The Linkage between Parent Child Conflict and Purchase Decisions for FMCG with Respect to Thoothukudi District in India

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ABSTRACT

**Background/Objectives:** Negotiation developed between couples towards housework becomes important, which extends to the children also. This article focuses on parent child conflict during purchase decision for Fast Moving Consumer Goods (FMCG) in Thoothukudi District in India. **Methods/Statistical Analysis:** This descriptive research is mainly based on primary data from 8 Taluks of Thoothukudi District, Tamil Nadu. An interview schedule was prepared to collect the primary data from 1282 parents belonging to 403 Revenue villages, based on stratified secondary random sampling was collected and the internet. Statistical analysis was done using SPSS 17.0. **Findings:** The results exposed that irrespective of the Taluk, there exists argument between parent and child on the purchase decision of FMCG and the parents give way for their children in all Taluks of Thoothukudi District. **Applications:** This study helps the marketers to position their products through sales promotional activities by targeting the children community because they are actively involved in the decision making process to buy FMCG in this era.

**Keywords:** Child, Conflict, Fast Moving Consumer Goods, Parent, Purchase Decisions

1. Introduction

Children influenced the parents to get various kinds of products\(^1,2\). Because of high consumer demand, short shelf life Fast Moving Consumer Goods (FMCG) have emerged, but the product deteriorates rapidly. The critical examples for such FMCGs are fruits, vegetables, meats, dairy products and baked goods. These goods are highly perishable. The goods such as toiletries, alcohol, soft drinks, pre-packaged foods and cleaning products have high turnover rates. The economy of Indian FMCG sector is about Rs.1,300 billion and in the last decade, an average annual growth of about 11% per annum.

An unauthorised merchants are sealing the unbranded and unpackaged products in India, because of India’s FMCG market is highly fragmented. 9 million are FMCG kirana stores were dominated with an approximately 12-13 million retail stores in India. India FMCG sectors’ has significant characteristics, good distribution network, strong competition between the organized and unorganized marketers. Another important competitive advantage of Indian markets are easy accessibility of raw materials and cheaper labor costs.

The different age group in a family differs in their characteristics and the members must satisfy their individual and shared needs by drawing on a common and shared, relatively fixed supply of sources, which are the importance from the marketing point of view. For the individual, the family is the strongest, most immediate and most pervasive influence on decision-making\(^3,4\). According to\(^5,6\), family members are resolving conflicts, which differs and varies in appropriateness, depending upon the intensities

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of conflict arises. According to the study, the children in a family has an authority to take decision, particularly in India, whereas in Western countries, there was less disagreement on decisions making, such as ‘where to buy’ and ‘when to buy’, ‘how much money’ to spend.

Conflict can be resolved either by avoidance tactics or by resolution tactics. The decision making on purchase of one product is of importance and interactions between mother, father and child. In some cases, if there were conflict arises between the two family members then the third parties usually children may take a decision on behalf of them, which may alliance to either aid one side against the other or Independently. In some cases, the children may exhibit deception, displaying anger and begging or pleading to act in their own way, for achieving the target products. According to the relation between advertising exposure and parent-child conflict yield only because of around 6 years old children.

The research problem of this study is to identify the parent child conflict and its linkage to purchase decision of FMCG with reference to Thoothukudi District, Tamil Nadu, India.

2. Research Methodology

The research design is descriptive type. This study is mainly based on the primary data using interview schedule and the secondary data was collected from past literatures. The sampling involves 1282 parents belong to 403 Revenue villages of 8 Taluks of Thoothukudi District, Tamil Nadu. The District has 1754 villages. Statistical analysis was done using SPSS 17.0.

3. Analysis and Interpretation

3.1 To analyze the Parent-Child Conflicts and Linkage between the Purchase Decisions

Table 1 depicts there presents argument between parent and child in the purchase decision of FMCG in all Taluks of Thoothukudi District. From the Table 1, it was found that there was argument occurred between parent and child with high magnitude.

Table 2 represents the respondents Taluk wise who will win the argument among parent and children. The results from the Table 2 clearly revealed that parents are giving a way for their children.

Table 3 represents the respondents number of children and who will win between parent and children. Table 3 indicated that irrespective of the number of children, children won the argument while buying FMCG.

Table 4 represents the respondents income and who will win between parent and children. Table 4 showed that irrespective of the parents income, children won the argument while buying FMCG.

Table 5 indicates the respondents age of first children and who will win between parent and children. From the Table 5, it was found that irrespective of the age of the first children, children won the argument while buying FMCG.

Table 6 indicates the occupation of father and who will win between parent or children. From the Table 6,
it was found that irrespective of the occupation of the father, children won the argument while buying FMCG.

Table 7 indicates the occupation of mother and who will win - parent and children

| Occupation of Mother | Who Will Win | Total |
|----------------------|-------------|-------|
| Agriculture          | 178         | 178   |
| Government Salaried  | 16          | 16    |
| Private Salaried     | 4           | 4     |
| Professional and Managers | 30      | 30    |
| House Wife           | 1054        | 1054  |
| **Total**            | **1282**    | **1282** |

Table 8 represents the respondent's kinds of product and arguments come

| Kinds of Products | Total |
|-------------------|-------|
| Taluk             |       |
| Thoothukudi       | 160   |
| Kovilpatti        | 160   |
| Vilathikulam      | 158   |
| Srivaikundam      | 163   |
| Tiruchendur       | 147   |
| Ettayapuram       | 153   |
| Ottapidaram       | 160   |
| Sathankulam       | 181   |
| **TOTAL**         | **1282** |

3.2 To examine how Parents, Child Resolved Conflicts during Decision Making Process

Table 9 indicates the statement used by children while buying FMCG Taluk wise. From the Table 9 it may be inferred that children used statement while buying FMCG Taluk wise in that, parents dominated in the statements like “I kept repeating or arguing my point of view”, “I pointed out that he or she has no right to disagree with
me on this issue, I just stated my needs. I told him or her what I want”, “I mentioned the children’s preferences to back up my point of view”. The children dominated in the statements like “I voiced my point of view loudly”, “I made the other person believe he or she was doing”, “I tried to negotiate something agreeable to both of us”.

### 3.3 To Identify the Role Played by Children in Purchase Decision Making for FMCG Goods

Table 10 shows the children play a role in purchase decision making for FMCG goods of 454 families. As an initiator in 406 families, as an informer in 400 families and as a buyer in 22 families which shows that very few families (22) are allowing their children to go and buy it from stores. As a whole parents are greatly influenced by their children and got information about the products from their children.

Table 11 depicts the descriptive statistics of Taluk and the role played by children while buying FMCG. The relation between the Taluk and the role played by children while buying FMCG using correlation analysis is presented in the Table 12. Table 13 indicates the variables

### Table 9. Statement used by children while buying FMCG Taluk wise

| STATEMENT | PARENT | CHILDREN | TOTAL |
|-----------|--------|----------|-------|
| I kept repeating or arguing my point of view | 1282 (100) | - | 1282 |
| I voiced my point of view loudly | 46 (3.6) | 1256 (96.4) | 1282 |
| I pointed out that he or she has no right to disagree with me on this issue | 1240 (96.7) | 42 (3.3) | 1282 |
| I just stated my needs. I told him or her what I want | 1260 (98.3) | 22 (1.7) | 1282 |
| I mentioned the children’s preferences to back up my point of view | 1240(96.7) | 42(3.3) | 1282 |

The figures in the bracket denote the percentage

### Table 10. The respondent’s Taluk wise role played by children in buying FMCG

| Taluk       | Initiator | Influencer | Informer | Buyer | Total |
|-------------|-----------|------------|----------|-------|-------|
| Thoothukudi | 70        | 36         | 54       | 0     | 160   |
| Kovilpatti  | 70        | 36         | 54       | 0     | 160   |
| Vilathikulam| 31        | 70         | 46       | 11    | 158   |
| Srivaikundam| 32        | 85         | 46       | 0     | 163   |
| Tiruchendur | 60        | 36         | 51       | 0     | 147   |
| Ettayapuram | 69        | 35         | 49       | 0     | 153   |
| Ottapidaram | 39        | 59         | 51       | 11    | 160   |
| Sathankulam | 35        | 97         | 49       | 0     | 181   |

| Total       | 406 (31.6) | 454 (35.4) | 400 (31.2) | 22(1.7) | 1282 |

The figures in the bracket denote the percentage
Table 12. The correlations of Taluk and the role played by children while buying FMCG

| Correlations          | Taluk | Role Played by Children in Buying FMCG |
|-----------------------|-------|----------------------------------------|
| Pearson Correlation   |       |                                        |
| TALUK                 | 1.000 | .053                                   |
| Role played by children in buying FMCG | 0.053 | 1.000                                  |
| Sig. (1-tailed)       |       |                                        |
| TALUK                 |       | -                                      |
| Role played by children in buying FMCG | 0.030 | -                                      |
| N                     |       |                                        |
| TALUK                 | 1282  | 1282                                   |
| Role played by Children in buying FMCG | 1282  | 1282                                   |

Table 13. The variables entered/removed and R value of Taluk and the role played by children while buying FMCG based on Pearson Correlation

| Variables Entered/Removedb | Model  | Variables Entered | Variables Removed | Method |
|----------------------------|--------|-------------------|--------------------|--------|
|                            | 1      | Role played by children in buying FMCG | . | Enter |
| a. All requested variables entered. |        |                   |                    |        |
| b. Dependent Variable: TALUK |        |                   |                    |        |

Model Summary

| Model | R     | R Square | ADJUSTED R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|---------------------------|
| 1     | 0.053*| 0.003    | 0.002             | 2.327                     |
| a. Predictors: (Constant), Q107.Role played by children in buying FMCG |

entered or removed and R value of Taluk against the role played by children while buying FMCG based on Pearson Correlation.

Further, the statistical test ANOVA value of Taluk and the role played by children while buying FMCG based on Pearson Correlation is presented in Table 14. Table 15 indicates the significant value is 0.009 which is lesser than the P value (P<0.05). So this study has to reject the null hypothesis at 5% significance level and conclude that, there is an association between Taluk in which they reside and the role played by children while buying FMCG.

4. Findings of the Study

The results clearly depict the presence of argument between parent and child in the purchase decision of FMCG in all Taluks of Thoothukudi District. The results clearly reveal parents are giving way for their children. The study shows that irrespective of the number of children, parents income, occupation of the father, occupation of the mother and the age of the first children, children won the argument while buying FMCG. While buying the food items only, the arguments are coming when compared with the cosmetics and the toiletries. It is found that the children used statements while buying FMCG taluk wise, in that parents dominated in the statements like “I kept repeating or arguing my point of view”, “I pointed out that he or she has no right to disagree with me on this issue, I just stated my needs. I told him or her what I want”, “I mentioned the children’s preferences to back up my point of view”. The children dominated in the statements like “I voiced my point of view loudly”, “I made the other person believe he or she was doing”, “I tried to negotiate something agreeable to both of us”.
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5. Conclusion
The marketers have taken a decision on keeping the goods alive based on the understanding of the consumer behavior. In order to promote their products in the market, the manufacturers also join with the marketers by targeting children through advertisement. The Indian market has witnessed, tremendous social changes and trends, with children, to a great extent, being actively involved in the quick decision making process. Children have emerged as a potential customer for the marketers in this era.

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Table 14. The ANOVA value of Taluk and the role played by children while buying FMCG based on Pearson Correlation

| Model | Sum of Squares | DF | Mean Square | F | Significance |
|-------|----------------|----|-------------|---|--------------|
| 1     | Regression     | 19.302 | 1 | 19.302 | 3.564 | 0.009* |
|       | Residual       | 6932.574 | 1280 | 5.416 | 0.009 |
|       | Total          | 6951.876 | 1281 | 0.009 | 0.009* |

Table 15. The BETA value of Taluk and the role played by children while buying FMCG based on Pearson Correlation

| Model | Unstandardized Coefficients | Standardized Coefficients | T | Significance |
|-------|-----------------------------|---------------------------|---|--------------|
|       | B Standard Error Beta       |                          |   | 95% Confidence Interval For B |
|       |                             |                          |   | Lower Bound Upper Bound  |
| 1     | (Constant) 4.247 0.171 0.053 24.847 0.000 3.912 4.582 |
|       | Role played by children in buying FMCG 0.147 0.078 0.053 1.888 0.009 -0.006 0.300 |

a. Predictors: (Constant), Role played by children in buying FMCG

a. Dependent Variable: Q2.TALUK
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