

## A STUDY ON BUYING BEHAVIOUR OF SCHOOL CHILDREN TOWARDS BRANDED BISCUITS IN ANNAMALAI NAGAR

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### Abstract

We all know that the percentage of children in our society is quite increasing rapidly. The word children denote the person who come under the age group of 12. Children's buying behaviour depends on various factors like family structure, literacy, economic status etc The awareness level of children is high now-a-days due to the medias like Newspaper, Television, Internet etc...Generally children are very craze about the food they eat, the dress they wear, the toy they play with etc.. As a result, they wish to be more independent and highly demanding in whatever they use. This paper clearly depicts the buying behaviour of school children in Annamalai nagar.

**Keywords :** Buying Behaviour, Awareness, Media

### I. INTRODUCTION

Consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money, and effort on consumption related items. It also includes what they buy, why they buy, when they buy, where they buy, how often they buy, and how often they use it? For example, consider the simple product biscuit. Consumer researchers want to know what types of biscuits consumer buy ie. What brand (Britannia,parle, Sunfeast,True etc.);why they buy it(to get energy,due to its taste etc.);where they buy it( Supermarket,near by shop etc.);how often they by it and how often they use it(everyday,once in two days, once in a week, rarely etc..)The buying behaviour is mainly influenced by four major factors like cultural, social, personal and psychological. This gives an idea to reach and serve buyers more effectively.

### II. OBJECTIVES

1. To identify the behaviour of children towards purchase of biscuits.
2. To identify the factors that influence the purchasing of products used by children.
3. To determine the influence of demographic characters of parents in purchasing of products used by children.

To achieve these objectives, a survey was conducted.

### III. METHODOLOGY

The study was conducted through survey method by distributing questionnaires to 100 respondents(school children) and their views was collected. Among the schools at Annamalai nagar a school was selected for each class at random .Among all the schools that offer English as the medium of education,two schools was

selected by lottery method. Such selected schools are Rani Meyammai for IV and V and Rani SeethaiAachi for VI. Then three school days was selected during the study period and on each day a class was selected at random, and on that day those students who attended the class were interviewed.

In this study a survey was conducted about the buying behaviour of children towards biscuits. The independent variables used are age, sex, class, parent occupation, parent's education, brand name of the biscuit he/she likes, the way through which they get influenced towards the brand. To find out the significant difference between the variables, Pearson's chi-square test was performed using SPSS package.

### IV. ANALYSIS AND INTERPRETATION

**Table 1. Sex Of The Respondents VS Brand Preference**

Sex	Brand you like				Total	χ <sup>2</sup>	df	p-value
	Britannia	Parle	Sunfeast	True				
Male	26	9	11	9	55	5.775	3	0.123
Female	32	4	5	4	45			
Total	58	13	16	13	100			

The above table shows the relationship between sex of the respondents and their brand preference. Here 58% of the respondents prefer Britannia, 13% of the respondents prefer Parle and True while 16% of the respondents prefer Sunfeast. Among the respondents 55% of them are male and the rest of 45% are female. In order to know the relationship between the sex of the respondents and their brand preference, chi-square test was applied and it reveals that there is no significant relationship between sex and brand preference. [χ<sup>2</sup>=5.775; P - value =0.123]

**Table 2. Class of the Respondents VS Brand Preference**

Class	Brand you like				Total	χ <sup>2</sup>	df	p-value
	Britannia	Parle	Sunfeast	True				
IV	20	4	4	2	30	2.973	6	.812
V	14	2	4	3	23			
VI	24	7	8	8	47			
Total	58	13	16	13	100			

The above table shows the relationship between the class of the respondents and their brand preference. Here 58% of the respondents prefer Britannia, 13% of the respondents prefer Parle and True while 16% of the respondents prefer Sunfeast. Among the respondents 30% of them are studying in fourth, 23% of them are studying in fifth and 47% of them are studying in sixth standards respectively. In order to know the relationship between the Class of the respondents and their brand preference, chi-square test was applied and it reveals that there is no significant relationship between class and brand preference.

[χ<sup>2</sup>=2.973; P - value =0.812]

**Table 3. Sex of the Respondents VS Who Purchase Regularly**

Sex	Who purchase regularly		Total	χ <sup>2</sup>	df	P value
	Self	Elders				
Male	16	39	55	.048	1	.826
Female	14	31	45			
Total	30	70	100			

The above table shows the relationship between sex of the respondents and who purchase the biscuit regularly. Here 30% of the respondents purchase themselves while 70% of the rest purchase through their elders. Among the respondents 55% are male and 45% of the remaining are female. While applying chi-square test to this table it shows that sex does not influence the person who purchase regularly.[χ<sup>2</sup> = .048 ; P - value = .826]

**Table 4. Sex of the Respondent's VS Through Whom the Children are Influenced.**

Sex	Influence			Total	χ <sup>2</sup>	df	P value
	Myself	Parents	Advertisements				
Male	16	26	13	55	4.399	2	.111
Female	19	22	04	45			
Total	35	48	17	100			

The above table shows the relationship between sex of the respondent's and through whom they are

influenced. Here 35% of the respondents are not influenced by any factors, while 48% of the respondents are influenced by their parents, 17% of them are influenced by advertisements. While applying chi-square test, it shows that the sex of the child is not a factor which affects the mode of influence of purchase of Biscuits.[χ<sup>2</sup>=4.399;p-value=.111]

**Table 5. Respondents View – That Influence in Purchasing Biscuits**

Parents education	Frequency of purchase				Total	χ <sup>2</sup>	df	p-value
	everyday	Once in two days	Once in a week	Rarely				
School level	4	25	22	5	56	2.410	3	.492
Above school level	5	19	19	1	44			
Total	9	44	41	6	100			

The above table depicts the dominating factors with respective categories. The main reason for preferring any brand may be for its taste, no. of biscuits, energy, price, design, offer etc.. But according to our survey while applying weighted average the first and foremost reason for purchase is due to its taste and second factor is due to its energy. Only these two factors mainly influence the children to buy biscuits rather than any.

**Table 6. Parents Occupation VS Amount Spent Per Week**

S.no	Categories	Rank						Weighted average
		I	II	III	IV	V	VI	
1	Taste	65	21	13	1	-	-	550
2	More in no.	7	13	12	19	27	22	228
3	Energy	14	33	23	13	8	9	405
4	Price	10	10	21	17	22	20	309
5	Design	2	19	21	17	15	26	298
6	Offer	2	4	10	33	28	23	250

The above table shows the relationship between Parents occupation and amount of rupees spent for buying biscuits every week. 3% of the parents whose occupation is agriculture spend upto Rs. 10 , 2% of them spend Rs.11-15, 5% of them spend Rs.16 - 20, while 4% of them spend Rs. above 20 every week. 12% of the parents whose is an employee in either Govt. or private organization spend upto Rs. 10 , 17% of them spend Rs.11-15, 16% of them spend Rs.16 - 20, while 18% of them spend Rs. above 20 every week. 2% of the parents whose is a professional by designation spend upto Rs.10 , 1% of them spend Rs.16 -20, while 4% of them spend Rs. above 20 every week and 5% of the persons who are doing business spend upto Rs.10, another 5% of them spend Rs.11-15, 2% of them spend Rs. 16-20, and 16% of the remaining persons spend Rs. above 20 per week.

Applying chi-square test for this table it clearly reveals that there is no significant relationship between parents occupation and amount spent for buying biscuits in a week. [ $\chi^2=7.739$ ; p-value =.561]

**Table 7. Parents Occupation Vs Frequency Of Purchase**

Parents Occupation	Amount spent per week				Total	$\chi^2$	df	P value
	Up to Rs.10	Rs.11-15	Rs.16-20	Above Rs.20				
Agriculture	3	2	5	4	14	7.739	9	.561
Employee	12	17	16	18	63			
Professional	2	-	1	4	7			
Business	5	5	2	4	16			
Total	22	24	24	30	100			

The above table shows the relationship between Parents occupation and frequency of purchase. 1% of the parents whose occupation is agriculture purchase everyday, 8% of them purchase once in two days, 3% of them purchase once in a week while, 2% of them purchase rarely.6% of the parents whose is a employee in either Govt. or private organization's purchase everyday, 28% of them purchase once in two days, 25% of them purchase once in a week, while 4% of them purchase rarely. 1% of the parents whose is a professional purchase everyday ,while 3% of them purchase once in two days and also once in a week and 1% of the person doing business purchase everyday, 5% of them purchase once in two days, and 10% of them purchase once in a week . Applying chi-square test for this table it clearly shows that there is no significant relationship between parent's occupation and frequency of purchase of biscuits.

[ $\chi^2=7.709$ ; p-value = .564]

**Table 8. Parent's Education VS Amount Spent Per Week**

Parents Occupation	Frequency of purchase				Total	$\chi^2$	df	P value
	Everyday	Once in two days	Once in a week	Rarely				
Agriculture	1	8	3	2	14	7.709	9	.564
Employee	6	28	25	4	63			
Professional	1	3	3	-	7			
Business	1	5	10	-	16			
Total	9	44	41	6	100			

The above table shows the relationship between Parents education and amount of rupees spent for buying biscuits every week. 15% of the parents whose education is upto school level spend upto Rs. 10,15% of them spend Rs.11-15, 13% of them spend Rs.16-20, while 13% of them spend Rs. Above 20 every week. 7% of the parents whose education is above school level spend upto Rs. 10 ,

9% of them spend Rs.11-15, 11% of them spend Rs.16 - 20, while 17% of them spend Rs. above 20 every week. Applying chi-square test for this table, it clearly reveals that there is no significant relationship between parent's education and amount spent for buying biscuits in a week.

[ $\chi^2=3.723$  ; p-value = .293]

**Table 9. Parent's Education VS Frequency of Purchase**

Parents education	Amount spent per week				Total	$\chi^2$	df	p-value
	upto Rs.10	Rs.11-15	Rs.16-20	Above Rs.20				
School level	15	15	13	13	56	3.723	3	.293
Above school level	7	9	11	17	44			
Total	22	24	24	30	100			

The above table shows the relationship between Parents education and frequency of purchase. 4% of the parents whose education is school level purchase everyday , 25% of them purchase once in two days, 22% of them purchase once in a week while, 5% of them purchase rarely. 5% of the parents whose education is above school level purchase everyday, 19% of them purchase once in two days, 19% of them purchase once in a week, while 1% of them purchase rarely. Applying chi-square test for this table it clearly reveals that there is no significant relationship between parent's education and frequency of purchase of biscuits.

[ $\chi^2=2.410$ ; p-value = .492]

**V. MANAGERIAL IMPLICATION**

Based on the above analysis, it is found that there is no significant relationship between any of the factors that was taken under survey. For ex. Sex of the respondents does not influence the brand preference, Parents occupation does not influence the frequency of purchase etc.

**VI. CONCLUSION**

The survey clearly shows that the children's decision varies frequently. (ie) their thinking is emotional but not rational. Children usually have a wavering nature and will not stick to a particular behaviour at all times. So, actually the decision regarding purchase is taken by the parents. To overcome this, steps should be taken at the manufacture's side. This can be done by, attracting children by providing face masks, tattoos, or some other playing items and induce them to purchase their brand.

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