IMPACT OF PESTER POWER ON FAMILY BUYING DECISION

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Abstract: Child play vital role not only for parents but for marketers as well. They acquire instant knowledge through available socializing agents and create huge pressure on parents to purchase desired products. The present paper endeavors to bring concern for burgeoning consumerism in children in India. Children's' are becoming more smart and relatively active in taking everyday decision. Abundant sources like Internet, Media, Television, Shopping experience and Friends are available to make children's interactive and connected in society. Children's demands are increasing these days and are not happy with whatever given to them by their parents so they use different "nagging" or "pestering" to purchase the product they like or want to buy. This paper explores dimensions of child socializing agents and different categories of FMCG products on child pester parent's to influence their decision. Descriptive and exploratory research design is used for the study and convenience sampling technique is used to collect the data. A sample of 416 parent child dyad (208 child and 208 Parents) was interviewed with a close ended structured questionnaire. The effort has also been made through this paper to find out impact of pester power on family buying decision for different categories of FMCG products.

Index Terms: **Pester Power, Family Purchase Decision, Child influence, FMCG products.**

I. INTRODUCTION

1.1 Pester Power

Pester Power is a term used for the very first time in USA in the late 1970s in *The Washington Post,* February 1979 ; "they use all the pester power they can muster' to talk their parents into purchases, a narrator warned". Where 'they' narrates to children who apply their strategic thinking to persuade their parents to get desired product or service. According to Mc Millan Dictionary, Pester power, is the children's ability to make their parents buy something or do something for them by continual asking until the parents agree to do it. In marketing, family act as a central part of consumer decision making (Tufte B. 2007). There are ample socio-cultural and psychological factors available in environment that supports pester power like more working women, greater exposure to kids, delayed parenthood, peer pressure, growing materialism and consumerism.

In todays' era kids were not only apathetic observer but they have occupied considerable place in the family. Child grows with cognitive and social development and examine clear picture to understand role of consumer.(Deborah Roedder John 1999, Journalof consumer research). They have been associated in all activities of the family. They exert extensive influence in all the activities family buying decisions whether they belong to any culture and country. Parents sometime feels that pester power is a negative concept (McNeal (1999b) as it may lead to unhealthy habits. Kids found television advertisements attractive and demand products that are instantly available to consume like junk food or high sugar content products. Parents cannot monitor their kids every time but can bring change among them by sharing their views on goods or bads of endorsed product while watching television (Cowell, 2001). According to (Paul, 2002), children's are active consumers and marketer have different intention to target children; they directly treating them as customers to take entire decision, they work on strategies to target parents indirectly through their kids, they wanted to showcase a positive brand image whereas some researchers believe that children's' are a passive consumer (Lawlor and Prothero, 2010; Marquis, 2004; Marshall et al., 2007).

II. LITERATURE REVIEW

In order to formulate marketing strategies Kids can be treated as consumer, customers, spenders, shoppers (McNeal, 1992). Children adopt different request strategies to influence their parents to get the desired product. Here influence means changing someone belief, mindset or behavior. Children of different ages and cultures apply different tantrums to influence their parents. According to Cowan (1984) there were two broad categories of direct and indirect influence strategies used to pester someone. Direct influence strategies were asking, begging and pleading, telling or assertion, reasoning, persistence, demanding or arguing, state importance and bargaining. Indirect influence strategies were negative effect, positive effect, verbal manipulation, using an advocate, eliciting reciprocity, evasion, and laissez-faire to influence parents. Bargaining is a bilateral strategy that needs response of the target person Falbo and Peplau (1980).Consumer products are bifurcated into various categories like convenience, shopping and specialty products. FMCG products are Low involvement products. Previous studies shows that kids have influence on almost all kinds of products (Martensen, 2008).

Pestering scenario is not only extrusive outside India but in India too A study has been conducted by Arpita Mukherjee Divya Satija Tanu M. Goyal Murali K. Mantrala Shaoming Zou (2012) on rich and middle-income consumers, where they examined that consumer shopping behaviour for brands across different product categories They analyzed that Indian consumers are not homogeneous, they prefer branded as well as non-branded products that vary across product categories as per demand pattern. They found that majority of respondents expenditure is still on food and grocery products and it is in this segment that they largely buy non-branded products. Researchers in India have observed that socialization agents amend cognitive and social behavior of children's. Various factors like increase in disposable incomes, more exposure to the global world and mount of younger population, Indian consumer's completely changed two decades back. They identified to be more materialistic, high on consumerism and believe in "Made in India' (Gopal and Srinivasan, 2006).

III. PURPOSE OF THE RESEARCH

1. To inspect different request strategies used by child to persuade their parents.

2. To explore different categories of FMCG products.

3. To analyze perception of child and parents towards child influence for different FMCG product category.

4. To analyze whether there is any significant difference in relationship between socializing agents and categories of FMCG products.

IV. RESEARCH METHODOLOGY

The study is descriptive and exploratory in nature. Delhi region is considered to conduct the study as it contained people from different region and culture of nation. 416 Parent-Child dyad from different households were selected. Study belongs to children between the age group of 8-16 years. The convenience sampling technique has been adopted to collect the data. The study was undertaken by considering different product categories of FMCG products like Bakery products, Chocolates, Ice cream, soft drinks, vegetables, toothpaste, hair oil, deodorant/perfume and shampoo.

V. DATA ANALYSIS

Table 1: Demographic Profile of Children (N=208)

Variable	Category	Frequency	Percentage
Age Group	8-10	77	37
	11-13	48	23
	14-16	83	40
Gender	Male	98	49
	Female	102	51
Birth Order	First (Eldest)	87	42
	Second (Middle one)	69	33
	Third (Youngest)	24	11.5
	Single Child	28	13.5
No. of Working Parents	Only Father Working	136	65.5
	Only Mother Working	6	3.0
	Both are Working	66	31.5

Source: Primary Survey

In order to conduct empirical analysis of the study primary data was collected through field survey thus, two separate questionnaires (for child and parents) were prepared. The questionnaires were sent to more than 450 parent child dyad. Out of which 416 completely filled questionnaires (208 parents and 208 child) were considered for further analysis. The responses received from them were entered, coded and analyzed in Statistical Package for Social Sciences (SPSS) 22.0 Version.

Table 2: Demographic Profile of Parents' (N=208)

Variable	Category	Frequency	Percentage
Age Group	<30 yrs	19	9
	31-40 yrs	79	38
	41-50 yrs	110	53
Gender	Male	75	36
	Female	133	64
Qualification	Graduation	85	41
	Post Graduation	101	48.5
	PhD	22	10.5
Family Style	Nuclear Family	86	41.5
	Joint Family	122	58.5
Monthly Family Income	< Rs50,000	49	23.5
	Rs 50,001- Rs 100,000	124	59.5
	> Rs 100,000	35	17

Source: Primary Survey

Objective 1: Analyzing different Child Request Strategies

In order to answer how children influence their parents to purchase FMCG products?

Child in order to get desired product applies different influence strategies on their parents. To identify different child request strategies extensive literature review and discussion among focus group of parents have been done. Sixteen statements were prepared on grounds of 5 point Likert scale ranging from 1 to 5 (1-Never, 2-Rarely, 3-Sometimes, 4-Most of the Time and 5-Always). Initially Kaiser-Meyer-Olkin (KMO) was applied to check how suited data was for Factor Analysis. KMO value varies between 0 to 1and value closer to 1 showcase better results. However, the KMO Value for child request strategy is 0.694 which is acceptable as middling value (Kaiser H.F, 1960). To check further sampling adequacy Bartlett's Test of Sphericity is evaluated that test hypothesis that the correlation matrix has an identity matrix that point out variables that are not related. The approximate chi-square statistic was 5588.221 with 120 degrees of freedom, observed significant. The Bartlett's Test showed a significance level.

Table 3: Factor analysis and Reliability results related to Child Request Strategy

FACTOR	FACTOR LOADINGS	EIGEN VALUE	% VARIANCE	CRONBACH
CHILD REQUEST (16 STATEMENTS)				**0.694**
BARGAINING STRATEGY		3.07	19.23	**0.808**
I promise exchange offer deal to my parents (like washing car, cleaning room to get product)	0.887			
I offer in exchange of product, will not to repeat some	0.708			

mistake				
I offer to purchase less price product	0.935			
PERSUASION STRATEGY		2.619	16.37	**0.864**
I try to convince my parents by telling that my friends/siblings have it.	0.892			
I remind about the TV advertisement about product	0.730			
I Insist on this is what I want	0.897			
EMOTIONAL STRATEGY		2.601	16.26	**0.875**
I talk nicely and show extra care to my parents	0.701			
I beg my parents to get the product	0.873			
I pretend illness to gain parents sympathy	0.884			
I demand product on some special occasion	0.875			
AGGRESSIVE STRATEGY		2.232	13.95	**0.755**
I don't eat until I get the product	0.769			
I express anger	0.727			
I stop talking to my parents	0.852			
UPWARD APPEAL STRATEGY		2.007	12.54	**0.843**
I try to convince parents by saying that the request was approved or supported by an older member of the family	0.844			
I try to convince parents by saying that the request was approved or supported by a teacher	0.898			
I try to convince parents by saying that the request was approved by my friend parents	0.859			
Cumulative % of variance	**78.36**			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0 .671 Bartlett's Test of Sphericity Approx. Chi-Square = 5588.221 Df = 120 Significance = 0.000				

To extract different child request strategy, factor analysis was applied on a data set of 16 variables. Principal component factor analysis was the method of extraction with varimax as rotation method that follow the criterion that factors with eigen value greater than 1.00 will be retained (Kaiser, 1960). On the basis of varimax rotation, 16 variables were grouped into 5 factors. Extracted five factors explain 78.36% of variance.

Objective 2: To explore different categories of FMCG products.

In order to categorize different FMCG products extensive literature review and discussion among focus group of parents have been done. A list of ten products were selected on grounds of 5 point Likert scale ranging from 1 to 5 (1-Never, 2-Rarely, 3-Sometimes, 4-Most of the Time and 5-Always). Initially Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, was applied to check how suited data is for Factor Analysis. KMO value varies between 0 to 1and value closer to 1 showcase better results. However, the KMO Value for FMCG product

categories is 0.90, provided support for good internal reliability. To check further sampling adequacy Bartlett's Test of Sphericity is evaluated that test hypothesis that the correlation matrix has an identity matrix that point out variables are not related. The approximate chi-square statistic was 3356.686 with 45 degrees of freedom, found significant. Considering a 95% level of Significance, α = 0.05 The p-value (Sig.) of .000 < 0.05 the Bartlett's Test showed a significance level.

Table 4: Factor analysis and reliability results related to FMCG product categories

FACTOR	FACTOR LOADINGS	EIGEN VALUE	% VARIANCE	CRONBACH
FMCG PRODUCTS (10 PRODUCTS)				**0.901**
FOOD AND BEVERAGES PRODUCTS		4.33	43.33	**.800**
Bakery Products (like biscuits)	0.598			
Chocolates	0.826			
Ice cream	0.871			
Soft Drinks	0.572			
Vegetable	0.789			
HEALTH AND PERSONAL CARE PRODUCTS		3.03	30.29	**0.954**
Soap	0.914			
Toothpaste	0.872			
Hair oil	0.827			
Deodorants/Perfumes	0.901			
Shampoo/Conditioner	0.884			
Cumulative % of variance	**73.62**			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.866 Bartlett's Test of Sphericity Approx. Chi-Square = 3356.686 Df = 45 Significance = 0.000				

Source: Primary Survey

 In order to extract different categories of FMCG products, factor analysis was applied on a data set of 10 variables. Principal component factor analysis was the method of extraction with varimax as rotation method that follow the criterion that factors with eigen value greater than 1.00 will be retained (Kaiser, 1960). On the basis of varimax rotation, 10 variables are grouped into 2 factors i.e. FAB (Food & Beverages) and HAPC (Health & Personal Care products). The percentage of variance represents the percent of total variance accounted by each factor and the cumulative percentage gives the cumulative percentage of variance. Extracted two factors explain 73.62% of variance.

Objective 3: To analyze perception of child and parents towards child influence for different FMCG product category

H0 1: There is no significant difference in perception of child and parents towards child influence for different FMCG product category.

H0 1a: There is no significant difference in perception of child and parents towards child influence for different FAB product category.

H0 1b: There is no significant difference in perception of child and parents towards child influence for different HAPC product category.

Table 5: Independent t-test FMCG product categories

FMCG PRODUCTS		Mean Score and Standard Deviation			t test for equality of means	
	Parents/child	Mean	Grand Mean	Std. Deviation	T	Sign. (2 tailed)
FMCG	Child	3.29	3.3	.791	-1.56	.126NS
	Parents	3.47		.784		
FAB	Child	3.57	3.6	1.00	-1.15	.137NS
	Parents	3.76		.898		
HAPC	Child	2.91	3	.788	-.503	.765NS
	Parents	3.08		.907		

* Significant at .05 level, ** Significant at 0.01 level, NS Not Significant   df= 414

Independent sample t-test was done to find out the difference in child demands for different categories of FMCG products as perceived by child and his/her parents. As shown in above table, t value was less than 1.96 for all categories of products. That shows there was no significant difference in the perception of child and parents in case of FMCG, FAB and HAPC therefore null hypothesis H01, H0 1a and H0 1b are accepted.

Objective 4: To analyze whether there is any significant difference in relationship between socializing agents and categories o FMCG products.

Correlation was applied for understanding relationship between child request strategies for different FMCG product categories. In this section, direction of relationship between five factors of child request strategies and two categories of FMCG were observed. According to table 6, Emotional, Aggressive and upward appeal were positively correlated with FAB category of product whereas none of the child request strategy is correlated with HAPC category of products.

Table 6: Correlation Coefficients between Child Request strategies and FMCG Categories of Products

Influence Strategies	FMCG	
	FAB	HAPC
Bargaining Strategy	.064NS	0.049 NS
Persuasion Strategy	.048NS	0.089NS
Emotional Strategy	.349**	0.063NS
Aggressive Strategy	.292**	0.055NS
Upward Appeal Strategy	.046*	0.23 NS

After getting correlation among child socialization and FMCG categories of product. Child socialization agents were positioned as independent variables whereas different categories of FMCG were positioned as dependent variable while computing regression analysis. To test the relationship among factors following hypothesis are formulated:

H0 2: Child request strategy don't affect child to influence parents for different product categories.

H0 2a: Child request strategy don't affect child to influence parents for FAB products.

H0 2b: Child request strategy don't affect child to influence parents for HAPC products.

H0 2a: Child request strategy don't affect child to influence parents for FAB products.

Regression analysis was done to figure out the impact of five child request strategies on FAB products child wants to request to their parents. The value of coefficient of determination is 0.245 depicts 24.5% explains the child using request strategy to get FAB products.

Table 7: Regression Analysis of Child request strategy and FAB products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495[a]	.245	.236	.75631

a. Predictors: (Constant), UPAS, BS, ES, AS, PS

As given in ANOVA table below, results explained that the Significance is .000 which is less than .05, so null hypothesis is rejected that means child request strategies agents affect parents to get FAB products. It also indicates that there is a significant positive relationship (F = 26.601, p < .05).

Table 8 ANOVA Analysis of Child request strategy and FAB products

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	76.080	5	15.216	26.601	.000[b]
	Residual	234.522	410	.572		
	Total	310.602	415			

a. Dependent Variable: FAB

a. Predictors: (Constant), UPAS, BS, ES, AS, PS

$Y_1 = 3.833 + 0.394X_3 + 0.343X_4 + 0.098X_5$

Y_1 = Child influence for FAB products

X_3 = Bargaining Strategy

X_4 = Aggressive Strategy

X_5 = Upward Appeal Strategy

Table 9: Child Request Strategies For FAB Products

Independent Variables	Dependent Variable: Child request strategy for FAB products		
	Beta	**Simple r**	**t-value**
EMOTIONAL	0.394**	.349**	8.167
AGGRESSIVE	0.348**	.292**	7.595
UPWARD APPEAL	0.098*	.046*	2.198
Multiple R = 0.495			
R Square = 0.245			

p value for the F statistics of overall significance test is less than significance level, therefore alternate hypothesis H2a is accepted and conclude that out of five child request strategy Emotional, Aggressive and upward appeal strategies used by child to affect parents to get FAB products.
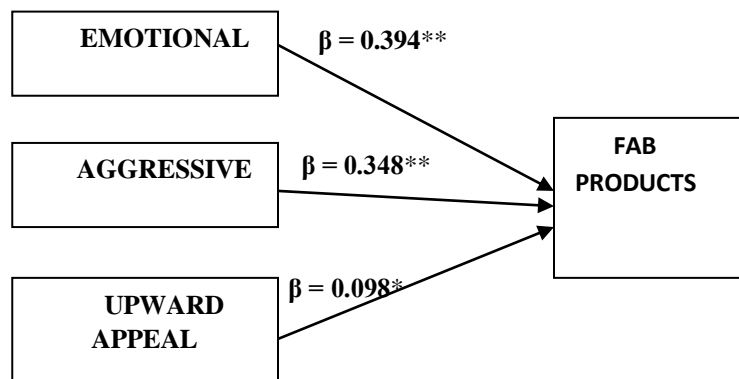

Fig 1: Relationship of Emotional, Aggressive and Upward Appeal Strategy affect child to influence parents FAB Products

H0 2b: Child request strategy don't affect child to influence parents for HAPC products.

Regression analysis was done to figure out the impact of five child request strategies on HAPC products child wants to request to their parents. According to table 6, none of the strategy was significant with HAPC product. The value of coefficient of determination is 0.021 depicts 2.1% explains the child using request strategy to get HAPC products.

Table 10: Regression Analysis of Child request strategy and HAPC products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.144ᵃ	.021	.009	.95562

a.   Predictors: (Constant), UPAS, BS, ES, AS, PS

As given in ANOVA table below, results explained that the Significance is .123 which is more than .05, so null hypothesis H0 2b is accepted that means child request strategies don't affect child to request their parents to get HAPC products (F = 1.747, p > .05).

Table 11: ANOVA Analysis of Child request strategy and HAPC products

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.977	5	1.595	1.747	.123[b]
	Residual	374.417	410	.913		
	Total	382.394	415			

a. Dependent Variable: HAPC

b. Predictors: (Constant), UPAS, BS, ES, AS, PS

CONCLUSION

From the above analysis we can conclude that chid play major role in influencing their parents decision making. They gain knowledge from different socializing agents and apply different request strategies on parents. According to analysis five different request strategies were identified like bargaining, persuasion, emotional, aggressive and upward appeal strategy. Two FMCG product categories i.e. FAB (Food and Beverages) and HAPC (Health and Personal Care) products were explored. Both child and parents believe the same as there was no significant difference in the perception of child and parents in case of FMCG, FAB and HAPC. It was found that Emotional, Aggressive and upward appeal were positively correlated with FAB category of product whereas none of the child request strategy is correlated with HAPC category of products. That shows kids were more attracted to buy FAB products hence they influence parents' for it rather than for HAPC products.

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