

A Study of Brand Awareness and Preferences among Children in Sangli City

Adv. Neeta Deshpande

Abstract

There are many products like wafers, soft drinks available in the market. In such a scenario, determining formation of children's preferences needs exploration. The brand preferences for wafer, soft drinks, mobile, garments etc and the reasons for preferences of the children have been included in the present study. The children in the age group of 10 to 18 are considered for the present study. Researcher wants to study whether the selected children are aware about different available brands. How do they become aware about a particular brand? Whether they have any specific preferences towards brands? Whether they prefer to buy branded products only? The aim of this study was to investigate the development of young children's brand awareness and what factors influences on their brand preference. The present study focuses on the children from families with middle income group, their awareness level and their preferences towards brands. This study will help many of the companies, marketers, research scholars to understand the brand awareness among the children.

Keywords: Brand preference, Consumer behavior, Brand recall

Introduction

Gone those days when parents were taking decisions about buying particular product/goods in their home. In the past days children were not included in the decision making in buying process. Due to explore to the media, internet, advertisement, discussions with friends and their influence, children become very smart. Several environmental factors may determine children's brand awareness. Families are an important influence in consumer socialization of children in many ways. Socio-economic status of the family also affect on children's brand awareness and brand preference.

Generally we have an experience that children are not ready to accept what their parents offer them. Many of the children stick up to their own decisions. Not only the children from town area but children from rural areas also more tending towards branded products. The Mall culture in cities is also resulted into the exploration towards different latest brands.

The children in age group of 10 to 18 are very brand conscious. This group of children has become emerging class of consumers today. This group of children has influence on the buying decision making. Now days in most of the families, both the spouses are working and earning so as a result there is an increase in the disposable income of the family. Middle class population in India offers many

opportunities for marketers. Generally in cities, many of the families have one or two children and prefer to pamper them by providing them what they ask for. The children take advantage and get opportunities to try different products of their choice. They develop preferences towards brands of eatables and potables.

Objectives:

1. To study about the awareness of brands among the children in Sangli city.
2. To understand brand preferences among the children.
3. To study about the parameters used by children to decide the brand.

Research Methodology:

In this paper, both primary and secondary data have been used. The primary data has been collected through personal interview method using a structural questionnaire. The secondary data is collected from the online journals, books, various links related to the subject. This present study is undertaken in the Sangli city. The geographical area for this study is limited to the North Shivaji Nagar and surrounding area from where the respondent children are selected.

Sample Selection: The sample unit for the study is boys and girls aging in the group 10 to 18 years. Convenience sampling method is used and total 100 children are considered for the study.

The study was conducted among the new emerging segment which includes children having the age between 10 to 18. This age group is purposefully selected as respondents so that they can understand and respond to the questionnaire. Researcher has approached the famous private tuition in the Sangli city, discussed with the head of the academy and taken permission to collect the primary data from the children.

Presentation of collected data:

Table 1: Demographic Profile of the respondents.

Age	Boys	Girls	Total
10-12	13(26%)	10(20%)	23
13-15	23(46%)	18(36%)	41
16-18	14(28%)	22(44%)	36
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

Out of total respondents, 23 children lie between the age group of 10 to 12. 41 children lie in the age group of 13 to 15 and 36 children lies in the age group of 16 to 18. It means majority children are in the age group of 13 to 15.

Table 2: Brand recognition by the respondent children

Brand	Boys	Girls	Total
A	8(16)	20 (40)	28
B	16 (32)	12 (24)	28
C	8 (16)	10 (20)	18
D	12 (24)	3 (6)	15
E	0	0	0
F	4 (8)	4 (8)	8
G	2 (4)	1 (2)	3
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

The table no. 2 depicts the brand recognition by the children. About the study of brand recognition, it is observed that, among the various 7 brands administered among boys and girls, all respondents could recognize all the brands except one brand. It means girls and boys both were acquainted with all the brands shown to them. We can say that the awareness level about the brand of both the girls and boys is higher.

Table 3: Brand preference for buying wafer

Brand	Boys	Girls	Total
Lays	12(24)	9 (18)	21
Kurkure	11(22)	8(16)	19
Balaji	7(14)	4(8)	11
Haladiram	5(10)	9(18)	14
Diamond	12(24)	18(36)	30
Other	3(6)	2(4)	5
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

The table no 3 depicts the brand preferences of children. When the respondents were asked about the preferences about their liking wafers, Lays was the most preferred brand of chips among the boys and Diamond is the most preferred brand among the girls. Among the selected, 50 boys 24 % of boys preferred Lays, 22% preferred Kurkure and 24 % preferred Diamond. Among 50 girls 18 % of girls preferred Lays, 36% girl's preferred Diamond brand. Other brands that were preferred included Pringels, Bingo. Balaji, Haladiram, Star etc which are less preferred by the children.

Table 4: Reasons for choice of wafers

Reasons	Boys	Girls	Total
Taste	24(48)	18(36)	42
Quality	0(0)	13(26)	13
Popularity	16(32)	7(14)	23
Affordability	2(4)	3(6)	5
Other	8(16)	9(18)	17
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

The table no 4 describes the reason for choosing a particular brand of wafers. When reasons were asked to the respondents to select a particular brand, near about 48 % of the boys preferred because of its namkeen taste and remaining 32 % boys preferred because of their popularity. Among the girls near about 32% preferred for its taste. Girls felt that Lays & kurkure are packed in attractive packaging, hygienic product and its crunchiness.

Table 5: Brand preference for soft drinks by the children

Brand	Boys	Girls	Total
Pepsi	13(26)	6(12)	19
Coca Cola	12(24)	10(20)	22
Thumps up	3(6)	5(10)	8
Sprite	5(10)	4(8)	9
Limca	4(8)	3(6)	7
Slice	4(8)	13(26)	17
Other	2(4)	3(6)	5
Don't drink	7(14)	6(12)	13
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

While asking about the preference for soft drink, children have given more preference to Pepsi and Coca-Cola brand. More than 24 % of the boys preferred Cola and 26 % preferred Pepsi over the other beverage brands. About 20 % of the girls preferred coke and 26 % preferred Slice over others. Children also prefer for other brands like Fanta, Appyee, Mazaa etc. Some of the children responded that they don't prefer, even their parent deny to give such soft drinks which are hazardous to the health of a child. But only 14 % boys and 12 % girls don't drink any soft drinks.

Table 6: Reasons for choice of soft drink

Reasons	Boys	Girls	Total
Taste	17(34)	18(36)	35
Quality	11(22)	8(16)	19
Popularity	14(28)	12(24)	26
Other	8(16)	12(24)	20
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

When the reasons were asked to choose these particular brands in soft drinks, it was observed that 36 % boys preferred because of taste and 36 % of the girls prefer because of the taste. 28 % boys children choose these brands because of the popularity. Some boys prefer the taste of particular brand as it is popular among their peer. They get satisfaction by drinking these soft drinks and they think it's a style.

Table 7 : Preference for shopping

Market Type	Boys	Girls	Total
Super market	3(6)	4(8)	7
SFC Mall	12(24)	9(18)	21
Any Garment Shop	14(28)	11(22)	25
Parent's Choice	8(16)	14(28)	22
Online shopping	8(16)	9(18)	17
All of the above	5(10)	3(6)	8
Total	50	50	100

The table no 7 depicts the preferences of children in shopping places. Preference for selecting the place to purchase the garments, shoes, bags etc. is also studied. It was observed that, very few girls and boys prefer Super market. Among the boys 24 % and among the girls 18 % prefer SFC mall to buy their needed products especially garments. 28 % boys and 22 % girls buy their required products from any shop in Sangli or Kolhapur. Remaining boys and girls replied that, it was their parents' choice when it was to decide where to shop from. Near about 30 % boys are brand conscious and 26 % girls too said they were brand conscious in case of garments.

Table 8: Mobile possession by the respondents

Response	Boys	Girls	Total
Yes	39(78)	34(68)	73
No	11(22)	16(32)	27
Total	50	50	100

The table no 8 shows how many children possess the mobiles. Now a day every child when he/she completes the age of 8- 10, start using smart phones. It means in this age they possess their own separate mobile. They know all the functions of phone than their parents. Out of selected respondents, 78 % boys and 68 % girls possess smart phones. Only 22% boys and 32 % girls don't use mobiles.

Table 9: Brand preference for mobile hand sets

Brands	Boys	Girls	Total
Nokia	14(35.9)	18(52.9)	32
Samsung	5(12.8)	4(11.7)	9
Apple	1(2.5)	0	1
Micromax	4(10.2)	2(5.8)	6
Sony	8(20.5)	3(8.8)	11
Motorola	4(10.2)	5(14.7)	9
Others	3(7.6)	2(5.8)	5
Total	39	34	73

Note: Numbers within parentheses indicates percentage to total boys/girls

The table no 9 shows the children's preference for mobile brand. While talking about mobile phones, children like branded mobiles like Nokia, Samsung, Sony, Motorola etc. Nokia is mostly preferred brand by both boys and girls they prefer such smart phones because of the internet connectivity, storage, games, apps, other applications. Near about 40 % boys and 53 % girls preferred Nokia phone. Sony, Samsung and micromax are the other brands which are preferred by the children.

Table 10: Awareness about online shopping

Portals	Boys	Girls	Total
Amazon	30(60)	23(46)	53
Flipkart	40(80)	28(56)	68
Snapdeal	22(44)	12(24)	34
Myntra	35(70)	5(10)	40
Others	22(44)	15(30)	37
Total	50	50	100

Note: Numbers within parentheses indicates percentage to total boys/girls

In study about the preferences for online shopping, it is observed that, Flipkart, Amazon, Myntra the most popular portals among the selected respondents. Along with this snapdeal, Jabong are also popular portals among the children. Among the selected boys, 80 % prefer Flipkart, 70 % prefer Myntra and 60 % boys prefer Amazon for online shopping. In case of girls, Flipkart, Amazon and snapdeal are preferred portals.

Findings:

1. As the A,B,C brands are most famous, most of the respondent children recognized them easily where as brands E,F, G are not so familiar to all the children.
2. In case of wafers, the Diamond brand is more popular among the children and next to it Lays is more preferred brand by the selected children.

3. The respondents prefer their respective brands because of its taste and popularity. It means taste and popularity are the major reasons for the choice of particular brand.
4. In case of soft drinks, Coca cola and Pepsi are the major soft drinks preferred by the respondents. They are influenced by advertisement and style of the actor depicted in the advertisement. Again taste and popularity are the major reasons for the soft drink preference.
5. Only 17% children are attracted towards online buying the garments. For other things they prefer online shopping but for garments, they prefer shops, SFC Mall, Super market. They are not sure about the quality of fabric so they prefer less online shopping.
6. It is amazing that the children aging between 10 to 18 are using mobiles. The most preferred brand is Nokia. Parents gave mobiles to their children for their convenience. Children can call their parents after the tuition is over so that parent can go to receive them. Around 43 % (32 out of total 73) children possess Nokia's basic model phone as its battery backup is strong and remaining 56 % (41 out of 73) children possess smart phones of Samsung, Micromax, Motorola etc.
7. Flipkart is the most preferred online portal and Amazon is the next to Flipkart online portal preferred by the children to buy various things for themselves and for their respective family.

Suggestions:

1. In this customer centric market, markers have great opportunities to expand their existing business by understanding the potential of children target group. They have to undertake suitable strategies for these segments. They should focus on this segment and try to satisfy their rising demands.
2. The taste and popularity of products are the most preferred respectively in the buying decision of children. Branding has strategic significance in marketing the products. The companies should know the brand preferences which can serve them in designing branding strategies and take decision accordingly.
3. The companies which are engaged in producing confessionary products should impress the mothers first who are a care taker. Impressing the mothers will build the image of the product as healthy and tasty. The company can make offline promotion through TV, media, advertisements, newspapers etc. for its sales promotion.
4. The companies engaged in soft drinks, should concentrate on selection of brand ambassador, style depiction and make the product popular.
5. The traders dealing in online selling should introduce various schemes like swag tactic deal, brand swag, flat discounts on children wears, toys, garments etc. Various sales promotional schemes and flat discounts on products will help to attract different age group children to purchase the garments and other products online.

Conclusion:

Children between 10 to 18 are aware about the popular brands of the products which they consume. They are brand conscious and insist their parents to buy products of their choice. They also have some parameters for selecting a brand like quality, popularity, taste etc. Children selected the brands on the basis of taste, popularity and trust. However some children are brought up of habits. Some children are influenced by their peer group. Many of the children have access to internet and hence are able to access and find about the products easily. Children are aware about the online shopping portals and they are also experiencing buying products with their parents.

In the development of brand awareness, the peer group functions as an important sources of information about certain products and brands. Children frequently talk with their friends, when they interact with their friends about consumption pattern they learn about their friend's brand favorites. To conclude that, these small children have a large potential as influencers and decision makers in consumer buying.

References

- Bhimrao M. Ghodeswar, (2008) "Building brand identity in competitive markets: a conceptual model", *Journal of Product & Brand Management*, 17 (1).
- Booma V. Halpeth (2015) "Brand awareness and preferences among middle class teenagers" paper in conference proceeding, published by Rishibh Publishing House, Mumbai, 67. Retrieved from http://www.jstor.org/stable/3149693?seq=1#page_scan_tab_con
- Maithili R. P. Singh & Tika Ram (2010) "A study of factors affecting kids. Preferences Regarding confectionery products" research paper published in *SMS journal*, Varanasi, VI (1).
- Maithili Singh and Tika Ram, "A Study of factors affecting kids Preferences regarding onfetionary products" article on www.inflibnet.ac.in/ojs/index.php/MI//800. (accessed on 28/1/2018 at 8.17 a.m.)
- Patti Valkenburg and Moniek Buijzen, " Identifying determinants of young children's brand awareness" E-article on www.sciencedirect.com. (accessed on 16/11/2017 at 8.00 p.m.)