

Analysis of the Parental Pressurizing Factors Leading to the Purchase of Products / Services on Children's Demand- An Empirical Study Conducted in Mumbai

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ABSTRACT

The focus of today's marketing spectrum has tilted from 'Kings' (adults) towards 'princes and the princesses' (children) following their huge potential to impact the family purchase decisions. The business world has seen a sea change in the last 2 decades in which the family structure has undergone drastic changes to accommodate the preferences and interests of children before the purchase is made and one must remember that the purchase may be pertaining to the entire family's requirement too. This paper is a humble effort to understand the pressurizing factors which lead the parents of Mumbai to purchase the products or services demanded by their children. With a sample size of 400 Mumbai parents, the paper has justified the objective with a few startling findings. The time period of the survey was November 2017 to May 2018. By applying the statistical tools like KMO and Bartlett's test, Factor Analysis, Cluster Analysis, Wilks' Lambda etc the researcher was reasonably successful in bringing out a few factors which pressurize the Mumbai parents to yield to their children's demands.

Keywords: Parental communication, peer communication, me-too syndrome, perception, family structure.

INTRODUCTION:

Is marketing ethics losing flavor?

Children of today constitute an important buying power which no marketer can neglect. Initially they start their sojourn as customers for the products meant for them according to Geuens et.al (Geuens 2002) [1]. Later they enter the phase where their dominance is witnessed even with regards to the products for the entire family says Vikram Bakshi in an online article on agencyfaqs [2]. Most importantly, they prove to be potential future customers to those producers who satisfy them at a tender age and prove to be to their liking. This way, every child gives the marketer a chance to build a cradle-to-grave brand loyalty. Achenreiner & John, opined that this generation of children has been the most brand conscious ever (Achenreiner, G. & Roedder John, D, 2003) [3]. This goes to a large extent in persuading the marketer to "catch 'em young" as explained by McNeal (McNeal 1992)[4].

With exclusive websites and TV channels being launched for kids, children and the adolescent, their exposure to advertisements and the messages from the marketers is supposedly too huge and more than what their parents and grandparents had, observed Moschis and Mitchell (Moschis, G.P., and Mitchell, 1986)[5]. Children are naïve said Ronalds and they are at a stage of development called proximal development. At this stage, children simply believe in what they see (Ronalds Rubin 1974) [6]. They have more trust on anything than an adult has. They lack the mental capability to look at things with more clarity. Consequently, this makes them very vulnerable to exploitation opined Eliot et al (Eliot 1981)[7].

THEORETICAL FRAMEWORK:

Infant Memory Starts from an Early Stage:

Generally people argue that nobody would ever remember anything which happened before we attained the age of 2 or 3. What psychologists have done, though, is to examine the emergence of memory in our first few years with a series of classic experiments. One classic experiment, devised by Professor Carolyn Rovee-Collier and colleagues in the 1960s provides us an insight into what infants can remember. This method had produced some great evidence about how and when infants' memories develop. In their experiment, Rovee and Rovee (1969)^[8] had infants of between 9 and 12 weeks lay comfortably in their cribs at home looking up at a mobile covered with brightly colored wooden figures. A cord was then attached to their foot connecting it to the mobile. This meant that if the infants kicked out the mobile would move. And, if they kicked out hard, the wooden figures would bump into one another and make a pleasant knocking sound. The more the little kids kicked, the more of a kick they get from the mobile. This experiment is all about seeing if an infant can be conditioned to kick its foot to make the mobile move. What Rovee and Rovee (1969) observed was that even infants as young as 8 weeks old could learn the association between kicking and the resultant movement in the wooden figures.

Visualization of Infants – A Research:

There was a study undertaken in Boston in 2007 on how the kids who were two years and even below can visualize the sight of out-of-sight objects just by listening to the descriptions. Boston University psychologist Patricia Ganea and her colleagues asked 19-month and 22-month -old infants to name a toy that was presented to them in the lab. After some time, they hid the toy in an adjoining room. The kids then were given a mental picture that the toys were drenched after someone had emptied a bucket of water on them. When they were led to the other room the kids went to pick the wet toys and not the dry versions of the same which goes a long way in proving that kids as young as 22 months are able to visualize something they are not shown at all ^[9]. The result of the study has been useful to many marketers rather than parent or anybody else who would wish to tame and mould the child based on the observation of the child's envisioning capabilities. Making the kids see in their mind's eye has come handy to many marketers who manufacture not only child related articles but also those products in the purchase of which the kids play a major role observed Susan (Susan Linn, 2004) ^[10]. Kids these days have spread their wings from buying their toys to impacting the acquisition of many more goods for the entire family according to Moschis (Moschis et al 1979) ^[11].

Jean Piaget's Four-Stage Theory: How Children Acquire Knowledge:

Jean Piaget has the dubious distinction of having generated the most criticized theory of all times; 'the four stage theory', which throws light as to how children acquire knowledge and skills to understand the marketing tactics adopted by marketers and shape themselves into a complete adult who could make independent decisions while purchasing (Piaget 1955)^[12].

His inquisitiveness began when he noticed his 7 month old daughter trying to grab a toy when it was visible to her but did not make an attempt to do so when it was behind the fold of her bed and out of her sight. What Piaget deduced from these observations, along with many experiments, was that children do not initially understand the idea that objects continue to exist even when out of sight. This concept, he thought, children had to work out by themselves by interacting with and experiencing the world (Piaget, 1936)^[13].

Stages of Cognitive Development:

The cognitive development of a child was much researched and exposed by Jean Piaget (1896-1980) who proposed his theory by explaining 4 stages of a child's development into a complete adult. He has presented a much researched and detailed analysis of these 4 stages in a child's life (Wadsworth, 1996)^[14].

- a) Sensorimotor which is the period from birth to 2 years of age when the child starts differentiating between objects and begins to seek them unintentionally.
- b) Pre-operational stage, denotes the period between 2 and 7 years, which is characterized by learning to react verbally, representing objects by images and words and finding it difficult to accept others' views and notions.
- c) Concrete operational stage, represents the period between 7 and 11 years, when he exhibits the capability to think logically about numbers and objects. This is also the phase where he learns to classify objects according to the features.
- d) Formal operational stage is the period above 11 years of age of any child when he learns to test hypothesis systematically.

Vast differences exist in the cognitive abilities and the resources available to the children at these stages which bring about a distinction in their behavior and this is of utmost importance and interest of the researchers. Beyond Piaget's approach, information processing theories of child development provides additional explanatory power for the types of cognitive abilities experienced by children as they mature. In the consumer behavior literature, children have been characterized as belonging to one of three segments—strategic processors, cued processors, and limited processors— based on information processing skills they possess. According to Roedder, strategic processors are those who are 12 years and older who apply a variety of strategies to store information. Cued processors are those who fall between 7 and 11 years of age who have strategies for storage but need external cues or prompts to deploy the strategy effectively. Most children under the age of 7 are limited processors with processing skills which need perfection to be utilized successfully in learning situations (Roedder 1981) [15].

The stage of social development, which is featured by selflessness and humanity, perceptions are formed and children try to create their own impressions about things and people. They try to analyze the views of those around them and attempt to establish a link between their preference and the drivers behind the preference. Under social development concept, the child's interaction and the resultant changes in his behavior or perception is analyzed. According to Selman (1980) [16], the social development starts with the kindergarten phase, which is from 3 to 6 years of age during which he does not even realize that others also would have views about a particular article or event. This stage is aptly named as egocentric stage since the child respects only his ego. The next phase is between 6 and 8 years age when children recognize that others also may have their own versions about things which is due to their access to different information sources and this stage is mentioned in the literature as social role taking stage. The self-reflective role taking stage follows next, between 8 and 10 years of age when the child understands others' viewpoints. The next stage is Mutual role taking, when the child tries to make a comparison between others' opinion and his own on any subject. This is a most important juncture as much social interaction, such as persuasion and negotiation, requires dual consideration of both parties' perspectives. The final stage, social and conventional system role taking (ages 12–15 and older), features an additional development, the ability to understand another person's perspective as it relates to the social group to which he (other person) belongs or the social system in which he (other person) operates according to Shaffer (2005) [17].

These frameworks make us understand as to why children do not understand the advertisement's persuasive intent until they reach the elementary school level. Thus consumer socialization occurs throughout a series of different phases as a child matures in the childhood.

Erik Erikson's Eight Stage Theory:

The importance of middle childhood, as a developmental period, was not always recognized by scholars. The grand theorists Freud and Piaget saw middle childhood as a plateau in development, a time when children consolidated the gains they made during the rapid growth of the preschool period, and when they prepared for the dramatic changes of adolescence. Erik Erikson, however, who proposed the "eight stages of man" (Erikson, 1963)[18], stressed the importance of middle childhood as a time when children move from home into a wider social environment that strongly influence their cognitive development. Erikson treated the years between 7 and 11 as the time when children should develop what he called "sense of industry" and learn to cooperate with their peers and adults. Children who do not master the skills required in these new settings are likely to develop what Erikson called a "sense of inferiority," which can lead, in turn, to long lasting intellectual, emotional, and interpersonal consequences. Middle childhood is marked by several types of advances in learning and understanding. During this period, in school and wherever they spend time, children acquire the fundamental skills considered to be important by their culture. Skills of self-awareness also develop dramatically in middle childhood. Three key forces combine to influence children's self-confidence and engagement in tasks and activities during the middle childhood years: (1) cognitive changes that heighten children's ability to reflect on their own successes and failures; (2) a broadening of children's world to encompass peers, adults, and activities outside the family; and (3) exposure to social comparison and competition in school and among peer groups. Middle childhood gives children the opportunity to develop competencies and interests in a wide array of domains. Finally, alongside their increasing ability to reflect on themselves, children also develop the ability to take the perspective of others. They come to understand that others have a different point of view and different knowledge than they have, and they come to understand that these differences have consequences for their interactions with other people. In the middle-childhood years, children spend less time under the supervision of their parents and come increasingly under the influence of teachers. As children get older, they also seek to contribute to their best friends' happiness, and they become sensitive to what matters to other people.

What Kids Buy and why? - A Brief Summary of 'what Kids Buy and why: The Psychology of Marketing to Kids' – a book Authored by Dan s. Acuff and Robert h Reiher [¹⁸]

Dan S. Acuff, Ph.D. President of Youth Market System Consulting and, along with Dr. Robert H. Reiher, has written a book which speaks volumes on kid-targeted marketing activities. A couple of pages are taken from the book to throw some insight into their analysis of how child psychology works in a marketer's favor. The first and foremost terminology which the authors speak of is YMS (youth marketing systems) which they claim to be a systematic approach to product and program development and something which will ensure the chances of success. The authors opine that a profound comprehension of underlying abilities, motivations and needs of kids is vital to this approach. The variables which are discussed by the authors in their 'product leverage matrix' include

- a) The medium, format or product category
- b) The core concept of the product
- c) Point Of View (POV), that is to say, the product's psychological or philosophical orientations
- d) Visual or verbal contents of the product
- e) The context or the social environment that surrounds the product
- f) Process, that is the product – user interface
- g) Fantasy –based or reality-based characters used with the product
- h) Style or attitude of the product

Celebrity Endorsement and its Effects on Children and the Adolescent:

Celebrities are always special among young people observed Acuff (Acuff & Robert 1997)[¹⁹]. Entertainment media content is where most of the celebrities come from. Because people watch them in entertainment programs every day, they are recognized and become famous. Celebrities are dressed up to fit the requirement of the shows, and they are looked upon with awe in the movies, situation comedies and dramas.

The trend of using celebrities in commercials has been steadily increasing in the past 2 decades or so. Marketers acknowledge the power of such celebrities appearing in advertisements to increase the brand image of their products. In India, making the star value of popular figures in commercials started way back in 1970s. Advertisements featuring stars like Late Jalal Agha (Pan Parag), Tabassum (Prestige cookers), Sunil Gavaskar for Dinesh Suiting, Ravi Shastri and Vivian Richards (Vimal), Persis Khambhata and Kapil Dev (Palmolive Shaving cream) became common. Celebrities are people who enjoy public recognition and mostly they are considered experts in their respective fields having wider influence in public life and societal domain. Traits like attractiveness, unusual life style or special skills and demigod status can be associated with them.

Within a few seconds of watching an ad, the viewers try to find the meaning of the same and correlate it with the celebrity endorsing it and finally transfer star value of the celebrity to the brand. Mc Cracken (1989)(²⁰) proposed a comprehensive model called as Meaning Transfer Model to comprehend this phenomenon of transferring the meaning of the commercial. This famous 3-stage model suggests how the meaning associated with the popular personality becomes associated with the brand in question. Thus the outcome would invariably take the attributes of the personality as the attributes of the brand. Ultimately in the consumption process, the customer acquires the brand's meaning. The final and third stage of the model by Mc Cracken explicitly shows the significance of the consumer's role in the process of endorsing brands with popular personalities

Advergaming and Internet Games:

According to Wikipedia, Advergaming is the practice of using video games to advertise a product, organization or viewpoint. Anthony Giallourakis coined the word 'Advergaming' in the year 2000. Since then it has been used as a tool to advertise online by various major companies worldwide. Advergaming incorporates branding directly into the gaming environment. The customer is lured to interact with the brand and finally they end up appreciating the value of the brand. With the growth of the internet, Advergames have proliferated, becoming the most visited aspects of the net by children and adolescent and becoming an integrated part of brand media planning. A very interesting aspect of Advergaming is that it could be used as a platform to promote the products online in online multiplayer games- a judicious integration of products, services and brands in the games. The kids playing the game online would at some point or the other tend to glance through the ads, flashes and the other gimmicks played by the marketer. It is believed that when the customers enjoy the exciting games, they would naturally pay attention to the utmost advertised information (Kaizer foundation)[²¹].

The principal advantage of this type of in-game advertising is that such advertising to 100% of the audience is loyal. Compared with the traditional network advertisement, Advergame is not only an original creation and a delicate design, but also a product involved with advanced interactive technology.

Internet Games and the Potential Threats:

Video games are becoming increasingly complex, comprehensive and very lucrative to an increasing international audience said Kathryn (2001)^[22]. With attractive graphics and real-like characters, these games give adequate scope to set strategic challenges resulting in the teenagers glued to their computers rather than to spend their time with friends and peers. The habit of outdoor games has been completely washed off because of the advent of internet games.

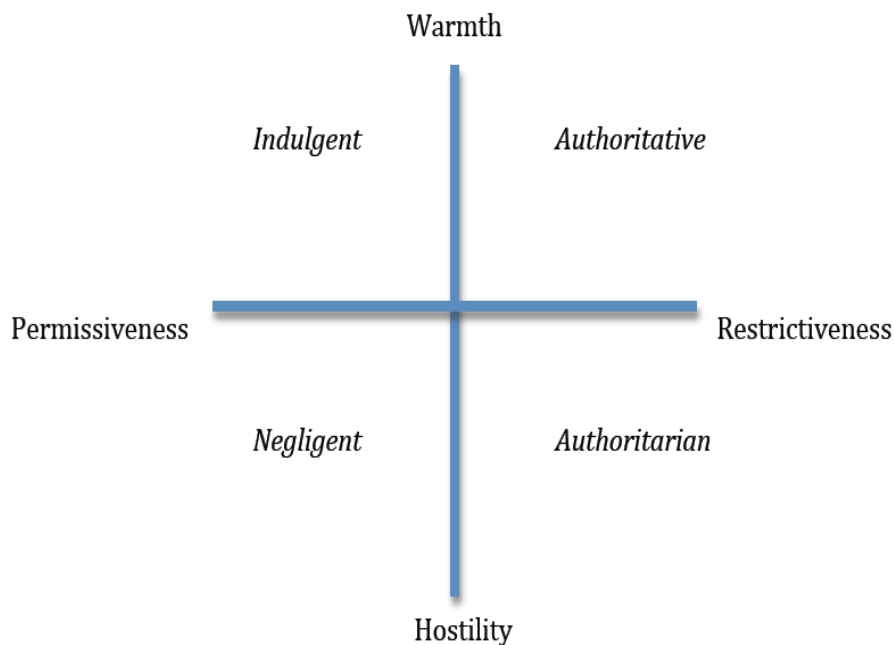
Parental Communication with the Children:

Research has found that parental influence plays an important role in shaping children's consumer-behavior patterns opined Charles (1978)^[23], assert Grossbart, Carlson and Walsh (1988)⁽²⁴⁾. This influence has been found to be significantly more important than advertising. Parents can directly influence their children's behavior through three processes: modelling, reinforcement and social interaction clarifies Moschis (1986)⁽²⁵⁾. Though parents may feel happy and relieved that children's T.V.programs are available around the clock, very less do they realize that the marketers have more opportunities to orient those children to the brands than the previous generations

Parenting Styles:

Researchers have uncovered convincing correlation between parenting styles and the impact these styles have on children asserted Carlson (1988)^[26]. In many cases, parents were found to be a better source of attitudes and behaviors of children than peers or classmates.

Fig 1 Parental categorization dimensions



Parental categorization dimensions (adopted from 'an examination of parental attitudes toward children's Advergaming: a parental socializing perspective', a thesis by Nathan Joseph, university of Tennessee)

Other Factors Leading to Child's Increased Dominance:

Peer Communication:

Peer communication has been recognized as a significant information source from which young adults acquire consumer-related attitudes and behavior asserted Gwen Rae et al (1993)^[27]. Hawkins et al. suggest that peers can influence an individual's consumer-related attitudes which are irrational, often referred to as expressive and affective opinions. They further observe that purchasing decisions which are brand and image-oriented (as projected by the endorser) to be positively related with peer communication (Hawkins et al. 1974)^[28]. This finding also confirms the argument that mass media and peers are vital information sources where the individual learns expressive consumer-related skills

Changing Family Structures:

There are various reasons why a child should become a pull factor for any marketer. The social changes which countries like India have undergone in the past 3 or 4 decades speak volumes about why a child of today behaves very much differently from a child of those ages. This is especially the case with India where children used to be taken good care of by elders at home and joint family system used to prevail where children of the same age were brought up together under one roof. According to Rindfleisch et al. the products and brands were limited in number and the choice a child of that period could make was restricted. But when a child of later time period started experiencing educated and civilized parents, things changed (Rindfleisch et al 1997)^[29]. When both the parents had sources of income, the family had more disposable income which led to many advantages and disadvantages. The major changes in family structure in which children are brought up are

- 1) Working mothers
- 2) Increasing number of single parent households
- 3) Increasing double income families
- 4) Divorces and remarriages
- 5) More exposure of information and technology to kids

Ultimately parents are willing to buy more and more things to their wards not only because of more disposable income but also because of less time they find to spend with the kids which makes them guilty according to James et al.(2005)^[30].

Me – Too – Syndrome:

This is an additional flavor to already existing consumption mania which children exhibit. The peer-pressure is very strong among today's kids and this makes them buy similar products or brands which their peers possess simply 'to be in the group'. The kids don the same hairstyle, consume the same apparels and behave the same way to get the confidence of being in the preferred group which also leads to the homogenization of culture. Me-too-syndrome also plays a vital role when a kid wants to influence a family purchase decision. According to a survey conducted by Cartoon Network in association with Synovate India, a major revelation is that children want to take part in the family purchase decisions about car, mobile phones and Televisions. Nearly 84% of the parents who were samples responded that they used to take their children for shopping (Roberts et al. 2005)^[31].

RESEARCH METHODOLOGY:

- a. Research design: Descriptive
- b. Sampling: Simple random sampling
- c. No. of samples: 400 parents of children of the age group between 9 and 19
- d. Data collection: Primary and secondary
Primary data collection through questionnaires, telephonic conversation
Secondary data collection through published literature (print and internet)
- e. Questionnaire: Structured, close ended questions
- f. Data handling through Descriptive statistics, KMO and Bartlett's test, Factor Analysis, Cluster Analysis, Wilks' Lambda

OBJECTIVES OF THE STUDY:

1. To identify the underlying dimensions of the reasons for the purchase of products and services by the parents of Mumbai for their adolescent children on their demand
2. To segregate the parents of Mumbai into dominant heterogeneous groups significantly differentiated by their pressurizing perception factors

Need for the study:

In the contemporary world, a natural concern of a parent is to safeguard his or her children from the clutches of alluring brand advertisements. The marketers have their own techniques and means to attract children to help their brands survive. This study is important in terms of its analysis about the different factors which make the parents of Mumbai buy certain products or services for their children even though they do not want to. Basically in the current scenario where both the parents are employed, the single parents exist in large numbers, the nuclear family structure does not allow grandparents anymore and the children have increased role in the family decision making the study on the parental pressurizing factors becomes very imperative.

DATA ANALYSIS:

Dimensions of Parental Pressurizing Perception Variables:

The factor analysis has been applied to understand the underlying dimensions of the 13 parental pressurizing perception variables and reduce them into a limited number of manageable and independent factors. The Principal Component analysis of Extraction method and Rotation method of Varimax with Kaiser Normalization have been used in the Factor analysis and the results are shown in the tables 1 to 6.

Table 1: Descriptive Statistics of the Parental Pressurizing Perception Variables

Variables	Mean	Std. Deviation
Shopping with children	3.90	0.955
packaging	3.87	0.921
TV influence	4.17	0.830
Nagging of children	3.35	1.186
Unhealthy food	3.24	1.242
Celebrity endorsement	3.49	1.180
Video gaming habit	3.05	1.301
Unwilling to stop video game	3.04	1.219
More family income	3.33	1.366
Work pressure	3.32	1.383
Guilty feeling	3.17	1.344
Pocket money	2.70	1.236
Peer pressure	3.62	1.202

Table 1 shows the descriptive statistics of the parental pressurizing perception variables which have thirteen variables in all which T.V. influence has the highest means and the least standard deviation indicating the maximum consistency among the parental responses.

Table 2: Communalities of the Parental Pressurizing Perception Variables

Variables	Initial	Extraction
Shopping with children	1.000	0.770
Packaging	1.000	0.694
T.V. influence	1.000	0.614
Buying for nagging	1.000	0.488
unhealthy products	1.000	0.660
Celebrity endorsement	1.000	0.625
Video gaming	1.000	0.739
Unwilling to stop video games	1.000	0.705
More family income	1.000	0.521
Work pressure	1.000	0.803
Guilty feeling	1.000	0.798
Pocket money	1.000	0.697
Peer presssure	1.000	0.502

Table 3: KMO and Bartlett's Test for Factorization of Parental Pressurizing Perception on Children's Buying Behaviour

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.708
Bartlett's Test of Sphericity	Approx. Chi-Square	1309.109
	Df	78
	P value	0.000

Table 4: Total Variance Explained by the Parental Pressurizing Perception Factors

component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.171	16.698	16.698
2	1.926	14.819	31.517
3	1.717	13.206	44.723
4	1.686	12.972	57.695
5	1.115	8.579	66.274

Table 4.5: Parental pressurizing perception factors

Factors	Variables	Factor loading
Factor 1 Work life imbalance	Work pressure	0.889
	Guilty feeling	0.875
	More family income	0.571
Factor 2 T.V. influence	T.V. influence	0.762
	Packaging	0.754
	Celebrity endorsement	0.706
	Nagging of children	0.468
Factor 3 Video gaming	Video gaming	0.753
	Pocket money	0.749
	Unwilling to stop video gaming	0.678
Factor 4 Pocket money	Unhealthy products	0.802
	Peer pressure	0.677
Factor 5 Shopping with children	Shopping with children	0.840

Tables 1 to 5 show that with the range of communalities of the THIRTEEN parental pressurizing perception variables, from 0.468 to 0.889, KMO Measure of Sampling adequacy Value of 0.708 and Chi- square value of 1309.109 at d.f of 78with P – Value of 0.000 in Barlett’s Test of Sphericity, the Factor analysis is applicable for factorization of parental pressurizing perception variables.

Five factors have been extracted and they explain 66.274% of the variance in the thirteen parental pressurizing perception variables.

The most dominant Factor is Factor 1 with the explained variance of 16.698% and it has three parental pressurizing variables of Work pressure, guilty feeling of the parents and more family income. Therefore the factor has been labelled as ‘WORK LIFE IMBALANCE’.

The second most dominant Factor with the explained variance of 14.819% and with four variables of T.V. influence, packaging, celebrity endorsement and nagging of children is therefore labelled as ‘T.V. INFLUENCE’.

The third most dominant Factor is factor 3 with the explained variance of 13.206% and has three variables of video gaming, pocket money culture and unwillingness to stop video gaming has been named as ‘VIDEO GAMING’

The fourth most dominant factor is Factor 4with the explained variance of 12.972% and has two variables of unhealthy products and peer pressure. Therefore the factor has been labelled as ‘POCKET MONEY’ as pocket money leads pester power of children to buy unhealthy products and the brands mentioned by the peers

The fifth dominant is Factor 5 which explains 8.579% of the variance and has a single variable of taking the children for shopping and has been labelled as ‘SHOPPING WITH CHILDREN’.

Table 6: Descriptive Statistics for Parental Pressurizing Perception Factors and Total Pressurizing Perception Score

Descriptive statistics	Work life imbalance	T.V. Influence	Video gaming	Pocket money	Shopping with children	Parental pressurizing perception Total
Mean	9.820	14.872	8.785	6.942	3.895	44.315
Median	10.000	16.000	9.000	7.000	4.000	46.000
Mode	12.00	16.00	10.00	9.00	4.00	51.00

Descriptive statistics		Work life imbalance	T.V. Influence	Video gaming	Pocket money	Shopping with children	Parental pressurizing perception Total
Std. Deviation		3.3579	2.914	2.880	1.951	0.954	8.320
Variance		11.276	8.492	8.295	3.809	0.911	69.239
Skewness		-0.402	-0.709	-0.339	-0.484	-1.144	-0.520
Std. Error of Skewness		0.122	0.122	0.122	0.122	0.122	0.122
Kurtosis		-0.832	0.856	-0.548	-0.516	1.420	-0.515
Std. Error of Kurtosis		0.243	0.243	0.243	0.243	0.243	0.243
Range		12.00	16.00	12.00	8.00	4.00	41.00
Minimum		3.00	4.00	3.00	2.00	1.00	20.00
Maximum		15.00	20.00	15.00	10.00	5.00	61.00
Q 1	25	7.000	13.000	7.000	6.000	4.000	38.000
Q 3	75	12.750	16.000	11.000	9.000	4.000	51.000

The table 6 reveals that with the lower Standard Deviation values, the estimated mean values of the Parental Pressurizing factors and the total score are the robust measures of those distributions

Parental Pressurizing Perception Factors Based Cluster Formation:

An attempt has been made to classify all 400 parent respondents into distinctive clusters significantly differentiated by Parental Pressurizing Perception factors by applying Quick Cluster and discriminant Analyses. The results are shown in the tables 4.7 to 4.15

Table 7: Parental Pressurizing Perception Factor Based Initial Cluster Means

Factors	Cluster		
	1	2	3
Worklife imbalance	13.00	3.00	3.00
T.V.influence	18.00	4.00	20.00
Video gaming	14.00	9.00	3.00
Pocket money	10.00	4.00	5.00
Shopping with children	4.00	1.00	4.00

Table 8: Iteration History of Formation of Parental Pressurizing Perception Factor Based Clusters

Iteration	Change in Cluster Centers		
	1	2	3
1	5.178	7.551	6.137
2	0.315	0.638	0.407
3	0.114	0.364	0.509
4	0.061	0.237	0.215
5	0.038	0.091	0.080
6	0.021	0.058	0.000
7	0.000	0.000	0.000

Table 9: Parental Pressurizing Perception Factor wise Final Cluster Means

Factors	Cluster		
	1	2	3
Work life imbalance	12.08	7.38	5.94
T.V.influence	15.93	10.78	16.11
Video gaming	10.01	7.61	6.51
Pocket money	8.12	5.46	5.15
Shopping with children	4.03	3.45	3.96

Table 10: Parental Pressurizing Perception Cluster Frequency Table

Cluster	No. of parents	Percentage
1	233	58.25%
2	85	21.25%
3	82	20.5%
Total	400	100%

Table 11: Parental Pressurizing Perception Factor wise Tests of Equality of Cluster Mean Values

Factors	Wilks' Lambda	F	df1	df2	P value
Worklife imbalance	0.349	370.597	2	397	0.000
T.V.influence	0.465	228.378	2	397	0.000
Video gaming	0.731	73.227	2	397	0.000
Pocket money	0.492	205.204	2	397	0.000
shopping with children	0.940	12.761	2	397	0.000

Table 12: Eigen Values of Canonical Discriminant Functions in Parental Pressurizing Perception Clusters

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	2.670 ^a	73.7	73.7	0.853
2	0.952 ^a	26.3	100.0	0.698

Table 13: Wilk's Lambda Test of Discriminant Functions in Parental Pressurizing Perception Clusters

Test of Function	Wilks' Lambda	Chi-square	df	P Value	inference
1 through 2	0.140	777.800	10	0.000	significant
2	0.512	264.265	4	0.000	significant

Table 14: Structure Matrix of Discriminant Factors in Discriminant Functions of Parental Pressurizing Perception Clusters

Factors	Functions	
	1	2
Worklife imbalance	0.824*	-0.235
Pocket money	0.621*	-0.072
Video gaming	0.361*	-0.146
T.V. influence	0.384	0.892*
Shopping with children	0.109	.0186*

Table 15: Classification Results in Formation of Parental Pressurizing Perception Clusters

Cluster number	Predicted group membership			Total
	1	2	3	
1	227	3	3	233
2	0	83	2	85
3	0	1	81	82
Total	227	87	86	400

The tables 6 to 15 show that three clusters have been formed significantly differentiated by all the parental pressurizing perception factors.

Of the two discriminant functions, the first most Discriminant function with Eigen value of 2.670 and Canonical Correlation of 0.853 and also with Wilk's Lambda of 0.140 and chi-square value of 777.800 at 10 d.f. and 0.000 level of significance explains 73.7% of variance in the differentiation. In it, the most dominant differentiating factor is Work life imbalance followed by pocket money and video gaming.

The second discriminant function with the Eigen value of 0.952 and canonical correlation of 0.698 and also with Wilk's Lambda value of 0.512 and Chi- Square value of 264.265 at 4 d.f. and 0.000 level of significance,

explains 26.3% variance in the differentiation. In that the most dominant differentiating factor is T.V. influence followed by shopping with children.

Table 10 indicates that the first cluster formed has 233 parents constituting 58.25% of all the parents covered in the study. The second and the third clusters have 85 and 82 parents constituting 21.25% and 20.5% respectively. Table 15 reveals that 97.8% of the classification is correct.

Table 16: Description of Parental Pressurizing Perception Factors in Dominant Clusters / Groups

Parental pressurizing perception Factors	Clusters	Mean	S.D	Rank	Description
Work life imbalance	1	12.077	1.818	1	Highest work life imbalance
	2	7.377	2.299	2	Higher work life imbalance
	3	5.939	2.104	3	High work life imbalance
T.V. influence	1	15.913	1.858	2	Higher T.V. influence
	2	10.777	2.123	3	High T.V. influence
	3	16.110	2.211	1	Highest T.V. influence
Video gaming	1	10.013	2.165	1	Highest video gaming habit
	2	7.612	2.726	2	Higher video gaming habit
	3	6.512	2.953	3	High video gaming habit
Pocket money	1	8.116	1.252	1	Highest pocket money culture
	2	5.459	1.585	2	Higher pocket money culture
	3	5.146	1.458	3	High pocket money culture
Shopping with children	1	4.034	0.765	1	Most shopping with children
	2	3.447	1.210	3	Moderate shopping with children
	3	3.963	1.012	2	More shopping with children
Total	1	50.153	4.428	1	Highest pressurizing perception
	2	34.672	2.728	3	High pressurizing perception
	3	37.670	4.889	2	Higher pressurizing perception

Table 16 shows that the description of the Parental pressurizing perception dominant groups is significantly differentiated by all five pressurizing perception factors.

The Highest dominant Parental Pressurizing perception Cluster is Cluster 1, in which Highest Work life imbalance prevails, Higher T.V. influence, Highest Video gaming habit, Highest pocket money culture and habit of most shopping taking the children along are seen. Therefore, this group is named as Highest Pressurizing Perception Group

The second dominant Parental Pressurizing Perception Cluster is Cluster 2, in which Higher Work life imbalance prevails, High T.V.influence, Higher video gaming habit, Higher pocket money culture and moderate shopping with children are seen. Therefore, this group is named as High Pressurizing Perception Group.

The third dominant Parental Pressurizing Perception Cluster is Cluster 3, in which High Work life imbalance prevails, Highest T.V.influence, High Video gaming habit, High pocket money culture and more shopping with children are seen. Therefore, this group is named as Higher Pressurizing Perception Group.

KEY FINDINGS AND CONCLUSIONS OF THE STUDY:

- 1.As many as 68 parent samples of Mumbai meekly admitted that they substitute their inability to spend quality time with their child with fulfillment of the children's undue demands. A parent respondent, during the interaction with the researcher, accepted a few facts which researchers have been trying to explore through consistent studies. He was dejected a few years ago when he could find no time to spend with his 2 sons since his spouse also possessed a well-paid job from the hospitality industry. As he wanted to compensate for his guilt, he had yielded to the demand from his sons for a Play Station. He is now realizing his fault as his sons are totally addicted to the play thing and their academic performance has come down drastically.
- 2.Many Mumbai parents accepted that they allowed their children to acquire brand awareness by taking them for shopping in the malls and specialty stores where there is always a lot of scope to understand the marketing strategies and promotional activities. Parent samples said they felt guilty for being unable to spend quality time with the children

3. Work life imbalance is the primary factor for many parents to yield to their children's demands followed by the influence of TV. The advertising done on the TV dominates the children with colorful visuals and the attractive packaging done. More than anything else, the celebrity who endorses the brand becomes the major factor for the children to retain the brand information among the non-celebrity endorsed brands. Such brands have a high effortless recall capability among the children.
4. The video gaming has gripped a major chunk of attention of today's children. DOTA 2, GTA V, Watch Dogs 2, God of War etc were some of the most popular and widely played video games played by the children of the respondents which according to them was a cause of concern. They expressed serious anxiety over the increasing number of such games and the ever-increasing number of hours the children spend on them. The respondents' worry, and unease arose from the fact that such games had violence and bloodshed as the focal point.
5. Absence of elders in the family proved to be a critical issue in today's family structure as the quality time which the children genuinely require could not be given by the employed parents. All they could do was to compensate it with gifts demanded by the children which invariably happened to be either something not very worthy or harmful to them in some way or the other.
6. The ever-increasing level of brand savviness among today's children is another area of concern as parents are no more the sole deciders of purchases. The children's opinions and ideas about different brands that they come across on the media or through their peers also play a major role in the family purchase decisions. A couple of respondents accepted that they had to change their choice of purchase of a brand in product category as expensive as a car to accommodate their children's request. The other product categories in which the parents had to go with their children's opinions included music system, mobile phones, laptops etc.

The above findings clearly depict a vivid shift of the role of children in today's multiple income families. Though the parents do not approve of the change, they are left with no other option but to go with their wards' ideas as the find roots of the Indian family structures called as joint family has ceased to exist in the urban India. As the research could be carried on only in the urban part of the country, which also was one of its drawbacks, the existence of joint family system in the semi-urban and the rural parts of the country could not be ascertained. A future study in this direction would yield fruitful results to appraise us about the exact reasons for the rising domination of today's children and the pressuring perception factors of the parents.

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