

Factors Influencing Buying Behavior Of Children With Respect To Premium Game Consoles In Delhi

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Abstract

Comprehending consumer buying behaviour and the reasons behind it continues to be important in marketing as it enables companies to improve their marketing strategies and increase company performance. In this regard, children as consumers also make up a very strong segment of the market as children are no longer seated backstage. They have their own opinions, decisions, experiences and preferences that construct an overall thought process, paving their consumer behaviour. Additionally, during recent years, emphasis has been drawn to children as consumers as well as the variables that affect their purchasing decisions. This paper entails the study of the buying behaviour of children in relation to premium game consoles segment. For this, the age of the children was taken as influencing factors. The primary data was collected from 100 children of age 9-15 years in Delhi. For this study, game consoles in the premium segment—which typically retail from Rs. 20,000-Rs. 50,000 was considered. The analysis has been carried out using SPSS. Also, several publications, journals, and other published works about children's consumer behaviour have been referred to assist the same.

Keywords: Age, buying behaviour, children, consumer, premium game consoles

Introduction

Children, in the modern world, have strong and visible positions that are not merely restricted to their families but stretched out to marketplaces. Their apparent say in the family has made them an important segment for the marketers and this has made them include children at different levels of strategies and selling tactics. Nickelodeon (2012), in a study, stated that the role of children in purchase decisions has grown dramatically over time, and family decision-making has become more collaborative. They have compelling opinions over their parents' purchase decisions for them and for themselves. The views of parents and children are entangled while purchasing any goods or services. According to Sharma and Sonwaney (2014), children are into socialization from an early age and can no longer be perceived as passive users but influential customers.

When it comes to young consumers, general marketing cannot be entirely applied as children's basic understandings are in the developmental phase and commensurate with age. They gradually acknowledge what's shown to them, accept different stimuli and learn from their minor experiences. The marketing mix needs to be designed that is decorous with children's mindsets. Children's outlook about a variety of products, especially

that they consume, ought to be considered in order to set a non-shaking place in their minds viz-a-viz making it meaningful in the perceptions of the parents for them to buy the products for their children. As it is obvious that even though children persuade their parents to buy what they desire, the price for the product is paid by the parents.

Children Consumer Behaviour:

Consumer behaviour is the study of how people behave while they are looking for, buying, using, assessing, and discarding products and services that they believe will meet their needs. In this field, children's consumer behaviour is a branch that has grown and has been paid increasing attention to in the recent past years. Children have always been overlooked as an important marketing segment. However, as a result of changing economic, social, and demographic circumstances, the situation has changed. They've been dubbed "three markets in one." They are acknowledged as the current market that likes to spend money on their desires, as well as a future market for most goods and services, and as a market that influences their parents' purchase choices (Mc Neal, 1987). Also, as children have different desires, requirements, beliefs, and attitudes than adults, they cannot be examined through the lenses of adult consumer

behaviour (Blandína Šramová, 2017). Children and adults have different experiences, expectations, desires, emotional levels, understandings, beliefs, etc. that account for their respective consumer behaviours. The basis of perceptions of adults is more shaped than the young consumers who metamorphose through different cognitive stages that shape their thoughts and minds.

A child starts socializing at an early age and the process modifies and complicates as the child grows and meets the people outside of the family premises. Children start learning through interactions with parents, siblings, peers, media and others. Their consumer behaviour is dependent on all of these interactions, predominantly, on interactions with their parents and family. Influences play a vital role in young consumers' consumption behaviour, as through comparisons with peers, seeing a product in children-oriented videos, attractive stores, etc. (Šramová, 2014). Moreover, the insertion of technology and gadgets in the children's environment has opened a wide window to outstretch better to the target market. Over the years, children have been witnessed to use the internet and other technologies more frequently and aptly than adults or grownups. In accordance with these dynamics, marketing strategies and tactics have been evolved and modified. For instance, various children-oriented web channels place several products in their videos that catch the attention of the children's audience and trigger them to buy that product. Another example in this scenario is the pop-up ads of other online games while playing online on mobiles or other electronics. All over, young consumers' purchasing behaviour and decisions have been unrolled as a result of increasing access to information and increased knowledge.

Today's generation is sharp-witted, internet savvy, alert, and aware of alternatives as well as their parents' financial situation. They cannot be easily deceived. The best thing about this generation is that it is well-informed and not oblivious. This sets them apart from earlier generations. Children value a decent price-quality ratio, are aware of the available possibilities, and, most importantly, are aware that nothing is priced at rock bottom. They occasionally try to take advantage of the situation.

Children's perceptions of products vary as they grow. Some factors that were underplayed at a younger age start gaining importance with age. A child, for example, would be enticed by a toy simply by looking at it, or by a colourful and vivid shop filled with various toys; price and promotion are irrelevant at this age. Cognition, on the other hand, progresses with age, as children go and pass through various developmental stages, along with widened information and knowledge, their perceptions alter. A grown child would not completely disregard pricing and promotion in addition to the product and its location, especially if the product is in the high-end market. This may tailor the children's purchasing process, including their reasoning and persuasion, as well as their final decision to purchase the product.

These changing perceptions and apprehensions are explained in an elaborative manner by Kulkarni & Prasad (2009) who unravel the tangled characteristics of children through various phases calling them the "Development Growth of a Sequence of Children as Consumers".

The **Perpetual stage** constitutes children from 3 years to 7 years. The innocence of this age makes children believe that everything showcased to them is bona fide. They are convinced that the advertisements they see on TV and via other sources are truthful and they emit a positive attitude towards all of those advertisements, without any judgments. This stage is the commencement of understanding and distinguishing different brands and ads. Also, interpretations are done and used relating to products and brands and the symbolic aspects of utilization start to become clear. The decisions about purchases are based on salient attributes of the products, primarily, one most prominent feature. During this phase, as they grow, the value of the product and the price starts penetrating their minds by a tiny bit yet they act stubborn about what they want and where they want it from. And, their negotiation strategies include making direct as well as emotional requests to guardians. With not many experiences, they have limited awareness of information sources. Therefore, this stage can be easily manipulated and requires guidance from elders.

The second stage, the **Analytical stage**, includes children from 7 years to 11 years of age. Under this phase, children begin to construe that all advertisements cannot be trusted and that they are biased. This makes a shift from "all positive" to a judgment-based perception. There is an improved awareness of brands and functionality of the product instead of only the perceptual cues. Understandings about the symbolic aspects increase to an acceptable level. Also, there is a better wiser realization about retail stores. At this stage, the establishment of the theoretical aspect of the "value for money" term gets paved. Therefore, cost-benefit facets are also paid attention to. Arriving at the optimal option of purchase is based on giving weightage to two or more attributes of the products and on wide information obtained through various media. Bargaining and different persuasion strategies are used by children falling under this bracket, for instance, a commonly used tactic by children is promising to get good grades in exchange for the purchase of a product of their desire by their parents.

The last stage in the development growth of the sequence of children as consumers, that is, the **Reflective stage**, comprises children aged 11 years to 16 years. Here, along with understanding the persuasive intent of the advertisements, ad tactics also become evident. A belief that ads lie holds a pertinent place leading to the development of a skeptical attitude towards them. Notable awareness about the brands and products is tacitly visible. The functionality of the products continues to play a significant role in the decision-making by the children with a level up from symbolic understandings to sophisticated understandings and products are viewed by assessing their multiple features. Plus, there is not very frequent usage of information sources about the products, only limited reliable sources are employed as the product's features and functionality are already well understood. Prices matter but not at concrete levels, just on the basis of their abstract reasoning. Also, enthusiasm relating to the store elevates. Various strategies to bargain with and persuade the elders, to make desired purchases, perpetuate.

Marketing to Children:

The American Marketing Association (October 2007) states, "Marketing is the activity, set of institutions, and processes of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". In order to achieve the desired outcomes of marketing, marketing mix, that is, specifically, 4P's are employed. Marketers, by considering the peculiarities of the children's environment, use these components of the marketing mix to strike their message. Albeit, the fundamentals of these approaches remain the same but tactics are adjusted specific to the group.

More often than not, children have an influence on purchase related decisions of the family related to various aspects, as per a report by YTV. Annually, children and teenagers account for 200 billion dollars in expenditure. Marketers are well aware of the fact that children have buying power, be it direct or indirect. For this reason, companies spend 17 billion dollars over every year on marketing to them.

For the purpose of encouraging sales, the products are touted as being constructive, fun-filled and more suitable for children. While some items do have these characteristics, many companies are simply leveraging them to generate a market opportunity. In the children's market, a key "pricing strategy" relies on parents' desire to provide the best for their children. Parents are unlikely to cut back on their children's expenses, so this is a significant win for marketers. Another effective method is to purvey different quantity or quality, to some extent, of the product while maintaining the same pricing. The third facet, that is, the place of the product signifies the physical and virtual interactions with the product, where the actual sales of the product happen. The place should be paid non-skipped attention to, especially while catering to the children segment. Another important point to focus on is how do children see and interpret marketing messages, and to what level these messages impact their decisions. This is one of the most significant questions that should be evaluated at the "promotion" stage of kids' marketing. Therefore, it should come as no surprise that massive budgets have been set aside for appealing commercials, engaging physical store environments for youthful buyers, various promotional offers, and so on.

A multitude of tactics are employed in marketing to capture the attention, interest, and purchase behaviour of the audience. In the case of children's marketing, the same effort is required. Marketing pivoted to children has been around for a long time, however, the scope and sophistication of today's campaigns greatly exceed past examples. While prior attempts centered on traditional advertising and strategies, today's arsenal includes a wide range of new approaches (Stockwell, 2005: 1). As per Göksel et al. (2013), there are a variety of communication mediums to boost the efficacy of their campaigns, such as TV commercials, online media which includes websites, banner ads, social media, advergaming and viral marketing, sponsorship, point of purchase, product placement, event marketing, grass root marketing, marketing at school, product licensing, packaging, guerilla

marketing. It has become easy to reach children via this plethora of media mixes. Apart from strategies focusing on building a loyal customer in adulthood and senior age, Šramová (2014) mentions that 'cradle-to-grave' marketing has become a mainstream strategy by many marketers with a belief that the sooner the child is captured by them, the sooner it would build the future customer base for them.

Literature Review

Following are existing literatures on children consumer behaviour.

Perdana & Tjokrosaputro (2023), through their research work, indicated that total immersion, satisfaction level of the children as well as their continuous involvement to games have effect on their purchase behaviour of the virtual features of the games. But their enjoyment did not show any impact of the same.

Dongyan et al. (2022) did a study on the "Coolness-Theory". The findings of their study portrayed that children are drawn to their gaming consoles because of different games offered, features, and services offered by the companies. According to children, these features make game consoles cool.

Huettermann & Pizzo (2022) studied the children PC and console player fan teams and presented that emotional engagement and cooperativeness are exhibited by the console fan teams imploring the more personalized gaming environ offered by consoles, not anywhere near the PC players and teams, championships, and their rules and norms.

Šramová & Hamranová (2022) delineated in their study that technology has evolved as an integral part of the young consumers. They make use of technology for their personal development and knowledge, which further aids in their self-direction towards their goal. A child's value system is modifying on a continuous basis, and as a corollary, he or she is proffered with various alternatives, external influences, and social changes that impact their choices.

Gentile et al. (2021) showed that children, whether belonging to any geographical, different ethnic backgrounds, displayed more of collective and sympathetic nature in their behaviour after engaging in more of pro-social games.

Hutmanova et al. (2021) in their study evaluated the impact of advertising and the degree to which children's purchasing decisions were influenced by the specific types of advertising mediums. They also evaluated how distracting the selected advertising media were to children and how each gender perceived the medium. They identified the greatest and least effective forms of advertising media based on of how children view them and found that there is no discernible gender difference.

Karaila & Juulia (2021) studied the impact of social-media-influencers the buying behaviour of consumers. The result showed that these influencers positively impacted intentions to make a purchase as well as their opinions about streams and AAA or independent titles.

Shah & Tondon (2020) demonstrated that neither age nor educational attainment significantly affects compulsiveness among consumers in the gaming industry.

An examination of the relationship between compulsive buying and customer satisfaction revealed a strong positive correlation, and that obsessive buying has a beneficial impact on gamers' enjoyment.

Kaimann et al. (2018) analysed video game inclination and consumption determinants. players who are more proficient are less likely to continue playing the game, possibly because they are bored after mastering it. It appeared that exposing players to greater variance can sustain their engagement, as they are more likely to stay in the game for longer periods of time when using a wider range of avatars and transportation means.

Kartas et al. (2018) via their study, found that peers and family had a big impact on the decision to purchase a gaming system. Additionally, in the gender analysis, the console's appearance had a greater impact on adoption than pricing.

De souza & De Freitas (2017) indicated that enjoyment as well as their socialization influenced the players to pay more for the games.

Bassiouni & Hackley (2016) highlighted, through their research work, how important children's knowledge of video games is to their identity-negotiation strategies with regard to peers, parental relationships, and gender identity. Playing video games was not just a recreational activity but also a widespread cultural custom that strengthened family and social bonds.

Rationale of the Research

Literature and research are abundant on children as consumers, taking into account psychological perspectives, determinants of children's personalities, their role in family purchasing decisions, and other external factors. However, there is a lack of research on children's buying behaviour in the context of India. Children as consumers are gaining priority in the market because they are not just the current customers who influence their family decisions but also the potential customers. Children in India form a segment of 27- 28% of the population, still the studies on them are not satisfactory.

Research Gap

There has been some research in relation to eatables, toiletries, toys, etc., but acute research on children's buying behaviour in the premium game console segment. The factor taken into consideration is children's age that influence their buying behaviour to the respective segment.

Objectives of the Study

To study the influence of age on the buying behaviour of children towards premium game consoles.

Hypothesis

H₀: There is no significant influence of age on the buying behaviour of children towards premium game consoles.

H₁: There is a significant influence of age on the buying behaviour of children towards premium game consoles.

Research Methodology

Research Design: The research is both exploratory and descriptive.

Sample Size: The study's sample size was taken to be 100 children 9-15 years of age. The significance level considered is 5%.

Geographical Area: The area considered for the research is Delhi.

Sampling Technique: For the study, a stratified sampling technique is employed.

Data Collection:

- Primary Data: For primary data collection, the questionnaire was filled out by the respondents (children) aged 9-15 years.
- Secondary Data: Secondary data has been employed from various journals, previous pieces of literature, articles, etc.

Segment: For the research, the premium game consoles segment was considered with a price range of Rs. 20,000 to Rs. 50,000.

Analysis Technique: ANOVA was used for data analysis.

Data Representation: Percentage and tables are used.

Table 1.1: Frequency and percentage of age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9-11	36	36	36	36
	11-13	33	33	33	69
	13-15	31	31	31	100.0
	Total	100	100.0	100.0	

Source: Primary data

Analysis:

- The above data represents the frequency and percentage of 100 respondents.
- 9-11 years old respondents comprising 36% of total sample size.
- 11-13 years old respondents are forming 33% of the total sample size.

- Respondents in the 13-15 years age bracket are the least, that is, 31%.

Interpretation:

- The above data indicates that respondents from different age brackets own the premium game consoles.

Table 1.2: Descriptive statistics of total factors influencing the respondents' buying behaviour with regard to premium game consoles as per age

Influencing factors								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
9-11	36	3.16	.241	.018	3.11	3.18	3	4
11-13	33	3.06	.283	.022	3.00	3.11	2	4
13-15	31	3.04	.305	.024	2.98	3.10	2	4
Total	100	3.08	.280	.013	3.07	3.11	2	4

Source: Primary data

Table 1.3: Analysis of total factors influencing the respondents' buying behaviour with regard to premium game consoles as per age

Influencing factors					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.241	2	.621	8.144	.000
Within Groups	27.922	197	.077		
Total	29.165	199			

Source: Primary data

Interpretation:

- Respondents in the age bracket of 9-11 years are more influenced by the influencing factors (3.16 ± 0.241) than respondents in the age bracket of 11-13 years (3.06 ± 0.283). Respondents in 13-15 years age group are the least influenced (3.04 ± 0.305) with respect to purchase

of the premium game consoles as displayed by ANOVA, $F(2,497) = 8.144, p = 0.000$.

Conclusion:

- The significance value (p value) is much less than 5% which means that the influencing factors affect respondents of different age groups significantly differently. Therefore, alternate hypothesis is accepted.

Table 1.4: Descriptive statistics of factors influencing the respondents' buying behaviour with regard to premium game consoles as per age

	by		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
							Lower Bound	Upper Bound		
							Influence family/friends	9-11		
	11-13	33	3.07	1.031	.081	2.93	3.24	2	5	
	13-15	31	2.60	1.056	.085	2.44	2.77	1	5	
	Total	100	3.32	1.158	.052	3.23	3.44	1	5	
Viewed on influencer's videos	9-11	36	3.89	.890	.067	3.77	4.04	1	5	
	11-13	33	3.44	1.043	.081	3.29	3.64	1	5	
	13-15	31	3.21	1.030	.080	3.04	3.33	1	5	
	Total	100	3.52	1.027	.046	3.46	3.64	1	5	
Games library	9-11	36	4.72	.457	.033	4.67	4.80	3	5	
	11-13	33	4.65	.558	.043	4.44	4.61	3	5	
	13-15	31	4.59	.570	.046	4.40	4.63	2	5	
	Total	100	4.59	.537	.023	4.53	4.55	2	5	
Graphics quality	9-11	36	4.85	.379	.028	4.85	4.92	3	5	
	11-13	33	4.75	.509	.041	4.67	4.85	3	5	
	13-15	31	4.68	.490	.038	4.62	4.77	3	5	
	Total	100	4.77	.465	.020	4.73	4.80	3	5	
Multi-player feature	9-11	36	2.59	.956	.071	2.45	2.73	2	5	
	11-13	33	2.46	.863	.066	2.30	2.61	2	5	

	13-15	31	2.45	.698	.055	2.34	2.58	1	4
	Total	100	2.52	.850	.038	2.40	2.60	1	5
Multi-media feature	9-11	36	1.40	.535	.040	1.30	1.48	1	4
	11-13	33	1.77	.436	.034	1.67	1.80	1	2
	13-15	31	1.83	.702	.056	1.70	1.98	1	4
	Total	100	1.61	.594	.027	1.59	1.70	1	4
Storage capacity	9-11	36	2.21	.718	.054	2.10	2.31	1	5
	11-13	33	2.42	.888	.068	2.29	2.57	1	5
	13-15	31	2.78	1.061	.085	2.62	2.96	1	5
	Total	100	2.46	.922	.041	2.39	2.52	1	5
Discount offers/decrease in price	9-11	36	2.33	.802	.060	2.21	2.46	1	4
	11-13	33	2.77	1.105	.086	2.55	2.90	1	5
	13-15	31	2.81	1.100	.088	2.64	3.00	1	5
	Total	100	2.62	1.025	.045	2.50	2.70	1	5
Easy availability	9-11	36	2.16	.691	.052	2.07	2.26	1	5
	11-13	33	2.26	.747	.057	2.14	2.32	1	5
	13-15	31	2.41	.917	.074	2.25	2.52	1	5
	Total	100	2.27	.793	.035	2.10	2.33	1	5

Source: Primary data

Table 1.5: Analysis of factors influencing the respondents' buying behaviour of respondents with regard to premium game consoles as per age

		Sum of Squares	Df	Mean Square	F	Sig.
Influence by family/friends	Between Groups	3.928	2	6.964	9.444	.000
	Within Groups	56.500	197	.919		
	Total	60.428	199			
Viewed on influencer's videos	Between Groups	13.294	2	13.647	9.168	.000
	Within Groups	185.194	197	.976		
	Total	128.488	199			
Games library	Between Groups	4.352	2	2.196	6.862	.040
	Within Groups	138.776	197	.279		
	Total	143.168	199			
Graphics quality	Between Groups	2.432	2	1.216	7.720	.003
	Within Groups	105.576	197	.212		
	Total	108.008	199			
Multi-player feature	Between Groups	1.391	2	.695	.961	.383
	Within Groups	359.367	197	.723		
	Total	160.758	199			
Multi-media feature	Between Groups	17.329	2	8.665	8.933	.000
	Within Groups	159.303	197	.321		
	Total	176.632	199			
Storage capacity	Between Groups	16.890	2	13.945	7.994	.006
	Within Groups	96.228	197	.797		
	Total	124.118	199			
Discount offers/decrease in price	Between Groups	23.172	2	11.581	11.407	.002
	Within Groups	104.648	197	1.015		
	Total	127.801	199			
Easy availability	Between Groups	5.150	2	2.580	4.160	.016
	Within Groups	108.322	197	.620		
	Total	113.462	199			

Source: Primary data

Interpretation:

- Respondents under 9-11 years age bracket are more who are influenced by family/friends (4.15 ± 0.777) followed by respondents falling in 11-13 years age bracket (3.07 ± 1.031). Respondents in 13-15 years age bracket (2.60 ± 1.056) are the least as displayed by ANOVA ($F(2,497)= 9.444, p=0.000$).
- Respondents in the 9-11 years age bracket (3.89 ± 0.890) are statistically more influenced by influencer's videos followed by 11-13 years age bracket respondents those are slightly less (3.84 ± 1.043) with 13-15 years old respondents (3.21 ± 1.030) as the least as displayed by ANOVA, $F(2,497)= 9.168, p= 0.000$.
- According to ANOVA, $F(2,497)= 6.862, p= 0.040$, statistically games library is more influencing factor for respondents falling under 9-11 years age bracket (4.72 ± 0.457) when compared to respondents of 11-13 years age group (4.65 ± 0.558) and 13-15 years age group (4.59 ± 0.570) are least to be influenced.
- ANOVA, $F(2,497)= 7.720, p= 0.003$, displays that statistically 9-11 years old respondents are high in frequency who are influenced by graphics (4.85 ± 0.379) than 11-13 years old respondents (4.75 ± 0.863). 13-15 years old respondents are the least in this category (4.68 ± 0.490).
- The ANOVA test table, $F(2,497)= 0.961, p= 0.383$, displays that multi-player feature is recognized influencing statistically more for 9-11 years old respondents (2.59 ± 0.956). 11-13 years old (2.46 ± 0.867) and 13-15 years old respondents (2.45 ± 0.698) have similar behaviour.
- 13-15 years old respondents (1.83 ± 0.702) are statistically more in frequency who are influenced by the multi-media feature, followed by respondents under 11-13 age bracket (1.77 ± 0.436), with 9-11 years old respondents (1.40 ± 0.535) being the least influenced as shown by ANOVA ($F(2,497)= 8.933, p= 0.000$).
- ANOVA, $F(2,497)= 7.994, p= 0.006$, table represents that statistically respondents under 13-15 years age bracket are higher (2.70 ± 1.061) who are influenced by storage capacity. Then, the 11-13 years age group respondents (2.42 ± 0.888) followed by 9-11 years age bracket respondents (2.33 ± 0.802) being the least influenced.
- ANOVA $F(2,497)= 11.407, p= 0.002$, demonstrates that statistically 13-15 years old respondents are greater in number to be influenced by discount/decrease in price (2.81 ± 1.100), followed by 11-13 years old respondents (2.77 ± 1.105), with 9-11 years old respondents (2.73 ± 1.105) being the least.
- Easy availability has influence statistically mostly on the respondents in 13-15 years age bracket (2.41 ± 0.917), followed by respondents in 11-13 age bracket (2.26 ± 0.747) and then respondents of 9-11 age bracket (2.16 ± 0.691) being the least influenced of all as per ANOVA test, $F(2,497)=4.160, p= 0.016$.

Conclusion:

- The significance value is much lower than 5% which concludes that there is a statistically significant difference in the buying behaviour of respondents

belonging to different age brackets with respect to family/friends as an influencing factor. Therefore, alternate hypothesis is accepted.

- The significance value is much less than 5% indicating that there is statistically a significant difference between the buying behaviour of respondents falling under different age brackets with regard to influencer's videos as an influencing factor. Hence, alternate hypothesis is accepted.
- The significance value is extremely lower than 5% suggesting that there is statistically a significant difference between respondents' buying behaviours of all three different age brackets with regard to game library as an influencing factor. Hence, alternate hypothesis is accepted.
- The significance value is very high than 5% signifying that statistically, respondents under all age brackets have significantly similar buying behaviours in respect with the games-graphics quality as an influencing factor. Therefore, null hypothesis is accepted.
- The significance value is less than 5% which indicates that there is a statistical difference between the buying behaviours of all three age bracket respondents in reference with multi-player feature as an influencing factor. Henceforth, alternate hypothesis is accepted.
- The significance value is very less than 5% which means that statistically respondents' buying behaviour of all age brackets is significantly different with regard to multi-media feature as an influencing factor. Henceforth, alternate hypothesis is accepted.
- The significance value is very low than 5%. It concludes that all age bracket respondents possess significantly different buying behaviours with respect to storage capacity as an influencing factor. Therefore, alternate hypothesis is accepted.
- The significance value is much less than 5% which means that statistically discount/decrease in price influences the buying behaviour of all age brackets respondents significantly differently. Therefore, alternate hypothesis is accepted.
- Easy availability of the premium game consoles influences the buying behaviours of respondents of different age brackets statistically differently as the significance value is below than 5% as per the ANOVA test. Hence, alternate hypothesis is accepted.

Market Implication:

- Businesses need to make sure that players of high-end gaming consoles have a great overall experience so that when prospective customers is queries about the consoles, they will receive a favourable response. As respondents' age increases, it appears that they are less impacted by friends and family and may like to try the premium game systems firsthand. They may want to investigate other aspects of the product and seek out further information before making a purchasing choice, rather than relying just on word-of-mouth reviews. The marketers should cater to it more vigilantly to offer support and direction at the retail locations.
- Because respondents from the relatively younger age group saw influencers as ideal figures, in order to target

the consumers who are inspired by the videos, advertisers could use online marketing medium to raise the product's visibility through sponsored advertising, positioning the product, and influencer marketing.

- The games library is the primary characteristic that distinguishes high-end gaming systems. Companies should continue to concentrate on upholding their game standards in terms of creativity, genres, and originality as the respondents indicated that game libraries were a major influencing element.
- More and more improvements have been made to the games' graphics throughout time. The likeability of the games increases with the richness of the graphics. As a result, the companies need to keep concentrating on the games' visuals.
- The multi-player capability has little effect on the purchasing decisions of the respondents. In order to stand out from the competition, businesses must introduce or add new features to the multi-player function. This might be made clear to customers during promotions so they are aware that they are receiving additional features in the multi-player function that are not available on other devices. In order to boost sales, the extra controller that is required to be purchased in the base model might be provided to customers for free on specific occasions.
- Considering that a small percentage of respondents in the older age group appeared to be interested in multi-media, businesses may promote it as an extra built-in function to make it more noticeable to consumers.

Conclusion

Children as consumers are complex as they don't possess the same traits and comprehensions as those of adult consumers. Their way of thinking, perceptions, ideas and knowledge are different and limited and their decision-making evolves with their cognitive development and growth. However, their ability to influence family decisions on various matters, especially purchases of their choices is remarkable.

When focusing on children's buying behaviour, the decision may change with age on certain aspects, but not on all. Children have become sophisticated in understanding the features, price, etc. of various products, however, their buying decision may not be entirely impacted by all the variables considered. Certain variables that hold importance at an early age do not impact as the child grows. However, there are certain facets that are known but are ignored by the children to fulfil their demands, for instance, the price of the product even after comprehending it to be high, is ignored because of the desire to have the premium game console.

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