

**“IMPACT OF CHILDREN PESTER ON PARENTS’ FOOD
PURCHASE BEHAVIOUR IN HYDERABAD AND
SECUNDERABAD ”**

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INTRODUCTION

India is the most youthful nation on the planet where a critical populace consists of children and youngsters.

Children comprise a noteworthy buyer showcase, they have extremely compelling power to impact buying choices, and they have been assuming essential job in the family purchasing procedure with direct purchasing power for all kinds of food items, and circuitous buy impact while looking for first-class things. Children are getting more efficacious and they utilize diverse methodologies to induce their parents. Amid the most recent decades, sociological changes have altered the job of children inside families: participatory models have turned out to be progressively across the board, to the inconvenience of increasingly definitive ones: this change has had results additionally in reference to families' buying process.

When it comes to child-parent relationship, there is an emotional bond existing between the two people that cannot be rationally defined. That bond, however, is expressed through various purchase decisions that the parents make for their children. One of main factors influencing such decisions is the act of pestering by the children. There are several pestering aspects and techniques that the children adopt in order to get their parents to buy what they wish, which generally includes toys, clothes and food products. However, purchase of food items is a very crucial buying decision for the parents.

It's a time of ascend in consumerism, on account of speed of data stream everywhere throughout the world and India is additionally seeing a similar example in expanding intensity of buyers. Numerous incredible gatherings rose in late period, children are a standout amongst the most affecting force. Among all the contributing components in development of pester power, the most noteworthy ones is by all accounts infiltration of TV and internet as a noteworthy media and monetarily upward move of the family. This has brought about numerous channels being besieged with items whose essential target are kids.

The effect of children's nagging is evaluated as up to 46% of sales in key organizations that earmark children.

Review of Literature

In recent times, kids are not just playing the roles of mere spectators but have assumed a significant position in the families and affect parental purchasing stands. Children have become the focal point of attraction and acknowledgement in any family regardless of nation and culture. They have been engaged with all exercises of the family. Items which are legitimately utilized by youngsters are for the most part chosen by kids themselves. For the most part young people apply passionate strategies for impacting their guardians [Palan (1997)]. Young people have capitulated to buyers and under their companion's impulse to buy electronic products like PC, diversions, contraptions [Mohanram (2012), Kumar (2013)]. They go for selection in regard of product's features, services, quality, durability, cost of items, etc. Components influencing kids' purchase solicitations to their folks and their parent's ensuing purchases for their youngsters were freedom of their children's behaviour, product's perceivability, sexual

orientation of children, kid's formative stage, suitability of the products for utilization, methods used in kid's solicitation, parent's salary/family level and cost of the products decide the quantity of purchases following a kid's solicitation [Ebster (2009)]. The effect of statistic factors like sexual orientation and age of youngsters and parental occupation makes a noteworthy inclusion of kids in their families purchasing choices [Kaur (2006), Ishaque (2014)].

There are two sorts of impact that youngsters apply; active and passive impact. Kids apply impact in choice stages in the family choice procedure however most on inception and decision, which bolsters past investigations. The examination likewise underpins past discoveries concerning the way that youngsters' impact fluctuates crosswise over selective choice areas in decision-making procedure. The investigation contributes new understanding about these choice-making territories: youngsters have most impact on little and simple arranged suppers, nourishment that is anything but difficult to get ready, unhealthy sustenance (for example desserts) over healthy items (for example natural product, vegetables and fish), and within healthy sustenance, fruits preferred more than vegetables. The investigation likewise contributes new understanding about kids' cooperation and help completing different errands. The outcomes demonstrate that kids for the most part take part and help with strong errands and assignments that are not work escalated (Maria Kumpel Norgaard, 2007). It was seen that youngsters had diverse effect on purchasing certain chosen items. Ladies saw that their kids had more effect on the selection of junk food like chips. The impact of tyke on guardians purchasing choices is subject to some demographic attributes of youngsters' parents and families. Young girls have fundamentally more effect on parent's buying decisions identified with imported chocolates and marked juice. As the kids start growing, their effect on parent's choice of different products considerably improves. It was even observed that the families' annual salaries greatly affect parents' product determination. It was seen that mothers being part of families with higher salary pay a lesser degree of consideration regarding the cost of the items and include the youngsters' choice on the purchase of such kind of item (Akhter Ali and Batra, 2011).

The few variables influence kids' buy demands and their folks' resulting purchases. It was discovered that factors affecting the quantity of youngsters' buying demands were the freedom of a child's behaviour, the product's sustainability, and the kid's formative growth stage. The last factor would be the appropriateness of the product for utilization on the premises, the verbal solicitation of the child, the parent's family salary, and the cost of the product that essentially determines the quantity of purchase following a tyke's solicitation (Claus Ebster, 2009). Youngsters assume a vital job in impacting their families' essential decision-making process. To basically assess every one of the determining factors that impact kids' influence in the family buying process in India which has constantly saved its social qualities yet at the same time its way of life has experienced transformation coming about into change in family structure, rise in number of working couples, appointment of power, and so on (Akhter Ali and Batra, 2011).

Objectives

- To determine the relationship between the children pestering behaviour and children's preference for a particular food.
- To ascertain the effect of various pestering techniques on the final purchase of food products by the parents.

Methodology of the study

a) Data Source

The study is conducted using primary data through questionnaire survey method.

b) Scope of the study

1) The study primarily limits itself to only food product purchase decisions.
2) The age group of the children who will be a part of the study will be restricted to 5 to 15 years of age.

3) The study is to be conducted within the geographical boundary Hyderabad and Secunderabad.

c) Sample size

The sample size of the of the respondents is 104.

d) Statistical tools for Analysis

SEM (Structural Equation Modelling) technique and correlation using AMOS (Analysis of Moment Structures) under SPSS (Statistical Package for the Social Sciences).

Limitations of the Study

- 1) Answers given by the respondents could be more of dynamic nature sometimes.
- 2) Honesty from respondents in filling the questionnaire can only be expected but not guaranteed.
- 3) Responses from the people could be a product of hasty or impulse on account of not reading the questions carefully.

RETATION

1) DEMOGRAPHIC ANALYSIS

GENDER OF CHILDREN AND STRUCTURE OF FAMILY

Gender of children	Joint Family	Nuclear Family	Single parent family	Grand Total
Both female children	5	12		17
Both male children	6	7	1	14
Elder female child and younger male child	3	12		15
Elder male child and younger female child	5	15	1	21
Only female child	7	11	2	20

Only male child	2	13	2	17
Grand Total	28	70	6	104

TABLE – 1(A)

The table shows that nuclear families are dominating in the types of family structures in Hyderabad and Secunderabad. The demographics show that there are more of ‘elder male and younger female children’ in most of the families.

GENDER OF CHILDREN AND ANNUAL FAMILY INCOME

Gender of children	10 - 15 lacs	5 - 10 lacs	Above 15 lacs	Below 5 lacs	Grand Total
Both female children	7	6	2	2	17
Both male children	2	3	4	5	14
Elder female child and younger male child	2	4	7	2	15
Elder male child and younger female child	2	4	6	9	21
Only female child	2	3	7	8	20
Only male child	5	7	4	1	17
Grand Total	20	27	30	27	104

TABLE – 1(B)

The table shows that families earning more than 15 lacs annual income are comparatively more in the demographic distribution. Among the families with annual income of below 5 lacs, ‘elder male and younger female’ children are dominating.

GENDER OF CHILDREN AND OCCUPATION OF MALE PARENT

Occupation [Male parent]	Both female children	Both male children	Elder female child and younger male child	Elder male child and younger female child	Only female child	Only male child	Grand Total
Businessman/woman		4	4	6	6	6	26
Government Employee	2	2	2	6	2	3	17

Homemaker					2		2
Private Employee	15	8	9	9	10	8	59
Grand Total	17	14	15	21	20	17	104

TABLE – 1(C)

The demographics show that most of the male parents in the families are private professionals having comparatively higher number of ‘both female children’ in their families.

GENDER OF CHILDREN AND OCCUPATION OF FEMALE PARENT

Occupation [Female parent]	Both female children	Both male children	Elder female child and younger male child	Elder male child and younger female child	Only female child	Only male child	Grand Total
Businessman/woman		1	1		2	1	5
Government Employee		1		3	4	2	10
Homemaker	10	8	10	11	9	4	52
Private Employee	7	4	4	7	5	10	37
Grand Total	17	14	15	21	20	17	104

TABLE – 1(D)

The table shows that most of the female parents in the families are homemakers, followed by private professionals. The table shows distribution of count and gender of children across the female parents’ occupations.

GENDER OF CHILDREN AND RESPONDENT PARENT’S AGE

	Age of parent				
Gender of children	23 - 27	28 - 32	33 - 37	Above 37	Grand Total
Both female children	1	1	3	12	17
Both male children	1	1	5	7	14

Elder female child and younger male child	4		2	9	15
Elder male child and younger female child	5	2	4	10	21
Only female child	4	7	7	2	20
Only male child	2	6	2	7	17
Grand Total	17	17	23	47	104

TABLE – 1(E)

The table shows that parents aged above 37 have comparatively more number of children between 5 and 15 years of age.

Do you feel that your child's influence is affecting you in both positive and negative ways to make your food purchase decision?

Family structure	Annual Family Income	No	Yes	Grand Total
Joint Family	10 - 15 lacs		4	4
	5 - 10 lacs	1	5	6
	Above 15 lacs	3	6	9
	Below 5 lacs	2	7	9
Joint Family Total		6	22	28
Nuclear Family	10 - 15 lacs	7	9	16
	5 - 10 lacs	3	16	19
	Above 15 lacs	7	13	20
	Below 5 lacs	2	13	15
Nuclear Family Total		19	51	70
Single parent family	5 - 10 lacs	1	1	2
	Above 15 lacs		1	1
	Below 5 lacs		3	3
Single parent family Total		1	5	6
Grand Total		26	78	104

TABLE – 1 (F)

The table shows that across all the family structures and income groups, a majority of the parents agree that their children's influence is affecting them in both positive and negative ways with regard to their purchase decisions.

2. CORRELATION ANALYSIS

A) WEEKLY EATABLES

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Weekly Eatables.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Weekly Eatables.

Table – 2(A)

Relationship of Children pester behaviour factors with the parents purchase decision with regard to Weekly Eatables

Correlations							
		Weekly eatables	Constant verbal request	Stops talking	Stops Eating	Nagging and yelling	Not moving from the spot until the purchase
Weekly eatables	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	105					
Constant verbal request	Pearson Correlation	0.728	1				
	Sig. (2-tailed)	0.016					
	N	105	105				
Stops talking	Pearson Correlation	0.122	.213*	1			
	Sig. (2-tailed)	0.021	0.031				
	N	105	105	105			

Stops Eating	Pearson Correlation	0.268	-0.042	-0.135	1		
	Sig. (2-tailed)	0.026	0.672	0.173			
	N	105	105	105	105		
Nagging and yelling	Pearson Correlation	0.541	-0.037	-0.033	0.166	1	
	Sig. (2-tailed)	0.008	0.709	0.743	0.093		
	N	105	105	105	105	105	
Not moving from the spot until the purchase	Pearson Correlation	-0.134	0.011	0.03	-0.011	-0.035	1
	Sig. (2-tailed)	0.024	0.909	0.76	0.915	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “Weekly eatables”. The bivariate correlation has been applied to know the relationship and the result reveals that the Constant Verbal request (0.728) is having the stronger relation with the Weekly eatable. The pester behaviour factor “Not moving from the spot until the purchase” (-0.134) is having the moderately negative relation with the Weekly eatables. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of Weekly Eatables.

B) RESTAURANT FOOD

H₀: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Restaurant Food.

H₁: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Restaurant Food.

Table – 2(B)

Relationship of Children pester behaviour factors with the parents purchase decision with regard to Restaurant Food

Correlations							
		Restauran t food	Constan t verbal request	Stops talkin g	Stops Eatin g	Naggin g and yelling	Not moving from the spot until the purchas e
Restauran t food	Pearson Correlatio n	1					
	Sig. (2- tailed)						
	N	105					
Constant verbal request	Pearson Correlatio n	.249*	1				
	Sig. (2- tailed)	0.011					
	N	105	105				
Stops talking	Pearson Correlatio n	0.56	.213*	1			
	Sig. (2- tailed)	0.014	0.031				
	N	105	105	105			
Stops Eating	Pearson Correlatio n	0.11	-0.042	-0.135	1		
	Sig. (2- tailed)	0.028	0.672	0.173			
	N	105	105	105	105		
Nagging and yelling	Pearson Correlatio n	-0.353	-0.037	-0.033	0.166	1	
	Sig. (2- tailed)	0.016	0.709	0.743	0.093		
	N	105	105	105	105	105	
Not moving from the spot until the purchase	Pearson Correlatio n	0.121	0.011	0.03	- 0.011	-0.035	1
	Sig. (2- tailed)	0.031	0.909	0.76	0.915	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

The above table outlines the relationship of children pester behaviour factors with the parents purchase decision making with respect to “Restaurant food”. The bivariate correlation has been applied to know the relationship and the result reveals that “stops talking” (0.560) is having the stronger relation with the Restaurant food. The pester behaviour factor “nagging and yelling” (-0.353) is having the moderately negative relation with the Restaurant food. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of Restaurant food.

C CONFECTIONERIES

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Confectioneries.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Confectioneries.

Table – 2(C)

Relationship of Children pester behaviour factors with the parents purchase decision with regard to Confectioneries

Correlations							
		Confectioneries	Constant verbal request	Stops talking	Stops Eating	Nagging and yelling	Not moving from the spot until the purchase
Confectioneries	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	105					
Constant verbal request	Pearson Correlation	0.528	1				
	Sig. (2-tailed)	0.011					
	N	105	105				
Stops talking	Pearson Correlation	0.165	.213*	1			

	Sig. (2-tailed)	0.036	0.031				
	N	105	105	105			
Stops Eating	Pearson Correlation	-0.101	-0.042	-0.135	1	0.166	-0.011
	Sig. (2-tailed)	0.011	0.672	0.173		0.093	0.915
	N	105	105	105	105	105	105
Nagging and yelling	Pearson Correlation	0.117	-0.037	-0.033	0.166	1	-0.035
	Sig. (2-tailed)	0.038	0.709	0.743	0.093		0.725
	N	105	105	105	105	105	105
Not moving from the spot until the purchase	Pearson Correlation	0.344	0.011	0.03	-0.011	-0.035	1
	Sig. (2-tailed)	0.017	0.909	0.76	0.915	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “Confectioneries”. The bivariate correlation has been applied to know the relationship and the result reveals that the “constant verbal request” (0.528) is having the moderate relation with the Confectioneries. The pester behaviour factor “stops eating” (-0.101) is having the negative low correlation with the Confectioneries. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having a relation with the parents purchase decision factor of Confectioneries.

D) BAKERY FOOD

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Bakery Food.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Bakery Food.

Table – 2(D)

Correlations

		Packaged and processed food	Constant verbal request	Stops talking	Stops Eating	Nagging and yelling	Not moving from the spot until the purchase
Correlations							
Packaged and processed food	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	105					
Constant verbal request	Pearson Correlation	0.135	1				
	Sig. (2-tailed)	0.013					
	N	105	105				
Stops talking	Pearson Correlation	0.131	.213*	1			
	Sig. (2-tailed)	0.007	0.031				
	N	105	105	105			
Stops Eating	Pearson Correlation	0.131	-0.042	-0.135	1		
	Sig. (2-tailed)	0.015	0.672	0.173			
	N	105	105	105	105		
Nagging and yelling	Pearson Correlation	-0.25	-0.037	-0.033	0.166	1	
	Sig. (2-tailed)	0.013	0.709	0.743	0.093		
	N	105	105	105	105	105	
Not moving from the spot until the purchase	Pearson Correlation	0.316	0.011	0.03	-0.011	-0.035	1
	Sig. (2-tailed)	0.022	0.909	0.76	0.915	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

Relationship of Children pester behaviour factors with the parents purchase decision with regard to Bakery Food

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “Bakery food”. The bivariate correlation has been applied to know the relationship and the result reveals that the “not moving from the spot until the purchase is made” (0.375) is having a moderately positive relationship with the Bakery food. The pester behaviour factor “stops eating” (0.107) is having a positive weak relation with the Bakery food. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of Bakery food.

E PACKAGED AND PROCESSED FOOD

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Packaged and processed food.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Packaged and processed food.

Table – 2(E)

Relationship of Children pester behaviour factors with the parents purchase decision with regard to Packaged and processed food

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “Packaged and Processed food”. The bivariate correlation has been applied to know the relationship and the result reveals that “not moving from the place until the purchase is made” (0.316) is having a moderately positive correlation with the Packaged and Processed Food. The pester behaviour factor “nagging and yelling” (-0.250) is having a negatively low relation with the Packaged and Processed Food. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of Packaged and Processed Food.

Correlations							
		India n fast food	Consta nt verbal request	Stops talkin g	Stop s Eatin g	Naggin g and yelling	Not moving from the spot until the purcha se
Indian fast food	Pearson Correlati on	1					
	Sig. (2- tailed)						
	N	105					
Consta nt verbal request	Pearson Correlati on	- 0.39 6	1				
	Sig. (2- tailed)	0.01 4					
	N	105	105				
Stops talking	Pearson Correlati on	0.54 8	.213*	1			
	Sig. (2- tailed)	0.02 8	0.031				
	N	105	105	105			
Stops Eating	Pearson Correlati on	- 0.32 4	-0.042	- 0.135	1		
	Sig. (2- tailed)	0.01 1	0.672	0.173			
	N	105	105	105	105		
Naggin g and yelling	Pearson Correlati on	-0.63	-0.037	- 0.033	0.16 6	1	
	Sig. (2- tailed)	0.00 1	0.709	0.743	0.09 3		
	N	105	105	105	105	105	
Not moving from the spot until the purcha se	Pearson Correlati on	0.10 8	0.011	0.03	- 0.01 1	-0.035	1
	Sig. (2- tailed)	0.00 8	0.909	0.76	0.91 5	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

F) INDIAN FAST FOOD

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to Indian fast food.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to Indian fast food.

Correlations							
		America n fast food	Constan t verbal request	Stops talkin g	Stops Eatin g	Naggin g and yelling	Not moving from the spot until the purchas e
America n fast food	Pearson Correlatio n	1					
	Sig. (2- tailed)						
	N	105					
Constant verbal request	Pearson Correlatio n	-0.153	1				
	Sig. (2- tailed)	0.023					
	N	105	105				
Stops talking	Pearson Correlatio n	-0.173	.213*	1			
	Sig. (2- tailed)	0.011	0.031				
	N	105	105	105			
Stops Eating	Pearson Correlatio n	-0.11	-0.042	-0.135	1		
	Sig. (2- tailed)	0.02	0.672	0.173			
	N	105	105	105	105		
Nagging and yelling	Pearson Correlatio n	0.105	-0.037	-0.033	0.166	1	
	Sig. (2- tailed)	0.013	0.709	0.743	0.093		
	N	105	105	105	105	105	
Not moving from the spot until the purchase	Pearson Correlatio n	-0.334	0.011	0.03	- 0.011	-0.035	1
	Sig. (2- tailed)	0.033	0.909	0.76	0.915	0.725	
	N	105	105	105	105	105	105
*. Correlation is significant at the 0.05 level (2-tailed).							

Table – 2(F)
**Relationship
of Children
pester
behaviour
factors with
the parents
purchase
decision with
regard to
Indian fast
food**

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “Indian Fast Food”. The bivariate correlation has been applied to know the relationship and the result reveals that “stops talking” (0.548) is having the moderately positive relation with

the Indian Fast Food. The pester behaviour factor “nagging and yelling” (-0.630) is having a strongly negative relation with the Indian Fast Food. Hence, the Null hypothesis has been

rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of Indian Fast Food.

G) AMERICAN FAST FOOD

H0: There is no relation of Children pester behaviour factors with the parents purchase decision with regard to American fast food.

H1: There is a relation of Children pester behaviour factors with the parents purchase decision with regard to American fast food.

TABLE – 2(G)

Relationship of Children pester behaviour factors with the parents purchase decision with regard to American fast food

The above table outlines the relationships of children pester behaviour factors with the parents purchase decision making with respect to “American Fast Food”. The bivariate correlation has been applied to know the relationship and the result reveals that “nagging and yelling” (0.105) is having the positively weak relation with the American Fast Food. The pester behaviour factor “not moving from the place until the purchase is made” (-0.334) is having a moderately negative relation with the American Fast Food. Hence, the Null hypothesis has been rejected and alternative hypothesis has been accepted i.e., Children pester behaviour factors are having the significant relation with the parents purchase decision factor of American Fast Food.

3. REGRESSION ANALYSIS

Structural Equation Modelling is employed to determine the impact of children’s pestering power on parents’ purchase decisions. Below table defines the goodness of fit.

A) WEEKLY EATABLES

Table – 3(A)(1)

Model Fitness for the children pester behaviour effect on parents’ purchase with regard to weekly eatable

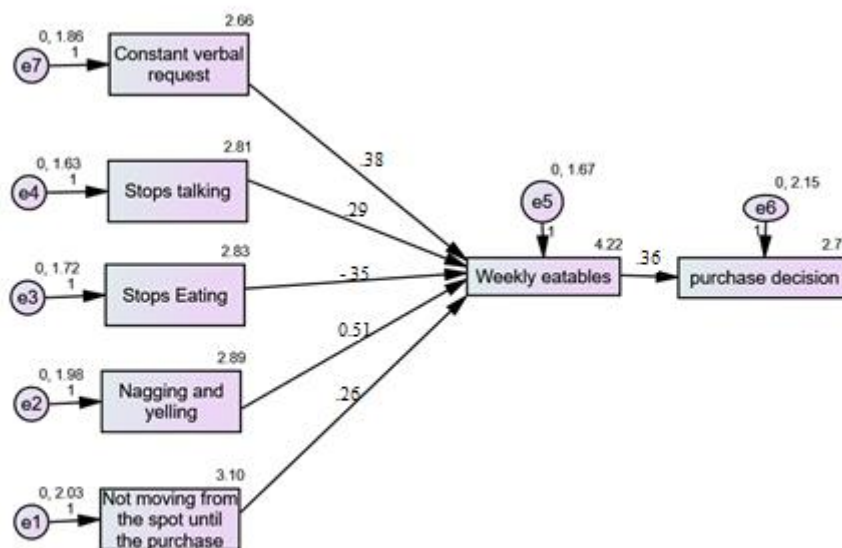
Fit statistic	Recommended	Obtained
Chi square		33.805
Df		15
Chi square significance	$p \leq 0.05$	0.023

Goodness Fit Index	>0.90	0.953
Adj. Goodness Fit Index	>0.90	0.912
Normed Fit indexes	>0.90	0.982
Relative Fit Index	>0.90	0.924
Comparative Fit Index	>0.90	0.909
Tucker Lewis Index	>0.90	0.913
RMSEA	<0.05	0.017

The Fitness model table depicts that “Goodness of Fit Index” is obtained 0.753 which is above the recommended value 0.90 and “Adjusted goodness of fit index” also seems to be more than the recommended value ($0.912 > 0.90$). “Normed Fit indexes” value has been obtained above the recommended level while “Relative Fit Index” is obtained above the recommended level. “Comparative Fit Index” and “Tucker Lewis Index” is observed to be at accepted level and “Root Mean Square Residual” is 0.017 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure given below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(A)

Path Diagramme of children pester behaviour effect on parents’ purchase with regard to Weekly Eatable



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5% level ($p\text{-value} < 0.05$) and reveals the estimated values in the table below.

Table – 3(A)(2)

Children pester behaviour effect on parents’ purchase with regard to Weekly Eatable

			Estimate	S.E.	C.R.	P
Weekly eatables	<--	Constant verbal request	0.381	0.941	2.469816	0.003
Weekly eatables	<--	Stops talking	0.291	0.369	2.268041	0.017
Weekly eatables	<--	Stops Eating	-0.353	0.598	-2.69405	0.012
Weekly eatables	<--	Nagging and yelling	0.508	0.391	2.769685	0.024
Weekly eatables	<--	Not moving from the spot until the purchase	0.259	0.391	1.99653	0.011
Purchase decision	<--	Weekly eatables	0.364	0.656	1.992198	0.024

The above table illustrates the regression weights with respect to Weekly eatables impact on purchase decision. The result shows that, except the children’s pester behavior of ‘ stops

eating', the remaining parameter of pestering power of the children had shown significant positive influence on purchase decision with respect to weekly eatables in which 'nagging and yelling' of the children's behaviour is influencing high (0.508) followed by 'constant verbal request' behaviour of children (0.381). Hence, overall table concludes that, for weekly eatables, the behaviour of the child had influenced the purchase decision by 0.364.

Fit statistic	Recommended	Obtained
Chi square		29.127
Df		15
Chi square significance	$p \leq 0.05$	0.008
Goodness Fit Index	>0.90	0.932
Adj. Goodness Fit Index	>0.90	0.929
Normed Fit indexes	>0.90	0.907
Relative Fit Index	>0.90	0.921
Comparative Fit Index	>0.90	0.918
Tucker Lewis Index	>0.90	0.913
RMSEA	<0.05	0.028

B) RESTAURANT FOOD

Table – 3(B)(1)

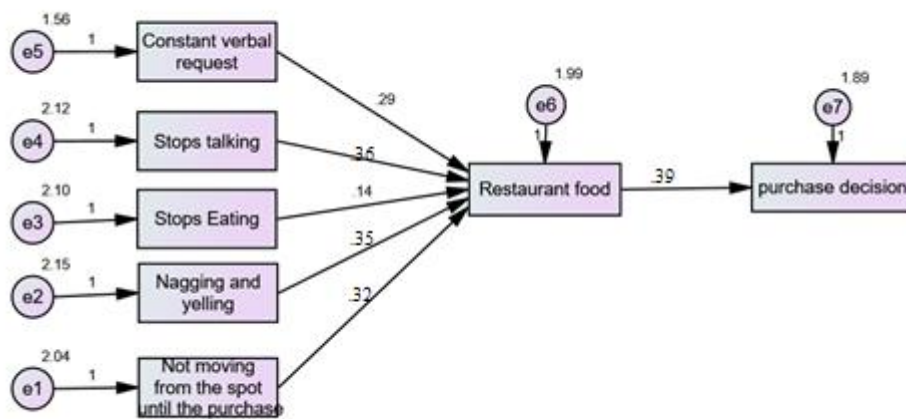
Model Fitness for the children pester behaviour effect on parents' purchase with regard to Restaurant Food

The Fitness model table depicts that "Goodness of Fit Index" is obtained 0.932 which is above the recommended value 0.90 and "Adjusted goodness of fit index" also seems to be more than the recommended value ($0.929 > 0.90$). "Normed Fit indexes" value has been obtained above recommended level while "Relative Fit Index" is obtained above the recommended level. "Comparative Fit Index" and "Tucker Lewis Index" is observed to be at accepted level and

“Root Mean Square Residual” is 0.028 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(B)

Path Diagramme of Children pester behaviour effect on parents purchase with regard to Restaurant Food



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level (p-value <0.05) and reveals the estimated values in below table.

Table – 3(B)(2)

Children pester behaviour effect on parents’ purchase with regard to Restaurant Food

			Estimate	S.E.	C.R.	P
Restaurant food	<---	Constant verbal request	0.291	0.112	2.598214	0.009
Restaurant food	<---	Stops talking	0.357	0.096	3.71875	0.018
Restaurant food	<---	Stops Eating	0.138	0.096	2.375	0.026
Restaurant food	<---	Nagging and yelling	0.349	0.095	3.673684	0.011
Restaurant food	<---	Not moving from the spot until the purchase	0.323	0.098	3.295918	0.023
Purchase decision	<---	Restaurant food	0.397	0.092	4.315217	0.011

The above table illustrates the regression weights with respect to Restaurant food impact on purchase decision. The result shows that all the parameters of children's pestering power has shown significant positive influence on purchase decision with respect to Restaurant food in which 'stops talking' pestering technique of children has higher influence (0.357), followed by 'nagging and yelling' and 'not moving from the spot until the purchase is made' at (0.349) and (0.323) respectively. Hence, overall table concludes that, for Restaurant food, behaviour of the child had influenced the purchase decision by 0.397.

C) BAKERY FOOD

Table – 3(C)(1)

Model Fitness for the children pester behaviour effect on parents' purchase with regard to Bakery Food

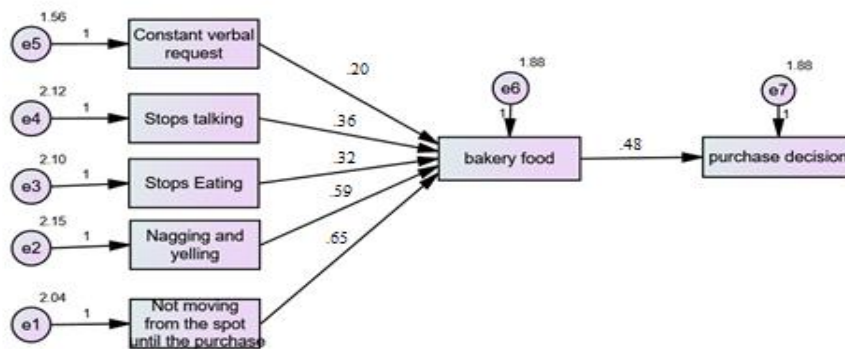
Fit statistic	Recommended	Obtained
Chi square		37.273
Df		15
Chi square significance	$p \leq 0.05$	0.031
Goodness Fit Index	>0.90	0.911
Adj. Goodness Fit Index	>0.90	0.903
Normed Fit indexes	>0.90	0.967
Relative Fit Index	>0.90	0.953
Comparative Fit Index	>0.90	0.927
Tucker Lewis Index	>0.90	0.987
RMSEA	<0.05	0.018

The Fitness model table depicts that "Goodness of Fit Index" is obtained 0.911 which is above the recommended value 0.90 and "Adjusted goodness of fit index" also seems to be more than

recommended value ($0.903 > 0.90$). “Normed Fit indexes” value is obtained the above recommended level while “Relative Fit Index” is obtained above the recommended level. “Comparative Fit Index” and “Tucker Lewis Index” is observed to be at accepted level and “Root Mean Square Residual” is 0.018 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(C)

Path Diagramme of children pester behaviour effect on parents’ purchase with regard to Bakery Food



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level ($p\text{-value} < 0.05$) and reveals the estimated values in the table below.

Table – 3(C)(2)

Children pester behaviour effect on parents’ purchase with regard to Bakery Food

			Estimate	S.E.	C.R.	P
Bakery food	<-- -	Constant verbal request	0.203	0.109	1.98238 5	0.032
Bakery food	<-- -	Stops talking	0.358	0.093	3.84946 2	0.013
Bakery food	<-- -	Stops Eating	0.328	0.094	3.48936 2	0.022
Bakery food	<-- -	Nagging and yelling	0.591	0.093	6.35483 9	0.018
Bakery food	<-- -	Not moving from the spot until the purchase	0.628	0.095	6.61052 6	0.037
Purchase decision	<-- -	Bakery food	0.483	0.096	5.03125	0.011

The above table illustrates the regression weights with respect to Bakery food impact on purchase decision. The result shows that all the parameters of pestering power of child had shown significant positive influence on purchase decision with respect to Bakery food in which ‘not moving from the spot until the purchase is done’ is highest (0.628), followed by ‘nagging and yelling’ nature of the children’s is of considerable higher influence (0.591), followed by ‘stops talking’ (0.358). Hence, the overall table concludes that Bakery food had influence by on purchase decision by 0.483.

3(D) INDIAN FAST FOOD

Table – 3(D)(1)

Model Fitness for the children pester behaviour effect on parents’ purchase with regard to Indian Fast Food

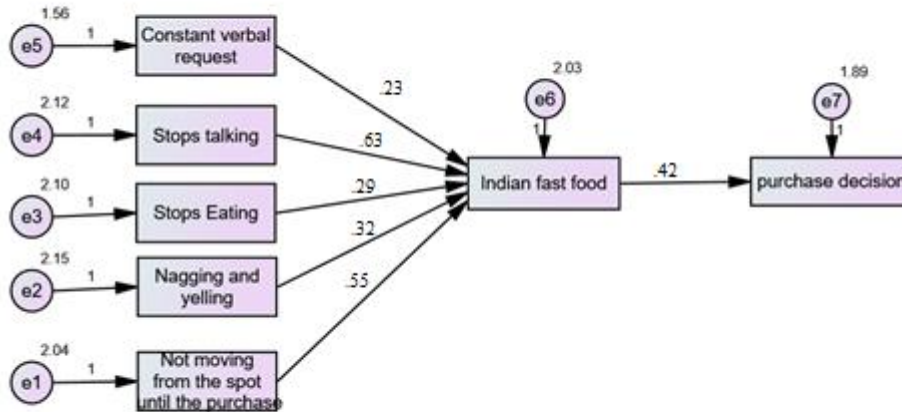
Fit statistic	Recommended	Obtained
Chi square		44.528
Df		15
Chi square significance	$p \leq 0.05$	0.012
Goodness Fit Index	>0.90	0.934

Adj. Goodness Fit Index	>0.90	0.911
Normed Fit indexes	>0.90	0.955
Relative Fit Index	>0.90	0.913
Comparative Fit Index	>0.90	0.921
Tucker Lewis Index	>0.90	0.977
RMSEA	<0.05	0.027

The Fitness model table depicts that “Goodness of Fit Index” is obtained 0.934 which is above the recommended value 0.90 and “Adjusted goodness of fit index” also seems to be more than recommended value (0.911 > 0.90). “Normed Fit indexes” and “Relative Fit Index” are obtained above the recommended level. “Comparative Fit Index” and “Tucker Lewis Index” is observed to be at accepted level and “Root Mean Square Residual” is 0.027 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(D)

Path Diagramme of children pester behaviour effect on parents’ purchase with regard to Indian Fast Food



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level (p-value <0.05) and reveals the estimated values in the table below.

Table – 3(D)(2)

Children pester behaviour effect on parents’ purchase with regard to Indian Fast Food

			Estimate	S.E.	C.R.	P
Indian fast food	<-- -	Constant verbal request	0.229	0.113	2.026549	0.017
Indian fast food	<-- -	Stops talking	0.629	0.097	6.484536	0.002
Indian fast food	<-- -	Stops Eating	0.292	0.097	3.010309	0.028
Indian fast food	<-- -	Nagging and yelling	0.324	0.096	3.375	0.017
Indian fast food	<-- -	Not moving from the spot until the purchase	0.551	0.099	5.565657	0.031
Purchase decision	<-- -	Indian fast food	0.423	0.094	4.5	0.011

The above table illustrates the regression weights with respect to Indian Fast Food impact on purchase decision. The result shows that all the parameters of pestering power of children had

shown significant positive influence on purchase decision with respect to Indian Fast Food, in which ‘stops talking’ technique of children pester has the highest influence (0.629), followed by ‘not moving from the spot until the purchase is made’ behavior of the children (0.551). Hence, overall table concludes that, for Indian fast food, the behavior of the children has had influence by 0.423 on purchase decision.

Fit statistic	Recommended	Obtained
Chi square		29.165
Df		15
Chi square significance	$p \leq 0.05$	0.013
Goodness Fit Index	>0.90	0.936
Adj. Goodness Fit Index	>0.90	0.925
Normed Fit indexes	>0.90	0.916
Relative Fit Index	>0.90	0.936
Comparative Fit Index	>0.90	0.964
Tucker Lewis Index	>0.90	0.915
RMSEA	<0.05	0.032

D) AMERICAN FAST FOOD

Table –3(E)(1)

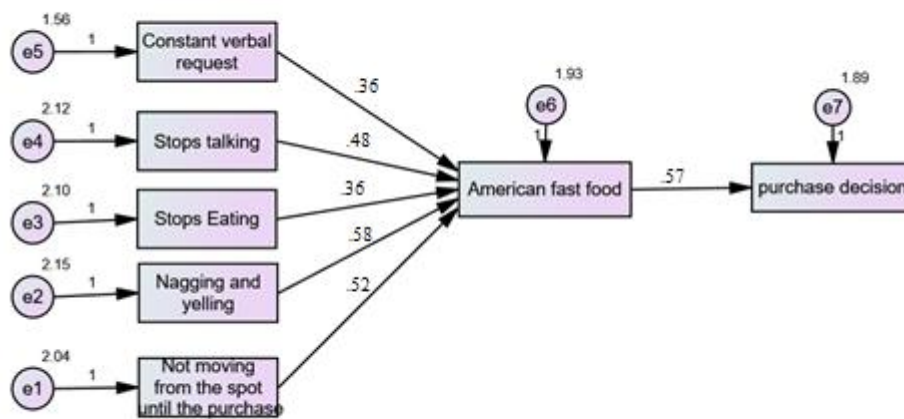
Model Fitness for the children pester behaviour effect on parents’ purchase with regard to American Fast Food

The Fitness model table depicts that “Goodness of Fit Index” is obtained 0.936 which is above the recommended value 0.90 and “Adjusted goodness of fit index” also seems to be more than recommended value (0.925 > 0.90). “Normed Fit indexes” and “Relative Fit Index” are obtained above recommended level. “Comparative Fit Index” and “Tucker Lewis Index” is observed to at accepted level and “Root Mean Square Residual” is 0.032 i.e., less than 0.05.

Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(E)

Path Diagramme of Children pester behaviour effect on parents’ purchase with regard to American Fast Food



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level (p-value <0.05) and reveals the estimated values in the table below.

Table – 3(E)(2)

Children pester behaviour effect on parents’ purchase with regard to American Fast Food

			Estimate	S.E.	C.R.	P
American fast food	<---	Constant verbal request	0.365	0.11	3.318182	0.007
American fast food	<---	Stops talking	0.482	0.094	5.12766	0.014
American fast food	<---	Stops Eating	0.361	0.095	3.8	0.028
American fast food	<---	Nagging and yelling	0.583	0.094	6.202128	0.006

American fast food	<---	Not moving from the spot until the purchase	0.516	0.096	5.375	0.022
Purchase decision	<---	American fast food	0.573	0.094	6.09574 5	0.001

The above table illustrates the regression weights with respect to American Fast Food impact on purchase decision. The result shows that all the parameters of children's pestering power had shown significant positive influence on purchase decision with respect to American Fast Food in which 'nagging and yelling' pestering technique of children has a higher influence (0.583), followed by 'not moving from the spot until the purchase is made' behaviour of children (0.516). Hence, overall table concludes that, for American fast food, the behaviour of the child had an influence by 0.573 on purchase decision of parents.

E) PACKAGED AND PROCESSED FOOD

Table –3(F)(1)

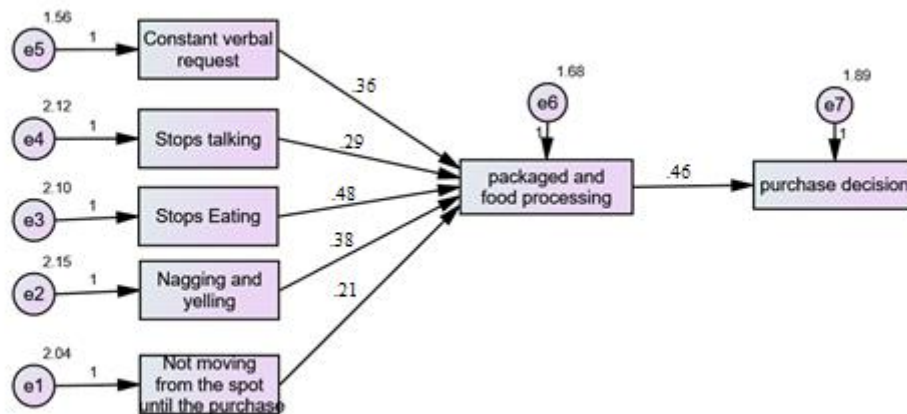
Model Fitness for the children pester behaviour effect on parents' purchase with regard to Packaged and Processed Food

Fit statistic	Recommended	Obtained
Chi square		37.537
Df		15
Chi square significance	$p \leq 0.05$	0.017
Goodness Fit Index	>0.90	0.952
Adj. Goodness Fit Index	>0.90	0.912
Normed Fit indexes	>0.90	0.709
Relative Fit Index	>0.90	0.763
Comparative Fit Index	>0.90	0.773
Tucker Lewis Index	>0.90	0.817
RMSEA	<0.05	0.036

The Fitness model table depicts that “Goodness of Fit Index” is obtained 0.952 which is above the recommended value 0.90 and “Adjusted goodness of fit index” also seems to be more than recommended value (0.912 > 0.90). “Normed Fit indexes” and “Relative Fit Index” are obtained above the recommended level. “Comparative Fit Index” and “Tucker Lewis Index” are observed to be at accepted level and “Root Mean Square Residual” is 0.036 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(F)

Path Diagramme of Children pester behaviour effect on parents’ purchase with regard to Packaged and Processed Food



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level (p-value <0.05) and reveals the estimated values as in the below table.

Table – 3(F)(2)

Children pester behaviour effect on parents' purchase with regard to Packaged and Processed Food

			Estimate	S.E.	C.R.	P
Packaged and processed food	<---	Constant verbal request	0.358	0.103	3.475728	0.021
Packaged and processed food	<---	Stops talking	0.286	0.088	3.25	0.034
Packaged and processed food	<---	Stops Eating	0.483	0.088	5.488636	0.038
Packaged and processed food	<---	Nagging and yelling	0.381	0.087	4.37931	0.012
Packaged and processed food	<---	Not moving from the spot until the purchase	0.241	0.09	2.677778	0.017
Purchase decision	<---	Packaged and processed food	0.458	0.103	4.446602	0.013

The above table illustrates the regression weights with respect to Packaged and Processed Food impact on purchase decision. The result shows that all the parameters of children's pestering power had shown significant positive influence on purchase decision with respect to Packaged and Processed Food in which 'stops eating' technique of children pester has a higher influence (0.483), followed by 'nagging and yelling' (0.381). Hence, overall table concludes that, for Packaged and Processed food, the behavior of children had an influence by 0.458 on the purchase decision.

F) CONFECTIONERIES

Table -3(G)(1)

Model Fitness for the children pester behaviour effect on parents' purchase with regard to Confectioneries.

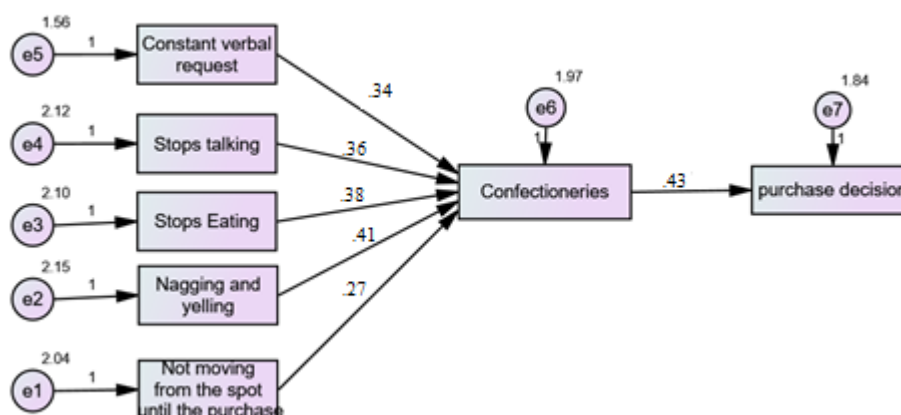
Fit statistic	Recommended	Obtained
Chi square		44.821

Df		15
Chi square significance	$p \leq 0.05$	0.024
Goodness Fit Index	>0.90	0.913
Adj. Goodness Fit Index	>0.90	0.965
Normed Fit indexes	>0.90	0.917
Relative Fit Index	>0.90	0.966
Comparative Fit Index	>0.90	0.953
Tucker Lewis Index	>0.90	0.927
RMSEA	<0.05	0.012

The Fitness model table depicts that “Goodness of Fit Index” is obtained 0.913 which is above the recommended value 0.90 and “Adjusted goodness of fit index” also seems to be more than recommended value ($0.965 > 0.90$). “Normed Fit indexes” and “Relative Fit Index” obtained above the recommended level. “Comparative Fit Index” and “Tucker Lewis Index” is observed to be at accepted level and “Root Mean Square Residual” is 0.012 i.e., less than 0.05. Therefore, the proposed model seems to be fit. Thereby, the figure below demonstrates the path diagram and constructs the links among the variables simultaneously.

Figure – 3(G)

Path Diagramme of children pester behaviour effect on parents’ purchase with regard to Confectioneries.



This model employed good fit with the observed data as mentioned above. At all the different stages, the hypothesized path seems to be significant at 5 % level (p-value <0.05) and reveals the estimated values as given in the below table.

Table – 3(G)(2)

Children pester behaviour effect on parents’ purchase with regard to Confectioneries.

			Estimate	S.E.	C.R.	P
Confectioneries	<---	Constant verbal request	0.338	0.111	3.04505	0.019
Confectioneries	<---	Stops talking	0.364	0.095	3.83158	0.007
Confectioneries	<---	Stops Eating	0.381	0.096	3.96875	0.025
Confectioneries	<---	Nagging and yelling	0.408	0.095	4.29474	0.024
Confectioneries	<---	Not moving from the spot until the purchase	0.272	0.097	2.80412	0.012
Purchase decision	<---	Confectioneries	0.433	0.093	4.65591	0.034

The above table illustrates the regression weights with respect to Confectioneries impact on purchase decision. The result shows that, all the parameters of children’s pestering power had shown significant positive influence on purchase decision with respect to Confectioneries in which ‘nagging and yelling’ pestering technique of the children has a higher influence (0.408),

followed by 'stops eating' behaviour of the children (0.381). Hence, overall table concludes that, for confectioneries, the behaviour of children had an influence by 0.433 on the purchase decision.

FINDINGS

Table – 4

Consolidated table of highest correlation between food items and children's pester techniques

Consolidated table of highest correlation between food items and children's pester techniques					
	Stops Talking	Stops Eating	Nagging and Yelling	Constant Verbal Request	Not moving from the spot until the purchase is made
Weekly Eatables				✓	
Restaurant food	✓				
Indian Fast Food	✓				
Confectioneries				✓	
Bakery Food					✓
American Fast Food			✓		
Packaged and Processed Food					✓

The above table draws the following inferences:

- There exists a strong relationship between purchase decisions taken regarding 'weekly eatables' and the 'constant verbal request' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'restaurant food' and the 'stops talking' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'Indian fast food' and the 'stops talking' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'confectioneries' and the 'constant verbal request' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'bakery food' and the 'not moving from the spot until the purchase is made' pestering technique of children.
- There exists a strong relationship between purchase decisions taken regarding 'American fast food' and the 'nagging and yelling' pestering technique of children.

- There exists a strong relationship between purchase decisions taken regarding ‘packaged and processed food’ and the ‘not moving from the spot until the purchase is made’ pestering technique of children.

Table – 5

Consolidated table of highest regression between food items and children’s pestering techniques

Consolidated table of highest regression between food items and children's pestering techniques					
	Stops Talking	Stops Eating	Nagging and Yelling	Constant Verbal Request	Not moving from the spot until the purchase is made
Weekly Eatables			✓		
Restaurant food	✓				
Indian Fast Food	✓				
Confectioneries				✓	
Bakery Food					✓
American Fast Food			✓		
Packaged and Processed Food					✓

The above table draws the following inferences:

- The ‘stops talking’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘restaurant food’ and ‘indian fast food’.
- The ‘nagging and yelling’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘weekly eatables’ and ‘American fast food’.
- The ‘not moving from the spot until the purchase is made’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘bakery food’ and ‘packaged and processed food’.
- The ‘constant verbal request’ pestering technique acts as the primary influencer having the highest impact on the purchase decisions of parents taken regarding ‘confectioneries’
- The ‘stops eating’ pestering technique does not act as the primary influencer in the purchase decisions of parents taken regarding any of the mentioned food items.

OVERALL IMPLICATIONS

- For the purchase decision of 'weekly eatables', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision, especially 'nagging and yelling' and 'constant verbal request' pestering techniques have the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'Restaurant food', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision, especially 'stops talking' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'Bakery food', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision, especially 'not moving from the place until the purchase is made' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'Indian fast food', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision; especially 'stops talking' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'American fast food', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision; especially 'nagging and yelling' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'Packaged and processed food', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision, especially 'stops eating' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- For the purchase decision of 'Confectioneries', all the pestering techniques mentioned in the questionnaire have a significant impact on its purchase decision, especially 'nagging and yelling' pestering technique has the primary positive effect on the final purchase of the particular product by the parents.
- It has been observed that out of the pestering techniques, 'stops talking', 'constant verbal request' and 'not moving from the spot until the purchase is made' are ideal pestering techniques that have significant influence on the purchase decisions of more than one food item.

SUGGESTIONS

Further research should be undertaken in assessing the external factors that would influence the children to have a desire for a particular product, having done so, if succeeded, the children are supposed to take care of the job in making the purchase take place for the family. In a way, conquering the attraction and mind of children for a particular product is half the battle won for the marketer in making the purchase happen. It could be through innovative and colourful advertising or free gifting strategies, they are the conventional, there is however scope for finding and influencing children through entirety of ways that are yet to be discovered and created in the never ending field of marketing. However, it should be acknowledged that the final of any household product would, however, depend on various internal demographic

factors with regard to the type of family in terms of their origin and orientation of family structure, income and life-style. Studies can be undertaken in quantifying the impact of every internal family factor on the children's pestering behaviour opportunities. Studies can be even conducted on determining the order of the intensity of a pestering technique to ascertain the demand for a particular food item by the children.

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QUESTIONNAIRE

IMPACT OF CHILDREN PESTER ON THE PARENT'S FOOD PURCHASE BEHAVIOUR IN HYDERABAD AND SECUNDERABAD

The following questionnaire is to ascertain the role of children as conscious influencers in the food purchase decisions of the family. The parents of children between 4 and 16 years of age are eligible to fill the questionnaire.

***Required**

Name *

Your answer

Age *

- 23 - 27
- 28 - 32
- 33 - 37
- Above 37

Gender *

- Female
- Male
- Other:

Family structure *

- Nuclear Family
- Joint Family
- Single parent family

Occupation *

Private Government Businessman/woman Homemaker
Employee Employee

Male parent

Female parent

Male parent

Female parent

Annual Family Income *

- Below 5 lacs
- 5 - 10 lacs
- 10 - 15 lacs
- Above 15 lacs

Number of children in the family whose present age is between the range of 5 and 15 years *

- 1
- 2

Gender of children *

- Only male child
- Only female child
- Elder male child and younger female child
- Elder female child and younger male child
- Both male children
- Both female children

Extent of your children affecting your food purchase decisions on a scale of 1 to 5 (5 being the highest) with regard to the following *

1 2 3 4 5

Weekly Eatables (vegetables, fruits and meat)

Restaurant food

Confectioneries (sweets & chocolates)

Bakery food (cookies, cakes, pastries & pies)

Packaged and processed food (chips, soft drinks and biscuits)

Indian fast food (chat)

American fast food (pizza, burger, ice cream, milkshakes, etc.)

Weekly Eatables (vegetables, fruits and meat)

Restaurant food

Confectioneries (sweets & chocolates)

Bakery food (cookies, cakes, pastries & pies)

Packaged and processed food (chips, soft drinks and biscuits)

Indian fast food (chat)

American fast food (pizza, burger, ice cream, milkshakes, etc.)

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According to you, rank the following ways your children adopt to pester you in making food purchase decisions of their choice? (Rank 1 being the most influential and Rank 5 being the least influential method) *

	Constant verbal Request	Stops talking	Stops eating	Nagging& yelling	Not moving from the spot
Rank 1					
Rank 2					
Rank 3					
Rank 4					
Rank 5					

Do you feel that your child's influence is affecting you in both positive and negative ways to make your food purchase decision? *

- Yes
- No

SUBMIT