

# A Study on the Parent's Perspective Regarding the Impulse Buying behaviour of Children in Retail Outlets of Cochin City with Special Reference to Snacks

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**Abstract---** *The study was intended to find out the impulse buying behavior of children in snacks on a parent's perspective. Children are having more independent decisions in purchasing snacks, confectioneries and other items related to them as compared to the earlier generations. Marketers are trying to attract the attention of the children by various means like advertisements, sales promotions, attractive packaging, free offers etc. The Children are also attracted by TV advertisements. The study also tried to analyze the impulse behaviour of children and the impact of it on the age and income of their parents. It was found out that the age of mother has an impact on the impulse buying behaviour. The study also shows that TV advertisement has an impact on the impulse buying behaviour of children.*

**Keywords---** *Impulse Buying Behaviour, Advertisement, Snacks.*

## I. INTRODUCTION

INDIA with 1.21 billion people constitutes is the second most populous country in the world, while children represents 39% of total population of the country according to Childline.org. From this we can assume that they are the target market for many products. So marketers are aggressively giving advertisements in order to grab their attention. Even Children have influence over family household purchase decisions. There are direct and indirect influences of children on the purchase decision. When children's decisions and preferences are taken into account by parents it is known as indirect influence. Direct influence means when the children's decisions are final. Advertising also plays a prominent role in shaping the buying behaviour of children. It also taught them awareness about new products and also creates in them an attitude towards products. When watching television children only view 18 percentage the kids' channels, while 80 percent still continues to be general viewing with the family. So they are very much aware about the products that are available in the market because of the constant watching of TV advertisements. They also force the parents to buy these products after seeing it in the retail outlets impulsively.

## II. LITERATURE REVIEW

Rook and Fisher (1995) defined impulsive buying as a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically. Different buying situations lead to different impulse buying behaviors. The influence of three factors (marketing stimuli, trait impulsivity and situational factors) in initiating impulse buying may vary between individuals, as well as between different occasions for the same individual (Dholakia, 2000). There is a tendency for consumers to buy impulsively when they are hedonistic and enjoy shopping (Hoch and Loewenstein, 1991; Dittmar et al., 1995). Kollatt and Willett (1997) conducted interviews with 596 supermarket shoppers and found that products with high purchase frequencies were more to be purchased impulsively. The conclusion of that study was people were likely to buy products impulsively, with little deliberation, if they were highly involved with them. Bhuvaneswari, M. V., & Krishnan, J. (2016). Studied the impact of Demographic Factors On Impulse Buying Behaviour of Consumers in Chennai City and identified factors such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude, etc...). Akram, U., Hui, P., Khan, M. K., Hashim, M., & Rasheed, S. (2016) suggested that store atmosphere has positive relationship and significant influence on IBB. Additionally, it reveals that only one demographic variable i.e. age has substantial influence on IBB while other variables such as gender and education bear insignificant relationship with IBB. Age moderates the relationship between store atmosphere and IBB. Vidhya, S. (2017) in the study Internal Triggers of Impulse Buying Behaviour in Customers—An Empirical Study highlights various factors that trigger impulsiveness in consumers namely, Age, Gender, Level of Income, Shopping partner, Mood, Occasion, Impulse Buying Tendency, Compliance to social norms, Compulsive Buying Behaviour and Personality. Mostly, all consumers would have made an impulse purchase at least once in their life. Impulse buying is a fun, puzzle and a research question in today's marketing world.

## III. OBJECTIVES

1. To analyze the impact of age of parents on the impulse buying behavior of children.

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- To identify the impact of TV advertisement on the impulse buying behaviour of children.

**IV. RESEARCH METHODOLOGY**

A descriptive research was carried out to find out the impulse buying behavior of children.

*Sampling Method*

Consumers of retail outlets in Cochin City are the population or universe of the study. Systematic Sampling method was adopted for the selection of sample customers.

*Sources of Data*

Primary data was collected by distributing questionnaire to the parents of children who visited retail outlets in Cochin City. Secondary data was collected from various books and journals dealing with the subject.

*Tools Used for Analysis*

A questionnaire was used as a research instrument to record the responses of parents of children whose age is between 5-15 yrs. A pilot survey was done by taking responses from 25 parents. The analysis of pilot survey was done to check whether the questionnaire has been able to meet the objectives of the study. The final questionnaire was then developed which is used to obtain responses from 50 parents. Out of this, 2 responses were discarded due to invalid and missing responses. Hence, final 48 responses are subjected to further analysis. Responses are collected from organized 24 retail outlets namely More, Big Bazaar, Reliance and Nilgiris. SPSS was used to analyze the data.

**V. HYPOTHESIS**

- H0: Age of parents have no impact on the impulse buying behaviour children.  
H1: Age of parents have an impact on the impulse buying behaviour of children.
- H0: Income of parents has no impact on the impulse buying behaviour of the children.  
H1 Income of parents has an impact on the impulse buying of the children.
- H0: TV advertisement has no impact on the impulse buying behavior of children  
H1: TV advertisement has an impact on the impulse buying behavior of children

*Age of Mother and Impulse Buying behavior of Children*

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.370 <sup>a</sup>	4	.001
Likelihood Ratio	21.852	4	.000
Linear-by-Linear Association	6.305	1	.012
N of Valid Cases	48		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .29.

Chi-Square test was done using SPSS .The significance level is less than .05 so we can assume that the age of mother has an impact on the impulse buying behavior of children.

*Age of Father and the Impulse Buying Behaviour of Children*

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.951 <sup>a</sup>	6	.090
Likelihood Ratio	12.739	6	.047
Linear-by-Linear Association	.092	1	.761
N of Valid Cases	48		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .29.

Since the calculated value is greater than .05 we accept the null hypothesis that there is no impact on the age of father and impulse behavior of children.

*TV Advertisement and the Impact of Impulse Buying behaviour of Snacks*

**impulse purchases of snacks chocolate etc \* tv ad effect Crosstabulation**

Count		tv ad effect				Total
		disagree	neutral	agree	strongly agree	
impulse purchases of snacks chocolates etc	disagree	2			12	14
	agree			2	12	14
	strongly agree	9	7	1	3	20
Total		11	7	3	27	48

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.462 <sup>a</sup>	6	.000
Likelihood Ratio	37.661	6	.000
Linear-by-Linear Association	11.871	1	.001
N of Valid Cases	48		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .88.

A chi-square test is conducted to find out the influence of TV advertisements on impulse buying behavior of children. H0 is rejected. This means that TV advertisement has an impact on the impulse buying behavior of children.

*Family Income and its Impact on the Impulse Buying behaviour of Children*

**monthly family income \* impulse purchases of snacks chocolates etc Crosstabulation**

Count		impulse purchases of snacks chocolates etc			Total
		disagree	agree	strongly agree	
monthly family income	<10000			9	9
	10001-30000	1		4	5
	30001-50000	8	2	1	11
	50001-70000	1		5	6
	>70000	4	12	1	17
Total		14	14	20	48

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.360 <sup>a</sup>	8	.000
Likelihood Ratio	51.297	8	.000
Linear-by-Linear Association	4.582	1	.032
N of Valid Cases	48		

a. 14 cells (93.3%) have expected count less than 5. The minimum expected count is 1.46.

Since the calculated value is less than tabled value we reject null hypothesis. This means that the income of parents have an impact on impulse behavior of children.

## VI. RESULTS AND DISCUSSIONS

Snacks are purchased impulsively by children of all age group. Majority of parents agree that children are attracted to snacks after seeing it in the retail outlets and they are impulsively buying it. TV advertisements are giving the kids ideas about new products in this category and they are impulsively purchasing it after recalling about the brand and product. Kids are also using different strategies for impulsively purchasing product like persuasion, begging and emotional strategies and sometimes aggressive strategies. Age of father has no impact on the impulse buying behavior of children. But mother's age plays a significant role. Nevertheless, a few of the parents believe that their children's requests are always logical in nature even though they are impulsively buying the products. The study also revealed that family income has an impact on the impulse buying behaviour of children.

## VII. CONCLUSION

The results of the present study show that children, irrespective of their age groups are doing impulse buying to satisfy their needs and wants. Majority of respondents opined that the influence of children on their parents' purchasing decisions is strongest when it comes to buying food items especially snacks and chocolate items. The study shows that the family income of children has an impact on the impulse buying behaviour. It was revealed from the study that TV advertisement plays a major role in the impulse buying behaviour of Children.

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