A STUDY ON THE CHILDREN’S INFLUENCE IN BUYING TOILETRIES WITH RESPECT TO THOOPTHUKUDI DISTRICT

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ABSTRACT

Children have enormous market potential because they not only have great influence over parental expenditure they also present the future market. This article examines the parents perception of their children’s (8-12 yrs) influence on the decision making process when purchasing Toiletries of Fast Moving Consumer Goods (FMCG). Children in Thoothukudi Taluk remain as the most important object in such research. This is because not only Thoothukudi Taluk has the largest population of children among the other Taluk, but also because of the substantial economic power and unexpected influence they have, compared with the children in other Taluk. Based on the research it was found that the children exercise influence on the buying of Toiletries. This study is particularly focusing on Thoothukudi District, of Tamil Nadu state, India. Demographic variables like age, gender, education of the children, parent’s income and socializing agents like parents, peers and media reflect their purchase decision on this research.

KEYWORDS: Children’s buying behaviour, Toiletries, Socialisation agents, Parents, Peers, Television, Thoothukudi, Taluk