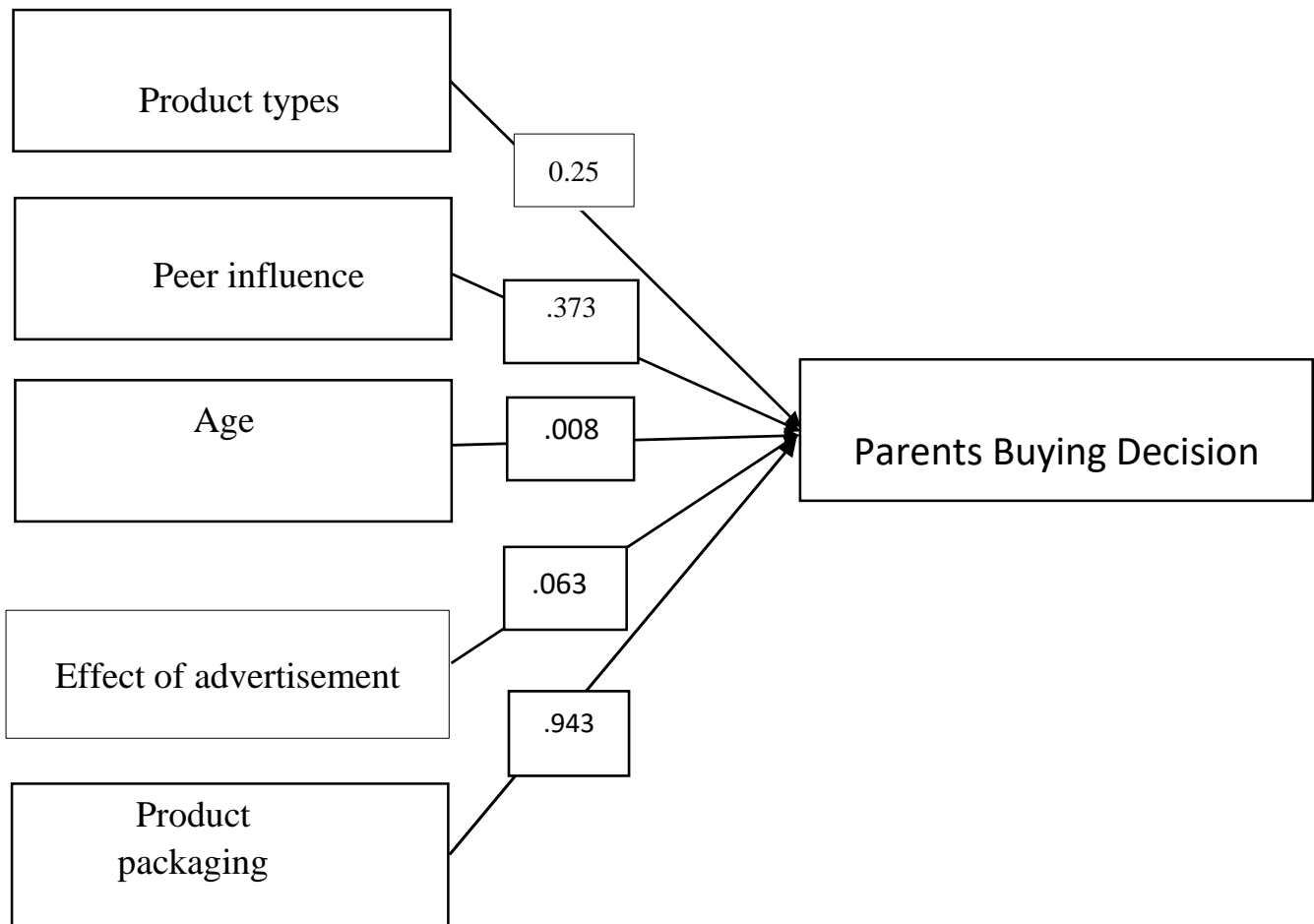
Table 3.5.4 percent the standardized Beta coefficient values and the significant values of independent variables product types, peer influence, age, effect of advertisement and product packaging. The independent variable product type (PT), peer influence (PI), age (AG), effect of advertisement(ED), product packaging (PP) are statistically at 5 percent significance level. Therefore, it is clear that these five independent variables have significant effect on parents buying decision. **Hence, HO1, HO2, HO3, HO4, HO5 are rejected**

From the standard Beta coefficient values of the independent variables, we can understand that all independent variables have positive effect on parents buying decision.

The beta coefficient give a measure of the contribution of each variable to the model. Higher the beta value, greater the effect of independent variable on the dependent variable. Among the independent variables product packaging (PP) has the greatest effect.

3.5.5 VALIDATED MODEL

Figure 3.1 : Validated model



Empirically validated model in figure 3.1 product packaging ($\beta = .943$) has the highest beta coefficient followed by peer influence ($\beta = .373$), product types ($\beta = .25$), effect of advertisement ($\beta = .063$) and age ($\beta = .008$). The beta coefficient of all independent variables are statistically significant at 5 percent significance level ($P < 0.05$). Based on the above model, it is understood that 5 null hypotheses are rejected and their strong relation between variables. Based on the standardized beta coefficient given in the above table following interpretations can be made:

- HO1 :Product types–parents buying decision: Since the P value is 0.031, the beta coefficient of the variable is significant and the coefficient (.025) being positive proves there exist positive relation between product types and parents buying decision. In short product types has positive relationship of 2.5 percent over parents buying decision.

- HO2 :Peer influence– parents buying decision: Since the P value is .015, the beta coefficient of the variable is significant and the coefficient (.373) being positive proves there exist positive relation between peer influence and parents buying decision. In short peer influence has positive relationship of 37.3 percent over parents buying decision.

- HO3 : Age–Parents buying decision: Since the P value is .004, the beta coefficient of the variable is significant and the coefficient (.008) being positive proves there exist positive relation between age and parents buying decision. In short age has positive relationship of 0.8 percent over parents buying decision.

- HO4:Effect of advertisement-Parents buying decision Since the P value is .095, the beta coefficient of the variable is significant and the coefficient (.063) being positive proves there exist positive relation between effect of advertisement and parents buying decision. In short effect of advertisement has positive relationship of 6.3 percent over parents buying decision.

- HO5 :Product packaging–Parents buying decision: Since the P value is .000, the beta coefficient of the variable is significant and the coefficient (.943) being positive proves there exist positive relation between product packaging and parents buying decision. In short product packaging has positive relationship of 94.3 percent over parents buying decision.

3.6 SUMMARY

This chapter deals with the analysis of the data collected. The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents. In the second section the reliability of the measures was tested and found satisfactory. Descriptive analysis of the measures was done as two sections: Descriptive analysis I and Descriptive analysis II. Descriptive analysis I includes analysis of each measure belong to the particular variable where as in Descriptive analysis II one sample T test were carried to check whether the responses of the respondents significantly differ from the moderate or neutral state of responses. The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested.

It was found that the Independent variable product types, peer influence, age, effect of advertisement and product packaging has effect on parents buying decision.

CHAPTER IV

FINDINGS, RECOMMENDATIONS AND

CONCLUSIONS

4.1 INTRODUCTION

Children significantly influence household shopping decisions in today's consumer-driven world. Children using their influence to get their parents to purchase particular goods or services is known as "pester power." Parents' purchasing decisions may be significantly impacted by this influence, which might take the form of imperceptible nudges or repeated demands. As marketers become more aware of how children can play a significant role in family decision-making, the study of pester power and its implications on parental purchasing decisions has become more important. Companies have focused their advertising efforts on directly appealing to youngsters, frequently with the intention of subtly influencing parents' decisions.

The nature of consumption has changed significantly in the era of digital media and pervasive advertising. Nowadays, children are exposed to a dizzying assortment of goods and services via a variety of media platforms, including as television, social media, and smartphone apps. They have thus acquired more information and opinions on their preferences, which has a significant impact on the family's purchasing decisions.

The nature of consumption has changed significantly in the era of digital media and pervasive advertising. Nowadays, children are exposed to a dizzying assortment of goods and services via a variety of media platforms, including as television, social media, and smartphone apps. They have thus acquired more information and opinions on their preferences, which has a significant impact on the family's purchasing decisions.

The potential for pester power to have an impact on household finances is one of the main motivations for exploring it. The tendency of parents to give in to their kids' demands can result in spontaneous and frequently unforeseen expenditures that complicate family budgeting and financial planning. As a result, parents could find themselves juggling choices that strike a balance between giving in to their kids' wants and managing their finances responsibly.

In addition, analyzing the psychological and emotional facets of pester power reveals the complexity of parent-child relationships. While some parents may give in to their kids' wishes out of love and devotion, others may object in order to instill responsibility with money or uphold their position of control. As a result, gaining vital insights into family dynamics and communication styles by studying how parents handle pester power. Beyond immediate purchase decisions, pester power has a wider impact. Marketers may be able to mold future brand loyalty and win lifelong customers by learning about the goods and companies that kids support. As a result, investigating pester power has an ethical component that focuses on how firms and advertisers interact with young audiences.

In conclusion, this study on the influence of pester power on parental buying decisions seeks to explore the complex interactions between children, parents, and marketers in the context of consumerism. We intend to learn important lessons about the psychological, social, and economic elements of pester power that will help a variety of stakeholders, including as marketers, parents, policymakers, and society at general. Understanding and controlling pester power is crucial for building healthy family dynamics, ethical advertising, and informed consumer choices as children's involvement in consumer decision-making continues to develop.

4.2 OBJECTIVES OF THE STUDY

The study was done with following objectives:

- To identify the factors that influence in parents buying decisions.
- To examine the effect of age of the child on parents buying decision.
- To explore the influence of pester power on parents

4.3 FINDINGS OF THE STUDY

The following are the major findings of the study.

4.3.1 Demographic Findings

1. The majority of the parents are age between 30-40 years.
2. Majority of the respondents are female.
3. Majority of the respondents were private employee. A very few respondents belongs to other categories.
4. Majority of the respondent's monthly income is in between 20001-50000.
5. Majority of the children are female.
6. Majority of the children are age between 2-10 years.
7. Majority of the parents take their children along when they going to shop.
8. Majority of the parents are influenced by the pester power.

4.3.2 Descriptive Findings

Reliability Test was carried out and it shows that Alpha values for all 6 factors above 0.7. Thus it can be concluded that the scale has internal consistency and reliability. In the other words, the item that are used in it measures what are intended to measure.

1. Product Types

- Most of the respondents are encouraged by their children to purchase their related range of products.
- They also opinioned that if the parents are purchasing their related range of products children are less involving in the decision.
- Due to the influence of advertisement children become more aware about products.
- The mean scores of every item is above three which means that respondents agree that product types affect parents buying decision.

2. Peer Influence

- Majority of the respondents agree that children may buy the same brand as his friends buy.
- Children always demand the products which they have in their friends circle.
- Mean score of every item is above 3, the respondents agree that peer influence affects parents buying decision.

3. Age

- Majority of the respondents agree that children may prefer less involvement of parents when they grow up.
- When high living standard is maintained within the family the chance children influence is more.
- The mean value of every item is above 3 the respondents agree that age affects parents buying decision.

4. Effect of Advertisement

- Majority have the opinion that children demand may increase due to the greater exposure of advertisements.
- Majority of the respondents agree that advertisement and marketing are used as weapon to convince to children and their demand increases.
- Most of the children may demand the products which they seen in advertisement.
- The mean value of every item is above 4 the respondents agree that there is an effect of advertisement in parents buying decision

5. Product Packaging

- Majority of the respondents agree that children gets influenced by the size of packaging.
- Most of the parents agreed that children always demand the product which have bright color packaging.
- Mean value of every item is above 3 indicates that there is an effect of product packaging in parents buying decision.

6. Parents Buying Decision

- Majority of the respondents agree that children value parent's opinion while making purchase.
- Children may always buy the same brand as the parents buy.
- Mean value is above 3 shows that there is influence of pester power on parents buying decision.

4.3.3 T test

The findings related to T test are as follows:

- There exists a very high level of influence of effect of advertisement.
- Product types has high effect on parents buying decision.
- Peer influence has high effect on parents buying decision.
- Age and product packaging has high influence on parents buying decision.

4.3.4 Regression Analysis

- Regression analysis was conducted to measure the influence of independent variable PT, PI, AG, ED, and PP on parents buying decision. Following are the results and findings:

- The correlation coefficient between the independent variable and the dependent variable exhibits a positive correlation.
- The R square adjusted R square were almost the same. The adjusted R square shows that 19.35 percent variation in parents buying decision is explained by PT , PI,AG, ED and PP.
- The model is statistically significant at 5 percent significance level with F value at 13.368
- The beta coefficient of product types, peer influence, age, product packaging and effect of advertisement are statistically significant at 5 percent significance level ($p < 0.05$).
- Durbin-Watson statistic test value is 1.886
- Product packaging is found to be strong positive impact on parents buying decision. It is evident from the beta coefficient of 94 percent, followed by other factors.

4.4 THEROTICAL CONTRIBUTION

This study examines the various factors that influence parents buying decision and the effect of pester power on parents buying decision through the validation of theoretical model. For further research, there is a need to search for additional measures and constructs to improve the validity of the model. Findings of the study might be useful for students and academicians as an input for doing similar nature of research in academic field in future.

4.5 SCOPE OF FURTHER STUDY

The study is limited to only shortlisted factors influencing parents buying decision. So further studies can explore the additional factors influencing the same.

4.6 SUGGESTIONS

To overcome the influence of pester power on parents' buying decisions, implementing various strategies is crucial. Setting clear boundaries, teaching kids about money, involving them in family discussions, and encouraging delayed gratification are effective methods. Leading by example, reducing exposure to advertising, discussing financial constraints, and rewarding responsible behavior all contribute to promoting responsible and mindful purchasing habits within the family. These strategies collectively help curb pester power's impact and foster a healthier approach to consumer decisions.

4.7 CONCLUSIONS

“A Study on influence of pester power on parents buying decision” was done to identify effect of pester power on parents and also it identify various factors which influence parents buying decision. Product types, peer influence, age, effect of advertisement, product packaging are the independent variables. Parents buying decision is the dependent variable.

The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and Findings, suggestion and conclusion. First chapter is the introduction part which mainly dealt with overall view of the topic of study and it includes objectives of the study, statement of the problem, scope, methodology, hypothesis and limitations of the study.

The second chapter is divided into three section as Theoretical Framework, Literature Review and Model Development. Second chapter gives the theoretical aspects related to this study and also include review of identified variable.

Third chapter deals the analysis of the collected data and also its interpretations. The data Was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents. In the second section the reliability of the measures were tested and found satisfactory. Descriptive analysis of the measures were done as two sections. – Descriptive analysis 1 and Descriptive analysis 2. Descriptive analysis 1 include analysis of each measures belonging to particular to the particular variable. Whereas in Descriptive analysis 2, one sample T test were carried to check whether the responses of the respondents significantly differ from moderate or neutral state of responses. The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested. It was found that the Independent variable product types, peer influence, age, effect of advertisement, product packaging have effect on Dependent Variable parents buying decision

Fourth chapter deals with findings, suggestions, and conclusions of this study. Findings include demographic findings, descriptive findings and regression analysis findings. The study makes significant contribution to the existing literature by examining the factors contributing to pester power. It was found that majority of respondents have effect of pester power on their parents buying decision.

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APPENDIX

A STUDY ON INFLUENCE OF PESTER POWER ON PARENTS BUYING DECISION

DEMOGRAPHIC PROFILE- PARENTS

1. Name :
2. Age :
3. Gender: Male Female Others
4. Occupation:

Government Employee	Private Employee	Own Business	Unemployed	Others
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Monthly income:

- a. Below 20000
b. 20001- 50000
c. 50001-80000
d. 80001 and Above
e. Nil

DEMOGRAPHIC PROFILE- CHILDREN

6. Gender: Male Female Others

7. Age of children:

- a.2-10
b.11-15
c.16-18

8. Are you always take your children along when going to shop? : Yes No

9. Do children pestering power impact on your purchasing decision?

Yes No

10. Rate the following factors in which you think that influences your children the most in choosing a product?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Product types					
Peer influence					
Age of the child					
Attractive package					
Effect of advertisement					

On the Basis of your experience of purchase decision, kindly answer the following questions.

11. Product Type

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
My child encourages me to buy their related range of products (e.g. toys, junk food like, biscuit, ships, chocolate, etc.)					
I buy adult related products, the child is less likely to involved in the purchasing decision					
Children make their own purchasing decision in their related range of product					
Product relation with children becomes strong due to influence of advertisement.					
Children influence on those products which have high promotional offers e.g. gift hampers, goody bags.					

12. Age of the child

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Children purchase influence decrease with increase in their age					
Children prefer less involvement of parents when they are grow-up					
Influence of child varies as per the income level of the family					
Changes in culture i.e., (introduction of social media) have resulted in creating impact on children to influence their parents					
Children Influence increases when high living standard is maintained within the family					

13. Effect of Advertisement

	Highly Influential	Influential	Moderately Influential	Slightly Influential	Not Influential
You think the demand of your children has increased as result of greater exposure through advertisements.					
You think your children desire those products which they have seen in the advertisement					
Children try to copy Ads, hence it influences in buying decision					
Advertisement and marketing these days are majorly concerned towards convincing children					

14. Product Packaging

	Highly Influential	Influential	Moderately Influential	Slightly Influential	Not Influential
Children gets influenced by the size of the packaging					
Children's products preference are influenced by products specific characters on packaging					
Bright Color, packaging or presentation of the products influence your children's purchase					
My child chooses products that offer free gifts printed on the packaging.					

15. Peer Pressure

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Children may buys the same brands as his friends buy					
I feel pressured to buy certain products for my children due to the influence of other parents or peers.					
Do your children consistently demand those products which they have seen in their friends circle					
Children tend to follow their peer group, hence it influences the purchase decision					

16. Parents Buying Decision

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Your kid values your (parents) opinion of what he/she buys.					
Your kid thinks that you (parents) should have to say what he/she buys					
You often buy products choose by your kid.					
Your opinion is more important for kids rather than his/her friends					
Your kid buys the same brand as you buy.					

