

Pester Power: Is a Buyer's Decision Persuaded?

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Abstract

The term “pester power” means the nagging ability of children to purchase the product they desire due to some reason. In today's scenario the urban children comparatively are more connected, informed, and have gained the potential to influence their parent's decision. Companies have realised how powerful children are as consumers. The primary objective of the study is to understand the influence of pester power towards purchasing cars in the households of urban Mumbai and also find the most popular brand of cars among children. The survey was conducted within the geographical limits of central and western suburbs of Mumbai and Navi Mumbai region in Maharashtra. The primary data was collected based on personal one- to-one interviews with parents. And children under the age of fourteen have also been included as a part of primary data collection. The findings of the research focus on the influence of the pester power on car purchases, the gender influences, the brand differentiation capabilities among children, role of advertisements and the factors that influence kids as well as parents on their preference to purchase a particular brand and a particular car model. Based on the study results, the paper suggests recommendation for the industry to place their product in a much better position in the competitive market.

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