Impact of child's preference on purchasing decision taken for Confectionary products: An Empirical study in Delhi

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Abstract

The confectionary industry will never cease to lose its popularity; it is amongst the best growth cycle. The study on Children's behavior assumes great importance as it gives an idea about current strategies in confectionery industry; it also gives information about the current problems being faced by confectionery industry, and also describes the family buying behavior towards purchase of confectionery products. In this research an attempt has been made to understand the impact of children preferences on parents buying behavior towards in the Confectionery Industry and what are the current obstacles faced by confectionary products. This research has been done with the objective to measure the degree of children influence across the purchase of various categories of confectionery products and how different factors impact the purchase decision among children. For the purpose data is collected from the parents who make purchase decision and how the different factors influence the decision. It is concluded that demographic factors including age, income and education has the correlation with taste and preferences of chocolates purchased for their children. And there are many factors used by marketers that influence the purchasing decision.

Keywords : Confectionary, Child's preferences, correlation, demographic factors)

1.1 Introduction

The Confectionery industry will never cease to lose its popularity; In fact it is arguably in the midst of the best growth cycle in its history.

The global confectionery market, including chocolate confectionery and non-chocolate confectionery segments, registered sluggish growth in 2008 & 2009. Several segments, including sugar confectionery and gums, recorded decline in sales, except in certain premium product segments. A major reason for the sluggish performance of the market place was the onslaught of broad array of drinks and snacks, which to a large extent eroded the market share of confectioneries. Additionally, focused efforts on reducing intake of junk food world over, mainly due to increasing instances of childhood obesity, also contributed towards the declining candy sales during the period. However, in comparison to the rest of the confectionery groups, the chocolate confectionary market, particularly the boxed confectionery category, fared relatively well during the recession period, showing only a mild decline.

Segment-wise, impulse food items are showcasing huge potential in the confectionery market. Demand for impulse food items, particularly in developed markets, has been increasing lately, due

to the widespread availability of organic food items, particularly in the departmental stores. Impulse food items incorporate certain functional properties with natural ingredients, nutritional elements, or medicinal ingredients. Therefore, the segment reflects huge potential, in terms of innovation and new product development. In the developed countries, impulse food companies are looking at maximizing their respective product offering, in order to further exploit the market. Demand for products, such as energized breakfast bars, gum, and other sugar confectionery items, is expected to continue over the next few years.

The Confectionery industry will never cease to lose its popularity; In fact it is arguably in the midst of the best growth cycle in its history.

1.2 Confectionery Market in India

The Indian confectionery market in comparison to other developed markets, is in the initial phase of growth, and will continue to evolve. It is expected to touch Rs 55,720.0 million in 2015 and Rs 60,188.6 million in 2016. It is believed that the sugar confectionery is likely to see a constant value CAGR of 8 percent over the next few years. The growth will be driven by the increasing consumption of sugar confectionery facilitated by the launch of new flavours by leading companies.

The confectionery market of India is divided into three segments: chocolate, sugar confectionery and gum market, which is further divided into sub-segments. The Indian confectionery market is going through rapid changes in terms of trends and consumer behaviour pattern, and the industry is benefitting from higher consumer spending, which in turn is being driven by the new found mall culture and changing lifestyle.

The confectionery industry of India, which was ranked 25th in the world in 2009, has now emerged as one of the largest and well-developed food processing sectors of the country. The credit goes to liberalization along with growing Indian economy, which has led several multinational companies to invest in India's confectionery market, further changing the face of this industry. According to our new research report "Indian Confectionery Market Analysis", the Indian confectionery market is going through rapid changes in terms of trends and consumer behaviour pattern. The industry is being benefitted from the country's economic boom, and growth in consumer spending. This higher consumer spending is also driven by the new found mall culture and changing lifestyle. Besides, the entry of various multinational companies in the Indian confectionery market has not only increased the competition but also the per-capita consumption, by launching new products at affordable prices, and creating awareness among the buyers through advertisements and promotional campaigns. During the research, we found that emerging trend of gifting confectionery products and untapped rural market are among the key factors that are expected to fuel growth in Indian confectionery market in the near future. Backed by these factors, the Indian confectionery market is expected to grow at a CAGR of more than 18% during 2012-2015. The confectionery market in India is expected to see a steady growth in the future. Despite being considered as an indulgence product, confectionery has witnessed an increase in its consumer base. One of the primary reasons associated with this trend is the growing gifting culture and the use of confectionery products as a replacement of sweets. Moreover, the rural market is also contributing towards the growth of this industry by showing increased consumption of confectionery products in terms of volumes. This is further aided with the penetration and availability of confectioneries

at different price points along with the increased disposable income amongst consumers. All these factors indicate towards the bright future of the confectionery market in India. The confectionery market of India is divided into three segments: chocolate, sugar confectionery and gum market, which is further divided into sub-segments. Our team of domain experts studied the confectionery market overall, segment wise and sub-segment wise, and provided market forecast (in terms of volume and value both) till 2015. Among all the sub-segments of Indian confectionery market, chewing gum market is expected to grow at the fastest rate, by value, in the coming years. It has been observed that various domestic and multinational companies are gearing up for gaining profit from the growing confectionery industry of India. Our report provides market share of the major companies in chocolate and gum market, and competitive landscape of the Indian confectionery industry, which includes business overview, product portfolio and recent company activities. Enhancing the base of customer of children in the age group of 5 to 12 years, industry observed a healthy competition between foreign market players like Cadbury, Nestle and Indian players like Parle and Nutrine with the need to grow in expenditure of advertisement confectionery industry observed a decline in the share of non-branded products. Children today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style, preferences etc. They also exercise a lot of independence in decision-making and influence the family buying behaviour. Today's kids are well informed, better than their parents. This is because virtually from birth today's children are exposed to TV commercials, banner ads, billboards, logos and product promotions.

Despite the world economy's recent tryst with recession, the global confectionery industry is experiencing steady growth. India's contribution to this growth has been significant thanks to the affluent group of consumers and their exposure to the multinational brands.

1.4 Child Preferences

The world belongs to kids. Kids today mean business. Marketing to kids may be your passport to growth. Companies are using this segment to rake in profits. Kids have a firmer grip over the society than what their parents ever had. Not only are they consumers in their own right, they also have a major influence over the family's purchasing power. "Kidfluence" is the direct or indirect influence kids have over family household purchases. Indirect influence means that the kids' preferences are given consideration when parents make a purchase decision.

Enhancing the base of customer of children in the age group of 5 to 12 years, industry observed a healthy competition between foreign market players like Cadbury, Nestle and Indian players like Parle and Nutrine with the need to grow in expenditure of advertisement confectionery industry observed a decline in the share of non-branded products. Children today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style, preferences etc. They also exercise a lot of independence in decision-making and influence the family buying behaviour. Today's kids are well informed, better than their parents. This is because virtually from birth today's children are exposed to TV commercials, banner ads, billboards, logos and product promotions.

Literature Review

In the 1940s and 1950s children were not considered consumers in their own right but only extensions to their parent's purchasing power. When the involvement of television and other mass media, children have come into their own right as consumers and, consequently, they have become an important target market for the business. Advertisers are the first to recognize children's value as consumers who are capable of making decisions about spending. Various study being conducted in this field given as follows:

- (Kaur, 2006) had studied about children in family purchase decision making in India and the west**.** They said that amount of influence exerted by children varies by product category and stage of the decision making process. For certain products they were instrumental in initiating a purchase, while for others, they made the final selections themselves. They concluded saying that purchasing act is governed by how they had been socialized to act as consumers. Family, peers and media were key socializing agents for children wherein family-specific characteristics such as parental style, family's Sex Role Orientation (SRO), and patterns of communication play key roles. Researchers said that due to the income effects and media exposure, the children preferences had increased over family decisions. Young Children act as consumers because they were influencing family product purchases. The major role to purchase any product lies with the children decision making.

- Noergaard et al.(2007) discussed the studies on family decision making during food buying. Family food decision making is often a joint activity and children's active participation among other things determines the influence they wield. Parents and children do not agree on how much influence children have in the various stages of the process, indicating the importance of listening to both parties for an understanding of the family dynamics and processes involved in every day food buying. The study emphasized the importance of looking at food decision-making as a joint activity where children participate actively and wield influence.
- Katke (2007) discussed the link between television advertising and its influence on child health and family spending. Nearly aspect of the children's lives had been adversely affected by recent trends in advertising and marketing. Research links advertising with increased violence, obesity and eating disorders in children, as well as family stress and negative values .Advertisers of children's television used to appeal to the parents, but now they appeal directly to children who do not have the emotional or cognitive tools to evaluate what is being sold to them.
- Kotwal et al. (2008) felt that television and advertising together present a lethal combination and has become integral part of modern society. The results of that society revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. Majority of the respondents, after watching an advertisement, wanted to buy a new brand introduced in the market. They were disappointed when they were not allowed to buy products of their choice and were of the opinion that television advertisement helps them make better choices during shopping.
- Ninan (2008) emphasized that parents who are too busy these days try to compensate for spending quality time with children by yielding to the latter's demand, just to keep them happy. Parents are always on the lookout for better products and services which they were denied during their childhood. Therefore, it is the moral duty of marketers to practice certain ethics and codes while promoting their products. They should educate the prospective clients by sending the positive signals rather than threatening or emotionally blackmailing them into

purchasing any product. Proper positioning of right product at the right time could help companies leverage their brand image and their market share.

- (Anne Martensen (Denmark), 2008) Denise T. Ogden, James R. Ogden and Omar Ramzy researched on the Perceptions of Children's Influence on Purchase Decisions by doing comparison between two countries. It showed that children influence the family decisions more when the products were known by the children. For example if any mobile to be purchased by the parent then the child will give the opinion to purchase the specific model. It had been found that child's choice of the related products depends on the age. That is, if age of the child is higher than he or she will influence more in parent purchase decision in product categories. On the basis of the findings they concluded that the type of product and the age of the child impact parents' perceptions of children's influence on purchase decisions. The perception of children's influence was highest for products that related directly to the child.

- (Justin Beneke*, 2011) Studies of Justin Beneke, Grant Silverstone, Alastair Woods and Greg Schneider reveals that there was an influence of children's choices on parents' purchasing decisions of high technology products in South Africa. Research was done on various parameters like age of the child, race, family structure; family size etc. It was found that male child influence more than the female child for purchase of technology products. And family size also affected by the children preferences for purchase of the products. It was observed that from parent's perspective, small families gives more opportunity to their kids to decide the technology product as compared to large families.

- (Omar Ramzy*, 2012) Denise T. Ogden, James R. Ogden and Omar Ramzy explores on parents' perceptions of child's influence (aged 4-18) on purchase decisions. It was done for durable and non-durable purchase decisions. It had been found that the product type and the child's age would impact parents' perceptions of children's influence on purchase decisions. The perception of child's influence was higher for the products that are related to the child. Results indicated that there are differences between product type, age and parent's communication style. In terms of gender, there were differences between women but there were no differences between U.S. and Egyptian men when it came to perceived children's influence. On another note the results indicated that the magnitude of the effect differs within the same country in relation to parent gender. The researcher came to the conclusion that the child will influence the parents perception based on product type (non durable, durable, child-related) between the U.S. and Egyptian sample size.

- (Akhter Ali*, 2012) Studies of Akhter Ali, Zuhaib Mustafa, D.K Batra, N Ravichandran and Shoiab Ur Rehman (2012) on the topic that is examining the Children's Influence in Family Decision making in Delhi (India) says that demographic factors like age of the child, gender of the child and parent's profession influence the purchase decision making of the family by the young children. The researchers used cross tabulation test in the research for finding the mean rank of boys and girls. In the age factor, the children who were in between 14-16 years of age influence the most purchase decisions. The study reveals that the increased pressure on parents to work in offices has decreased the time to spend with their children. So due to this the children were more involved in decision making for purchase of goods and services.

- (Sujata Khandai, 2013) Sujata Khandai ,Bhawna Agrawal discussed the impact of television commercials on children purchase decisions in urban area. It is revealed that children were aware of the categories of products available in the market due to exposure of commercials on television. It had been assessed that children of age 8-14 years were influenced more through brand preference than their peer groups to purchase the product. Researchers emphasized that children are more significant towards brand preference. Advertisements on television have significant impact upon the brand preference of the target audience. This brand preference thereafter positively impacts upon the purchase behavior of children. This had been validated in product categories like health drinks, fast food and sport shoes- categories which the target audience is very familiar with.

Research Methodology and design

Rationale of the study

The study on Children's behavior assumes great importance as it gives an idea about current strategies in confectionery industry; it also gives information about the current problems being faced by confectionery industry, and also describes the family buying behavior towards purchase of confectionery products. In this research an attempt have been made to understand the impact of children preferences on parents buying behavior towards in the Confectionery Industry and what are the current obstacles faced by confectionary products.

Objectives of the study

- To explore the factors that impacts the child's purchase decision of confectionery products.
- To measure the degree of children influence across the purchase of various categories of confectionery products.
- To study the effects of factors like age of children on purchasing decision of parents.
- To study the study the correlation between income of parents and children's influence on purchasing decision of confectionery products.

Purpose and Scope of the Study

The purpose of this research is to find out impact of children's preferences on parents buying behavior on confectionery products and study effects of various factors like gender, age group, history of parent-child purchase relationship, etc. Such researches are not yet carried out in India. Thus, this paper contributes to check children preferences in Delhi /NCR region.

1.8 Research Methodology

Source of data: There are two types of data primary and secondary.

Methods for collecting primary data: The interview of the parents and family members based on structured questionnaire method has been used for the study.

Methods for collecting secondary data

Secondary means of data collection involved searching for related theory and cases in different magazines, journals and newspapers. An important source of secondary information was also provided by the literature given by the company, magazines, books, research papers.

Sample size

150 respondents targeted for collecting the data for the research.

Sampling Unit

Data was collected from Delhi/NCR. Mothers were the basic sampling unit for the present study as they make purchases for their children. Schools were selected randomly. Parents of four schools were approached for data collection. Mothers of children in age category of 2-8 years were contacted. Out of 150 questionnaires distributed, 120 usable questionnaires were returned. Mothers were asked to response about the preference of their child on various confectionary items and influencing factors that affect child's choice.

Pilot test

A pilot test was carried out to establish the reliability of the research instrument. The questionnaire was filled by 30 respondents and reliability was checked using SPSS to calculate the value of Cornbach Alpha. For assessing the internal consistency reliability, Cronbach's Alpha was calculated to examine the stability of each factor separately. Reliability coefficients for each factor were considered acceptable if their value was greater than or equal to 0.70. The pilot test was conducted and relatively high-stability coefficients have been found. These coefficients indicated the internal consistency of the study. For the pilot test, the values of Cronbach's Alpha are 0.86 in the survey. Since, any instrument having Corn Bach Alpha value greater than 0.7 is acceptable, the questionnaire was found to be reliable to be used for the study. The details of the Reliability statistics are as under:

Table 2: Overall Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.860	30
Source: Primary Data	

Sampling

As population is infinite, we are taking convenience sampling (Non – Probability sampling).Due to time and cost constraint we have chosen this type of sampling technique.

Population of Delhi/NCR as per 2011 census (all residents of Delhi/NCR were assumed to be potential respondents for the purpose of this study in the absence of exact data) – 16,753,235

Confidence level =95%

Confidence Interval =5%

Sample size, n=154

However, due to constraints of time and cost a sample of 150 respondents were chosen.

Statistical Tools

Chi-Square Test

The **chi-square** (χ^2) test can be used to evaluate a relationship between two categorical variables.

Correlation analysis

This analysis measures the direction and strength of the linear relationship between the two variables.

Data Analysis

The research methodology can be summarized as under

Population	All the consumers and children consuming confectionery products in Delhi & NCR
Sampling frame	All the consumers and children consuming confectionery products in Delhi & NCR
Sampling unit	Individual Consumers
Sample size	120
Sampling Technique	Convenience Sampling
Project Instrument	Standardized Questionnaire
Type of questions	Closed ended

Statistical tool	Chi-square and Correlation analysis

Table 1

Hypothesis

- Packaging has significant impact of children's preference on buying decisions of family for confectionery items.
- Advertising has significant impact of children's preference on buying decisions of family for confectionery items.
- There is high degree of children influence on their parents across the purchase of various categories of confectionery products.
- There is a significant effect of various age group of children on purchasing decision of parents
- There is correlation between income of parents and children's influence on purchasing decision of confectionery product

Demographic Profile

Questionnaires were distributed between both male and female respondents. The respondents, from which data were collected having different level of age, education, and income. The demographic profile of the 120 respondents is summarised as follows:

Age of the respondents

Age of Parent	**Respondents**	**%**
Below 30 yrs	12	10
30-40	76	63
Above 40	32	27
Total	**120**	**100**
Source: Primary Data		

Table 2

Inference

Majority of the parents appear to be middle aged individuals. Though the sample chosen was a convenience sample, but it appears that fewer respondent in the older age group (above 40 years). The reason for this might be due to the convenience offered and research is restricted to smaller children.

Qualification of the respondents

Qualifications	Respondents	%
Intermediate	9	8
Graduate	69	57
Post Graduate	38	32
MBBS	4	3
Other	0	0
Total	120	100
Source: Primary Data		

Table 3

Inference

Majority of the respondents are graduates that are 57%. And very few respondents are undergraduates that are 8%. Thus, it can be inferred that most of the respondents know about their child and their preferences for various products.

Annual income of the respondents

Annual Income	Respondents	%
Up to 4L	37	31
4L - 6L	67	56
Above 6L	16	13
Total	120	100
Source: Primary Data		

Table 4

Inference:

56% of the respondents lie within the income scale of 4L - 6L as their annual income.While 31% of the respondents lie within the income scale of upto 4L as their annual income. From this it can be inferred that almost every respondent can fulfill their children preferences for confectionery products and other products..

Family status of the respondents

Family	Respondents	%
Joint	43	36
Nuclear	77	64
Total	120	100
Source: Primary Data		

Table 5

Inference:

64% of the respondents live nuclear family. While 36% of the respondents live in joint family

Occupation of the respondents

Occupation	Respondents	%
Govt.	32	27
Private	32	27
Business	15	12
Housewife	37	31
Doctor	4	3
Other	0	0
Total	120	100
Source: Primary Data		

Table 6

Inference

Most of the respondents are housewives that are 31% because they know more about their children preferences as compared to other relatives. Government and private working respondents lie on the same % that is on 27%.

Age of the children

Age of Child	Respondents	%

Below 5	7	8
5 yrs - 7 yrs	63	53
7 yrs - 8 yrs	47	39
Total	120	100
Source: Primary Data		

Table 7

Inference

53% of the children are between the age of 5-7 years. Then 39% lie between the age of 7-8 years. And remaining children lie in 8% that is below 5 years.

Testing of Hypothesis

Association between confectionery packaging and children's preference on buying decisions of family for confectionery items:

$H0_1$: Packaging has no significant impact of children's preference on buying decisions of family for confectionery items.

$H1_1$: Packaging has no significant impact of children's preference on buying decisions of family for confectionery items.

Descriptive Statistics			
	Mean	Std. Deviation	N
Purchase decision	19.68	2.283	120
Packaging Effect	9.51	1.390	120
Source: Primary Data			

Correlations			
		Purchase decision	Packaging Effect
Purchase decision	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	620.325	261.825
	Covariance	5.213	2.200
	N	120	120
Packaging Effect	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	261.825	229.992
	Covariance	2.200	1.933
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			
Source: Primary Data			

Table 8

Inference

Since p- value is lower than .05, $H0_1$ is rejected and $H1_1$ is accepted. Hence, there is a High positive correlation between packaging of confectionery products and its impact of children's preference on buying decisions of family for confectionery products.

It can be interpreted that packaging plays a major role in purchase of confectionery products. Due to high correlation, it can be said that children are more attracted towards packaging of confectionery rather than its taste or other factors of the product.

Correlation between the purchase decision of respondents and advertising as a dimension of Confectionery products.

$H0_2$: Advertising has no significant impact of children's preference on buying decisions of family for confectionery items.

$H1_2$ **:** Advertising has significant impact of children's preference on buying decisions of family for confectionery items.

	Pearson Coefficient of Correlation with Purchase decision regarding children preferences.	**p- Value**	**Degree of Correlation**
Taste	0.701859	0.00	High Correlation
Advertising	0.828788	0.00	High Correlation
Freebies	0.777636	0.00	High Correlation
Brand	0.507364	0.00	Moderate Correlation
Discount	0.324336	0.00	Low Correlation
Brand ambassador	0.614267	0.00	Moderate Correlation
Peer pressure	0.597417	0.00	Moderate Correlation
Source: Primary Data			

Table 9

Inference

Since p- value is lower than .05, $H0_2$ is rejected and $H1_2$ is accepted. Hence, there is a High positive correlation between advertising and its impact of children's preference on buying decisions of family for confectionery items.

Degree of children's influence on their parents across the purchase of confectionery products.

$H0_3$: There is no high degree of children's influence on their parents across the purchase of confectionery products.

$H1_3$: There is high degree of children's influence on their parents across the purchase of confectionery products.

Chi-Square Test

Frequencies

Test Statistics	
	Influence
Chi-Square	283.217[a]
df	12
Asymp. Sig.	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.2.	
Source: Primary Data	

Table 10

Inference

As the significant value is 0.00 at 99% confidence level. Hence, null hypothesis is rejected and the alternate hypothesis is accepted. It can be said that there is high degree of children's influence on their parents across the purchase of confectionery products.

Association between the ages of children on purchase decision of parents regarding confectionery products.

$H0_4$: There is no significant impact of age of children on purchase decision of parents regarding confectionery products.

$H1_4$: There is significant impact of age of children on purchase decision of parents regarding confectionery products.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.764[a]	2	.000
Likelihood Ratio	38.435	2	.000
Linear-by-Linear Association	31.485	1	.000
N of Valid Cases	120		

Source: Primary Data

Table 13

Inference

Since the significant value its less than 0.01 hence null hypothesis rejected and the alternate hypothesis is accepted. It can be stated that there is an impact of age of children on purchase decision of parents regarding confectionery products.

Correlation between the income of the parents and the children's influence on purchasing decision of confectionery products.

$H0_5$: There is no correlation between income of parents and children's influence on purchasing decision of confectionery products.

$H1_5$: There is correlation between income of parents and children's influence on purchasing decision of confectionery products.

	Pearson Coefficient of Correlation with Purchase decision regarding children preferences.	**p- Value**	**Degree of Correlation**
Income	0.284842	0.00	Low Correlation
Source: Primary Data			

Table 14

Inference

Since p- value is lower than .05, $H0_5$ is accepted and $H1_5$ is rejected. Hence, there is a low correlation between income of the respondents and its impact on children's preference for purchase of confectionery products.

It can be interpreted that high income or low income of the respondents does not impact the children preferences for purchase of confectionery products.

Analysis of different factors that influences children preferences to purchase confectionery product

Factors	Mean Value	Rank
Advertising	9.383	1
Packaging	9.383	1
Freebies	8.441	2
Brand	7.875	3
Discount	6.416	4
Source: Primary Data		

Table 15

Inference

On the basis of above mean scores, analysis of different factors influencing children preferences to purchase of confectionery product. It can be stated that all the respondents are not influenced equally towards the different factors of confectionery product. Hence we can rank the factors on the basis of mean score. We can state following results:

Advertising and Packaging are having the maximum value of mean score that is 9.383 which means that these are the major factor which influence the children purchase decisions for confectionery products.

Freebies is having mean score 8.441 which is less than the mean value of Advertising and Packaging and depicts that Advertising and Packaging is most influential as compared to other factors.

Brand is having mean value 7.875 which is less than the other factors like Advertising, Packaging and freebies. Discount is having mean value 6.416 which is less than the other factors. So, it can be stated that children are less influenced by discount on confectionery products as compared to other factors.

Findings

- The study has revealed that there is an impact of children preferences on the buying decision of family for purchase of confectionery products.
- There is high degree of children influence across the purchase of various categories of confectionery products.
- Advertising is the major factor through which the children are influenced the most. Whether the product is good or bad in taste but if the advertising is attractive children will compel their parents to purchase that product.
- Packaging is also one of the influencing factor for purchase of confectionery product. In the study it has been seen that children prefer attractive packaged product rather dull and delicious product.

- In this study, it has been realized that age of child affect the purchase decision of the parents.
- According to this study, discount factor on confectionery products does not influence children it compel parents for purchase of confectionery product.
- It is also revealed that freebies also impact the children preferences on parents buying decision. But advertising impacts more than freebies for purchase of confectionery products

Recommendations of the study

The study recommends that the following points that be instituted for better results in the confectionery industry:

- Since the major proportion of the respondents are parents so the study can be done on the large scale for better outcomes.
- The marketer needs to address certain issues such as Services cape and Additional Services like attractive freebies, sample products, Provision of play area of kids which though presently aren't dissatisfiers; but have the potential to be dissatisfiers if ignored for long. However, the cost of providing such services must be carefully weighed against the benefit expected to accrue from the same.
- Analysis of buying patterns of various children preferences which impact family buying behavior needs to be carried out and carefully studied in order to launch appropriate promotional strategies as well as to constantly improve the product variety and assortment offered by the confectionery products.
- The marketer should focus on packaging of the products so those products look attractive and appealing to both the children and the parents.
- New flavors and different shapes of confectionery products should be involved in the market to enhance the sales.
- The marketers should include discounts on bulk purchase of various confectionery products so that large amount of sales can be entertained.

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- Http://www.marketresearch.com/Food-Beverage-c84/Food-c167/Confectionery-c483/
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Appendix'A'

QUESTIONNAIRE

GENERAL CHARACTERISTICS:

1. Name of the respondent : _____

2. Age : Below 20 ☐ 21- 30 ☐ 31-40 ☐ Over 40 ☐

3. Gender: Female ☐ Male ☐

4. Education : Intermediate ☐ Graduation ☐ Post Graduate and higher ☐

5. Occupation : _____

6. Family Annual Income :

Upto Rs. 400,000 ☐ Between Rs. 400,000 - 600,000 ☐

More than Rs. 600,000 ☐

7. Type of family: Joint ☐ Nuclear ☐

8. Do you purchase confectionery food products?

☐ Yes ☐ No

9. How often you purchase such items?

Daily once in few days once a week once a month not very regularly

10. Age & Gender of children:

1. _____
2. _____
3. _____

11. Please indicate who makes the purchase decision for each of the items ticked above:

	Child chooses for self	Child chooses but talks to parents first	Both have equal role	Parent chooses but talks to child first	Parent chooses, does not talk to child
Toffees					
Chocolates					
Icecreams					
Lolipops					
Cakes					
Soft drinks					

12. Following affects the child's purchase decision of confectionery items? (Please rate on a scale of 1 to 5 (1- Strongly Disagree , 2-Disagree , 3-Neutral , 4-Agree , 5-Strongly Agree))

S no.	Factor	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1.	**Taste**					
a)	My child can distinguish between the tastes of any confectionery product.					
b)	Good taste helps in frequent purchase of confectionery products.					
2.	**Advertising**					
a)	Children pressurize you to buy unnecessary product.					
b)	TV Commercials convince to buy the certain product.					
c)	My child keenly watches advertisement in which cartoon character are used.					
3.	**Packaging**					
a)	Cartoon character on wrapper attracts the					

	children to purchase the confectionery product.					
b)	Colourful packaging of different colours affects the purchase decision of the child.					
c)	Shape and packaging is an influencer to purchase the confectionery product.					
4.	**Freebies**					
a)	My child is attracted to free gifts offered with the product.					
b)	My child pesters us to buy me a confectionery item which has freebies.					
c)	Free gifts offered have not impact on my children purchase decision.					
5.	**Brand**					
a)	My child nags me while in the market to buy familiar brand of confectionery.					

b)	My child can name almost all the confectionery items brands that he/she uses frequently.					
c)	Brand name has sufficient influence on my child while deciding the confectionery items.					
6.	**Discount**					
a)	Discount increases the frequency to purchase the product.					
b)	My child has general tendency to shop for confectionery products with discounted price.					
c)	Discount encourages child consumer to shop for confectionery item more frequently.					
7.	**Brand ambassador**					
a)	Cartoon characters are more influencing than celebrities to influence purchase decision of children.					
b)	The familiar cartoons make the product more appealing to the child.					

c)	The use of favourite cartoons influences my child buying behaviour for confectionery products.					
8.	**Peer pressure**					
a)	My child wants to buy the confectionery item that his peers tell him about.					
b)	My child wants to buy certain products only because his friends have it.					
c)	My child comes to know what products to buy from their friends.					

Thank you for Participating!