Anti-consumption and Parents’ Resistance to Kids Marketing
Motivations and manifestations

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Context (Kids marketing)

- 25 years of research on child-consumer socialization (Roedder-John, 1999):
  - Identification of explicative factors: families, friends, and marketing (media)
  - Analysis of children’s reactions to media, brands and retailing practices (Brée, 2007).

⇒ But what we now need to understand is:
Context (Anti-consumption)

- Rejection of mass-market (Cherrier 2009)
- Boycotting, brands avoidance (Lee, Motion, and Conroy 2009)

⇒ But what we now need to understand is:
  Is it possible to resist for someone else?
  Particularly: how do parents resist for their children?
Analysis of parents’ resistance:

- What are the perceived influences?
- What are the threats?
- How do parents resist marketing influences exerted on their children?
Conceptual framework

**Resistance:**

- A « force » that the subject attempts to nullify (Roux, 2007)
- Perception of threat
- Situational resistance vs. individual tendency
- Different reactions: from avoiding specific products or media to the total control of all influential sources (Fournier, 1998)

⇒ Motivations, targets and manifestations of parental resistance
Method

- Parents who perceive themselves as « resistant »
- Parents of children covering perceptual (aged 3-7) and analytic (aged 8-11) stages
- 10 individual semi-directive interviews
- Interview guidelines on toys status in the family framework
- Individual and transversal thematic analysis
Results (1)

Resistance: motivations

- **Individual motivations**
  - Anti-consumption motivations
  - Ethic values

- **Children perceived vulnerability**
  - Threat to child’s intelligence
  - Intrusion into the child’s day-to-day life

- **Situational motivations (associated to toys)**
  - Aesthetic & toys evaluation
  - Toys origins
  - Brands values
  - Use and cost

*It strongly fight against consumption*
*It can easily affect perception, even intelligence*
*The use of brands in every aspects of the child’s life*
*I don’t like them, they’re ugly (Pet Shop)*
*It’s too expensive*
*It is the kind of toys that is opposed to my values*
Specific products and brands

- « We don’t have any Barbie dolls, we’ll never have »
- « I don’t like toys that are very specific, like toy irons for little girls to do housework »

Licenses

- « I don’t like licenced products »
- « Hello Kitty and Co, I won’t let them in the house ! »

Shops

- « I don’t take the children to toys stores »
- « I don’t need a salesperson trying to influence me with best sellers. No way ! »

Advertising, TV, Internet

- « I don’t want them to watch TV »
- « I don’t like advertising »

Parental Resistance Targets
Results (3)

Resistance: manifestations

- 3 ways to resist:
  - Avoidance
  - Communication
  - Control / Prohibition

+ Anti-consumption way of life:
  => no perceived resistance

I like to develop their critical mind towards adds

I prefer not to take them to stores, that way there’s no conflict

We explain them what we don’t like and why

I limit the time / he watches programs that don’t have ads

I think that he doesn’t know all these games…
We never talk about that at home

Our children don’t ask for Petshops because they know that we aren’t concerned by this kind of things

He doesn’t watch ads because we don’t have any TV

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Main findings

- **Resistance for someone else**

- **Motivations:** 1) individual (anti-consumption), 2) relative to children, **or 3) situational** (relative to product category)

- **Resistance manifestations:** avoidance, communication, or control

  + anti-consumption way of life: no perceived threat, no parental opposition.

  + Renouncement to resist kids marketing influences
Anti-consumption and resistance

Anti-consumption is:

1) a motivation,
or 2) only manifestations...

... of the parental resistance to kids marketing.

And, within anti-consumption way of life,
no parental opposition...
To do...

- Deeper analysis of anti-consumption discourse on:
  - manifestations: brand avoidance, boycott, voluntary simplification, etc.
  - and motivations.
    ⇒ Links between anti-consumption and parents’ resistance (focus group)

- What is parental resistance when children grow up (eg. teenagers?)
  ⇒ « how do parents deal with teenagers’ resistance to parents’ resistance? »
Anti-consumption and resistance

Anti-consumption is:

1) a motivation,
or 2) only manifestations...

... of the parental resistance to kids marketing.

And, within anti-consumption way of life,
no parental resistant behavior...