

# **FACTORS INFLUENCING CHILDREN'S PREFERENCES AND DESIRES IMPACT PARENT'S BUYING DECISIONS**

SPSS Report

*Submitted in partial fulfillment of the requirements for the completion of*

SPSS Course

by

VENISTON FRANCIS RODRIGUES

(Registration No. 2216227)

Under the guidance of

Dr. Poulami Saha



**POST GRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION**

**ST. ALOYSIUS COLLEGE (AUTONOMOUS)  
ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION  
TECHNOLOGY (AIMIT)  
MADOOR, MANGALORE – 575022**

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## **Introduction:**

Understanding children's purchase influence on Parent's has been identified as a great area of research. Family decision making is influenced by their children. Parents buying decisions are strongly influenced by their children. Children's preferences and desires and their influence on parents' buying decision has gained increasing prominence in today's consumer driven society. Children's influence varies according to product kind, decision stage, family, children, and age. Parental demographic characteristics, for example. Cultural background also has an impact on a child's development. The nagging influence they have on their parents is rising day by day with the rise of small family systems in which the child remains the primary focus. The weight that parents place on their child's preferences and wishes reveals the balance between parental authority and child autonomy. Furthermore, determining whether parents actively align their decisions with their child's inclinations demonstrates how much importance parents place on achieving their child's desires. Understanding how these elements influence the final purchasing decision helps to complete the picture of how children's tastes shape the family's consumption landscape.

## **Literature Review**

1. "Children influence on parents buying decisions in Delhi (India)" by Akhter Ali and D.K Batra (2011)

This study is based on survey approach and aims to examine the impact of children on Parent's buying decisions regarding children and family related product groups. A sample of mother's along with their children aged between

6-14 years was studied in Delhi (India). Results of the study mostly supported the findings of previous researchers with certain exceptions. Moreover the influence of child on parents buying decisions is found to be dependent on some demographic characteristics of children, mothers and families.

2. “Communication pattern of Indonesian parents - children and its role in buying decision” by Santi Budiman and Tony Wijaya (2016)

This research has purpose to test the influence of communication pattern of parents and children, that is concept and social orientation toward the children role as the influencer in buying decision making in Indonesia. Sample in this research is dyadic sample that involves parents and children. The sampling was done with purposive sampling method. One hundred and twenty respondents had been successfully collected in this research. Data was collected using questionnaire.

3. “Family Types, Parental Communication Patterns and Children’s Influence in Family Buying Decisions – An Integrated Approach” by Harikishni Nain (2022)

This research paper provides an update and extension to the existing literature on children’s influence in family buying decisions by explicitly integrating the combined effect of family types and parental communication patterns on children’s influence in family buying decisions. Two underlying dimensions of parental communication patterns (concept-orientation and socio-orientation) were measured for parent-child communication across family types (rural and urban) and regressed on the influence exerted by children in buying decisions involving durable and non-durable family products across three decision-making stages. Based on the online survey of 361 teenage children in India, the study results show a significant association between parental communication patterns and the influence exerted by children in family buying decisions.

4. “Impact of online buying behavioral tendencies of Generation Z on their parents’ consumption behaviour: Insight from Indonesia” by Adnane Derbani, Wiwiek Rabiatal Adawiyah and Siti Zulaikha Wulandari ( 2022)

The generation gap has been present since the beginning of humanity and has symbolized one of the challenges of decision-making in families. It affects family members’ consumption behaviour, namely buying decisions, and creates an interrelated impact on consumption behaviour among family members. The aim of this study is to examine factors related to the parents’ perceptions of how the new online purchase behaviour of their Generation Z children affected their consumption behaviour. To meet the research objective, the paper has shed light on Generation Z’s new online purchase behaviour. A survey was sent to 384 Indonesian parents of Generation Z children to collect their perceptions of consumption behaviour. The data were then computed and processed using factor analysis, reliability analysis, regression analysis, as well as correlation and a t-test. The research results indicate that the new online purchase behavior of Generation Z children significantly affected their parents’ consumption behavior through different factors, such as online purchase illiteracy and self-control of consumption behavior. The findings also asserted that family consumption behavior is easily influenced by factors associated with parents’ perceptions. Moreover, this study also discussed the implications of the findings and identified the areas for future research.

5. “Impact of Parental Locus of Control on Children's Influence in Family Buying Decisions in India” by Harikishni Nain (2021)

Literature has documented children play an important role in families’ buying decisions (NRF, 2019) for a wide variety of goods and services and this influence is increasing over time (Rao, P.S., 2020). In a child-centric Indian culture where markets are evolving at a fast pace, the present study has been undertaken to make a critical contribution to the contemporary debate on the influence exerted by children in family buying decisions and how this influence

can be moderated by their parents' locus of control by analysing the survey data obtained from 360 children (aged 13 to 18) and their parents in Delhi (India). The findings of this study offer (i) an updated map of influence exerted by children in family buying decisions in India, and (ii) guidelines for marketers to effectively predict, plan and execute the right marketing strategy for products consumed by children and/or by their families.

6. "Influence of children in family buying process" by Dr. Vijita Singh Aggarwal and Shefali Khurana (2016)

The purpose of the study is to find out the influence of children in family purchase decision process for different product categories: Durable products, Non-durable and Child related products & services during different buying stages.

7. "Role of child persuasive technique in family buying decision" by Dr. Kadambini Katke (2017)

Changing socio-economic environment has pushed today's kid towards consumerism. The child exposure to Television commercials has greater trigger for his growing role in family buying decision. Before the age of understanding the commercial intentions of corporate houses, the child will get trapped into the vicious consumerism net. It influences the child psychological behaviour pattern which enables him/her to 'Must Have' attitude. To ensure his/her wish list at top of family buying list, it starts playing different tricks. This study tries to find the various techniques used by child to influence the family buying decision

8. "South African children's influence tactics: what works and when?" by Debbie Ellis and Mishaal Maikoo (2018)

The purpose of this paper is to explore the prevalence of pester power in South Africa, and to understand the influence strategies used by children and the different categories of products that children attempt to influence the purchasing of Parental responses to these strategies are also explored to determine the ineffectiveness.

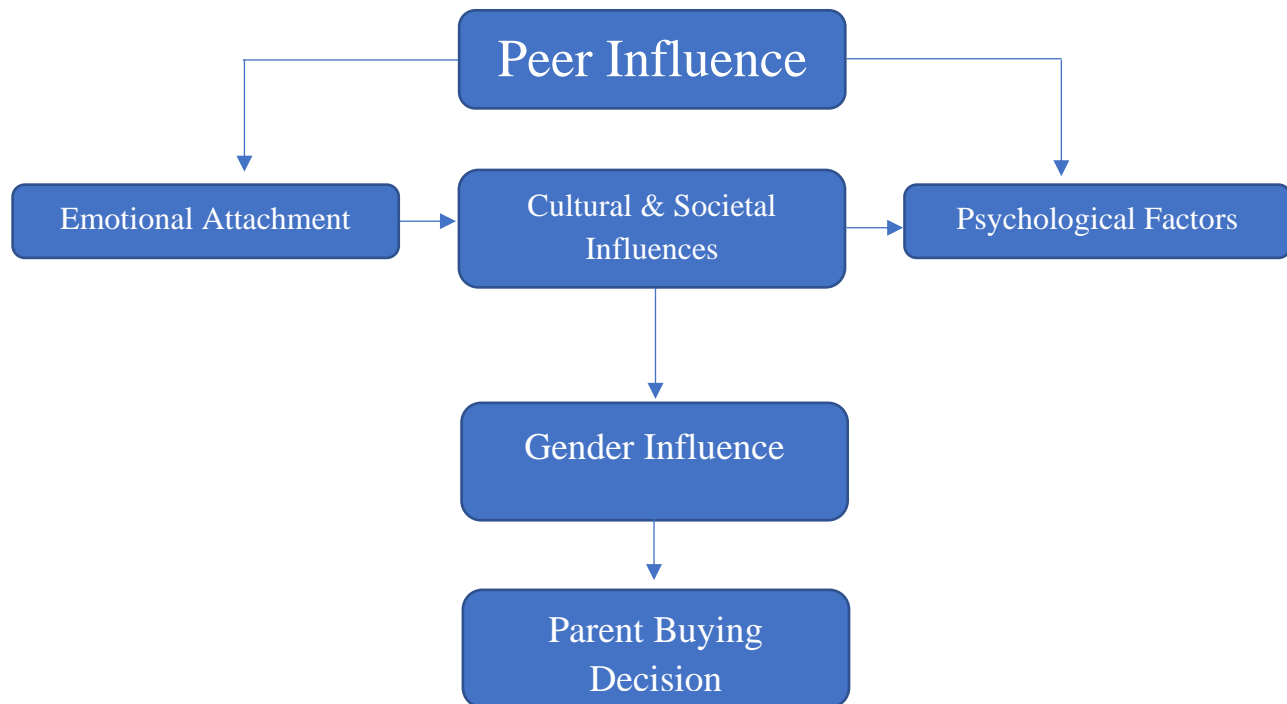
9. “The Role of Children in the Family Purchase Decision-Making Process About Healthy Versus Unhealthy Food” by Gilberto Gigliotti, Giulio D’urso, Francesca Lionetti, Mirco Fasolo and Maria Spinelli

This study explores how children are involved in the family decision-making process when buying healthy vs unhealthy food, and whether this involvement is influenced by family emotional climate. Participants are 239 parents of 7 to 13 years old children. They completed a set of self-report questionnaire related to healthy and unhealthy foods perception; consumer purchase decision making process; children’s influences strategies in food purchase; influence exerted by children in the food purchasing process; family cohesion, flexibility, and communication.

10. “Arab’s children’s influence on the buying process: comparing parent and child perceptions” by Suhail Mohammad Ghouse , Monica Chaudhary, Omar Durrah (2022)

This paper aims to identify the perception levels of the child and parents towards the child’s influence on different product categories and stages of the family buying process in an Arab country Oman.

## Conceptual Framework



## Research Questions:

1. How do peer influences children's preferences and desires, and how does this impact their parents' buying decisions?
2. What role do cultural and societal influences play in determining children's preferences and desires, and how does it influence Parent's buying decisions?
3. How does the compatibility of children's preferences and desires and parents' purchasing decisions depend on emotional attachment to products?
4. How do children's evolving psychological factors affect their preferences and desires, and how much do these influence parents' purchase decisions?



**Research Objectives:**

1. To examine the impact of peer influence on children's preferences and desires, and to study the impact it has on parent's buying decisions.
2. To investigate the role of cultural and societal influences in shaping children's preferences and desires and to explore how these influences Parent's buying decisions.
3. To assess the impact of emotional attachment to products on the compatibility between children's preferences and parents' buying decisions.
4. To examine the impact of children's evolving psychological factors on their preferences and desires, and to quantify the extent to which these factors influence parents' purchase decisions.

**Research Hypothesis:**

H1: There is a significant relationship between the extent of peer influence and the alignment of preferences and desires with the choices of the peer group among children.

H0: There is no significant relationship between the extent of peer influence and the alignment of preferences and desires with the choices of the peer group among children.

H2: There is a significant relationship between parents' buying decisions and the alignment of products with cultural and societal influences affecting their children's preferences.

H0: There is no significant relationship between parents' buying decisions and the alignment of products with cultural and societal influences affecting their children's preferences.

H3: There is a significant dependence on emotional attachment to products in the compatibility between children's preferences and desires and parents' buying decisions.

H0: There is no significant dependence on emotional attachment to products in the compatibility between children's preferences and desires and parents' purchasing decisions.

H4: There is a significant relationship between children's evolving psychological factors and their preferences and desires, and these factors have a measurable influence on parents' purchase decisions.

H0: There is no significant relationship between children's evolving psychological factors and their preferences and desires, and these factors do not have a measurable influence on parents' purchase decisions.

### **Research Analysis:**

#### Factor Analysis

Reliability analysis of Peer Influence

**Table 1.**

<b>Component Matrix<sup>a</sup></b>	
	Component 1
CI1	.851
CI3	.851

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

The item CI2 has been extracted as a factor loading was below 0.7 this may be caused due to Measurement errors such as ambiguous wording or response bias.

**Table 2.**

<b>Component Matrix<sup>a</sup></b>	
	Compone nt 1
EA1	.762
EA3	.859
EA4	.878

Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

The item EA2 has been extracted as a factor loading was below 0.7 this may be caused due to Measurement error such as ambiguous wording or response bias.

**Table 3.**

<b>Component Matrix<sup>a</sup></b>	
	Compone nt 1
PF1	.860
PF2	.851

PF3	.776
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Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

Here all the items are more than 0.7 hence free from response bias.

**Table 4.**

<b>Component Matrix<sup>a</sup></b>	
	Compone nt 1
GI1	.736
GI2	.817
GI3	.766
GI4	.750

Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

Here all the items are more than 0.7 hence free from response bias.

**Table 5.**

<b>Component Matrix<sup>a</sup></b>	
	Compone nt 1

PBD1	.876
PBD2	.792
PBD3	.770

Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

Here all the items are more than 0.7 hence free from response bias.

#### Correlation:

**Table 6.**

		Correlations				
		Culturalandso citalinfluence	Emotional attachment	Psycholo gicalfacto r	Genderi nfluenc e	Parentsbuyi ngdecision
Culturalandso citalinfluence	Pears on Corr elatio n	1				
	N	65				
Emotionalatta chment	Pears on Corr elatio n	.574	1			
	Sig. (2- tailed )	.000	.000			
	N	65	65			

Psychological factor	Pears on Correlation	.614	.703	1		
	Sig. (2-tailed)	.000	.000	.000		
	N	65	65	65		
Genderinfluence	Pears on Correlation	.484	.662	.587	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	65	65	65	65	
Parentsbuying decision	Pears on Correlation	.473	.613	.711	.617	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	65	65	65	65	65

Correlation is significant at the 0.01 level (2-tailed).

**Table 7.**

### Descriptive Statistics

	N	Mean	Std. Deviation
Peer influence	101	3.8020	.80302
Cultural and societal influences	101	3.9571	.74485
Emotional Attachment	101	3.8713	.79298
Psychological factors	101	3.8944	.78730
Parents buying decisions	101	3.9307	.71074
Valid N (listwise)	101		

### Regression:

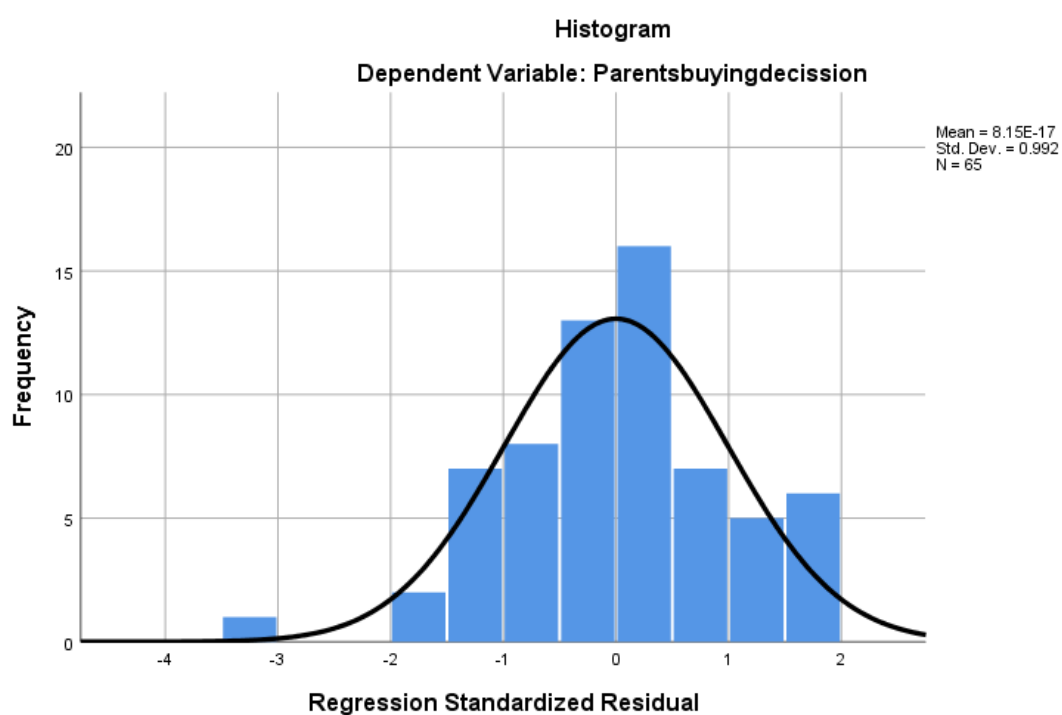
**Table 8.**

11									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.473 <sup>a</sup>	.224	.211	.73177	.224	18.135	1	63	.000
a. Predictors: (Constant), Culturalandsocialinfluence									
b. Dependent Variable: Parentsbuyingdecission <sup>i</sup>									

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.817	.453		4.011	.000
	Culturalandsocialinfluence	.494	.116	.473	4.258	.000

a. Dependent Variable: Parentsbuyingdecision



**Table 9.**

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change

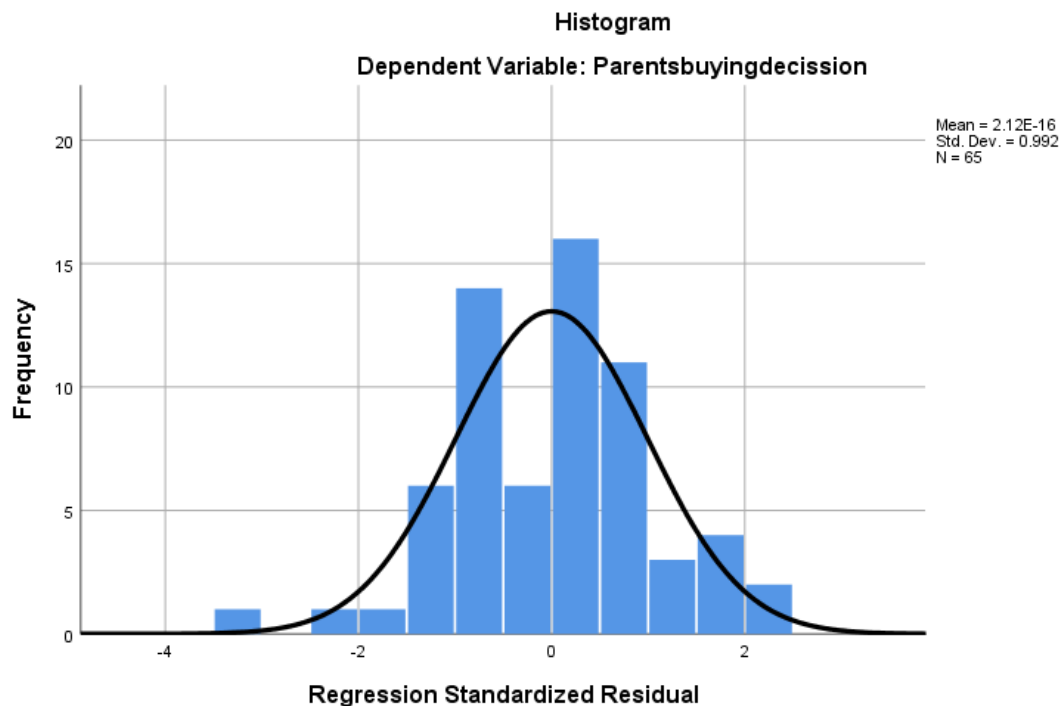


1	.613 a	.376	.366	.65589	.376	37.994	1	63	.000
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- a. Predictors: (Constant), Emotionalattachment  
b. Dependent Variable: Parentsbuyingdecision

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	1.544	.360		4.284
	Emotionalattachm ent	.598	.097	.613	6.164
					Sig.

- a. Dependent Variable: Parentsbuyingdecision



**Table 10.**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df 1	df 2	
1	.711 <sup>a</sup>	.506	.498	.58363	.506	64.548	1	63	.000

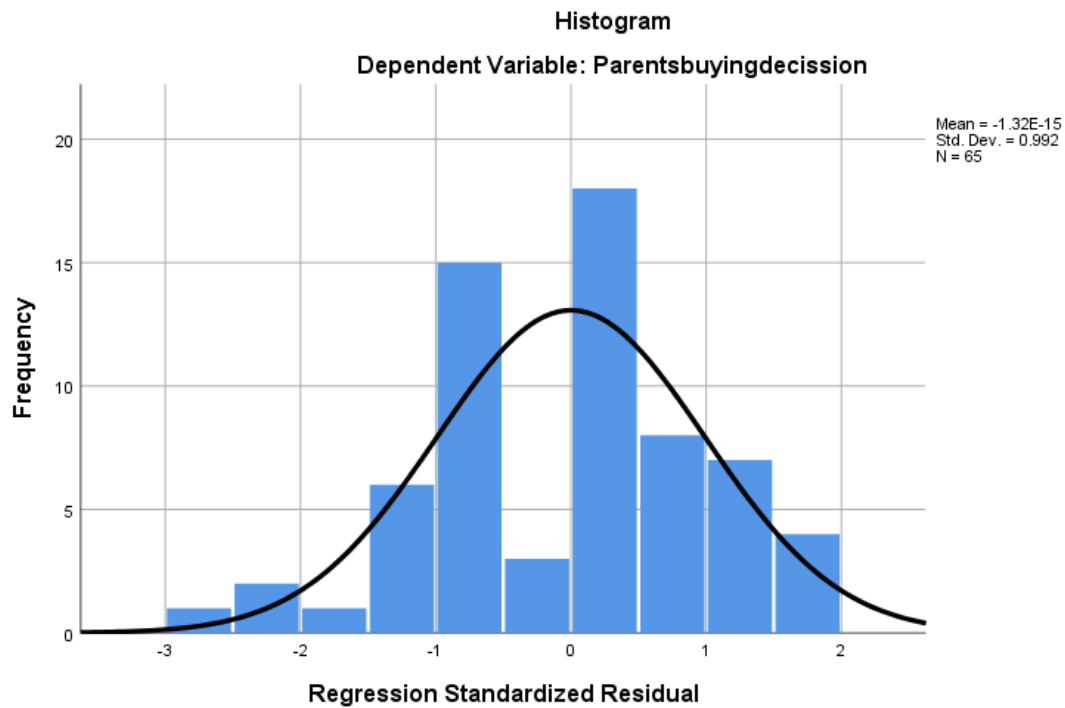
a. Predictors: (Constant), Psychologicalfactor

b. Dependent Variable: Parentsbuyingdecision

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.301	.308		4.220	.000
	Psychologicalfactor	.666	.083	.711	8.034	.000

a. Dependent Variable: Parentsbuyingdecision



**Table 11**

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df 1	df 2	
1	.617 <sup>a</sup>	.381	.371	.65356	.381	38.715	1	63	.000

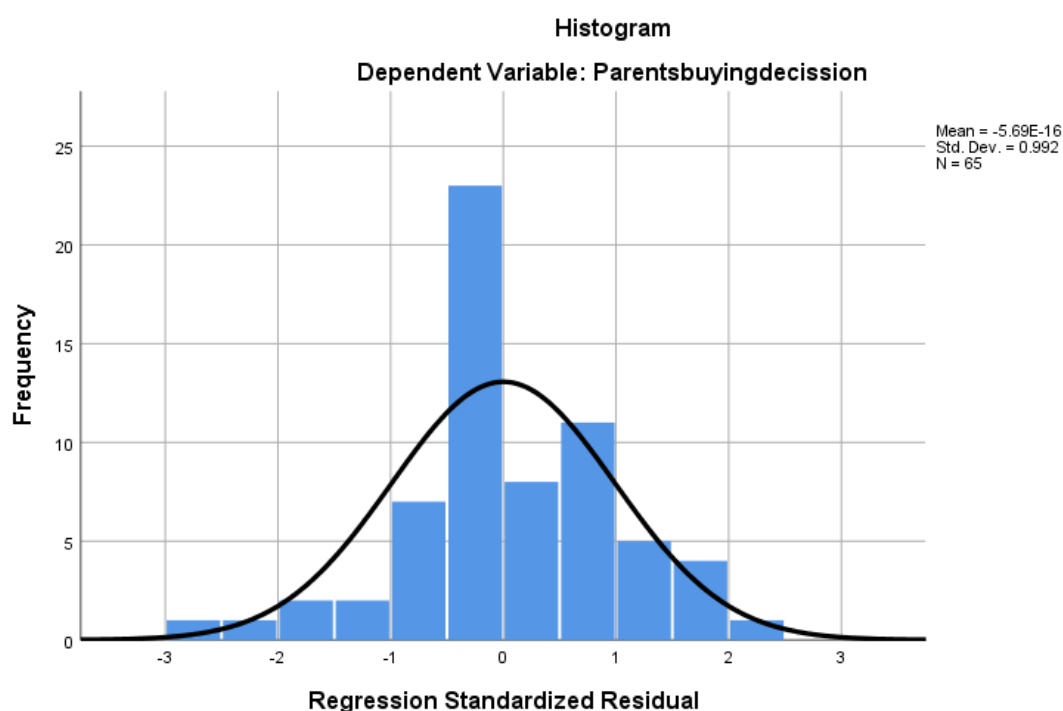
a. Predictors: (Constant), Genderinfluence

b. Dependent Variable: Parentsbuyingdecision

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.394	.381		3.665	.001
	Genderinfluence	.635	.102	.617	6.222	.000

a. Dependent Variable: Parentsbuyingdecision



### Findings of the Study:

The results of the analysis is conducted to examine the relationships between the independent variables (Peer Influence, Cultural and societal influences, Emotional Attachment, Psychological factors) and the Dependent variable (Parent's buying decisions) in the context of Factors influencing children's preferences and desires impact Parent's buying decisions.

### Factor Analysis:

Factor analysis was conducted to test the reliability of the items and we found few bias responses and hence removed all the biased items and Gender influence had factor loading of below 0.7, so removed that Construct from the analysis part.

#### Descriptive Statistics:

The Descriptive statistics give s us an insights into the average levels of influence and the variability in responses for each of the five variables. The mean scores give us an idea of the central tendency, and the standard deviations give us an indication of the spread or dispersion of responses around the mean.

#### Correlation Analysis:

The correlation analysis was conducted to explore the association between independent and the dependent variable, Pearson's correlation of coefficients analysis was conducted between Peer Influence, Cultural and societal influences, Emotional Attachment, Psychological factors and Parent's buying decisions and the table shows there is a positive and statistically significant correlation between the variables.

#### Regression Analysis:

Linear regression analysis was conducted to determine the relationship between dependent and independent variable. We found that there was significant relationship between the Independent variables (Peer Influence, Cultural and societal influences, Emotional Attachment, Psychological factors) and Dependent variable (Parent's buying decisions).

Hypothesis	P Value	Findings
H1: There is a significant relationship between parents' buying decisions and the alignment of products with cultural and societal influences affecting their children's preferences.	.000	Significant
H2: There is a significant dependence on emotional attachment to products in the compatibility between	.000	Significant

children's preferences and desires and parents' buying decisions.		
H3: There is a significant relationship between the extent of peer influence and the alignment of preferences and desires with the choices of the peer group among children.	.000	Significant
H4: There is a significant relationship between children's evolving psychological factors and their preferences and desires, and these factors have a measurable influence on parents' purchase decisions	.000	Significant

Hypotheses testing was performed to evaluate the significance of each Independent variable. The null hypothesis was tested against the alternative hypotheses. Based on the p-values obtained we can reject the null hypotheses. The findings implies that changes in the independent variables are associated with changes in Parent's buying decisions, and the model can be used to predict Parent's buying decisions based on these independent variables. Overall, the findings of the study suggest that the factors of Peer Influence, Cultural and societal influences, Emotional Attachment, and psychological factors play a role in influencing Parent's buying decisions. The analysis conducted provide support for the relationships between these variables and highlight the significance of their impact in the context of Factors influencing children's preferences and desires impacting Parent's buying decisions.

### **Conclusion:**

In conclusion, this SPSS analysis investigated the relationship between independent variables (Peer Influence, Cultural and societal influences, Emotional Attachment, Psychological factors and dependent variable (Parent's buying decisions). Our study has found important insights through a thorough analysis of many variables in the area

of factors influencing children's preferences and desires affecting parents' purchasing decisions. We started by using a component analysis to determine the validity of the items that were utilized to evaluate our independent variables. We made sure that our measuring method was robust by deleting biased items and constructs with factor loadings below the approved threshold. These findings hold implications for marketers, educators, and policymakers seeking to better understand and cater to the dynamics of parent-child interactions in the consumer landscape. As we move forward, these insights can serve as a valuable foundation for shaping strategies and interventions that align with the intertwined nature of family influences on purchasing choices.

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