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Brand Responsiveness among Children and Their Budding Preference for the Branded Products

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Young children are most fascinated about wearing the right clothes with "labels and logo" of the biggest branded companies. At the malls and shops, children are often seen exploring the branded product section merely at the age of 5 years. The recollection of brands especially sportswear, food products, cars, video game consoles, computers, jeans, shampoo, soap bar, toothpaste and cereal has been increasing among the smaller children. Parents are also fuelling the selection of branded products. They are obsessed and very passionate about branded products, sometimes even more than the children. Big-branded products mean better quality and high price; this is a pre-conception among parents. On the other hand, parents also dress their children in branded and designer clothes which in turn communicates a certain social status in the community. Toys which were liked traditionally by children up to age of 14 are now fancied and preferred by children only up to age of 8 years. Various factors act as the big influencers in creating or modifying this brand consciousness among children. They include attractive, gleaming and colourful advertisements by the marketers using various media available; cleverly designed packaging is extremely appealing to the children; freebies, family culture, peer pressure as well as individuals’ innate need to maximize their self-esteem are some of the factors. Another major factor is the tremendous growth in the retail segment over the last couple of decades. Children today are bombarded with an array of choices in absolutely whatever they may want or desire. So there is something for everybody out there, irrespective of taste, preference or desires. Celebrity endorsements also have been increasing tremendously and children are becoming more conscious of the brands around them. The principle and purpose of this study is to comprehend and evaluate the personality of some of the individual brands which are promoted on a wide scale. Other areas include brand consciousness among children and also to scrutinize the influence of branding of FMCG products. Through this paper, the buying behaviour of parents in a broad-spectrum towards children's goods and effectiveness of the decisions taken by them would be examined. To conclude, parents are the most influential in deciding which clothes and goods