

# PESTER POWER AS A STRATEGIC TOOL FOR ADVERTISERS A STUDY WITH REFERENCE TO THIRUVANANTHAPURAM, KERALA

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## Abstract

This research paper in albeit provides an empirical study on the various drivers of pester Power and tries to identify the most influential source creating pester power. The study also attempts to study the impact of pester power on final Purchase derision. The key literature on pester power is reviewed. Primary data was collected from a sample of 84 children aged 3-7 and 8-12 using questionnaire survey. Various statistical methods such as Pearson correlation, Linear Regression and Chi tests were employed using SPSS version 16.0 to analyze the data. Children regard TV commercials as an important information source for new product. However, they also place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products. Also it has been verified that the extent to which no of children is directly effecting the degree to which children are able to influence their parent's decision. The study has made a contribution to the extant literature on children as consumer. The findings would be valuable in assisting companies, especially those in the food and FMCG industry, to have a better understanding of children's buying behavior.

**Keywords:** *Pester power, Consumer, Attitude, Advertisement, Behaviour*

## 1. INTRODUCTION

If advertisement to consider the most influential, evergreen fashionable tool of promotion, than using children in advertisement is the most popular trend. Marketing guys are obsessed with featuring children in advertisement sand catering to their 'needs'. "Pester power" refers to children's ability to nag their parents into purchasing items they may not otherwise buy. Marketing to children is all about

creating pester power, because advertisers know what a powerful force it can be.

Marketing guys are obsessed with feat tiring children in advertisements and catering to (heir 'needs'. From "My Daddy strongest" to "Mummy ka magic chalega kya", to "Daagachcheu hai" they are all over flooded with exposing children be it cough drops or pain killers, vacuum cleaners or water purifiers, tooth pastes or floor

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