

ISSN 0973 - 8703  
IC Value = 5.09  
NAAS Rating = 4.3  
Indexed in Scopus

₹ 200/-

# Indian Journal of MARKETING

VOLUME : 43

NUMBER : 5

MAY 2013

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# Multidimensional Segments among Children in Urban Indian Families

\* *Sunil Dhondopant Doke*

\*\* *Sarang Shankar Bhola*

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## ABSTRACT

A multidimensional segmentation procedure was run on 276 cases using Factor Analysis and Cluster Analysis that produced 24 segments among the children in urban India as per their user class of Lifestyle goods, Lifestyle, Personality and Media Exposure. A Discriminant Analysis was also conducted to predict whether children from urban families were influencing their parents' purchase decisions of lifestyle goods or not. Predictor variables used for the Discriminant analysis are Self knowledge, Past influence, Newspaper preference, and Self driven score. Significant mean differences were observed for all the predictors on the DV. While the log determinants are quite similar, the discriminate function revealed a significant association between groups and all predictors, accounting for 78.85% of between group variability. The cross-validated classification showed that overall, 100% respondents were correctly classified. The study was carried out during 2008 to 2010.

**Keywords :** market segmentation, psychographics, urban children, factor analysis, cluster analysis, discriminant analysis, purchase decision, influencers

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The joint family system constituted the basic social institution in many traditional societies, particularly in the Eastern societies. In joint families, the adults are responsible for helping to raise all the children in the family. The advantages of this are that children come to trust a greater number of adults and to relate to them. In a joint family set-up, the socialization process of the children has roots in the family itself (Nehru, 1950). The values imparted to children have origin in the religion and philosophy followed by such a family.

However, with urbanization and industrialization, the families began shrinking and a new nuclear family concept emerged. A small family of four living in a beautiful small house having Father, Mother, Son and Daughter as members is a common picture seen in most of the cities. Occasionally, the grand parents or the in laws or uncles and aunties are seen in such households. The socialization of children in such nuclear families takes place mostly by certain media. The medias vary from personal to non - personal. Schools also have a major role to play in the socialization process of the children. It is widely accepted that the socialization process often permeates more through subtle social interactions than the purposive educational efforts (Ives, 2006). How parents living in nuclear families respond to their children's consumption-related requests plays an important role in their socialization as consumers. Under parental control, a child learns self-control related skills - skills such as how to shift attention away from temptations and anticipate negative consequences (Singh, 1998). The children who are better able to delay gratification are also described as being more attentive, better able to concentrate, tolerate frustrations and cope with stress as adolescents. The ability to delay gratification, i.e. the ability to adopt self-control at a young age appears to be highly predictive of competence in later life. This suggests that the nurturance of children's self-control skill, if beginning in early childhood, are better (Bansal, 2004).

Incentives are mostly used to motivate the children. Threats and punishments are mostly used to discourage them. The children get an imprint of what happens to them in childhood in their later life. Adults are often permissive to indulgence and inattentive to uncontrolled behaviors; this also results in forming personalities. Apart from the values, lifestyle, and activities practiced in the household, the children learn from outside media as well. The new generation is born with a television in their house. Naturally, they have developed a taste for this strong media more than the earlier generations. They are born with technology - computers, the Internet, mobile phones and all new types of gadgets. This has resulted into an advanced type of socialization that is more vulnerable than the socialization process the

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