

Adolescents Influence on Family Purchase Process in India



Kanika Budhiraja, Meenu Gupta

Abstract: Considering the significance of Adolescents behaviour in family purchase decisions, the study initiated with the objective to unearth the adolescents influence on the buying decisions of the family. The purpose of the study is listed down into three parts: Firstly, to explore the relationship between the age of adolescents and its effect on buying decisions of family. The next objective is to catalogue and position the products on the basis of influence of Adolescents. Subsequently, the other task is to examine and establish the comparative analysis of Adolescents influence for three different goods categories (so designed) and also analysing it at various stages of Family purchase process. The research methodology is based on the study of relevant review work done in the past and an interview conducted amongst the adolescents for the data collection. Furthermore, a structured questionnaire is circulated amongst adolescents aged between 14-19 years. Data was collected from 350 adolescents. Study also exhibited that there are three product categories identified by factor analysis explicitly “Prominent” Products, “Popular” Products and “Common” Products– It was observed that Popular products gained maximum attention of adolescents, followed by Prominent Products and the least attention seeker for adolescents are Common Products. These categories are designed in context to Indian families & environment. Multivariate Analysis of Variance, i.e., MANOVA was also applied for third objective which presented the outcome that in case of Prominent and Popular Products, adolescent’s impact is greatest at the beginning stage of the purchase process and least at exploration stage. But in case of Common Products, Adolescents influence is highest at the stage of decision making and selection. This study can have enormous future relevance for the marketers by the way of providing them with broad scope of adolescents’ behavioural understanding in family in context to different product categories and at multiple buying stages of family purchase process. This could be considered as the base for formulating and executing various marketing plans. The paper bears uniqueness in terms of analysing adolescents’ behaviour in relation to multiple product catalogues and relating the segmentation across various family buying stages.

Keywords: Adolescents Age, Family Purchase Process, Influence, Product Categories.

I. INTRODUCTION

Process of making a judgement regarding any purchase is difficult and multifaceted, which is executed by buyer individually,

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yet the effect of different groups is also to be considered. Family Purchase Process is recognized as a significant field to investigate [10]. This significance is recurrently underlined by researchers and marketing experts who are analysing this aspect of consumer behaviour. It has additionally been seen that throughout the years, because of the expanding knowledge, spread of globalization and expanding role of media, there is a noteworthy increment in buying capacity and customer awareness in India. It has also been observed that Consumers in India, are now, increasingly conscious, and are well informed about market, products available. In proportion to total population of Adolescents in the World, approximately 20% of Adolescents is established in India. There is also an immense growth in the Children market in India which stands higher at around 6000 crore and is still increasing [5]. With increase in the earnings, surge towards single family units and lesser kids in the family, contributes to prominence in the role of Adolescents in the family decisions. Considering the enormous size of kids market, it is very much required to understand & analyse youngsters’ buying attitude and the degree of their influence on parents while making any family buying decision.

Nowadays, Market comprising of youngsters & parents, as target buyers is extremely vital for companies. Each person involved in marketing including promoter, sellers, advertisers are discussing straightforwardly with Adolescents or via Adolescents to their family members. In the period of 70s & 80s, kids or Adolescents were not viewed as ultimate buyers in lieu of their position in family, but rather just an augmentation to what their parents buy [13]. The scenario has substantially changed with the enhanced role of Television and web; Adolescents have turned out to be undeniable customers. The research proved that with the as adolescents grow (age wise), the extent of their effect on family buying decisions likewise increases. Also, study demonstrates that practically, Adolescents have certain degree of influence on all item categories. In case of few products (stationery, clothing etc), the influence of Adolescents is higher and in certain products, influence is comparatively lower. Regardless of whether the item is for children’s’ self utilization or the item is for parents use, a youngster has extremely solid impact, however the level of impact varies for various items [4]. At times, Adolescents either buys an item on their own or choose the item to be communicated to guardians for final buying. For different items, for example, products which are of daily use to family as a whole, (Categorised as Common Products), Adolescents demand is considered by guardians at the time of final buying decision [1].

Thus for these goods, Adolescents have high influence at final purchase stage. There are a few items categorised as Popular & Prominent Products, where kids initiate the purchase & clearly indicate their choices but in India, evaluation of alternative & final buying is executed by Parents only. This essentially infers Adolescents' impact shifts at various purchasing stages in relation to various products categories [3].

Thus, the present research mission is to classify different Product Categories on the basis of degree of Adolescents influence and also conduct a comparative analysis of Adolescents influence for these product categories at various stages of purchase process

II. REVIEW OF LITERATURE:

Dalakas (2005), highlighted family buying decisions process of households of Israel for different goods and services. The outcomes disclosed that adolescents have impact on buying decisions of family, especially for items which are of their significance and at beginning stage of purchase process. In addition, comparison between Israel & USA showed that teens of Israel are more influential towards parents buying judgement than USA teens

Chaudhary and Gupta, (2012), studied that the objective of the paper is to classify and position the items on the basis of youngsters' impact and to analyze their effect on the phases of the family purchase process. The research studied past review work in concerned field and MANOVA was applied using Primary Data, collected from kids (sample size was 170) aged between 9-12 years. Factor Analysis uncovered item categories like "loud", "noisy", and "calm" products. Youngsters' impact was most noteworthy for Noisy Goods, lesser for loud products, least for calm products

Nørgaard Ku'mpel Maria et al., (2007), examined that aim of the examination is to contribute to the study of family purchasing judgement process while buying eatable grocery items. Basic study was formed so as to provide ease of developing future research on these lines with respect to Parents purchasing decisions. Data was collected through Questionnaires, from around 400 families in Denmark. Results uncovered that Family purchasing decisions of eatable Grocery items is based on joint consensus and Adolescents cooperation, along with other aspects different things leads to final judgement.

Chavda Hiral et al, (2005) studied that the continuous modifications in family structure is the reason of increase in Adolescents influence on parents Buying Decisions. The Research focussed on Adolescents than the Parents in countries of Europe. Non Probability Sampling technique (convenient sampling) was used and Data was collected from Students & Parents.

Foxman et al, (1989), examined the teenager's impact on Family buying Process in relation to socialization aspect of consumerism. Study revealed the major drivers for teenagers influence on family purchase decisions, like family interaction pattern, Adolescents own sources and pre assumed item knowledge. ANOVA was applied on the data collected from Approx. 150 families comprising of adolescents aged around 13-17 years

Singh & Nayak, (2014), studied the influence of adolescents on Family purchase decisions in context to Electronic Items. The research revealed that the Adolescents discussion with friends, schoolmates & others in their social circle highly affect them, which further escalate their influence on Parents Buying Choices. Data was collected from 250 students and analysis was done using CFA and Structural modelling.

III. RESEARCH GAP:

Most of the previous research work conducted in this domain was oriented for developed countries and very less of research work focussed on Asian countries. In view of the fact that Indian culture & society are extremely diverse from western culture in context to family size, attitude, behaviour, values etc, the present research focussing on developing countries could yield contradictory results in terms of adolescents and Parents psychology and perception. Moreover, past studies based on empirical data have not highlighted the comparative analysis of adolescents influence, considering Indian families, across the different Product categories and in relation to various buying stages. Therefore, it is definitely very essential to conduct such research work which could have potential future implication in marketing environment

IV. OBJECTIVES OF THE STUDY:

- ✚ To examine the influence of adolescents age on family buying decisions.
- ✚ To classify and position the different product categories considering the Adolescents influence on Indian family environment.
- ✚ To examine and establish the comparison of Adolescents' influence for different product categories at various stages of family purchase process.

V. RESEARCH METHODOLOGY

- ✓ **Exploratory and Descriptive research design** was implemented in the study.
- ✓ **Data Collection & Analysis Method:** Questionnaire (was used to collect the data) divided into three sections containing numerous products like Ready to eat food items, snacks, juices, stationery, toiletries, grocery items, mobiles, electronic items, Microwave, Laptops, movie tickets, Apparels etc. Data was analyzed using SPSS and MS- Excel. Secondary Data was collected from research papers, Journals, articles and blogs available online.
- ✓ **Sampling:** On the basis of random Sampling, Schools were chosen from NCR and purposive sampling was used to collect the data from only those students/adolescents living in a family with both the parents.
- ✓ **Sample Area:** The sample area used for proposed research will be Adolescents (School students) aged between 13-18 in NCR (covering Haryana located cities)
- ✓ **Sample size:** 400 Questionnaires were circulated and 350 received which were complete in all forms meeting above criterions.

VI. DATA ANALYSIS:

The data obtained from the field survey was analyzed in several steps. First, to test the validity of the instrument, Cronbachs alpha and KMO tests were computed. Cronbachs

The alphas were 0.798, 0.835 and 0.842 for the initiation stage, search & evaluation stage and final decision stage, respectively. Thus, this part was also considered reliable for the study.

OBJECTIVE 1: To examine the influence of adolescents age on family buying decisions

HYPOTHESIS 1:

Null Hypothesis: There is no effect of adolescents’ age on family buying decisions of different items in family.

Alternative Hypothesis: There is an effect of adolescents’ age on family buying decisions of different items in family.

Table -I CHI- SQUARE TEST- (Frequency Data- Effect of Age of Adolescents on Family Buying Decisions)

Age of Adolescents	Observed N	Expected N	Residual
13-14 Years	97	70	27
14-15 Years	45	70	-25
15-16 Years	40	70	-30
16-17 Years	58	70	-12
17-18 Years	110	70	40
Total	350		

Table- II. Does an Adolescent play an influential role in Family buying decisions?

	Observed N	Expected N	Residual
Yes	336	175	161
No	14	175	161
Total	350		

Table -III. Results after applying Chi Square Test

	Effect of Adolescents Age	Does an Adolescent play an Influential role in family buying decisions
Chi Square Test	57.12	376.33
Df	4	1
Sig.	.000	.000

DATA ANALYSIS-1

Statistical tool used to analyze the data is Chi Square Test, which is aimed at finding out the relationship between two variables. Chi square test showed that there is a strong relationship between the Adolescents age and its effect on family buying decisions. Confidence level of 90 % or significance level of 10% was taken to perform this test. The above table depicts the significance value/P value of .000 at confidence level of 90%. If this P value is higher or equivalent to 0.1 (with confidence level of 90%), then it could be concluded that null hypothesis would be accepted & no relationship exists amongst the determined variables. But if the reverse case occurs, i.e. the P value is smaller than 0.1, then alternate hypothesis will be accepted which signifies the strong relationship between the variables so

alpha was calculated to measure the internal consistency and reliability of the instrument. Cronbachs alpha were measured, for three different stages of the family buying process.

taken. Here, the result statistics shows that chi square test performed at confidence level of 0.90 (significance level of 0.1) has a P value of 0.000 ,smaller than 0.1-significance level, leading to establishment of objective stating that there is strong relationship between adolescents age & family buying decisions [10]. The table also has an outcome that adolescents age group of 17-18 years has highest influence on family buying decisions

OBJECTIVE 2: To classify different product categories and analyse the Adolescents influence amongst these categories.

HYPOTHESIS 2:

Null Hypothesis: Adolescents influence remains same amongst different product categories.

Alternate Hypothesis: Adolescents influence varies amongst different product categories

Table- IV. Product Category Concerning Children while making Buying decisions

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
In which product category your child is interested to be consulted while making buying decisions	336	96.0%	14	4.0%	350	100.0%

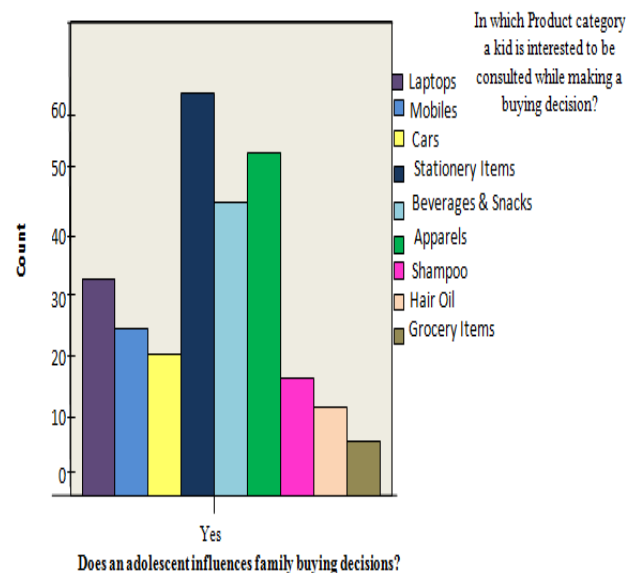


Fig. 1 Adolescents Influence on Family Buying Decisions

DATA ANALYSIS 2

The above analysis has been done with the help of Cross Tabs, to identify adolescents influence amongst different product categories. The study has categorised the above products into three categories namely, Prominent Products,



Popular Products and Common Products. Prominent products includes laptops, mobiles & cars, Popular Product category includes stationery items, beverages/snacks & apparels and Common Product category includes shampoo, Hair oil & Grocery items. It concludes that adolescents influence is highest while making any buying decision regarding stationery items and least for grocery items. Thus, Popular Product category is of highest concern to adolescents while making any family buying decisions followed by Prominent Product category with least effect on Common Products.

OBJECTIVE 3: To examine and establish the comparison of Adolescents' influence for different product categories at various stages of family purchase process.

As the study has 3 product categories, thus the hypothesis will be bifurcated into three further sub hypotheses.

H3.a: Adolescents influence is different at various stages of Family purchase process for Prominent Products

H3.b : Adolescents influence is different at various stages of Family purchase process for Popular Products

H3.c : Adolescents influence is different at various stages of Family purchase process for Common Products

DATA ANALYSIS 3

(H3.a.) Adolescents influence is different at various stages of Family purchase process for Prominent Products

It can be observed from table V that in case of Prominent Products, at 1% level of significance, the F Value is 9.31. There is also a difference in adolescents influence between ST (stage) 1 v/s ST2, ST1 v/s ST3 but no such difference amid ST2 & ST3. **Adolescents have largest influence at ST1, i.e., Beginning Stage, then at decision making stage and minimum at exploration stage.** So, this leads to acceptance of H3.a, which means that Adolescents influence varies at different buying stages for prominent products in India with the reasoning that in Indian environment Adolescents can suggest or update their parents about colour, model of cars, mobiles but final decision is taken by parents only. [8]

Table- V. Comparison of Adolescents' influence for different product categories at various stages of family purchase process

Product Categories	ST1 (n=336)		ST2 (n=336)		ST3 (n=336)		ST1-ST2	ST1-ST3	ST2-ST3	F-value	Mean score of Product categories
	Mean	SD	Mean	SD	Mean	SD					
Prominent Products	3.37	0.78	3.11	0.940	3.168	0.96	0.26	0.202	0.06	9.31	3.216
Popular Products	4.22	0.88	3.878	0.940	4.070	0.92	0.35	0.15	0.192	12.01	4.056
Common Products	2.88	1.03	2.860	0.979	3.129	1.11	0.02	0.249	0.269	6.90	2.96
Mean Score for Purchase process	3.49		3.28		3.46						

Analysis (H3.b.) Adolescents influence is different at various stages of Family purchase process for **Popular Products**

The table values V shows that Popular Product category has the highest mean score of 4.05 & thus indicates highest **Adolescents influence and across the stages has maximum effect at beginning stage with mean score of 4.22, reasonable effect (4.070) in decision making stage and least effect (3.878) on exploration stage.** The F value in this category is 12.01 (at 1% level of significance) and it is also observed from the table that there is a difference in adolescents influence between ST1 & ST2, ST2 & ST3 but no substantial difference in ST1 v/s ST3, consequently H3.b is also accepted. The analysis depicts that in case of Popular Product, adolescents are highly interested in starting the purchase followed by decision to buy it (as these items are not so high ranged) and least concerned about exploration as they leave this task to their parents.

Analysis (H3.c.) Adolescents influence is different at various stages of Family purchase process for **Common Products**

Mean Score (2.96) for Common Product category shows that adolescents are least influenced for these products. It can due to the nature of the products like grocery items, etc are not so of importance to them. F value at 0.01 levels is 6.90 (0.01 level of significance). There is also a high difference between ST1 & ST3, ST2 & ST3 but no such disparity in ST1 v/s ST2. Therefore, H3.c Hypothesis is also accepted. **Adolescents influence is maximum (for common product) at final purchase decision stage (mean of 3.129) lesser influence at beginning stage (mean 2.88) and least at exploration stage (mean 2.86).** This could reasoned to the fact that adolescents are aware about specific brand of grocery items, shampoo, etc. and are rigid to buy that specific brand, thus leading to highest influence at final stage of purchase process, and as these products are basic necessities therefore adolescents have low influence for these items at beginning stage.

Analysis across All Stages for Different Product Category:

Overall, from the above table, it is evident that adolescents influence is highest at the beginning stage followed by final decision making stage and least at exploration stage. Though past review revealed contradictory results (highest influence at search stage) but considering Indian Family environment, parents are more conscious as to what their kids are consuming. Moreover, environment in India is constrained with financial aspects and parents cannot fulfil all the demands of their kids, thus leading to the selection of few of them in final stage of purchase process [7]. Final decision is always taken by parents only, and Adolescents only initiates the purchase idea. They also update their parents about product information but in India, Parents reassess the information themselves and then considering adolescents mindset/demands, and final decision is taken by parents.

VII. CONCLUSION:

The study was initiated with an objective to analyse the adolescents influence on family buying decisions on the basis of age, i.e., if age of adolescents has an effect on family buying decisions or not. It was analysed (by applying Chi Square test) that as an Adolescent grows, his role in family buying decisions becomes more prominent. Further, the analysis concluded that there are different product clusters and adolescents influence is different for different product categories and through Cross tabs it was observed that Adolescents have highest concern for Popular Product (includes stationery, Beverages and apparel) Category. In the last phase of analysis, the Adolescents influence across the various Stages of Purchase Process for different Product categories was highlighted. The results of present data analysis is not in line with past research studies which pointed that Adolescents influence is highest at beginning Stage & Exploration stage of purchase process. The Outcome revealed that Adolescents influence is highest at Beginning Stage for Popular & Prominent products and reduces at exploration stage and is slightly up at Final Purchase Decision Stage. In case of Common Products, Adolescents have maximum influence at Last Purchase Stage and low influence at beginning and exploration stage. Conclusively, the study as a whole evidenced that Adolescents influence the family buying decisions which varies according to their age and impact of Adolescents is maximum at Beginning Stage with 3.49 of mean score

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