

---

## **Identifying Branding Features of Products for Children**

---

E.V. Shelepova<sup>1</sup>, Samofalov V.I.<sup>2</sup>

**Abstract:**

*This article presents the specifics of branding of products for children based on the description of parents' associations.*

*The key words are 'child', 'children', parents' values, brands of products for children, etc. The article studies the frequency and rank of children's brands awareness, identifying key buyers of children's products, studying parents' attitudes to pocket money of children, sizes and methods of their formation.*

*At the same time the article identifies criteria for the selection of baby products, their important properties for parents and qualities, preferred places of purchase, sources of obtaining information on brands of products for children.*

**Keywords:** *Brands and branding of children's products, mix method of marketing research, associative field of the children's brand, brand values, consumer behavior.*

---

<sup>1</sup>Postgraduate, Department of Marketing and Advertising of Rostov State University of Economic, Rostov-on-Don, Russian Federation, e-mail: [elenashelepova1@gmail.com](mailto:elenashelepova1@gmail.com)

<sup>2</sup>D.Sc in Economics, Professor, Department of World Politics and Globalization, Rostov State University of Economics, Rostov-on-Don, Russian Federation.

---

## **1. Introduction**

The purpose of the study is to obtain enough primary information about branding a product for children. The study could become a basis for conclusions on the peculiarities of the value and motivational base and consumer behavior of children's brands, knowledge of children's brands, the process and reasons for deciding on buying children's brands which could be useful for participants of the regional market of children's products when deciding on the design, promotion, correction of children's brands.

Objectives of the research are the following: identify parents' associations by means of 'child', 'children', determine the place of children's brands in the associative field; describe the values of parents – consumers of children's brands; identify children's brands that parents know without prompting, describe their frequency and rank of awareness; determine the percentage ratio of people purchasing in the interests of the child; describe the attitude of parents to the pocket money of children and sources of income for pocket money; find out how great the purchasing power of children of different ages is and determine the approximate sum children of different ages can own; identify the main criteria for the selection of children's products by parents and how much the brand name of the children's goods can influence the decision to purchase; describe the properties of children's products / brands important for parents that affect the purchase of a children's brand; determine the place of purchase of children's goods, as well as the commitment of parents to innovative ways of buying goods; examine the sources of information on children's brands that affect the purchase of goods; identify the degree of influence of children's brands on the purchase of children's goods by parents.

## **2. Literature review**

One of the most multidimensional, detailed, deep, authoritative research on children's branding is the book by Lindstrom and Seybold (2004) "Children's Branding", which presents the specifics of developing brands for children and teenagers and their communications, innovative and creative means of promotion. Rozhkova (2012) singles out the functions of children's brands, naming the main function of self-identification, formulates requirements for children's brands, including correspondence to the emotional needs and subculture of children, to the latest trends within this subculture.

Works that are devoted to the study of the characteristics of children and their parents as consumers and the target audience of communications are of interest in terms of the research. Features of the perception of brands by children are studied in the work of Tsoy and Shchekoldin (2013). Radchenko (2012) notes the importance of a trend to change the structure of consumption of children's goods: consumers of toys are not only children, but also adults who do not want to part with childhood. The consumer

behavior of children on the internet has been deeply studied in the work of Novozhilova (2011). The author does not only study consumer actions children take online, but also finds out their motivation, segments the children as consumers of brands in the internet environment, builds their typology, the key elements of which are “cautious”, “advanced”, “rational”. The author identifies the most significant reasons for buying online for children, namely the lack of goods in the store, convenience, availability of the product a customer liked only in the online store, the most frequently purchased goods – books, textbooks, computer games, toys, as well as the main source of information about goods on internet – advertising on internet and on TV, advice from friends.

Psychological features of the perception of children’s brands advertisement are presented in the work of Pankratova and Rogovaya (2015). Research of Kasjanova and Akhnovskaya (2014) is devoted to peculiarities of children’s brands promotion. Its results were the formulated principles of promoting children’s brands. They are determining the age of the target audience of children’s brand communications to one-year, mandatory differentiation of the target audience by gender, taking into account the influence of parents and reference groups, reporting information to the parents about safety, naturalness and environmental friendliness of baby food brands taking into account the peculiarities of the children’s mental state. Reminder advertising, as well as BTL-events, vivid plot and memorable characters should be a mandatory component. At the same time, the specifics of the perception of children’s brands by parents as the main buyers of children’s products, the characteristics of their consumer behavior online, and the perception of communications of brands of children’s products have not been adequately investigated.

### **3. Methods**

The study belongs to the type of mix-research, because the method developed by the authors combines qualitative and quantitative research methods: an associative experiment method, a ranking method, a survey method, an unfinished sentence method with a hint, a quantitative scaling method. The object of the research is parents of children aged from 0 to 18. Its subject is parents’ values, motivation when making decisions about buying children’s products, attitude to children’s brands, knowledge of children’s brands, the influence of the properties and qualities of children’s brands on their choice by consumers. The respondents of the study are parents of children aged from 0 to 18 living in Rostov-on-Don and Rostov region, since one of the objectives of the study is to provide informational support for making decisions about the design and promotion of children’s brands on the regional market.

### **4. Results**

The results of the study are introduced below. According to the first question, respondents were asked to write down associations arising with the notion of children

(What first words, emotions and impressions do you have when you hear the words ‘child’, ‘children’?). The research method is an associative experiment without a hint. The list of responses is as follows (Figure 1).

**Figure 1.** Associations arising with the notion of children

Love 7	Warmth
Happiness 2	Young people
Fun 2	Youthful
Stress 2	Precious jewelry
Joy 2	Honesty
Innocent 2	Fear
Family	Fatigue
Responsibility	Energetic
Lovely	Play
Empathy	Loud

According to the results of an associative experiment, the frequency of certain associations was calculated (the frequency is indicated by a number next to the word representing the association). The most frequent associations are ‘joy’ and ‘happiness’ (Figure 2). Associations ‘responsibility’, ‘love’, ‘smile’, ‘affection’ possess rather high frequency.

The purpose of the second question (What are the main values for you? (One or several options can be noted)) is identifying the dominant values of parents. Options of answers were given. Imagine the results: family – 79.8%, health – 72.1%, child (children) – 63.5%, material well-being – 46.2%, work – 33.7%, friends – 24%, rest and entertainment – 25 %, education, personal development – 42.3%, freedom – 23.1%.

In the third question, respondents were asked to recall children’s brands and write them down in the order of re-collection. Respondents’ spelling when processing the answers was saved. When counting, different spellings of the name were counted as one brand. Note that the multivariate spelling of the brand name by consumers indicates the disadvantages of naming. And if different spellings for foreign brands are often associated with the fact that consumers fixed their brand names in Cyrillic and Latin (for example, Лего/Lego), this becomes a specific problem for Russian brands (for example, Фрутоняня/Фруто няня/ фругто няня; Глория джинс/Глория Джин /GJ/Gloria Jeans).

In total, in the course of the study, more than 100 different children’s brands were fixed. “Agusha” brand has the highest frequency of recollection. The brand was developed by the domestic company Wimm-Bill-Dann acquisitioned by PepsiCo in 2011. It is of interest that every year since 2008 the result of the recollection research in our study correlates with the results of the research implemented by the company OMI (Online Market Intelligence) of the research project “Favorite Russian Brands”.

**Figure 2.** The associative field of the concept ‘child’ /‘children’ in the framework of a pilot study of American parents

Joy 40	Sons	
Happiness 29	Close people	
Responsibility 11	Anxiety and joy	
Love 11	Pleasure	
Smile 11	Hope	
Affection 10	Pride	
Family 8	Worries	
Care 8	Helpless	
No answer/no associations/not sure 8	Naughty	
Routine 6	Fun	
My beloved children/recall my children/associated with my child/recall my child/ no associations, if it does not relate to my children 5	Crying	
Laughter 4	Caution	
Warmth 3	Screams	
Tenderness 3	Delight	
Sense/meaning of life 3	Comfort	
Expenses 3	Welfare	
Toys 3	Patience	
Attention 2	Protection	
Life 2	Work	
Anxiety/concerns 2	Sweets	
Noise 2	Baby	
Fun 2	Sweetly	
Continuation of life	Children are the flowers of life	
Neutral	Little rest	
Daughter	Desire	
	Much work	
	There is a need to pay	
	Diapers	

The project covers 50 product categories, including two children’s product categories – baby food and diapers. The Agusha and Frutonyanya brands took 1<sup>st</sup> and 2<sup>nd</sup> place in the “baby food” product category both in our study and in the OMI study. Pampers, Huggies and Libero brands took the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position, respectively, in the product category “diapers”. The frequency of recollection is the number of respondents who named the children’s brand when answering the question about kinds of children’s brands they know. The rank of recollection is the place where respondents recall the brand among other children’s brands. The rank of recollection for each of the brands was calculated as the sum of all ranks divided by recollection – the number of respondents who recalled the brand:

$$RR = (R1+R2+\dots+Rn)/RF,$$

where RR – rank of recollection,  $R1+R2+\dots+Rn$  – rank of each brand a respondent fixed in the course of the research, RF – recollection frequency (number of respondents who called a brand in the course of the research).

Brands having frequency of 3 and less did not have the rank of recollection calculated. A list of children's brands obtained as a result of the study with the indicators of recollection frequency (RF) and rank of recollection (RR): RF/RR is given below. For example, the value 31 in the record of Agusha 31/2.2 indicates the frequency of recollection, and the value 2.2 indicates recollection of Agusha brand.

**Figure 3.** List of children's brands with the indicators of recollection frequency (RF) and rank of recollection (RR)

Agusha 31/2.2	Waikiki 5/2.8	Dr. Brown	Brums
Pampers 23/3.0	Disney 5/3.2	Nutricia	Mayoral
Kinder 15/2.1	Orby 5/2.8	Antilopa	Merries
Lego 14/2.3	Barbie 4/5.3	O'stin	Babushkino Lukoshko
Frutonyanya 13/3.1	Adidas kids 4/4.5	Merries	Mamsy
Chicco 12/2.6	Kotofey 4/2.3	Peg perego	Yomayo
Zara/Zara kids 11/1.6	Skazka 3	Nasha mama	Happy
GJ/Gloria Jeans 10/2.5	Avent 3	Geoby	Rayma
Detskiy mir 10/2.5	Malyutka 3	Lucky Child	Begemot
Johnson's baby/	Heinz 3	Splat	Kapitoshka
Johnson&Johnson's 9/2.6	Fisher-Price 3	Nash Aist	Artigli
MotherCare 8/3.1	Foxkids 3	Nan	Sarabanda
Katyusha 8/2.8	Tiny love 2	Kumosiki	Voychik
Don't know any 8	Rastishka 2	Begemotik	Zapf creation
Gulliver 7/3.9	Ushastiy nyan 2	Hasbro	Play-doh
Libero 7/4.1	Hipp 2	Artek	Pigeon
Huggies 7/3.1	Next 2	Cocodrillo	Guess kids
Acoola 7/1.7	Armani Kids 2	Tom tailor	Kari
Andersen 6/2.3	Hasbro 2	Malenkaya Feya	Pasito
Nestle 6 /3.3	Sprit 2	Crocid	Friso
H&M/ H&M kids 6/2.2	Pelican 2	Kapika	Masikea
	Tyoma 2	Polesye	Herber
		To-To	Hipp
		Valco baby	C@A
		Nerf	Leonardoo
		Buebchen	

The results of the research of the rank of recollection are provided separately:

Zara/Zara kids - 1.6

Acoola - 1.7

Kinder / Kinder Surprise - 2.1

H&M/ H&M kids - 2.2

Agusha - 2.2

Lego - 2.3

Kotofey - 2.3

Andersen - 2.3

Detskiy Mir - 2.5

GJ / Gloria Jeans - 2.5

Johnson's baby/Johnson&Johnson's -  
2.6

Chicco - 2.6	MotherCare - 3.1
Waikiki - 2.8	Disney - 3.2
Orby - 2.8	Nestle - 3.3
Katyusha - 2.8	Gulliver - 3.9
Pampers - 3.0	Libero - 4.1
Huggies - 3.1	Adidas kids - 4.5
Frutonyanya - 3.1	Barbie - 5.3

The respondents' answers to the fourth question (Who buys children's products among your family members? (One or several options can be underlined)) express some features of the behavior of consumers of children's brands, namely: they identify the main buyer of children's products. 59.6% account for the mother of a child as the main buyer, 40.4% – mother and father equally, 21% – grandmother/grandfather, other relatives of a child/children. Friends, parents' friends, nobody are among the answers to the "other".

The essence of the hypothesis updated in the course of the previously conducted secondary research lies in the fact that children are taking on purchasing functions being increasingly provided with material resources. This is confirmed in the results of the answer to the fifth question as part of the primary research (Which of the following statements is more acceptable for you: a child should not have pocket money – 3.8%, a child should regularly receive money from parents for pocket expenses – 56.7%, the child should earn pocket money by doing homework – 26.9%, the child should earn pocket money using own efforts, working outside home (4.8%).

Answers of respondents to the sixth question (What amount of pocket money is acceptable for a child per month? (please write the amount): 5-7 years \_\_, 8-12 years \_\_, 13-16 years \_\_, 17-18 years \_\_) provides the data on the situation of the amount of pocket money of children. The table contains detailed results of the study. In contrast to the secondary studies that were analyzed, we were able to describe the ideas of parents about the amount of pocket money in accordance with the age segments of children.

**Table 1.** Detailing the results of the study: distribution of answers to the question "What is the amount of pocket money acceptable for a child per month?"

Age of children, years	0-100, RUR	101-500, RUR	501-1000, RUR	1001-5000, RUR	5001-10000, RUR
5-7	58	22	12	11	1
8-12	20	35	25	21	3
13-16	6	25	28	35	9
17-18	6	5	21	42	22

The seventh question (What are the main criteria for the selection of children's products (brands)? (you can choose several options)) is devoted to identifying the

---

motivation to purchase children's goods, the main criteria that influence the purchase of children's goods. Answers of respondents were as follows: 22.1% of parents consider the place of sale as the main criterion for choosing a product for children, 35.6% – a product brand, 34.6% – a product producing country, 77.9% – product properties/composition, 9.6% – the possibility of obtaining advice/additional information about children's products, 61.5% – affordability, 29.8% – convenience of purchase, 18.3% – the ability to receive additional services after purchasing – entertainment, educational, delivery services.

The eighth question (What features should the children's goods (brand) have for you to buy it? (One or several options can be noted)) develops, clarifies, details the most popular answer to the seventh question. And if the most popular answer to the seventh question was predictable, including, after getting acquainted with various kinds of research of children's products and children's brands, the most popular answers to the eighth question – 'safety' and 'like a child' – were unexpected. In general, the answers were as follows: safety – 74%, reliability – 53.8%, price/discount acceptability – 43.3%, organic origin and environmental friendliness – 38.5%, usability – 42.3%, functionality – 39.4%, the child likes it – 58.7%, produced from local products – 7.7%.

The ninth question (Where do you most often buy children's products (brands)? (one or more options can be underlined)) is related to studying the preferences of parents as buyers regarding the places of sale of children's products. The results show that it is convenient for parents to buy goods both in specialized children's stores and in supermarkets/hypermarkets: in hypermarkets – 51.9%, in supermarkets – 23.1%, in minimarkets – 5.8%, in specialized children's stores – 69.2%, in pharmacies – 24%, in the online store – 30.8%, through a mobile application on the phone – 5.8%.

The results of the answer to the tenth question (How do you learn about children's products (brands)? (one or several options can be noted)) confirm the conclusions about the importance of the online environment for children's brands: from friends/family – 62.5%, from specialists (doctor, nurse, etc.) – 28.8%, via the Internet – 52.9%, press for parents – 4.8%, television advertising – 26.9%, advertising at the point of sale – 30.8%, application on a mobile phone – 6.7%.

The importance of children's products branding is confirmed in the analysis of the answers to the eleventh question (Check the answer that is most appropriate for you: "I buy children's products with the lowest price regardless of brand"; "I buy the brand with the lowest price from a limited set of children's brands"; "I buy one children's brand which I like regardless of its price"). The answers were as follows: "I buy children's products with the lowest price regardless of the brand" – 12, 5%, "I buy the brand with the lowest price from a limited set of children's brands" – 17.3%; "I buy the children's brand that I like regardless of its price" – 61.5%.



**5. Discussion**

Thus, the main associative field of the concept ‘child’/‘children’ form bright, strong positive emotions. An important component of the emotional field of parents is a sense of responsibility. Note that in the course of an associative experiment, no associations associated with brands were obtained; associations rising with children’s products are rare. This indicates that children’s brands are not part of the associative core of consumers associated with the concept ‘child’/‘children’. In general, all associations obtained can be classified as follows (Table 2):

**Table 2.** *Classification of the results of an associative experiment*

No.	Type of associations	Description of classified experiments	Examples of associations
1	Emotional	Associations representing various consumer emotions – both positive and negative, caused by the concept ‘child’/‘children’	Joy, happiness, smile, anxiety, responsibility, affection, pride, tenderness, worries, pleasure, delight, desire
2	Rational	Associations representing different thoughts initiated by the concept ‘child’/‘children’	Work, expenses, attention, caution, there is a need to pay
3	Value	Consumer connects the concept ‘child’/‘children’ with certain values	Life, love, care, sense of life, hope, warmth, comfort, welfare, patience, family
4	Apperception and stereotypical	The consumer responds to the concept ‘child’/‘children’ using elements of an apperception fund – stereotypical, well-known phrases	Children are the flowers of life Anxiety and joy Continuation of life
5	Attributive	Description of the properties and qualities of the child/children	Naughty, helpless, cheerful, baby, sweet
6	Product	The consumer recalls products related to children	Toys, diapers, sweets
7	Structural and systematizing	The consumer embeds the concept ‘child’/‘children’ in the system of other concepts	Close people, family, daughter, son
8	Situational	The consumer associates with certain situations or personalities from life, reflecting personal experience.	Noise, screams, laugh, crying, much work, little rest, fun, my beloved children/recall my children/associated with my child/recall my child/no associations, if it does not relate to my children
9	No associations	The consumer could not answer this question at all or	No answer/no associations/not sure, neutral

		describe the situation of lack of associations.	
--	--	---	--

The associative field of the concept ‘child’/‘children’ in the framework of a pilot study of American parents largely corresponds to the associative field of Russian respondents. The associations have both positive (their overwhelming majority) and negative emotions (fear, fatigue, stress). When comparing, it the “national” emotion was identified. It is affection, which is present with a high frequency in the answers of Russian respondents and is absent in the answers of American parents. This issue is planned to be further explored in further research. How the Russian, American respondents do not associate any brands with the concept ‘child’/‘children’.

The value ‘child’/‘children’ refers to the dominant values of the consumers surveyed along with the values ‘family’ and ‘health’. The values ‘freedom’, ‘friends’, and ‘leisure and entertainment’ are among the least significant for consumers having children.

Zara kids and Acoola children’s clothing and footwear retailers have the highest level of recollection. The brands with a high rank of recollection include Kinder Surprise, H&M kids, Agusha, Lego, Kotofey, Andersen, Children’s World, Gloria Jeans. Only two brands are exclusively marketable among the ones with a high rank of recollection. They are Kinder and Agusha, the rest are retailer brands or umbrella brands representing retailers and goods at the same time.

Recollection frequency and the rank of recollection form such an important component of the brand’s communicative effectiveness as memorability. Memorization is a criterion of communicative efficiency, which directly affects the economic efficiency of branding. In most cases children’s mothers are the main buyers of children’s goods. This is an important conclusion that should be used in branding in all directions – in assortment policy, pricing, places of children’s goods sale and brand communications.

Only 4% of respondents believe that a child should not have pocket money. Another 9% believe that a child should not have pocket money in cases where the child is accompanied by parents (such answers formulated differently are in the section “other”). The overwhelming majority of parents believe that a child should have pocket money, and the main source of pocket money for children is parents, whose duties include giving a certain amount of money to their children from time to time.

Less than one third of parents believe that children should make pocket money themselves, doing household chores and only 4.8% of parents believe that their children could earn pocket money by working outside home. As part of our research project, we identified a need for conducting a survey of children, one of its goals being identifying those product categories and brands for which children spend pocket

money. Comparing the results of two studies, there will be an opportunity to answer the question about the influence of pocket money on sales of specific brands and product categories.

The main thing for the overwhelming number of parents is the product itself, its properties and qualities, composition. The price criterion is in the second place, the product brand is on the third position. For more than a third of consumers, the brand is an important criterion for deciding whether to purchase a baby product. Thus, the development of children's goods as a brand can directly affect sales growth. Four criteria in the framework of the study are related with the place of sale in one way or another.

Approximately 1/5 of the respondents consider the place of sale the decisive factor when deciding on the purchase of children's goods, and approximately the same number of respondents would like to be able to get additional services (entertainment, educational, delivery services, etc.) on purchasing. 1/3 of respondents think that purchasing children's goods should be first of all convenient. All this together makes the place of sale of children's brands one of the most important drivers of their development.

Separate discussion requires the criterion "country of origin" of children's goods. This criterion is as important as the brand of children's goods. As part of the study, a detailed description of this important criterion was not conducted, thus, one of the subjects of our further research will be the national factor in children's branding. We found that most parents tend to consider the child's opinion about children's products. Thus, the recommendation, which can be formulated is based on an analysis of the obtained research results of the eighth issue, is to develop such brand qualities as safety and empathy on the part of the main consumers of children's goods – children.

Currently, more than one third of parents buy children's goods in online stores and mobile applications, and, based on the general trends in the development of web and mobile commerce, it can be predicted that the number of such purchases will increase every year. The audience of young mothers is considered by internet marketers one of the most promising. Thus, children's brands developing web- and mobile sales get an important competitive advantage in the market of children's products.

The leading communication channel of parents with children's brands, along with receiving information in the near circle of communication, which is due to the high importance of children's products and the responsibility that parents feel when they buy, is the internet. Applications as a channel of communications have already outstripped the press. Recommendations of specialists, television advertising and advertising at points of sale are equally important for parents. Despite the crisis, parents prefer to choose proven children's brands, the price factor is less important. At the same time, an analysis of the answers to this question allows concluding that

---

the choice of parents in the price/brand coordinate system is largely determined by the product category. Therefore, there is a need in the development of this research, detailing the choice in the price/quality coordinate system in accordance with the various categories of children's brands.

## **6. Conclusion**

There are recommendations developed as a result of the analysis of this research that can be used in the branding of children's goods, both at the planning stages of a children's brand and at the stage of its promotion.

When developing the associative field of a children's brand and its communications, one should primarily use the value and emotional types of associations. The attributes of the children's brand, the form and content of its communications should be associated with joy, happiness, love, smile, tenderness, family, care. Formation of the consumption motivation of the children's brand can be built on the sense of responsibility of parents as consumers. One of the strategic, long-term goals of the children's brand is to fulfill the task of becoming part of the associative field of parents as consumers 'child'/'children'. The recommended tool is social marketing.

The marketing of a children's brand should build connections between the concept 'child'/'children' and the values of 'health' and 'family', which corresponds to the picture of the world of consumer-parents. Building a non-standard concept of a children's brand may be based on optional values 'freedom', 'friends', 'leisure and entertainment'. The concept 'self-improvement, self-development' can be the basis for building the personality of a children's brand and motivating its consumption. At the same time, in the course of this study, we found that at present, to clarify the connection "children's brand – consumer values system", it would be timely and relevant to conduct such studies specifying product categories.

When planning and promoting children's brands, it is recommended to use umbrella strategies that integrate product and retail brands. The study showed that this kind of architecture has a greater communicative efficiency by the rank of recollection criterion, which has a positive effect on the economic efficiency of children's brands.

The children's brand platform and its communication strategy should contain creative solutions, since, as the study showed, children's product brands with a non-standard conceptual or communication idea are in the lead by the criterion of recollection frequency. Idea-branding, innovative marketing are tools that are recommended for the use in the construction and promotion of children's brands to improve the communicative effectiveness. The private conclusion of this part of the study is the recommendation to use Cyrillic for Russian children's brands. This increases their memorability, leads to a holistic perception of the children's brand.

When designing the relationship ‘consumers – buyers – target audience’ of children’s brand communications, a focus should be made on the fact that the main buyers of children’s brands are mothers (this hypothesis was confirmed in the course of our research). At the same time, when choosing and justifying the target audience of a children’s brand, one should consider the fact that in many cases the children’s brand is consumed together by ‘child – mother’, ‘child – father’, ‘child – father – mother’. When using differentiated marketing, grandparents can be chosen as one of the segments, because, as the survey showed, they buy children’s products in more than 20% of cases.

An important, growing segment of the impact of children’s brands should be children themselves, provided with pocket money, the volume of which is constantly growing. Almost all parents recognize the need for pocket money for children and the need to spend it on their own. As the study showed, the age at which children can make their own purchases, provided if parents do not accompany them, begins from about 5-7 years. At the same time, it is necessary to conduct a study of children as consumers to provide a detailed description of pocket money spending. Such studies, which have already been made, show that the structure of children’s money spending primarily includes entertainment and some food products.

Our hypothesis is that children are actively – emotionally and materially – involved in deciding to buy a wider range of products, therefore, children’s brands should take into account that children are not only consumers of children’s brands, but also their customers, starting from the age of 5-7 years. Thus, when planning children’s brands and communication budgets focus should be more and more made on children. The growing volume of children’s pocket money should encourage entrepreneurs to develop children’s brands in new product categories, for example, children’s bank cards.

Children’s products branding should be built around their quality, because it is important for buyers and parents. Consequently, product, innovation and government marketing should become an integral part of the branding of children’s products. As the study showed, since parents want to deal primarily with brands, branding of children’s goods, retail and manufacturers is an important competitive advantage in the market of children’s goods. Branding of places of sale of children’s goods is an important driver for the development of sales. The need for detailed research revealing the influence of the place of production of the goods on the perception of its quality is revealed.

Security as the main property of children’s products once again confirms the need to use government marketing. Branding of children’s goods must necessarily rely on testing the safety of children’s brands, establish an interactive relationship with customers. One of the leading tools for solving these problems is interactive marketing using Internet technologies, including children’s brand communications in social

networks. Analysis of answers to the question about the importance of certain properties of the product once again confirms the trend of expansion of children as consumers in choosing children's brands. The answer of the respondents "the child likes" means that it is necessary to focus on the children's audience at all stages of children's goods branding.

Hyper- and supermarkets specialized in mono and multi-brand children's stores and online stores, both on the website and in social networks, should be recommended as the main distribution points for children's brands. Distribution channel development strategy should include activities aimed at the gradual transfer of sales from offline to online.

At the same time, unlike the Western markets where they are closing, the largest retailers become bankrupts as consumers chose stores online for reasons of economy (one of the examples is the largest network of children's supermarkets "Toys RUS", which ceased to exist in 2017), offline retail in Russia still has chances for survival. It is because the quality of goods (price is important, but this is not the decisive factor of buying) and the opportunity to get additional entertaining, educational services is important for Russian consumers on purchasing goods.

Thus, along with the development of online sales of children's brands, it is necessary to develop the sales infrastructure and additional services of offline retailers based on social, interactive, innovative, entertainment marketing and marketing of ideas. To a lesser extent, the prospects for applications as a distribution channel in the Russian market are now clear (in our survey, less than 6% of consumers said that they use applications when buying). However, given the trends in international markets, children's brands should focus on app-marketing in the context of innovation and idea-marketing.

Children's brand communication strategy should focus primarily on Buzz communications based on the quality of children's products and Internet marketing. Additional communication tools are television advertising, advertising in points of sale and recommendations of specialists based on b2b marketing. The answer to the eleventh question "I buy the children's brand that I like, regardless of its price" is significantly ahead of everyone else, which confirms our hypothesis on the importance of emotional branding. Thus, it is recommended to look for design and communication solutions for children's brands in the field of emotional branding.

## **References:**

- Kasjanova, A.A., Akhnovskaya, I.A. 2014. Features of promotion of food products oriented on children. *Theoretical & Applied Science*, No. 3 (11), 175-177.
- Lindstrom, M., Saybold, P.B. 2004. *Children's Branding*. St. Petersburg, Neva publ., 320 p.
- Novozhilova, M.A. 2011. Consumer behavior of children in the internet. *Economic Sociology*, 12(1), 81-103.

- Pankratova, I.A., Rogova, E.E. 2015. Features of relationships on effective advertising and elements of a motivational structure of a personality customers of children's goods have. *Internet Journal of Science*, 7(4), p. 34, available online: <http://naukovedenie.ru/PDF/126EVN415.pdf>
- Radchenko, A.F. 2012. Business of children's goods as a pledge of innovative development of the state. *STAGE: economic theory, analysis, practice*, 1, 73-80.
- Rozhkova, A.V. 2012. Characteristics of children marketing. *Impulse: proceedings of the IX International Scientific and Practical Conference of students, young scientists and entrepreneurs in the field of Economics, Management and Innovation*, Tomsk National Research Polytechnic University, Tomsk, p. 315.
- Tsoy, M.E., Schekoldin, V.Yu. 2013. Research of the perception of popular brands of children and adolescent target audience. *Practical Marketing*, 7(197), 4-15.