

# ENTERTAINMENT AREA AND ITS RELEVANCE IN INDUCING PESTER POWER A STUDY WITH REFERENCE TO CHICKING OUTLET

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## Abstract

Kids mean business to marketers. Children have a big say in family decision to purchase many products. Marketers are trying to encash on the children's ability to nag their parents to induce purchase. A lot of marketing and advertising activity is aimed at children. Kids are increasingly influenced by commercialisations that often go against what parents are trying to do. The average family size in India is on a decline coming in now at almost 4. Rapid economic growth has resulted in greater incomes for the booming middle class. The eating out fast food culture which was predominantly a western lifestyle is fast catching up in India especially in the state of Kerala. A growing NRI population, high brand awareness among adults and children has led to a mushrooming of several Domestic, National and International eateries. Eating out being basically a family impulse decision, kids have major say in it. Fast food outlets are targeting kids by kids meal promos, toy promos, gifts, events and entertainment areas to draw their attention. Pester power is all the more relevant now. The study investigates the use of entertainment area at Chicking outlets to induce pester power.

**Keywords:** *Pester power, Entertainment area, Fast food outlets, Sales promotion, Kids*

## 1. INTRODUCTION

Pester power is a Child's ability to affect their parents marketing decision, often through the use of nagging or pestering. (Wikipedia). Sheth G. et.al.(2008) defined pester power as "the nagging ability of children to purchase the product they desire due to some reason". Pester Power is a term used to define a child's influence over the parent in the buying process (Turner et al, 2006).

With the advent of nuclear families and family planning efforts of the

government the power of pester is all the more relevant today. A child is pampered usually by father, mother, grandparents (4), uncles, aunts etc. With both parents working the lack of quality time to spend with children is usually replaced by showering gifts and also giving in to their demands. Internet and television have loaded the children with information from marketers on what they want. This coupled with the habit of taking out children for family shopping directly puts the kids at the mercy of the marketers advertising strategies. Information gained from advertisements has

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