CHAPTER 3

CONCEPTUAL FRAMEWORK

3.1 Introduction

The preceding chapter Literature Review identified that child plays significance role in family’s buying decision, however, the influence that child exercise over the family’s buying decision making varies by number of factors. This chapter develops conceptual model of children’s influence in family’s decision making process, then an empirical study is set forth to establish the relationship by the way of testing hypothesis.

3.2 Conceptual Model

This section of study develops the model to explore the factors that affect family decision making (in Gujarat) as far as children’s influence in family is concerned. There are several characteristics found from the available literature about the children’s influence in family decision making. Based on these, the conceptual model (Fig. 3.1) has been proposed here in this section. As per the proposed conceptual model the Socio-Economic Status (SES), Socio-Demographic Status (SDS), Children’s individual characteristics, Product Related Factor, Decision and Sub-decision area are the independent variable which has been conceptualized to affect children’s influence in family decision making process i.e. buying decision process which is a dependent variable. Hence, first the dependent variable is discussed and then the independent.

To analyze the effect of Socio-Economic and Socio-Demographic that have on Children’s influence in family decision making, however, the variable such Parental Working Condition and Family Income, Gender of Child, Age of Child, Order of Child, Family Type, Parenthood are used.

In the next section of the chapter, the variable is discussed followed by assumption of the study.
3.3 Variables

3.3.1 Socio – Economic Status (SES)

Moschis and Moore (1979) stated that the children belong to the family with upper socio – economic status has a greater awareness in the consumer environment. Previous studies have proved that socio – economic factor help identifying the influencing role of children in their family decision making.

3.3.1.1 Family Income

Household income is found to be an important factor identifying the influencing role of children in family decision. Word (1974), Moschis & Churchill (1978) and R.L. Moore & Moschis (1979) suggested that more interaction (Child – Parent) takes place in high income family’s children because of their high exposure to the economic world than low income family. Influence of children in their family’s decision making found increased with the family income (Jenkins, 1979). It is confirmed by Jenkins (1979) and Atkin
(1978) that children form high income families or economically sound families’ children have higher influence in their family decision making.

3.3.1.2 Parental working condition

Galbraith (1973) stated that dual – income parents had less time than single income family, therefore other members in the family were more responsible for the purchase act / decision, which leads children to act as a decision maker in the family decision making.

3.3.1.3 Education

Ekstrom (1995) reported that education of parent has a significant impact on child’s influence in family decision-making, children from higher educated family enjoyed greater participation in family’s decision making. Slama and Taschian (1985) reported that the education is positively related to purchase involvement of children.

3.3.2 Socio – Demographic Status (SDS)

Socio – Demographic variables needs to be analyzed in order to understand the the influencing role of child in his/her family’s buying decision making. Sidin et al. (2008) reported the role of demographic environment in the development of children buying and consumption behavior.

3.3.2.1 Age of Child

The age of children is considered to be a very important factor determining their influence in family’s decision. McNeal & Yeh (2003) reported the positive relationship between age and the influence of children on parental buying decision. Studies of Atkin (1978) and Moschis & Mitchell (1986) showed that the influence of children in their family’s decision increased with their age.

3.3.2.2 Gender of Child

Gender of the child has also substantial influence in family decision making. Kaur & Singh (2006) reported that in India, sex difference has more roles to play in family decision making that in America. Gender is an important element to analyze their influence in family decision making. Gender differences were studied by many researchers (Cowan and Avants, 1988; Maccoby 1999; Kaur and Singh, 2006; Lee and
Collins, 2000; Dhobal, 1999, McNeal and Yeh, 2003; Atkin, 1978; Darley and Lim, 1986)

3.3.2.3 Order of Child

Age is considerable factor measuring children’s influence in family decision making. Darley and Lim (1986) found that the elder children were seen to influence more than younger children.

3.3.2.4 Parenthood

Single parent family’s children might be allowed to have a greater influence in family decision making family than of a nuclear family (Darley and Lim, 1986; Ekstrom et al, 1987).

The children’s importance in single parent family is relatively more than dual parent family due to independent purchasing habit and independent household responsibility (Darley and Lim, 1986; Ahuja, Capella and Taylor, 1998). Moreover, one of the fastest growing family types is single family which seem less incline to share decision making within the family (Lee and Beatty, 2002; Lee and Collins, 2002 – as cited by Tinson and Nancarrow, 2005).

3.3.2.5 Family Type


3.3.3 Child’s individual characteristics

As stated in Resource Theory (Blood and Wolfe, 1960) that completive resource one has, the more s/he influences family decision making.

Moschis and Mitchell (1986) found that adolescent with outside income tend to be more independent in purchasing. Beatty and Talpade (1994) argued that children with more financial resources are likely to shop independently or have more influence in their family purchase.
Foxman et. al. (1989b) claimed that Perception of parental love and confidence, Children’s Income, Employment status, Grade in School might be included in the personal resources of children.

3.3.4 Product Specific

There are two factors namely Product Importance and Product Importance have significance impact/influence over family decision making. The perception of child related to the product importance stimulates their purchasing behavior which leads to take active part in their family’s buying decision. More importance they perceive, more they want to involve in his/her family buying decisions. The product which is directly used by the child, is perceived to be more important for them, children are more likely to take part in family’s buying decision for the product which is/are directly relevant to them. (Berey and Pollay, 1968; Ward and Wackman, 1972; Mehrotra and Torges, 1977; Szybilli and Sosanie, 1977; Atkin, 1978; Belch et. al., 1985; Foxman Tansuhaj and Ekstrom, 1989a; Foxman, Tansuhaj and Ekstrom, 1989b; Mangleburg, 1990; Lackman and Lanasa, 1993; Beatty and Talpade, 1994; Palan and Wilkes, 1997).

3.3.5 Socialization of Child

Goslin in 1969, define the “Socialization”, Process by which young people acquires the various patterns of behaviors and cognition (Moschis and Moore, 1979). Ward (1974, p-2) reported it as the process by which young person obtain the skills, knowledge and attitude relevant to their functioning as consumer in market place, therefore, it becomes important to analyze the effect of socializing agent on the consumer behavior of child.

3.3.6 Child’s Request Strategy

Various request strategies are used by the child to yield their request, which may range from simple asking, pleading, explaining, negotiating or threatening and so on. Past studies reveal that the strategies used by the child are often moderated by socio-economic and demographic factor.

3.3.7 Decision Stages and Sub-Decision Area

One of the important factors analyzing the influence of children in their family decision making is decision stage. Past studies have analyzed the child’s influence in family
decision using the three stage decision model. The three stages are initiation stage, searching of information and final purchase decision.

The influence of child is significant in the initial stage of decision making which is initiation stage and which is decreases dramatically by the last stage of decision making which is taking final decision (Szybilla and Sosanie, 1977; Nelson, 1978, Belch et al; 1985), however, the influence of child in particular stage of decision making dependes on the product/category of product. Moschis and Mitchell (1986) suggested variety of product / product category to analyze children’s influence across decision stages.

Shoham and Dalakas (2005) studied the children’s influence across decision stages by examining variety of product including children’s product (Food, toys, Clothing and nonalcoholic product), children’s education (courses for children, school and private tutor), activities (restaurants, family vacation, entertainment), durables (TV, television, refrigerator, house / apartment, furniture, appliances for household, car, insurance), and non-durables (household cleaning product, cosmetic, clothing, drugs and alcoholic beverages, kitchenware). Shoham and Dalakas (2005) divided decision making process in four stages namely problem recognition, information search and evaluation of alternative, final decision and actual purchase. They reported that child’s overall influence depends on the child’s perceived level of usage of product, moreover, child exercise higher influence in the earlier stage and it decreases for higher stages of the same.

3.4 Assumptions (Research Hypothesis)

Based on previous studies and on the bases of available literature on the topic children’s influence in family decision making, the hypothesis for the study is as follows:

3.4.1 Child’s General Influence

H1A: There is no significance perception difference between parent and child with respect to child’s general influence in family’s decision making.

H1B: There is no significance perception difference amongst parents towards his/her child’s general influence in family decision making with respect to Gender of Child.
\textbf{H}_{1C}: There is no significance perception difference amongst parents towards his/her child’s general influence in family decision making with respect to the age of children.

\textbf{H}_{1D}: There is no significance perception difference amongst parents towards his/her child’s general influence in family decision making with respect to Order of Child.

\textbf{H}_{1E}: There is no significant perception difference between the Nuclear and Joint Family’s respondent parent regards to their child’s general influence in family decision making.

\textbf{H}_{1F}: There is no significance difference between the perception of the parents’ from the single parent and dual parent families regards to their child’s general influence in family decision making.

\textbf{H}_{1G}: There is no significance difference between the perception of single parent working and both parent working towards their children’s influence in families’ decision making.

\textbf{H}_{1H}: Parent’s perception of child’s general influence in family’s purchase decision is same for all income group family.

3.4.2 Child’s Personal Attributes / Resources

\textbf{H}_{2A}: There is no significance perception difference between the child and parent respondent with reference to child’s personal resources / attributes.

\textbf{H}_{2B} to \textbf{2G}: Child’s personal attribute / resources and his/her general influence in family’s decision is independent

3.4.3 Socialization of Children

\textbf{H}_{3A}: There is no significance difference in consumer socialization of children through various agents with respect to the Gender of Child.

\textbf{H}_{3B}: There is no significance difference in consumer socialization of children through various agents with respect to the Age of Child.
$H_{3C}$: There is no significance difference in consumer socialization of children through various agents with respect to the Order of Child

$H_{3D}$: There is no significance difference in consumer socialization of children through various agents with respect to child form Nuclear and Joint Family status

$H_{3E}$: There is no significance difference in consumer socialization of children through various agents with respect to Child from Single Parent Family and Dual Parent Family

$H_{3F}$: There is no significance difference in consumer socialization of children through various agents with respect to Child from Single Parent Working and Both Parent working

$H_{3G}$: Parents’ perception of children’s socializing agent is same for all income groups

### 3.4.4 Product Specific

$H_{4A}$: There is no significance perception difference between parents and children with respect to the purchase influence each product

$H_{4B}$: There is no significance difference between the Boy and Girl child about their purchase influence over 22 products with respect to their parents’ perception.

$H_{4C}$: There is no significance difference between the 10-11 and 12-13 age group child about their purchase influence over 22 products with respect to their parents’ perception.

$H_{4D}$: There is no significance difference between the elder and younger child with respect to the parents’ perception about purchase decision of each product

$H_{4E}$: There is no significance difference of purchase influence of the child from Nuclear family and Joint family with respect to parents’ perception

$H_{4F}$: There is no significance difference of purchase influence of the child from Single Parent family and Dual Parent family with respect to parents’ perception

$H_{4G}$: There is no significance perception difference between the respondent parents’ working status with respect to their child’s purchase influence.
**H₄H**: Parent’s perception of child’s general influence in family’s purchase decision is same for all income group family.

### 3.4.5 Strategies used by children

**H₅A**: There is no significance perception difference between parents and children with respect to the influencing strategies used by child

**H₅B**: There is no significance perception difference of parents’ about their child’s use of influencing strategies

**H₅C**: There is no significance difference between the 10-11 and 12-13 age group children for the use of influencing strategies.

**H₅D**: There is no significance difference between the elder and younger child for the use of influencing strategies.

**H₅E**: There is no significance difference between the joint and nuclear families child regards to the use of influencing strategies.

**H₅F**: there is no significance difference between the single parent and dual parent families’ child for using influencing strategies.

**H₅G**: There is no significance difference between the single parent working and both parent working families’ child for using influencing strategies.

**H₅H**: There is no significance difference between the child’s use of influencing strategy across all income groups

### 3.5 Statistical Test

**Paired sample t test** is used when the perception of both the respondents are compared, however, following hypothesis paired sample t test is used.

- **H₁A** (General Influence)
- **H₂A** (Child’s Personal Attributes / Resources)
- **H₄B** to **H₆G** (Product Specific)
- **H₅A** (Strategies used by Children)

**Independent t test** is used when the data is of Metric and Categorical in nature, however, for following hypothesis independent t test is used.
- $H_{1B}$ to $H_{1G}$ (General Influence)
- $H_{3B}$ to $H_{3F}$ (Socialization of Children)
- $H_{4B}$ to $H_{4G}$ (Product Specific)
- $H_{5B}$ to $H_{5G}$ (Strategies used by Children)

*One-way ANOVA* is used when the data is of Metric and Categorical (There are more than two Categories i.e. Family Income) in nature, one-way ANOVA is used. Following are the hypothesis for which the test is used.

- $H_{1H}$ (General Influence)
- $H_{3G}$ (Socialization of Children)
- $H_{4H}$ (Product Specific)
- $H_{5H}$ (Strategies used by Children)

*Cramer’s V* test is used for $H_{2B}$ to $H_{2G}$ to find the co-relation between the variables