

CHILDREN'S INFLUENCE IN FAMILY PURCHASING DECISION MAKING

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Abstract

The present study goal has been done to investigate the influence of children in family purchasing decision making in chain stores. Therefore, to achieve this goal through previous studies identify the factors involved in the issue. Variables such as demand (opinion) children, acceptance of family, family conditions and products features and the relationship between these variables conducted according to the results obtained from different studies. The study population included all parents that with their children would go to buy Shahrvand chain stores and the number of sample is selected 375 by using Morgan table and sample method is convenience non-probability sampling. Data collection tool is questionnaire that the questions are based on a Likert scale of five options. The validity of questionnaire is evaluated based on views of lecturers and children's products sellers and Cronbach's alpha coefficient obtained indicates that the appropriate questionnaire is reliable. To test hypotheses is used parametric tests such as t-test and correlation coefficient.

Keywords: Children, Parents, Influence, the Process of Consumer Purchasing Behavior.

1. Introduction

All humans are considered as a consumer. This means that they used or consumed based on particular food, clothing, housing, education, and other services. Today consumers are considered as primary key or the success of a company. It is important to understand the behavior of consumers. An important factor in successful marketing and advertising strategies is a correct understanding of consumer behavior. It is important for all organizations, profit and nonprofit (Fail, 2011).

Consumer behavior is new issues in marketing field. The first book has been written about it in 1960, but the history of this issue goes back to the earlier. For example, can noted to 1950s that Freud's ideas were used by marketers, consumer behavior is issue of controversial and challenging that encompass people and what they buy, why and how their purchase, marketing and marketing mix and marketplace. Discussion of consumer children was considered researcher in America from 1960s and later many studies have been done in this issue (Caruana and Vassallo, 2003).

2. Literature Review

The main question arises about the concept of consumer "Why does consumer behavior occurs?" Answer to this question is included in the definition of consumer behavior. Wilkie & Salmon (2000) are defined consumer behavior as follows: physical activity, the emotional, and intellectual that individuals do when selection, purchase, use and dispose of goods and services to satisfy their needs. Behavior is a tool to achieve the goal and goal of consumer originated from him/his wants and needs him. Another definition of consumer behavior is described in this way: set of activities is done directly to acquire, use and disposal of goods and services. These activities include decisions process that is performed before and after the procedure (Cook, 2009).

Since the early 1990s, children were the focus of marketers because children at this era are found its place as an independent consumer and their deep influence on the purchasing decisions for their families, it was clear on marketers (Dammier., Barlovic, and Clausnitzer, 2005). Laczniak, and Palan, 2004 showed when purchasing children on average every couple of minutes trying to affect family decision making. About influence of children on parents, several studies have been conducted that can cited to studies of McNeal that Have been conducted in various year in America and China countries and in related research has been very important role. For example McNeal conducted a research in China in 1997, according to it research were identified Chinese goods more attention to their children and examined influence of children on their families. McNeal again in 2003 conducted similar research in China for compared with research 1997 and to change on lives of their families during the past few years. McNeal is done as well as a study about favorite goods of children in America in 1992. Considerable research hasn't been done on the Influence of children on families' purchases in Iran.

Patterns of households changed in developed countries from several decades ago and more or less expanded to other countries. Thus, it create a new form of family (central family) is composed of parents and children. Most previous studies consider the role of mothers and fathers in family purchase decisions and Children's role in the purchase decision was ignored. With changing families from the massive to central and being family size small, and rising income of households, unlike last child was considered and obtained the right to participate in decision-making families research show that in United States of America in per capita income children is more than college students. According to research of Shitt & et al (1999) Children use more than \$ 60 billion of household incomes directly in the United States and children are affected also more than 360 billion dollars of other family members' purchases annually. Effective market is extensive market that the manufacturers and retailers without having knowledge about it cannot changes market. With full knowledge of these markets can be well-designed marketing mix of goods that it goods is more attractive and friendly for children (Flurry, 2007).

Given the significant population of children 6 to 14 years old, with a population of 10,108,907 which is included 13/45 percent of the population, this research to achieve manufacturers and companies to effective market and as well as offering products that may be in accordance with the wishes of children is very important

The purchase process: it is process that according to it the buyer has selected the goods or services by various factors among the goods or services and in order to obtain it pay money (Kotler & Keller, 2007).

Influence: When a resource (typically a child) tries to change thoughts, feelings and behaviors of a receiver (typically a parent), occurs influence factor (Dotson and Hyatt, 2005).

- Purchasing Decision: Steps to make decision for purchasing goods and services is called purchasing decision process (Roosta & et al, 2006).

- Acceptance of Family: action that parents do to the child want. So that investigates child want according to various factors and say their opinion about approve or reject child. However, it is mentioned that will be accepted a child want by the parents can't lead to buy goods.

3. Research Hypotheses

1. Influence of parents and children in decision-making starting step of purchasing process is not the same.
2. There is relationship between children and parents in the decision-making stage of purchasing process of family.

3. There is relationship between gender of children and their influence in the decision-making stage of purchasing process of family.

4. Research Methodology

The present study in term of purpose is type of applied and in term of method is descriptive - correlation. The method used in this study is a combination of library and field. The study population included all parents that with their children would go to buy Shahrvand chain stores and the number of sample is selected 375 by using Morgan table and sample method is convenience non-probability sampling. Data collection tool is questionnaire that the questions are based on a Likert scale of five options. The validity of questionnaire is evaluated based on views of lecturers and children's products sellers and Cronbach's alpha coefficient obtained indicates that the appropriate questionnaire is reliable. To test hypotheses is used parametric tests such as t-test and correlation coefficient.

5. Data Analysis

First hypothesis: Influence of parents and children in decision-making step of purchasing process is not the same.

To investigate this hypothesis is used from statistical techniques (t-test). This two groups differ in average with 95% confidence level and given that the average of parent is more than the average of child, thus can be said that although children are influenced in the decision making process of the family purchasing but parents are the final decision about the decision to purchase something for the family, that is consistent with studies conducted. Belch (2005) concluded that children have most effective in early step of decision making and have lowest Influence on the final purchase decision. Recent studies show that children play an important role in family decision making. Belch et al (1985) children have the most effective in problem detection step than decision making step, thus hypothesis is confirmed.

Second hypothesis: There is relationship between children and parents in the decision-making stage of purchasing process of family.

To investigate this hypothesis was used statistical methods (Spearman). With confidence 99% there is relationship between children and parents in the decision-making stage of the purchasing process of family. As a result children and parents involved in decision making process stage of purchasing together however, the final decision maker are still parents in decision making. Liderstrom, 2004; Vimalasiri, 2004 Concluded that children through their pocket money and influence purchasing decisions in family spend more than 1/8 trillion dollars each year. Thus hypothesis is confirmed.

Third hypothesis: There is relationship between gender of children and their influence in the decision-making stage of purchasing process of family.

Statistical methods were used to examine this hypothesis. With regard to the relationship between gender and children were not found to influence in purchase, we conclude that gender has no Influence on family purchasing decision making and don't have alignment with research model (Ezan & Lagier, 2009) According to various studies, it was found that children's gender is effective in influencing them on purchasing and McNeil concluded in his studies in China. Girls have less value in Chinese families and thus have less influence on purchasing.

6. Discussion and Conclusion

Consumer behavior in recent decades has been one of the main topics of interest to marketing researchers. Variation in consumer behavior due to various factors influencing the behavior and motivation for purchasing. Today consumers are as main key to the success or failure of

a company. It is important to correct understanding consumer behavior. Growing global competition and increasing number of companies producing goods and services is also caused that marketers studied more to consumer behavior they produced the goods and services in accordance with its in addition to identify asked to their asked and will create the more loyalty in consumer.

Beginning in 1950, researchers began their studies about consumer behavior with discover the role of children in the family. As early as the 1960s, children had consider dramatically as marketing activities and this issue became quite clear that children, regardless of the role of the consumer in the purchasing process of family is also increasingly influence. Therefore, understanding the demands and effective factors in their demand is considered from important issues of marketing.

7. Suggestions

According to the results obtained in this research were determined that some of the factors have special influence on the demand or acceptance of family. Obviously, addressing these issues will happen with useful results. Such as can be noted following cases:

- 1- Considering that parents and children can participate in the decision making process of purchase together, marketers and managers must consider the parents' and children's together due to health and ethical issues in the design of products.
- 2- In Iran, high-quality goods are produced, but don't consider the packaging of goods, so that we see same packaging for different product. Given the important role of packaging and especially its colors to attract attention of children and also acceptance of children demand by parent, spending more time and costs for it and also deployment various specialists in path of designing, various packages and more appropriate could be particular importance. Children like cartoon characters and images and want always them and also, children like mostly packages that have unique color and distinct from other goods.
- 3- According to Influence of baby girl and boy in selection step of the goods in the decision process, should interest the goods in a way. Addressing the variables that most children are important to them is critical. Obviously children at this step by using only the images and colors of the goods choose a good among several options. In this way, the use of gift along with goods will increase the probability of being selected the goods.
- 4- Due to the location of purchase and shop image has a significant Influence on the decision about location purchasing, it is recommended: interaction between sellers and customers as well as tangible factors (outside and inside shop) and intangible (behavior of shop sellers and personnel) be reviewed that reflects the attitude of consumers to shop and by educating sellers and shop space appropriate design to maintain and improve customer loyalty.
- 4- According to the place of game and entertainment in shop has a positive influence on children's attention then it more important in shops.
- 5- Use of the tools such as giving gifts to children has Influence in their loyalty, thus it is recommended that Store manager for loyalty of children and nurturing them as future customers use the gifts, birthday cards, gift cards, discount cards for children.

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