Chapter 7
Creating Sustainable Product: Understanding Winning Elements of the Children’s Market

ABSTRACT

In Chapter 6, we have identified the antecedents of a successful product using Indonesian market segment from children the age of 10 to 12-year-old. The important elements that we identify in this chapter include brand personality, brand trust, and brand salience, especially on how each of them affects brand relationship. When combined with autobiographical memory and buying habituation, this emotional bonding results in brand loyalty. We then used neural network topology to fully comprehend the antecedents of brand loyalty within the children’s market. To further elaborate on the success factors to support product longevity, we are going to replicate the conceptual framework from Chapter 7, but because of the strong and dominant latent constructs present in the model, we use a statistical equation modelling approach in this chapter. We also conduct exploratory principal component analysis (varimax rotation) and reliability analysis, followed by a confirmatory factor analysis (CFA) by utilising LISREL 8.73 with maximum-likelihood (ML) estimation on the scales as developed by Joreskog and Sorbom (1993).

DOI: 10.4018/978-1-5225-0993-6.ch007
Creating Sustainable Product

INTRODUCTION

One can safely assume that the overall children’s market represents a tremendous opportunity related to the market potential of many business systems, when the predictable demographic patterns and the foresight assumptions related to the growth rate of the world’s population is taken into account. Pre-teen market is a special segment to be taken into account amongst these consequential premises. Gbadamosi, Hinson, Tukamushaba, and Ingunjiri (2012) have shown that there is a strong relationship between marketers and children. They came to the conclusion that African children have a positive attitude towards TV advertisements related to food products.

In addition to children’s influence on parents and their contribution to long term memory, a research on children’s shopping desires and parental influence is needed. This is meant to comprehend children’s power in influencing parental buying decisions and also for a consistent marketing strategies from the service provider and other factors that can disrupt children as customers. This research believes that identifying the antecedents of brand loyalty for the children’s market is paramount.

Certain products in the child segment have been able to survive in terms of market share and have exceptional longevity. Many new products that enter the market with extravagant advertisements, however, have enjoyed relative success over time but then they disappear from the retailers’ shelves. The identification of and the ability to optimize the factors that can preserve product dominance is the key to product longevity, especially in this extremely dynamic and ever-changing face of the children’s market.

This chapter attempts to identify the factors that can influence the success of products in the children’s market segment in Indonesia. It is expected that this study can contribute to the body of knowledge and to the understanding of the factors and their inter-relations that can support product longevity in the children’s market.

Box 1. Orienting questions

- What are the factors that can influence the success of products in the children’s market segment and how do they affect one another?
- What are the ethical challenges and paramount concerns associated with children’s market research?
- How do exploratory and confirmatory analyses be used to explain the relationship of the factors that can influence product longevity?
- What should marketers understand to design a more effective customer acquisition and/or retention programs?
Related Content

Culture-Sensitive Virtual E-Commerce Design with Reference to Female Consumers in Saudi Arabia
www.igi-global.com/chapter/culture-sensitive-virtual-commerce-design/46444?camid=4v1a

Development of a ‘Consumer Perceived Value Scale’ (SPERVAL Scale) in the Context of Services Industry
www.igi-global.com/article/development-consumer-perceived-value-scale/63038?camid=4v1a
Development of a ‘Consumer Perceived Value Scale’ (SPERVAL Scale) in the Context of Services Industry
[www.igi-global.com/article/development-consumer-perceived-value-scale/63038?camid=4v1a](www.igi-global.com/article/development-consumer-perceived-value-scale/63038?camid=4v1a)

The Concept of Industrial IT in Customer Service
[www.igi-global.com/chapter/concept-industrial-customer-service/23761?camid=4v1a](www.igi-global.com/chapter/concept-industrial-customer-service/23761?camid=4v1a)