INFLUENCE OF AGE ON PESTER POWER:
AN EMPIRICAL STUDY IN THE STATE OF GUJARAT

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ABSTRACT

Be it in India or globally, marketers today are on a spree to woo their customers at any age, as they realize the importance of a very important concept of “Catch them Young”. While children continue to be the softer target for many decades, in the recent years, children have been placed as a formidable segment because of their capacity to not only impact their own purchases but also influence their family decision making process. This is due to ‘Pester power’ or ‘Kidfluence’ or the ‘Nag Factor’ which shows the direct or indirect influence kids have over the family decisions. These kids though do not have direct purchase power surely wield a lot of power over their parents through constant nagging also called ‘pester power’. An important moderating variable in such decisions is the age group of the child as different age groups form different segments based on their attitudes and behavior. The present study tries to review the impact of age differences on the purchase related decisions of the child. The broad age range of the selected sample has been clubbed to form three major age groups-8-10 years, 11-13 years and 14-16 years. Mixed responses in the findings make age an important variable to study the dynamics of the child consumer skills and behavior both.

KEY WORDS: Pester power, Children’s influence in purchases, Product characteristics, and Age-based differences.