



**EFFECT OF PESTER POWER ON PURCHASE
DECISIONS OF KID'S PRODUCTS: EVIDENCE FROM
VIETNAMESE MARKET**

BY

MS. NHUNG HONG BUI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER BUSINESS ADMINISTRATION PROGRAM
GLOBAL BUSINESS MANAGEMENT
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2020
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BY

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ENTITLED

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was approved as partial fulfillment of the requirements for
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ABSTRACT

Kids' power to ask for their desired products is called pester power. A kid does not have the power to purchase but they own the power to affect family buying decisions. The emerging involvement of kids in the family buying decision is becoming more important and draw attention of researchers and business corporations. The objective of the study is to find influential factors of pester power on parent's purchase decisions of milk products in Vietnam.

Based on previous studies, the research paper proposes a model to examine pester power factors influence on purchase decision of milk products. There are total 501 respondents whose data collected for this study. According to the results of hypothesis testing, Premium, Peer Pressure, and Advertising have significant positive impact on purchase decision, in which Premium shows the strongest impact, followed by Advertising and Peer Pressure while Packaging does not have a significant influence on purchase decision in the sample collected. According to the findings, the research paper comes up with recommendations for businesses to promote milk products for kids in Vietnam.

Keywords: Pester power, Kid influence, Purchase decision, Milk product, Premium, Advertising, Peer Pressure, Packaging

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Ms. Nhung Hong Bui

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LIST OF ABBREVIATIONS

Symbols/Abbreviation	Terms
MNC	Multinational corporation
KOL	Key opinion leader
EFA	Exploratory Factor Analysis



CHAPTER 1

INTRODUCTION

1.1 Background

Human is one of the most evolved species at the time being, have developed their complex brain and nerve system. As time passed, humans have formed its behaviors from simple need to sophisticated ones which are so-called insights. Insights are the truth that people who live in a same community accept without knowing the explanation. Insights are driven by psychology which is derived from demographics, culture, external environment, emerging trends, brand new issues, etc. The complicated and also sophisticated combination, is owned by a human, make human become the most interesting species to study for not only society development but also commercial objectives.

Marketing has been developed for centuries by many marketing gurus with the same objective to grow business. One of the starting steps is understanding customer insights which is fundamental for all marketing strategies and marketing activities both above the line and below the line. According to the book “Principles of Marketing”, Philip Kotler and Gary Armstrong said that customer insights are a fresh understanding of customers and the marketplace derived from marketing information that becomes the basis for creating customer value and relationships. The right customers’ insights rely on the right customers’ information with a lot of questions ‘Why’. Marketers need to know who your consumers are, what your customers’ need and keep asking “Why” until they fully understand a core value or a core reason explain for consumers’ behaviors. In a category that the one who buys is also the one who consumes or uses a product, marketers focus to cultivate insights or psychology of one object. In other cases, consumers and buyers are not the same such as gifting products for women on valentines’ day or products for the elders or products for kids. For these categories, marketers have to look into the psychology of The buyer and The consumer separately. The buyer who have the power to buy or

purchase because they have money. The consumer, who are end-user, consume or use products but consumers, in this case, do not have money to buy products by themselves.

According to information from Statista 2021, a number of children who have just been born to fourteen years old is estimated 1.98 billion, accounts for 25% of the world population (while the world population has reached 7.88 billion). Moreover, these young consumers, once a brand successfully recruits them, become potential consumers for other products when they grow up. For example, one milk company that has strong portfolio strategy could offer milk products for toddlers, kids, teenagers, then introduce milk for adults, for elders with different propositions and benefits. The opportunity is not restricted to milk products but could expand to dairy products in general for these consumer bases such as yogurt, drinking yogurt, cheese, dairy confectionary, etc. Therefore, marketing to children has been developed for many decades. With the rapid development of technology, varied channels and varied tactics have been created to expose these potential customers. Youtube offers ads slots in which kids have to watch ads before or during cartoon episodes. Kinder's chocolate eggs are famous for the surprised gifts inside. Kellogg's products are one of the outstanding case studies in applying to pester power. They do not only put popular cartoon characters on the packaging but also collaborate with Shazam to apply augmented reality technology to their Halloween campaign.

Kid segment is desirable to be captured in marketing strategy to grow business sustainably across the globe. Soni & Upadhyaya (2014), cited by Sreekanth & Mohan (2020), suggest that children have significant influence at a certain level on their parents' behavior on purchase decision and purchasing expense. Their interest in products or service needs to be responded by parents. It leads to declining the sole role of a parent in purchase decisions and increasing pester power of kids. Pestering revolve around kids and this purchasing power of kids has emerged to be an excellent marketing strategy and is known as pester power (Soni & Upadhyaya, 2014 cited by Sreekanth & Mohan, 2020). Making use of understandings about parents' psychology and kids' influence, marketers develop

strategies to offer the right products with an acceptable price point, approach at right touchpoints, communicate the right message.

Pester power has been applied to varied product categories, mainly unhealthy food due to parent's unwillingness to purchase. This unhealthy food utilize premium and use bright, colorful packaging with popular cartoon characters in the way to draw kids' attention. These products share the same common which are low nutrition value and high amounts of sugar and salt. Parents are against these kinds of marketing due to health concerns such as obesity or heart disease.

On the other hand, applying pester power to healthy food is novel. McAlister, A., & Cornwell (2012) suggested applying collectible premium can generate more positive attitude of children toward healthy products which might be sufficient enough to encourage a child to try those healthy products. Nutrition products for kids have strong reason to believe (RTB) based on scientific data to convince parents. However, these brands sometimes forget that their end users are kids who drink or eat. That leads to a tiring debate on marketing investment split between parents and kids due to lack of study on pester power. Milk products for kids are perfectly caught in this dilemma. Providing nutrition to kids but parents are the ones who make purchases. Additionally, milk products are saturated with scientific claims about holistic development which all look the same in adults' eyes - height development, brain development, immunity and digestion support. Targeting kids has become more critical to grow business nowadays.

Given the potential of this influential segment, the study on pester power for each country is not available for each country to understand the psychology behind it. Hence, controversial pester power strategies have been implemented without full alignment and doubtful support from all cross-function departments in a company. This research aims to study the effect of pester power on purchase decision with the evidence

from Vietnam market by survey and assess pester power influence through parents' opinion because they keep power of purchase

1.2 Scope and limitation of the study

1.2.1 Scope of the study

The influence of kids on their parents on making purchase decisions is called pester power. This process involve two objects, the kid who influence as the nagger and the parents who are influenced. Two objects are impacted by demographic, culture, external environment, emerging trends, brand new issues. This framework will be discussed in detail in the literature review.

This research analyzes the effect of pester power on family purchase decision from parent's perspective who hold purchase power. Respondents are all Vietnamese people who are living in Vietnam. Three main factors are selected to develop the framework of this study.

- Group 1: parent's age, gender, geography, education assessment, economic status, family structure, parenting style.
- Group 2: number of kids, pester power approach.
- Group 3: pester power influence.

These factors will be discussed in detail in the review of the literature.

1.2.2 Limitation of the study

Data is collected from Vietnam market. Therefore, the research outcome depicts specified Vietnamese insights regarding perspectives, perceptions and behaviors in the context of Vietnam market with a specified consumer journey. The results from this study cannot apply to other countries, even geographically nearby Vietnam.

The research revolves around milk products to acknowledge the pester power on healthy food. Therefore, findings from this study cannot be applied for other categories because differences in the attitude of both kids and parents toward products are widely varied.

This research lack of analysis the effect of pester power from children's perspectives to deep understand the motivation of pestering.

The research does not adopt trend analysis to figure out the changes of the effect of pester power on purchase decisions of kid's products overtimes, therefore, there is no conclusion when it comes to time comparison made.

1.3 Significance of the research

The research outcome provides the understanding of effects of pester power on a family purchase decision. These findings contribute to

- Close gap in the literature by analyzing the effect of pester power on purchase decision in Vietnamese market.
- Provide findings of pester power on family buying decision nowadays for any other research related to a parent-child relationship, family buying decision or commercial strategy.

1.4 Research questions

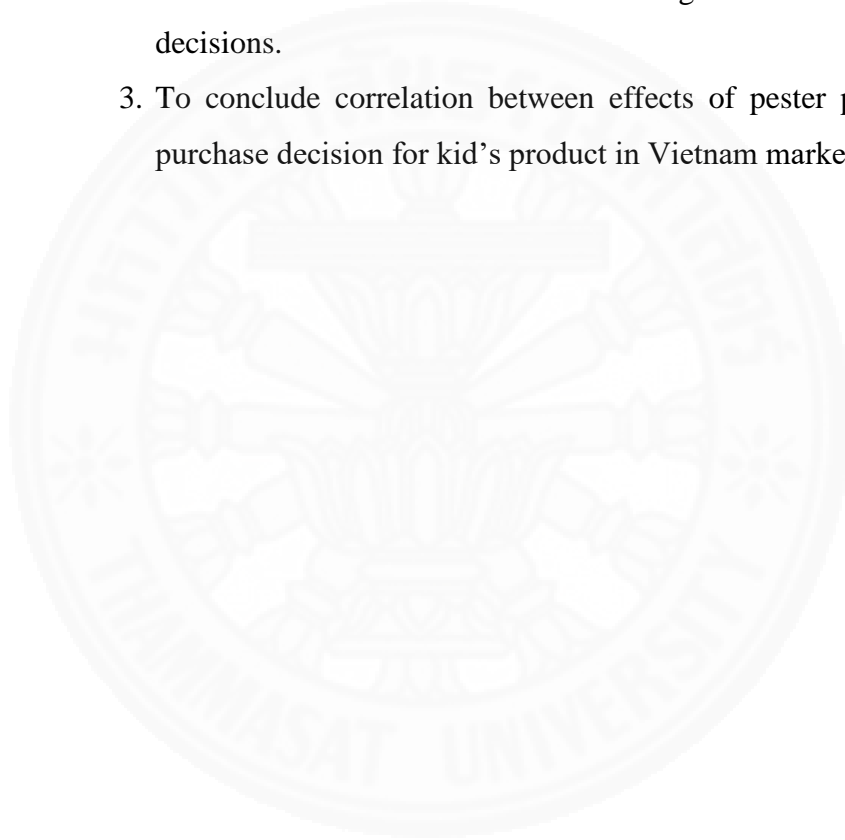
Pester power strategy in Vietnam has been adopted based on observation, testing and experience. Controversial pester power strategies have been implemented without full alignment and doubtful support from all cross-function departments in a company. Therefore, this study helps to study on the core research question: what are the

effects of pester power on family purchase decision for kids' products nowadays in Vietnam?

1.5 Research Objectives

This research is conducted to fulfill objectives as below:

1. To study pester power in Vietnam
2. To determine the extent of influencing factors on family purchase decisions.
3. To conclude correlation between effects of pester power and family purchase decision for kid's product in Vietnam market.



CHAPTER 2

REVIEW OF LITERATURE

The relationship between parent and child is always interesting topic to many theorists, psychological researchers due to its importance to one of society's fundamentals called parenting. All researches studied on parenting and a parent-child bidirectional relationship keep contributing to understanding behaviors of both parents and child in the context of constantly changing factors from the social environment, new social policies, emerging culture and adaptive rituals in a modern family, technology. In a nuclear family, the role of kids, is more and more critical, impact on parents' purchase decision or so-called "Kidfluence".

2.1 Concept of buying decision and pester power

2.1.1 Consumer buying decision

2.1.1.1 Consumer Buying Decision Making Process

Parent plays an important role in family purchase decisions. Elder and Rudolph (2003), cited by Salma (2017), said that in a family, who earns money has the power to make buying decisions. However, during the process of making decisions, parents are influenced by many factors, including internal factors such as demographic factors, habits, parenting styles and external factors such as the need of their kids, advisement, etc.

Consumer Buying Decision Making Process with five stages was introduced in the book of Kotler P. and Keller K.L (2009). Kotler described five stages that consumers go through when making purchase decision, include need recognition, information search, evaluation of alternative, purchase decision and post purchase behavior. Different needs of each consumer and different influential factors will lead to different purchase decision.



Figure 2.1 Model of Consumer Purchase Decision Making Process
(Kotler, Bowen & Makens 2014)

Need recognition is the starting stage when consumers recognize a problem and this problem needs to be solved by some actions. Salma (2017) explains 3 ways that a consumer defines their unfulfilled needs: when current product does not meet consumer's expectation anymore, when current product is used up and when consumers notice new upgraded products.

After need recognized, the consumer will search for information about their interesting products. The information could come from the internal and external environments. Internal information is based on consumers' memory and experience which could be positive or negative towards the products. To define how much information consumers need and how long consumer spend on searching information, it depends on the complexity and price of products. If consumers buy commodity products, they will not wait for long but to buy a new phone with high technology, they will need time to collect data.

After gathering information of all alternative, the consumer will evaluate by making a comparison to see which option best satisfy their need. Salma (2017) describe product/service attributes assessment from two points of view which are objective features (evaluation is made by the objective information about products performance, functionality

and characteristics and price) and subjective features (evaluation is made by brand preferences and perceived value).

After evaluation, a consumer makes a decision to purchase a product which solves their problems, satisfy their need. This stage involves shopping experience at the point of purchase such as at shop level, retailer exposure, or in a website or digital platform

Between Evaluation and Purchase, there are few more steps which were explained in the model of Kotler (Kotler, Bowen & Makens, 2014). After evaluating all alternatives, consumers form a desire to buy a product which is called purchase intention. Beside purchase intention, attitudes of others and unexpected situational factors contribute to consumers' purchase decision.



Figure 2.2 Steps Between Evaluation of Alternatives and a Purchase Decision (Kotler, Bowen & Makens 2014)

2.1.1.2 Consumer buying decision

According to the model of consumer behavior of Kotler (2005), there are 4 major factors which impact on Buying decision, include cultural factor social factor, personal factor and psychological factor.

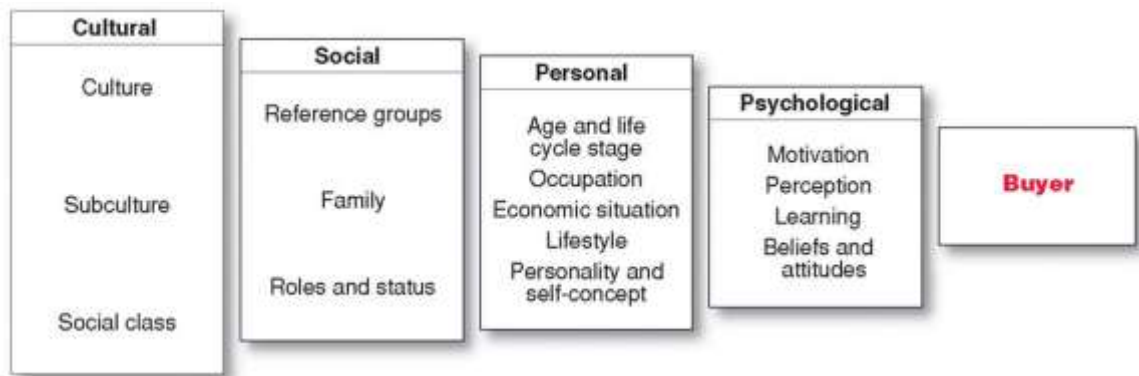


Figure 2.3 Factors Influencing Consumer Buying Decision

(Kotler et.al., 2005)

Cultural factors are the first major factor that people were born, brought up and have lived in that large geographical community with the same perceptions, values, behaviors without or lack of questioning. Marcus Garvey said, “A people without the knowledge of their past history, origin and culture is like a tree without roots”. Dr. Felipe Korzenny defined “Culture is a cluster of intangibles and tangibles aspects of life passed down from generation to generation”. Culture is a set of shared values that, over time, create a pattern of common behaviors. Subculture is about learned values from life experiences and situations among groups of people. Social class classifies people into smaller groups according to living standards with a similar background, income, education, power, interest, hobbies or prestige. By learning about consumers’ culture regarding their origin, geography, history, etc. can help to explain motivations of buying behaviors.

Social factor is the second criteria influencing consumer buying behaviors. Social factors include reference groups, family, roles and status. Reference groups have opinion leaders who have the power to influence others by changing their thoughts or behaviors. Opinion leaders can be wealthy healthy people but also can be inspiring disable people. Family is the important factor among social factors. Family is the smallest unit of society which family members spend most of their time expose and interact with each other, hence, influence in every aspect of the life of these relationships: wife-husband,

parent-child in a nuclear family or old generation-young generation in an extended family. In these multi-directional relationships, people are expected to behave appropriately with their role and status in society. In other words, role and status define someone's expected behaviors.

Personal factor give closer look at an object to define internal factors influencing the consumer buying decisions. At different ages and stages of the life cycle, people might change their mindset, then change their behavior. Occupation and economic status are changed with time and life cycle, they also contribute to modifying the lifestyle, personality and self-concept of consumers.

Psychological factor is a unique influencing factor, differs from one to another. Psychology explains deep insights about motivation, perception, learning, belief and attitudes. Maslow developed a hierarchy of needs in his motivational theory in 1943, explains about five stages: physiological needs, safety needs, love and belonging needs, esteem needs and self-actualization needs. Perception and learning are developed and formed based on situation and experience. People have consistent beliefs and attitudes towards an a particular object and normally hard to change or to be changed.

By the model of a consumer buying decision, Kolter conceptualized four major factors which impact consumer behaviors and be a fundamental model for any research regarding a purchase decision.

2.1.1.3 Theory of Family Buying Decisions

Sheth (1971) introduced The Theory of Family Buying Decisions in his book named Models of Buyer Behavior: Conceptual, Quantitative and Empirical. Sheth (1971) emphasized the factors of family members' predispositions influence each other and influence family buying decisions. At a point in time, each family sets their own predisposition towards a product based on their buying motives and beliefs. Then, each

family member perceives the value of the product differently. For example the mother will have a different predisposition towards sporty cars from the father's, kids will perceive the benefits of milk products differently from the viewpoint of the mother. However, these different predispositions impact family decisions either autonomous type or joint decision type. In the autonomous decision, a family member will take other family member's preferences into consideration given he is the only consumer. The joint decision is more complicated because it requires the involvement of more than one member in making buying decisions, then, conflict might be evoked through communication and interaction. Sheth (1971) described the family buying decisions seem more complicated due to interpersonal influences among family members on varieties of products which are used for the whole family.

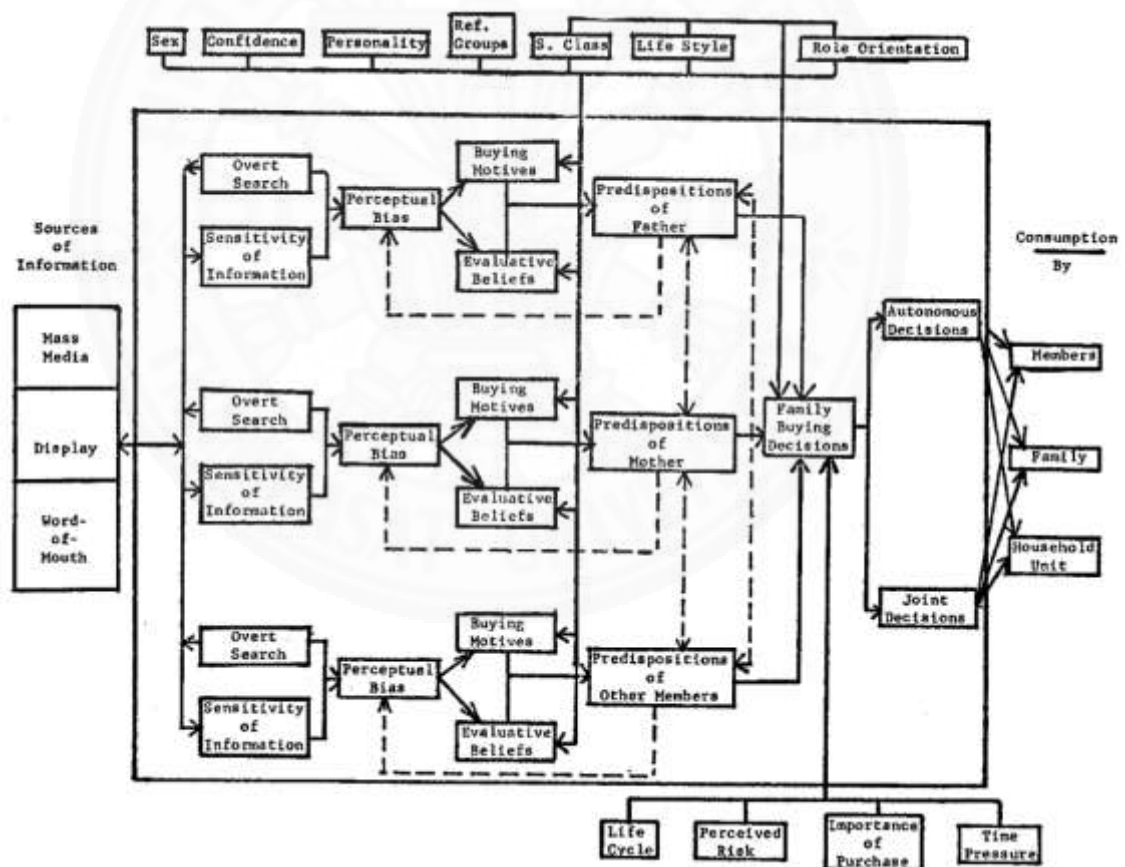


Figure 2.4 A Theory of Family Buying Decision

(Jagdish N. Sheth, 1971)

2.1.2 Understand a parent-child relationship

2.1.2.1 Theories of Bidirectional Parent-Child Influences

There are several studies showing two-way influences between parents and children. From the very first, Bell (1968) implied congenital factors of children impact on parents' behaviors across during development period. Mischel (1973) suggested a model of cognitive social learning of personality development that showed a complicated interaction between parents and children. In this model, children are supposed to be actively influenced by the parent-child through social interactions and the other way around. The bidirectional parent-child theory has become more popular since the 1970s. According to the study of bidirectional effects, this relationship might be used to depict correlations between children's behavior and parenting styles (Dustin, 2008). The study from Lytton (1990), Scarr and McCartney (1983) reinforced the role of children in terms of shaping their external environment in which parenting behaviors was considered as the main factor influencing kids' behaviors over time.

2.1.2.2 Parenting styles

Bob Keeshan says "Parents are the ultimate role models for children. Every word, movement and action has an effect. No other person or outside force has a greater influence on a child than the parent".

Parenting Styles Theory was introduced by Diana Baumrind (1968), then was conceptualized with the two-dimensional framework, divided into 4 styles: authoritative parenting style, authoritarian parenting style, permissive parenting style and uninvolved parenting style.

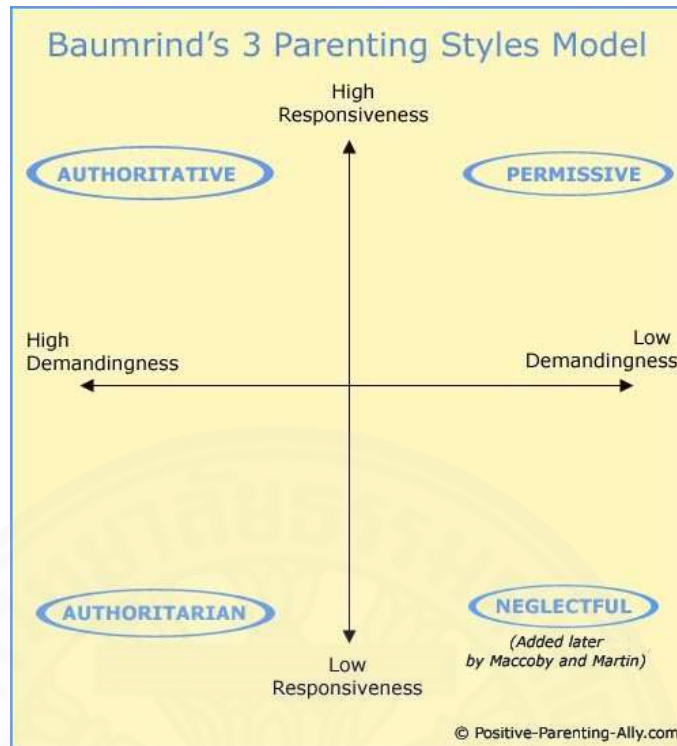


Figure 2.5 Diana Baumrind's Parenting Styles
(Positive-Parenting-Ally, n.d)

Parents behave in different styles leading to different children's outcome. According to Parent for Brain (2021) and Universal Class (n.d) briefly describe these four parenting styles as below:

Authoritative parenting style which is high on responsiveness and demandingness while low on psychological control. Parents who value this style are described as warm, responsive, supportive and encourage independence. This also positively impact kids' reaction and response to become happier, content and independent with better educational performance, more self-esteem, easy to blend in groups with positive interaction.

Authoritarian parenting style which is low on responsiveness and high on demandingness, with high psychological control. Can depict these parents as strict, demanding and unresponsive. They request the highest obedience without kids

questioning. They apply one-way communication that leads to a lack of independence and low self-awareness from kids,

Permissive parenting style which is high on responsiveness and low on demandingness. Parents tend to pamper their kids and respond to any kids' desires. They cannot say no to kids' requests. Therefore, kids are likely to become rule-breakers or trouble-makers at school or in society. Kids of permissive parent find hard to blend in groups.

Uninvolved parenting style which is low on both responsiveness and demandingness. Being indifferent and unresponsive, these parents neglect kids' desires. This might cause psychological problems to kids due to a lack of caring and love from parents.

According to Neeley and Coffey (2007), cited by Salma (2017), the mother is the most powerful among all family members to make purchase decisions. Parenting styles of mother decide how much kid can interrupt into family purchase decisions.

However, this theory does not carefully consider cultural factors. For example, Vietnamese parents with the experience of difficulties and poverty in the war periods, also long-lasting agricultural economy, are likely to treat their children better with rewarding or strict punishment so that the kids could achieve best academic results.

2.1.3 Understand pester power

2.1.3.1 Pester power of children

Pester power is the influencing power of kids on family purchase decisions. According to Sheth G. et. al. (2008), cited by Deval & Divyesh & Ashwin (2012), pester power can be defined as the ability of children to influence parents' decisions to purchase their desired products. Kidfluence is a combination of "Kid" and "Influence",

which express a similar definition with pester power – the influencing power of kids on family purchase decisions.

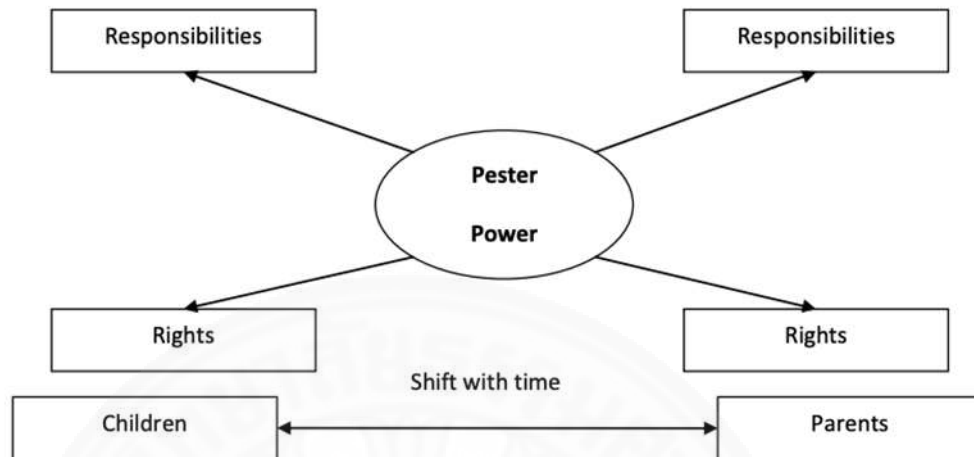


Figure 2.6 Children-Parents Rights and Responsibilities
(Nivholls and Cullen (2004) cited by Salma (2017))

This framework illustrates the right and responsibility of child and parents, these interaction is changed over time. According to Nash (2009), cited by Salma (2017), the framework depicts two parties in this relationship who both have the rights to be involved in the purchase decisions; however, responsibilities come together with the right to become decision-makers.

Nowadays, the Kidfluence phase becomes popular in the marketing field. Companies have put effort to understand kid psychology and the way kid influence parent's purchase decision, marketing teams have implemented diversified marketing tools to draw kid's attention and nag for possession. Pester power has become one of the main strategies in the company selling products for kids. Anne Sutherland and Beth Thompson wrote in their book named "Kidfluence" published in 2003, "In the new family model, kids feel like a valuable part of the family unit and grow up believing they have the right to vote on all issues affecting the family. In fact, today's parents go so far as to say it is unfair not to include younger members of the family in buying decisions".

Ali and Batra (2013), cited by Salma (2017) introduced their study on the influence of children on the family buying process. They suggested that three main factors which are family characteristics, parental characteristics and children characteristics, impact the influencing power of children. Family characteristics were described with income status, family structure and family size. Parental characteristics consist of parents' occupation (or profession), parents' age and family communication pattern among family members. Lastly, children's characteristics are made up with children's age, gender and order of birth in a family.

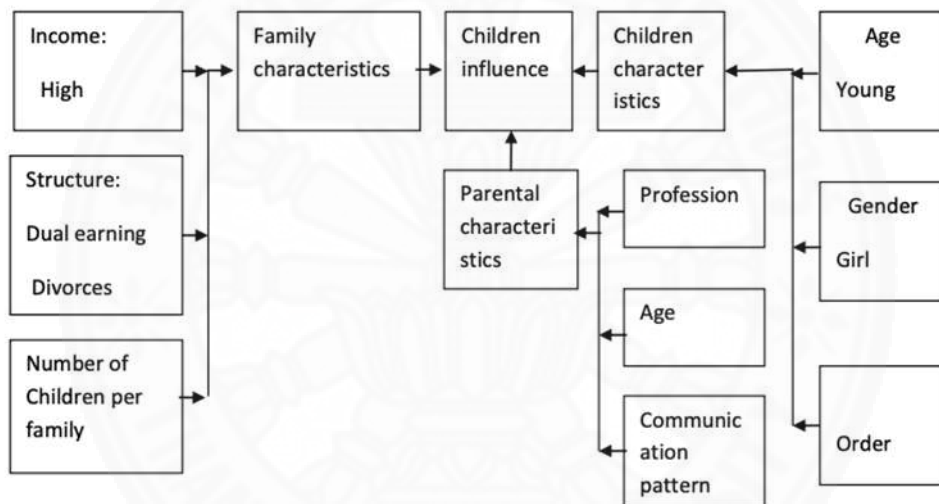


Figure 2.7 Influence of children on Family Buying Process
(Ali, Ravichandran and Batra, 2013, cited by Salma, 2017)

Nørgaard et. al. (2007), cited by Vanessa et.al (2014) depicted the interruption of children in the family buying decision process of food products. Beside demographical variables, taste influent, experience influent and price influent were illustrated in the model as the influential factors to choose food products for a family.

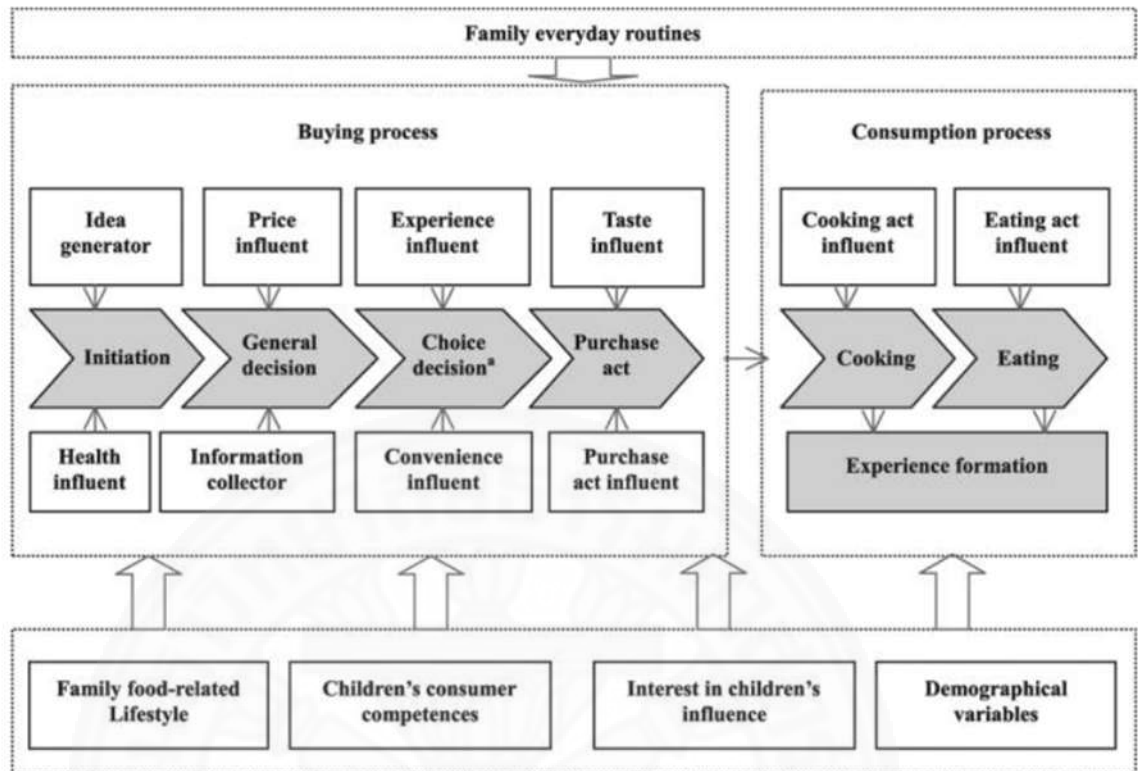


Figure 2.8 Family Buying Process of Food Products
(Nørgaard et. al., 2007, cited by Vanessa et.al, 2014)

2.1.3.2 Children's influence varies by product category

A kid's involvement in family purchase decisions can widely vary from one product category to another, depend on the products' nature. Ali Pohn (2019) also shared the study on the level of kid-fluence by category. The study shows a high degree of kid-fluence on kid-specific and/or inexpensive categories and a low degree of kid-fluence on adult-specific and/or expensive categories.

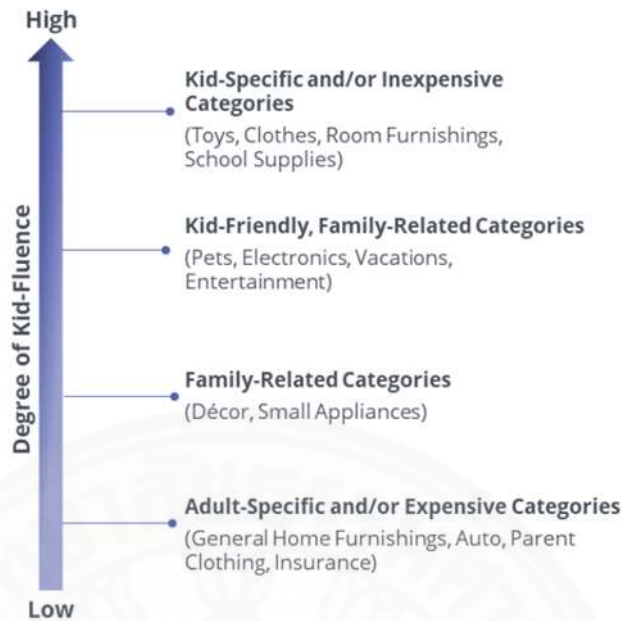


Figure 2.9 The Level of Kid-Fluence Differs By Category
(Ali Pohn, 2019)

Mikkelsen (2004), cited by Salma (2017) shows in his study on 451 families, children show their influence towards food items most among other categories in the family buying decision process. Another study developed by Shabbir, Kirmani and Fayez-Ul-Hassan (2008), cited by Salma (2017) aimed to define the role of children in family buying decision making. In that study, their findings showed children hold remarkable roles when it comes to buying toys, gifts chocolates, and other related food products.

2.1.3.3 Pester Power Approach of Children

Parents and children do not always have one voice in terms of choosing products to purchase. There is always a conflict due to dissimilar predispositions (Sheth, 1971). Therefore, kids have to use different approaches to exaggerate their desire to influence their parents to buy their favorite products. Moreover, Social learning theory, was proposed by Albert Bandura (1977) kids can mimic behaviors and through observing and learning process, they acknowledge different approaches for different external environments, including their parents' response, then influence decisions of parents.

According to Lee and Collins (2000), cited by Salma (2017), there were four approaches that kids acquired to influence their parent's decision: Rational approach (bargaining and negotiation), Persuasion approach (expressing opinions, whining and begging), Emotional approach (using tactics, pouting, anger, sweet talk); Simple approach (expressing a need or a want or asking directly).

According Marquis (2004), cited by Vanessa (2014), quantitative research on 534 children aged around 10 showed their preferred pester power approaches which are persuasive strategy (express opinion and preference, begging and whining) and emotional strategy (repetitive asking, expressing anger, being nice and affectionate). Based on descriptive analysis, bargaining strategy was not an approach being used often.

2.1.3.4 Pester Power Influence

Learning about why kids pester is always the “myth” that marketers desire to be aware of in the kid segment. Many attempts from marketers to build successful pester power campaigns. They tried with music, colorful packaging, famous cartoon character, games.

As the nature of food products, the taste is considered the most critical attribute in terms of product preference. According to the theory of the family buying process of food product (Nørgaard et. al., 2007), taste features obviously as an important factor in the model.

2.1.3.4.1 Packaging Influence

Packaging is one of the most important factors of a product beside price, place and promotion (Kotler, 2005). According to Rundh (2005), cited by Md. Abdullah (2013), packaging plays an important role to draw the attention of consumers thanks to its visuals and influence consumers' perceptions about products. Jugger (2008) and Gonzalez (2007), cited by Nawaz Admad (2012), mentioned about “Final five-second” at a point of purchase, which brand does not receive support from advertising, packaging factor becomes critical to appeal to consumers. Therefore, study on the effect of packaging

and its most attractive elements in details are necessary to understand its impact on a consumer buying decision.

According to Nawaz Ahmad*, MohibBillo & Asad Lkhan (2012) about the influence of product packaging in consumer buying behavior, colours of the packaging is the most influential attribute, followed by visual/image on product packaging which helps to give children very first impressions of products. Moreover, information in packaging has a high degree of positive correlation with buying decisions of consumers (Md.Abdullah et.al., 2013).

According to Robert et. al. (2010) and Linn (2010), cited by Sudeb (2013)., suggested that children tend to prefer the taste of food when cartoon characters were shown on its packaging. According to Lapierre et. al. (2011), cited by Sudeb (2013), proved that cartoon characters influence childrens' food choices. The study shared the combination between cartoon characters and healthy foods can encourage kids' consumption of healthier food.

2.1.3.4.2 Peer Pressure Influence

Peer influence is defined as social influence. Peer groups of children could be close friends, classmates, playmates, teammates, kids of neighbors, etc. Peer influence was studied in Erikson's eight stages of psychosocial development. Erikson (1950) referred to children, aged from six to twelve, develop a sense of comparison with their peers, while teenager, aged between twelve to eighteen, are more sensitive looking for similarity among the peer groups. The increasing of the similar pattern shows that they are accepted and be a part of their chosen peer group. This was described as a conflict of Identity vs. Identity Confusion by Erikson (1950). Behaviors of peer groups influence children's behaviors in both positive and negative ways. Chosen products of peer group impact on children's desired products which defines them to be not out of the peer circle. Children may express behaviors of jealousy or fear of being laughed at by friends if they are out of trend, a benchmark is their peers which show desires to own as same things as their peer's possession (Nur Adibah et.al., 2018)

Purchase is strongly impacted by peer influence and young children are sensitive objects which have the desire to conform. Peer pressure can be used to explain the consumption behavior of children as consumers. Referring to its “true” underlying tastes and preference, emphasized the need to measure and analyze peer pressure in any research methodology (Sarad Todd, 2001).

2.1.3.4.3 Advertising Influence

Advertising is referred to forms of communication in television, digital platforms, radio, billboards, etc. Nowadays, brands also pay key opinion influencers to promote or review products in their own online accounts such as Facebook, Youtube, etc.

According to data from American Psychological Association published in 2010, children can surprisingly remember contents of ads to which they have been watched. Product preference has been earned by several exposures. Repeated exposures help strengthen the message and mark them in consumers’ minds. Then, preferences bias the desire of children and impact their request to parents for purchase. Media advertising includes television advertising, online marketing advertising. According to the research on the Effects of television advertising on children (n.d) prepared for National Science Foundation, they presents the finding that television advertising does affect children. The research paper has shown that positive attitudes toward a specific product can be shaped by commercials. Children do attend and learn from commercial ads.

A study by McKinsey & Company in India (Agarwal et.al., 2019, cited by Janusz, 2020) showed significant power of digital influencers on consumer buying decisions, it said 80% of consumers consider new brand if there is recommendation from KOL.

2.1.3.4.4 Premium influence

A brand offers a gift with a product purchase, we categorize that promotion as a premium. Premium is a type of promotion, helps to increase sales in short term during the promotion period. However, the right premiums also help promote the image of a brand in children's eyes (McNeal, 1999). Premium can be categorized into 2 main types: direct premium and delayed premium (Alain and Isabelle, 2002).

- Direct premium: premium is offered free or with reduced price at the time purchase of a product is made.

- Delayed premium: premium is offered once consumer showed their proof of purchase or collection.

Premium which appeals kids could be toys, stuffed animals, cards, etc. with a direct or delayed scheme. According to Story (2004), premiums have been used more often to appeal to children's tastes and desires. Atkin (1978) studied children's behavior on purchasing cereal, the results showed that almost fifty percent chose a cereal product influenced by premium offers. McAlister & Cornwell (2012) described that collectible toy premium is also a free offer when buying a specific product but belongs to a larger set which triggers consumers to complete the whole collection by repurchase the same product. Their study on the effect of premiums on kids' behaviors revealed that frequent purchases to obtain collectible toys help to increase sales but also establish food preferences. Moreover, comparing with fast food, the result showed a pair of collectible toy premiums and healthy food positively influence the choices of children (McAlister & Cornwell, 2012). Alain and Isabelle (2002) mentioned the attributes of premiums include the type of premium, the value of premium, premium attractiveness. Their study showed direct premium has a positive impact on consumers than delayed premiums.

Some examples from Brandhome (n.d) such as Smiths crisps (now Lays) became successful thanks to inserting plastic discs with Looney Tunes characters as a toy. This premium made every kid try to collect as much as possible. Kinder

Surprise eggs have driven kids crazily long for opening the little chocolate eggs to find out what the little secret inside.

2.2 Vietnamese consumer behaviors and case study of pester power

2.2.1 Vietnamese cultural and social factors

2.2.1.1 Vietnamese culture polarized by geography

According to the model of consumer buying decision (Kotler et.al., 2005), geography contributes to explaining differences in purchase behaviors due to cultural patterns.

Based on the geography, Vietnam can be divided into 2 big regions: Northern Vietnam and Southern Vietnam for 8 regions. Northern Vietnam includes Northeast, Northwest, Red River Delta, North Central Coast. Southern Vietnam includes South Central Coast, Central Highlands, Southeast and Mekong River Delta. These regions are popularly used in Nielsen retail audit or weather forecasts.

Based on customs and habits, Northern Vietnam and Southern Vietnam have different due to history and perceptions. North parents are strongly impacts by Chinese culture, they tend to decide on their own based on what they perceive as the best for their children. Southern parents were influenced by the Western parenting style, they are more open-minded to their kids' choices, however, the pattern of Asian parenting style cannot be denied.

2.2.1.2 Vietnamese family nowadays

According to the model of consumer buying decision (Kotler et.al., 2005) and family buying process (Ali and Batra, 2013, cited by Salma, 2017), family structure is considered as one of social factor influence in purchasing products. Family complexity includes family structure, age of children and number of children which impact on tendency of parents when decide buying products (Flurry, 2007; Alam & Khalifah,

2009; Carlson & Grossbart, 1988; Kaur & Singh, 2006; Qualls, 1987; cited by Elda and Teresa, 2019)

Heyer (1997, cited by Hanny, 2011) suggested the influence of every child in a family depends on the number of children in that family. More children, less influence each kid has. In the past, with the impact of war for years and the agricultural economy, there is no surprise bumping into a family with more than 5 children. However, improved living standards, rising household income and the 2 kids policy from the government that all have impacted parents' perceptions. Vietnamese parents would like to invest in children for their better future which in turn results to allow children to involve more in family decisions.

Over time, the family structure and trends have changed compatible with new perceptives about marriage (Salma, 2017). Nowadays the traditional family or so-called nuclear family which depict as the married couple lives with their kids is not the only type of family. Many factors influence the married life and change people's perspectives about married life.

Sanik (1986), cited by Hanny (2011) mentioned that a single-parent family which is depicted as either mother or father is responsible for the household and raising kids alone, including buying food. The second type, a dual-parent household is about both mother and father share the financial burden and take charge of raising kids together. Single parent have less free time for shopping or spending time with kids so that kid get more involvement in the family buying decision (Sabino 2002, cited by Salma, 2017)

Ishaque and Tufail (2014), cited by Elda Ali and Tereza Kerpčarová (2019) suggest that family structure has an impact on the level of influence that children

have over their family. Children from nontraditional families have more influence on parent's decisions.

McNeal (1992) cited by Salma (2017) emphasized factors regarding family structure which embraces children to participate in family purchase decisions. These apparent trends were represented by McNeal (1992) as below:

- Fewer kids in a family, more focus that parents can spend on their kids, hence, they afford more things for their kids.
- The role of kids in a family buying process is more obvious in a single-parent family.
- Parents try to work hard, earn more, then they can afford things that their kids desire.
- In a family that both father and mother are busy with work, children are expected to help to take care supply of groceries.

According to Mintel (2005), the findings in British family shows 35% of British parents consider themselves as “non-traditional” family because they are either single parents (19%) or live with children from previous marry (16%). Meaning that in an absolute number, there are 5 million British parents who have a “non-traditional” family life.

Given the insight that divorce is socially unacceptable in Vietnam (Melissa Well, 2005), however, this traditional thinking has been changed recently.

According to Tran Thi Minh Thi (2016) study on Prevalence and patterns of divorce in Vietnam, shows the finding that there is an increase in divorce incidence. The numbers of divorces was almost unchanged in the 1960s and 1970s, which were around fifteen thousand cases per year. Divorce was slightly increasing in the following decades 1980s and 1990s. Divorce has risen fast since 2000s. Another finding is

evidence that divorces occur often among young couples, especially among those in more traditional setting such as rural area. This may suggest a higher level of Individualism in Vietnam.

According to information about the number of divorce in Vietnam from 2013 to 2018 from Statista illustrates the number of divorce reach twenty eight thousand cases in 2018.

The increase in divorce incidence in Vietnam will lead to changes in types of family structure, more and more “non-traditional” family which single parent or stepparent live with their kids, then change the interaction between parent-children in the model of family buying decision (Sheth, 1971) which lead into changing family purchasing decision.

2.2.2 Case study of pester power in Vietnam

According to Euromonitor, the drinking milk industry in Vietnam has grown steadily with the records of 10% value growth in 2020 (64.4trillion VND) (Euromonitor, 2020) thanks to the demand of the market. Malted nutrition drink is categorized as one of subcategories under Kid’s milk segment, showed its average yearly growth rate at approximately 5% (Nielsen retail audit data Vietnam, 2019). Malted milk is considered as one of the growing categories with high market concentration: Milo (Nestle – MNC), Ovaltine (Associated British Foods - MNC) and Kun (IDP International Dairy JSC. – Vietnamese company). Target consumers of malted nutrition drink are kids from 3 – 18 years old while purchase decision is the parent, mainly moms. Milk category, in general, is the mature market in Vietnam with no significant innovation. Most brands offer both physical benefits (such as supporting height development) and mental benefits (such as supporting brain development). Communication to mom groups is always messages about full of nutrition for their kids’ growth. There is hardly a brand that choose to

communicate to kids only due to the controversial effectiveness in terms of volume sales and brand equity.

Milo is the leader dominating the market with more than 85% market share (Nielsen retail audit data, Vietnam 2020). Milo strategy is to build a strong proposition about “Energy platform” across communicating touchpoints with heavy investment. Milo has focused on growing the total malted nutrition category as the market leader. Competing with a fierce competitor like Milo, Ovaltine chose a flanking strategy (Marketing Warfare, Al Ries & Jack Trout, 1987). Instead of directly competing with Milo, Ovaltine used Pester Power Strategy as a tool which Milo will not copy due to their big market share and a different focus. The Pester Power Strategy helped Ovaltine achieved double-digit growth from 2015-2017 (Ovaltine, internal volume sales). Then Ovaltine stopped building Pester Power Plan in 2019 to shift investment to building a communication platform. Kun made use of the opportunity to adopt Pester Power Strategy by mimicking Ovaltine’s pester power activities and advocating its effect in the digital platform by KOL (Key opinion leaders) and successfully gained more market share and kids’ preference.



Figure 2.10 Ovaltine Pester Power Activities 2015 – 2018
(Ovaltine, internal information)

This case study is the observation of real marketing activities and sales performance. However, at the same time, a brand could implement a few activities to support each other such as communication, promotion, trade schemes. Therefore, there is no academic study on pester power in Vietnam to prove its influence on parent's purchase decisions.

2.3 Relevant research

Understanding family purchase decisions and influencing factors are interesting topics for many researchers due to their importance at a social level, economic level and commercial level.

The study was done by Salma (2017) about “The Role of Children in The Family Buying Process: A Comparative analysis between The British Bangladeshi and Bangladeshi Families”

Quantitative research was conducted with total 400 respondents in Bangladesh and United Kingdom.

Children in Bangladesh	N = 100
Children in United Kingdom	N = 100
Parents in Bangladesh	N = 100
Parents in United Kingdom	N = 100

The conceptual framework was developed by Salma Akter (2017) suggested the influencing factors from parents, children, products on buying decision process. Salma studied how children influence every stage of family buying decision process. The results of the study show that a child's demographic factors such as age, gender and educational level influence a parent's buying decision at every stage of buying decision, however the extent of influences varies from stage to stage. Besides, Parent's income shows a

significant impact on every stage of buying decision. The research represents that children influence on purchasing different types of product categories. Children's approach (such as persuasion, emotional, coalition and request) has a positive impact in parent's decisions in all four stages: initiation stage, information providing stage, evaluation of alternatives stage and purchase decision stage.

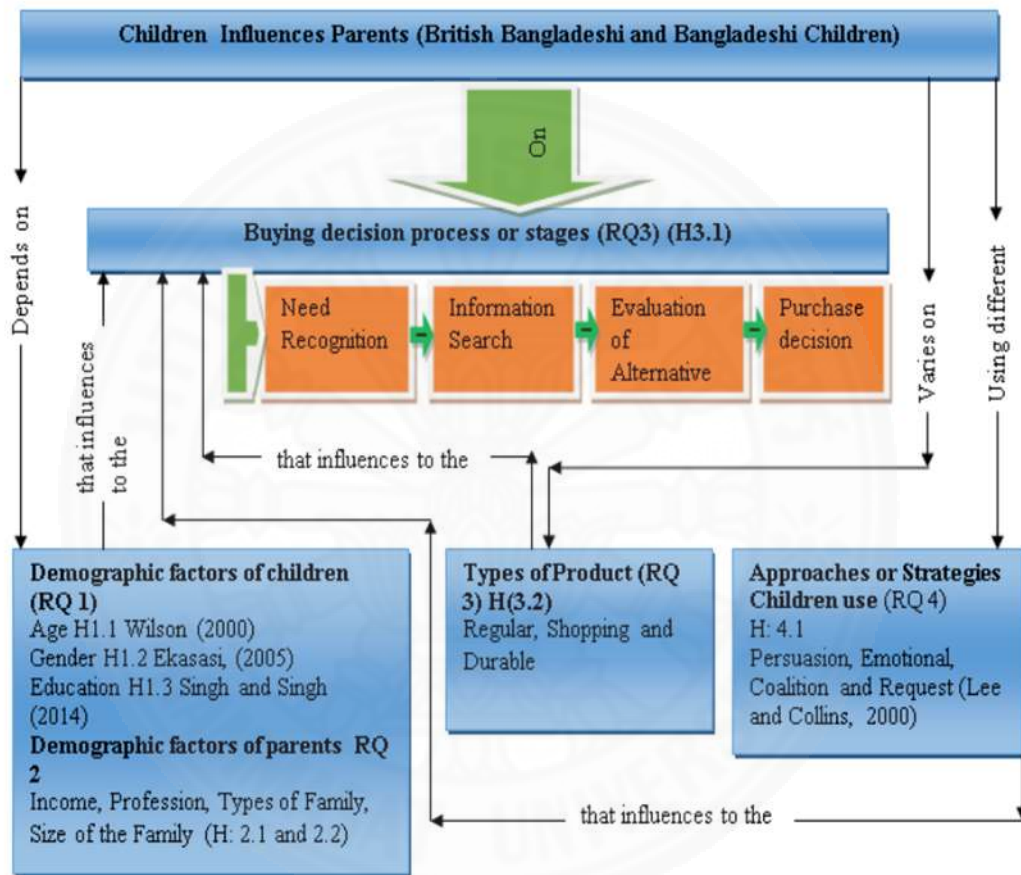


Figure 2.11 The Conceptual Framework Developed by Salma (2017)

The study was done by Hanny (2011) about “Children’s influence on the Family Decision-Making Process in Food Buying and Consumption – An Empirical Study of Children’s Influence in Jakarta-Indonesia”

Quantitative research was conducted with 300 respondents, including 150 children and 150 parents. The conceptual framework was developed from a model of Mikkelsen (2005) and buying decision process from Kotler 2001.

The hypothesis testing shows that there are no differences between children from single-parent families or non-single-parent families. The correlation between parenthood and children's influence is considered too weak and far from the expectation. Hanny (2011) explained this modest correlation, in Indonesia children who come from single-parent families are normally taken care of by other relatives such as the grandmother. Therefore, children do not need to take lead in the buying groceries for a family. The research also shows children whose parents access either low or high education have the same influence on the family decision-making process. The hypothesis about family size was also be rejected, there is no correlation between a number of kids and the influence of kids on family buying decisions.

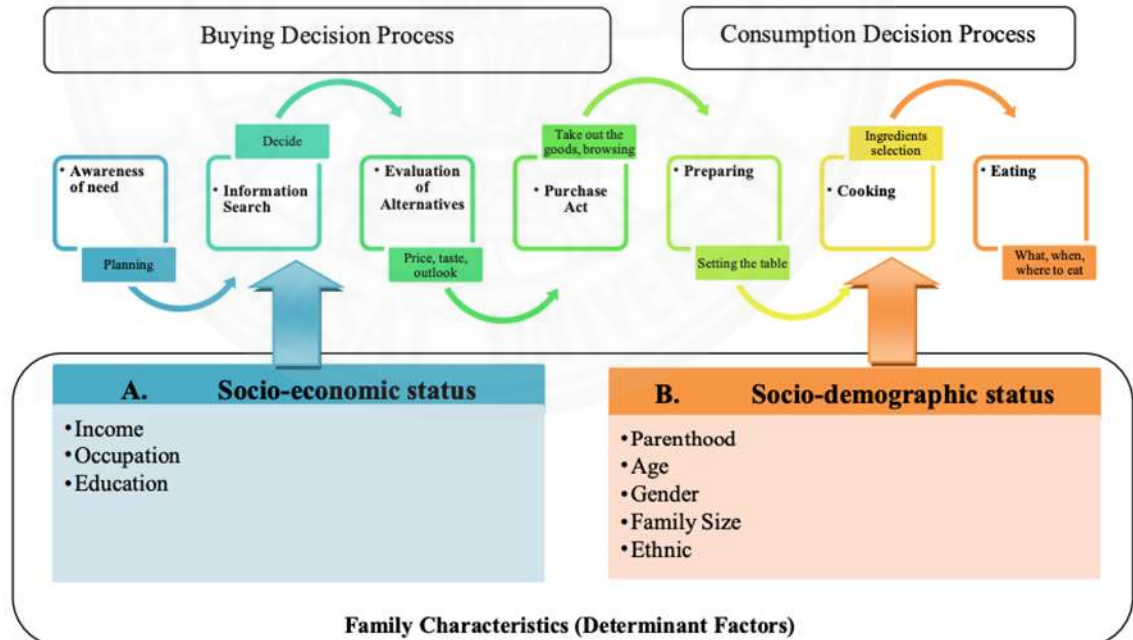


Figure 2.12 The Family Decision Making Process – In Food Buying and Consumption by Hanny (2011)

The study was done by Elda and Tereza (2019) about “Family buying behaviour: Parents’ perspective of children influence on their buying behavior”

This research collected data from the sample of 164 parents worldwide with the research question “How are influence strategies and family complexity related to parents’ buying behavior?” (Elda and Tereza, 2019).

The conceptual framework was developed by Elda and Tereza to study factors of family complexity and influence strategies impact on family buying behavior. The result shows that all influencing strategies, except emotional, work on convincing parents to buy children’s desired products. Elda and Tereza also shared their findings in the research that the family structure factor has an impact on family buying decisions. Children from non-traditional families have greater buying power than children from traditional families. Moreover, the number of children within a family do not significantly impact on parent’s buying decision, mean that the number of children is raised in a family does not matter but the parenting practice raising kids is more important.

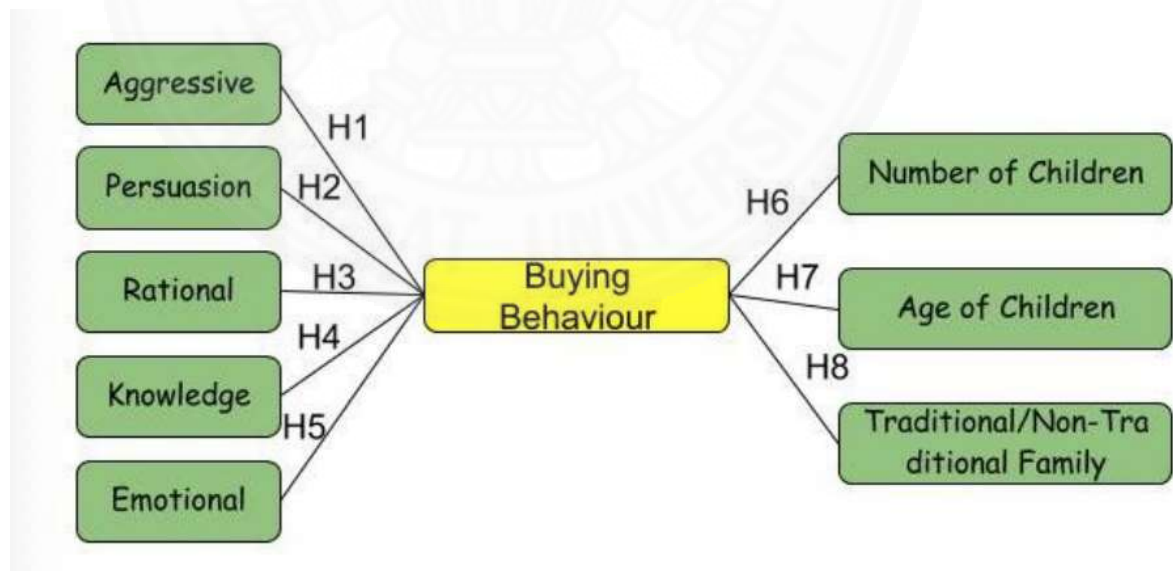


Figure 2.13 The Conceptual Framework developed by Elda and Tereza (2019)

The study was done by Nur Adibah, Zuraidah, Thoo Ai Chin, Adaviah and Farrah (2018) on “Children’s Ownership Intention towards Licensed Character Products: The influence of Packaging, Advertising, Peers and Pester Power”

This research analyzed pester power influence from children’s perspective with N = 270 in Malaysia to understand relationships between children’s intention to own products and dependent variables such as packaging, advertising, peers and pester power. Pester power in this study was defined as pester power approaches or strategies for pestering (requesting, negotiation, bargaining, crying and threatening).

The hypothesis testing shows that packaging, peers and pester power have influence on children’ ownership intention while there is no relationship between advertising and owner internship. For explanation, only TV is considered as the advertising factor in the study but nowadays kids have more exposure with the digital platform. Peers as social influence score highest that represent the effect of peer pressure. Children consider their peers when evaluating and raising intention to own products.

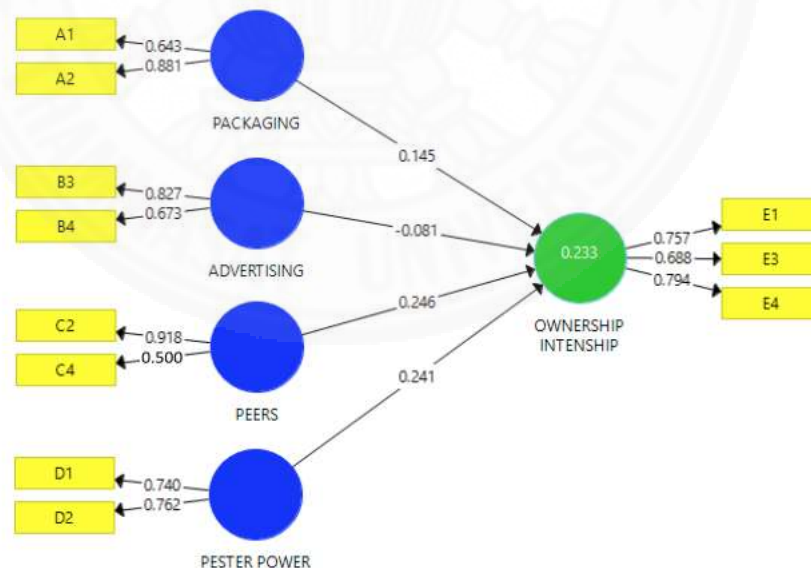


Figure 2.14 Structural Framework by Nur Adibah, Zuraidah, Thoo Ai Chin, Adaviah and Farrah (2018)

2.4 Gap in the literature

According to the literature review of the author, there is a number of studies on the effect of pester power on family purchase decisions. However, the author has not seen any research on pester power effect of Vietnamese families. Findings of researches in a country cannot be applied to another country due to differences in culture, historical factors, social factors, economic factors, political factors, etc. Moreover, kid's involvement in family purchase decisions can widely vary from one product category to another, depending on the products' nature. So far, studies on nutrition products such as milk brands have not been undertaken. Additionally, there is no researcher analyzing the effect of Pester power influence (such as Packaging, Peer Pressure, Advertising, Premium) on family buying decision from parents' perspective who hold power to purchase family products. This study could fill the gap in understanding pester power effects, also value to any research for social change in modern family or initiatives for commercial strategy.

CHAPTER 3

METHODOLOGY

3.1 Procedure of the study

The research is conducted by the below process:

1. Define hypotheses and develop conceptual framework about effects of pester power on purchase decision of kids' products, study on Vietnamese market.
2. Develop a questionnaire for survey based on the proposed conceptual framework, review of literature, study on Vietnamese market.
3. Collect data by conducting the survey.
4. Use SPSS to examine hypotheses and descriptive analysis.
5. Discuss the findings and further development.

3.2 Quantitative research

Quantitative research is adopted to study the effect of pester power on purchase decisions of kids' products in the case study of Vietnamese market. Quantitative research is conducted to collect quantifiable data from existing groups of one or different objects. Quantitative research is designed with closed-end questions in the questionnaire. The data gathered are supposed to prove or disapprove precedent hypotheses by applying statistical methods in numbers of the sample which quantitative outcomes are reliable and able to represent the population. Quantitative method is data-oriented to find common characteristics or patterns of objects that are necessary to apply research outcome for the population in various fields, especially psychology for marketing to cultivate consumer's insights and hence, create a suitable marketing mix for product development and communication strategy. By examining the relationship between the effect of pester power

and purchase decision, the outcome could be referred to as one of information for pester power strategy for kids' products in Vietnam.

3.3 Conceptual framework and Hypothesis

The conceptual framework is developed based on the theory of consumer buying decision (Kotler et.al., 2005) and the theory of Family Buying Decision (Sheth, 1971) as the main structure. Effects of Pester Power is developed based on the number of theories and studied which had been conducted in the past. Independent variables are categorized into three main groups: parenting factor, kids' factor and pester power influence. Each group is constructed by sub-factors with detailed supportive reviewed in Chapter 2.

According to the model of Consumer Purchase Decision Making Process (Kotler et.al., 2014) and model of Family Buying Decision of Food Products (Nørgaard et. al., 2007, cited by Vanessa et.al, 2014), there are various factors which are related to health concerns, acceptable price, etc. The change of these factors influences parent's response to kids' pestering. Therefore, the author develops control variables for the study as below:

- Brand: well-known and trustworthy brand
- Product: nutrition milk for kids
- Price: medium price

Conceptual Framework of the study

Conceptual framework

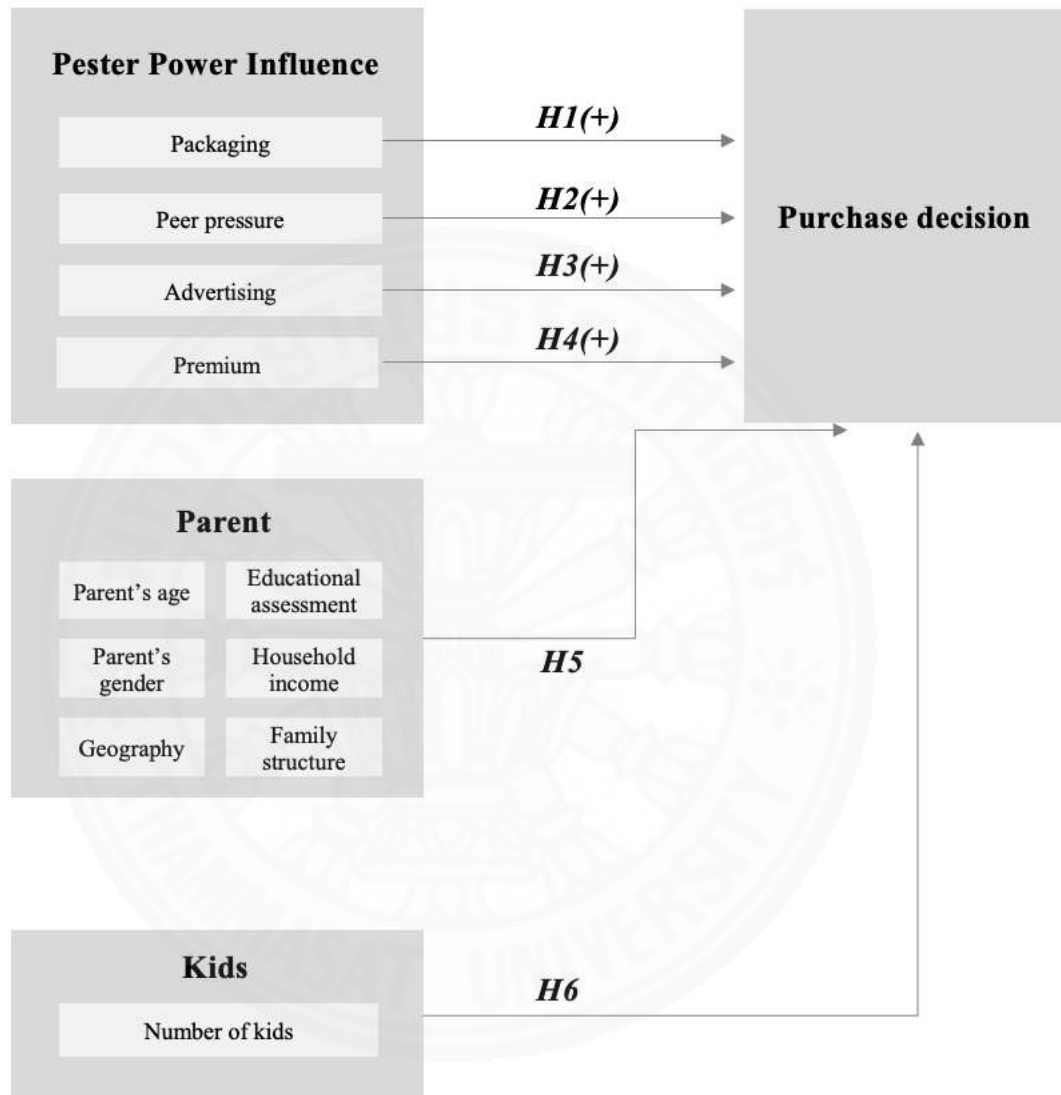


Figure 3.1 The proposed Conceptual Framework of Effect of Pester Power on Purchase Decision by The Author

Packaging, one of the pester power influences, is defined as the combination of all elements which are printed in packaging, so-called a label, such as eye-catching visuals

(images, colours) and information (Nawaz Ahmad*, MohibBillo & Asad Lakhan, 2012). Children's attitudes toward this variable will be examined through parents' opinions.

Peer pressure is the social influence in which pressures that peer put on by using products then evoke kids' desire to own the same products (Nur Adibah et.al., 2018). Attitudes toward peer pressure, as one of the pester power influences, will be evaluated through parents' opinions.

Advertising is media influence refers to marketing communication to promote products and engage consumers in the purchase such as ads itself, marketing channels integrated (TV, digital) or using key opinion leader (KOL), according to American Psychological Association (2010) and McKinsey & Company (Agarwal et.al., 2019, cited by Janusz, 2020). The research paper examines children's attitudes toward advertising by asking their parents' opinions.

Premium is a toy or gift that a consumer receives if they make a purchase. Premium can be designed as direct premium or indirect premium, one piece of a collectible set, according to Alain and Isabelle (2002) and McAlister & Cornwell (2012). The attractiveness and value of premium also impact purchase decision. The attitude of children toward Premium is assessed through parents' opinions.

Demographics include parent's age, parent's gender, geography (North or South of Vietnam), Education assessment (the highest degree that a parent obtains), Economics status (or household income), Family structure (single parent or non-single parent), parenting style (4 styles were developed by Diana Baumrind (1968) – Authoritative, Authoritarian, Permissive and Uninvolved), a number of kids in a family and Pester power approach.

Pester power approach refers to an approach kids use to nag parents for their desires. Pester power approach includes asking direct, bargaining, negotiating, whining, begging, crying, being angry and sweet talk (Lee and Collins, 2000, cited by Salma, 2017).

The hypothesis of the study

Table 3.1

Hypothesis of the Research

Hypothesis	Statement
H1	Attitude toward packaging has a positive impact on family purchase decision of kids' products
H2	Peer pressure has a positive impact on family purchase decision of kids' products
H3	Advertising has a positive impact on family purchase decision of kids' products
H4	Premium has a positive impact on family purchase decision of kids' products
H5a	Parent's age has significant impact on the family purchase decision of kids' products
H5b	Parent's gender has significant impact on the family purchase decision of kids' products

Hypothesis	Statement
H5c	Parent's geography has significant impact on the family purchase decision of kids' products
H5d	Parent's educational assessment has significant impact on the family purchase decision of kids' products
H5e	Parent's economic status has significant impact on the family purchase decision of kids' products
H5f	Parent's family structure has significant impact on the family purchase decision of kids' products
H6	A number of kids has significant impact on the family purchase decision of kids' products

3.4 Survey design

3.4.1 Data collection

In this study, one questionnaire with multiple questions is designed to collect related data in sample groups. The questionnaire includes two parts with scanning questions and main questions. Scanning questions are used to filter respondents from mass population. These characteristics help to group target respondents whose kids are from 3 to 18 years old and consume nutritious milk. Qualified respondents need to complete the questionnaire for research purposes and send the result to a designed platform to the author.

3.4.2 Research instruments

Due to the pandemic Covid-19 with restrictions of traveling and in-person communication, the survey will be conducted on an online platform with no other alternatives. Given the convenience of timing and accessibility, an online survey is limited

in terms of approaching qualified respondents, the length of the questionnaire, in-person explaining to respondents if any question might create confusion, following up with respondents to complete the whole questionnaire.

3.4.3 Research tool

Google form is selected to upload the questionnaire and collect data. Most Vietnamese people have google accounts to access the google form. The respondents' answers will be automatically stored in google sheet which allows the author to access data and transfer them to an Excel file for statistical analysis in the Excel format and SPSS software.

3.4.4 Questionnaire

The questionnaire below is designed in paper format to describe scanning questions and main questions. The questionnaire allows a respondent to fill their own information regarding sharing their personal information, demographic information, parenting styles. This questionnaire will be transformed into google form's questionnaire for the online survey.

Likert scale is applied for ordinal variables. McLeod (2019) suggested that Likert scales can be used to address the extent of agreement, frequency, importance, etc with particular statements. In this research, the author adopts Liker 5 point scale to assess every factor with different levels of agreement.

Table 3.2

The five-level Likert Scale

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	2	3	4	5

Table 3.3

Constructs of the questionnaire

Construct	Question	References
Decision maker	<p>Single choice – Nominal</p> <p>Are you the main decision maker of the nutrition milk that your kid(s) drinks?</p> <p>1. Yes 2. No</p>	<p>The person who earns the money in the family is the buying decision maker (Elder and Rudolph, 2003, cited by Salma, 2017)</p>
Parent's Age	<p>Fill information</p> <p>Which year were you born?</p>	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Personal factor</p> <p>John Hall, Mike Shaw, Melissa Johnson, and Peter Oppenheim (1995). Influence of Children on Family Consumer Decision Making”, in E-European Advances in Consumer Research Volume 2, eds. Flemming Hansen,</p>

Construct	Question	References
		Provo, UT: Association for Consumer Research, Pages: 45-53.
Parent's Gender	<p>Single choice – Nominal</p> <p>Your gender</p> <ol style="list-style-type: none"> 1. Male 2. Female 	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Personal factor</p> <p>John Hall, Mike Shaw, Melissa Johnson, and Peter Oppenheim (1995). Influence of Children on Family Consumer Decision Making”, in E-European Advances in Consumer Research Volume 2, eds. Flemming Hansen, Provo, UT: Association for Consumer Research, Pages: 45-53.</p>
Parent's geography	<p>Single choice – Nominal</p> <p>Where do you live?</p> <ol style="list-style-type: none"> 1. From Thua Thien Hue to the North 2. From Da Nang to the South 	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Cultural factor</p>

Construct	Question	References
Parent's Education assessment	<p>Single choice – Nominal</p> <p>What is your highest level of education?</p> <ol style="list-style-type: none"> 1. No qualification 2. Primary school 3. Junior high school 4. Vocational Training 5. High school (or upper secondary school) 6. Professional college 7. University and higher 	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Personal factor</p> <p>Vietnam secondary education sector assessment, strategy, and roadmap, Asian Development Bank p.11 (2020)</p>
Parent's Economic status	<p>Single choice – Nominal</p> <p>Your monthly household income</p> <ol style="list-style-type: none"> 1. Below VND 6,500,000 2. VND 6,500,001 - 10,500,000 3. VND 10,500,001 - 15,500,000 	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Personal factor</p> <p>John Hall, Mike Shaw, Melissa Johnson, and Peter Oppenheim (1995). Influence of Children on Family Consumer Decision Making”, in E-European Advances in Consumer Research Volume 2, eds. Flemming Hansen,</p>

Construct	Question	References
	<ol style="list-style-type: none"> 4. VND 15,000,001 - 20,000,000 5. VND 20,000,001 - 30,000,000 6. Above VND 30,000,000 	<p>Provo, UT: Association for Consumer Research, Pages: 45-53.</p> <p>Kantar Worldpanel Vietnam (Research agency). Questionnaire of Income.</p>
Family structure	<p>Single choice – Nominal</p> <p>Are you a single parent?</p> <ol style="list-style-type: none"> 1. Yes, I am a single parent. 2. No, I am not a single parent. 	<p>Model of Consumer buying decision (Kotler et.al., 2005) – Social factor</p> <p>Influence of children on family buying process Ali and Batra (2013), cited by Salma (2017)</p> <p>John Hall, Mike Shaw, Melissa Johnson, and Peter Oppenheim (1995). Influence of Children on Family Consumer Decision Making”, in E-European Advances in Consumer Research Volume 2, eds. Flemming Hansen, Provo, UT: Association for Consumer Research, Pages: 45-53.</p> <p>Family complexity includes family structure, age of children and number of children which impact on tendency of parents</p>

Construct	Question	References
		when decide buying products (Flurry, 2007; Alam & Khalifah, 2009; Carlson & Grossbart, 1988; Kaur & Singh, 2006; Qualls, 1987; cited by Elda and Teresa, 2019)
Number of kids	<p>Single choice – Nominal</p> <p>How many kids do you have</p> <ol style="list-style-type: none"> 1. No kid 2. 1 kid 3. 2 kids 4. More than 2 kids 	<p>Influence of children in Family Buying Decision of Food Products (Nørgaard et. al., 2007, cited by Vanessa et.al, 2014)</p> <p>The number of children within the family has an impact on buying behavior (Ward & Wickman, 1992; Gupta, 2015; Pettigrew et al. 2016, cited by Elda and Teresa, 2019)</p> <p>Family complexity includes family structure, age of children and number of children which impact on tendency of parents when decide buying products (Flurry, 2007; Alam & Khalifah, 2009; Carlson & Grossbart, 1988; Kaur & Singh, 2006; Qualls, 1987; cited by Elda and Teresa, 2019)</p>

Construct	Question	References
PESTER POWER INFLUENCE	<p>Multiple choice – Interval (Likert scale)</p> <p>The reason why your kid(s) pester for?</p>	
Packaging	<ol style="list-style-type: none"> 1. My kid likes a colors of a the packaging 2. My kid likes the eye-catching graphic on the packaging 3. My kid likes nutritious cues on the packaging 4. My kid likes the delicious cues on the packaging 5. My kid likes the cartoon characters on the packaging 6. My kid likes the available product information on the packaging 	<p>Nawaz Ahmad*, MohibBillo and Asad Lakhan (2012). Effect of Product Packaging in Consumer Buying Decision. Journal of Business Strategies. Volume 6, 2012, pp1-10.</p> <p>Md.Abdullah, Abul Kalam and S.M Akterujjaman (2013). Packaging factors Determining Consumers Buying Decision. International Journal of Humanities and Management Sciences (IJHMS). Volume 1, Issue 5 (2013)</p> <p>According to Lapierre et. al. (2011), cited by Sudeb (2013), proved that cartoon characters influence on children’ food choices</p>

Construct	Question	References
Peer pressure	<ol style="list-style-type: none"> 1. My kid sees his/her friends drink that product 2. My kid wants to own a product that his/her friends have 3. My kid wants to drink a product that his/her friends drink 	<p>Erikson’s eight stages of psychosocial development (Erikson, 1950)</p> <p>Sarah Todd (2001). Understanding Children As Consumers: Toward an Ethical and Integrated Methodological Approach”, in AP – Asia Pacific Advances in Consumer Research Volume 4, eds. Paula M. Tidwell and Thomas E.Muller, Provo, UT: Association for Consumer Research, Pages: 99-101</p> <p>Nur Adibah Md Lazim, Zuraidah Sulaiman, Thoo Ai Chin, Adaviah Mas’od, Farrah Merlinda Muharam (2018). Children’s Ownership Intention towards Licensed Character Products: The Influence of Packaging, Advertising, Peers and Pester Power. Journal of Arts & Social Sciences. Volume 2, Issue 1, 1-13 (2018).</p>
Advertising	<ol style="list-style-type: none"> 1. My kid saw ads about that product on TV 	<p>American Psychological Association (2010). The impact of food advertising on childhood obesity.</p>

Construct	Question	References
	<ol style="list-style-type: none"> 2. My kid saw ads about that product on Facebook, Youtube 3. The ads is very interesting and fun 4. My kid saw KOL review that product in online platform 	<p>RANN programs (Research applied for National Needs, USA) (n.d). Research on the effects of television advertising on children.</p> <p>Janusz Wielki (Sep, 2020). Analysis of the Role of Digital Influencers and their impact on the Functioning of the Contemporary On-Line promotional system and its sustainable development.</p>
Premium	<ol style="list-style-type: none"> 1. My kids think the premium is attractive 2. My kids think the premium has high perceived value 3. My kids like: the premium is a piece of a set of collectible premium 4. My kid receive the premium once the purchase is made 	<p>McAlister, A., & Cornwell, T. (2012). Collectible Toys as Marketing Tools: Understanding Preschool Children's Responses to Foods Paired with Premiums. <i>Journal of Public Policy & Marketing</i>, 31(2), 195-205.</p> <p>Akin C (1978). Observation of parent-child interaction in supermarket decision-making. <i>Journal of Marketing</i>.</p>

Construct	Question	References
		Alain d'Astons, Isabelle Jacob (2002). Understanding consumer reactions to premium-based promotional offers. European Journal of Marketing.
Purchase Decision	<ol style="list-style-type: none"> 1. I take my kid's request into evaluation 2. I intend to buy a products that my kid pester 3. I buy a product that my kid pester 	Consumer buying decision model (Kotler, Bowen & Makens, 2014)

3.5 Sample description

This research study on the cause-effect relationship between the effect of pester power and purchase decision of parents in Vietnam nationwide whose kid(s) is not greater than 18 years old, no restrictions regarding ages, genders, economic status, education assessment, marital status, a number of kids. Data will be collected from a sample of 500 respondents with the above description for statistical analysis.

3.6 Data analysis method

Data will be collected with an online survey from sample $N = 500$ for statistical analysis and descriptive analysis as below table.

Table 3.4

Statistical Methods of Data Analysis

Statistical Methods	Goal
1. Descriptive statistics	Depict a pattern of Vietnamese parents and Vietnamese family.
2. Factor analysis	Cronbach's Alpha and Exploratory Factor Analysis to measure the internal consistency and check scale reliability.
3. Regression Analysis	Test relationships between independent and dependent variables

CHAPTER 4

RESULTS AND DISCUSSION

In this chapter, hypotheses are discussed further according to the data collected through the survey. Cronbach's alpha and linear regression are used for examining relationships between independent variables and dependent variables. The difference in purchase decisions among groups classified by demographics and pester power approach are evaluated by T-Test and ANOVA.

4.1 Sample Description

The survey was conducted to collect data from 501 qualified respondents who live in Vietnam. They are parents who have kid/kids under 18 years old and their kids consume branded milk products. They are decision makers of household groceries, including milk products for family consumption.

Regarding demographics, there are 23.4% male and 76.6% female participated in this survey. Most of them are at the age of 21 – 40 (84%), followed by a group from 41 – 60 years old (10.8%) and a group below 21 years old (5.2%). In terms of geography, 223 respondents live in Northern Vietnam which accounts for 44.5% (from Thua Thien Hue to North), another 55.5% live in Southern Vietnam (from Da Nang to South). Only 34 out of 501 respondents are single parents (people who live and raise their kids alone due to broken families or becoming widom). This can be explained by Vietnamese culture. Given the rise of people who choose to become single parents, social prejudice pressure unhappy families to keep the family image. The woman is judged by society to take care of a family as the usual stereotype. When it comes to Education, the majority of respondents access university or higher education (63.7%), followed by the professional college (13.6%), High school or upper Junior high school (7.2%), Junior high school (5%), Vocational school (4.8%), primary school (3.4%) and no qualification (2.4%). About Economic status,

majority earn more than VND 30,000,000 (31.1%), followed by group who earn VND 20,000,001 – 30,000,000 (16.2%), group who earn VND 15,500,001 – 20,000,000 (16.2%), group who earn VND 10,000,001 – 15,000,000 (14,6%), group who earn VND 6,500,000 – 10,000,000 (15.6%) and group who earn below VND 6,500,000. The table below presents detailed information about respondents' demographics.

Table 4.1

Descriptive Statistic of Sample

Respondent Demographics	Frequency	Percentage
Gender		
Male	117	23.4
Female	384	76.6
Age		
41 – 60 years old	54	10.8
21 – 40 years old	421	84.0
Below 21 years old	26	5.2
Geography		
Northern Vietnam	223	44.5
Southern Vietnam	278	55.5
Family structure		
Single parent	34	6.8
Non single parent	467	93.2
Education		
No qualification	12	2.4
Primary school	17	3.4
Junior high school	25	5.0
Vocational school	24	4.8
High School or upper junior high school	36	7.2
Professional college	68	13.6

Respondent Demographics	Frequency	Percentage
University or Higher	319	63.7
Household income		
Below VND 6,500,000	32	6.4
VND 6,500,001 – 10,500,000	78	15.6
VND 10,500,001 – 15,500,000	73	14.6
VND 15,500,001 – 20,000,000	81	16.2
VND 20,000,001 – 30,000,000	81	16.2
Above VND 30,000,000	156	31.1

Look into a number of kids in a family, only 6% of respondent have more than 2 kids, the gap between having 1 kid and 2 kids are not much different (51% and 43%, respectively). Due to the 2 kid policy, Vietnamese government encourages nuclear family having no more than 2 kids to give kids better financial support, education and living standard. Besides, party members can be reprimanded or carry a penalty if they try to have the third kid on purpose.

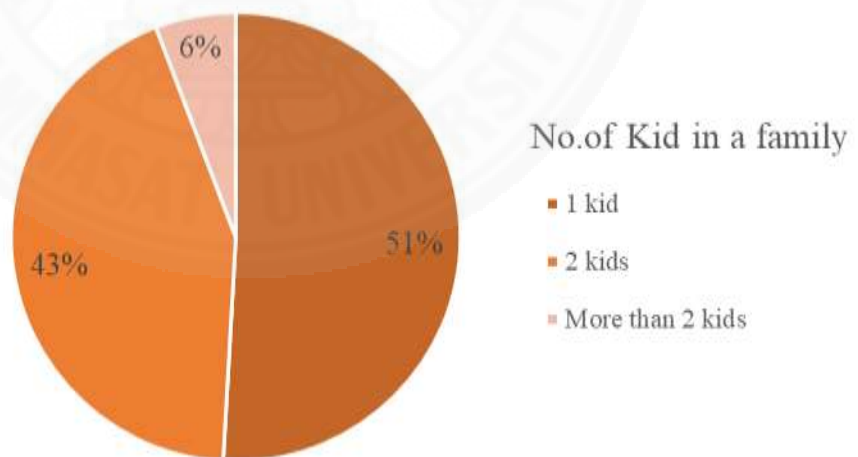


Figure 4.1 Frequency of a number of kids in a family

About the pester power approach to get their desired milk product that is used most often by kids, respondents claim that Asking direct makes up 39%, followed by Sweet Talk (12%), Whining (11%), Begging (10%), Negotiation (9%), Bargain (8%), Crying (6%), Anger (5%). Vietnamese parents believe more milk kids consume, the better benefits for height development and brain development. Additionally, Vietnamese kids are shorter than other south east Asian people. This fact leads to parent's strong desire to ask kids to consume more milk daily. It is clear that kids do not need to put a lot of effort in nagging to have the desired milk products. Asking direct and Sweet talk are Top2 used most often. This data can be interpreted in another way that milk products well build awareness as trustworthy brands so that parents do not offend their kids' requests.

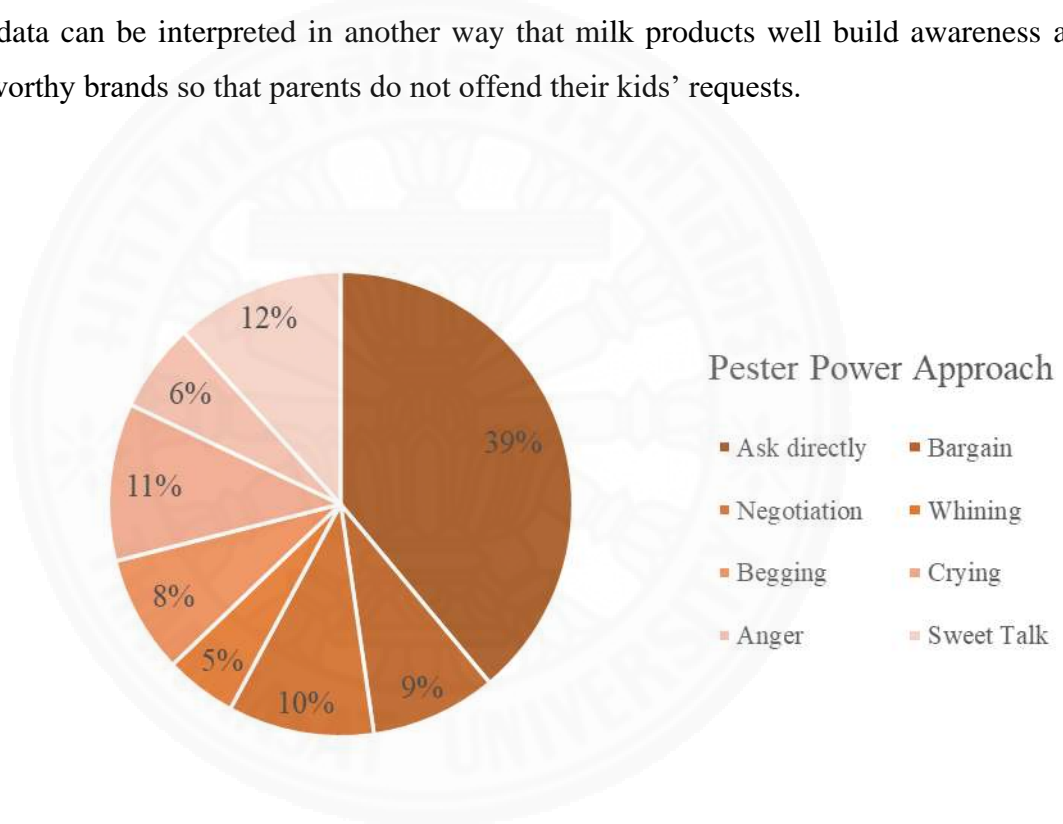


Figure 4.2 Frequency of Pester Power Approach of Milk Products

About parenting styles, 81% claims they are Authoritative (warm, responsive, supportive, encourage, independent), followed by Authoritarian group with 10% (strict, high expectation, demand obedience), Uninvolved group with 6% (no rule, indifferent) and Permissive group with 3% (no rule, indulgent, warm, hardly say no).

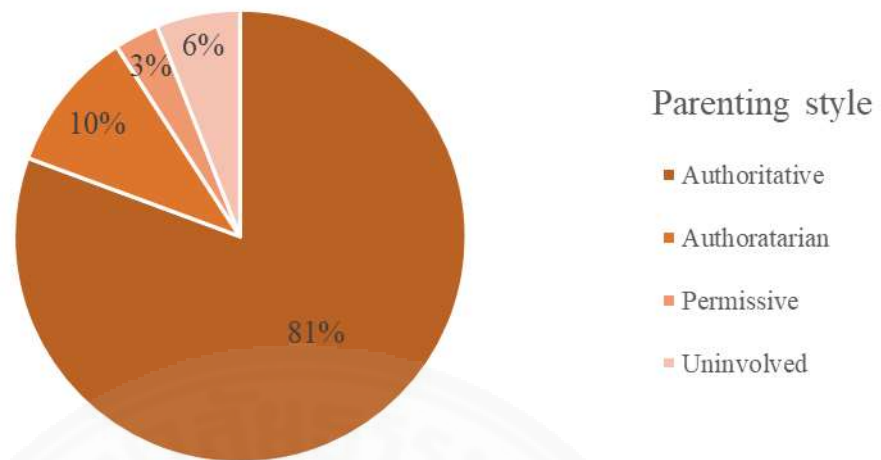


Figure 4.3 Frequency of Parenting Styles

4.2 Preliminary Assessment of Measurement Scales

4.2.1 Cronbach's Alpha Test

Cronbach's Alpha, is introduced by Cronbach in 1951, is one of the most used to examine the reliability, or internal consistency in marketing researchers (George, 2015). Its application to a questionnaire with Likert scale. According to Hulin, Netemeyer, and Cudeck (2001), cited by George (2015), said that the general accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy.

Cronbach's Alpha if item deleted present the value of Cronbach's Alpha in which could be mitigated or improved when removing one item from the scale. If the removal leads to an improvement in Cronbach's Alpha, we should consider taking that item out.

4.2.1.1 Cronbach's Alpha Test of Independent variables

In this mathematical model, there are 4 variables (X_1, X_2, X_3, X_4). Each observed variable is a linear function of underlying factors. m denotes the number of underlying factors (F_1, F_2, \dots, F_m).

X_1 denotes Packaging and takes on the values of underlying factors which are Color, Image, Nutrition cue, Deliciousness cue, Cartoon Character, Nutrition Information.

Use Cronbach's Alpha reliability test to examine the validity of six statements, the value of Cronbach's Alpha = 0.807 which meet the requirement (>0.6 and <0.95). Due to the acceptable Cronbach's Alpha – value of 0.807, Packaging is created through factor analysis of six statements.

X_1 is created through factor analysis of six statements.

- A. My kids like colours of packaging.
- B. My kids like the eye-catching graphic on packaging
- C. My kids like the nutrition cue on packaging
- D. My kids like the delicious cue on packaging
- E. My kids like the cartoon character on the packaging.
- F. My kids like the product information on the packaging.

X_2 denotes Peer Pressure and takes on the values of underlying factors which are See, Own, Drink.

Cronbach's Alpha is used to measure the internal consistency, it shows that value of Cronbach's Alpha = 0.917, which is way higher than the requirement (>0.6 and <0.95). Due to the acceptable Cronbach's Alpha – value of 0.917, Peer Pressure is created through factor analysis of three statements.

- A. My kids see their friend drink that milk product.
- B. My kids want to own a milk product that their friends own.
- C. My kids want to drink a milk product that their friends drink.

X_3 denotes Advertising and takes on the values of underlying factors which are Tivi Ads, Facebook Youtube Ads, Attractiveness of Ads, KOL Ads

Cronbach's Alpha Coefficient proves validity with value of Cronbach's Alpha = 0.851 which meets the requirement (>0.6). Due to the acceptable Cronbach's Alpha, Advertising is created through factor analysis of four statements.

- A. My kids see the ads of that milk product on TV.
- B. My kids see the ads of that milk product on Facebook, Youtube.
- C. My kids think the ads is very interesting and fun.
- D. My kids see KOL review that milk product in their own channels.

X_4 denotes Premium and takes on the values of underlying factors which are Attractiveness of Premium, Perceived value of Premium, Collectible Premium, Type of Premium - Direct

The Cronbach's Alpha reliability test is conducted to ensure the scale is reliable and confirmed the value of Cronbach's Alpha = 0.908 which meets the requirement (>0.6 and <0.95). Due to the acceptable Cronbach's Alpha, Premium is created through factor analysis of four statements.

- A. My kids think the premium is attractive.
- B. My kids think the premium has high perceived value.
- C. My kids like: the premium is one piece of a set of collectible premium.
- D. My kids receive the premium once the purchase was made.

Table 4.2

Corrected Item-Total Correlation and Cronbach's Alpha if Item Deleted of Independent Variables

Variables	Corrected Item – Total Correlation	Cronbach's Alpha If Item Deleted
X₁ (Packaging) Cronbach's Alpha = 0.807		
My kids like colours of packaging.	0.624	0.765
My kids like the eye-catching graphic on packaging	0.604	0.769
My kids like the nutrition cue on packaging	0.603	0.769
My kids like the delicious cue on packaging	0.699	0.749
My kids like the cartoon character on the packaging	0.546	0.782
My kids like the product information on the packaging	0.357	0.826
X₂ (Peer Pressure) Cronbach's Alpha = 0.917		
My kids see their friend drink that milk product	0.785	0.918
My kids want to own a milk product that their friends own.	0.882	0.839
My kids want to drink a milk product that their friends drink	0.832	0.881
X₃ (Advertising) Cronbach's Alpha = 0.851		
My kids see the ads of that milk product on TV	0.740	0.791

Variables	Corrected Item – Total Correlation	Cronbach’s Alpha If Item Deleted
My kids see the ads of that milk product on Facebook, Youtube.	0.742	0.790
My kids think the ads is very interesting and fun	0.693	0.810
My kids see KOL review that milk product in their own channels.	0.599	0.852
X₄ (Premium) Cronbach’s Alpha = 0.908		
My kids think the premium is attractive.	0.813	0.874
My kids think the premium has high perceived value	0.815	0.873
My kids like: the premium is one piece of a set of collectible premium	0.732	0.902
My kids receive the premium once the purchase was made	0.813	0.875

4.2.1.2 Cronbach’s Alpha Test of Dependent variables

Y denotes Purchase Decision and takes on the values of underlying factors which are Consideration, Purchase Intent, Purchase. Use Cronbach’s Alpha reliability test to examine the validity of three statements, the value of Cronbach’s Alpha = 0.695 which meets the requirement (>0.6). Due to the acceptable Cronbach’s Alpha, Purchase Decision is created through factor analysis of three statements

- A. I take my kid’s request into consideration/evaluation.
- B. I intend to buy milk product that my kid pester.
- C. I buy a milk product that my kid pester.

Table 4.3

Corrected Item-Total Correlation and Cronbach's Alpha if Item Deleted of Dependent Variable

Variables	Corrected Item – Total Correlation	Cronbach's Alpha If Item Deleted
Y (Purchase Decision) Cronbach's Alpha = 0.695		
I take my kid's request into consideration/evaluation	0.261	0.866
I intend to buy milk product that my kid pester	0.714	0.318
I buy a milk product that my kid pester	0.612	0.461

In summary, based on results of Cronbach' Alpha, all scales are reliable for regression analysis.

Table 4.4

Cronbach's Alpha Coefficients of Scales

Variables	Description	Number of underlying factors	Cronbach's Alpha
X₁	Packaging	6	0.807
X₂	Peer Pressure	3	0.917
X₃	Advertising	4	0.851
X₄	Premium	4	0.908
Y	Purchase Decision	3	0.695

4.2.2 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is “a statistical technique that is used to reduce data to a smaller set of summary variables and to explore the underlying theoretical structure of the phenomena (Statistics Solutions, n.d). KMO and Bartlett’s Test of Sphericity to examine the appropriateness of the data to detect the structure. KMO Coefficient and significant level of Bartlett’s Test need to meet requirements which are KMO coefficient ≥ 0.5 and Sig. < 0.05 . Factor Loading must be ≥ 0.4 which is considered as being more important and practically significant (Statistics Solution, n.d). Lastly, the total cumulative percentage of Extraction Sums of Squared Loadings is $> 50\%$ and Eigenvalue is ≥ 1 .

4.2.2.1 EFA Test of independent variables

The results of Bartlett’s Test of Sphericity show that Sig. = 0.000 < 0.05 and KMO coefficient is 0.892 > 0.5 indicate that there is a probably significant correlation among at least some of the variables and appropriateness of using factor analysis on the data set.

At Eigenvalues greater than 1, there are 4 extracted factors from 17 observed variables. Total cumulative percentage of Extraction Sums of Squared Loadings is 74.039% $> 50\%$ which meets the requirement.

Factor loading indicates how strong the relationship between the observed variable and the factor. The result of EFA from table 4.5 shows that factor loadings of all these observed variable on the specific factor are greater than 0.4, which meet the requirement. The 4 factors are groups and named as below

- Packaging consists of 6 observed variables which are Colour, Image, Cartoon character, Nutrition cue, Deliciousness cue and Nutrition information.
- Peer Pressure consists of 3 observed variables which are See, Own and Drink.
- Advertising consists of 4 observed variables which are Television, Facebook/Youtube, Attractiveness and KOL

- Premium consists of 4 observed variables which are Attractiveness, Perceived value, Collectible and Direct.

Table 4.5

The EFA Result of Independent Variables

KMO		0.892			
Sig. (Bartlett' Test		0.000			
Variables		Factor Loadings			
		1	2	3	4
Packaging	Colour	0.795			
	Image	0.788			
	Cartoon character	0.741			
	Nutrition cue	0.697			
	Deliciousness cue	0.790			
	Nutrition information	0.479			
Peer Pressure	See		0.901		
	Own		0.951		
	Drink		0.926		
Advertising	Television			0.868	
	Facebook, Youtube			0.862	
	Attractiveness			0.840	
	KOL			0.760	
Premium	Attractiveness				0.900
	Perceived value				0.900
	Collectible				0.845
	Direct				0.899

4.2.2.2 EFA Test of Dependent variables

The results of Bartlett's Test of Sphericity show that Sig. = 0.000 < 0.05 and KMO coefficient is 0.529 > 0.5 indicate that there is a probably significant correlation among at least some of the variables and appropriateness of using factor analysis on the data set.

At Eigenvalues greater than 1, there is 1 extracted factor from 3 observed variables. Total cumulative percentage of Extraction Sums of Squared Loadings is 63.333% > 50% which meets the requirement.

The result of EFA from table 4.6 shows that factor loadings of all these variables greater than 0.4, which meets the requirement.

Table 4.6

The EFA Result of Dependent Variables

KMO		0.529
Sig. (Bartlett' Test		0.000
Variables		Factor Loadings
Purchase Decision	Consideration	0.500
	Purchase Intent	0.925
	Purchase	0.892

4.3 Regression Analysis (Testing Hypothesis H1 – H4)

The hypotheses will be tested through the multiple regression analysis. This research applied the multiple regression model based on the results from 4.1 and 4.2

The multiple regression is one of common predictive analyses, to figure out the relationship between independent and dependent variables. Below is the multiple regression equation based on the theoretical research model.

Theoretical model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \eta Z + \varepsilon$$

In which:

Independent variable (X_1) denotes Packaging and takes values of 6 underlying factors.

Independent variable (X_2) denotes Peer Pressure and takes values of 3 underlying factors.

Independent variable (X_3) denotes Advertising and takes values of 4 underlying factors.

Independent variable (X_4) denotes Premium and takes values of 4 underlying factors.

Control Variables (Z) denotes socio-demographic variables

Dependent variable (Y_1) denotes Purchase Decision and takes on the value of 3 underlying factors.

Partial regression coefficient (β_i) with $i = 0, 1, 2, 3, 4$

The research model has Adjusted R^2 of 0.272. It indicates that 27.2% of variation in Y (Purchase Decision) is explained collectively by the independent variables, including X_1 (Packaging), X_2 (Peer Pressure), X_3 (Advertising) and X_4 (Premium).

Model Summary

Table 4.7

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.532	0.283	0.267	0.85608937

Hypothesis $H_0: \beta_0 = \beta_1 = \beta_2 = \beta_3 = \beta_4 = \eta = 0$

Hypothesis $H_1: \text{There is at least one value of } \beta_i, \eta \neq 0$

ANOVA presents $F = 23.977$ with $P\text{-value/sig.} = 0.000 < 0.05$. It indicates that the model rejects H_0 , therefore, the model is statistically significant at confidence level of 95%.

ANOVA analysis

Table 4.8

ANOVA analysis

	Sum of Squares	df	Mean Square	F	Sig.
Regression	141.617	11	12.874	17.567	0.000
Residual	358.383	489	0.733		
Total	500.000	500			

Coefficients table presents β and $P\text{-value/sig.}$ of each independent variable. It can be seen that, except for X_1 (Packaging), other independent variables have $P\text{-value/sig.} < 0.05$, indicates that X_2 (Peer Pressure), X_3 (Advertising) and X_4 (Premium) have statistically significant effect on Y_1 (Purchase Decision) at the confidence level of 95%.

Model Coefficients

Table 4.9

Model Coefficients

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.242	0.297		-0.816	0.415
X_1 (Packaging)	0.051	0.048	0.051	1.069	0.286
X_2 (Peer Pressure)	0.135	0.050	0.135	2.683	0.008
X_3 (Advertising)	0.206	0.056	0.206	3.684	0.000
X_4 (Premium)	0.237	0.051	0.237	4.638	0.000
Parent's Age	0.011	0.100	0.004	0.105	0.916
Parent's Gender: Male	-0.120	0.092	-0.051	-1.305	0.193
Parent's Education	0.021	0.029	0.034	0.744	0.457
Parent's Region: North	-0.009	0.083	-0.004	-0.105	0.917
Parent's Income	0.016	0.029	0.027	0.568	0.571
Single Parent	0.057	0.154	0.014	0.368	0.713
Number of Kids	0.034	0.066	0.021	0.516	0.606

The results of Hypothesis testing

Table 4.10

The Results of Hypothesis Testing

Hypothesis	Statement	Conclusion
H1	Attitude toward packaging has a positive impact on family purchase decision of milk products	Not Supported
H2	Peer pressure has a positive impact on family purchase decision of milk products	Supported
H3	Advertising has a positive impact on family purchase decision of milk products	Supported
H4	Premium has a positive impact on family purchase decision of milk products	Supported
H5a	Parent's age has significant impact on the family purchase decision of kids' products	Not Supported
H5b	Parent's gender has significant impact on the family purchase decision of kids' products	Not Supported
H5c	Parent's geography has significant impact on the family purchase decision of kids' products	Not Supported
H5d	Parent's educational assessment has significant impact on the family purchase decision of kids' products	Not Supported
H5e	Parent's economic status has significant impact on the family purchase decision of kids' products	Not Supported
H5f	Parent's family structure has significant impact on the family purchase decision of kids' products	Not Supported
H6	A number of kids has significant impact on the family purchase decision of kids' products	Not Supported

The levels of Influence of each variable

Table 4.11

The Levels of Influence of each variable

Variable	Standardized Coefficient Beta	Ranking
X_4 (Premium)	0.248 ($\sigma = 0.050$)	1
X_3 (Advertising)	0.198 ($\sigma = 0.055$)	2
X_2 (Peer Pressure)	0.134 ($\sigma = 0.050$)	3
X_1 (Packaging)	0.054 ($\sigma = 0.048$)	4

In summary, Premium, Peer Pressure and Advertising have significant positive impact on purchase decision, in which Premium shows the strongest impact, followed by Advertising and Peer Pressure while Packaging does not have significant influence on purchase decision in the collected sample. We can refer to Table 4.9 to conclude that, the levels of influence of each factor on the purchase decision of milk products in Vietnam are ranked: Premium (0.248), Advertising (0.198), Peer Pressure (0.134), Packaging (0.054). These variables are pester power influence of kids which are collected through parents' opinion in the survey. Interestingly, none of the socio-demographic variables statistically, significantly influence decisions.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

In this chapter, conclusions and recommendations are made based on the literature review and results of data analysis. Additionally, research limitations and recommended further researches are provided.

5.1 Conclusion

Kids' influential power, so-called pester power on family purchase decision towards milk products is examined through the study from 501 respondents in Vietnam. The power that kids own to influence on family purchase decision is greater and greater, especially when living standards are raised. Vietnamese children use various approaches to pester for their desired products. The most used approach when it comes to milk products is asking directly, followed by sweet talk. These results show the influential power of children is obviously approved by parents. Children do not need to put pressure to nag for milk products that they want.

According to data analysis, the result presents pester power effects of Peer Pressure, Advertising and Premium significantly influence on parent's purchase decision of milk product while Packaging cannot conclude its significant impact on buying milk products among Vietnamese parents. Premium is the most influential variable in purchase decision. It can be explained that milk products belong to fast moving consumed goods with low loyalty and not much differentiation among branded products. Purchase decision are often made at a point of sales or in front of product shelves in which premium push a buying button in consumers' minds. This survey, collected from parents, shows that premium triggers kids to choose if they are direct premium (receive once purchase is made), attractive to kids, perceived as high value and a part of collectible games. Advertising account for influencing on purchase decision. Nowadays, kids have been

exposed to advertising touchpoints since they were born. Parents tend to allow kids to watch entertainment programs on television or Youtube, Facebook to ensure kids stay still while parents are busy doing household. Peer Pressure also presents its significant impact on purchase decision. Kids spend around 8 hours with friends at schools every day. The opinion of others and feeling to be part of a group lead kids care about pressure from their peers. Acknowledge this one will help to define the effective tools to deploy in marketing plans.

The study also proves the significant difference in purchase decision among different parenting styles in Vietnam introduced by Diana Baumrind (1968). However, there are no differences in purchase decision among groups classified by gender, geography, family structure, age, education access, economic status, numbers of kids on one family and pester power approach. Acknowledging these results helps to set the right target consumers for milk products for game plan in order to grow business in Vietnam.

5.2 Recommendation for business

Recommendations are provided based on the data analysis for milk product business and marketers whose job targeting kids, especially milk products in Vietnam.

5.2.1 Target consumers and target audiences

The study provides results of no significant difference among parent groups classified by gender, geography, age, education assessment, economic status and numbers of kids in a family. Therefore, marketers do not need to target niche segmentation. Promoting milk products to mass consumers helps to build awareness, then mitigating barriers that prevent parents from approving.

On the other hand, kid influence, which is proved through the study, obviously impacts on family purchasing decision of milk products in particular. The fact

that children express their opinions about desired milk products by asking direct or sweet talk is acknowledged through the results of data collected. Instead of considering kids as the secondary target audience with low investment, marketers can consider shifting a focus more on children. Marketing activities will need to be planned to arouse children's excitement and desire. Winning kids will become the key strategy and touchpoints related to kids will become the prime battle for any milk brands in Vietnam.

5.2.2 Marketing tools for milk products

In business, there is always a limitation in terms of resources, including the financial resources. The study also helps to provide the priority of marketing tools for the pester power strategy.

Premium is the top-ranked tool. Premium of fast moving consumed goods in general and milk product, in particular, are normally designed for moms such as kitchenware, household goods. However, premium also have significant impact on kids. According to the study, there are 4 underlying factors that a brand team can consider to draw kids' attention: the attractiveness of premium, value of premium, direct premium and collectible premium. Marketers need to understand attributes of premium that are attractive and interesting in kids' eyes. Animated, colorful, shared with friends to play with might catch their attention. Novel technology can be combined to make premiums more attractive. For example, digital watches to change time and temperature, QR code scanning to see 3D animated world. Perceived value of premium needs to be taken into consideration in kids' eyes as well. Multifunctional premium and its finesse might help to improve perceived value. The premium should be designed as a direct premium as a sole piece but collectible set to stimulate interest in kids. Direct premiums, which kids receive once a purchase is made, is recommended to keep kids excited for asking parents to buy their chosen milk products. Delayed premium might reduce excitement by keeping children await. Look into some premium adults as examples, collecting sufficient points to redeem or complicated process to register. These processes might not applicable for kids' premiums. Additionally, marketers should design premiums as collectibles with specific

themes such as fairy themes, fighting themes, building themes like Lego. Moreover, considering premium as an effect on pester power toward milk products, marketers can design these premiums as representatives for milk education.

Advertising shows its importance to purchase decision. Kids expose to advertisements in their early years through television, smart phones thanks to rapid technology development and parents' busy lives. Television, Facebook, Youtube or KOL's channels are considered as critical touchpoints to promote products and get kids engaged to build brand preference. Besides, advertising should be designed to target kids with attractive communication messages. One of the important tasks of marketing is building awareness and preference, good advertising with good media strategy help to achieve these marketing objectives. Good advertising is about communication messages and execution in the ads to deliver the message in interesting and attractive ways to kids. Fun animated elements, memorable music help to improve brand recall to be striking against thousands of ads that bombarded to kids every day. A message should be straightforwardly interpreted by kids, using visuals more than speaking voice. A complex message might lead to ignorance. Media strategy is to acknowledge the right touchpoints and put the right media weights in each channel. Television, Youtube, Facebook are familiar to Vietnamese kids. Kid programs on television such as cartoon network, reality shows for kids, competition show for kids are suitable for whole family context in which parents and kids watch together. These programs also have their own channels on digital platforms such as fanpage and youtube channels. "Sieu Tri Tue" (Super intelligence), "Nhanh Nhu Chop Nhi" (Lightning Quiz Kids), "The Voice Kids" are also live streamed in Facebook or uploaded in Youtube in order that parents and kids can re-watch in leisure time. Booking advertising slots in these programs might help to build awareness and relevance to milk products in which support mental and physical kids' development. KOL is also emerging in Vietnam. KOL as kids who are talented and KOL as adults who normally review toys, trends, products, they both create entertainment content for kids. KOL can be classified as celebrities, macro-influencer, micro-influencer, nano and consumers by different numbers

of followers and their activities. Top celebrities can help to spread awareness of milk products rapidly in a short time while a great number of micro influencers improve their trust in a longer period. Utilizing mixed KOL might help effectively increase awareness.

Peer Pressure play another role in influencing purchase decision. Marketing campaigns or new products, which target kids, need to go viral and be interested in the majority of kids. Once being accepted by a group of kids, other kids will follow trends. Kids are easily affected by their peers' opinions. They have a desire to be a part of a group of friends. Using the same products that friends use can help them to blend in quickly. According to the study, kids feel pressure to ask for milk products when they see their friends having those products. They express desires to own and drink milk products that their friends possess and consume. Peer can be classmates, schoolmates, neighbor mates, etc. Marketers need to explore ways to get milk products to these little hands by few activations on the ground giving free sampling at schools or at public areas to build trial and build peer pressure.

Packaging have less impact on purchase decision. Colors, images need well-designed to stand out from hundreds of products on shelves. Favorite cartoon characters help to draw kids' attention and make purchase decision. There are 6 underlying factors of packaging: colours, images, cartoon characters, nutrition cues, deliciousness cues, nutrition information. Bright colours easily draw kids' attention than muted blend or pastel colours. Bright block colours such as red, yellow, orange, blue, purple, green are attractive to kids. Neutral shades of gray or brown, beige are not recommended. Marketers need to be subtle in using the colour wheel. Geometric shapes also bring different emotions into designs due to influences on viewers' minds. This is called the psychology of shape (Glovory Design, 2020). Circles, Ovals and ellipse in which don't have angles bring the sensation of unity and protection. Therefore, using curves make designs softer, more friendly. On the contrary, triangles with sharp angles make kids feel uncomfortable or in danger. Additionally, cartoon characters appeal to kids due to their popularity. Placing

favorite cartoon characters on packaging will help to earn interest. Marketers can negotiate with licensors of cartoon characters for merchandising. Some favorite cartoon characters in Vietnam are Doreamon, Pokemon, Tom & Jerry, Superman, Batman. Nutrition cues, deliciousness cues and nutrition information are parts of good packaging design for healthy products in general and milk products in particular. Designs present nutrition of milk products such as milk swirl, milk blast, a cup of milk, a cow, bubbles of vitamins. Designs that present delicious of milk are important to arouse the sensation of tastiness. For example white milk and chocolate milk tornado look tasty than one line of brown milk. Last but not least, nutrition information is considered mandatory information in packaging of milk products. Ingredients, nutrition tables and any warning allergies should be placed in packing clearly to bring credibility to milk products.

5.3 Research limitations

The findings in this study are subject to some limitations. Firstly, due to uncertainty caused by Covid pandemic, the questionnaire was distributed on digital platforms during a short period of time (10th March 2021 to 10th April 2021). The method of collecting data and timing might affect the demographic information collected. Secondly, pester power is created in a bidirectional relationship between parent and child. The study on parents' psychology might not be sufficient to explain observations in this bidirectional relationship.

Additionally, this study examines pester power in the context of milk products in Vietnam. Hence, the results of the study are limited in applying in any other industries because of differences in products' nature and attitude of both kids and parents toward a specific category. In particular, the level of pester power approach might be different if kids request products that level of parent's willingness to purchase is lower such as unhealthy food or toys.

The attitude of children toward packaging, peer pressure, advertising, premium is also varied from category to category due to difference in the level of importance of each variable to trigger kid's desire to nag parents.

5.4 Implication for future researches

According to limitations which are mentioned above, some directions for further study in the future are suggested.

- More factors should be added to the extended study based on 4Ps (Product, Pricing, Place, Promotion) such as taste of product, quality of product, price of product and distribution.
- Children's perspectives should be studied because children are the main object who own pester power in this bidirectional relationship. Children's opinion toward factors that impact their interest and pester power should be collected by asking direct children about premium, advertising, peer pressure, packaging in details such as type of premium that kids prefer, which triggers in the advertising that makes kids excited most, how peers pressure on them, which elements in packaging draw their attention, etc.
- Qualitative and quantitative methods together with observation method should be used to gain more reliable information when it comes to psychological study, beside premium, advertising, peer pressure and packaging.
- Expanding studies on pester power influence to other products in food categories and non-food categories such as unhealthy foods, toys, clothes, pets, vacations, entertainment, etc. to obtain more holistic findings.

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APPENDICES

APPENDIX A
QUESTIONNAIRE FOR SURVEY

**SURVEY ON EFFECTS OF PESTER POWER ON PURCHASE
DECISION IN VIETNAM**

INTRODUCTION

Q01: KID SCREEN

Single choice

How many kids do you have?

- 1 No kid
- 2 1 kid
- 3 2 kids
- 4 More than 2 kids

GO TO SCREEN OUT

Q02: KID'S AGE

Single choice

Please fill your 1st kid's age

- 1 <3 years old
- 2 3 – 5 years old
- 3 6 – 12 years old
- 4 13 – 15 years old
- 5 16 – 18 years old
- 6 >18 years old

Q03: KID'S GENDER

Single choice

Please fill your 1st kid's gender

- 1 Male
- 2 Female

Q04: KID'S AGE

Single choice

Please fill your 2nd kid's age

- 1 <3 years old
- 2 3 – 5 years old
- 3 6 – 12 years old
- 4 13 – 15 years old
- 5 16 – 18 years old
- 6 >18 years old

Q05: KID'S GENDER

Single choice

Please fill your 2nd kid's gender

- 1 Male
- 2 Female

Q06: KIDS' AGE

Single choice

Please fill your 3rd kid's age and gender

- 1 <3 years old
- 2 3 – 5 years old
- 3 6 – 12 years old
- 4 13 – 15 years old
- 5 16 – 18 years old
- 6 >18 years old

Q07: KID'S GENDER

Single choice

Please fill your 3rd kid's gender

- 1 Male
- 2 Female

Q08: PRODUCT SCREEN

Multiple choice

Which products below (one of) your kids drink?

- 1 Milk **GO TO SCREEN OUT if not choose**
- 2 Energy drink
- 3 Juice fruit
- 4 Water

Q09: DECISION MAKER

Single choice

Are you the main decision maker of the nutrition milk that your kid(s) drinks?

- 1 Yes
- 2 No **GO TO SCREEN OUT**

Q10: PESTER POWER INFLUENCE - Packaging

Please score your attitude toward these factors

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
1 My kid(s) likes colors of a packaging					
2 My kid(s) likes the eye-catching graphic on packaging					
3 My kid(s) likes the nutritious cues on packaging					
4 My kid(s) likes the delicious cues on packaging					
5 My kid(s) likes the cartoon characters on the packaging					
6 My kid(s) likes the available product information on the packaging					

Q11: PESTER POWER INFLUENCE – Peer pressure

Please score your attitude toward these factors

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1 My kid(s) sees my friend drink that product					
2 My kid(s) wants to own a product that the friends have					
3 My kid(s) wants to drink a product that their friends drink					

Q12: PESTER POWER INFLUENCE – Advertising

Please score your attitude toward these factors

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1 My kid(s) saw ads about a product on TV					
2 My kid(s) saw ads about a product on Facebook, Youtube					
3 My kid(s) thinks the ads is very interesting and fun					
4 My kid(s) saw KOL review that product in platforms					

Q13: PESTER POWER INFLUENCE – Premium

Please score your attitude toward these factors

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1 My kids think the premium is attractive					
2 My kids think the premium has high perce					
3 My kids like: this premium is one piece in collectible premium					
4 My kid(s) received the premium once the made					

Q14: PARENTING STYLES

Single choice

Which sentence below best describes your parenting style?

- | | |
|---|--|
| 1 | Warm, responsive, supportive, encourage independence |
| 2 | Strict, high expectation, demand obedience |
| 3 | No rule, indulgent, warm, hardly say no |
| 4 | No rule, indifferent |

Q15 – PURCHASE DECISION

Your purchase decision towards the pestering

	Strongly Disagree 1	2	3	4	Strongly Agree 5
PURCHASE DECISION					
1 I take my kid's request into evaluation					
2 I intend to buy product that my kid pester					
3 I buy a product that my kid pester					

Q16 – GEOGRAPHY

Single choice

Where do you live?

- 1 From Thua Thien Hue to the North
- 2 From Da Nang to the South

Q17 – PARENT’S GENDER

Single choice

Your gender

- 1 Male
- 2 Female

Q18 – PARENT’S AGE

Fill in

Please fill the year you were born

Year

Q19 – PARENT’S EDUCATION ASSESSMENT

Single choice

What is your highest level of education?

- 1 No qualification
- 2 Primary school
- 3 Junior high school
- 4 Vocational Training
- 5 High school (or upper secondary school)
- 6 Professional college
- 7 University and higher

Q20 – INCOME

Single choice

Your monthly household income

- 1 Below VND 6,500,000
- 2 VND 6,500,001 - 10,500,000
- 3 VND 10,500,001 - 15,500,000
- 4 VND 15,000,001 - 20,000,000
- 5 VND 20,000,001 - 30,000,000
- 6 Above VND 30,000,000

Q21 – MARITAL STATUS

Single choice

Your marital status

- 1 Single (mean that not yet get married and do not live with husband/wife)
- 2 Married
- 3 Widowed
- 4 Separated/Divorced

Q22– MARIAL STATUS

Single choice

Are you a single parent?

- 1 Yes
- 2 No

Thank you

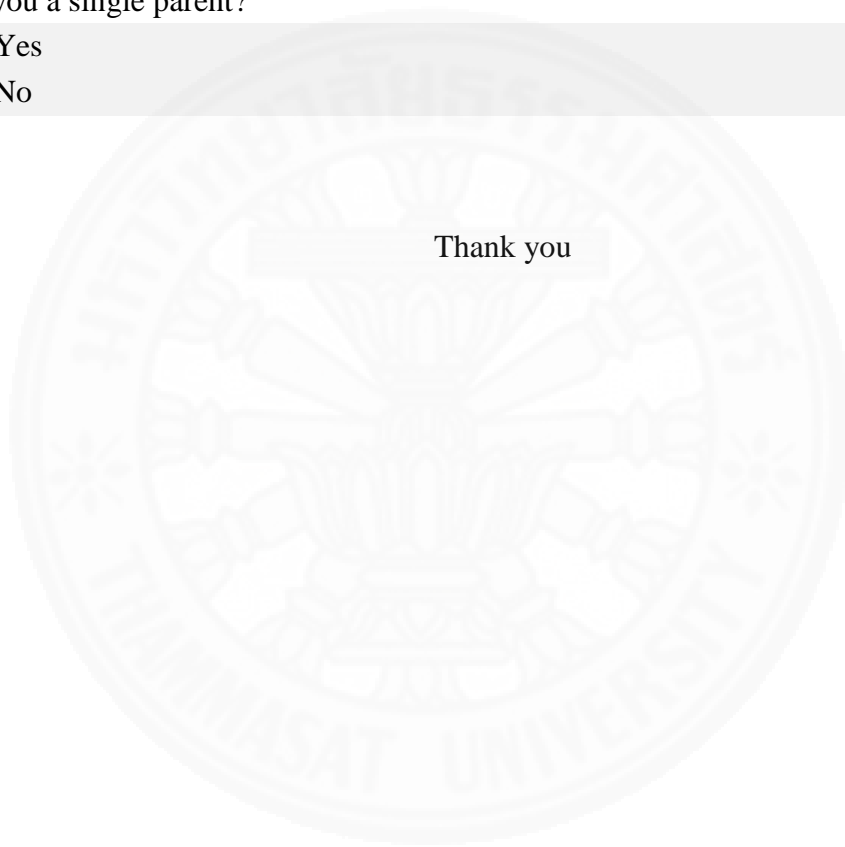
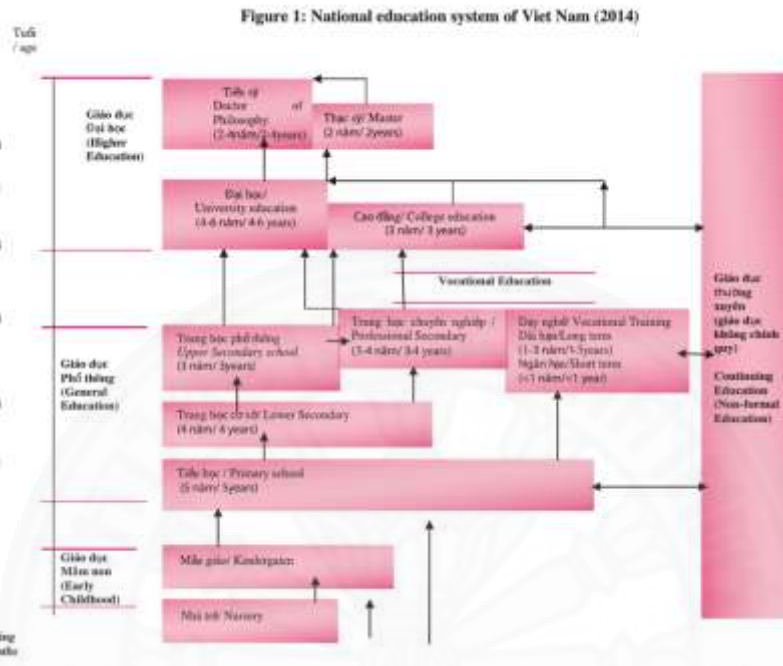


Figure: National education system of Vietnam.

Source: Vietnam national education for all 2015 review, Ministry of education and training,



p.7.

Figure: Technical and Professional Qualifications of Labor Force Aged 15 years and over, First Quarter of 2017.

Source: Vietnam secondary education sector assessment, strategy, and roadmap, Asian Development Bank p.11 (2020)

Table 1.12: Technical and Professional Qualifications of Labor Force Aged 15 Years and Over, First Quarter of 2017

Technical and Professional Qualification	Number ('000 persons)			Percent		
	Total	Male	Female	Total	Male	Female
Entire country	54,505	8,297	26,208	100.0	100.0	100.0
No qualification	42,774	21,482	21,292	78.5	75.9	81.2
Vocational training of more than 3 months	2,933	2,508	425	5.4	8.9	1.6
Professional secondary school	2,132	1,027	1,105	3.9	3.6	4.2
Professional college	1,547	640	907	2.8	2.3	3.5
University and higher	5,118	2,63	2,479	9.4	9.3	9.5

Source: Ministry of Planning and Investment, General Statistics Office. 2017. *Report on Labor Force Survey (Quarter 1, 2017)*. Ha Noi.

BIOGRAPHY

Name	Ms. Nhung Hong Bui
Date of Birth	June 15, 1992
Educational Attainment	2014: Bachelors in Business Administration
Work Position	Assistant Brand Manager
Work Experiences	<p>March 2020 – present</p> <p>Assistant Brand Manager (South East Asia Developing Markets)</p> <p>AB Food & Beverages (Thailand) Ltd.</p> <p>July 2018 – November 2019</p> <p>Brand Manager</p> <p>Quang Thai Company Ltd.</p> <p>October 2016 – June 2018</p> <p>Assistant Brand Manager</p> <p>FrieslandCampina Vietnam</p> <p>September 2015 – August 2016</p> <p>Marketing Executive</p> <p>FrieslandCampina Vietnam</p> <p>June 2014 – July 2015</p> <p>Market Analyst</p> <p>Holcim Vietnam – Cement industry</p>