

Understanding The 4Th Market of Children as Consumers

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ABSTRACT

There are some aspects that can impact a consumer's purchase decision. Before purchasing a product or using a service, a consumer will examine a number of things. In addition to this study, there is an unconscious behaviour carried out by a consumer before making a decision. According to the previous studies, there is still a lack of research into children as a future market or the factors that impact parents' purchase decisions for their children. Twenty participants were subjected to a series of directed in-depth interviews, which were grouped by gender (male and female) and income (middle low and middle up). This research has been conducted between October 2021 and January 2022. Researchers discovered that the higher a parent's income is, the more thoughts they have before purchasing goods or services, and the higher a parent's educational level is, the more considerations they have before purchasing goods or services. Before purchasing products or services, parents think about their children's health, safety, comfort, and educational value of the goods or services.

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INTRODUCTION

Nowadays, there are many factors that can influence consumer purchasing decisions, both consciously and unconsciously. Unconsciously, a consumer will consider many factors before deciding to buy a product or use a service. The driving factors for this purchase will be different for each consumer. The Consumer Ethnocentrism,

for example, plays a role in consumer purchasing decisions. According to Chairiena et al. (2022), Consumer ethnocentrism has a significant impact on consumer purchasing decisions in DKI Jakarta. Consumers who are still single will have different considerations with consumers who are married. Likewise, those who are married (and do not have children) will have different

considerations than those who already have children. The five-stage decision process has been a generally acknowledged notion since 1910, when John Dewey first introduced it, and it still serves as the primary pillar of a popular consumer behaviour model. The five stages which consumers go through when they consider a purchase are problems or need recognition, information search, evaluation of alternatives, purchase and post-purchase behaviour. These five stages should be studied more deeply to know more about consumer behaviour.

According to Haryanto et al. (2015), the children's market is divided into 3 segments, namely the primary market, the influencer market, and the potential market. First, the primary market is a condition where children spend their money to purchase the products they like. The primary market occurs when a child spends money (from his parents) on his or her own volition. Second, the influence market is the condition which does not only aim for children as the final consumers but also their parents and those around them who are influenced by the children. The research shows that 85% of parents find it important to ask for their children's opinion before buying a product (UNGA, 2021). Third, the potential

market is a condition in which children at this time who use a particular brand or product will potentially keep using it when they become adults, and this is referred to as a future market. According to Hong Liem (CoCEO of UNGA), kids are the shopper of today and tomorrow, creating a strong connection with them today is the best investment to build a future-proof loyalty to your brand.

It is undeniable that children are a large and potential target market. In the US, the top kidinfluenced product categories can be seen in Figure 1. From the chart in Figure 1, children have the most sway—either by influencing their parents' decisions or spending their own money on some specific items. Retailers should consider speaking to entire families rather than just parents. Despite the fact that parents are the final buyers, children do have an influence on their parents' purchasing decisions.

We are increasingly convinced that the presence of a child in a family has a significant role in shaping consumer behaviour. Based on the theories that have been put forward in previous research, it turns out that when we look deeper, the authors see that there are factors that

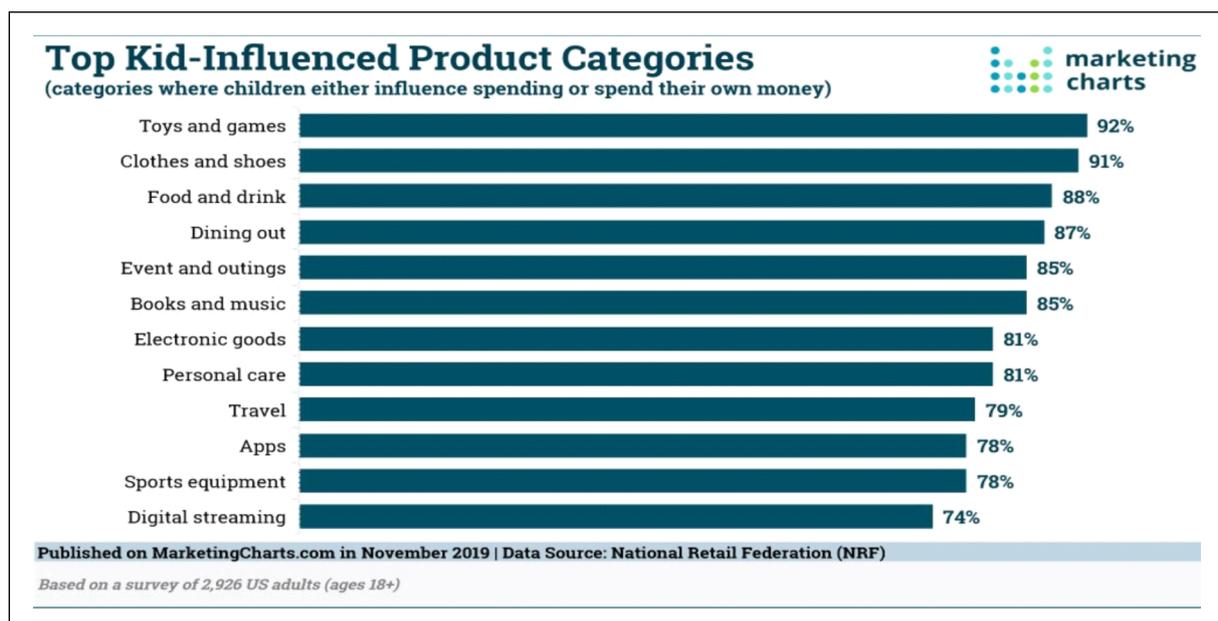


Figure 2. The Top Kid-Influenced Product Categories

Source: National Retail Federation, 2019

influence parents' purchase decisions related to the role of a child in their family even though during the decision-making process, their child does not have a direct influence on them. In this paper, the author will take a closer look at what factors make parents decide to buy a product or use a service for their family by considering the role of their child. The research will be conducted qualitatively by conducting interviews with 20 parents with diverse demographics.

There is still a lack of research into children as a future market or the elements that influence parents' purchasing decisions for their children (e.g., Smahel et al., 2015; Whitebread & Bingham, 2013). The researcher categorised this market as an unrecognised market and this market is categorised as the 4th market from children. This article will discuss what factors influence parents in buying goods or using services for their families by considering the role of children.

Instinctively, parents will give the best for their children. This certainly refers to the wishes and abilities of parents. For example, parents who have babies may not consider value plus cheap tissue as the tissue surface is rough, parents buy clothes with soft fibres for their toddlers, and many other examples. Therefore, the researchers consider the children market as a big market and an interesting market to research. The research questions that need to be addressed in this 4th children market research are mentioned below:

1. What factors are considered by parents when they buy products for their children?
2. What kind of conditions do parents consider before they buy products?
3. What circumstances do children play with the purchasing behaviour of parents?

LITERATURE REVIEW

Theoretical Background

The concept of decision making is a vital aspect of marketing and consumer behaviour as choosing and purchasing products involve both dependent and independent influences (Kozak, 2010). It has been shown that demographic factors can dramatically affect the amount and

nature of influence that a child has on his/her parents (Gotze et al., 2009). This literature review considers the factors that influence parents' purchase decisions related to the role of a child in their family even though during the decision-making process, their child does not have a direct influence on them.

Ogden and Ogden (2011) parents' opinions of children's influence on purchase decisions were investigated using demographic characteristics such as ethnicity, child age, product type (durable, non-durable, and child-related), and parent gender. The research was based on a survey of 135 parents in the United States who had children aged 4 to 18. The findings revealed that the type of goods and the child's age have an impact on parents' perceptions of their children's influence on purchase decisions. Parents' assessments of their children's influence were unaffected by gender or race. For things that were directly tied to the child, the perception of children's influence was strongest. Non-durables ranked second behind child-related products, with durables having the least amount of effect. The age of the child also influenced parents' perceptions of influence. The older the child, the more influence he/she was perceived to have.

Ramzy et al (2012) explained that between a US and Egyptian sample, researchers looked at parents' assessments of their children's influence on buying decisions based on demographic characteristics. Surveys in Egypt and the United States were used to test hypotheses. The United States received 46 legitimate responses, while Egypt received 38 valid responses. The study focused on parents' impressions of their children's (ages 4 to 18) effect on shopping decisions. The study looked at fifteen different products from three distinct product categories to see how they influenced children (nondurable, durable and child-related). There were disparities in product kind, age, and parent communication style, according to the findings. When it comes to perceived children's impact, there were disparities between men and women in terms of gender, but no differences between men in the

United States and Egypt.

National Retail Federation (NRF), the world's largest retail trade association in America, in their Fall 2019 consumer view study stated that nearly 9 out of 10 parents claimed their children influence at least some part of their purchases, whether for household items or for the kids themselves. Over four out of five parents say they involve their children in purchasing decisions more than their parents did in the past. The report further emphasizes that while children may not expect to be involved in purchasing decisions, their parents do. About a third of their family's purchases are made by their children. When buying products expressly for the child, nearly half (48%) of parents are involved in the decision-making process. The majority of parents say they involve their children because they will be using the item and their opinion is important to them. Since there is still a lack of studies in Indonesia about these unconscious behavioural factors that influence parents to select a certain product, it is an interesting subject to research and study for the author.

Children Behaviour

Marketers were aware of the growing influence of children on their parents' purchasing decisions. Children and youth, while not being a strong or economically powerful group, are appealing to marketers because of their ability to influence and convince their family. The level of mental and physical development of children influences the purchasing and consumption processes. Thus, to understand consumer behaviour of children it is important to consider psychological developmental theories. These

theories help in understanding the development of children's abilities as consumers.

Swiss psychologist Jean Piaget (1896-1980) spent around five decades determining the cognitive development of children (Passer & Smith, 2009). His cognitive-developmental theory is frequently used in children's economic reasoning. The development of cognitive functions is a process of adaptation to the outer world. This process of adaptation is composed of two processes: accommodation (adaptation to the environment) and assimilation (adapts the environment to fit its needs). According to Piaget, there is a transactional process during the development and this process produces a balance between the cognitive level of a child at a specific moment of the child stage and their experience of the environment.

Based on Piaget's theory, the children accept information and organise it into specific contexts based on the level of cognitive development of the child. In other words, children's consumer behaviour begins at birth, and the consumer behaviour patterns develop through time. Four phases of cognitive development are defined by Piaget's hypothesis and children as consumers also have different characteristics based on their age (Sramová, 2014).

In marketing, cultural differences of consumers in packaging, advertising, or taste, which as a result have an impact on different consumer experiences of children growing up in different social and cultural environments. Therefore, the child learns consumer behaviour through different kinds of guidance (parents, teachers, friends) and also through different forms of tools (language,

Table 1. Piaget's Hypothesis in relation with children consumer behaviour

Age	Stage	Description	Consumer behaviour
Birth to 2 years	Sensorimotor	Use senses and motor skill	Understand that a doll represents a person
2 – 6 years	Pre-operational	Symbolic thinking	Perceive TV commercials as funny, entertaining, and trustworthy and demand the advertised products
7 – 11 year	Concrete operational	Logic and rational applied	Being critical and distrustful of advertisements
12 years older	Formal operational	Think abstractly	Like new forms of advertisement or recommendations from influencers (social media, artist, athlete, etc)

Source: Sramová, 2014

advertising, packaging, etc). The child is not only a passive recipient of tidings related to consumer behaviour but also an active individual learning and developing persuasion skills, language, and other social skills (De la Ville, 2010).

Parents' Decision Making

The buyer decision making process is a method used by marketers to identify and track the decision-making process of the customer journey from start to finish. Alina Stankevich (2017) explained about the consumer decision-making process, according to Engel the five-stage consumer decision-making process (EKB model) is the traditional method that consumers go through when purchasing a product or service and consists of need recognition, information search, evaluation of alternatives, purchase, and post-purchase.

In terms of the parental decision-making process, parents will also go through the five stages of the consumer decision-making process. In the first stage, called recognition of need, consumers may identify the problems or needs and what product or type of product would be able to meet that need. It is sometimes seen as the first and most important phase in the process, because if consumers do not identify a problem or need, they are unlikely to consider purchasing a product.



Figure 2. The Five-Stage Consumer Decision-Making Process
source: www.professionalacademy.com

The second stage is the information search, a consumer who recognizes a specific problem or need will most likely be convinced to conduct

an internal or external search for information. When a customer is looking for value in a potential product or service, this is also the case. The options available to the consumer are recognized or clarified during this stage. The third stage is evaluation of alternatives, at this stage consumers evaluate all of their product and brand selections on a scale of traits that have the ability to provide the value that the customer is looking for during this stage. Consumers compare brands and goods to symbolize the alternatives they are considering during the problem-solving process. The fourth stage is purchase decision, at this stage consumers may decide to choose the most favoured brand after weighing all of their options and determining the value that meets their needs. The last stage is post-purchase evaluation, this is the final stage in the consumer decision-making process, where the customer evaluates whether they are satisfied or dissatisfied with their purchase. Customers' feelings regarding a purchase have a huge impact on whether they will buy the goods again or consider other products from the company. Because he will likely feel obligated to communicate his views about the purchase, a consumer will be able to influence the purchasing decisions of others.

The Influence of Children's Behaviour on Parents' Decision-Making

After understanding the meaning of children's behaviour and parents' decision making, this section will explain the influence of the two theories. The child's needs will change as the child ages (shown in Table 1). This need affects the decision making of parents. The most influential stages of parents' decision making are the stage recognition of need. Parents will be much aware of the exact needs according to their child's growth.

At the age of children from new-born to 2 years, children are in the sensorimotor stage. They use their senses and motor skills more. At this stage, parents will identify that they need products that can train their child's sensory (seeing, hearing) and motoric (reaching, touching) actions.

Parents will avoid buying dangerous products (sharp, easy to swallow, easy to hurt, etc.) because at this stage, the child has a high sense of knowledge of the objects around him. At the age of 2-6 years, children are in the pre-operational stage. At this stage the child is at the stage of understanding information through concrete objects. At this stage, parents will identify that they need products that can enhance their child's imagination. Parents will consider staying at a hotel or eating at a restaurant that provides a children's play area. The children's play area usually has house toys, toys in the form of cooking utensils, or a variety of dolls that children can use to imagine with these toys.

At the age of 7-11 years, children are in the concrete operational stage. They begin to think logically and apply the value of rationality in their lives. Parents will consider buying toys that have educational value for their children. So that with these educational games, children will unconsciously play while learning.

At the age of children over 12 years, children are in the formal operational stage. At this stage children are able to think abstractly like adults, they begin to understand rules and things that are more complex. Parents who have children over 12 years old, will consider purchasing goods or using services that can support their child's development. In this phase, parents start to think about finding a hotel or buying a house that provides sports facilities such as a jogging track

or swimming pool so that children can easily carry out activities that use certain rules.

Unconscious Behaviour

Usually, parents like to think that they make rational purchase decisions when they are buying products for their children. People do not realise that most purchasing decisions are influenced by the unconscious mind that led to unconscious behaviour. These unconsciously made purchasing decisions are highly habitualized and based on attitudes that are automatically activated based on a product's perception (Fazio, Sanbonmatsu, Powell, & Kardes, 1986). The four primary factors that preoccupy the unconscious mind during the purchase (Grave, 2016) shown in Table 2.

Here are some examples of the main factors that preoccupy the subconscious mind during purchases: parents' unconscious behaviour is when they bought bananas, they know it because their children love bananas and they always buy them. Also, they know they bought detergent because the neighbours were talking about the brand of laundry detergent they had tried. Or you hardly ever eat peanut butter because you don't like it, but a little kid running through the alley reminds you of your 3-year-old toddler who loves peanut butter. You bought a big rather than a small container of ice cream because you witnessed someone else grabbing a big container and you imagine that your child will be happy if you bring home a big container of ice cream.

Table 2. The Four Primary Factors that Preoccupy the Unconscious Mind

Primary Factors	Description
No Thinking	People prefer to buy without thinking. Customers who are given too many options and too much information are less likely to make a purchase.
Risk Aversion	People dislike losing things more than they enjoy receiving new ones. The unconscious mind is preoccupied with safety, people are overly sensitive to potential loss.
First Impression	People are heavily influenced by their first impressions. People like to believe they are objective and rational, but research shows that first impressions can trump objectivity.
Social Proof	The unconscious mind enjoys following the herd and mimicking what others do. When they see other people buying something, they know it's okay for them to do the same.

Source: Grave, 2016

RESEARCH METHOD

Our interpretations are drawn primarily from those generated by the directive in-depth interviews of 20 participants. The use of the sample size is based on the adequacy and suitability of the participants for the required information. In addition, the 20 selected participants have met the participant groupings both by gender and income. We use a convenience sampling technique to recruit the participants. The participants were selected on the basis of gender and combined income with their partner. The terms of the participants sought are as follows: 5 women with middle-low income, 5 women with middle-up income, 5 men with middle-low income and 5 men with middle-up income. The limitations of this study are as follows: parents with middle-low income are those who have a combined income with a partner of less than 5 million rupiah per month, while parents with middle-up income are those who have a combined income with a partner of more than 5 million rupiah per month. The use

of the income limit of 5 million rupiah is based on the average minimum wage for the districts or cities of Bekasi, Karawang and Jakarta. Other demographic variables in the data collection included age, gender, and educational level. All participants must have children aged from 4-14 years old. Based on the limitation of the participants, the researcher conducted an analysis of the roles of the participants. Participants were determined based on the research problem. After conducting a role analysis, the researcher looked for information on the availability of appropriate participants. The people who are selected to enter the interview stage must meet the criteria previously described. In the middle of the research process, the researcher can decide to add, reduce or remove selected participants from the study (adjusting to the answers of the participants concerned). All participants were informed of the purpose of the study and of the confidentiality of their responses. This study has been conducted between October 2021 and January 2022.

Table 3. Participants Descriptions

No	Name	Gender	Occupation	Education	Children's Profile Sex (Ages)	Income Categories
1.	Safira	F	Teacher	D3	F (4)	Mid-low
2.	Dyah	F	Front Officer	SHS	F (5)	Mid-low
3.	Desti	F	Receptionist	SHS	M (4)	Mid-low
4.	Marisyia	F	Admin Officer	SHS	M (4)	Mid-low
5.	Nita	F	Employee	SHS	F (10)	Mid-low
6.	Hasyim	M	Employee	JHS	M (7)	Mid-low
7.	Fadly	M	Teacher	D3	M (4)	Mid-low
8.	Hito	M	Teacher	D3	M (6)	Mid-low
9.	Rio	M	Employee	S1	M (4)	Mid-low
10.	Viko	M	Employee	D3	F (4)	Mid-low
11.	Bertha	F	Employee	S1	F (4)	Mid-up
12.	Stephanie	F	Entrepreneur	SHS	M (4)	Mid-up
13.	Bernadetta	F	Employee	S1	M (9)	Mid-up
14.	Ferra	F	Employee	SHS	F (5)	Mid-up
15.	Gusriana	F	Admin Officer	D3	M (7), F (4)	Mid-up
16.	Ikrar	M	Employee	S1	M (12)	Mid-up
17.	Surachman	M	Employee	S1	M (14)	Mid-up
18.	Doddy	M	Employee	S2	F (14)	Mid-up
19.	Chairudin	M	Employee	S2	F (10), F (8)	Mid-up
20.	Eric	M	Employee	S2	F (7)	Mid-up

Source: Author's Data

DATA ANALYSIS

As an effort to describe the general picture of this research, it is necessary to present a theoretical model based on information from the participants involved in this study. The role of children as consumers is described in a research model as shown in Figure 3. The model depicts a causal relationship from the existence of self-control. Parents have complete control over what they will decide for their child. This self-control will be related to the entrapment desire and the condition of being free from pressure.

RESULT AND DISCUSSION

Unrecognized Market Pattern

People make purchases of consumer goods and services that are considered common or almost everyone buys these goods. These category of consumer goods in this research are household

categories such as bed sheets, blankets, towels, or room perfume, as well as goods such as children's toys, then Food and Beverages such as snacks and services like restaurant or hotel selection, until convenience necessity such as house or residence, vehicles and transportation. The decision to purchase of these consumer goods is usually based on several aspect such as visuals of the product in term of the shape of the packaging, colour, also other decision is coming from perceived feels or quality factors such as the type of material used, comfort when used, cleanliness, until other factors related to the economical such as price, value for money. However, from the results of research conducted, it turns out that the factor of children also plays an important role in influencing parents' decision to buy goods and services. From 20 respondents with various ages, education, and income, it was

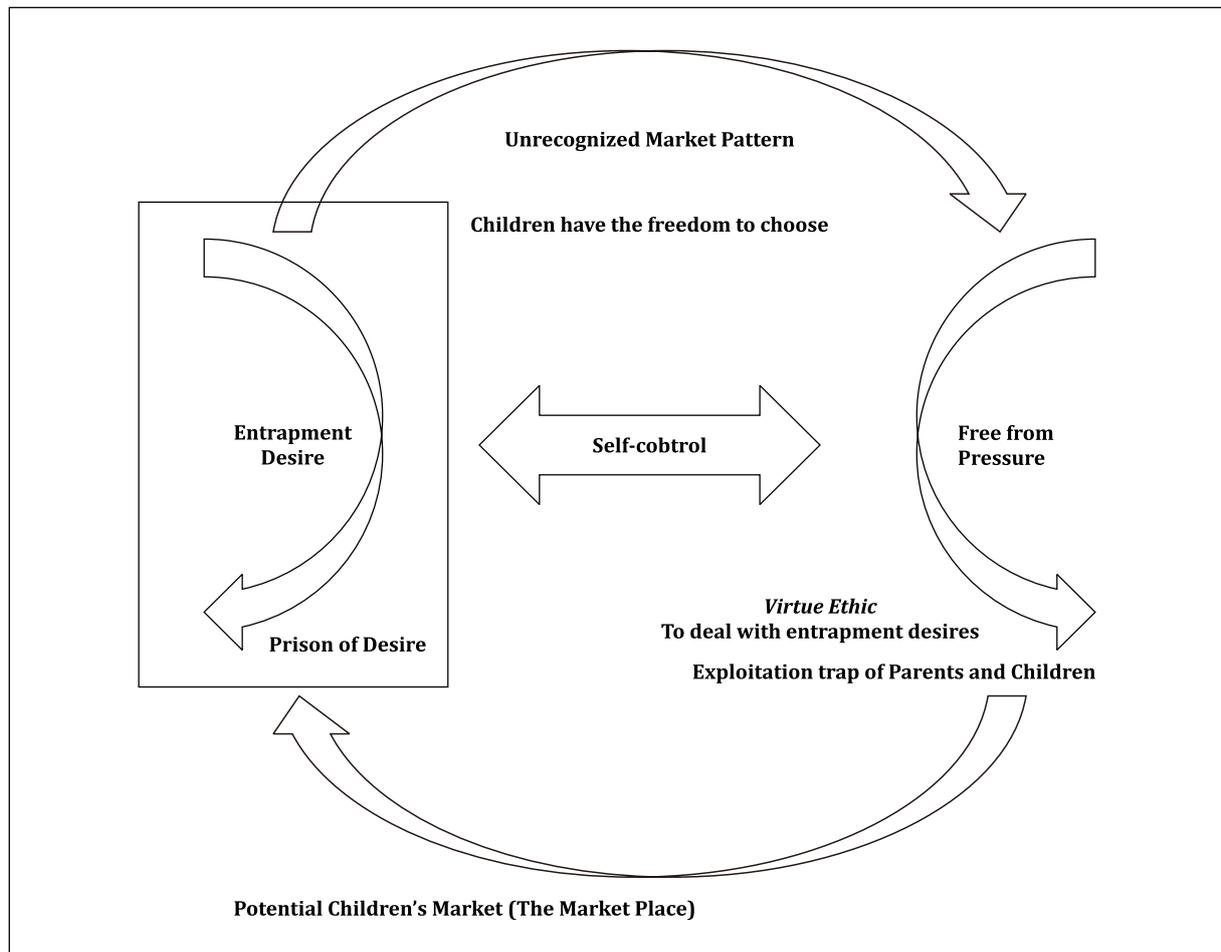


Figure 3. Research Mode

source: Haryanto, 2020

found that 95% parents agreed that children could have influenced their decision in purchasing goods and services. Below are several statements from respondents that proved how children unconsciously influenced parents for purchase decision.

In buying household categories such as bed sheets, blankets, towels, or room perfume, some of respondents give their statement

- *"I always select bed sheets that feel smooth and made from good cotton so it will not irritate my 4 years old boy"* - Marisyah, 2021.
- *"Since I am sensitive to dust, and I am worried my 12 years old son tends to be the same, I often check the product whether it can trigger asthma or could trap dust"* - Ikrar, 2021.

In other goods specifically intended for children, here are some statements regarding what is the consideration of parents during purchase of toys. Several respondents give the same answer.

- *"Toys that could not be swallowed"* - Safira and Fadly, 2021.
- *"Toys that do not have sharp edges"* - Destinasi, Marisyah, and Viko, 2021.

Interestingly, in buying Food and Beverages category, all three respondents gave same statement

- *"I will buy Food that is free from the MSG or other chemical ingredients as it is not good to be consumed by my child"* - Nitamia, Viko and Fadly, 2021.

Other parents consideration during purchase a house or decided to stay in hotel

- *"I choose a house in the cluster area that has a children's playground"* - Dyah and Bertha, 2021.
- *"I bought my house because it is near my children's school"* - Ikrar, 2021.
- *"I will stay at a hotel that has a good swimming pool as my child would/ often like to swim"* - Doddy, Choirudin, Surachman and Gusriana, 2021.

This research result shows that children represent

an important aspect as consumer, which is different from the currently known segment which is primary market, the influencer market and the potential market as described by Haryanto et al. (2015). Children as the influencer market which does not only aim for children as the final consumers but also their parents and those around them who are influenced by the children. However, our study departs from Haryanto's because the children did not directly influence the parents because they are not present during the purchase of goods and services, but still the parents unconsciously consider their children before they make a purchase decision.

Our study result consonant with Ramzy et al. (2015) that stated child-related products had the most influence from children. It is true as our respondent states on child related products such as households (bedsheets, blankets), Toys and food have their consideration due to aspects of healthiness of ingredients, non-harmful chemicals, safety and comfort perceived by their children. But in contrary with Ramzy's, stated that for more expensive products parents will often make important decisions with little input from children, in our study for house or resident purchase, which is considered expensive for most Indonesian people, the respondents still considered their children as influence of their purchase decision.

Virtue Ethic to deal with entrapment desires

The definition of virtue ethics itself is a theory that emphasises the role of character and virtue in moral philosophy rather than either doing one's duty or acting in order to bring about good consequences. Simply like this kind of moral advice: "Act as a virtuous person would act in your situation" (Athanasoulis, 2004). In this case, self control plays an important role (act as virtue) in controlling the habits of parents so that they are free from pressure of giving everything the best for their children.

Usually, as devoted parents, parents want their children to thrive. Parents will do anything in

their power to see that their children lead a happy, healthy, and successful future. and sometimes all these extra efforts can backfire. In the attempts to help the children get all the best they need, to guide them, and advocate for them, parents can sometimes overstep their bounds and do too much. The example for the premiere needs of children that parents want to gives extra, from the first day the child is born, parents have decided what type of fabric to use for the baby, the type of fabric that is comfortable on the baby's skin, or the best formula milk for their child's growth who may spend a household budget that is greater than the family's primary needs. As the child grows, parents will determine the educational institution that will be chosen for their child to study. And nowadays, favourite schools, the more prestigious the school, the international school are famous for being expensive. Not only for the premiere needs, in the tertiary needs, parents also want to give the best for their children. such as in determining the types of toys to be given to their children, educational toys, age-appropriate toys and also toys that do not contain hazardous materials for children.

According to Haryanto (2020), if this habit is not controlled well, not adjusted to the financial capacity of the family, the parents will dig a serious problem in the household financially and the parent will jump to the dark side of parenting desire (the prison of desire).

In line with the explanation above, in the interview that we distributed, both parents with incomes below 5 million and above 5 million tend to have a preference for giving the best for their children.

- *"Parents work for family happiness, in this case including children. At Restaurants, I usually look for non-smokers. Food must have a MUI halal label. Vehicle safety is the most important consideration. Even travel, which is generally liked by children"* - Surachman, 2021.
- *"I don't want to give high-mercury seafood, because it's unhealthy to eat too much for toddlers"* - Fadly, 2021.
- *"Toys with propellers. Because usually the propeller is designed with a thin and sharp*

texture. So the risk of harming a child is quite high and room freshener contains spices. Because in addition to functioning to scent the room, it also functions as a good aromatherapy" - Viko, 2021.

- *"Sharp children's toys are like swords that can do harm"* - Marisya, 2021.
- *"Curtains with dangling ropes, the risk of a child choking on the curtain rope is quite large"* - Safira, 2021

Likewise, parents with high and low levels of education have a preference for giving the best for their children. In the interview that we held, most parents with low levels of education chose that their children played an important role in some of the categories given. Only in the category of transportation and vehicles, parents with low levels of education mostly heed the role of their children. For parents with a higher education level, they tend to consider the role of children in choosing the product to be given.

Potential's Children Market (The Marketplace)

Self-control: Factors that parents consider when buying products for children

The financial condition of parents will affect what goods or services they will use. Parents with low-medium financial conditions will prioritise the price factor over other factors before buying or using a product or service. Meanwhile, parents with medium-high financial conditions have more privileges to choose and consider many things before buying or using products or services. However, for this research, we focus on the role of children in the process of buying or using products or services. There are several considerations that parents have before deciding to buy a product or use a particular service, such as:

a. Children's Health

The consideration of children's health is a determining factor before buying food for most parents. Parents will be very concerned about the composition of food and the nutritional facts of the food that will be consumed by their children. They will also ensure that the food that will be purchased

for consumption by their children does not contain harmful food ingredients such as the composition of msg, sugar and salt that is too high. As quoted from Bernadetta's answer below:

"I always look at the food brand before I buy the product, since baby I always give snacks with age labels according to my child's age. Besides that, I always look at the composition of snacks that will be consumed by my child, I will not buy snacks that contain high MSG (Monosodium glutamate). I also limit the sugar intake that is consumed by my child" - Bernadetta, 2021.

b. Children's Safety

Child safety is the main factor before parents buy products that will be used by their children directly. For example, when parents buy toys for their children, parents will make sure that the toys do not have sharp parts and are easy to swallow so as not to harm their children. The same thing also happens when parents are going to buy air freshener. Most parents will choose to buy air fresheners made from organic so that it is safe if inhaled by their children.

"I chose to buy a natural air freshener. It doesn't matter to me if the price of natural air freshener tends to be more expensive than ordinary air freshener, but the most important thing is that it is safe for my child" - Bertha, 2021.

c. Children's Comfort

In choosing a service provider, parents will pay attention to the comfort of their children when using these services. The selection of restaurants and hotels is one example. Parents will prefer restaurants and hotels that provide a playground area for children. Many parents feel that when their children see a playground in a restaurant or hotel they visit, they will feel comfortable when they are in that location. This comfort is also obtained. When visiting a restaurant that provides a children-friendly menu, children will comfortably eat food according to their

preferences.

"I prioritize restaurants that provide children's play areas in them, so that children can play during the eating process" - Surachman, 2021

d. Educational Value

The value of education turned out to be one of the considerations of parents before buying a product for their child. Three out of ten parents said they would buy toys that had educational value for their children. Toys that have educational value are considered to provide more benefits when played. In addition to entertaining, children will also learn something from the toy without realising it. Learning is not only something that is academic in nature, toys are also said to have educational value when they can train a child's motor and sensory nerves.

"I will buy toys that have educational value for my children" - Stephanie and Eric, 2021

Parents consideration before making product purchase decisions

In this research, we use several children's needs juxtaposed with parents' category income, and parents' education level in determining the purchasing behaviour parameters of parents. From these results it was found that the income of parents and the level of education of parents determine the conditions under which parents decide to buy a product.

In the parents' income category, we can see that parents with middle low-income levels give low (not important) ratings for children's tertiary needs such as air fresheners, vehicles, and transportation. In contrast to parents with middle up income, almost all categories (90%) assume that children influence parents' decision making in buying a product.

In the parents' education level category, parents with a low education level are less consider the role of children in buying a product more important than the parent with a high education level.

Table 2. Interview Result between Parents' Education Level and Parents' Decision Making

Parents Income	Low Education Level		High Education Level			
	< High School		D3 - S1		> S1	
	Not Important	Important	Not Important	Important	Not Important	Important
Bed sheet / blanket / towe	1	6	2	8	0	3
Air freshner	3	4	4	6	0	3
Toys	1	6	1	9	0	3
Restaurant	1	6	3	7	0	3
Hotel	2	5	3	7	0	3
Living enviroentment	1	6	4	6	0	3
Vehicle	5	2	7	3	0	3
Snacks	2	5	1	9	0	3
Transportation	5	2	6	4	0	3
Total	21	42	31	59	0	27
Total	33%	67%	26%	50%	0%	23%

Source: Author's Data

Table 3. Interview Result between Parents' Income and Parents' Decision Makin

Parents Income	Middle Low Income		Middle Up Income	
	Less than Rp5.000.000		More than Rp5.000.000	
	Not Important	Important	Not Important	Important
Bed sheet / blanket / towe	3	7	0	10
Air freshner	6	4	1	9
Toys	2	8	0	10
Restaurant	3	7	1	9
Hotel	5	5	0	10
Living enviroentment	3	7	2	8
Vehicle	10	0	2	8
Snacks	2	8	1	9
Transportation	10	0	1	9
Total	44	46	8	82
%	49%	51%	9%	91%

Source: Author's Data

Circumstances which Children Play with the Purchasing Behaviour of Parents

From the interview analysis results on 20 respondents, it can be said that besides the above mentioned factor and condition, there are another circumstances which children play role with the purchasing behaviour of parents. We collected and categorized all products and services in the interview question into three categories, which is Primary needs, Secondary needs and Tertiary needs. Primary needs are human basic needs or desires, which in the

interview question is represented by selection of fabric, food and housing food. Secondary needs are the desire and wants that become important after the primary needs are satisfied, which in the interview question is represented by Fragrance, Toys and Restaurant. The third is Tertiary needs are the needs came after all needs are met, usually a luxury, which in the interview question is represented by Hotel, Transportation and Vehicle.

Researchers collected and summarized the result

of the interview into table 4.3. It can be seen that according to 20 parent respondents, they believed that their children play an important role in the purchasing behaviour of parents for the Primary needs (81.7%) and Secondary needs (78.3%). While for Tertiary needs, children is considered not a dominant factor with almost half of the respondent believe it not important (43%).

For Primary and Secondary needs, the reason is because from the type of product and services, most of the product will likely be used by their children, therefore those circumstances make their children play role in the purchasing decision. For Tertiary product, because the parents feels that the product or service is expensive and have to be well studied before they make the purchase decision and they think those product are outside of their children knowledge, therefore almost half of respondent said that children is not considered as important role in making purchase decision.

This results show similar finding with previous study by Ramzy et al (2012) that stated the perception of children’s influence was highest for products that related directly to the child. And in the result of Tertiary needs also support previous study by Ramzy et al (2012) that stated durable products are more expensive and parents will often want to make these important decisions with little input from their children. Therefore it can be concluded that when buying Primary and Secondary needs products and services is the circumstances which children play role with the Purchasing Behaviour of Parents.

CONTRIBUTIONS

The existing literature offered understanding about the 1st - 3rd market of children as consumers, which are children as primary market, influence market and future market (Haryanto et al, 2015). However, the previous literature realized that there’s an unrecognized market pattern of children as consumers who actually play in a different way, in this market children no longer act as a direct consumer subject but as one of parents’ consideration before buying certain goods or services. Therefore, the present study offered understanding about the 4th market of children as consumers. Present study revealed that children have a significant role in parents’ decisionmaking process.

The study is focused on developing a framework by Jony Oktavian Haryanto about the 4th Market of Children as Consumers to synthesise the role of children to parents’ decision-making process. The first contribution of this research is to show the influence of parents’ income and education to their buying behaviour. This research reveals that:

1. The higher income parents have, the more considerations they have before buying goods or services.
2. The higher parents’ educational level, the more considerations they have before buying goods or services.

In addition, from this study it was also found that parents' considerations before buying goods or services that became findings for the unrecognized market pattern of children as consumers were

Table 3. Interview Result of Parent Consideration on Purchase Primary, Secondary and Tertiary Needs of Products and Services

Category	Primary Needs			Secondary Needs			Tertiary Needs		
	Fabric	Housing	Snacks	Fragrance	Toys	Restaurant	Hotel	Transportation	Vehicle
Not Important	3	5	3	7	2	4	5	11	12
Important	17	15	17	13	18	16	15	9	8
Total	Not Important			21.7%			46.7%		
	Important			78.3%			53.3%		

Source: Author’s Data

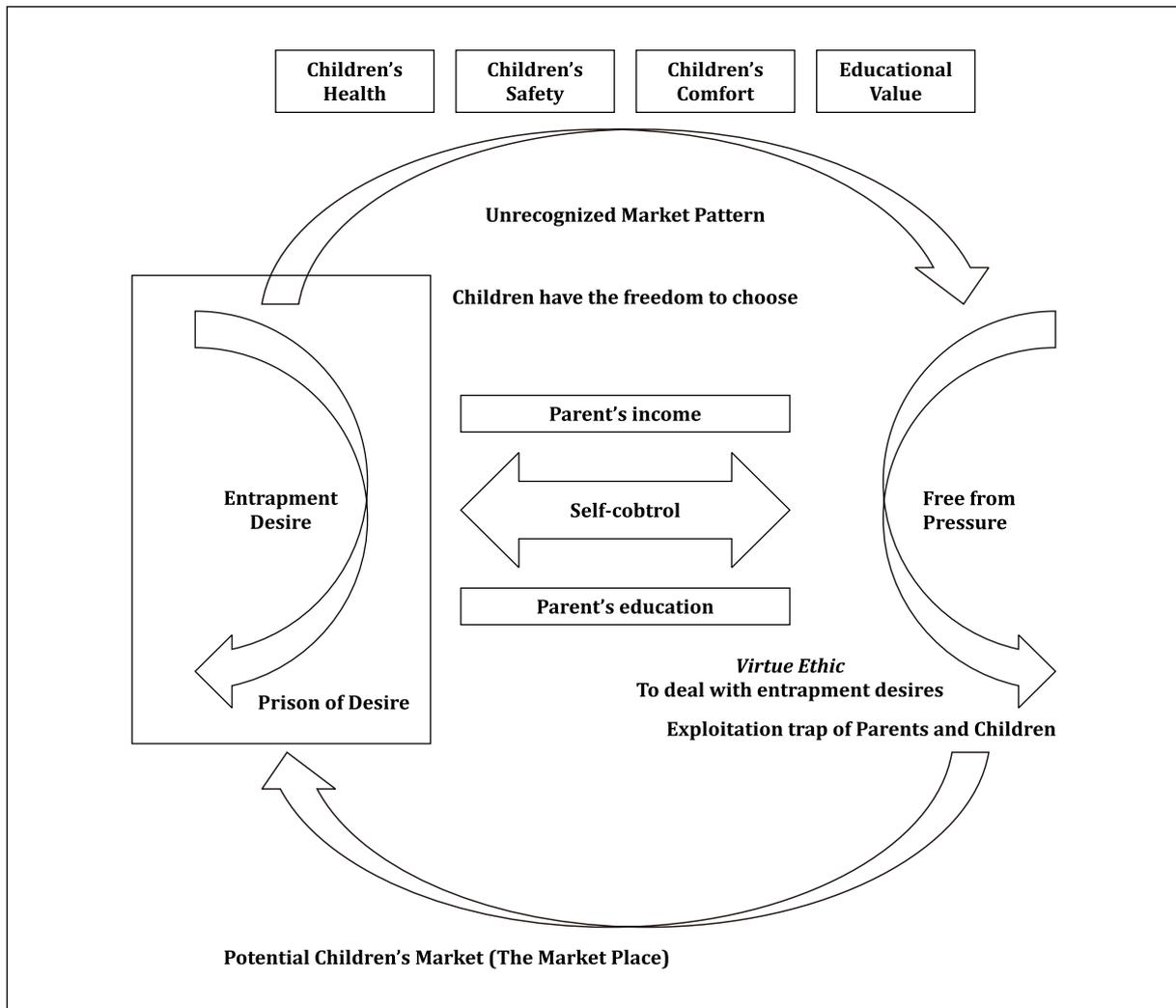


Figure 7. The 4th Market of Children as Consumers Research Model

source: Author's Data

related to children's health, children's safety, children's comfort and the educational value of the goods or services to be purchased.

Parents' purchase decisions are determined by how the goods or services will impact their children in consideration of children's health, safety, comfort, and its educational value, although mostly these acts are considered in parents' subconscious minds.

LIMITATION AND FUTURE DIRECTIONS

According to Kurdi (2016), factors that influence parents in the process of making product purchase decisions for children can be grouped into several factors, including purposes of using-related factors (e.g. safety, durability, flexibility,

category), emotional-related factors (e.g. I just like it, child requested a toy, special events, etc), Informational-related factors (e.g. Teaches skills, information about the products, picture or advertisement, etc), cost-related factors (e.g. monetary costs, temporal costs , efforts cost), children-demographic related factors (e.g. age and gender of child), and parent demographic-related factors (e.g. parents' gender, age, income, educational level).

In this study, researchers focused on the influence of children's behaviour on the parents' decision-making process in buying or using an item or service. Restrictions are placed on factors that influence the parents' decision-making process (as previously mentioned) including factors

related to the purpose of using-related factors, cost-related factors and parents' demographic factors (parents' income and educational level).

Researchers hope that there will be further research on informational-related factors (recommendation, information about goods or services), children-demographic related factors (age and gender of child) and other factors from parents' demographic-related (parents' gender). and age).

MANAGERIAL IMPLICATION

The development of brand salience should be the focus of the company because the children's market is heavily influenced by their reference group, i.e. parents communities and children communities. Companies should consider how to make their brand a daily conversation within this community.

Understanding several factors that influence parents in the process of purchase decisionmaking, such as parents' demography

and desires, also will allow marketers to create strong products that lead to customers' purchase decisions. This is where the role of marketers, where they have to think about how to build a sustainable relationship with parents. For instance, marketers that put the information regarding the age designation on the toy packaging or food packaging will help parents to more quickly make purchasing decisions. Product design development that prioritizes safety values (no sharp and easy to swallow parts) also needs to be considered by marketers.

Promotions and other marketing activities should be developed with parents' perspective about their children in order to build strong relationships with parents, which will ultimately lead to brand loyalty. Attractive and unique marketing programs should be developed and create good bonding between consumer and brand. Companies must also conduct continuous research related to the behaviour of parents and children which may change from time to time.

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