

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 belong 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 study⁷, 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 tactics⁸. The decision making on purchase of one product is of importance and interactions between mother, father and child⁹. 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 independently¹⁰. In some cases, the children may exhibit deception, displaying anger and begging or pleading to act in their own way, for achieving the target products¹¹. According to^{12,13}, 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 1. The respondent's Taluk wise arguments between parent and children

Argument between Parent and Child			
Taluk	Yes	No	Total
Thoothukudi	160	0	160
Kovilpatti	160	0	160
Vilathikulam	158	0	158
Srivaikundam	163	0	163
Tiruchendur	147	0	147
Ettayapuram	153	0	153
Ottapidaram	160	0	160
Sathankulam	181	0	181
Total	1282	0	1282

Table 2. The respondent's Taluk wise parent and children – who will win the argument

Taluk	Who Will Win		Total
	Children	Parent	
Thoothukudi	160	0	160
Kovilpatti	160	0	160
Vilathikulam	158	0	158
Srivaikundam	163	0	163
Tiruchendur	147	0	147
Ettayapuram	153	0	153
Ottapidaram	160	0	160
Sathankulam	181	0	181
TOTAL	1282	0	1282

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,

Table 3. The respondents number of children and who will win between parent and children

Number of Children	Who Will Win		Total
	Children	Parent	
One	528	0	528
Two	630	0	630
Three	124	0	124
Total	1282	0	1282

Table 4. The respondents income and who will win between parent and children

Income	Who Will Win		Total
	Children	Parent	
Less Than 5000	3	0	3
5001-10000	114	0	114
10001-15000	42	0	42
15001-20000	40	0	40
20001 and Above	1083	0	1083
Total	1282	0	1282

Table 5. The respondents age of first children and who will win between parent and children

Age of First Children	Who Will Win		Total
	Children	Parent	
8	538	0	538
9	214	0	214
10	454	0	454
11	44	0	44
12	32	0	32
Total	1282	0	1282

Table 6. The occupation of father and who will win - parent or children

Occupation of Father	Who Will Win		Total
	Children	Parent	
Agriculture	206	0	206
Business	964	0	964
Government Salaried	28	0	28
Private Salaried	40	0	40
Professional and Managers	44	0	44
Total	1282	0	1282

Table 7. The occupation of mother and who will win - parent and children

Occupation of Mother	Who Will Win		Total
	Children	Parent	
Agriculture	178	0	178
Government Salaried	16	0	16
Private Salaried	4	0	4
Professional and Managers	30	0	30
House Wife	1054	0	1054
Total	1282	0	1282

Table 8. The respondent's kinds of product and arguments come

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

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 between parent and children. From the Table 7, it was found that irrespective of the occupation of the mother, children won the argument while buying FMCG.

Table 8 represents the respondent's kinds of product and arguments come. Table 8 indicated that while buying the food items only the arguments will come when compared with the cosmetics and the toiletries.

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”,

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)	1236 (96.4)	1282
I made the other person believe he or she was doing	88 (68.6)	1194 (93.1)	1282
I tried to negotiate something agreeable to both of us	66 (5.1)	1216 (94.9)	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

“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 11. The descriptive statistics of Taluk and the role played by children while buying FMCG

Descriptive Statistics			
	Mean	Standrad Deviation	N
TALUK	4.55	2.330	1282
Role played by children in buying FMCG	2.03	0.835	1282

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

Taluk	Role Played by Children in FMCG				Total
	Initiator	Influencer	Informer	Buyer	
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	-	0.030
	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/Removed ^b				
Model	Variables Entered		Variables Removed	Method
1	Role played by children in buying FMCG ^a		.	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 ^a	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".

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

ANOVA ^b						
Model		Sum of Squares	DF	Mean Square	F	Significance
1	Regression	19.302	1	19.302	3.564	0.009 ^a
	Residual	6932.574	1280	5.416		
	Total	6951.876	1281			
a. Predictors: (Constant), Role played by children in buying FMCG						

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

COEFFICIENTS ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Significance	95% Confidence Interval For B	
		B	Standard Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.247	0.171		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. Dependent Variable: Q2.TALUK								

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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