A Thesis on

A STUDY ON INFLUENCE OF CHILDREN ON FAMILY BUYING WITH RESPECT TO SELECTED PRODUCTS IN GUJARAT STATE

for

DOCTOR OF PHILOSOPHY

In

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By

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INTRODUCTION

- Children constitute an important target market segment and merit attention from a marketing perspective. The role that children plays in making decisions concerning the entire family unit has prompted researchers to direct attention to the study of influence of children.
- Children have come to constitute a very important consumer group that influences family purchases of various products in many ways. Thus, recognising children as a primary market, an influencing market, and a future market, children today are seen as different from past generations; especially the 8-14 year-old (called "tweens", as they are neither children nor teens but something between). They've grown up faster, are more connected, more direct and more informed. They have more personal power, more money, influence and attention than any other generation before them.

- Theory of Cognitive Development
- Sensorimotor period (years o to 2 Infancy)
- Preoperational period (years 2 to 6 Preschool)
- Concrete operational period (years 6 to 12 -Childhood)
- Formal operational period (years 12 and up -Adolescence)

Stages of Cognitive Development

Stage	Characterised by
Sensori-motor (Birth-2 yrs)	 Differentiates self from objects Recognises self as agent of action and begins to act intentionally: e.g. pulls a string to set mobile in motion or shakes a rattle to make a noise Achieves object permanence: realises that things continue to exist even when no longer present to the sense (pace Bishop Berkeley)
Pre-operational (2-7 years)	 Learns to use language and to represent objects by images and words Thinking is still egocentric: has difficulty taking the viewpoint of others Classifies objects by a single feature: e.g. groups together all the red blocks regardless of shape or all the square blocks regardless of colour
Concrete operational (7-11 years)	 Can think logically about objects and events Achieves conservation of number (age 6), mass (age 7), and weight (age 9) Classifies objects according to several features and can order them in series along a single dimension such as size.
Formal operational (11 years and up)	 Can think logically about abstract propositions and test hypotheses systematically Becomes concerned with the hypothetical, the future, and ideological problems

Tactics Used by Children to Influence Their Parents

Pressure Tactics	The child makes demands, uses, and threats or intimidates to persuade parents to comply with his/her request.
Upward Appeal	The child seeks to persuade parents, saying that the request was approved or supported by an older member of the family, a teacher or even a family friend.
Exchange Tactics	The child makes an explicit or implicit promise to give some sort of service such as washing the car, cleaning the house or taking care of the baby, in return for a favour.
Coalition Tactics	The child seeks the aid of others to persuade parents to comply with his/her request or uses the support of others as an agreement to agree with him/her.
Ingratiating Tactics	The child seeks to get parents in a good mood or think favourably of him or her before asking them to comply with a request.
Rational Persuasion	The child uses logical arguments and factual evidence to persuade parents to agree with his/her request.
Inspirational Appeals	The child makes an emotional appeal or proposal that arouses enthusiasm by appealing to parental values and ideals.
Consultation Tactics	The child seeks parent's involvement in making a decision.

CONSUMER SOCIALISATION

- The most widely used definition of consumer socialization is the one given by Ward (1974): "It is the process by which young people acquire skills, knowledge and attitude relevant to their functioning in the marketplace". The process of consumer socialization begins with infants, who accompany their parents to stores, where they are initially exposed to marketing stimuli.
- Within the first two years, children begin to make requests for desired products. As kids learn to walk, they also tend to make their own selections when they are in stores. By around the age of five, most kids are making purchases with the help of parents and grandparents, and by eight most are making independent purchases and have become full-fledged consumers.

Stages of Consumer Socialisation

Characteristics	Perceptual stage, 3–7 years	Analytical stage, 7–11 years	Reflective stage, 11–16 years			
Knowledge structure	Knowledge structures:					
Orientation	Concrete	Abstract	Abstract			
Focus	Perceptual features	Functional/underlying features	Functional/underlying features			
Complexity	Unidimensional Simple	Two or more dimensions Contingent ("if-then")	Multidimensional Contingent ("if-then")			
Perspective	Egocentric (own perspective)	Dual perspectives (own + others)	Dual perspectives in social context			
Decision-making and influence strategies:						
Orientation	Expedient	Thoughtful	Strategic			
Focus	Perceptual features Salient features	Functional/underlying features Relevant features	Functional/underlying features Relevant features			
Complexity	Single attributes Limited Repertoire of strategies	Two or more attributes Expanded repertoire of strategies	Multiple attributes Complete repertoire of strategies			
Adaptivity Perspective	Emerging Egocentric	Moderate Dual Perspective	Dual Perspective in social context			

Factors Influencing Consumer Socialisation (other than Age)

- Family
- Peers
- Culture
- Mass Media and Marketing

REVIEW OF LITERATURE

- Total no. of papers/articles/ journals reviewed: 1057
- Out of which:
 - General 495
 - Relevant 468
 - Specific 94
- The major areas of review:
 - Influence of children by product category.
 - Children's influence across stages of decision making process.
 - Consumer socialization of children.
 - Media effects on children.
 - Changing pattern of the market.
 - Changing structure of the family.

RESEARCH METHODOLOGY

Problem Identification:

- Children constitute an important target market segment and merit attention from a marketing perspective. Thus, recognising children as a primary market, influencing market and a future market, children today are seen as different from past generations; especially the 8-14 years old.
- The title of the problem is "How children influence the family buying for some products in Gujarat state". Based on the above, the following issues are raised by the researcher.
- What are the factors affecting family buying kept in children's influence?
- What are the various demographic factors of a child affect family buying?
- How children are influencing in various types of families?
- How children are influencing the family buying for varieties of products?

Rationale of the Study

- Most of the today's families have a strong influence of the children in most of the family activities including buying decisions. Families are currently becoming more and more children centered or 'child-led' unlike the traditional societies, which were either 'matriarchal' or 'patriarchal' as determined by the cultural differences. Thus today the children have much influence in the family.
- It is experienced that presently, the children have learnt the art of asking; this is virtually how they get virtually everything they need or want.
- Though, the child is not the target consumer but his comfort or discomfort influences the parent's retail experience. So retail outlets and stores are trying to make the children accompanying the parents comfortable.
- Kids today play a vital role in the decision–making. Earlier the marketer used to sell to the parents and close the deal using the child. Today, the situation has reversed with the marketers selling to the child and closing with parents.

Objectives:

- To study the role of children on family buying decisions.
- To analyze the changing behaviour of family buying decisions.
- To analyse the changing pattern of market in the children's segment
- To identify the shift in the family buying structure.

Hypothesis

- 1. Ho: Children do not play significant buying roles in family by influencing directly or indirectly.
- 2. Ho: The Media does not play any role to instigate children to buy products.
- 3. Ho: Children from Low-income level families have less influence than high income family in making purchase decisions.
- 4. Ho: The influence of children doesn't vary with the types of products.
- 5. Ho: The influence of children is lower for product classes targeted at children's use.
- 6. Ho: There is no significant change in the behaviour of children with the passage of time.

Research Design

- Sampling Method
- In the present study, the convenience sampling method has been adopted.
- Sample Unit
- While collecting the data one family has been considered as a sample unit.

Sample Size

 The sample size was so selected that it could be adequate enough to represent the whole population; therefore two cities of Gujarat- Ahmedabad and Surat have been selected for the present study. The sample is also restricted to the urban area of those two cities. The sample size has been restricted to 500 families having children below 14 years (i.e. 1000 respondents). The randomly selected 250 families from each city include two respondents: a parent (either mother or father) and a child below the age of 14 years from each family.

• Primary Data:

 The primary data collected for this research study has been collected through the structured non-disguised questionnaires. A structured non-disguised questionnaire is one where questions and answers are specified. Separate set of questionnaires were prepared for both parents and children.

Instrument of Data Collection

• The responses were measured on five point scale. The method is based on Likert Scaling Technique. Scaling describes the procedure of assigning numbers to various degrees of opinion, attitude and other concepts.

Preparation of the Scale

- In preparation of the scale, Likert summated rating technique was used. Each statement carried five alternative responses, strongly agree, agree, indifferent, disagree and strongly disagree. The scale thus prepared was administered on 500 families i.e. 1000 respondents which includes 500 parents and 500 children. The respondents were asked to give their choice on Likert scale on their own. The data thus obtained were statistically treated giving a weight of 5, 4, 3, 2, and 1 for the positive items. The weights were reversed for negative items, i.e., 1, 2, 3, 4, 5. Then the score of each individual was summed up to calculate the response of the items.
- The items are given the name for parent respondents Fa1, Fa2......Fa14 and for child respondents Fb1, Fb2.......Fb14. The items were divided into following four groups:
- Group I: Fa1, Fa2, Fa5, Fa12, Fa14 and Fb1, Fb2, Fb4, Fb10, Fb14
- Group II: Fa3, Fa4, Fa6 and Fb8, Fb11
- Group III: Fa7, Fa8, Fa13 and Fb7, Fb9, Fb12, Fb13
- Group IV: Fa9, Fa10, Fa11 and Fb3, Fb5, Fb6

1. To study the role of children in household buying.

- Fai Parents agree to the consent of children, while buying a household product.
- Fa2 In your family most of routine decisions are initiated by children.
- Fa5 The children are early adopters and make a hurry to take decisions.
- Fa12 Children play the role of mediator in any type of conflict in the decisions of parents.
- Fb1 You (Child) can easily influence purchase decision of your parents.
- Fb2 Your parents generally allow you to buy daily need products of your choice.
- Fb4 Your parents appreciate the things purchased by you.
- Fb10 Most of the time you are the initiator/problem recognizer and hence the first person to demand for the product.

2. To analyze the changing behaviour of family buying.

- Fa3 Children know more about the products available in the market.
- Fa4 Sometimes the children need not to take suggestions about any product even from their parents.
- Fa6 You rely upon the information provided by your children as you feel they are more updated because of media.
- Fb8 You inform your parents regarding modified use of products if they feel dissatisfied after buying it.
- Fb11 Your parents feel that you are the younger generation and hence more aware to take decisions.

3. To analyze the changing pattern of market in the children's segment.

- Fa7 The increasing uses of Television, Cinema etc. affects the decision making role of the children.
- Fa8 The advertisements have comparatively more impact on the minds of the children.
- Fa13 Market has grown into a direct market of the products meant for the children over the past few years.
- Fb7 The promotional schemes like advertisements always lure you to by the products.
- Fb9 You rely more on advertisement and media than that of your family while making buying decision.
- Fb12 You prefer switching from one brand to another as it gives you feeling of adventure.
- Fb13 The market for children products is rapidly growing.

4. To identify the shift in household buying structure.

- Fa9 The cultural shift has brought a change in the decision making process in the family.
- Faio The change in family income causes changes in the buying behaviour.
- Fa11 Mother and children are able to finance some of the buying decisions rejected by the father.
- Fb₃ You give your consent in buying the costly products.
- Fb5 Every family member has his/her ideas relating to the product to be purchased.
- Fb6 Since you are an important member of the family, you have full right to initiate the influence and also to decide sometimes regarding the buying decision.

Secondary Data

• This data has been obtained from various marketing journals, books, earlier related studies, census reports, statistical abstracts of Gujarat, press releases, newspapers and periodicals. The relevant internet sites were also explored to get the necessary information for the study.

Reliability of the study

• The Coefficient alpha or Cronbach's alpha is used to generate the reliability test of the questionnaire. The record of 100 respondents (50 Parent & 50 children) were scored and each question and item correlated with the total scores, using Cronbach's alpha coefficient. The average of the internal consistency of all retained items was **0.762**, which was considered relatively high.

• The statistical measures which have been used in the study are as follows:

Weighted Average Score:

• Weighted Average Score (WAS) has been used to study the respondents' opinion expressed on a five point scale as per their level of satisfaction. Weighted average score method is used where relative importance of different items is not the same. Weights assigned to responses are -2, -1, o, 1 and 2 respectively to strongly disagree, disagree, indifferent, agree and strongly agree.

Co-efficient of Variation:

• The co-efficient of variation (CV) has been calculated to see the variability in the scores of various items, according to various groups and sub-groups. Higher the CV, higher is the variation or dispersion in the series.

Co-efficient of Contingency:

• Co-efficient of contingency is also calculated to determine the degree of association between two or more than two attributes.

Tests of Significance:

• For checking the significant fluctuation in sample the following tests of significance have been applied.

• a) Chi –Square Test

• Chi-square test has been applied to study the independence (or dependence) with regard to various qualitative aspects highlighted by the respondents in the questionnaire.

• b) t-test

• Student's t-test is applied on a random sample to test the significant difference in the means of two groups or subgroups.

• c) Analysis of Variance

Analysis of variance frequently referred to by the contraction ANOVA is specially designed to test whether the means of
more than two quantitative populations are equal. Its purpose is to test the significance of differences among sample
means. Ratio F is calculated.

Limitation of the Study

- This study is confined to the two cities of Gujarat. Hence, the results do not necessarily reflect the same behaviour in other areas of country or other countries.
- This is study is confined to the convenience samples.
- This study is confined to urban areas only.
- This study has studied children's influence in Gujarat, raising the issue of generalisability to our country as well as to other nation.
- As children under the age of 14 years are also considered as a sample unit, there are chances that they may not be capable of understanding and answering the questions properly.

DATA ANALYSIS & INTERPRETATION-I Theoretical Framework of the Study

Demographic Profile of Parent Respondents

City	Surat	Ahmedabad	Total
Age			
Up to 35	15	25	40
	(6)	(10.00)	(8.00)
35 -40	88	83	171
	(33.20)	(33.20)	(34.20)
40-45	115	99	214
	(46.00)	(39.60)	(42.80)
Above 45	32	43	75
	(12.80)	(17.20)	(15.00)
Occupation			
Business	97	151	248
	(38.80)	(60.40)	(49.60)
Service	153	99	252
	(39.60)	(61.20)	(50.40)

Demographic Profile of Parent Respondents

City	Surat	Ahmedabad	Total
Gender			
Male	192	163	355
	(76.80)	(65.20)	(71.00)
Female	58	87	145
	(23.20)	(34.80)	(29.00)
Woman of family			
Working	28	63	91
	(11.20)	(25.20)	(18.20)
Non-working	222	187	409
	(88.80)	(74.80)	(81.80)
No. of Children			
One	14	13	27
	(5.60)	(5.20)	(5.40)
Two	146	158	304
	(58.40)	(63.20)	(60.80)
Three / More	90	79	169
	(36.00)	(31.60)	(33.80)
Monthly Family Income (Rs.)			
Up to 10,000	107	66	173
	(42.80)	(26.40)	(34.60)
10000-20,000	94	87	181
	(37.60)	(34.80)	(36.20)
Above 20,000	49	97	146
	(19.60)	(38.80)	(29,20)

Demographic Profile of Parent Respondents

City	Surat	Ahmedabad	Total
Education			
Matric	71	57	128
	(28.40)	(22.80)	(25.60)
Graduate	124	120	244
	(49.60)	(48.00)	(48.80)
Post-Graduate	55	73	128
	(22.00)	(29.20)	(25.60)

Comparative Analysis of Demographic Variables

• It highlights the nature of relationship among various demographic factors of the parent respondents surveyed.

	Surat	Ahmedabad	All Data
Age v/s Occupation	Chi^2= 3.68 (df: 3)	Chi^2= 7.86* (df: 3)	Chi^2= 9.02* (df: 3)
Age v/s Gender	chi^2 = 23.67** (df:3)	chi^2 = 31.87** (df:3)	chi^2 = 55.63** (df:3)
Age v/s Woman of Family	Chi^2= 2.30 (df: 3)	Chi^2= 2.87 (df: 3)	Chi^2= 6.32 (df: 3)
Age v/s Number of Children	Chi^2= 20.97** (df: 6)	Chi^2= 11.62 (df: 6)	Chi^2= 22.41** (df: 6)
Age v/s Income (Rs. 'ooo)	Chi^2= 15.80* (df: 6)	Chi^2= 6.92 (df: 6)	Chi^2= 9.97 (df: 6)
Age v/s Education	Chi^2= 6.41 (df: 6)	Chi^2= 6.46 (df: 6)	Chi^2= 11.24 (df: 6)
Occupation v/s Gender	Chi^2= 2.86 (df: 1)	Chi^2= 2.19 (df: 1)	Chi^2= 7.70** (df: 1)
Occupation v/s Woman of Family	Chi^2= 7.98** (df: 1)	Chi^2= 22.86** (df: 1)	Chi^2= 19.68** (df: 1)
Occupation v/s No. of Children	Chi^2= 1.00 (df: 2)	Chi^2= 5.35 (df: 2)	Chi^2= 1.09 (df: 2)
Occupation v/s Income (Rs. '000)	Chi^2= 19.05** (df: 2)	Chi^2= 0.93 (df: 2)	Chi^2= 6.75* (df: 2)

^{*} Significant at five percent level of significance

^{**} Significant at one percent level of significance

Comparative Analysis of Demographics

	Surat	Ahmedabad	All Data
Occupation v/s Education	Chi^2= 16.21**(df: 2)	Chi^2= 10.13**(df: 2)	Chi^2= 20.54**(df: 2)
Gender v/s Woman of Family	Chi^2= 16.32** (df: 1)	Chi^2= 11.47** (df: 1)	Chi^2= 30.47** (df: 1)
Gender v/s No. of Children	Chi^2= 2.37 (df: 2)	Chi^2= 0.91 (df: 2)	Chi^2= 0.96 (df: 2)
Gender v/s Monthly Family Income	Chi^2= 6.59* (df: 2)	Chi^2= 4.69 (df: 2)	Chi^2= 5.46 (df: 2)
Gender v/s Education	Chi^2= 2.72 (df: 2)	Chi^2= 0.54 (df: 2)	Chi^2= 1.34 (df: 2)
Woman of Family v/s No. of Children	Chi^2= 3.58 (df: 2)	Chi^2= 4.81 (df: 2)	Chi^2= 6.17* (df: 2)
Woman of Family v/s Income	Chi^2= 28.28** (df: 2)	Chi^2= 2.77 (df: 2)	Chi^2= 24.60** (df: 2)
Woman of Family v/s Education	Chi^2= 46.78** (df: 2)	Chi^2= 30.51** (df: 2)	Chi^2= 75.26** (df: 2)
No. of Children v/s Income	Chi^2= 6.37 (df: 4)	Chi^2= 23.37** (df: 4)	Chi^2= 20.85** (df: 4)
Number of Children v/s Education	Chi^2= 9.83* (df: 4)	Chi^2= 27.64** (df: 4)	Chi^2= 26.53** (df: 4)
Income v/s Education	Chi^2= 45.37** (df: 4)	Chi^2= 27.04** (df: 4)	Chi^2= 68.24** (df: 4)

^{*} Significant at five percent level of significance

^{**} Significant at one percent level of significance

Demographic Profile of Child Respondents

		Total
151	117	268
(60.40)	(46.80)	(53.60)
99	133	232
(39.60)	(53.20)	(46.40)
50	51	101
(20.00)	(20.40)	(20.20)
101	102	203
(40.40)	(40.80)	(40.60)
99	97	196
(39.60)	(38.80)	(39.20)
14	40	54
(5.60)	(16.00)	(10.80)
144	141	285
(57.60)	(56.40)	(57.00)
92	69	161
(36.80)	(27.60)	(32.20)
	(60.40) 99 (39.60) 50 (20.00) 101 (40.40) 99 (39.60) 14 (5.60) 144 (57.60) 92	(60.40) (46.80) 99 133 (39.60) (53.20) 50 51 (20.00) (20.40) 101 102 (40.40) (40.80) 99 97 (39.60) (38.80) 14 40 (5.60) (16.00) 144 (57.60) 92 69

Demographic Profile of Child Respondents

	Surat	Ahmedabad	Total
Monthly Pocket Money			
No Pocket Money	83	48	129
	(33.20)	(18.40)	(25.80)
Up to 100	76	98	174
	(30.40)	(39.20)	(34.80)
Above 100	91	106	197
	(36.40)	(42.40)	(39.40)

Figures in parentheses indicate percentages

Comparative Analysis of Demographic Variables

	Surat	Ahmedabad	All Data
Gender v/s Age	Chi^2= 1.54 (df: 2)	Chi^2= 0.97 (df: 2)	Chi^2= 0.18 (df: 2)
Gender v/s Class	Chi^2= 1.11 (df: 2)	Chi^2= 1.71 (df: 2)	Chi^2= 1.04 (df: 2)
Age v/s Class	Chi^2= 249.50** (df: 4)	Chi^2= 308.38** (df: 4)	Chi^2= 544.81** (df: 4)

^{*} Significant at five percent level of significance

- •It is found that respondents of both the cities have significant association between age/gender, occupation/Woman of family, occupation/education, gender/Woman of family, Woman of family/education, number of children/education and income/education that is, gender and occupation of the respondent determine the status of Woman of family either working or not and education being an important demographic factor determine the status of Woman of family, number of children of respondents and their income level whereas age of the respondent does not have any significant association with number of children. Gender of respondents.
- •City wise analysis shows that income of the respondents of Surat is largely affected by their age, occupation, gender and status of Woman of family. Number of children of respondents depends upon their age, whereas in Ahmedabad occupation of the respondents is determined by their age and number of children is determined by the monthly income of the respondents.

^{**} Significant at one percent level of significance

Contd...

- Child respondents of two cities show significant association only between age and class of the respondents. Whereas all the other variables gender/age, gender/class, age/monthly pocket money and class/monthly pocket money show insignificant association between them.
- It can be concluded that although all the demographic factors analyzed above are important for buying decisions but education and income of the parent respondents and age of both parent and child respondents play a significant role while making family buying decisions. A person plays an active role in family buying decisions when his/her level of education is higher, his/her income and occupational status are higher and he/she is in the age category of 25-50 years.

DATA ANALYSIS & INTERPRETATION-II

(Role of Children and Growth of Market)

• The First objective of the study is to examine the role of children in the family buying decisions. The factor combination from the scale i.e. Fa1, Fa2, Fa5, Fa12 and Fa14 from the parent's responses and Fb1, Fb2, Fb4, Fb10 and Fb14 from the children responses has been taken for consideration to study this phenomenon.

Parents Agree to the Consent of Children

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 11.07	Chi^2 = 25.08*	Chi^2 = 20.74
Occupation wise Analysis	Chi^2 = 4.95	Chi^2 = 1.01	Chi^2 = 2.35
Gender wise Analysis	Chi^2 = 2.63	Chi^2 = 3.42	Chi^2 = 5.37
Woman of Family wise	t = 0.299	t = 2.039*	t = 1.757
No. of Children wise	Chi^2 = 3.54, F = 3.18*	Chi ² = 8.13 $F = 3.42^*$	Chi^2 = 5.71 F = 5.11**
Monthly Income wise	Chi^2 = 21.77**	Chi^2 = 9.63	Chi^2 = 20.77**
Education wise	Chi^2 = 33.11** F = 7.94**	Chi^2 = 12.47	Chi^2 = 23.74** F = 7.50**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that occupation, gender and number of children do not have any significant influence on the respondents' perception. Whereas income and education significantly influence Surat respondents. Age and Woman of family (working or non-working) significantly affect the perception of Ahmedabad respondents. Hence it can be concluded that age, income and education have significant influence on the role of children.

^{*} Significant at five percent level of significance

Most of Routine Decisions are Initiated by Children

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 17.48	Chi^2 = 32.00**	Chi^2 = 33.16**
Occupation wise Analysis	Chi^2 = 3.80	Chi^2 = 3.68	Chi^2 = 4.33
Gender wise Analysis	Chi^2 = 8.30	Chi^2 = 2.19	Chi^2 = 5.92
Woman of Family wise	Chi^2 = 6.46	Chi^2 = 4.30	Chi^2 = 4.38
No. of Children wise	Chi^2 = 11.08	Chi^2 = 8.46	Chi^2 = 14.51
Monthly Income wise	Chi^2 = 17.91* F = 3.34*	Chi^2 = 16.70*	Chi^2 = 28.28** F = 3.70*
Education wise	Chi^2 = 17.32*	Chi^2 = 21.08** F = 8.38**	Chi^2 = 26.96** F = 7.97**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that occupation, gender, Woman of family working or non-working and number of children do not have any impact on the perception of respondents but income and education of the Surat respondents significantly varies their perception about the statement, whereas in case of Ahmedabad age, income and educational level of respondents have significant influence on the respondents' perception.

^{*} Significant at five percent level of significance

Children Make Hurry to Take Decisions

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 16.31	Chi^2 = 10.77	Chi^2 = 20.52
Occupation wise Analysis	Chi^2 = 9.45 t = 2.959**	Chi^2 = 3.57	Chi^2 = 9.66* t = 2.594**
Gender wise Analysis	Chi^2 = 4.26	Chi^2 = 12.35* t = 3.346**	Chi^2 = 12.20* t = 2.912**
Woman of Family wise	Chi^2 = 3.93	Chi^2 = 3.70	Chi^2 = 5.98
No. of Children wise	Chi^2 = 8.54	Chi^2 = 11.84	Chi^2 = 11.22
Monthly Income wise	Chi^2 = 7.36	Chi^2 = 30.29**	Chi^2 = 17.87*
Education wise	Chi^2 = 7.32	Chi^2 = 5.51	Chi^2 = 5.35

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that majority of the variables like age, Woman of family, number of children and education of the respondent does not have any significant influence on their perception but occupation affects the Surat respondents significantly and income and gender have significant influence on the perception of Ahmedabad respondents. Hence, the data concludes that respondents of different age, gender and occupation show more concern with the statement.

^{*} Significant at five percent level of significance

Children Play Role of Mediator in Conflicts of Parents

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 10.22	Chi^2 = 17.34	Chi^2 = 15.80
Occupation wise Analysis	Chi^2 = 6.80	Chi^2 = 0.65	Chi^2 = 3.44
Gender wise Analysis	Chi^2 = 7.14	Chi^2 = 10.87* t = 2.558*	Chi^2 = 11.52* t = 3.261**
Woman of Family wise	Chi^2 = 2.51	Chi^2 = 5.59	Chi^2 = 5.42 t = 2.426*
No. of Children wise	$Chi^2 = 18.61^* F = 4.63^*$	Chi^2 = 13.99	Chi^2 = 19.05* F = 3.54*
Monthly Income wise	Chi^2 = 13.49	Chi^2 = 18.20*	Chi^2 = 13.26
Education wise	Chi^2 = 25.70**	Chi^2 = 10.94	Chi^2 = 28.87**

^{**} Significant at one percent level of significance

Comparative analysis of all the factors on statement concludes that age, occupation and Woman of family does not have any significant impact on Surat and Ahmedabad respondents' perception whereas gender and monthly family income of the respondents have significant impact on Ahmedabad's respondents and number of children and education plays a significant role on Surat respondents' perception.

^{*} Significant at five percent level of significance

Influence of your Child plays an Important Role while Buying TV in the Family

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 8.52	Chi^2 = 15.72	Chi^2 = 14.13
Occupation wise Analysis	Chi^2 = 14.13	Chi^2 = 3.72	Chi^2 = 4.36
Gender wise Analysis	Chi^2 = 7.37	Chi^2 = 9.33 t = 2.535*	Chi^2 = 15.24** t = 3.290**
Woman of Family wise	Chi^2 = 2.21	Chi^2 = 6.74 t = 2.899**	$Chi^2 = 6.45 t = 2.555^*$
No. of Children wise	Chi^2 = 3.61	Chi^2 = 9.98	Chi^2 = 6.95
Monthly Income wise	Chi^2 = 8.15	$Chi^2 = 18.40^* F = 3.48^*$	Chi^2 = 23.71** F = 7.03**
Education wise	Chi^2 =12.97	Chi^2 = 20.79** F = 3.78*	Chi^2 = 17.57* F = 6.65**

^{**} Significant at one percent level of significance

Comparative analysis of all the factors on statement concludes that age, occupation and no. of children does not have any significant impact on Surat and Ahmedabad respondents' perception whereas gender, Woman of family, education and monthly family income of the respondents have significant impact on Ahmedabad's respondents.

^{*} Significant at five percent level of significance

Influence of your Child plays an Important Role while Buying Car in the Family

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 12.24	Chi^2 = 16.34	Chi^2 = 14.48
Occupation wise Analysis	Chi^2 = 1.24	Chi^2 = 1.72	Chi^2 = 1.36
Gender wise Analysis	Chi^2 = 9.14	Chi^2 = 10.36* t = 2.558*	Chi^2 = 11.52* t = 3.261**
Woman of Family wise	Chi^2 = 2.21	t = 2.899**	t = 2.555*
No. of Children wise	$Chi^2 = 18.61^* F = 4.63^*$	Chi^2 = 13.99	Chi^2 = 19.05* F = 3.54*
Monthly Income wise	Chi^2 = 8.15	Chi^2 = 18.40* F = 3.48*	Chi^2 = 23.71** F = 7.03**
Education wise	F = 4.01*	Chi^2 = 13.60	Chi^2 = 18.34* F = 6.88**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that Age and occupation do not have any impact on the respondents of both the cities. Gender, Woman of family and number of children has significant impact on the perception of Ahmedabad parents' respondents whereas Education has significant impact on the parents' respondents of Surat.

^{*} Significant at five percent level of significance

Influence of your Child plays an Important Role while Selecting the Family Vacation

	Surat	Ahmedabad	Total
Age wise Analysis	F = 3.63*	Chi^2 = 15.88	Chi^2 = 25.60* F = 4.84**
Occupation wise Analysis	t = 1.761*	Chi^2 = 6.24	Chi^2 = 4.43
Gender wise Analysis	Chi^2 = 1.75	Chi^2 = 15.24**	Chi^2 = 9.72*
Woman of Family wise	Chi^2 = 1.39	Chi^2 = 4.05	Chi^2 = 4.47
No. of Children wise	Chi^2 = 5.44	Chi^2 = 18.82*	Chi^2 = 15.48
Monthly Income wise	Chi^2 = 20.83** F = 4.29*	Chi^2 = 23.07** F = 4.45*	Chi^2 = 28.26** F = 8.25**
Education wise	F = 4.01*	Chi^2 = 13.60	$Chi^2 = 18.34^* F = 6.88^{**}$

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that where income has significant influence on the opinion of respondents of both the cities, whereas Woman of family does not have any impact on the perception of respondents. Age, occupation and education significantly influence Surat respondents and gender and number of children have significant impact on the perception of Ahmedabad respondents.

^{*} Significant at five percent level of significance

Influence of your Child plays an Important Role while Buying Toys

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 5.88	Chi^2 = 31.87**	Chi^2 = 11.96
Occupation wise Analysis	Chi^2 = 5.43	Chi^2 = 2.62	Chi^2 = 5.54
Gender wise Analysis	Chi^2 = 9.87*	Chi^2 = 12.45*	Chi^2 = 25.40**
Woman of Family wise	Chi^2 = 11.44*	Chi^2 = 12.01*	Chi^2 = 7.91
No. of Children wise	Chi^2 = 4.34	Chi^2 = 11.70	Chi^2 = 4.60
Monthly Income wise	F = 3.19*	Chi^2 = 8.28	Chi^2 = 13.42
Education wise	Chi^2 = 3.00	Chi^2 = 6.31	Chi^2 = 2.75

^{**} Significant at one percent level of significance

Comparative analysis of the statement for various factors analyzed reflects that occupation, number of children and education of respondents does not change the perception of respondents but gender and Woman of family has significant influence on the opinion of the respondents of both the cities. Age has a significant influence on the opinion of Ahmedabad respondents whereas income has a significant influence on the opinion of Surat respondents.

^{*} Significant at five percent level of significance

Influence of your Child Plays an Important Role while Buying Cereals

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 8.40	Chi^2 = 15.04	Chi^2 = 11.54
Occupation wise Analysis	Chi^2 = 2.73	Chi^2 = 4.16	Chi^2 = 2.94
Gender wise Analysis	Chi^2 = 1.47	t = 2.313*	t = 2.363*
Woman of Family wise	Chi^2 = 2.63	t = 2.009*	t = 2.688**
No. of Children wise	Chi^2 = 7.90	Chi^2 = 11.28	Chi^2 = 12.70
Monthly Income wise	Chi^2 = 1.80	Chi^2 = 12.37	Chi^2 = 7.58
Education wise	Chi^2 = 9.46	Chi^2 = 6.76	Chi^2 = 6.92

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that Age, occupation, no. of children, monthly income and education does not have any impact on the perception of respondents whereas gender and Woman of family have significant impact only on the perception of Ahmedabad respondents.

^{*} Significant at five percent level of significance

Children can Influence Buying Decisions of Parents

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.79	Chi^2 = 3.26	Chi^2 = 6.58
Age wise Analysis	Chi^2 = 11.06	Chi^2 = 10.66	Chi^2 = 12.26
Class wise Analysis	Chi^2 = 10.99	Chi^2 = 7.87	Chi^2 = 9.43
Monthly Pocket Money wise	Chi^2 = 8.82	$Chi^2 = 20.83^* F = 4.14^*$	Chi^2 = 19.77*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that age, gender and class do not have any significant influence on the respondents of both the cities but monthly pocket money have significant impact only on the opinion of respondents of Ahmedabad city.

^{*} Significant at five percent level of significance

Parents Allow Child to Buy Daily Need Products

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.51	Chi^2 = 0.21	Chi^2 = 2.32
Age wise Analysis	Chi^2 = 11.38	Chi^2 = 5.28	Chi^2 = 11.94
Class wise Analysis	Chi^2 = 4.25	Chi^2 = 6.93	Chi^2 = 7.33
Monthly Pocket Money wise	Chi^2 = 3.94	Chi^2 = 45.55** F = 22.76**	Chi^2 = 41.76** F = 17.90**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that gender and age of the respondents do not have any significant impact on respondents of both the cities but when we analyze the statement according to monthly pocket money of the respondent, it is found that it has significant impact on Ahmedabad respondents. Their opinion differs with monthly pocket money they are getting from their parents because it increases their buying capacity and role in family buying decisions.

^{*} Significant at five percent level of significance

Parents Appreciate the Things Purchased by a Child

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 12.87* t = 3.231**	Chi^2 = 1.57	t = 2.196*
Age wise Analysis	Chi^2 = 11.02	Chi^2 = 9.28	Chi^2 = 9.43
Class wise Analysis	Chi^2 = 6.23	Chi^2 = 10.99	Chi^2 = 8.65
Monthly Pocket Money wise	Chi^2 = 8.75	Chi^2 = 36.77** F = 4.00**	Chi^2 = 28.67** F = 4.09*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age and class of the respondents do not have any significant impact on respondents' perception in both the cities but the gender of the respondent has significant impact on the perception of respondents of Surat city and pocket money changes the opinion of respondents in Ahmedabad city.

^{*} Significant at five percent level of significance

Children are the Initiators and First Person to Demand the Product

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 10.39* t = 2.282*	Chi^2 = 1.47	Chi^2 = 4.49
Age wise Analysis	F = 2.66*	Chi^2 = 16.96*	Chi^2 = 11.29
Class wise Analysis	Chi^2 = 10.57	Chi^2 = 17.98*	Chi^2 = 24.29**
Monthly Pocket Money wise	Chi^2 = 2.63	Chi^2 = 9.87	Chi^2 = 8.92

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that where age has significant influence on the opinion of respondents of both the cities, monthly pocket money does not have any impact on opinion of respondents of both the cities. Gender has a significant influence on the opinion of Surat respondents and the class has significant influence on the opinion of Ahmedabad respondents.

^{*} Significant at five percent level of significance

Children's Influence Plays an Important Role while Buying Television

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.67	Chi^2 = 4.11	Chi^2 = 6.45
Age wise Analysis	Chi^2 = 11.78	Chi^2 = 11.24	Chi^2 = 12.26
Class wise Analysis	Chi^2 = 10.99	Chi^2 = 7.87	Chi^2 = 9.43
Monthly Pocket Money wise	Chi^2 = 8.82	Chi^2 = 20.83** F = 4.14**	Chi^2 = 19.77*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the gender, age and class of the respondents do not have any significant impact on respondents' perception in both the cities but the monthly pocket money of the respondent has significant impact only on the perception of respondents of Ahmedabad city.

^{*} Significant at five percent level of significance

Children's Influence Plays an Important Role while Buying Car

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.67	Chi^2 = 11.46* t = 2.934 *	Chi^2 = 6.45
Age wise Analysis	Chi^2 = 8.76	Chi^2 = 8.56	Chi^2 = 10.82
Class wise Analysis	Chi^2 = 10.99	Chi^2 = 7.87	Chi^2 = 9.43
Monthly Pocket Money wise	Chi^2 = 7.46	Chi^2 = 21.24** F = 3.78**	Chi^2 = 18.38*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age and class of the respondents do not have any significant impact on respondents' perception in both the cities but the gender and monthly pocket money of the respondent have significant impact only on the perception of respondents of Ahmedabad city.

^{*} Significant at five percent level of significance

Children's Influence Plays an Important Role while Selecting Family Vacation

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 15.24**	Chi^2 = 0.56	Chi^2 = 7.48
Age wise Analysis	Chi^2 = 12.58	Chi^2 = 19.36** F = 3.67*	Chi^2 = 12.34
Class wise Analysis	Chi^2 = 8.21	Chi^2 = 14.27	Chi^2 = 11.51
Monthly Pocket Money wise	Chi^2 = 9.62	Chi^2 = 18.29*	Chi^2 = 13.29

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age and class of the respondents do not have any significant impact on respondents' perception in both the cities but the gender and monthly pocket money of the respondent have significant impact only on the perception of respondents of Ahmedabad city.

^{*} Significant at five percent level of significance

Children's Influence Plays an Important Role while Buying Toys

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 16.07** t = 4.321**	Chi^2 = 0.60	Chi^2 = 10.35* t = 3.226**
Age wise Analysis	Chi^2 = 6.59	Chi^2 = 5.76	Chi^2 = 8.04
Class wise Analysis	Chi^2 = 8.91	F = 2.78*	Chi^2 = 9.04
Monthly Pocket Money wise	Chi^2 = 5.85	Chi^2 = 18.27** F = 3.76*	Chi^2 = 16.83*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age of the respondents does not have any significant influence on respondents' perception in both the cities but the class and monthly pocket money of the respondents have significant impact on the perception of respondents of Ahmedabad city whereas gender of the respondents has a significance influence on perception of the respondents of Surat city.

^{*} Significant at five percent level of significance

Children's Influence Plays an Important Role while Buying Cereals

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 6.35	Chi^2 = 14.64**	Chi^2 = 8.42
Age wise Analysis	Chi^2 = 12.88	Chi^2 = 9.23	Chi^2 = 15.08
Class wise Analysis	Chi^2 = 13.16	Chi^2 = 9.95	Chi^2 = 20.62**
Monthly Pocket Money wise	Chi^2 = 2.33	Chi^2 = 7.66	Chi^2 = 6.45

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age, class and monthly pocket money of the respondents do not have any significant influence on respondents' perception in both the cities but the gender of the respondents has significant influence only on the perception of respondents of Ahmedabad city.

^{*} Significant at five percent level of significance

DATA ANALYSIS & INTERPRETATION-III (MEDIA, CHILDREN AND MARKET)

- The Second objective of the study is to analyze the changing behaviour of family buying and for this purpose Factor-Combination from the scale i.e., Fa₃, Fa₄ and Fa₆ for parent respondents and Fb₈ and Fb₁₁ for child respondents has been taken for consideration.
- The Third objective of the study is to analyze the changing pattern of market in the children's segment. The factor combination from the scale i.e., Fa7, Fa8, Fa13 and Fb7, Fb9, Fb12 and Fb13 can be taken for consideration to study this phenomenon.

Children Know More about the Products Available in the Market

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 8.52	Chi^2 = 15.72	Chi^2 = 14.13
Occupation wise Analysis	Chi^2 = 1.24	Chi^2 = 3.72	Chi^2 = 4.36
Gender wise Analysis	Chi^2 = 7.37	Chi^2 = 9.33 t = 2.535*	Chi^2 = 15.24** t = 3.290**
Woman of Family wise	Chi^2 = 2.21	t = 2.899**	t = 2.555*
No. of Children wise	Chi^2 = 3.61	Chi^2 = 9.98	Chi^2 = 6.95
Monthly Income wise	Chi^2 = 8.15	Chi^2 = $18.40^* \text{ F} = 3.48^*$	Chi^2 = 23.71** F = 7.03**
Education wise	Chi^2 =12.97	Chi^2 = 20.79** F = 3.78*	Chi^2 = 17.57* F = 6.65**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that gender, Woman of house hold, income and education have significant impact on the respondents of Ahmedabad and on total number of respondents whereas, age, occupation and number of children have insignificant effect on respondents of both the cities. Hence, it can be concluded that Ahmedabad and Surat being an advanced city, a number of factors influence the opinion of respondents.

^{*} Significant at five percent level of significance

Children need not to Take Suggestions from Their Parents

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 17.95	Chi^2 = 6.06	Chi^2 = 16.21
Occupation wise Analysis	Chi^2 = 4.76	Chi^2 = 1.33	Chi^2 = 5.04
Gender wise Analysis	Chi^2 = 3.69	Chi^2 = 12.47*	Chi^2 = 5.53
Woman of Family wise	Chi^2 = 5.32	Chi^2 = 7.21	Chi^2 = 3.28
No. of Children wise	Chi^2 = 11.85	Chi^2 = 8.82	Chi^2 = 11.73
Monthly Income wise	Chi^2 = 10.21	Chi^2 = 13.75	Chi^2 = 13.05
Education wise	Chi^2 = 10.11	Chi^2 = 6.02	Chi^2 = 4.09

^{**} Significant at one percent level of significance

Comparative analysis of the statement makes it clear that only gender has a significant influence on the opinion of respondents of Ahmedabad and all the other variables have insignificant influence on the opinion of respondents of both the cities.

^{*} Significant at five percent level of significance

Parents Rely upon the Information Provided by the Children

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 5.88	Chi^2 = 31.87**	Chi^2 = 11.96
Occupation wise Analysis	Chi^2 = 5.43	Chi^2 = 2.62	Chi^2 = 5.54
Gender wise Analysis	Chi^2 = 9.87*	Chi^2 = 12.45*	Chi^2 = 25.40**
Woman of Family wise	Chi^2 = 11.44*	Chi^2 = 2.01	Chi^2 = 7.91
No. of Children wise	Chi^2 = 4.34	Chi^2 = 11.70	Chi^2 = 4.60
Monthly Income wise	F = 3.19*	Chi^2 = 8.28	Chi^2 = 13.42
Education wise	Chi^2 = 3.00	Chi^2 = 6.31	Chi^2 = 2.75

^{**} Significant at one percent level of significance

Comparative analysis of the statement for various factors analyzed reflects that occupation, number of children and education of respondents does not change the perception of respondents but age and gender has significant influence on the opinion of Ahmedabad respondents whereas gender, Woman of family and income has a significant influence on the opinion of Surat respondents.

^{*} Significant at five percent level of significance

Child Informs the Modified Use of Products to his Parents

	Surat	Ahmedabad	Total
Gender wise Analysis	t = 2.225*	Chi^2 = 4.08	Chi^2 = 6.72
Age wise Analysis	Chi^2 = 8.36	Chi^2 = 16.48*	Chi^2 = 16.31*
Class wise Analysis	Chi^2 = 4.56	Chi^2 = 4.89	Chi^2 = 10.37
Monthly Pocket Money wise	F = 2.74*	Chi^2 = 13.01*	F = 3.66*

Comparative analysis of the statement shows that class does not have any significant impact on the opinion of respondents whereas gender and monthly pocket money has significant influence on the opinion of Surat respondents and age and monthly pocket money significantly changes the opinion of Ahmedabad respondents.

^{**} Significant at one percent level of significance

^{*} Significant at five percent level of significance

Parents Feel that Children are More Aware to Take Decisions

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.32	Chi^2 = 3.21	Chi^2 = 5.43
Age wise Analysis	Chi^2 = 6.83	Chi^2 = 9.31	Chi^2 = 7.48
Class wise Analysis	Chi^2 = 6.85	Chi^2 = 6.55	Chi^2 = 10.77
Monthly Pocket Money wise	$F = 3.69^*$	Chi^2 = 17.73* F = 4.93**	Chi^2 = 23.00** F = 9.34**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that only monthly pocket money of respondents has significant influence on the opinion of respondents in both the cities whereas gender, age and class of respondent do not change his/her perception.

^{*} Significant at five percent level of significance

Television, Cinema etc. Affects the Decision Making Role of the Children

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 8.40	Chi^2 = 15.04	Chi^2 = 11.54
Occupation wise Analysis	Chi^2 = 2.73	Chi^2 = 4.16	Chi^2 = 2.94
Gender wise Analysis	Chi^2 = 1.47	t = 2.313*	t = 2.363*
Woman of Family wise	Chi^2 = 2.63	t = 2.009*	t = 2.688**
No. of Children wise	Chi^2 = 7.90	Chi^2 = 11.28	Chi^2 = 12.70
Monthly Income wise	Chi^2 = 1.80	Chi^2 = 12.37	Chi^2 = 7.58
Education wise	Chi^2 = 9.46	Chi^2 = 6.76	Chi^2 = 6.92

^{**} Significant at one percent level of significance

Comparative analysis of the statement divulges that only gender and Woman of family has significant influence on the perception of Ahmedabad respondents, whereas all the other variables have insignificant impact on the respondents of both Surat and Ahmedabad.

^{*} Significant at five percent level of significance

Advertisements have More Impact on the Minds of Children

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 9.92	Chi^2 = 7.52	Chi^2 = 14.09
Occupation wise Analysis	Chi^2 = 11.78* t = 3.095**	Chi^2 = 7.94	Chi^2 = 6.88
Gender wise Analysis	Chi^2 = 6.88	Chi^2 = 5.07	$Chi^2 = 6.42 t = 2.213^*$
Woman of Family wise	t = 2.271*	t = 2.267*	$Chi^2 = 11.24^* t = 3.880^{**}$
No. of Children wise	Chi^2 = 3.81	Chi^2 = 9.87	Chi^2 = 9.87
Monthly Income wise	F = 5.97**	Chi^2 = 4.11	$F = 4.12^*$
Education wise	Chi^2 = 9.61	Chi^2 = 7.88	Chi^2 = 7.60

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that only Woman of family (working or nonworking) has significant influence on respondents' perception in both the cities whereas occupation and income significantly affect the perception of Surat respondents. However, all the other factors do not have any significant influence on the perception of respondents in both the cities.

^{*} Significant at five percent level of significance

Direct Market for Children has Grown

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 8.96	Chi^2 = 17.86	Chi^2 = 10.01
Occupation wise Analysis	Chi^2 = 3.08	Chi^2 = 6.53	Chi^2 = 1.57
Gender wise Analysis	Chi^2 = 2.70	Chi^2 = 15.44** t = 3.289**	Chi^2 = 15.07**t = 2.527*
Woman of Family wise	Chi^2 = 1.80	Chi^2 = 3.80	Chi^2 = 4.28
No. of Children wise	Chi^2 = 12.18	Chi^2 = 8.18	Chi^2 = 8.10
Monthly Income wise	Chi^2 = 7.04	Chi^2 = 17.61*	Chi^2 = 17.61*
Education wise	Chi^2 = 5.89	Chi^2 = 6.88	Chi^2 = 9.27

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that except gender and income all the factors have insignificant influence on the opinion of respondents of both the cities. Gender and income also has a significant influence only on the perception of Ahmedabad respondents whereas, for Surat respondents it has insignificant impact.

^{*} Significant at five percent level of significance

Promotional Schemes Always Lure to Buy the Products

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 14.30**	Chi^2 = 0.43	Chi^2 = 8.47
Age wise Analysis	Chi^2 = 13.76	Chi^2 = 20.72** F = 3.48*	Chi^2 = 14.05
Class wise Analysis	Chi^2 = 8.21	Chi^2 = 14.27	Chi^2 = 11.51
Monthly Pocket Money wise	Chi^2 = 9.62	Chi^2 = 18.29*	Chi^2 = 13.29

^{**} Significant at one percent level of significance

Comparative analysis of statement shows that class does not have any significant impact on the opinion of respondents of two cities whereas gender significantly influences the opinion of Surat respondents and age and monthly pocket money have significant impact on the perception of respondents of Ahmedabad.

^{*} Significant at five percent level of significance

Children Rely More on Advertisement and Media

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 4.43	Chi^2 = 3.44	Chi^2 = 6.56
Age wise Analysis	F = 2.68*	Chi^2 = 4.87	Chi^2 = 6.12
Class wise Analysis	Chi^2 = 7.14	Chi^2 = 7.94	Chi^2 = 2.89
Monthly Pocket Money wise	F = 3.08*	$F = 3.80^*$	Chi^2 = 17.68* F = 7.03**

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that age and monthly pocket money have significant influence on the opinion of Surat respondents whereas only monthly pocket money affects Ahmedabad respondents' perception. All the other factors have insignificant influence on the perception of respondents of the two cities.

^{*} Significant at five percent level of significance

Switching from One Brand to Another Gives Feeling of Adventure

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 11.97*	t = 2.175*	Chi^2 = 15.43**
Age wise Analysis	Chi^2 = 10.77	Chi^2 = 9.99	Chi^2 = 4.82
Class wise Analysis	Chi^2 = 7.79	Chi^2 = 6.38	Chi^2 = 5.17
Monthly Pocket Money wise	Chi^2 = 16.25*	Chi^2 = 6.17	Chi^2 = 17.31*

Comparative analysis of the statement shows that gender has a significant impact on the opinion of respondents of both the cities whereas monthly pocket money significantly influences the opinion of Surat respondents only. However, age and class do not have any impact on respondents of Surat and Ahmedabad.

^{**} Significant at one percent level of significance

^{*} Significant at five percent level of significance

Rapid Growth in the Market for Children Products

	Surat	Ahmedabad	Total
Gender wise Analysis	t = 2.835**	Chi^2 = 1.42	t = 2.137*
Age wise Analysis	Chi^2 = 6.56	Chi^2 = 6.41	Chi^2 = 12.13
Class wise Analysis	Chi^2 = 12.28	Chi^2 = 9.08	Chi^2 = 10.27
Monthly Pocket Money wise	F = 3.05*	Chi^2 = 3.33	Chi^2 = 3.55

^{**} Significant at one percent level of significance

Comparative analysis of the statement concludes that only gender and monthly pocket money significantly influence the perception of respondents of Surat city whereas all the other factors have insignificant influence on the opinion of Surat and Ahmedabad respondents.

^{*} Significant at five percent level of significance

DATA ANALYSIS & INTERPRETATION-IV (REDEFINING THE BUYING ROLES IN THE FAMILY)

• The Fourth objective of the study is to identify the shift in family buying structure and to achieve this objective factor combination from the scale i.e., Fa9, Fa10, Fa11, Fb3, Fb5 and Fb6 has been considered.

Cultural Shift has Brought Changes in the Decision Making Process

	Surat	Ahmedabad	Total
Age wise Analysis	t = 3.63*	Chi^2 = 15.88	Chi^2 = 25.60* t = 4.84**
Occupation wise Analysis	t = 1.961*	Chi^2 = 6.24	Chi^2 = 5.43
Gender wise Analysis	Chi^2 = 1.75	Chi^2 = 16.10**	Chi^2 = 9.72*
Woman of Family wise	Chi^2 = 1.39	Chi^2 = 4.05	Chi^2 = 4.47
No. of Children wise	Chi^2 = 5.44	Chi^2 = 18.82*	Chi^2 = 15.48
Monthly Income wise	Chi^2 = 20.83** F = 4.29*	Chi^2 = 23.07** F = 4.45*	Chi^2 = 28.26** F = 8.25**
Education wise	F = 4.01*	Chi^2 = 13.60	$Chi^2 = 18.34 F = 6.88 $

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that where income has significant influence on the opinion of respondents of both the cities, Woman of family does not have any impact on the perception of respondents. Age, occupation and education significantly influence Surat respondents and gender and number of children have significant impact on the perception of Ahmedabad respondents.

^{*} Significant at five percent level of significance

Change in Family Income Causes Change in Buying Behaviour

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 5.53	Chi^2 = 16.10	Chi^2 = 15.23
Occupation wise Analysis	Chi^2 = 6.32	Chi^2 = 3.38	Chi^2 = 3.02
Gender wise Analysis	Chi^2 = 1.36	$Chi^2 = 9.68 t = 2.224$	Chi^2 = 9.28
Woman of Family wise	t = 2.334*	Chi^2 = 5.50	t = 1.969*
No. of Children wise	Chi^2 = 15.64* F = 3.19*	Chi^2 = 12.58	Chi^2 = 19.49* F = 3.05*
Monthly Income wise	Chi^2 = 9.64	Chi^2 = 8.31	Chi^2 = 7.97
Education wise	Chi^2 = 10.12	Chi^2 = 7.51	Chi^2 = 7.30

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that age, occupation, income and education do not have any significant impact on the respondents' perception but gender has a significant influence only on the opinion of Ahmedabad respondents whereas, Woman of family and number of children significantly change the opinion of Surat respondents.

^{*} Significant at five percent level of significance

Mother and Children are Able to Finance Some of the Buying Decisions

	Surat	Ahmedabad	Total
Age wise Analysis	Chi^2 = 19.77	Chi^2 = 13.27	Chi^2 = 20.71
Occupation wise Analysis	Chi^2 = 5.13	Chi^2 = 3.68	Chi^2 = 2.47
Gender wise Analysis	Chi^2 = 1.71	Chi^2 = 14.85** t = 2.633**	Chi^2 = 10.50* t = 2.092*
Woman of Family wise	Chi^2 = 2.68	Chi^2 = 3.74	t = 2.318*
No. of Children wise	Chi^2 = 5.20	Chi^2 = 8.76	Chi^2 = 10.03
Monthly Income wise	Chi^2 = 9.60	Chi^2 = 16.93*	Chi^2 = 15.51*
Education wise	Chi^2 = 20.61**	Chi^2 = 13.16	Chi^2 = 29.56**

^{**} Significant at one percent level of significance

Comparative analysis of the statement explains that the age, occupation and number of children do not have any significant impact on the respondents' perception in both the cities. However, the gender and income significantly affect the perception of Ahmedabad respondents and education significantly influences the opinion of Surat respondents and Woman of family either working or non-working change the opinion of respondents only when they are combined.

^{*} Significant at five percent level of significance

Child Giving Consent in Buying the Costly Products

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 13.46**	Chi^2 = 11.97* t = 3.481**	$Chi^2 = 16.80^{**} t = 2.712^{**}$
Age wise Analysis	Chi^2 = 13.77	Chi^2 = 5.26	Chi^2 = 12.89
Class wise Analysis	Chi^2 = 10.82	Chi^2 = 7.63	Chi^2 = 13.19
Monthly Pocket Money wise	Chi^2 = 25.16**	Chi^2 = 32.27** F = 12.78**	Chi^2 = 27.75** F = 10.56**

^{**} Significant at one percent level of significance

Comparative analysis of all the variables on the statement shows that the age and class do not have any significant impact on the respondents' perception in both the cities but the gender and monthly pocket money significantly influence the opinion of respondents of Surat and Ahmedabad.

^{*} Significant at five percent level of significance

Every Family Member has His/Her Ideas Relating to the Product to be Purchased

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 16.07** t = 4.321**	Chi^2 = 0.60	Chi^2 = 10.35* t = 3.226**
Age wise Analysis	Chi^2 = 6.59	Chi^2 = 5.76	Chi^2 = 8.04
Class wise Analysis	Chi^2 = 8.91	F = 2.78*	Chi^2 = 9.04
Monthly Pocket Money wise	Chi^2 = 5.85	Chi^2 = 18.27** F = 3.76*	Chi^2 = 16.83*

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the age of a respondent does not affect his/her perception in both the cities, whereas, gender significantly influence the opinion of Surat respondents and the class and monthly pocket money of respondent changes his/her perception in Ahmedabad city.

^{*} Significant at five percent level of significance

Child has a Right to Initiate and Influence the Buying Decision

	Surat	Ahmedabad	Total
Gender wise Analysis	Chi^2 = 7.78	Chi^2 = 13.78**	Chi^2 = 8.12
Age wise Analysis	Chi^2 = 12.88	Chi^2 = 9.23	Chi^2 = 15.08
Class wise Analysis	Chi^2 = 13.16	Chi^2 = 9.95	Chi^2 = 20.62**
Monthly Pocket Money wise	Chi^2 = 2.33	Chi^2 = 7.66	Chi^2 = 6.45

^{**} Significant at one percent level of significance

Comparative analysis of the statement shows that the gender has a significant influence on the opinion of respondents of Ahmedabad whereas, the entire other variables insignificantly influence the perception of respondents in both the cities.

^{*} Significant at five percent level of significance

CONCLUSION AND SUGGESTIONS

Conclusions

 Children today have more autonomy and decision making power within the family than the previous generations; they are emerging as influencers in family buying decisions. They are not growing only in size but also in influence as they are playing different buying roles in the family. They act as initiators, information seekers, influencers, deciders, buyers and actual users. Not only they influence their parents for child-oriented products like toys and cereals but also influenced their parents for the family-oriented products like TV, car and family vacation to the greater extent. They also act as purchasing agents for the parents and play a role of mediator whenever there is any disagreement between the father and the mother about the purchase of any family product.

- The size of children market is growing as results show that both parents and children of the two cities agree in majority that there is rapid growth of market for children products over the past few years. The marketers are targeting the consumers by using children not only in the case of products meant for children but also for the products used or purchased in the family. The children are not only making their buying decisions themselves but also play a vital role in other buying decisions of the products to be used or purchased in the family.
- Media in its various manifestations has been able to carve out a niche for its advertisements in the heads and hearts of the children. Children with their instant grasping power give valuable suggestions to their parents when they intend buying a particular item. Parents rely more upon the information provided by them, as they feel that children have the latest information regarding the product.

- Ahmedabad is an advanced city as compared to Surat. Respondents of Surat have shown less stability in their responses than those of Ahmedabad respondents. The reason being that the awareness about buying decisions has only recently appeared in this city than Ahmedabad where it has already existed. As per the data, buying decisions are quicker in case of Ahmedabad children, where they have greater awareness about their needs and want and are more influencing than the children of Surat.
- Parent respondents of Ahmedabad are more receptive and agree more to the role of children in family buying decisions as compared to Surat. The study confirms that Ahmedabad respondents even from low income group accept the role of children whereas, from Surat, only respondents belonging to middle income group or high income group recognize the children's role in the buying decision of the family. Female respondents of Ahmedabad also show more positive responses as compared to female respondents of Surat.

- The income has a great impact on the buying decisions making process. The number of working women is increasing fast to enhance the earnings of the family. It increases their propensity to consume. To reap the benefits of increase in income and better standards of living, the parents prefer to have fewer children in their family without giving any special consideration to the gender of a child.
- Education also affects the buying decisions of respondents. It has helped in bringing openness in the family environment. The family members give due consideration to the price of a product and spend wisely at the market place. The present research indicates that Ahmedabad respondents are more educated than Surat respondents as postgraduate respondents are more in Ahmedabad and matriculate respondents are more in Surat. However, graduate respondents are almost the same in both the cities.

• Today's parents strongly desire to prepare their child for adulthood or at least for self sufficiency. This desire takes the form of providing skills to the youngsters so that they may cope with the rapidly changing economic scenario without the assistance of parents. Being a consumer is one of these skills. It seems clear that children are being turned into consumers at a very early age through the desires and with the encouragement of their parents, who also provide the youngsters with the necessary financial support in the form of pocket money. The data makes it quite clear that there are only 33.20 percent child respondents from Surat and 18 40 percent child respondents. respondents from Surat and 18.40 percent child respondents from Ahmedabad who are getting no pocket money. Rest all are getting pocket money. However, respondents getting pocket money above Rs. 100 are more in Ahmedabad as compared to Surat.

- The present research emphatically indicates that adult consumer behaviour is the direct antecedent of child consumer behaviour which reflects that parents' child-centeredness force them to accept the goods chosen by their children in the family. Parents also seek their opinion even in making purchase of products not directly related to the children such as cars, laptops, mobile phones etc. because they have higher knowledge of brands, models and latest trends.
- The study also lays stress on the fact that the children no doubt, are emerging as major influencers in the family buying decisions but still the final decision regarding the purchase of a product is in the hands of parents. The parents though have the final say while deciding to buy a product yet they always keep in mind the recommendations made by their children regarding the purchase of that product.

Suggestions

- The first and the foremost job of the market researcher is to identify the role of each member of the family in the buying process and also the influence of each individual on the final decisions. The right purchase agent as well as user has to be identified in the light of the role of each constituent of the family.
- The target group, the children, should be motivated by their parents so that they should be free to express themselves and give their suggestions freely in the decision making process.
- Marketers should make effective strategies by targeting not an individual member but each member of the family because each member of the family influences the decision making process, in the purchase of different products, especially in case of costly household products.

- Children should make the buying decisions consciously. Sometimes they make some wrong decisions because of their immaturity and promptness while buying the products.
- Children should not be easily tempted towards the look and style of the product rather they should see the products' use and durability.
- It has been observed that the children act as purchasing agents and are delegated the task of purchasing products which they do not consume. Products for which children act as purchasing agents should be identified by the marketers which will help them to understand the features that are preferred by these purchasers and help in sending direct appropriate messages towards them.

- In the present, in India there is a great shift in the family structure. Joint family system is disappearing and more and more nuclear families, with or without working wives are emerging, hence these shifts are to be gauged in the light of the changes occurring in the family types.
- The complexity of the factors typical to the Indian marketing environment such as the prevalence of a joint nuclear family system, gifts of durables as dowry, large rural markets, etc. means that studies need to be designed more systematically to capture the effects of all the variables important in the Indian family context.

- Children often determine the products and the choice of products and brands they use. Many times, they influence these choices but the parents play the dominant role. So the marketers must meet the needs of the children as well as the parents.
- Marketers need to conduct various activities to become closer to children through various programmes which are asked by children. In the process, they can also provide details about their products to young customers which will help them in the decision making process.

Future Scope of the Study

- The present study is limited to the urban areas of two cities of Gujarat. The same study can be done in different geographical areas of Gujarat and India as well. Also, comparison between the rural and urban children and family buying can be done.
- The present study has focused on the selected five products to assess the influence of the children on family buying whereas different categories of the products and services can be taken to study the influence of children.
- Besides the demographic factors like age, gender, family income, occupation, etc, have taken into consideration to study the influence of children, other psychographic and socio-cultural factors can be taken into account.
- The present study includes the children from the Age categories of 8-13 years; researchers can take children beyond 13 years to study the same.

- The present study includes parent (either father or mother) and children respondents, but further research can be conducted selecting triad (mother, father and children) to study the same.
- Researcher can also conduct study which includes children's influence with the various stages of family decision-making.
- Today the family structure changes very rapidly in the society. The neglected family like divorced single parent, single parent with grandfather or grandmother etc., can be taken into consideration to study child behaviour and their influence.
- Children's actual decision influence and patterns of agreement or disagreement on product choice for specific product class, decision stage and sub-decision stage in the entire framework of family decision-making process can be examined.

THANK YOU!