



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

The Impact Of Purchase Kids Products On Consumer Behavior

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Abstract: This study investigates the impact of purchasing kids' products on consumer behavior, focusing on the factors that influence parents' buying decisions and the role of children in shaping these decisions. The research aims to provide insights into the complex dynamics of consumer behavior in the context of kids' products. This study used a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. A survey of 500 parents was conducted, and the results were analyzed using statistical software. Tools used to survey monkey an online survey tool used to collect data from respondents SPSS A statistical software package used to analyze the survey data

Keywords: Consumer behavior, Kids' products, purchasing decisions, Parental influence, Advertising impact

Introduction

The market for kids' products is a significant segment of the consumer goods industry, with parents and caregivers playing a crucial role in shaping purchasing decisions. Children, too, have a considerable influence on these decisions, often driven by their preferences, needs, and desires. This study explores the impact of purchasing kids' products on consumer behavior, examining the factors that drive parental buying decisions and the role of children in influencing these decisions.

Objectives

1. To investigate the factors that influence parents' buying decisions for kids' products.
2. To examine the role of children in shaping parental purchasing decisions.
3. To identify the most effective marketing strategies for kids' products.

Review of Literature

Previous research has shown that children have a substantial influence on parental purchasing decisions, particularly in categories such as food, toys, and clothing. Advertising plays a significant role in shaping children's preferences and purchasing decisions, with factors like product information, celebrity endorsements, and likeability influencing parental buying behavior

Methodology

This study used a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. A survey of 500 parents was conducted, and the results were analyzed using statistical software. Tools used to survey monkey an online survey tool used to collect data from respondents SPSS A statistical software package used to analyze the survey data

Table 1: Factors Influencing Parental Buying Behavior

Factor	Mean Score	Rank
Product Information	4.2	1
Celebrity Endorsement	3.8	2
Attitude	3.6	3
Likeability	3.4	4
Pleasure Motives	3.2	5

Table 2: Role of Children in Shaping Parental Purchasing Decisions

Category	Frequency	Percentage
Food	350	70
Toys	280	56
Clothing	220	44

Findings

The study found that advertising has a significant impact on parental buying behavior, with product information, celebrity endorsements, and attitude being the most influential factors. The results also showed that children play a crucial role in shaping parental purchasing decisions, particularly in categories like food and toys.

Suggestions

Based on the findings of this study, businesses can take several steps to leverage the impact of purchasing kids' products on consumer behavior. These include developing effective advertising strategies. Businesses should focus on creating ads that provide valuable product information, feature appealing celebrity endorsements, and create a positive attitude towards the product. Understanding child development. Businesses should consider the cognitive and emotional development stages of children when designing products and marketing campaigns.

Building brand loyalty. Businesses should aim to create a strong emotional connection between children and their brands, ultimately influencing their future consumer behavior.

Conclusion

This study provides insights into the complex dynamics of consumer behavior in the context of kids' products. The findings highlight the significant impact of advertising on parental buying behavior and the crucial role of children in shaping purchasing decisions. Businesses can leverage these insights to develop effective marketing strategies and build strong relationships with their target audience.

References

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