CHAPTER	ТОРІС	PAGE NO
NUMBERS		
Ι	INTRODUCTION AND RESEARCH DESIGN	01
	1.1. Introduction	01
	1.1.1. Development of Child into a Young Consumer	02
	1.1.2. Children Consumerism	02
	1.1.3. Understanding the Minds of Young Consumers	02
	1.1.4. Role of Young Consumers in Family Buying Process	03
	1.2. Significance of the Study	03
	1.3. Statement of the Problem	04
	1.4. Scope of the Study	04
	1.5. Objectives of the Study	04
	1.6. Hypothesis of the Study	05
	1.7. Research Methodology	05
	1.8. Study Area	06
	1.8.1. Sampling Framework	06
	1.8.2. Data Source	07
	1.8.3. Reliability and Validity	07
	1.9. Operational Concept	07
	1.10.Statistical Tools Applied	08
	1.11. Limitations of the Study	09
	1.12. Chapter Organisation Scheme	09
II	REVIEW OF LITERATURE	10
	2.1. Introduction	10
	2.2. Influence of Young Consumers in Family Purchases	10
	Decision Making	
	2.3. Children's Influences – Stages of Decision Making Process	12
	2.4. Influence of Young Consumers in different Product Categories	13
	2.5. Young Consumers Influence according to the Stages of Development	15

	2.6. Conclusion	16
III	OVERVIEW OF THE ROLE OF YOUNG CONSUMERS IN	17
	PURCHASE DECISION MAKING	
	3.1. Children's Influence	17
	3.2. History of Young Consumers Influence in Purchase Decision	17
	3.3. Marketing Practices	18
	3.3.1. Factors of Consumer Behaviour	19
	3.3.2. Effective Marketing Practices	20
	3.4. Children as Modern Day Consumers	20
IV	ANALYSIS AND INTERPRETATION	21
	4.1. Introduction	21
	I. Basic Information of Consumers	21
	II. Relationship with Children	23
	III. Profile of the Children (As Consumers)	23
	IV. Perception of Adults on Children Being Treated as	25
	Consumers by Marketers	
	4.2. Conclusion	52
V	SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION	54
	5.1. Summary of the Study	54
	5.2. Major Findings of the Study	55
	I. Basic Information of Consumers	55
	II. Relationship with Children	55
	III. Perception of Adults on Children Being Treated as	56
	Consumers by Marketers	
	5.3. Suggestions	57
	5.4. Conclusion	58
	5.5. Future Scope for the Study	58
	BIBLIOGRAPHY	
	ANNEXURES	