

THE INFLUENCE OF SURPRISE TOYS ON REPEAT PURCHASE AMONG KIDS WITH SPECIAL REFERENCE TO KINDER JOY

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Abstract: Kids mean business to marketers. Intense competition to tap the young aspiring segment has seen and big players relying on high spends advertisements, cross-selling, licensed merchandising, program length commercials, product placement and promotions involving free gifts. Marketers today are constantly facing new challenges. One such challenge is, understanding the role played by kids in the purchase decisions and also important to remember that kids are more empowered than ever in terms of information, knowing their preferences, and engaging their parents as active enthusiasts. Any specific toy or gift attached with the product influence the child to purchase the product and this will lead for a repeat purchase. Parents look for products that are new and give surprise for their kids. The researcher made an attempt to find out the influence of surprise toys on purchasing kinder joy again and also to study the key factors in surprise toy influence children to purchase kinder joy. Data collected through questionnaire using convenience sampling technique. The parents were primary sampling units approached through schools and children because they are actually engaged to social life of children. The study restricted to Ernakulam district only. For analysis purpose, correlation analysis, Anova test and descriptive statistics were used. The findings of the study revealed that the kids were influenced by surprise toy on purchasing chocolates again. The study would help marketers in designing their endorsement strategy to effectively target kids.

Keywords: Surprise, Repeat purchase, detachable pieces.

1. INTRODCUTION

Kids are the most conspicuous consumers and are more empowered than ever in terms of knowing their preferences, information and engaging their parents. Child psychology studies show that children think and behave differently from adults. They are great observers, highly creative, very insightful, spontaneous, sensitive and volatile. They have different emotional, social and developmental needs at different stages. Kids acquire skills, knowledge and attitudes pertaining to their functioning as consumers in the marketplace through a process called Consumer socialization.

Children have long been considered as consumers with considerable buying power. Increasingly, we see marketers targeting the child consumer directly with messages containing child-orientated content such as characters, toys, etc that represent fun. Enticing children with Toys, Premiums, Games and Contests Premiums and other give always, games and contests are used to interest children in food for reasons unrelated to the food itself. "Studies have shown that the mere appearance of a character with a product can significantly alter a child's perception of the product," concluded the Children's Advertising Review Unit, (Reinartz et al. 2005; Rust et al. 2004). So when the marketing strategy build to retain the kids more creativity is needed to influence them for repeat purchase and loyal to the particular brand.

Children are a major consideration in the confectionery market. Children are mostly attracted to chocolates like kinder joy because the surprise hidden inside always pleases them. Since childhood is the age of curiosity they will be curious about each and everything they are experiencing. Once they get a toy they make repeat purchases just to collect all the sequences of the toys provided by the manufacturers. So the marketing strategy of the manufacturers to provide toys along with the chocolate has created an impact on the kids to purchase the product again. This research paper is intent on providing a few views on creativity element of marketers to attract kids and the factors on surprise toy influences the kids. This helps the marketers to concentrate to frame their marketing strategy in more effective way and can implement more innovation to build loyalty from the kids segment.

2. REVIEW OF LITERATURE

Dr. K.P Saraswathiamma (2014) have done a research for the aim to analyse the children's recognition of brands associated by cartoon characters and also to find out the recall of brand names associated by cartoon characters. Children have a big say in family decision to purchase many products and cartoon characters seem to have an exert influence on kids in general. This study concluded that the kids preferences for brands were in synchronise with, Which of their favourite cartoon characters was associated with the brand.

Otten .J(2014) in the article explain food marketing and how toy use to market childrens food meal. Toy with children's meal is the leading form of food marketing directed at children by expenditure. The toys or premiums are often tried to movie and cartoon characters and celebrities and this practice has been shown to affect childrens food choices and preferences. The article revealed the fact that associating toys with healthy foods can affect children's food liking and preference. Evidence from simulation studies suggest that pairing healthy meals with toys increases preschool children's liking and anticipated taste of that meal.

Preeti Thakur (2014) carried out an empirical research for the purpose to find out the influence of kids on purchasing decision in family. The second purpose of the research is to study the factors which influence children's decision in selecting a product. This study says that there is important role of child in purchasing decision of product in family and there is significance relationship between age of child and involvement of child in purchasing decision. The study also revealed the fact that any specific toy or gift attached with product influence the child to purchase the product. Moreover this study recomended that the marketer should pay attention towards the children because in these days the role of kids are increasing and parents also giving priority to their decision.

Tamar Kushnir(2014) sheds light on how young children learn about cause and effect thorough every day experiences. The young children gather evidence by observing and experiencing from the world. When they are in preschool they understand a lot about other people desires, preference beliefs and emotions. Kushnir says, based on very little information. It takes a puppet less than a minute to select toys from a box, but that's enough for children to infer a preference. "They're not going to wait until they have ten pieces of evidence; they'll make an inference after one piece of evidence,"

The Family room and Toy Industry Association(2012) embarked on a ground breaking research to study hoe the family dynamics impact purchase decision making in the toy and game space. This study made to understand dactors and motivations that stimulate toy and game purchase and also how a decision is affected by outside factors and how decisions can change even moments before a purchase is made. This study identifies the range of decision making style and the role of parent versus child. This study find that shoppers tend to focus on a category or type of toy over a specific brand and surprise is an impulsive purchase factor which influence the kids and demand of the product increases and this remains in the mindset of parents.

Objectives of the Study:

1. To study whether there is any relationship between surprise toys and repeat purchase of kinder joy.
2. To study whether there is any difference in repeat purchase of kinder joy belonging to different family income level.
3. To understand the key factors of surprise toys which influence children decision in purchasing kinder joy.
4. To understand the children's source of information about surprise toys.

Statement of the Problem:

Despite the sheer size of confectionary market, the existing body of knowledge is still less and far between for the adequate understanding of the kids' attitude toward the repeat purchase.

For the current study the researcher has undertaken the case of kinder joy and made an effort to understand the influence of surprise toy for the child to purchase the product again. Additionally, this study provides the key factors of surprise toy attracted by the kids. Hence the statement of the problem is to study the influence of surprise toy and how it leads the kids for a repeat purchase.

Hypothesis of the Study:

H₀: There is no relationship between surprise toys and repeat purchase of kinder joy.

H₁: There is relationship between surprise toys and repeat purchase of kinder joy.

H₀: There is no difference in repeat purchase of kinder joy belonging to different family income level.

H₁: The mean repeat purchase of kinder joy belonging to at least one family income level is different.

3. RESEARCH METHODOLOGY

Design of the study

The present study employed descriptive research design.

Data Collection:

Primary data was collected by administering questionnaire to parents of children of age group 3 to 6. Secondary data is collected through various books, magazines, journals etc.

Sampling Technique:

In the study convenience sampling technique was used.

Sample Size:

The study was restricted to the area of Ernakulam city, Kerala only. The questionnaire was administered to 100 samples and the response rate was 91.

Sampling Unit:

Sampling Unit was the kid's parents of age group of children 3 to 6.

Statistical tool and Technique:

Correlation Analysis, Anova and Descriptives statistical tools were applied with SPSS for data analysis.

4. DATA ANALYSIS**Demographic characteristic of respondents:**

The data presented in the below table indicate that the sample is unequal with 47 % are male respondents and 44 % are female respondents. Age analysis of respondents indicates that most of the respondents fall in the age of 5 years and it was indicated by 37.4 % percent respondents in the sample. In case of income level the most respondents fall under the net house hold income level of Above 25000.

Table No.1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid f	44	48.4	48.4	48.4
m	47	51.6	51.6	100.0
Total	91	100.0	100.0	

Table No.2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.5	5.5	5.5
	4.00	21	23.1	23.1	28.6
	5.00	34	37.4	37.4	65.9
	6.00	31	34.1	34.1	100.0
Total		91	100.0	100.0	

Table No.3: Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000-25000	28	30.8	30.8	30.8
	Above 25000	60	65.9	65.9	96.7
	Below 10000	3	3.3	3.3	100.0
Total		91	100.0	100.0	

Hypothesis 1.

H₀: There is no relationship between surprise toys and repeat purchase of kinder joy.

H₁: There is relationship between surprise toys and repeat purchase of kinder joy.

Table No.4: Correlations

		Repeat_Purchase	Surprise_toy
Repeat_Purchase	Pearson Correlation	1	.366**
	Sig. (2-tailed)		.000
	N	91	91
Surprise_toy	Pearson Correlation	.366**	1
	Sig. (2-tailed)	.000	
	N	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation co-efficient is .366 and p-value (.000) is less than .05, therefore we reject null hypothesis. i.e. there is a linear positive correlation between surprise toys and repeat purchase.

Hypothesis 2:

H₀: There is no difference in repeat purchase of kinder joy belonging to different family income level.

H₁: The mean repeat purchase of kinder joy belonging to at least one family income level is different.

Table No.5: ANOVA

Repeat_Purchase					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.413	2	.206	.306	.737
Within Groups	59.433	88	.675		
Total	59.846	90			

The F-value is .306 and associated p-value is .737. It indicates that the difference between means of three groups (categories) of family income level is non-significant. Thus, we fail to reject the null hypothesis and say that there is no difference in mean repeat purchase of kinder joy.

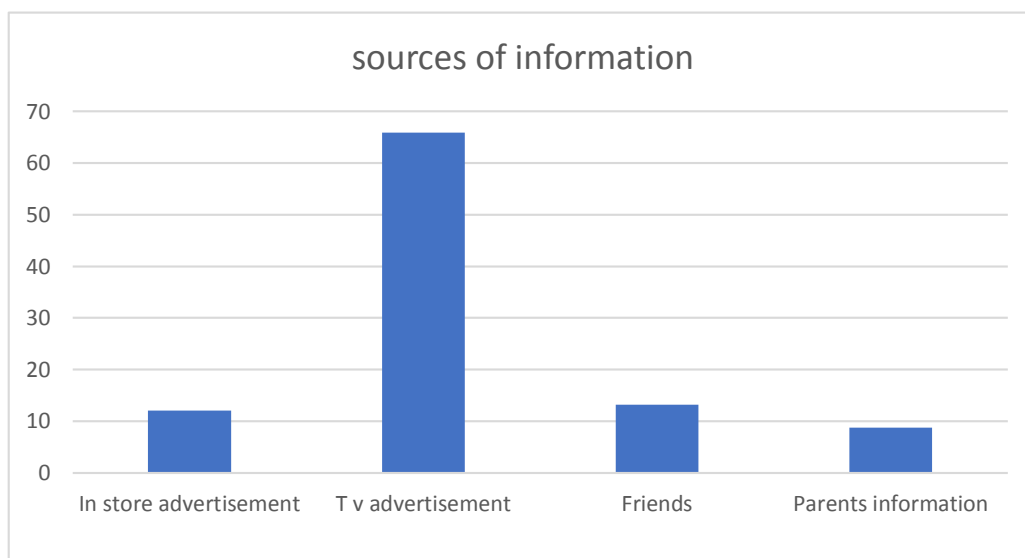
Table No.6: Understanding key factor of surprise toy

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attraction	91	1	3	2.53	.524
Curiosity	91	2	3	2.58	.496
Variety	91	2	3	2.53	.502
detachable_pieces	91	2	3	2.64	.483
toy_character	91	1	3	2.53	.544
Valid N (listwise)	91				

Thus it is evident from the Table that Detachable pieces of surprise toy is the key factor which influence the children in purchasing kinder joy. The Curiosity of children what is inside the chocolate is the second factor influence the children to purchase kinder joy.

Table No.7: Sources of Information

Sources of information	No of respondents	Percentage of respondents
In store advertisement	11	12.08
T v advertisement	60	65.93
Friends	12	13.18
Parents information	8	8.79



With the help of bar chart we can easily say that children are getting more information through TV advertisement regarding kinder joy.

Table No.8: surprise_toy_a_factor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	2	2.2	2.2	2.2
Neutral	24	26.4	26.4	28.6
Agree	65	71.4	71.4	100.0
Total	91	100.0	100.0	

From the above table it is inferred from that majority of the parents agreed that surprise toy is attracted by their kids to purchase kinder joy.

Table No.9: look_toy_first

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.1	1.1	1.1
	2.00	28	30.8	30.8	31.9
	3.00	62	68.1	68.1	100.0
	Total	91	100.0	100.0	

From the table it is inferred that kids always look at the toy first and then prefer to eat chocolates.

5. FINDINGS

1. It is found that there is a linear positive correlation between surprise toys and repeat purchase.
2. The difference between means of three groups (categories) of family income level is non-significant and hence there is no difference in mean repeat purchase of kinder joy.
3. Detachable pieces is the key factor of surprise toy which influenced the children.
4. Children are getting more information through TV advertisement regarding kinder joy.
5. It is found in the study that the surprise toy has a relevance in the purchase of kinder joy.
6. Parents agreed that children always look at the toy first and then only prefer to eat chocolate.
7. Majority of the parents purchase kinder joy at least once in a week which means kids are more enthusiastic in purchasing kinder joy.
8. The parents agreed that such a surprise toy has a relevance in chocolate and it has a great role in children to develop their skills and abilities.

6. SUGGESTIONS

This study has different implication on marketers, parents and children. So after getting the finding of our study we can recommend the marketer that they should pay attention towards the children because in these days the role of kids are increasing and parents also is giving priority to their decision. Based on findings the suggestions are as follows:-

1. Marketers and retailers should improve the visibility of in store advertisement.
2. Marketers need to encourage the parents to purchase kinder joy as a gift by implementing different promotional strategies.
3. Marketers need to concentrate more on the character of the toy.
4. As word of mouth marketing is the power tool than other sources of information, marketers need to be more innovative in providing product to the kids as wells as for their parents also.

Limitations of the Study:

1. The study was carried out on only 1 products in confectionary category.
2. The study was confined to the age group of 4 to 6.
3. The study was limited to Ernakulam India.

7. CONCLUSION

The objective of the research was to find out the influence of surprise toy among children to purchase the kinder joy again. It has been seen from the previous discussion that surprise toy has a great relevance in kinderjoy and the innovativeness in the surprise toy have a great influence among children .The research mainly focused only on the surprise toy as a promotional tool. This study has a great importance for marketers involved in positioning and advertisement strategies and will definitely add value in marketing literature regarding impact of marketing practices on society especially on children because now days children are taking purchase decision rather than parents.

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