

Abstract

The study aimed to examine children's influence in parental decisions for food purchases. Children's eating behavior and children's strategy usage are two independent variables ascertained in the conceptual model. The elements in children's eating behavior include interpersonal influence, environmental influence and societal influence. Children's strategy comprises 3 elements: bargaining strategy, persuasion strategy and emotional strategy which children adapt to influence parental decision on food purchases. This research also considered demographic characteristics of children, such as gender and age.

The study posited 8 hypotheses, used to measure the relationship between children's eating behavior, children's strategy and children's influence in parental decision on food purchases and to measure differences between the demographic characteristics of children and parental decisions for food purchases. Data was collected using 400 questionnaires, distributed to children whose ages were between 9-12 years old in 8 elementary schools of Bangkok. Pearson's Correlation Coefficient, Independent Sample T-test and ANOVA were conducted to analyze the data to test the relationship and difference between the variables.

The findings revealed that there are positive relationships between children's eating behavior and children's influence in parental decision for food purchases. The findings also showed that children use bargaining and persuasion strategies more than emotional strategy. While differences in age were found significant in children's influence in parental decision for food purchases, no such difference was found in terms of children's gender.

The findings from this study will prove beneficial to marketers, advertisers and planners concerned with marketing of foods to children in the Thai context.