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Tripurari Pandey (Editor-in-Chief)

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Buying Decisions - An Integrated Approach Patterns and Children's Influence in Family Family Types, Parental Communication

January-June, 20 Vol. 12 No

Harikishni Nain *

study results show a significant association between parental communication patterns and the influence exerted by children in far and non-durable family products across three decision-making stages. Based on the online survey of 361 teenage children communication across family types (tural and urban) and regressed on the influence exerted by children in buying decisions involved the property of the proper Two underlying dimensions of parental communication patterns (concept-orientation and socio-orientation) were measured for The research paper passes and parental communication patterns on children's influence in family types and parental communication patterns on children's influence in family business. Abstract

Abstract

This research paper provides an update and extension to the existing literature on children's influence in family buying decisions to the existing literature on children's influence in family buying decisions.

Family, Family buying decisions, Parental communication patterns, Children's influence, India

INTRODUCTION

Vytautas et al., 2019; Cicero and Teichert, 2018; Curtale, 2018). across countries (Sharma et al., 2022; Ali and Kerpcarova, 2019; propelled the researchers for in-depth investigation of this area constant elevation in children's role in family buying decisions products they are now the sole decision-makers (Rao, 2020). The their families has increased over time to an extent that for many indicate that children's participation in the buying decisions in services (Rao, 2020; Chaudhary et al., 2018). These studies also integral part of these decisions for a broad spectrum of goods and et al., 2002) and gradually started including children also as an buying decisions (Challa, et al. 2016; Kim et al., 2009; Moore focused on the roles played by husband and/or wife in family policy makers (Chaudhary et al., 2018). The researchers initially an area of intense investigation for researchers, marketers, and decision-making unit (Ghouse et al., 2020) has always been Family as a primary consumption (Assael, 1998) and

and nurturing parent-child relationship brings a world of al., 2018). Studies have also revealed that a strong, positive, most intimate and interactive learning context (Chaudhary et socialization agents who play a pivotal role in shaping the cognitive, emotional, social, and behavioral development: difference and lays the foundation for the child's physical personalities and identities of their children by providing the The previous studies have identified parents as the primary

> of communication within a family becomes pertinent hence, for a strong parent-child relationship to exist

(Worldometers, 2022) and the sixth biggest economy (Cen for Economics and Business Research, this area has not been thoroughly researched, particularly i momentum (Anitha and Mohan, 2016). Though import external socialization agent, such as social media is gan parents is increasing, families are becoming nuclear, and o family is decreasing, the number of dual earing but timesignificance in today's time when the number of children 2018; Sundar and Mathew, 2016). This aspect entails sp more influential in family buying decisions (Chaudhary not only boost children's self-esteem but also makes directly related to them. Effective communication with p children to freely express their views even in domain family members and allows each one of them includicommunication builds understanding and trust among tastes, beliefs, and preferences. Open, honest, and dem consumption needs, wants, knowledge, experiences, children across generations learn about the family-s It is the prevailing communication processes through , 2021).

From this perspective, the present study is an effort to integra

and communication patterns on children's influence in the aken is filten's influence in family buying decisions by the on this combined officer as a second of the second of content. — to result and extension to the existing to the provide an update and extension to the existing taken to however the content of the the mean this backdrop, the present study is being been study is being the present study is being the being the man to the present study is being the being ung memory explored in previous studies in the definition aspect and adequately explored in previous studies in the definition and the memory definition and the memory definition and the memory definition and the memory definition are asserted as a second control of the memory definition and the memory Though important this aspect in the area. Though important this aspect in the area in the area. Though important this aspect in the area in the area. resectis with types in family buying decisions to contribute to types in family buying decisions to contribute to have a family buying decisions to contribute to types in family buying decisions to contribute to types and parental communication patterns with types and parental buving decisions to

on the socialization practices adopted by parents leading to the mer children: (ii) impact of parent-child communication styles their children: placed by parents in the consumption related socialization of contains to the (i) acknowledgement of the significant roles (Nover that and Mohan, 2016; Mandrik et al., 2005; Rose et house of al., 2020; Ali and Kerpearova, 2019; Vytautas et al., (blust et al., 2020; Ali and Kerpearova, 2019; Vytautas et al., Reflect the researchers in the area of consumer socialization that the second s reflichtild interactions had always been an area of great interest WEWED LITERATURE AND HYPOTHESES ily buying decisions. service of children's consumer behavior; and (iii) linkage development of children's consumer behavior; practices adopted by children in terms of their involvement and keween parental interaction orientations and the behavior 102: Carlson et al., 1992). The major focus of these studies miluence in their families' consumption processes, purchase processes, product selection, preferences for brands, skepticism and environmental friendly products, minimalistic approach r different media and advertising, attitude towards green in consumption, inclination toward quality products, and government policies for consumer protection (Sharma et al. 2019; Bhutto et al., 2019). Abbasi et al. 2020; Shiel et al., 2020; Vytautas et al.,

The existing hierature also identified the variable "parental other than consumption such as facing unpredictable situations in guiding, and directing children to cope up and deal with activities and outside their homes, known and unknown outsiders, public usage of mass media (Sharma et al., 2022; Abbasi et al., 2020; affairs, school academic and non-academic activities, and the participation, involvement, influence in the family buying have also observed a direct link between the extent of a child's decisions, and the nature, frequency, and type of parent-child communication that prevails in his/her family (Shiel et al., 2020; Chaudhary et al., 2018; Rose et al., 2002; Carlson et al., 1992; Chaudhary et al., 2018; Rose et al., 2002; Carlson et al., 2018; Rose e Carlson and Grossbart, 1988). munication pattern as a critical factor in developing. , 2020: Anitha and Mohan, 2016). The researchers

Although very few in number, researchers have also explored the link between undergraduate students' financial literacy and 2018). McLeod and Chaffee (1972) introduced and incorporated their parental communication patterns (Hanson and Olson, the concept of family communication in the field of marketing the concept of family communication in the field of marketing through their study on political socialization. In this study they through their study on political socialization.

made use of a co-orientation model developed by parent-child communication, i.e., socio-orientation and concept (1953) and proposed two-dimensional orientation pattern of orientation. These two orientations are described by Caruana and Vassallo (2003) as: Newcomb

obedience from the child and to foster harmonious and pleasant on monitoring and controlling the behavior and is based or social relations at home. This form of communication is based "The socio-oriented communication is intended to produce decisions that are liked and accepted by others." social conformity. Children are encouraged to make consumer

to develop their own views about the world. Parents support encouragethem to make decisions about purchases irrespective children in developing their own skills and competences and "Concept-oriented parental communication encourages children of the opinions of others. They consulttheir children and value their opinions in purchase decisions

communication the child may be socialized to (i) fully respect Thus, in families dominated by parents having socio-oriented argumental; (iii) risk-averter; and (iv) controversy avoider their parents' views, decisions, and preferences. (11) be non-(Moschis and Moore, 1979). Contrary to this, parents with concept-oriented communication are very open, supportive, and motivate their children to (i) actively participate in decisions and feel respected for their inputs even in subjects generally considered out of children's domain (Hanson and Olson, 2018). Researchers discussions; (ii) explore issues from their perspectives; and (iii) comprehensive consumer skills (Hanson and Olson, 2018; Anitha leads to the development of children with better, earlier, and more have identified that parents' concept-oriented communication and Mohan. 2016; Moschis et al., 1986). Family communication patterns also vary across the prevailing cultural and societal norms values, and preferences (Kelly, and Tseng. 1992)

significant relationship between the variables. Past empirical research on the subject has identified a parental communication with the development of children's (i) consumption-related skills (Ali and Kerpearova, Rose et al., 2002; Mosehis et al., 1986); (ii) consumer role expectations (Hanson and Olson, 2018; Mosehis et al., 1986); et al., 1999). Parental communication, thus, is the primary and and (iii) approach toward advertising (Rose et al., 2002; Bush most fundamental source in socializing children to interact with the marketplace (Hanson and Olson, 2018; Anitha and Mohan, the marketplace (Hanson and Olson, 11 mis) be anticipated that: 2016). Based on the above discussion, it mis) be anticipated that

Ξ Children's influence in family buying decisions for durable and non-durable family products varies across

Children's influence in family buying decisions for parental communication patterns. durable and non-durable family products varies for parental communication patterns across rural and urban

RESEARCH METHODOLOGY

Sample Design and Composition

response rate was restricted to one child - one family - one technique was adopted for surveyed sample selection. The (N = 176) areas of India in January 2022. A snowball sampling teenage children (13 – 18 years) from rural (N = 185) and urban Primary data was obtained through an online survey of 361 decisions in terms of their parents' communication orientations provide an overview of children's influence in family buying This is an exploratory primary-data based study conducted to

communication patterns formed Part 4. family product, and 13 statements enumerating parental purchased in the last year and one non-durable (toothpaste) buying decisions for one durable (television/refrigerator/laptop) 3 consisted of 22 statements on the children's influence in family only. Part 2 comprised of demographics-related information. Part and a statement of confidentiality to use the data for this study directions to fill the questionnaire, the rights of the respondents, Part 1 discussed the nature and objective of the study, necessary The research instrument (questionnaire) consisted of four parts

the remaining one-fourth had both parents working. Sample percent), 15-16 years (36 percent), and 17-18 years (21 percent), children spread across three age categories, i.e., 13-14 years (43 Three-fourths of the children had single-earning parents and The surveyed sample comprised of 225 male and 136 female

Both parents Single parent working Dual-Parents' Employment Children's Age (years) Children's Gender Characteristics 17-18 Female 15-16 13-14 90 271 129 155 Aggregate 136 225 (N = 361)Table 1: Sample Composition Number 25 75 36 43 38 13 % 140 27 77 82 78 107 (N = 185)Number Families Rural 76 4 13 4 42 58 % 50 58 52 131 74 118 (N=176) Number Families Urban 26 74 30 42 33 67 %

Dependent variable measures

finally purchases a product or service. Hence, in this study, the process through which it becomes aware of, evaluates, and Every purchase in a family generally passes through a certain , "children's influence in family buying

> roduct/service are being critically evaluated and stage 3 – decision stage fail to the stage of or necutive relations available options of this stage different available options of the constitution of t Stage (at this stage the family member(s) stage (at this stage the family member(s) stage 2 - Stage 2 - Constal to the stage of the sta (televisions) for the buying decision stages: Stage line family member(s) Starts for the stage the family member(s) Starts for the stage line family membe as compared (television/refrigerator/laptop) and a non-dual of the latest three buying decision stages; States three buying decision stages three buying decision stages three buying decisions three b as compared to other family members while buying the compared to other family members while buying the compared to other family members while buying the compared to other family and a non-durable buying the compared to other family and the compared to other family and the compared to other family and the compared to other family members with the compared to other decisions" is conceptualized as the extent of history while business while busine measure the responses separately for both the product across eleven statements (Foxman et al., 1989) "" all he common et al., 1989) " all he common et al., 1989) "" all he common et al., 1989) " all he common et al., 1989) "" all he common et al., 1989) " all he common et al., 1989) " all he common et al., 1989) " all he common et al., 2089) " all he common e entire contribution by child to $l = n_0$ contribut required product is being purchased). A five-us we required product is being purchased). A five-us we required product is being purchased. A five-us we required to 1 = no contribution. 3 - decision stage (at this way

Independent variable measures

pertaining to two types of families, i.e., rural and urban, i. respondents' area of the family residence accordingly. The variable 'family type' was measured in term responses on a five-point scale ranging from "always" to The concept-orientation of the parents. Surveyed children provide mefull freedom to buy products/services all by myself mesus the socio-orientation of parents, and 8 items (e.g., min parents) forbade me to big some particular products and services pe Communication patterns" were measured using Rose all lience 5 items (The independent variable about the consumption related have more more more involved to the consumption related have been described by the consumption and the consumption related have been described by the consumption of th

Reliability analysis of measures

both the scales were found to be internally reliable (Table) recommended cut-off limit of 0.60 (Churchill and Peter, 1980 of the scales adopted for this study. As per the minim Cronbach alpha values were calculated to assess the reliabile

Table 2: Reliability Analysis

colleept-	- Socio-orientation	Parental Co-	- Consideration stage	Buying Dec	scale Items
concept-orientation 8	- Socio-orientation 5	stage 5	Consideration stage 3	age	
0.72	Patterns	0.76	0.74	Items prod	No. of Durable
	0.	0	0	(B)	Measu
	0.77	0.81	0.82	Non-durable product (a)	. S.

RESULTS

and then split on the mid-value that was calculated as 2.5 on a and 8 items for the construct "concept-orientation", avenged summed across 5 iems for the construct "socio-orientation" family buying decisions. Accordingly, children's responses were communication patterns on the influence exerted by children in has been adapted in the examination of the impact of parents Amethodology similar to the one used by Foxman et al. (1989)

3.3 and how term groups. Scores higher than 2.5 indicated communication while every the core orientated communication while every 10) supplemental (rural = 89 and urban = 72) families. Mean topic phonemical (rural as per their parents) families. Mean topic phonemical families as per their parents. | Parling in ware of contents of contents of parents of parents of contents of but of small connection of communication nations of parents have said a comparison of communication nations. (mean score more than the mid-value of 1 to 5 into high (mean score more than the mid-value of explanation) (mean score less than the mid-value) Palental Communication Patterns and Children's Influence in Family Buying Decisions – An Integrated Approach (mean score more than the mid-value — This is a second of the content of the to the second communication while scores lower specification of the second communication of the second communication while scores lower specification of the second communication of also found children to be more influential in families having However, the results found an insignificant interaction between concept-oriented parents (Kim et al., 2009; Mandrik et al., provides support in the favour of H1. Past researchers have the impact of other variables is kept neutral. The result thus significantly across parental communication patterns provided This indicates that the influence exerted by children varies

and are presented in Table 3. Influence were computed across buying decision stages for productions were computed across buying decision stages for production and and and across buying decision stages for production and and across buying decision stages for productions and across buying decision stages for productions and across buying decision stages for productions are producted across buying decisions are producted across buying decisions are producted across ac organism on durable products in rural and urban families and non-durable 3. conservation of children as per their parents' communication to the serves of children as per their parents' communication to the serves of computed across buying decriptions were computed across buying decriptions.

> type" F(1, 357) = 0.938, p = 0.333. This implies the influence the variables "parental communication patterns" and "family

orientation but not by the residential area (rural and urban). exerted by children is affected by their parents' communication

Between-Subjects Effects: Parental Communication

Patterns - wise Analysis

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F-ratio

Sig.

in mean scores was examined initially at aggregated and the parents. The statistical significance of these differences this influence is affected by the communication orientations of (anily decision-making in both rural and urban families, and community to be different from each other and in the range of appear to be indicates that children do exert influence in 3.79 - 2.51. This indicates has been arrest and a continuence in 3.79 - 2.51. The man cach other and urban families communication orientations in rural and urban families communication orientations are cach other and in the cach oth The mean influence scores of children across their parents the mean influence scores in rural and a large parents. Source Table 4: Thus, the result does not provide support for H2. communication Parental

(version - 21). and non-durable product); and two between-subject factors: and decision stage), and (2) "product type" (2-levels: durable decision stagees" (3-levels: awareness stage, consideration stage, analysis consisted of two within-subject factors: (1) "buying The analysis of variance test (repeated measure ANOVA) was then at disaggregated bases done through the software SPSS applied for the aggregated analysis. The data input used for this Aggregated Analysis

Disaggregated Analysis

Note: 1. *Significant at p < 0.05

patterns *

communication Parental

.486

_

357

.486

.938

10.428 Squares Sum of

_

357

10.428 Square Mean

20.138*

.00

Family type

4 are found to be significant F(1, 357) = 20.138, p = 0.000. variable "parental communication patterns" as reported in Table and concept-orientation) (Table 4). The analysis results (between-within subjects) relating to the

pattern" is found to be quite significant on the dependent

variable, i.e., "children's influence in family buying decisions" expected, the impact of the variable "parental communication rural and urban families. The results are presented in Table 5. As "parental communication patterns" for both the products in family buying decisions" across the independent variable, i.e., calculated for the dependent variable "children's influence in was applied. Under this analysis, pairwise comparisons were For micro-level analysis of the data, Bonferroni adjustments

in rural as well as urban families.

(1) "family type" "parental communication patterns" (2-levels: socio-orientation (2-levels: rural and urban family), and (2)

	duct	Non	Non-durable product
D	Stages	Buyir	Buying Decision Stages
Parental communication patterns		. 63	Ç
AS ² CS ³	DS	AS	3 5
3/5 5/6	2.82	3.50	3.22
	(0.00)	(89 (1)	(1.25)
	(0.07)	10000	3
(N=96) 3.65	3.29	3.51	0.4/
	(0.87)	(1.02)	(1.19)
(0.50)	200	: 10	2.96
	2.80	0.11	(00.0)
Urban family Socio-officiliation (0.82) (1.08)	(0.86)	(1.08)	(1.20)
(N = 104) 3.62	53 4	3.49	5.40
_	(0.80)	(1.03)	(1.19)
(0.00)		1000	

In case of rural families, significant pairwise differences were observed in children's mean influence scores across sociooriented and concept-oriented parents in case of durable product at the consideration stage (M **economis** = 3.66 and M **economis** = 3.65), and decision stage (M **economis** = 2.82 and M **economis** = 3.29), and in case of non-durable family product at the decision stage (M **economis** = 2.69 and M **economis** = 3.01).

Moreover, in the case of urban families, the impact of parental communication patterns is even more prominent where excepting the consideration stage (M. Sectional Stage 13,43 and M. Sectional Stage 13,62) about the durable product, significant pairwise differences were observed in children's mean influence scores across socio-oriented and concept-oriented parents in case of durable as well as the non-durable family product across all the three decision stages. Further, in rural and urban families, all the differences between mean influence scores of children across socio-oriented parents and concept-oriented parents are negative, thus, suggesting that as compared to socio-oriented families, children exert more influence in family purchase decisions in concept-oriented families.

DISCUSSION AND IMPLICATIONS

Indian children are emerging as key decision-makers in the purchase of durable and non-durable products in their families as per the analysis results of this study. This study further strengthened the existing literature on the subject by providing

ample support for the notion that children are assuming of the fact whether the products are meant for their parental-use, and/or family-use (Rao, 2020; Chaudhan 2018; Rose et al., 2002). The findings also extend the patterns with the influence exerted by children in their patterns with the influence exerted by children in their influenced the entire buying process for both the early death they were comparatively more influential at the early death investment is minimum as compared to the decision stages, i.e., awareness and consideration stages, where monetary investment is maximum and that too mainly far products for their use (Rao, 2020; Martensen and Gronde).

Fa

0 2 5

Another implication that emerges from the aggregated, well as disaggregated sample analyses, indicates that pare communication has a strong impact on children's participal in their families' purchases as children with concept-orient across all the three buying stages in case of durable as we parental communication. This points out that concept-orient parents are supportive, open, more engaged, and do encounted their children to be more participative in family purchases compared to the socio-oriented parents who believe more controlling and monitoring the behavior of their children.

Table 5: Results Relating to Pairwise Comparisons (Bonferroni Adjustments)

1 Stage where ere monetan, arly decision Products but cted children n their family mmunication d the previous audhary et al. their self-use ts inespective ming decisive Harikishni Nain

d Gronholdt ainly for the

FUTURE RESEARCH DIRECTIONS

resum (some protection-related policies, to formulate consumer-protection-related policies, will look also be used as indicative directives by policymakers (Salls can also be used as indicative directives by policymakers) whereasons efficiently execute their responsibilities. These will bely them efficiently execute their responsibilities. and serving of the role played by different family members and restanding of the role played by different family members and restanding of the role played by different family members. egges in the final consumption by households. The god services for the role played by different family grand in designing, producing, and promoting the goods grand in designing producing the goods grand in the final consumption by home.

in their immediates are particularly important for the marketers and its first results are particularly important for the marketers are in the designing, producing, and promotion of assignment is improving irrespective of their residential their families is improving irrespective of their residential their families are particularly important for the contraction of Action of this implies that the overall position of children of the control of th commune children in family decisions was found to be excited by children implies that the overall position or the confidence of this implies that the overall position or the confidence of the compare the combined impact of the variables "parental as configues, the combined impact of the variables "parental as californs," and "family type" on the influence combiningation patterns," and "family decisions was 6......." sciety as a concept-oriented parents. Contrary to the semigared to concept-oriented parents. Contrary to the semigared to combined impact of the variables are asserted as a semigared to the combined impact of the variables. also suggest the patriarchal nature of Indian pose results also comprised more socio-oriented parents parents at the study concept-oriented parents. Contrary

ildren. ve more in irchases as encourage pt-oriented 10-oriented ble as well influential pt-oriented articipation hat parental regated, as

lence In-

REFERENCES

jamily settings such as single-parent families.

mderstanding children's influence in other fastest emerging purchases. Additionally, research focus may be placed on in children's position, power, and involvement in family the study findings to examine the intergenerational impact of parental communication patterns with the gradual improvement periarchal society: hence, future research may also extend quality and consumption interaction frequencies. India is a n parental communication patterns such as communication including more intervening variables that may have a bearing with an even more comprehensive randomly selected sample by research in the area. The findings of this study may be replicated This study laid down a constructive foundation for further

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m hibasi}$ M.A. Amran A. Riaz H. e Sahar N and Ahmed H (2020).

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