CHAPTER – VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY:

This chapter provides complete summary of the research work and also predominant findings pertaining to the objectives. It also presents the important suggestions based on findings of the study as well as conclusion emerged out of the empirical research work. Scope of further research is also highlighted in the gaps of the present research.

Chapter 1 of the present study completely deals with crisp introduction on adolescent behaviour, their purchase decision strategies and parent influence. Besides this the chapter elaborates need for the study, statement of the problem and exploratory methodology. Scope and limitations are given with care and attention and chapter scheme adopted in the research is presented in this chapter.

Chapter 2 of the study comprises of Review of Literature. This Chapter is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to adolescents’ influence on purchase decision. The well-structured literature review provided here is characterized by a logical flow of ideas, current and relevant references with consistent, appropriate referencing style, proper use of terminology, and an unbiased and comprehensive view of the previous research on this study. The reviews highlighting the purchase behaviour, influence strategies used by adolescents, parent response and the demographical factors’ influence on purchase influence behaviour are widely provided.

3rd Chapter comprises of Theoretical Framework of the study. This chapter is a collection of interrelated concepts, like a theory but not necessarily so well worked-out.
A theoretical framework provided in this chapter guides the research, determining what things have to be measured. This chapter helps to make logical sense of the relationships of the variables and factors that have been deemed relevant and important to the problem stated. It provides definition of relationships between all the variables for better understanding of the theorized relationships between them. The topics like consumer behaviour, purchase behaviour, types of promotion mix, product characteristics are given in detail.

Analysis Part 1 & Part 2 are the fourth and fifth chapters of the study. These Chapters comprise of analysis made for the response of Adolescents. The statistical data analysis chapters consist of the assumptions of regression, which include the removing of outliers from the data set using SPSS. The Statistical tools used for analyzing the adolescents’ response are Factor Analysis, Cluster Analysis, Association between Cluster (Chi-square), Correlation, ANOVA and T-test. They also comprise of inferences for the analysis done.

6th Chapter comprises of summary of findings, suggestions and conclusion. The chapter concludes with the results inferred from the analysis and provides suggestions for the same. This provides results for the problem statement of the research study and also gives scope for future research.
FINDINGS

The following findings are presented as the results of objective 1:

**TO STUDY THE FACTORS INFLUENCING ADOLESCENT’S PURCHASE BEHAVIOUR:**

1. Purchase behaviour of Adolescents can be identified through external influence as well as their meticulous care for seeking intensified information pertaining to the product they purchase. It is further revealed through factor analysis that the External Influencers like influence of friends and product characteristics create an intensified behavioural environment.

2. This reveals that 57% of Adolescents are dynamic in purchasing the electronic goods and 15% are forced by the electronic goods mechanically. The analysis further reveals that remaining 24% are able to analyze the need for the product logically. Thus the clusters identified are Unambitious, Hesitant and Fragile.

The following findings are presented in connection with objective 2:

**TO IDENTIFY THE INFLUENCING STRATEGIES OF ADOLESCENTS TO CONVINCE THEIR PARENTS.**

3. Adolescents influence their parents with two strategies namely Emotional and Logical strategies. The factors like product characteristics and expectations and desires of other family members play an important role in Logical Strategies.

4. The cluster analysis reveal that there exist 3 different groups of siblings in the sample unit. They are Socializing cluster (27%), Rationals (37%) and Fabricators (36%). It is identified that a conspicuous group of adolescents mechanically purchase the electronic goods they need.
The results of the objective 3 are presented below:

TO ANALYSE THE INFLUENCE OF PRODUCT CHARACTERISTICS, PROMOTIONAL AND MARKETING MIX ON THE PURCHASE BEHAVIOUR OF ADOLESCENTS:

5. Adolescents rely on both extrinsic and intrinsic attributes to solve their asymmetric information problem regarding product quality. The terms of specific product characteristics, are colors and shapes and product labels. In this sense, particular colors and shapes combinations which are consistent are expected to enhance adolescents’ product quality perception.

6. Product evaluation is a measure that helps to attract or influence the Adolescent Siblings towards the products. The two factors that help for product evaluation are sales promotion and product value. In “Sales promotion techniques by dealers” while moving in the market, Adolescents are generally attracted towards the product that offers discount, gift, prize, etc. on buying. Under the “Value Expected” attribute adolescents get the confidence with regard to the quality of the product with its goodwill as a base.

7. In the case of Promotion mix statements considered by Adolescents for purchase of Electronic goods are displays, offers and multilevel marketing techniques adopted by the marketers. It is further clear that the Advertisements in TV, Magazine and Newspapers also create an influence in the minds of Adolescents.

The findings of objective 4 are listed below:

TO CLASSIFY THE ADOLESCENTS PERCEPTION OVER PURCHASE DECISION, PRODUCT ATTRIBUTES, PROMOTIONAL AND MARKETING MIX
8. Adolescents who do not concentrate much on price and quality and just want to possess an electronic good is called as Assertive cluster (36%). The adolescents who are very much cared about the durability and long term benefits are called as meticulous and adolescents who care much for brand and social image are called extraverts (53%).

9. Product evolution considered by adolescents can be identified through cost conscious (11%), futuristic (67%) and anticipators (22%). The futuristic are the adolescents with strong qualities in strategies like social image and resale value of the product.

10. This revealed that 19% of adolescents are moderate in reacting to the marketing strategies and are called as Stimulators. Adolescent who depend on their own past experience are experiences (45%). The third set of adolescents depending much on marketing mix strategies are reactors (36%).

The listed down findings are found in connection with objective 5:

TO ANALYSE THE ASSOCIATION AMONG THE PURCHASE BEHAVIOUR FACTORS AND THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASE BEHAVIOUR OF ADOLESCENTS

11. The purchase behaviour cluster and influence strategy clusters are very good association. The adolescent purchase behaviour can be studied emphatically by identifying their characteristic features of influencing strategies.

12. It is found that purchase behaviour cluster and parent response clusters are considered as good association. The hesitant are showing tremendous inclination to persevere the logical reasoning to materialize the purchase.
13. The purchase behaviour cluster and product characteristics clusters have association. The adolescent expectation over product characteristics is a critical factor in product success because it sets the characteristics, features, and performance of the electronic good that adolescents demand.

14. The purchase behaviour cluster and product evaluation clusters are not good association. The Futuristic does not give importance to the attributes in preference evaluation to succeed in their influence towards purchase of electronic goods.

15. It is concluded that purchase behaviour cluster and promotion mix clusters are not good association. The adolescent purchase behaviour cannot be studied by identifying their characteristic features of promotion mix.

16. The analysis proved that influence strategy cluster and parent response clusters have good association. The Fabricators easily materialize their desire for electronic goods by identifying their characteristic features of parent response.

17. The Influence strategy cluster and product characteristics clusters are very good association. The adolescents extend their influence strategy to purchase only when they are convinced with the product characteristics.

18. It is established that influence strategy cluster and product evaluation clusters are good association. The Fabricators are expecting more to evaluation of product before getting to a purchase decision.

19. It is inferred that influence strategy cluster and promotion mix clusters are very good association. The adolescent influence strategy can be studied by identifying their characteristic features of promotion mix.
20. This analysis revealed that parent response cluster and product characteristics clusters are very good association. The parents materialize their adolescents’ desire towards electronic goods only after identifying the product characteristics.

21. The parent response cluster and product evaluation clusters are not good association. The parent will not do enough to show due care, which is their main defense if a product influenced by their adolescents is subsequently judged can be purchased. Evaluation will not help in learning the parent response.

22. This clearly states that parent response cluster and promotion mix clusters are not good association. The Logical cluster does not rely upon identifying the characteristic features of promotion mix for going on purchase.

23. This reveals the fact that product characteristics cluster and product evaluation clusters are very good association. The Extravert adolescents expect to get proved that the product complies with relevant standards and compare the product with others of a similar design.

24. It is clear that product characteristics cluster and promotion mix clusters are very good association. The Meticulous group of adolescents concentrates much on the characteristics of Promotion mix strategies before materializing their purchase.

25. The product evaluation cluster and promotion mix clusters are very good association as, Cost conscious strategies of promotion mix act as the main stimulators to convert their desire for the product into purchase decision.
Findings of Karl Pearson’s co-efficient of correlation:

26. This analysis inferred that the improper purchase behaviour without analytical reasoning creates negative behavioural aspects. The extraordinary behaviour in the form of compulsions and sentiments is not considered as a successful influence strategy.

27. From the analysis it is inferred that the Purchase behaviour is negatively correlated to Parent response. The purchase behaviour without any logical reasons will end in negative parent response. The purchase behaviour without any reason is not considered positively and responded by the parent.

28. The Purchase behaviour is negatively correlated to Product Characteristics. The Adolescents if desire to purchase a commodity without any reason, just for the sake of possession, then they do not mind about the features of the product.

29. The purchase behaviour of adolescents does not care much about the product evaluation. The resale value of the product or the long term benefits gained from the product are not considered much by the adolescents.

30. The result is that the Purchase behaviour is negatively correlated to Promotion Mix. The purchase behaviour without any reason will not pay attention to the promotion mix.

31. It is clear that the influencing strategy is positively related to parent response that is the influencing strategy is carefully observed by the parents. They are meticulous in analyzing the various influencing strategies to ascertain the need and importance of the purchase.

32. It is found that the influencing strategy is carefully made after analyzing the Product Characteristics by the Adolescents. They are very cautious over analyzing the various characteristical features of the electronic goods before planning their influencing strategies towards their parents.
33. The analysis clearly showed that the influencing strategy is not at all related to Product Evaluation significantly. The Influence strategy of adolescents does not contain significant highlights of evaluating factors.

34. The influencing strategy is made with due care after analyzing the Promotion mix framed by the marketers. They pay much importance to the various promotional strategies provided with the electronic goods and accordingly influencing strategies are decided by the adolescents.

35. The parental response is made with analyzing the Product characteristics. Before materializing the desire of their adolescent siblings, parent analyzes the product features and according by react.

36. It is concluded that the positive response is done by the parent after making the Product evaluation. Parents positively react to their adolescents’ desire towards electronic goods only after comparing the product with competitors and other factors of evaluation.

37. It is found that the parents act positively only after considering the various Promotion mix strategies existing in the market. The Parents’ response has much of influence over the promotion mix strategies.

38. It is found that the product characteristics are highly related with the product evaluation methods. The product characteristics are decided over after considering the methods of product evaluation.

39. It is inferred that there exist strong relationship between product characteristics and promotion mix. The designing of the product and deciding upon the features that exist in the product are considered much while deciding upon the promotion mix strategies.
40. It is found that the Product Evaluation and promotion mix are interrelated strongly. The comparison of the goods of the same type is made after highlighting the promotion methods followed for the same.

Findings from ANOVA:

41. From the analysis it is found that the age of the adolescents clearly decides the purchase behaviour of electronic goods. It is specifically identified that the parent response depends on the age of the adolescents. Further wise comparison of product characteristics also influenced by their age group.

42. The gender of the adolescents does not decide the purchase behaviour of electronic goods. This means that the influence of adolescents does not change according to their gender and even the reaction of parents towards their adolescents’ influence on purchase decision of electronic goods does not depend on the gender.

43. It is inferred that the Money the Adolescents get decides the influence strategy used by them for materializing their desire for electronic goods. Their influence for purchase of electronic goods differs according to the money they get every week to spend for.

44. It is found that the relationship between parent and their adolescent children does not influence the purchase behaviour of electronic goods.

45. It is found that the purchase influence behaviour of adolescents does not change according to the part time job if any done by them. Even if the adolescent works on part time and earn, his level of influence does not differ accordingly.

46. It is concluded that the purchase influence behaviour of adolescents do not change according to the number of children in the family. Whatever be the number of children in the family, influence of adolescents for materializing their desire for electronic goods will remain the same.
47. It is found that the purchase influence behaviour of adolescents do not change according to their order of birth in the family. Whether the adolescent is the first or the last child, it does not bring any change in their influence on their parents for purchase of electronic goods.

48. It is clear that the purchase influence behaviour of adolescents do not differ according to the part of Chennai they belong to. Whichever part of Chennai they reside at their influence towards parents for materializing their desire towards purchase of electronic goods will not change.

The results of objective 6 are listed down:

TO STUDY PARENT’S RESPONSE AS WELL AS THEIR INFLUENCE TOWARDS ADOLESCENTS PURCHASE BEHAVIOUR:

ADOLESCENT’S VIEW:

49. The Parents response to the influence ends up in trying to negotiate and discuss on the competitive products available pertaining to Electronic goods or the other way is logical discussion about the product desired by the adolescent. The Arguments are like giving reasons for purchase of other alternative; logically giving factors for parent choice are also identified.

50. It is found that in the view of parent’s response the adolescents are classified into three clusters. They are Logical clusters (32%), Go getters (19%) and Perseverant (48%). This is according to their response they receive for their influence made for purchase of electronic goods towards their parents.

PARENT’S VIEW:

51. In the case of Parents’ response on adolescents’ purchase influence eight predominant factors have been identified. It is found that the high variance is found for the factor Rapport (9.141%) followed by logical reasoning (8.920%), Analogy (8.817%), Participative circumstances (8.223%). This shows that most of
the parents desired to maintain a rapport during the purchase of the product demanded by the adolescents. The success of purchase depends upon logical reasoning put forth by the adolescents and acceptance of the demand by the parents based on logical reasoning of the adolescents based on very wide participative circumstances by eliciting the opinion from friends and relatives before they materialize the purchase.

Results of Cluster Analysis:

52. It is found that the first cluster is weak in considering the amount of money spent for their adolescents’ purchase influence, taking into consideration the comfortability gained from such purchase and considering the level of influence. They do not mind much about this. In the sample unit this nature is found among 20%. Therefore this cluster is known as “Impulse” Cluster. The second cluster with 93 parents (31%) with moderate qualities in acceptance of the influence on purchase by their adolescents except the rapport they maintain with their adolescent children. This cluster is known as “Gratified” Cluster. The third cluster is strong in the budget factor, level of satisfaction gained out of such purchase and the relationship between them and their adolescent children. This cluster comprises of 147 parents (49%). Therefore this group is known as “Meticulous” cluster.

Findings of T – Test:

53. Logical Reasoning has the highest mean value and reveals that most of the parents look upon and consider the reason behind the influence made by their adolescent children and expect some sort of valid and coherent reason behind such influence. Second is Rapport. This proves that the rapport between the parents and adolescents end up in positive reaction of parents towards the purchase influence of their adolescent children. Third is Level of Influence. That is if level of
influence increases, the purchase behaviour increases and if level of influence decreases the purchase made according to their adolescent children’s desire decreases. Fourth is Acceptance of influence. Fifth is the budget factor. It is inferred that the parents also consider the amount spent for such purchase made according to the influence of their adolescents before going on the purchase. Sixth is Level of satisfaction. The satisfaction gained from the purchase of such electronic goods has a role to play before making a purchase decision. Seventh is comfortability, that is comfortability gained after purchase of electronic goods according to their adolescent sibling’s desire is considered. The last is the relationship between the parent and adolescents. This has a less role to play while making a purchase decision according to the influence made by their adolescent children.

Findings of Correlation:

54. It is inferred that there exists a positive relationship between Rapport and Level of Influence. It is further concluded that the parent’s response is not a rigid factor against the adolescent’s influence. The rapport between the parent and the adolescents lays the foundation for creating an influence and increasing that and ending it to purchase decision.

55. The results indicate that when rapport between parent and adolescent increase, the budget allocated towards such purchase is also considered the most. The parents get a wider chance of convincing their adolescents with a budget suiting choice.

56. The logical reasons on the influence then the acceptance of influence does not create a trouble, instead being easily agreed. The validness in the influence helps in positive results as the outcome.

57. Logical reasoning and level of influence have a positive relationship. When the logical reasons are higher behind a desire for electronic goods the adolescent’s
confidence on purchase of such goods increases simultaneously and thereby their level of influence on their parents for purchase of such goods also increases.

58. This analysis proves that there exists a positive relation between logical reasoning and level of satisfaction. This proves that when there are logical reasons behind the adolescents’ influence for purchase of electronic goods, the purchase of electronic goods increases the level of satisfaction gained out of such purchase.

59. It is inferred that there exists a positive relationship between acceptance of influence and level of influence. As the parents accept the influence of their adolescents for purchase of electronic goods, the adolescents feel that their ideas are agreed and honored and so are motivated to increase their level of influence.

60. There survives a positive relationship between acceptance of influence and level of satisfaction. This proves that whenever parents accept the influence of their adolescent children, they do it on the full belief over their adolescents’ knowledge about the product and usage of the product.

61. When the level of influence increases it creates a state of mind of getting what is expected and thereby the parents while purchasing according to the desire of their adolescents feel comfortable after such purchase.

62. There exist no relationship between budget factor and comfortability. The parents who expect things to be under their budget control, never makes a purchase decision for their comfortability. Their idea is to make a purchase within their budget allocated rather than giving much importance to their easy and comfortable usage.

63. The results of the table indicate that there exists a positive relationship between level of satisfaction and comfortability. That is, when level of satisfaction increases, the comfortability also increases.
The following are the results found for Objective 7:

**FINDINGS OF EMPIRICAL MODEL TO ASCERTAIN GAPS IN ADOLESCENTS’ PURCHASE BEHAVIOUR AND PARENT’S RESPONSE**

64. The model identifies that 53% of success and 47% of failure.

65. The adolescents are more consistent in their influence than their parent’s response.

66. The mathematical model identified 7.35% perceptual difference among the parent response with 47% failure of adolescents’ influence to purchase the electronic goods.
CONCLUSION:

In the light of the facts and figures highlighted above, few specific conclusions have been arrived at. This dissertation explored that the adolescents’ influence on purchase decision is dominated by emotional or logical or both on their parents. But they are 100% successful in materializing their attempt only when their desire is strongly supported by logical reasons and suitable price exist for the electronic products.

The influencing strategy is a vital phenomenal for the adolescent consumers as well as for the general consumers. The purchase decision of electronic goods is procrastinated due to logical and emotional interaction between adolescents and their respective parents. The marketers found sales promotional activities and marketing mix create deep influence over the adolescent consumers and induce them to involve in both emotional and logical strategies to convince the parents. The research clearly identified the demographical background decides the nature of strategies adolescents as well as nature of strategies of adolescents as well as the nature of responses of parents. The empirical model forces to conclude that the adolescents are enthusiastic in materializing the purchase by employing maximum convincing methods. The perceptive difference pertaining to product characteristics, purchase decision process and post purchase behaviour always exist among parents as well as Adolescent siblings.
SUGGESTIONS

1. The result of this research identified that most of the parents are emotional. It is suggested that the parents should carefully watch the adolescents’ purchase behaviour and the immediate need of the product, before they decide for purchase.

2. The logical approach of the parent is required to meet adolescents’ requirement as well as for their personality development and augmentation of educational domain.

3. The price of the product and need recognition of the product possess simultaneous effect of the parent. So it is suggested that parent should analytically explain the importance of the product and the price so that the adolescents may maintain the product properly after the purchase.

4. The purchase behaviour of adolescents does not differ with respect to any geographical area. This is imbibed by the marketers to choose suitable celebrities to endorse electronic goods, to attract adolescent customers.

5. Gender difference does not bring difference in the influence behaviour or parent response. The Advertisements can be designed in that way it commonly attracts the adolescents.

6. The parents though consider their adolescents influence before going for purchase of electronic goods, it is clear from the results of analysis that they take the promotion mix into consideration before making a purchase decision. So marketers while not only targeting the adolescents, parents should also be considered as a target audience for successful promotion of sales.

7. Adolescents as well as the parents pay more attention towards product characteristics that are exhibited in the marketing mix strategies, so the marketers can highlight the features better and influence the purchase decision makers.

8. Price is found to be a most important factor for the parents to decide over the desire of their adolescent children. So the marketers can market by highlighting the competitive price of the commodity.
SCOPE FOR FURTHER RESEARCH

1. This research is restricted to adolescents. A study can be conducted for pre-adolescents (age between 8 – 12). This is because today children are growing very fast mentally and are updated with all technological advancements. Their urge for individuality is also increasing in the age before adolescence.

2. A study can be conducted for learning the adolescents influence on purchase decision of FMCGs. This will help the marketers a lot.

3. Study can be extended towards learning the family communication and adolescents’ influence on parent's brand attitudes. That is study on brand attitudes.

4. This study is restricted to Chennai city. A study can be conducted to compare the influence strategies done be rural and urban adolescents. This will show the difference in influence made by adolescents according to their place of birth.

5. A Study can be conducted towards Spouses' Perceptions of Relative Influence in Family Purchase Decisions.