

INFLUENCE OF CHILDREN ON THE FAMILY PURCHASE DECISIONS WITH RESPECT TO HYDERABAD – AN EMPIRICAL STUDY

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ABSTRACT: Children of today influence their parents' decision with regard to the family requirements. In the process they use various methods and strategies to induce their parents into buying what they want. Starting from simply pestering parents they move on to deploying various methods like convincing them by explaining the features of the products. The children of today are branding savvy and they have various sources of information which appraise them of the latest in the market and the related features. This research article attempts to throw light on the factors which lead to the increase in the direct and indirect influence exerted by children on the family purchases in Hyderabad and the reasons for the parents to give them a positive nod for their demands. ONE-WAY ANOVA has been deployed to arrive at the desirable findings and the samples included both children and their respective parents. The findings revealed certain ground realities like change in the family structure and the increased inflow of income into the urban families these days.

KEYWORDS: brand savvy, children influence, family purchase, family structure, pestering, urban family.

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