INFLUENCE OF ADOLESCENTS ON FAMILY DECISION MAKING

*Sanjit Kumar Dash
**Dr. B. B. Mishra
***Dr. B. B. Pradhan

Introduction

The arena of household decision making proved to be complex and every member of family exert some influence, which may vary in degrees. Each family member may strongly believe that he or she exert a great deal of influence in some decision and a little in others, independent of their influence of other family members (Bernhardt, 1974). Foxman *et al* (1989) studied the adolescent influence factors. Tansuhaj and Exstrom (1989) studied on Adolescents' influence in family purchase decisions and reported that the earnings and employment positively affect the teen's perceived influence across product choices

The focus of the discussion is on the individual who is an adolescent, who is assumed to present him/herself as an appropriate unit of analysis in the family purchase. The teenager makes his/her individual purchase or consumption decisions independent of the influence of others and at the same time also reflects his/her perceptions of the presence of family members and their relative importance on one's own (Adolescents') decision.

The earlier works over the influence of Adolescents were done by Davis (1976), Corfman and Lehman (1984) and Belch *et al* (1985) on inter-relationships of family members and role of Adolescents. The research on Adolescents' product choice was done by Belch *et al* (1985), Foxman *et al* (1989). The present chapter studied the perception of Adolescents towards product purchase decision.

Formulated hypotheses

Based on the studies the following hypotheses are formulated which are given below

Hypothesis-1

Gender of the adolescent and perception towards the product purchase are not dependent to each other.

Hypothesis-2

Education of the adolescent and perception towards the product purchase are independent to each other.

Data Analysis

Data collected from 280 Adolescents through Questionnaire. The response is explained through 5 alternatives as(1) Strongly Agree (2) Agree (3) Neither Agree nor Disagree

* *Asst Professor, KIIT University, Bhubaneswar*
** *HOD, Dept of Business Administration, Utkal University, Bhubaneswar*
*** *Registrar, S O A University, Bhubaneswar*

(4)Disagree (5) Strongly Disagree. The data analyzed by factor analysis (Principal Component Analysis Method) are as follows.

Factor Analysis

Table 1.1 deals with the variance explained by 56 items. Table 7.2 shows the rotated component matrix done by Varimax method of rotation.

Table 1.1 Total Variance Explained

Item	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative %
1	16.311	29.127	29.127	15.276	27.279	27.279
2	6.118	10.925	40.052	4.946	8.831	36.110
3	4.345	7.759	47.811	4.402	7.861	43.971
4	3.983	7.112	54.923	2.435	4.348	48.319
5	2.624	4.686	59.609	2.359	4.213	52.532
6	1.777	3.174	62.783	2.343	4.185	56.717
7	1.716	3.065	65.847	2.284	4.078	60.795
8	1.493	2.666	68.514	2.216	3.957	64.752
9	1.416	2.529	71.043	1.946	3.475	68.227
10	1.365	2.438	73.481	1.905	3.401	71.628
11	1.214	2.167	75.648	1.815	3.241	74.869
12	1.099	1.963	77.611	1.535	2.742	77.611
13	.988	1.764	79.375			
14	.949	1.695	81.071			
15	.859	1.534	82.605			
16	.840	1.500	84.105			
17	.709	1.267	85.372			
18	.695	1.241	86.613			
19	.628	1.121	87.734			
20	.542	.968	88.702			
21	.523	.934	89.636			
22	.477	.852	90.488			
23	.456	.815	91.303			

Item	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative %
24	.441	.787	92.090			
25	.426	.760	92.850			
26	.372	.663	93.514			
27	.336	.599	94.113			
28	.331	.590	94.703			
29	.310	.553	95.256			
30	.279	.498	95.754			
31	.250	.446	96.200			
32	.233	.415	96.615			
33	.224	.399	97.015			
34	.197	.352	97.367			
35	.167	.299	97.665			
36	.155	.277	97.943			
37	.142	.253	98.196			
38	.124	.221	98.417			
39	.117	.208	98.625			
40	.107	.191	98.816			
41	.103	.184	99.000			
42	.096	.171	99.171			
43	.079	.140	99.311			
44	.069	.124	99.435			
45	.056	.100	99.535			
46	.050	.090	99.625			
47	.045	.080	99.704			
48	.039	.070	99.775			
49	.032	.057	99.832			
50	.027	.048	99.880			
51	.020	.036	99.915			
52	.018	.033	99.948			
53	.012	.021	99.969			
54	.010	.019	99.988			
55	.004	.008	99.995			
56	.003	.005	100.000			

Extraction Method: Principal Component Analysis. (K-M-O Measures-0.711)

Table 1.2 Rotated Component Matrix

	Component											
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
S12	.956	.037	-.082	-.020	.036	-.036	-.014	.061	-.135	-.009	.010	.046
S28	-.924	-.096	.052	-.016	.095	.019	-.010	-.005	-.040	-.002	-.056	.022
S55	.914	.024	-.089	.239	.110	-.037	-.042	.064	-.028	-.031	.022	-.101
S56	.886	.096	-.050	.137	.128	-.028	-.005	.048	.130	-.026	.102	-.194
S21	-.879	-.048	-.001	.117	-.085	-.172	-.259	.056	.101	.018	.051	.018
S29	-.850	.079	.023	-.002	-.172	.020	.231	-.010	.084	.058	-.028	.110
S10	.836	-.104	.176	-.086	-.219	.224	.180	-.028	-.150	-.012	-.037	.097
S20	.784	.280	-.025	.186	.113	-.080	.189	.016	-.040	.043	.049	.198
S31	.781	.109	.004	.026	.279	.068	.380	-.005	-.014	-.004	.054	-.153
S24	-.765	.048	-.103	-.104	-.027	-.180	-.097	.046	.100	.074	.062	-.137
S43	-.763	-.373	.114	.095	.022	.082	.138	-.035	-.095	.004	-.042	.238
S53	.754	.241	-.120	.357	.264	-.237	-.071	.090	.129	.018	.077	-.044
S16	-.748	-.347	-.057	-.001	.071	-.069	-.206	-.005	-.187	-.010	-.108	.194
S34	-.746	.051	-.115	-.052	.169	-.194	.072	.024	.102	.126	.071	-.358
S48	-.727	.207	.158	.213	.151	.041	.109	.049	.202	.175	-.056	-.101
S22	.722	.293	-.048	.134	-.215	-.138	.003	.057	.216	.041	.144	-.305
S47	.692	.046	.129	.198	.201	-.071	-.165	.092	-.060	-.070	.031	.058
S15	-.634	-.347	-.029	-.189	-.484	.055	-.321	.012	-.081	-.031	-.113	-.017
S36	-.598	.018	-.150	-.512	-.150	.180	.162	-.070	-.053	.045	-.074	.215
S9	-.593	.082	-.139	.080	.319	-.248	-.326	-.085	.181	-.109	-.199	.027
S52	.589	-.135	.401	-.259	.006	.037	-.048	.090	-.265	-.071	.057	-.106
S41	-.588	.002	-.031	-.487	-.348	.181	.080	-.054	.081	-.063	.141	.017
S2	.577	.024	-.028	-.322	-.145	.105	.188	.032	-.498	-.054	-.022	.055
S6	-.485	.072	-.342	.360	.012	-.201	-.191	.241	.276	-.021	-.008	-.003
S35	.411	.134	-.007	-.088	.170	-.107	.090	-.157	.387	-.104	.282	-.287
S30	-.066	.868	-.132	.082	.033	.002	-.081	.099	-.020	-.072	.079	-.234
S54	.039	.838	-.170	.097	.269	-.208	-.018	.119	.077	-.067	-.055	-.165

	1	2	3	4	5	6	7	8	9	10	11	12
S51	.394	.799	-.036	-.082	.020	.069	-.012	.048	-.001	-.101	.136	.015
S25	-.106	-.778	-.031	-.077	.097	-.147	-.224	.080	.037	.148	-.001	-.171
S42	-.259	.669	-.162	.017	-.213	.259	.074	.149	-.282	-.105	-.192	-.148
S27	-.577	-.589	-.026	.311	-.060	.008	-.299	.041	.035	-.046	-.084	-.066
S8	-.067	-.089	.895	.013	.012	-.022	.047	.122	-.043	-.039	-.093	.032
S33	.079	-.061	.772	-.003	.030	.111	.328	-.116	-.081	.016	-.069	.067
S4	-.089	-.056	.687	-.024	-.027	-.027	-.109	-.257	.158	-.034	-.215	.063
S14	.145	.121	-.607	-.042	.071	.144	.155	.403	.004	-.018	.148	.160
S40	.157	.106	-.572	-.029	.006	.145	.232	.477	.069	-.038	.239	.080
S3	.207	-.037	.560	.079	.338	-.050	-.093	.211	-.277	-.061	-.015	.148
S5	.175	.376	.473	-.376	.007	-.216	.015	.166	.245	.070	.018	.062
S23	.439	.413	-.015	.619	.064	.019	.176	.011	-.100	-.079	.169	-.090
S26	.393	-.063	.002	.584	.154	-.210	-.069	.123	-.096	.464	.034	.207
S49	.012	-.031	-.136	.013	.736	.081	-.147	.125	.177	-.002	.126	-.082
S7	.154	.060	.320	.130	.691	.037	.150	-.172	-.122	.054	-.015	.018
S32	.245	-.079	-.046	-.186	-.013	.840	.020	.060	.051	.183	.039	.132
S13	-.078	.209	-.030	.030	.089	.816	.170	.043	-.050	.076	.050	-.131
S50	.016	.162	-.026	-.029	-.036	.100	.791	.104	-.086	.016	-.108	-.059
S44	.113	-.086	.543	-.016	.021	.180	.548	-.200	-.106	-.167	.218	.141
S18	.001	.094	-.106	.244	-.040	.181	.148	.765	.180	-.069	.072	-.005
S1	-.045	-.097	.115	.150	-.039	.136	.164	-.737	.205	-.216	-.128	.121
S19	-.191	-.134	-.117	-.101	.036	.044	-.123	.059	.757	-.003	-.134	.133
S45	-.151	-.122	.278	-.043	.057	.007	.007	-.226	-.130	.746	.098	.104
S37	-.275	-.191	-.200	.009	.007	.310	-.046	.147	.107	.699	.111	.061
S11	.050	.081	.162	-.099	.007	-.080	-.032	-.191	-.101	-.416	.029	.199
S38	.384	-.215	-.185	-.156	-.269	.138	-.044	.093	-.126	.392	.003	.138
S46	.024	.028	-.205	.107	.052	.057	.060	.041	-.080	.066	.858	-.053
S39	.131	.052	-.239	-.063	.061	.034	-.184	.285	-.006	.084	.672	.127
S17	-.292	-.329	.131	-.052	-.078	-.051	-.030	-.079	.204	.067	.081	.680

For the study 56 items has been taken. Factor analysis has been applied to extract factors for the analysis. The results of the factor analysis have been given in Table 1.1 and Table 1.2. Factors having Eigen value more than 1 have been extracted by applying principal component analysis out of 56 items. Table 1.3 explains the factor profiling.

Table 1.3 Factor Profiling

Factor No	Factor Name	Items	% of Variance
F1	Individualistic	2,6,9,10,12,15,16,20,21,22, 24,28,29,31,34,35,36,41,43, 47,48,52, 53,55,56	27.279
F2	Parent's Involvement	25,27,30,42,51,54	8.831
F3	Teen's Involvement	3,4,5,8,14,33,40	7.861
F4	Financial Autonomy	23,26	4.348
F5	Advertisement	7,49	4.213
F6	Parent's Education	13,32	4.185
F7	Durability	44,50	4.078
F8	Innovative	1,18	3.957
F9	Indifferent	19	3.475
F10	Perceived Value	11,37,38,45	3.401
F11	Situation Specific	39,46	3.241
F12	Shopping	17	2.742

The factors along with items and % of variance is represented in Table 1.3.These factors explain 77.611% of total variance. The K-M-O test provides a value of 0.711. Factor 1 contains 25 items which is named as "Individualistic" which explains 27.279% of total variance. Factor 2 contains 6 items which is named as "Parent's Involvement" which explains 8.831% of total variance. Factor 3 contains 7 items which is named as "Teen's Involvement" which explains 7.861% of total variance. Factor 4 contains 2 items which is named as "Financial Autonomy" which explains 4.348% of total variance. Factor 5 contains 2 items which is named as "Advertisement" which explains 4.213% of total variance. Factor 6 contains 2 items which is named as "Parent's education" which explains 4.185% of total variance. Factor 7 contains 2 items, which is named as "Durability" which explains 4.078% of total variance. Factor 8 contains 2 items, which is named as "Innovative" which explains 3.957% of total variance. Factor 9 contains 1item, which is named as "Indifferent" which explains 3.475% of total variance. Factor 10 contains 4 items, which is named as "Perceived

Value" which explains 3.401% of total variance. Factor 11 contains 2 items, which is named as "Situation Specific" which explains 3.241% of total variance. Factor 12 contains 1 item, which is named as "Shopping" which explains 2.742% of total variance.

Gender and Factors of decision-making

Table 1.4 depicts the influence of gender on the perception of Adolescents towards different factors.

Table 1.4 Influence of gender on Adolescents perception

Factor No	Factor Name	Average Factor Score			F Ratio	Probability of Significance
		Male	Female	Total		
F1	Individualistic	3.0083	2.9764	**2.9950**	5.309	0.022*
F2	Parent's Involvement	2.6288	2.4772	**2.5655**	5.756	0.017*
F3	Teen's Involvement	2.2831	2.3529	**2.3122**	1.826	0.178
F4	Financial Autonomy	1.7914	1.4274	**1.6393**	9.026	0.003**
F5	Advertisement	1.4049	1.2906	**1.3571**	1.491	0.223
F6	Parent's Education	1.7423	1.6239	**1.6929**	0.722	0.396
F7	Durability	1.3405	1.5684	**1.4357**	5.087	0.025*
F8	Innovative	2.9356	3.0812	**2.9964**	5.772	0.017*
F9	Indifferent	4.5828	4.7521	**4.6536**	2.176	0.141
F10	Perceived Value	2.2883	2.3248	**2.3036**	0.288	0.592
F11	Situation Specific	4.6902	4.3632	**4.5536**	8.861	0.003**
F12	Shopping	4.0429	4.5214	**4.2429**	8.883	0.003**
	N	Minimum	Maximum	Mean		Std. Deviation
	GENDER	280	1.00	2.00	1.4179	0.49409

**** Significant at 1%and*Significant at 5% level**

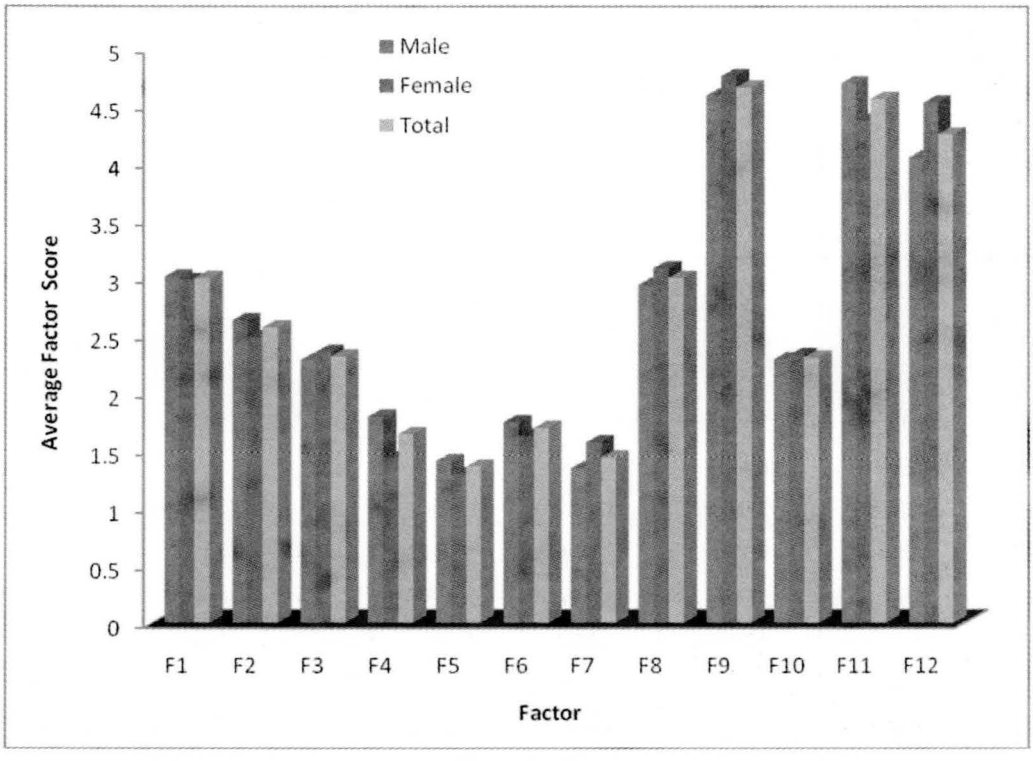

Figure 1.1 Influence of gender on Adolescents perception

From Table 1.4 and Figure 1.1 it is found that the Adolescents are agreeing to the factors like Financial Autonomy, Advertisement, Parents Education and Durability. They are neutral towards the factors like Individualistic, Parent's involvement, Teen's involvement, Innovative and Perceived Value. They are strongly disagreeing towards the factors like Indifferent, Situation Specific and Shopping

Analysis of variance is conducted. From Table 1.4 it is seen that factors like Individualistic (F1), Parent's Involvement (F2), Financial Autonomy (F4), Durability (F7), Innovative (F8), Situation Specific (F11) and Shopping (F12) are statistically significant. Hence the hypothesis (**H9**) is rejected, which indicates that the difference exists in the perception of male and female Adolescents. Factors like F3, F5, F6, F9 and F10 are statistically not significant which indicates that the difference does not exist in the perception of Adolescents towards the factors like F3, F5, F6, F9 and F10 having different genders.

Educational Qualification and Factor s of decision making

Table1.5 shows the influence of educational qualification on the perception of Adolescents towards different factors.

Table 1.5 Influence of educational qualification on Adolescents perception

Factor No	Average Factor Score					F Ratio	Probability of Significance
	Non matriculate	Matriculate	Higher Secondary	Graduation and above	Total		
F1	2.9558	3.0036	3.0040	3.0212	**2.9950**	4.532	**0.004****
F2	2.3860	2.6220	2.5167	2.7770	**2.5655**	7.558	**0.000****
F3	2.4474	2.3036	2.2036	2.2962	**2.3122**	4.468	**0.004****
F4	1.1184	1.6964	1.6000	2.2206	**1.6393**	16.611	**0.000****
F5	1.2566	1.4821	1.2750	1.4632	**1.3571**	1.656	**0.177**
F6	1.0526	2.1875	1.9500	1.6985	**1.6929**	14.487	**0.000****
F7	1.4868	1.5536	1.4500	1.2647	**1.4357**	1.415	**0.239**
F8	2.9803	3.0893	3.0000	2.9338	**2.9964**	1.009	**0.389**
F9	4.6974	4.7321	4.7875	4.3824	**4.6536**	2.607	**0.052**
F10	2.1809	2.2589	2.4969	2.2500	**2.3036**	4.928	**0.002****
F11	4.0395	4.7857	4.5750	4.9118	**4.5536**	14.383	**0.000****
F12	4.9474	4.0536	4.4000	3.4265	**4.2429**	19.225	**0.000****
		N	Minimum	Maximum	Mean		Std. Deviation
EDUCATIONAL QUALIFICATION		280	1.00	4.00	2.5000		1.13276

**** Significant at 1%and*Significant at 5% level**

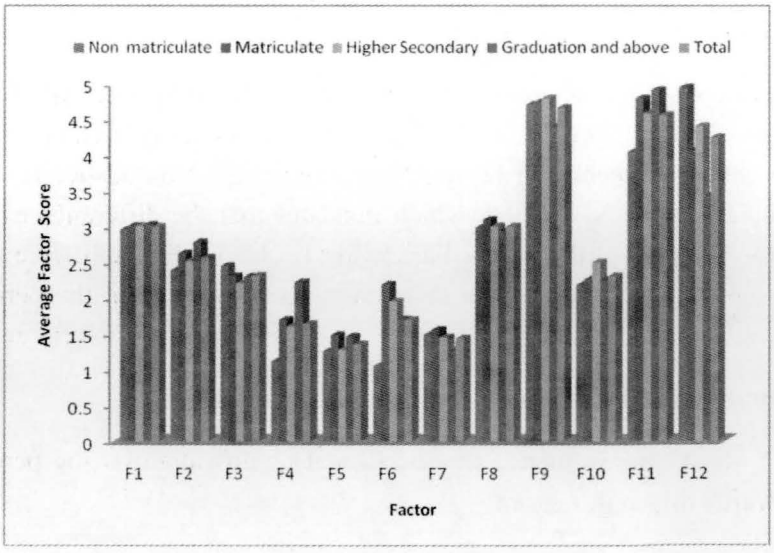

Figure 1.2 Influence of educational qualification on Adolescents perception

From Table 1.5 and Figure 1.2, it is seen that factors like Individualistic (F1), Parent's Involvement (F2), Teen's Involvement (F3), Financial Autonomy (F4), Parent's Education (F6), Perceived Value (F10) , Situation Specific (F11) and Shopping(F12) are statistically significant. Hence the hypothesis (**H10**) is rejected, which indicates that the difference exists in the perception of Adolescents towards the above factors having different educational qualification. Factors like F5, F7, F8 and F9 are not statistically significant which indicates that difference dose not exists in the perception of Adolescents towards the factors F5, F7, F8 andF9 having different educational qualification.

7.4 Conclusion

Out of 56 items 12 factors has been identified which explains 77.611% of variance. The factors are Individualistic, Parent's involvement, Teen's involvement, Financial Autonomy, Advertisement, Parent's Education, Durability, Innovative, Indifferent, Perceived Value, Situation Specific and Shopping. The adolescents have shown agreement in their buying behavior to different factors like Financial Autonomy, Advertisement, Parents Education and Durability. They are neutral towards the factors like Individualistic, Parent's involvement, Teen's involvement, Innovative and Perceived Value. They are strongly disagreeing towards the factors like Indifferent, Situation Specific and Shopping.

Difference exists in the perception of male and female adolescents towards different factors of adolescents' product purchase behavior like Individualistic, Parent's Involvement, Financial Autonomy, Durability, Innovative, Situation Specific and Shopping. Difference exists in the perception of adolescents having different educational qualification towards different factors of adolescents' product purchase behavior like Individualistic, Parent's Involvement, Teen's Involvement, Financial Autonomy, Parent's Education, Perceived Value , Situation Specific and Shopping.

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