

The purpose of this study sought out to investigate to what extent the television advertisements control a child's behaviour as a consumer and to what extent the child influenced the family consumption decisions leading to purchases in supermarkets. Much of the research on family consumption and decision-making behaviour has been dwelling on the husband and the wife, and the role of children often has been ignored. Children constitute a very important consumer group. Children are important as a primary market, an influencing market, and a future market. This study was worthwhile as it focused on' children as an influencing market, yet no previous studies had been carried out in Kenya to explore how children achieve increasing influence on family consumption decisions.

This study used convenience sampling to select the respondents to participate in the study. Data was collected from Parents who came with their children to carry out shopping in the selected supermarkets within Nairobi's Central Business District (NCBD). Data was analyzed using descriptive statistics with the help of Statistical Package for Social Sciences (SPSS). Secondary data on the subject was also consulted analyzed and interpretations made. Data was interpreted and inferences made and presented descriptively using charts, tables and percentages.

From the findings of the study, the children seem to have relative influence on the family consumption decisions. The parental demographic characteristics also have important effect on the children. The study identified the key items that children influence the family to buy at supermarket outlets. From the findings the study isolated the key items that the children were interested in. Children often bought house ware items, foodstuffs, toys and entertainment. The findings suggest that the children bought items that they were sent to buy (household wares) while a considerable number of them bought foodstuffs that attracted them or toys respectively.