

The real voyage of discovery consists not in seeking new
landscapes, but in having new eyes - **Marcel Proust**

CHAPTER V

Chapter V

ANALYSIS OF MOTIVATIONAL PERCEPTION OF CHILDREN OF CHENNAI AND HYDERBAD

This chapter attempts to throw light on the behaviour of the children of Chennai and Hyderabad. It brings out various consumption patterns of the children and the reasons for the same. The perception denotes how each child views the motivational perspectives from his / her comprehension to frame a solid opinion about the factors which motivate them to prefer a specific brand. Thus the enquiry concentrates on obtaining the views of children on the following aspects.

- Impact of internet marketing which induces them to know more about new brands which includes sharing of information among them over social networking sites.
- Multiple influences like attractive packaging and the extent to which the pester power of the children helps them to get what they want and the brand savviness of the children.
- The celebrity endorsements which has become the order of the day to attract young minds and make them loyal customers when they grow up.
- The influence radio and magazines do create on the young hearts to send the advertising messages across.
- The impact, the advertisements create on the youngsters to accept whatever is shown in the commercial is true.

Chapter objectives

- 1) To examine the underlying dominant dimensions of the children's motivational perception variables.
- 2) To identify the underlying dimensions of persuasive marketing in the consumer socialization of the adolescents.

DIMENSIONS OF MOTIVATIONAL PERCEPTION VARIABLES OF THE CHILDREN

The Factor analysis has been applied to understand the underlying dimensions of 23 Motivational Perception Variables of the children and reduce them into a limited number of manageable and independent factors. The Principal Component Analysis of Extraction method and rotation method of Varimax with Kaiser Normalization have been used in the Factor analysis and the results are shown in the tables 5.1 to 5.6

Table 5.1

DESCRIPTIVE STATISTICS OF THE MOTIVATIONAL PERCEPTION VARIABLES OF THE CHILDREN

Variables	Mean	Std. Deviation
Information over social network	3.05	1.426
Clicking on the advertisements	2.33	1.237
Brand news	2.73	1.276
Free gifts	1.86	1.073
Brand recognition	3.74	1.058
Celebrity endorsement	3.25	1.262
Believing celebrity endorsed brands to be good	2.65	1.160
Prefer to buy the celebrity endorsed brands	2.82	1.260
Believing celebrities use the brands they endorse	2.22	1.208
Demanding the advertised brands	2.91	1.174
Accepting the advertised brands	2.73	1.164
Shopping with parents	3.72	1.293
Pester power	2.95	1.201
Employed parents	3.01	1.452
Attractive packaging	3.05	1.363
Friends' opinion	3.40	1.153
T.V	4.26	0.914
Radio	1.88	1.042
Newspapers / magazines	3.20	1.112
Friends on social network	3.24	1.595
Friends in play area / school	3.50	1.157
Celebrity endorsed brand	3.23	1.298
Internet advertising	2.50	1.309

Table 5.2

**COMMUNALITIES OF THE CHILDREN’S MOTIVATIONAL PERCEPTION
VARIABLES**

Variables	communalities	
	Initial	Extraction
Information over social network	1.000	0.702
Clicking on the advertisements	1.000	0.598
Brand news	1.000	0.727
Free gifts	1.000	0.443
Brand recognition	1.000	0.311
Celebrity endorsement	1.000	0.682
Believing celebrity endorsed brands to be good	1.000	0.611
Prefer to buy the celebrity endorsed brands	1.000	0.700
Believing celebrities use the brands they endorse	1.000	0.601
Demanding the advertised brands	1.000	0.618
Accepting the advertised brands	1.000	0.719
Shopping with parents	1.000	0.511
Pester power	1.000	0.513
Employed parents	1.000	0.464
Attractive packaging	1.000	0.594
Friends’ opinion	1.000	0.543
T.V	1.000	0.398
Radio	1.000	0.497
Newspapers / magazines	1.000	0.567
Friends on social network	1.000	0.695
Friends in play area / school	1.000	0.548
Celebrity endorsed brand	1.000	0.607
Internet advertising	1.000	0.558

Table 5.3

**KMO AND BARLETT'S TEST FOR FACTORIZATION OF CHILDREN'S
MOTIVATION PERCEPTION VARIABLES**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.881
Bartlett's Test of Sphericity	Approx. Chi-Square	3430.513
	df	253
	P value	0.000

Table 5.4

**TOTAL VARIANCE EXPLAINED BY CHILDREN'S MOTIVATIONAL
PERCEPTION FACTORS**

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.677	15.988	15.988
2	3.230	14.045	30.034
3	3.166	13.765	43.799
4	1.626	7.068	50.866
5	1.507	6.552	57.418

Table 5.5**CHILDREN'S MOTIVATIONAL PERCEPTION FACTORS**

Factors	Variables	Factor loading
Factor 1 Internet marketing	Brand news	0.829
	Information sharing over social network	0.785
	Social network friendship	0.750
	Internet advertising	0.642
	Clicking on the advertisement	0.631
	Free gifts	0.488
Factor 2 Multiple influences	Attractive packaging	0.697
	Employed parents	0.668
	Friends in school	0.642
	Shopping with parents	0.589
	Pester power	0.506
	Celebrity endorsement	0.493
	Demanding things	0.484
	T.V	0.463
	Brand recognition	0.343
Factor 3 Celebrity endorsement	Celebrity endorsed brand preference	0.739
	Buying celebrity endorsed brands	0.726
	Belief in celebrity endorsed brands	0.690
	Celebrity attraction	0.686
Factor 4 Residual media influence	Newspapers and magazines	0.677
	Radio	0.668
Factor 5 Advertisement acceptance	Accepting advertised products	0.799
	Demanding advertised products	0.606

Tables 5.1 to 5.5 show that with the range of communalities of the 23 children's motivation perception variables ranging from 0.311 to 0.727 and the KMO measure of sampling Adequacy value of 0.881 and Chi-square value of 3430.513 at df of 253 with P value of 0.000

in Barlett's Test of Sphericity, the Factor Analysis is applicable for the factorization of Children's motivation perception variables

Five factors have been extracted and they explain 57.418 % of the variance in the 23 Children's motivation perception variables.

The most dominant factor is Factor 1, which is internet marketing with the explained variance of 15.988% in 6 children motivational perception variables of brand news, information sharing on social network, internet advertising, network friendship and free things in advertisements. Therefore it has been labelled as **INTERNET MARKETING** since the brand recognition and the related details reach children via internet.

The second most dominant factor is factor 2 with 14.045% of the variance explained in 9 variables of packaging, peer pressure, friends' opinion, shopping with parents, pester power, celebrity endorsement, earning parents, T.V. influence and brand recognition. Therefore the factor is labelled as **MULTIPLE INFLUENCES**.

The third most dominant factor is factor 3 which explains 13.765% of the variance in 4 variables of celebrity endorsement belief, celebrity endorsed product preference, celebrity product usage belief and celebrity attraction. Therefore the factor is labelled as **CELEBRITY ENDORSEMENT**.

The fourth most dominant factor is factor 4 which explains 7.068% of the variance in 2 variables of Radio and Magazine advertisements. The factor is labelled as **RESIDUAL MEDIA INFLUENCE**.

The fifth most dominant factor is factor 5 which explains 6.552% of the variance in 2 variables of pester power and advertisement belief. The factor is therefore labelled as **ADVERTISEMENT ACCEPTANCE**.

Thus all the 23 children's motivational perception variables have been reduced to 5 children's motivational perception factors.

Table 5.6**DESCRIPTIVE STATISTICS OF CHILDREN'S MOTIVATIONAL PERCEPTION
FACTORS AND TOTAL SCORE**

Descriptive statistics	Internet marketing	Multiple influences	Celebrity endorsement	Residual media influence	Advertisement acceptance	Children's motivational perception Total
Mean	15.693	30.845	10.940	5.075	5.635	68.188
Median	17.000	32.000	12.000	5.000	6.000	72.000
Mode	6.000	36.000	12.000	5.000	6.000	76.000
Standard Deviation	5.994	6.864	3.827	1.698	1.989	15.235
Variance	35.933	47.114	14.643	2.882	3.957	232.118
Skewness	-0.095	-0.412	-0.048	0.608	0.094	-0.430
Standard error of skewness	0.122	0.122	0.122	0.122	0.122	0.122
Kurtosis	-0.888	-0.418	-0.618	0.354	-0.382	-0.415
Standard error of kurtosis	0.243	0.243	0.243	0.243	0.243	0.243
Range	24.000	31.000	16.000	8.000	8.000	77.000
Minimum	6.000	13.000	4.000	2.000	2.000	30.000
Maximum	30.000	44.000	20.000	10.000	10.000	107.000
Q1	11.000	26.000	8.000	4.000	4.000	58.000
Q3	20.000	36.000	14.000	6.000	7.000	79.000

The table 5.6 reveals that with the lower standard deviation values, the estimated mean values of the children's motivational perception factors and the total score are the robust measures of those distributions.

**CHILDREN’S MOTIVATIONAL PERCEPTION FACTORS BASED CLUSTER
FORMATION**

An attempt has been made to classify all the 400 children respondents into distinctive clusters significantly differentiated by children’s motivational perception factors by applying Quick cluster and Discriminant Analysis. The results are shown in the tables 5.7 to 5.15.

Table 5.7

QUICK CLUSTER

**CHILDREN’S MOTIVATIONAL PERCEPTION FACTOR BASED INITIAL
CLUSTER MEANS**

Factors	Clusters		
	1	2	3
Internet marketing	7.00	6.00	30.00
Multiple influence	13.00	39.00	41.00
Celebrity endorsement	4.00	8.00	19.00
Residual media influence	4.00	6.00	8.00
Advertisement acceptance	4.00	2.00	9.00

Table 5.8

**ITERATION HISTORY OF THE FORMATION OF THE CHILDREN'S
MOTIVATIONAL PERCEPTION FACTOR BASED CLUSTERS**

Iteration	Change in cluster means		
	1	2	3
1	9.501	11.086	12.161
2	0.767	1.113	0.825
3	0.155	0.876	0.349
4	0.216	0.804	0.225
5	0.133	0.515	0.139
6	0.134	0.321	0.062
7	0.065	0.172	0.034
8	0.080	0.120	0.000
9	0.137	0.216	0.000
10	0.071	0.116	0.000
11	0.021	0.050	0.000
12	0.000	0.000	0.000

Table 5.9

**CHILDREN'S MOTIVATIONAL PERCEPTION FACTOR BASED FINAL
CLUSTER MEANS**

Factors	clusters		
	1	2	3
Internet marketing	10.76	10.05	20.50
Multiple influences	22.61	33.38	34.66
Celebrity endorsement	7.25	11.88	12.72
Residual media influence	4.60	4.70	5.48
Advertisement acceptance	4.18	6.18	6.27

Table 5.10

CHILDREN'S MOTIVATIONAL PERCEPTION CLUSTER FREQUENCY TABLE

Clusters	No. of children	percentage
1	119	29.75%
2	73	18.25%
3	208	52.00%
Total	400	100%

Table 5.11

**CHILDREN'S MOTIVATIONAL PERCEPTION FACTORS WISE TEST OF
EQUALITY OF CLUSTER MEANS VALUES**

	Wilks' Lambda	F	df1	df2	P value
Internet marketing	0.301	460.324	2	397	0.000
Multiple influences	0.385	317.474	2	397	0.000
Celebrity endorsement	0.599	132.842	2	397	0.000
Residual media influence	0.938	13.225	2	397	0.000
Advertisement acceptance	0.774	57.944	2	397	0.000

Table 5.12

**EIGEN VALUES OF CANONICAL DISCRIMINANT FUNCTIONS IN CHILDREN'S
MOTIVATIONAL PERCEPTION CLUSTERS**

Function	Eigen value	% of variance	Cumulative %	Canonical correlation
1	3.495 ^a	82.4	82.4	0.882
2	0.744 ^a	17.6	100.0	0.653

Table 5.13

**WILK'S LAMBDA TEST OF DISCRIMINANT FUNCTIONS IN
CHILDREN'S MOTIVATIONAL PERCEPTION CLUSTERS**

Test of functions	Wilk's Lambda	Chi-square	Df	P value
1 through 2	0.128	813.451	10	0.000
2	0.573	219.736	4	0.000

Table 5.14

**STRUCTURE MATRIX OF DISCRIMINANT FACTORS IN DISCRIMINANT
FUNCTIONS OF CHILDREN'S MOTIVATIONAL PERCEPTION CLUSTERS**

Factors	Function	
	1	2
Internet marketing	0.766*	-0.600
Celebrity endorsement	0.403*	0.368
Residual media influence	0.135*	-0.065
Multiple influences	0.612	0.624*
Advertisement acceptance	0.255	0.295*

Table 5.15

**CLASSIFICATION OF RESULTS IN FORMATION OF CHILDREN'S
MOTIVATIONAL PERCEPTION CLUSTERS**

	C Groups	Predicted group membership			Total
		1	2	3	
count	1	114	4	1	119
	2	2	69	2	73
	3	0	3	205	208
Total		116	76	208	400

The tables 5.7 to 5.15 show that 3 clusters have been formed significantly differentiated by 5 children's motivational perception Factors. Of the two discriminant functions, the first most discriminant function with Eigen value 3.495 and Canonical correlation of 0.882 and also with Wilk's Lambda value of 0.128 and Chi-square value 813.451 at d.f. of 10 and 0.000 level of significance, explains 82.4% of variance in the differentiation. In it, the most dominant differentiating factor is **Internet Marketing**, followed by **Celebrity endorsement** and **Residual media influence**.

The second most discriminant function with Eigen value of 0.744 and Canonical correlation of 0.653 and with Wilk's Lambda value of 0.128 and Chi-Square value of 219.736 at 4 d.f. and 0.000 level of significance, explains 17.6% of the variance in the differentiation. In it, the most dominant differentiating factor is **Multiple Influences** followed by **Advertisement Acceptance**.

Table 5.10 shows that the first cluster formed has 119 children constituting 29.75% of the total children of 400. The second and the third clusters have 73 and 208 children constituting 18.25% and 52% of the children respectively. Table 5.15 shows that 97% of the classification is correct.

Table 5.16

DESCRIPTION OF CHILDREN’S MOTIVATIONAL PERCEPTION CLUSTERS

Factors	clusters	Mean	S.D	Rank	Description
Internet marketing	1	10.756	3.816	2	Moderate internet marketing orientation
	2	10.055	3.282	3	Low internet marketing orientation
	3	20.495	2.970	1	High internet marketing orientation
Multiple influences	1	22.613	4.150	2	Moderate multiple influence
	2	22.384	4.748	3	Low multiple influence
	3	34.664	4.157	1	High multiple influence
Celebrity endorsement	1	7.252	2.591	3	Low celebrity endorsement acceptance
	2	11.877	3.704	2	Moderate celebrity endorsement acceptance
	3	12.721	2.882	1	High celebrity endorsement acceptance
Residual media influence	1	4.597	1.719	3	Low residual media influence
	2	4.699	1.941	2	Moderate residual media influence
	3	5.481	1.487	1	High residual media influence
Advertisement Acceptance	1	4.185	1.557	3	Low advertisement acceptance
	2	6.178	2.175	2	Moderate advertisement acceptance
	3	6.274	1.696	1	High advertisement acceptance
Total	1	49.403	7.585	3	Low motivation perception
	2	66.193	11.625	2	Moderate motivation perception
	3	79.635	12.088	1	High motivational perception

Table 5.16 reveals the description of Children’s Motivational Perception Groups which are differentiated by five children’s Motivational Perception Factors.

The Highest dominant children's Motivational perception cluster is Cluster 1, with moderate Internet Marketing Orientation, moderate Multiple Influences, low Celebrity endorsement, low Residual Media Influence and low Advertisement Acceptance. Therefore, this group is named as **Low Motivational Perception group.**

The second dominant children's Motivational Perception cluster is Cluster 2, in which low Internet Marketing Orientation, low Multiple influences, moderate Celebrity endorsement, moderate Residual Media Influence and moderate Advertisement Acceptance are present. Therefore, this group is named as **Moderate Motivational Perception group.**

The third dominant children's Motivational Perception cluster is Cluster 3, in which high Internet Marketing Orientation, high Multiple Influences, high Celebrity endorsement, high Residual Media Influence and high Advertisement Acceptance are seen. Therefore, this group is named as **High Motivational Perception group.**

ASSOCIATION BETWEEN THE PARENTAL PRESSURIZING PERCEPTION AND CHILDREN'S MOTIVATIONAL PERCEPTION

The Correspondence analysis and the Correlation analysis have been applied to examine the relationship between Parental Pressurizing Perception and Children's Motivational Perception and the results are shown in tables 5.17 and 5.18 and also in Fig.5.1.

Table 5.17

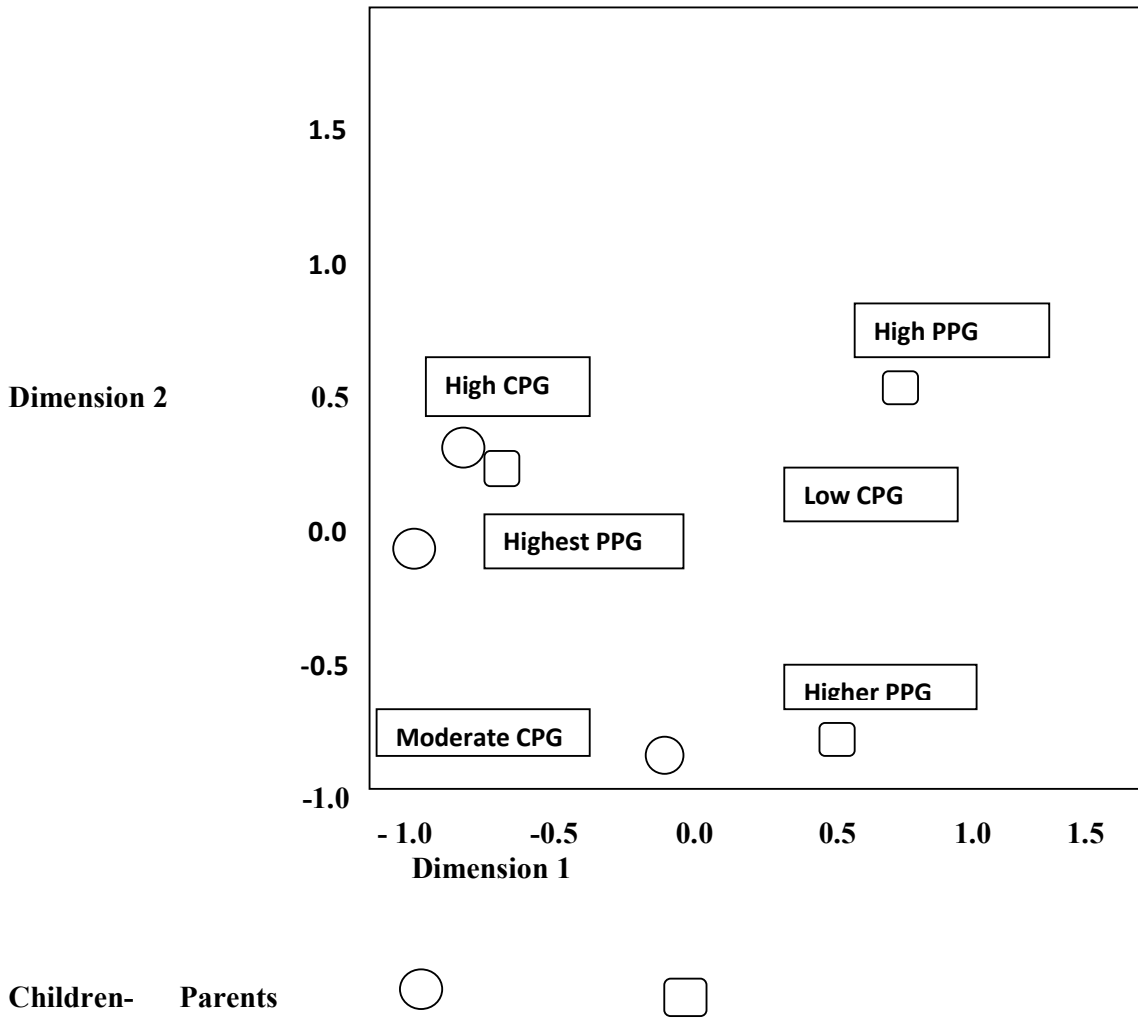
ASSOCIATION BETWEEN THE PARENTAL PERCEPTION GROUPS AND THE CHILDREN'S MOTIVATIONAL PERCEPTION GROUPS

Children / parents	Highest parental pressurizing Group	Higher parental pressurizing Group	High parental pressurizing Group	Total
High Children Perception Group	165	24	19	208
Moderate Children Perception Group	35	27	11	73
Low Children Perception Group	33	31	55	119
Total	233	82	85	400

Table 5.17 explains that with the Chi-Square value of 106.429 at 4 d.f. with the P value of 0.000. There is significant association between parental perception groups and children perception groups.

Fig 5.1

CORRESPONDENCE ANALYSIS OF ASSOCIATION BETWEEN PARENTAL PRESSURIZING PERCEPTION GROUPS AND CHILDREN'S MOTIVATIONAL PERCEPTION GROUP



CPG - Children's Motivational Perception Group
PPG - Parental Pressurizing Perception Group

From Fig 5.1, it is clear that there is a robust positive correlation between children's perception groups and parental perception groups with P value of 0.000. The Highest Parental Perception Group is correlated with the High Children's Motivational Perception Group, The Higher Parental Perception Group is correlated with the Moderate Children's Motivational Perception Group and The High Parental Perception Group is correlated with the Low Children's Motivational Perception Group.

Table 5.18

**RELATION BETWEEN PARENTAL PRESSURIZING PERCEPTION AND
CHILDREN'S MOTIVATION PERCEPTION**

	Parents pressurizing perception factors Total	Children motivational perception factors Total
Pearson Correlation	1	0.509
P Value (2-tailed)		0.000
N	400	400
Pearson Correlation	0.509	1
P Value (2-tailed)	0.000	
N	400	400

Table 5.18 shows that there is a moderate degree of significant positive correlation between parental pressurizing perception and children's motivational perception.

To conclude

There is significant Association between Parental Pressurizing Perception Groups and the Children's Motivational Perception Groups.

The 23 Children's Motivation Perception Variables have been reduced to 5 dominant independent factors. The most dominant factor is internet marketing, followed by multiple influences, celebrity endorsement, the residual media influence and advertisement acceptance.