The Attitudes and Behavior of Children Centered Mothers During Purchasing

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Abstract: The conducted study serves to three objectives. The first objective is to reveal the values loaded to the child by the child centric mother’s attitude and the behavior about the effect of 5-6 aged nursery school children on the purchasing decision of the families who belong to high socio-economic class. The second objective is to develop child centricity scale and the third objective is to examine the attitude and behavior differences between low child centric and high child centric mothers. Analyzing the data gathered from 257 mother respondents, the researchers have found out that the lowest influence of child upon the purchasing decision of the family are those which carry high purchasing risk and used by the whole family, whereas the highest influence of the child upon the purchasing decision of the family are the products with low risk and used by the whole family. Findings also reveal that there are statistically significant differences between the high child centricity and low child centricity mothers regarding the purchasing products that are highly risky and used by the whole family.

Keywords: Purchasing decision, children centered families, child centricity scale, kids in purchase

INTRODUCTION

Any consumer as a member of a family is inevitably affected by at least one of the other members of the family. This interaction is especially apparent with children since the role of the children is becoming increasingly important as a result of continuously changing structure of the families and the society [1, 2]. The purchasing process takes place with the participation of children and joint decision of families. The increasing role of children in the consumption behavior and the purchasing decision of families make it necessary to investigate their role in family decisions especially in the purchase of a certain products [3]. It seems that the chance of success of the marketing strategies without taking children into account is very weak. Children represent an important section of the consumers in the society and play an important role in consumption process [4]. The appearance of children as an important consumer group is especially important in countries like Turkey which has high ratio of young population [5]. The “filiarchy” concept described as “the tyranny of children” was proposed by McNeal [6]. This term is used to express the increasing purchasing power of the children. Children can express their personal preferences before they are two year of age and doom some of the products and give life to others with a single movement of their pointing fingers [7]. The companies were not regarding children as potential customers 10 years ago [8]. Even in children products the primary target is parents. However they now realize that children should be regarded as individuals who make their own decisions or at least influence the decision of parents to purchase certain products. The children are capable of expressing their demands and have the possession of power to have certain products purchased [6, 9]. Children are now regarded conscious consumers who plan, obtain prior knowledge before purchasing process and make evaluations afterwards. Today children market is one of the prime targets of the marketing companies [10].

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The increasing effect of children upon the consumption behavior of families mentioned above is generally observed in families in upper income groups where both father and mother work and are well educated. The children of such families are described as "small tyrants" or even "small emperors". These children can easily make their voice heard and attract the attention of the families [1, 11-14].

This paper is important because we believe it is the first paper to address the child-centricity of mother during the purchasing decisions in a developing country. This could be helpful for marketers while they are developing marketing strategies specifically for the influence market of children. This perspective for the study provides an opportunity to evaluate the attitude of the mother in child-centered families on purchasing decision. First section presents literature review. The next section discusses the method. Section three presents the results of analyses. Finally, the article provides implications of the findings and limitations of the study.

Background: The general idea advocated in the studies carried out on children is that the conceptualization of the children is not static but changes according to time and place [15]. The fact that the difference between the ways parents raise a child is attributed to the effect of their respective living conditions (the region, the comfort of the house, general health conditions, economic difficulties and education level), their angle looking at life and the values they possess [16]. In the parental relations the status of women (lateral interaction) and the status of children (vertical interaction) are very important as regards to the subsistence of the family. The values given to the child by the parents reflect their expectations from the child, the structure of the family and its general features [17, 18]. The change in socio-economic values decreases the old age guarantee value of the children and increased their psychological value. Similarly this decreases the financial expectation from the child and increases the value of their achievements [15, 19-21]. The values given to the child and the fecundity are closely related. The economical value of the child is related to higher number of children and psychotic value is related to lower number of children [17, 15]. In socio-cultural cases where children shoulder heavy responsibilities as the elders "the number of children" appears important. On the other hand in situation where children are a source of expense rather than income the concept of number of children may be taken differently [15]. The comparison of these two different socio-economic situations shows that there is a transition from the importance given to the contribution of the child to the family (parent focused approach) to the necessities of the children (child focused approach) [15]. Ayata [22] emphasizes the validity of the child centered approach in today’s core family. He explains the core family and the increasing autonomy of children in the family as the weakening of relationship, ethincal etc ties. As a result of this process the freedom of children increases in the family, which decreases the environmental and parental control over them. One of the other consequences of this change is the decrease in the number of family members, segregation of the elders in other houses and the decrease in the number of children. This causes the increase in the personal space belonging to members. This lead not only to the possession of personal rooms but personal TVs, audio sets even computers. This creates a personal time different from business, working and family times. This creates the concept of "children centered families". Children focused point of view was evaluated in different ways by different researchers. In non children focused cultures where children are given no special status the verbal interest towards children is relatively less. The child is allowed to act as he/she wishes and dominates the family. The child is given uncontrolled authority and the parents reject that any exercise of authority on him/her [1, 12-14]. Children acquire experience in family life and take responsibility in the family when they are given a say in family decisions. Before anything else the child has the feeling of being important in the family [23]. Children are the prime decision makers today. This is described by the concept of “children centered families” [24]. The Chinese syndrome that "one is enough" was accepted in 1980s resulted the families spending more on their children [9]. The postponement of parents having a child until they completed their career and established a firm economic position caused the parents to provide all opportunities to their children. This caused significant influence of the child on the purchasing decisions of the family [25]. The parents believing that they fail to devote enough time to their children give them money to oppress their feeling of guilt and makes excessive spending on them [26, 27]. This is generally the case in the families where both the mother and the father are well educated and working [11]. These families lacks of time for household duties encourages their children to participate in family decisions [28].

The movement from production to service sector in the economy, increased the education of women, decreasing birth rates and prevailing economic conditions resulted in the participation of women in business world.
Today women play too many roles together in the family ranging from being a mother and a spouse to money earning member of the family and a business women [29-32]. The entrance of the women into the business world was the result of their strong desire to deal something constructive and contribute to the family budget [33, 34]. The time which the women allocate to the routine house work was shortened as a result of the invention of house work machines following to the industrial revolution. The number of mothers who enter into the work force is increasing every passing day. This creates an interesting case as regards to the situation of the pre school age children of the working mothers. This created the need of the investigation of the relation between working mothers and their children [35, 36]. Yarrow et al. [37] showed that the working mothers with children between 4-11 years of age were much more anxious and concerned about their relation with their children and question the fact whether their jobs harmed the relations with their children much more frequently than the non working mothers. Working of the mother decreases her time she devotes to making meals and this caused the fathers doing cooking, increased consumption of frozen food, the use of microwave oven and the change of the role of the children [38]. Today the concept of working mother is regarded normal. This situation has marked effect upon the personalities of children and the attitudes of mothers towards their children. The children today do not object the working of their mother on the contrary they are quite supportive. This support of children manifests itself as the demand for money, prestige and status [39, 40]. However the studies revealed that the children of the working mothers have less chance to be together with their mothers compared to the children of non working mothers. In a sense these mothers pay the price of their decreased dialogues with their children due to long hours of absence [12, 41, 42]. In a children marked survey 92% of the mothers in this situation accepted this fact and said that they could not say “no” to demands of their children [43]. Wyness [11] quoted the unrest of the working mother in his office due to the demand of her 4 year old daughter a color TV in her room.

**Interaction between parents and children in Turkey:**
The studies show that the prevalent type of family in Turkey is the “core family” in 1990’s [31]. The social change in the country caused a significant decrease in the number of families where three generation used to live together. The elder generation refused to leave the land they had lived for so many years and immigrate to big cities. This cause gradual decrease in relationship ties and increased the equality within the family making the children much more independent [31, 44]. The improvement of birth control methods and their much wide acceptance by the society gave the parents the opportunity of a better control and flexibility over their lives [45]. As a result of this the parent are having less number of children using birth control methods [44]. In a traditional structure of a typical Turkish family the father role is to earn money working outside for the maintenance of the family and organize the external relations of the family while mother helps the father in the needs of the family members and organization of all the relations among the family members ranging from the personal ties to consumption. The years following the declaration of the republic in Turkey were the years in which there was a marked increase in the number of well educated women due to economic, legal and cultural changes in the society and the creation of fields where women were needed. The rapid acceptance of the consumer economy and the concept of increase income coupled with hard living conditions were the other reasons which increased the number of working women [40]. The concept of "housewife" in traditional meaning who do not work outside to attend the routine housework was replaced by the concept of "full time mother" [46]. Bayraktar [47] states that the working women are adversely effected by the fact that they were unable to allocate enough time to their husbands and children, house work and creative and relaxing activities and find themselves competing with time. The related studies howed that there was a significant relation between the oppressive behavior of mother and the social status of the family. As the social status of the family increases the interventions of the mother which effect behavior of the child take place in a less authoritative way [24, 48]. The time allocated by the working mothers for feeding, dressing and playing games with the children between 0 to 6 years of age is much shorter than the non working mothers. The research showed that the working mothers are much more tolerant to the misbehavior of their children acting in guilt complex thinking that they are unable to show the necessary interest to their children. Kuzgun [49] described democratic parents as those sensitive to the need of children, urge the children to take certain decisions, give value to child’s opinions and create the medium for verbal exchange. The studies also revealed that the parents become much more restrictive and authoritative in their relations with their children as the number of children in the family increases which causes the division of interest [50].
Semerci [51] states that children centered point view has certain features. The parents postpone or cancel their trips according to the demand of the child, regard children's demand more important than theirs and buy whatever the child want even it surpasses their financial capacity. The rules set for the child are constantly violated and the punishments are continuously postponed. All the important decisions in the family are taken according to the child. She also indicates the parents who are well educated and belong to high socio-economic group class show child-centered family characteristic in Turkey.

**Purpose of the study:** The main purpose of this study is three fold: (1) To measure the values system that mother loads to the child and the importance given to child (2) To determine the influence of 5-6 years old nursery children upon the purchasing decisions of the child-centered mother who belongs to higher socio-economic class by developing a child-centered mother scale and (3) To see the scale dimensions interactions with the Maslow's Hierarchy of Needs. In the study the following hypothesis will be tested:

H1: The degree of influence of children upon the purchasing decisions of the family changes according to the child-centered level of the mother.

The research study sample has two limits: (1) The sample is limited with mothers because mothers are influenced by the child during the purchasing and they are the people who give the last decision on purchasing [10, 52-54]. Also, in the process of consumer socialization, the mother has the most influence in the family [55]. In his study, Darian [56] indicates during shopping children are mostly with their mothers. In order to test this situation in different cultural contexts such as in Turkey, the researchers of this study conduct a focus group study with 30 children. Children are asked to draw a "shopping picture", only one child drew the shopping picture with the father. This result also supports Darian study's result in different cultural contexts. (2) The main reason to limit the research study sample with mothers of 5-6 aged children is that these children are in the process of early socialization period [55].

**METHODOLOGY**

**The Questionnaire:** In order to accomplish the study objectives, a research instrument (questionnaire) was developed and improved to meet the objectives of this study.

The research instrument contains three sections. The first section includes the questions inquiring the demographic features of the samples related to themselves and their families. The second section has eight questions to measure the value system that mother loads to the child with the importance given to child and a scale to measure the child centricity of the mother. These eight questions are prepared by the use of data obtained from various studies [13, 22, 57, 58]. The statements of the scale are determined from the scale in Berey and Pollay [58] study, the findings have been obtained from the pre interviews and the project entitled "the use of time" (based on the research conducted by Robinson and Blanchi [59] on the time spending style of the children in a week). This scale was constructed concerning the time which the mother spends with her child. The mothers are asked their frequency of attendance to each activity of their children. The score obtained is divided by the number of activities to obtain an average value and the child centricity of the mother is computed according to this value. The third section includes the statements that measure the attitude and behavior of the mother on the effect of the child upon the purchasing decisions. In this section statements are formed by dividing three parts: (1) the products used by the child (2) the products concerning the whole family with high risk in purchase and the products concerning the whole family with low risk in purchase. The products were chosen from those used by other researchers [9, 14, 28, 58, 60-69] and the children products advertised in TV commercials. In this research, respondents are asked whether they agree or disagree with each statement using a seven-point likert scale with responses ranging from 1 = strongly disagree to 7 = strongly agree.

The survey instrument was submitted to several academicians who are recognized as experts in the consumer behavior and scale development. After the survey instrument was improved with their suggestions, it was pre-tested with mothers as respondents. The above described survey instrument was administered to mothers of 5-6 years old nursery school children coming from high socio-economic levels, in Ankara. As most of the people who belong to high socio-economic class are the residents of Cankaya town, we had the total number of private kinder garden and the children attended to these schools in Cankaya. The number of private kinder garden in Cankaya was 73 while the number of children is 1825. Some 12 private kinder gardens were accepted to contribute to the study. This process produced 261 surveys, but 4 surveys were improperly completed.
Therefore, there were a total of 257 survey useable responses for analysis purposes.

In order to determine the sample size adequacy, the means of the standard deviation of dependent and independent variables used in the research were calculated. The mean of these variables was 1.19. In order to estimate the population mean error in 95% confidence interval z value is calculated as 1.96. The reliability of the sample was calculated. When we put related values in the formula the following result was found:

\[ W = (1.19 \times 1.96) / \sqrt{677} = 0.14 \]

As a result of this calculation the selected sample was adequate to estimate the mean with (+, - 0.14) error in the population. With 95% confidence interval, when maximum standard deviation instead of mean standard deviation was used the estimated value was found as \( W = 0.4 \). As a result, it was determined that sample was reliable in representing the population [70].

The profile of the respondent’s mothers can be seen in Table 1. Based upon the classification of Kagittibasi [71] 692 of the mothers were found to have good jobs as regard to income and prestige when they were coded according to their socio-economical levels.

**ANALYSIS AND RESULTS**

In order to test the child centricity scale, the first step was subjecting the variables to factor analysis by the use of varimax axis rotation with Principal Axis Factoring. Kaiser Meyer Olkin test gave a value as high as 0.88 after this application. The eigen values of three factors were bigger than the unity. This shows a very good meritorious. These three factors with eigen values higher than the unity explain 51% of the total variance. The investigation of the graphical distribution or the score plot shows that the slope was the same for the first two factors. From the third factor a straight line became apparent. The first two factors were loaded after the rotation. These two factors explain 36% of the total variance. The variables were classified according to the loading values of the factors. If the value loaded to both factors creates a difference between them it is included the factor loaded higher. According to this, the first group was named as then “compulsory duties” and the second group as “selective duties”. The activities in the first factor covered the health, cleaning and caring of the child. Daily routines are also included in this group. The most apparent feature of this group was that it contained the situations in which the child needs the physical presence his or her mother. The activities in the second group were the ones where the child needs the emotional support of his or her mother. The case in question here is the emotional sharing. In the activities that are possible to be done alone by the child, existence of the mother is not compulsory but selective. The game concept supports the physical, linguistic and creative development of the child. The presence of mother in this concept is very supportive for the emotional development of the child. In other words, the activities in the first group represent the first two levels as psychological and safety needs, as the primary needs in the Maslow’s Hierarchy of Needs. The secondary needs which appear after the satisfaction of the primary needs consist of three types of needs namely belongingness, ego needs and self-actualization. The needs in the second group correspond to the secondary level of Maslow’s Hierarchy of Needs pyramid [72-74]. In other words, the participation of the mother in the activities in the first group supports the physical needs of the child while the participation of her into the second group activities satisfies his or her emotional needs. Both
The factor analysis tests the validity of product categories and determines the products in the survey. Principal Axis Factoring is applied with varimax rotation. Kaiser Meyer Olkin measurement gives the result of 0.80 which shows a good meritorious. The eigen values of the factors are greater than 1. The ten factors with eigen values bigger than 1 explain 62% of the total variance. Screening the plot of factors eigen values gives the first three factors have the same slope but a breakage in the 3rd factor and an apparent linearity after the 3rd factor. These three factors explain 31% of the total variance. As a result of this, the values are loaded into three factors after the rotation. The products are classified according to the loading values to the factors. The products load in to more than one factors with similar values are excluded from the classification. In case of having an apparent difference in the loading values of a product load into two different factors, the product is included into the factor to which loads with a bigger value. The products which do not load in any of these factors are not subject in the classification (Table 3).

As a result of this analysis products form three different groups. In the next step, the reliability analysis is carried out and squared multiple correlation and corrected item-total correlation values are investigated. The products with corrected item-total correlation value less than 0.10 and multiple analysis result less than 0.20 are not in the group. The reliability alpha values of the 1st, 2nd and 3rd groups are 0.84, 0.81 and 0.73 respectively. The first group contains the products which involve the highest risk in the purchase and affect the whole family. "The high risk product used by the whole family" is the title of this group product which consumers buy making comparisons as regards to price, quality, color and fashion. The second group is the products and the services which the children are closely related and consulted with. This group has the title as "the product used by the child" and is cheap and involves low purchasing risks. The third group of the products is common products in which the children do not have direct relation. This group has the title as "low risk products used by the whole family". These products are generally those related to the common needs of the family and are purchased in frequently in small quantities from the nearest market. These are cheap and not dependent upon fashion.

This part is devoted to the evaluation of the answers of the mother related to the values system that mother load to the child and the importance given to child. The mothers are first asked the question “What percent of
Table 3: Factor analysis of products groups (n = 257)

<table>
<thead>
<tr>
<th>F1: High risky product</th>
<th>F2: Product used by the child</th>
<th>F3: Low risky product used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used by whole family</td>
<td>F load</td>
<td>by whole family</td>
</tr>
<tr>
<td>Audio system</td>
<td>0.747</td>
<td>Meat</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>0.683</td>
<td>Bread</td>
</tr>
<tr>
<td>Stove</td>
<td>0.680</td>
<td>Fruit and vegetable</td>
</tr>
<tr>
<td>Furniture</td>
<td>0.662</td>
<td>Delicatessen products</td>
</tr>
<tr>
<td>Newspaper</td>
<td>0.658</td>
<td>Dairy products</td>
</tr>
<tr>
<td>Detergent</td>
<td>0.564</td>
<td>Bottled water</td>
</tr>
<tr>
<td>Sock</td>
<td>0.490</td>
<td></td>
</tr>
<tr>
<td>Car</td>
<td>0.485</td>
<td></td>
</tr>
<tr>
<td>Holiday decision</td>
<td>0.479</td>
<td></td>
</tr>
<tr>
<td>Hair gel</td>
<td>0.424</td>
<td></td>
</tr>
<tr>
<td>PC</td>
<td>0.358</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chips and dried fruits</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Video games</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chocolate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coke</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bicycle</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Toy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TV program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pictured books</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fruit juice</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spare time activity</td>
<td></td>
</tr>
</tbody>
</table>

Alpha = 0.84

your total budget constitute the spending you make for your child?”. 30% of the mothers answered this question as 21-30%. 65% of the mother allocates more than 30% of their total budget to child’s expenses. The mothers were then asked to make a comment on the statement “I only felt like a real women after having a child”. The purpose of this question was to evaluate the attitudes of the mothers according to the values they give to their children. 30% of them agreed and 23% of them disagreed with this statement. Then the mothers were asked their opinions on the statement “A married couple cannot live a happy life without having a child” serving for the same purpose as the statement above. The investigation of the answers revealed that 29.2% of the mothers agreed and 20% of the mothers disagreed with this statement. Similarly 37.7% of the mothers disagreed and 21.4 agreed with the statement “I spend for my child above my financial capacity”. In other words, when the attitude of the mother according to the expenditure of their children is taken into account, it is seen that the mothers have relatively lower scores. However, the answers of the mother to the statement “I regard the needs of my children more important than my needs” questioning the attitudes of the mothers according to the needs of the children, were predominantly positive. Nearly 82% of the mothers regard the needs of the child are more important than their own needs. Some 95% of the 5-6 years of age children participated into the study has their own room in the house. This result is in good accordance with the claim of Ayata [22] that the children in the families with high socio economical status have their own rooms. The question “What would be your reaction be if the child interrupted you?” is included in the survey in order to determine the verbal exchange levels of the mothers with their children. Only 14% of the mothers’ exhibits a significant attitude as regards to the verbal exchange with their children. 70% of them say that “I kindly warn him/her not to interrupt me”. The mothers are also directed the question of “what would be your reaction if your child does not eat every kind of food you offer?” in order to define their attitudes according to the choice of food of their children. Nearly 56% of the mothers answered this question as “I prepare the food she/he doesn’t like in a way which appeals to her/him”. This shows that neither the mother nor the child is the decision maker in their own. The mother takes the opinion of the child at one side and includes her opinion at the other. In other words, she tries the feeding method which she thinks is the best for her child without causing the objection of the child. The second most popular answer was “I prepare the food which my child likes best” with a ratio of 27%. Some 82% of the mothers respect the wishes of their children as regards to food. If we disregard the answer “My child eats every kind of food I offer” the ratio of mother who insist their child to eat whatever he/she are given was only 11.1%.

In the comparison of the scores of the mothers participating to the study, the scores obtained with the compulsory duties group are much higher than the scores obtained for the selective duties groups. Some 80% of
the mother's scores F-grades of 3 and above for the compulsory duties and the mother scores F-Grade of 3 and above for selective duties remained barely at 26%. The average grade for the compulsory duties is 3.7 and the average grade for the selective duties is 2.7 which mean the mothers give the priority to the physical needs of the children compared to their psychological needs. This result is in good accordance with Maslow's hierarchy of needs.

The first step in testing H1 hypothesis was two dimensional Q-clusters analysis of the mothers participated into the study. The group averages was found to be 4.2 and 3.3 for the compulsory duties dimension and 3.2 and 2.2 for selective duties dimension. Since $p<0.05$ for both groups there was a significant difference between both groups $[t (255) = 1.5$ (compulsory duties), $t (255) = -1.65$ (selective duties)]. As a result, the child centricity grades of the mothers were divided into two categories as "high" and "low". It was observed that 133 of the mothers were high child centered and 124 of them were low child centered. In order to define the effect of the child upon the purchasing decisions of the family based upon the child centricity level of the mother, each of the product groups was subjected to t test. For the first product groups the averages of the 133 child centered and 124 non child centered mothers were 2.9 and 2.4 respectively. Since $[t (255) = 2.86, p<0.05]$ there was a significant difference between the high-child centered and low-child centered mothers regarding to the first group of product. The children of the high child centered mothers are much more effective upon the purchasing behaviors of the family compared to the children of the low- child centered mothers. The average values for the second groups of product were found to be 4.0 for the high-child centered mothers and 3.8 for low- child centered mothers. Since $[t (255) = 1.02, p>0.05]$ there is not a significant difference regarding to the child centricity level of the mother for the second group of products. For the third group of products the average value for both the high- and low- child centered mothers was 5.7. The fact that $[t (255) = 0.50, p>0.05]$ shows that there was not a statistically significant difference between these groups regarding to the third groups of products. These analyses clearly revealed the fact although there was no difference for the second and the third group of products as regards to the influence of the child upon the purchasing decisions of the families. According to the child centricity levels of the mothers, the children of the high-child centered mothers exert considerable influence upon the decisions of the purchasing the first group of products. These results are consistent with literature. Berey and Pollay [58] observed that the child centered mothers try to satisfy their children at one side and do the best things for their sake at the other hand. If the mother thinks that the product demanded by the child is a low quality product, effort of the child to influence the purchasing behavior of the family will not be effective. The influence of the children upon the purchasing decision of the family is less regarding to foodstuff [66]. The second and third group products mainly consisted of the food products. That is why the mothers are able to prevent the influence of the children upon purchasing these goods. The studies indicate that as the educational level of the mother, total income and socio economic status of the family are increased the knowledge of the mother regarding to food is increased and the type of food consumed is diversified. Also the number of meals that he child has in a day was found to increase in parallel with the socio-economic level [76, 77]. The first group of products is not related to food. The child centered mother is therefore unable to prevent the influence of the child upon the purchase of these goods and is forced to consider the child opinions.

In order to determine the differences of the mothers' attitude and behavior, correlation analysis is administrated to related attitude and behavior questions such as "the participation of my child in the purchase of the products used by him/her is important for me", "the participation of my child in the purchase of the products used by the whole family is important for me", "the participation of my child in the purchase of the products used by me is important for me". Results show the positive relation between the statement "the participation of my child in the purchase of the products used by him/her is important for me" and second and third product group (0.154*, 0.223*). Therefore, there is a positive relation in the attitude and behavior of the mother on the child participation of the purchasing decision for the products that will be used by the child. Results also show the positive relation between the statement "the participation of my child in the purchase of the products used by the whole family is important for me" and second and third product group (0.195*, 0.180). Results show the positive relation between the statement "the participation of my child in the purchase of the products used by me is important for me" and first, second and third product group (0.267*, 0.209*, 0.126*). Therefore, there is a positive relation in the attitude and behavior of the mother on the child participation of the purchasing decision for the products that will be used by the mother.
This situation reveals that attitude and behavior of the mothers have positive relations for the low risky products. However, there differences in the attitude and behavior of the mothers for first group products that are high risky.

**DISCUSSION**

In many families the excessive care and interest given to the child increases his or her power to manage the family. This creates very important consequences for marketing managers in order to create appropriate management strategies for the children today and the families of future.

In the case where child centered mothers think that the product demanded by the children is a low quality product, efforts of the child to influence the purchasing decisions of the family are largely prevented. Similarly, a mother who does not believe in the accuracy and validity of the knowledge of the child does not respond to child’s demands. This shows the fact that the marketing managers should not only focus upon the child but on the family and social issues. The highly educated consumer of today takes the life standards of future generations as well as his/her welfare into account. If these parents believe that the company shares the same ideals and reflects them in their marketing activities, they become the loyal consumers of the company on behalf of their children. The companies use TV commercials as a tool to appeal a larger audience. If a company draws a picture that it acts with the social responsibility may even create the vision of responsible and respectable organization in the people which are not in their consumer profile.

Among the sectors which regard children as an important consumer group and prepares commercials which appeal them is the food sector. The findings of this study support this fact. The families are anxious that their children may acquire unhealthy and bad feeding behavior. If the marketing managers cannot erase the worries of the mother concerning to this issue the effect of the children upon the purchasing behavior of the families will increase. Some of the tactics which can be employed by the marketing managers to erase the worries of the families about this issue are as follows: Emphasize the themes of health and feeding in their campaigns, give messages to the consumer focusing on the importance of healthy feeding and provide financial support to the studies related to this issue.

McNeal [9] divided the firms into two as child centered and non-child centered firms. The child centered firms have in service programs for their children consumers, their families and their staff. These firms increasingly implement the child centered strategies taken the increasing importance of the children market into account. The parents cannot easily reject the demands of their children. Taking this fact into account it will be much more effective to implement child centered strategies not only in the commercials directed towards the children but also in the commercials prepared for the adults.

In addition to the child centricity level of the mother it is necessary to develop a child centricity scale of the families. That is why the father should also be included in this type studies in order to determine their child centricity levels. This study should also be repeated for other type of families than the core family. The study should also be carried out on people with different socio economic levels.

**REFERENCES**


