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REVIEW ARTICLE

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PURCHASE DECISION ON DURABLE GOODS OF DEPENDENT CHILDREN OF NRI FAMILIES IN KERALA

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ABSTRACT

NRI constitute a main target market segment. In NRI Families the children's play an important in making decisions relating to the entire family unit and it has encouraged researchers to direct their efforts to study the power of children's. NRI dependent children make decisions in their family purchase purposes because their father's migration for work. The amount of influence exert by the children varies by product group and stage of the decision making process. For some products, they are active initiators, information seekers, and buyers; whereas for other product categories, they influence purchases made by the parents. The purchasing act is influenced by socialization process. Family, peers, and media are key socializing agents for children's in which family-specific characteristics such as parental style, family's Sex Role Orientation (SRO), and patterns of communication play key roles. The changes takes place in the socio-cultural environment in India due to migration (then they become single parent families) involve that dimensions of children's influence in family purchase decision making. Indian society very much differs from the West in terms of family composition and arrangement, values, norms, and behavior, which have an effect on the role that children's play in purchase decision making in families. Hence, the aim of this paper is to explore the research findings of previous researchers in India and Western countries.

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INTRODUCTION

Research on family decision-making is mainly limited to participants, who are considered to be the relevant decision-making unit in a family. However, for partners who have influenced children, such third-party influences should be part of the relevant analysis. Traditionally, women have been involved in family decision-making. But the growing participation of women in the labor force has pushed this role to shift to children. Even in families where women do not work, this role is shared with children. Children's enjoy greater discretion in making routine consumption decisions for the family. Contemporary researchers express that children's constitute a major consumer market, with direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items.

Indian children have recently attracted considerable attention from marketers because the market for children's products offers tremendous potential (pegged at Rs. 5000 crore - \$1110mn) and is rapidly growing. According to available industry data, the chocolate and confectionary market is estimated at Rs. 1300 crore-\$290mn, the apparel market at Rs. 480 crore-\$110mn and kids footwear at Rs. 1000 crore-\$220mn (Bhutan, 2002). In addition to this, 54% of India is estimated to be under the age of 25 (Bansal, 2004). Children's constitute three different markets: the primary, the influencer, and the future market. Certain products are simply children's products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products used by the entire family unit, they may influence purchases made by parents. There are some products that use the direct influence of children or pester power by clearly articulating and preaching children's preferences.. For other products, parents' buying patterns are affected by prior knowledge of the tastes and preferences of their children's.

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This 'passive dictation' of choice is prevalent for a wide variety of daily consumed product items as well as products for household consumption. Also, decision making in households is seen to change with the mere presence of children's. The nature of joint decisions in couple decision making units and family decision making units is seen to be different (Filiatrault and Ritchie, 1980). It is also observed that children's are socialized by their parents to act as rational consumers. After years of direct or indirect observation of parental behavior in the marketplace, they gradually acquire relevant consumer skills from their parents. The amount of influence exerted by children varies by product category and stage of the decision making process. For some products they play a key role in initiating a purchase, while for others they make the final choices. Purchasing act is governed by how they are socialized to act as consumers. Family, peers, and the media are important socializing agents for children, with special features of the family that play an important role, such as parenting style, family sexual role orientation (SRO), and communication methods. The structure of Indian families has been previously characterized as joint families with traditional SRO (that is, the husband predominated in all family affairs). However, owing to influences from the West, the structure of Indian families has changed to nuclear or extended families (nuclear families plus grandparents).

In India, the literature on family decision making is scant and researchers have only partially investigated the role of children along with other members in family purchase decision making. Family structures are undergoing a transformation and Indian society is showing an increase in the number of single parent and dual career families. Though an impressive body of research exists in this field in the West, these parameters also merit investigation in different cultural settings. Studies specific to Indian marketing environment are necessary, as pointed by Webster (2000), "India is an interesting culture in which to explore the antecedents of marital power because its social and intellectual grains operate in ways vastly different from those the West takes for granted. For instance, unlike western culture, where the nuclear and neo local families are both the ideological and factual norm, the joint family has been and continues to be an important element of Indian culture" (p. 1037). Therefore, the aim of this paper is to examine the ways in which former researchers in India and abroad have already explored, critically evaluate what they have done and identify opportunities for future research.. A brief summary of research on influence of children's in family purchase decision making in the West and in India has been summarized in Table 1 and Table 2 respectively.

ROLE OF CHILDREN'S IN FAMILY PURCHASE DECISION MAKING: Influence of children's varies by product, product sub-decision, stage of the decision-making process, nature of socializations of children's, families' gender role orientation, demographic features such as age and gender, and also by respondent selected for investigation of relative influence. The following sections contain a brief review of research carried out in this context.

Influence of Children's By Product Category: In Western literature, children have been reported to wield a lot of influence in purchase decisions for children's products such as snacks (Ahuja and Stinson, 1993); toys (Burns and Harrison, 1985; Jensen, 1995; Williams and Veeck, 1998); children's wear (Converse and Crawford, 1949; Foxman and Tansuhaj,

1988; Holdert and Antonides, 1997; Van Syckle, 1951); and cereals (Belch et al., 1985; Berey and Pollay, 1968). Children's have been observed to influence decisions for family products also, such as holiday/vacations (Ahuja and Stinson, 1993; Belch et al., 1985; Dunne, 1999; Holdert and Antonides, 1997; Jenkins, 1979); movies (Darley and Lim, 1986); and eating at particular restaurants or even decision making for the family to eat out (Filiatrault and Ritchie, 1980; Williams and Veeck, 1998). Some researchers investigated the role children's play in purchase of children's and family products together (Foxman and Tansuhaj, 1988; Geuens et al., 2002; Hall et al., 1995; Mangleburg et al., 1999; McNeal and Yeh, 1997). Jensen (1995) studied three categories of products—those that are primarily for children's (e.g., toys, candy), products for family consumption (food, shampoo, toothpaste), and parents' products (gasoline, coffee, rice). Similarly, Johnson (1995) selected products as categorized by Sheth (1974)—products for individual use. The influence of children's across product categories and parental responses has been studied with respect to various factors and some studies in this context have been reviewed here.

Berey and Pollay (1968) studied mother and child dyads making purchases of ready-to-eat breakfast cereals. They noted that most products are not directly available to a child and the parents generally act as intermediary purchasing agents for the child. In such cases, the extent of influence a child may have on a parent's purchase decision depends on at least two factors: the child's assertiveness and the parent's child-centeredness. They hypothesized that the more assertive the child, or the more child-centered the mother, the more likely the mother will purchase child's favorite brands. However, they found that the mother played a "gatekeeper" role and bought cereals that weighed strongly on nutrition. In cases of disagreement with the child over brand decisions, the mother tried to superimpose her preferences over those of the child. They reasoned such outcomes stem from the mother's perception of the quality of information possessed by the child. Yet, they found that assertiveness by a child could increase the likelihood of the child having his/her favorite brands purchased.

Children's represent an important target market segment and gain respective attention from the marketing point of view. "Kids today are customers, buyers, spenders, shoppers, consumers" (MCNEAL 1992). Children's play an important role in the consumer market by influencing their parents' purchases (BELCH ET AL. 1985, FOXMAN ET AL. 1989). As quoted in COOK 2003 "Mother and child is a buying team". The marketers and advertisers have observed and analyzed the motherchild bond as a primary market relationship (COOK 2003). The purchasing power of a child has increased beyond what he or she can earn when their "purchase influence" is considered (KRAAK 1998). It is believed that the norm and the tradition of parents deciding in the family have begun to disappear. Communication in the family becomes more open and democratic. Consequently, children's have more influence on family's decision making (MIKKELSEN 2006). Children's have more freedom to choose instead of things being chosen by the parents on what they eat, wear, or buy. The freedom of a child to decide has brought benefit to the food market and other children's industries. Concept of Durables Goods and Non - Durable Goods. Durable products that are a category of consumer goods are not products that should be bought regularly. Some examples of durables was appliances, home and office

furnishings, lawn and garden equipment, consumer electronics, toy makers, small tool manufacturers, sporting goods, photographic equipment, and jewelry. Durable goods are a category of consumer products that do not need to be purchased regularly because they will last a long time (usually lasting for three years or more). They are also called consumer durables or durable. In Economics, a durable good or a hard good is a good that does not quickly wear out, or more specifically, one that yields utility over time rather than being completely consumed in one use. Highly durable goods such as refrigerators, cars, or mobile phones usually continue to be useful for three or more years of use, so durable goods are typically characterized by long periods between successive purchases. Examples of consumer durable goods include cars, Household goods (home appliances, Consumer electronics, Furniture, etc.), Sports equipment, Firearms, and Toys. A car is a durable good. The gasoline that powers it is a non-durable good, or consumable good. Durables have an extended product life and are not typically worn out or consumed quickly when you use them. Because they last, durable goods are often twice as expensive. Vehicles, equipment, furniture, jewelry, consumer electronics, and sporting goods are other examples of durable goods.

Non -Durable goods

Non -durable goods are that have to be purchased repeatedly over a short period of time. A washing machine is an example of a durable good -- it takes many years and a number uses to completely expend its functionality. The laundry detergent used in the washing machine, on the other hand, is a non-durable good -- when the bottle is empty, the detergent must be repurchased. Non - durable goods or soft goods (consumables) are the opposite of durable goods. They may be defined either as goods that are immediately consumed in one use or ones that have a lifespan of less than 3 years. Examples of non -durable goods include fast moving consumer goods such as cosmetics and cleaning products, food, fuel, beer, cigarettes, medication, office supplies, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles, clothing, and footwear. While durable goods can usually be rented as well as bought, nondurable goods generally are not rented. While buying durable goods comes under the category of investment demand of goods, buying non-durables goods comes under the category of consumption demand of goods

Importance of the study

In the old days when there were a lot of children in the family, children were not given importance in the decision making process to make purchases. But today there are only one or two children in the family and they are the center of the care and love of the adults in the family. So importance is given to their likes and dislikes. It has taken a long time for consumer decision-making research to acknowledge children's as important actors in the family decision making process. The focus of previous studies was centered on the role of husbands and wives, who have been considered the relevant decision-making unit in the family whereas the children's role in the family was ignored, overlooked, and neglected. However, later on researchers discovered that a greater importance of the family decision-making process is now being placed on children's. There is an increasing recognition of the children's importance in the family's purchase decisions.

Children's purchasing behavior comprise mental and physical activates of a children's when he wants to buy goods and service to satisfy his needs. It includes both off visible and invisible of buyer. The visible activates refer to the physical activity like actually going to the market place, buying the product and consuming them. The invisible activates on the other hand, refer to mental activates like thinking about the product, deciding to buy or not to buy that product, to buy one brand instead of another etc. Children's behavior is very complex and dynamic also. It is constantly changing requiring certain adjustment. An individual buying behavior is also influenced by internal factors such as needs, habits, instincts, motives, attitudes etc and also by outside or environmental factors such as family, social, groups, culture, status, positions, economic and business conditions. Indian consumer durables industry has witnessed a considerable change over the last few years.

Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about sea changes in the consumer behavior pattern. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use and includes durable goods like TV, Washing Machine, Refrigerator, Laptop/PC, Mobile Phones, Air conditioner. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. All the purchase of made by a consumer involves a certain decision making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose off on to evaluate to products and services. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India.

Scope of the study: This study is carried out among the children's and parents in Kozhikode district of kerala

Objectives of the study

The study is undertaken with the following objectives:

- J To Study the purchasing behavior of consumers durable goods.
- J To analyses the attitude of Children's in family purchase decision making for durable goods.
- J To study the factors influencing the children's role in the family purchase decision making for durable goods.
- J To analyses the Satisfaction levels of children's family purchase decision making for durable goods.
- J To Findings, Suggestions and Conclusion.

Hypothesis

- J There is no important difference between the mean scores about Children's attitude at the time of purchasing

durable goods after consulted with parents with respect to the selected demographic variables.

-) There is no major difference between the mean scores concerning Factors influencing selection of Products with respect to the selected demographic variables.
-) There is no significant difference between the mean scores a proposed Satisfaction level of Durable Goods Purchased with respect to the selected demographic variables.
-) There is no considerable difference between the mean Consumer satisfaction score with respect to the selected demographic variable.
-) Data collection and analysis
-) The data collected by the researcher have been grouped and regrouped keeping in mind the research questions and the hypotheses framed for the present study. The analyses of data have been made with appropriate statistical tools.
-) descriptive analysis of demographic variables and personal details of the respondents
-) opinion of the respondents towards various features of durable goods
-) product quality factors influencing selected durable goods
-) evaluation the self-attitudes of respondents towards the durable goods purchased by them and customer satisfaction towards the product level
-) Factors influencing selection of products with respect to demographic variable
-) Factor-wise children’s attitude at the time of purchasing durable goods after consultation with parents: Description of demographic variables of the respondents

It is divulged that 37.74 per cent of the sample respondents were residing in semi urban areas while 34.74 per cent of them were residents of urban areas and 27.52 per cent of them were residing in rural areas. The total respondents consisted of 44.81 per cent Hindu respondents, 37.14 per cent Christian respondents and 18.05 per cent Muslim respondents. Out of 665 respondents, the greatest proportion of 36.09 per cent was pertaining to the OBC community and the lowest proportion of 30.83. per cent of them was pertaining to ‘Others’ category.

The family structure of 62.86 per cent of the sample respondents was found to be nuclear family whereas 37.14 per cent of the respondents were the members of joint family. It is evinced that the family of 34.59 per cent of the respondents consisted of 4 to 5 members and the size of family in respect of 15.94 per cent of the respondents was observed to be 8 members and above.

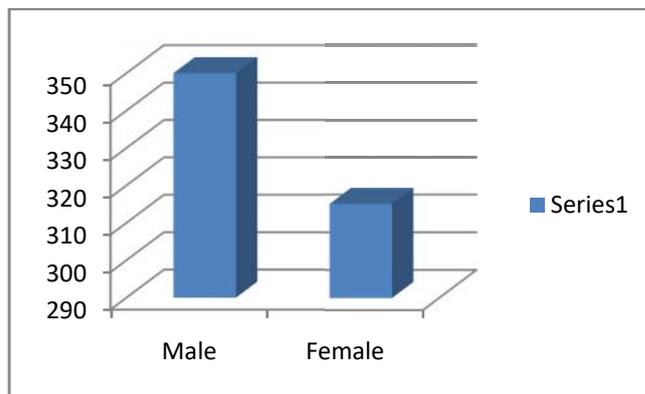


Table 1. Frequency and percentage regarding the demographic variables of respondents

Demographic variables		Frequency	Percentage
Gender	Male	354	53.23
	Female	311	46.77
Age	Below 12 years	123	18.50
	12-13 years	194	29.17
	14-15 years	168	25.26
	16-17 years	141	21.07
	18 years & above	39	6.00
Place of Residence	Rural	183	27.52
	Semi Urban	251	37.74
	Urban	231	34.74
Religion	Hindu	298	44.81
	Muslim	120	18.05
	Christian	247	37.14
Community	OBC	240	36.09
	SC/ST	220	33.08
	Others	205	30.83
Family Structure	Joint Family	247	37.14
	Nuclear Family	418	62.86
Size of family	Below 4 Members	188	28.27
	4 to 5 Members	230	34.59
	6 to 7 Members	141	21.20
	8 Members & above	106	15.94
Total		665	

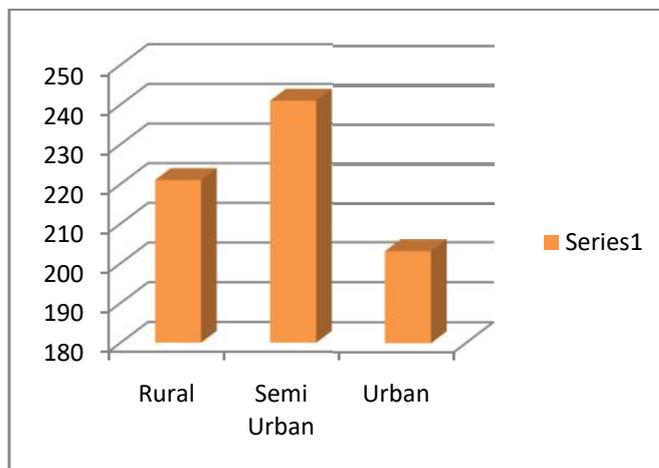
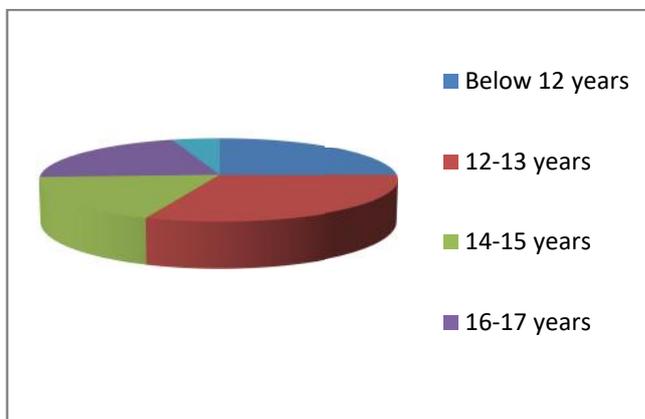
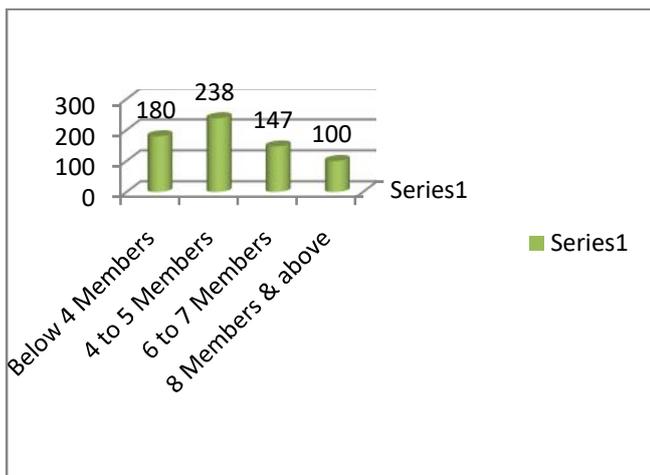
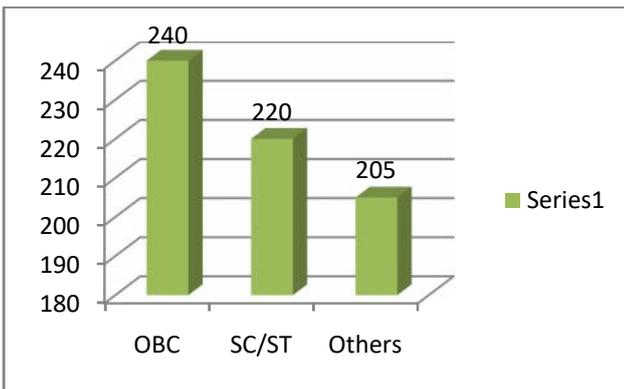
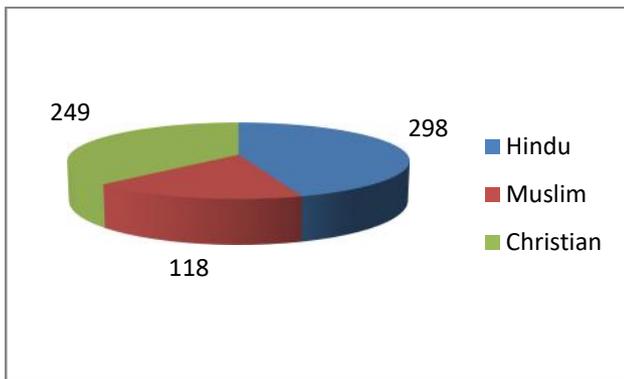


Table 1 reveals that the sample respondents comprised 53.23 per cent of male respondents and 46.77 per cent of female respondents. It could be understood that out of total respondents, the greatest proportion of 29.17 per cent of them belonged to the age group of 12-13 years while the lowest proportion of 6.00per cent of them belonged to the age group of 18 years and above.



In this section, the personal details of the respondents have been analyzed with simple percentage analysis. For this purpose, personal details like educational qualification of the parents, occupational status of the parents, monthly income of the parents, monthly household expenses of the family, category of school studying and status of school have been considered as the personal details. The sample respondents were asked to give their data pertaining to these personal details. Each of these personal details have been divided into sub groups and the respondents were asked to state the most appropriate sub group to which they belong to. The frequency of each sub group has been computed and the percentage of each frequency to the total number of respondents has also been computed and presented in the Table 3. source of information about durable goods. It is evinced from the Table 2 that the parents of 20.45 per cent of the respondents have been qualified at under graduate level while an equal proportion of the respondents have their parents qualified up to school level. The parents of 5.00 per cent of the respondents were found to be illiterate whereas the proportion of respondents whose parents have completed post graduate level education has been found to be 15.04 per cent and the

Table 2. Description of Personal Details of the respondents

Personal details		Frequency	Percentage
Educational Qualification of the parents	Illiterate	33	5.00
	Up to school level	330	49.62
	Under graduate	136	20.45
	Post graduate	100	15.04
	Others	50	9.89
Occupational status of the parents	Government employee	105	15.79
	Private employee	255	38.34
	Business man	50	7.52
	Professionals	48	7.22
	Others	207	31.13
Monthly income of the family	Up to 10000	224	33.68
	10001-15000	106	15.95
	15001 -20000	112	16.84
	20001-25000	160	24.06
	Above 25000	63	9.47
Monthly household expenses of the family	5000-10000	68	10.22
	10001-20000	256	38.50
	20001-30000	204	30.68
	Above 30000	137	20.60
Category of school studying	Government	188	28.27
	Government Aided	293	44.06
	Private	184	27.67

educational qualification of the parents of 9.89 per cent of the respondents none of the above and they have been supposed to have got other educational qualifications. The results showed that the proportion of respondents whose parents were private employees was found to be 38.34 per cent while the sons/daughters of government employees formed 15.79 per cent of the total respondents. Businessmen were the parents of 7.52 per cent of the respondents and the parents of 7.22 per cent of the respondents were found to be professionals. The parents of 31.13 per cent of the respondents were engaged in occupations other than the above specific occupations. It is to be noted that the monthly income of the family was up to Rs.10,000 for 33.68 per cent of the respondents whereas the family of 15.95 per cent of the respondents have earned a month income of Rs.10,001 to Rs.15,000. The monthly income of 16.84 per cent of the respondents has been ascertained to be Rs.15,001 to Rs.20,000 while 24.06 per cent of the respondents have stated that the monthly income of their respective family ranged between Rs.20,001 and Rs.25,000. The family of 9.47 per cent of the total respondents have earned a monthly income of above Rs.25,000. It could be divulged that the monthly household expenses incurred by the family of 10.22 per cent of the respondents was between Rs.5,000 and Rs.10,000. Monthly household expenses of Rs.10,001 to Rs.20,000 have been by the family of 38.50 per cent of the respondents whereas 30.68 per cent of the respondents mentioned that their family have spent Rs.20,001 to Rs.30,000 as monthly household expenses. There have been 20.60 per cent of the respondents whose family have spent monthly household expenses of more than Rs.31,000. According to 28.27 per cent of the respondents, the school where they have studied has been Government school while the respondents who have studied in private schools have formed 44.06 per cent of the total respondents and 27.67 per cent of the respondents has been found to have studied in Government aided schools.

Table 3. Source of information about durable goods

Sources of information	Frequency	Per cent
Advertisement	262	39.40
Friends	110	16.54
Family Members	125	18.80
Celebrities	168	25.26
Total	665	100

From the table 3 it is evinced that advertisement has been the source of information about durable goods for 39.40 percent of the respondents whereas friends have provided information about durable goods to 16.54 percent of the respondents. The information about durable goods has been furnished to 18.80 percent of the respondents by their family members. Relatives have acted as a source of information about durable goods in respect of 25.26 percent of the respondents whereas celebrities have been stated to be the source of information about durable good for another 7 percent of the respondents. Opinion on Types of Durable Goods now using in residence. The Types of Durable Goods used in residence have been categorized as Television, Refrigerator, Air Conditioner, Washing Machine, Computers, Digital Camera, Bicycle, Bike, Car, Electronic Goods, Others. An attempt has been made in this study to analyze the opinion of respondents regarding the types of durable goods used by them in their residences.

Table 4 Opinion on Types of Durable Goods now using in residence

Types of durable goods now using	No		Yes	
	Number	%	Number	%
Television	45	6.77	620	93.23
Refrigerator	153	23.01	512	76.99
Air conditioner	421	63.31	244	36.69
Washing machine	445	66.92	220	33.08
Computers	442	66.47	223	33.53
Digital Camera	529	79.55	136	20.45
Bicycle	257	38.65	408	61.35
Car	407	61.20	258	38.80
Other Electronics	301	45.26	364	54.74

The table 4 implies that television has been used by 93.23 per cent of the respondents. It is found that 76.99 per cent of the respondents have been using refrigerator and 23.01 per cent of them have not been using refrigerator. Air conditioner is found to be used by 36.69 per cent of the respondents and not used by 63.31 per cent of the respondents. Washing machine forms part of the durable goods used by 33.08 per cent of the respondents and it is learned that 66.92 per cent of the respondents have not been using washing machine.

Computers have been used in the residences of 33.53 per cent of the respondents and not used in the residences of 66.47 per cent of the respondents. It is found that per cent of the respondents have been using digital camera while it is not used by 79.55 per cent of the respondents. Bicycle users formed per cent of the total respondents while the proportion of non-users of bicycle was found to be 38.65 per cent. It is revealed by 61.35 per cent of the respondents that they have been using bike. Car is one of the durable goods used by 38.80 per cent of the respondents and it is not used by 61.20 per cent of the respondents. It could be observed that 54.74 per cent of the respondents have been using other electronic goods and 45.26 per cent of the respondents have not been using other electronic goods.

Table 5. Place of purchasing the durable goods

Place of purchase	Frequency	Per cent
Exclusive showrooms	138	20.15
Stalls	146	21.95
Company showrooms	183	27.51
Online	90	6.01
Authorized dealers	108	24.38
Total		

Table 5proclaims that the durable goods have been purchased by 20.15 per cent of the respondents from exclusive showrooms while the stalls have been the place of purchasing durable goods for 21.95 per cent of the respondents. It is observed that 27.51 per cent of the respondents selected company showroom for the purchase of durable goods and 6.01 per cent of the respondents have bought the durable goods by placing orders through online services durable goods have been purchased from authorised dealers by 24.38 per cent of respondent.

Table 6. Opinion about the person plan or organize buying durable goods

Person plan or organize	Frequency	Per cent
Mother	118	17.74
Father	80	12.03
Myself	50	7.52
Mother and Father	128	19.25
Myself with Mother	49	7.37
Myself with Father	14	2.11
Brother and Sister	37	5.56
Myself with Father and Mother	25	3.76
Myself with Brothers and Sisters	9	1.35
Father and Mother with Brothers	38	5.71
The Whole Family	117	17.59
	665	100.00

According to the Table 6, mother has been the decision maker in the family of 17.74 per cent of the respondents for the purchase of durable goods while the purchase decision has been made by father in respect of 12.03 per cent of the respondents. Self decision has been made by 7.52 per cent of the respondents for the purchase of durable goods. It is the decision of father and mother to purchase durable goods in the family of 19.25 per cent of the respondents.

The respondent along with mother has made purchase decision of durable goods in the case of families of 7.37 per cent of the respondents. The purchase decision has been made by the respondent along with father in respect of the families of 2.11 per cent of the respondents. Brothers and sisters of 5.56 per cent of the respondents have made the purchase decision of durable goods. It is the respondents along with parents who made purchase decision of durable goods in respect of 3.76 per cent of the respondents. It is revealed by 1.35 per cent of the respondents that they have made purchase decision along with brothers and sisters. Parents of 5.71 per cent of the respondents along with their brothers have made purchase decision of durable goods. Table 7 Opinion about Reasons for Replacing the Durable Goods Opinion about Reasons for Replacing the Durable Goods. The reasons for replacing the Durable Goods considered under the study are: Low price for new products; Old model for existing goods; Better Quality /features of the new products; Innovative technology of the products; Superior performance of the new products; Easy to Maintain the new goods; Availability of the indoor service; Low life time of the existing goods; Availability of spare parts in latest technology; Portability of the goods". The distribution of ranks for the various factors assigned by the respondents have been shown in the Table No. 7. Regarding the factor "availability of the indoor service" 11% of the respondents' assigned rank one, 13% of the respondents assigned rank two, 8% of the respondents assigned rank three, 17% of the

Reasons for Replacing	Rank																				Total
	1		2		3		4		5		6		7		8		9		10		
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Low price for new products	101	15	49	7	35	5	37	6	120	18	49	7	48	7	110	17	27	4	89	13	665
Old model for existing goods	35	5	46	7	39	6	60	9	78	12	57	9	88	13	117	18	74	11	71	11	665
Better quality/ Features of new products	85	13	31	5	56	8	26	4	50	8	55	8	82	12	121	18	86	13	73	11	665
Innovative technology of the products	59	9	48	7	38	6	62	9	61	9	83	12	117	18	79	12	79	12	39	6	665
Superior performance of the new products	59	9	49	7	52	8	73	11	94	14	94	14	64	10	50	8	82	12	48	7	665
Easy to maintain the new goods	41	6	62	9	40	6	75	11	86	13	137	21	74	11	36	5	61	9	53	8	665
Availability of the indoor service	70	11	84	13	51	8	112	17	64	10	67	10	74	11	54	8	39	6	50	8	665
Low life time of the existing goods	72	11	87	13	157	24	86	13	33	5	51	8	44	7	60	9	53	8	22	3	665
Availability of spare parts in latest technology	61	9	136	20	107	16	85	13	31	5	28	4	34	5	32	5	83	12	68	10	665
Portability of the goods	100	15	90	14	86	13	52	8	34	5	46	7	29	4	47	7	54	8	127	19	665

Table 8. Friedman Test

Factors	Mean	SD	Mean Rank	Reliability
Low price level	4.46	0.88	4.93	
Brand popularity of the products	4.09	0.92	4.17	
Safety of the goods	3.84	1.15	3.73	
Quality of products	3.72	1.20	3.55	
Innovative features of products	3.81	1.22	3.75	
Comfortability of the products	3.95	1.17	3.99	
Easy to handle the products	3.87	1.24	3.89	

respondents assigned rank four, 10% of the respondents assigned rank five, 10% of the respondents assigned rank six, 11% of the respondents assigned rank seven, 8% of the respondents assigned rank Eight, 6% of the respondents assigned rank Nine and 8% of the respondents assigned rank Ten. Regarding the factor "Low life time of the existing goods" 11% of the respondents' assigned rank one, 13% of the respondents assigned rank two, 24% of the respondents assigned rank three, 13% of the respondents assigned rank four, 5% of the respondents assigned rank five, 8% of the respondents assigned rank six, 7% of the respondents assigned rank seven, 9% of the respondents assigned rank Eight, 8% of the respondents assigned rank Nine and 3% of the respondents assigned rank Ten. Regarding the factor "availability of spare parts in latest technology" 9% of the respondents' assigned rank one, 20% of the respondents assigned rank two, 16% of the respondents assigned rank three, 13% of the respondents assigned rank four, 5% of the respondents assigned rank five, 4% of the respondents assigned rank six, 5% of the respondents assigned rank seven, 5% of the respondents assigned rank Eight, 12% of the respondents assigned rank Nine and 10% of the respondents assigned rank Ten. Regarding the factor "Portability of the goods" 15% of the respondents' assigned rank one, 14% of the respondents assigned rank two, 13% of the respondents assigned rank three, 8% of the respondents assigned rank four, 5% of the respondents assigned rank five, 7% of the respondents assigned rank six, 4% of the respondents assigned rank seven, 7% of the respondents assigned rank Eight, 8% of the respondents assigned rank Nine and 19% of the respondents assigned rank Ten. The analysis shows that majority of the respondents' assigned rank Five for the factor "Low price for new products".

Towards "Old model for existing goods" majority of the respondents assigned rank Tenth, towards "Better Quality /features of the new products" majority of the respondents assigned rank Eight, towards "Innovative technology of the products" majority of the respondents assigned rank Ninth, towards "Superior performance of the new products" majority of the respondents assigned rank Sixth, towards 'Easy to Maintain the new goods' assigned rank Seven towards 'availability of the indoor service', majority of the respondents assigned rank for fourth towards 'Low life time of the existing goods' assigned rank One, towards 'availability of spare parts in latest technology' assigned rank Two, towards 'Portability of the goods' assigned rank Three. In order to identify the factor which is more influencing the respondent towards attitude the Garret Rank analysis was used and the results were given in Table 7. It could be noted from the above table that among the 10 factors "Low life time of the existing goods" was ranked first. It is followed by the "availability of spare parts in latest technology" was ranked second and "Portability of the goods" was ranked third. Product quality factors influencing Selected Durable Goods Purchase. Product quality factors influencing Selected Durable Goods Purchase. The Table 8 describes the distribution of the Opinion about Product quality factors influencing Selected Durable Goods Purchased regarding the factors "Low Price Level, Brand Popularity of the products, Safety of the goods, Quality of the products, Innovative Features of the products, comfort ability of the products, Easy to handle the products". It is clear from the table 8 that 1% of the respondents strongly disagreed, 3% of the respondents are disagreed, 10% of the respondents are neutral, 21% of the respondents are agreed and 65% of the respondents are strongly agreed that 'Low Price Level'.

Regarding the factor "Brand Popularity of the products" 2% of the respondents are strongly disagreed, 4% of the respondents are disagreed, 17% of the respondents are neutral, 39% of the respondents are agreed and 38% of the respondents are strongly agreed. It is clear from the table 8 that majority of the respondents are neutral with the factor of "Brand Popularity of the products, Quality of the products", strongly agreed with the factor of "Low Price Level, Safety of the goods, Innovative Features of the products, comfort ability of the products, Easy to handle the products". In order to identify the factor which is more influencing the respondent towards attitude the Friedman's test analysis was used and the results were given in Table 8

FINDINGS OF THE STUDY

The findings arrived at from the forgoing chapter of the study would be summarized here under: Demographic variables of the Respondents: The 53.23 highest per cent of the respondents are male and 46.77 lowest per cent of the respondents are female. The 29.17 per cent greatest proportion of them belonged to the age group of 12-13 years and 6.00 per cent lowest proportion of them belonged to the age group of 18 years. The 37.74 per cent of the highest sample respondents were residing in semi urban areas while 27.52 per cent of them lowest respondents were residing in rural areas. The 44.81 per cent highest respondents are Hindu and 18.05 per cent lowest respondents are Muslim. The 33.08 per cent was pertaining to the SC/ST community and the lowest proportion of 33.83 per cent of them was pertaining to 'Others' category. 36.09 percent respondents belongs to OBC. The 62.86 per cent of the sample respondents was found to be nuclear family whereas 37.14 per cent of the respondents were the members of joint family. The 34.59 per cent of the respondents consisted of 4 to 5 members and the size of family in respect of 15.94 per cent of the respondents was observed to be 8 members and above.

Personal Findings of the Respondents: The 20.45 per cent of the respondents have been qualified at under graduate level while an equal proportion of the respondents have their parents qualified up to school level and 49.62 per cent of the respondents none of the above and they have been supposed to have got other educational qualifications. The proportion of respondents whose parents were private employees was found to be 38.34 per cent while the sons/daughters of government employees formed 15.79 per cent of the total respondents. The monthly income of the family was up to Rs.10,000 for 33.68 per cent of the respondents and 24.06 per cent of the total respondents have earned a monthly income of above Rs.25,000. The Monthly household expenses of Rs.10,001 to Rs.20,000 have been by the family of 38.50 per cent of the respondents and 20.60 per cent of the respondents whose family have spent monthly household expenses of more than Rs.30,000.

The 28.27 per cent of the respondents, the school where they have studied has been Government school and the respondents who have studied in private schools have formed 27.57 per cent of the total respondents. The proportion of respondents who have completed their school education in aided higher secondary school was found to be 44.06 per cent of the total respondents. The information about durable goods has been furnished to 18.80 per cent of the respondents by their family members and Relatives and celebrities have acted as the source of information about durable goods in respect of 25.26 per cent of the respondents. It is observed that 27.51 per cent of the

respondents selected company showrooms for the purchase of durable goods and 6.01 per cent of the respondents have bought the durable goods by placing orders through online services. It is the decision of father and mother to purchase durable goods in the family of 19.25 per cent of the respondents and 1.35 per cent of the respondents that they have made purchase decision along with brothers and sisters. It could be noted from the above table that among the 10 factors "Low life time of the existing goods" was ranked first. It is followed by the "availability of spare parts in latest technology" was ranked second. The majority of the respondents are neutral with the factor of "Brand Popularity of the products, Quality of the products", strongly agreed with the factor of "Low Price Level, Safety of the goods, Innovative Features of the products, comfort ability of the products, Easy to handle the products". 37% of the respondents are strongly agreed that 'Long life time usage of the products' and 32% of the respondents to the Product service factors influencing Selected Durable Goods Purchased. 36% of the respondents are strongly agreed that 'Availability of the spare parts' and the lowest 2% of the respondents is strongly disagreed. v The majority of the respondents are strongly agreed with the factor of "Availability of the spare parts, Offers during seasons or Off - Seasons, Variety/Design of the products, Special Gifts and Discounts to the products, Re-value of the products, Availability of the goods, Easy to handle the products", agreed with the factor of "Offers during seasons or Off - Seasons". The majority of the respondents are strongly agreed with the factor of "I feel delight before enter the shop, The children's expectation is non-fulfillment at the time of purchasing place, children's think parents appreciate my choice at the time of purchasing place, I feel very happy to make an own decision, To find attractive colors of the Product, Parents motivating/encouraging children's own decision".

The majority of the respondents are strongly agreed with the factor of "To check variety of design, Reasonable Price of the products, To think portability size of the products, Purchase more than one products at the time of purchasing place". The majority of the respondents are strongly agreed with the factor of "Difference between two company products, Innovative features of the products, To think attractive showroom appearance, Decision change at the time of purchasing place, Latest technology used in the products". The majority of the respondents are Highly satisfied with the factor of "Life time usage of the products, Brand Name of the products, Quality of the products, Specification of the products, Safety of the goods, Easy to operate the goods, Availability of the goods". The majority of the respondents are highly satisfied with the factor of "Prestige of the families, Price flexibility of the goods, Portability of the goods, Easy to handle of the products", Satisfied with the factor of "comfort ability of the products". The majority of the respondents are Highly satisfied with the factor of "Easy Installment facilities, Re-value of the goods, Guarantee / Warranty of the goods, Replacement offer, Special Gifts and Discounts of the products", Satisfied with the factor of "Availability of Spare parts/service". The analysis that the respondents Opinion regarding Product quality, Product Service, Product schemes, Factors influencing of Selected Durable Goods it was found maximum among the male respondents. Since the P value is more than 0.05 the null hypothesis is accepted at 5% level of significance. Hence there is no significant difference between the mean scores was found with the respect to the Genders of the respondents regarding Product service, Product schemes and overall Factors

influencing Selected Durable Goods. v The above analysis that the maximum Opinion regarding Product quality, Product Service, Factors influencing of Selected Durable Goods it was found among the respondents with age group of Below 12 Years, about Product quality, Product Service, Factors influencing of Selected Durable Goods it was found among the respondents with age group of 12 - 13 Years. the above analysis that the Opinion regarding Product schemes it was found among Semi-Urban area, Product quality, Product Service, Product schemes, Factors influencing of Selected Durable Goods it was found among urban area.

The above analysis that the Opinion regarding Product quality, Product Service, Product schemes, Factors influencing of Selected Durable Goods it was found maximum among Joint family. v The above analysis that the maximum Opinion regarding Product quality, Product schemes, Factors influencing of Selected Durable Goods it was found among Below 4 Members, about Product Service it was found among 8 Members & above. The above analysis that the maximum Opinion regarding Product Quality it was found among Post Graduates about Product Service, Product schemes, Factors influencing of Selected Durable Goods it was found among Up to school. The above analysis that the maximum Opinion regarding Product quality it was found among Business employee and about Product schemes, Factors influencing of Selected Durable Goods it was found among Government employee. The above analysis that the maximum Opinion regarding Product quality, Product Service, Factors influencing of Selected Durable Goods it was found among the respondents with Family monthly income of up to 10000 about Product schemes it was found among the respondents with Family monthly income of Rs. 15,001 - 20,000. The above analysis that the maximum Opinion regarding Product quality, Product Service, Product schemes, Factors influencing of Selected Durable Goods it was found among the respondents with Monthly Household Expenses of the family of Rs. 11,000 - 20,000.

Suggestion

The findings of the study show that children have great influence on their parents in the purchase decision.

So it becomes necessary that they should be made to have a thorough knowledge about the product they want to buy and the financial position of the family.

Scope for further research

This study is limited to the children's and parents living in Kozhikode district only. This study can be extended to state level and national level. A study on the role of children's belonging to different cultures in the purchase decision of the family could also be carried out. Since the vendors might have known who influence the purchase decision, a study can be conducted covering their opinions and thoughts also.

CONCLUSION

In short this study shows that in today's scenario children's have influences upon their parents in the purchase decision of the family. Today's parents feel that children's have the right to decide what they need. As there are only one or two children's in today's families' great importance and concentration are given to their likes and dislikes.

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