5.1 Consumer Decision Making and Purchase Decision Process:

The consumers of lifestyle goods are growing in urban Maharashtra. (Eric D. Beinhocker D. F., 2007). This growth is multidimensional. The first dimension is the increase in the spending power. The second dimension is growth in spending pattern shift from nondiscretionary to discretionary spending. The third dimension is growth in the shift of this spending from informal economy with individual traders to formal economy with organized businesses. The fourth is growth in number of first time buyers. The fifth is growth in the shift of consumers from most scattered hard to access rural markets to most accessible and concentrated urban markets. And above all the most important dimension is the sensitivity of the modern consumers with modest incomes and changing demands. The consciousness of this vulnerable consumer is outcome of the socialization process. The socialization is outcome of exposure to various environmental stimuli. The environmental and marketing stimuli enter the consumer’s consciousness. (Phillip Kotler, 2007) This consciousness gives birth to a set of psychological processes that gets combined with certain consumer characteristics to result in decision processes and purchase decisions. The most important environment for marketers is economic environment of the market. Choice is the most fundamental problem of life in economic environment. (Seth, 1961) The choices can be divided into two parts viz. economic choices and non economic choices. The economic choices are no doubt very important but that does not mean non economic choices are worthless. For example an economic choice of spending more time in office is an important choice but that does not mean spending time with children although non economic choice but not worthless. An economic choice may also be called as economic decision. An individual living in modern economy has to take several decisions daily mostly economic in nature. Every economic decision involves a decision between alternatives; the basic reason for this being the scarcity of means and multiplicity of ends. Resources are scarce but the ends to which they can be put are numerous. The economic decisions are divided into three types; i) Private Decisions, ii) Business Decisions, and iii) Community Decisions (Seth, 1961). The private decisions vary according to the tastes, habits and personality of the individuals. The business decisions which are made by
business firms mostly vary according to the business objectives considerations, subjective elements in the businessmen’s mind and the business environment. The community decisions which are made largely by the representatives of the community are influenced by mostly the availability of resources and urgency at the ends.

5.2 Psychographic Segmentation:

The marketing stimulus consists of the various offers made by marketers to the consumers. The consumer market dynamics depends largely on the behavior of customers. Hence the marketers always keep on tracking the ultimate behavior on which the marketing programme should focus. (David A. Aaker, 1992) An increase in the product usage can occur basically from three types of sources: (1) From new customers attracted to the brand for the first time, (2) by increasing the loyalty of existing customers, and (3) by inducing the existing customers to use more of the product class, either by increased usage or in new situation. These three types of sources can be termed as segments.

The marketer tries to communicate to the market while making offers to increase the usage of the product in offer. It is not possible for the marketer to satisfy the needs of all customers in large, broad or diverse markets. (Phillip Kotler, 2007) Consumers needs vary on many dimensions and often can be grouped according to one or more characteristics. The marketer needs to understand which market segments it can serve effectively. Through this understanding the marketer builds on an effective marketing strategy suitable to each segment. The marketers of twenty first century are facing a challenge of finding a suitable consumer market. In such fast changing and increasing market the marketers have to be superb segmenters to survive and thrive. (Weinstein A., 2004) Offering only good quality of goods and services do not ensure that the marketer get customers from all over the world, it has become very essential now days to offer specifically to specific market. The business strategy can be called as sound only when it is based on segmentation. ‘Segmentation is the process (Weinstein A., 2004) of partitioning the market into groups of potential customers with similar needs / characteristics who are likely to exhibit similar purchase behavior’. The American and International companies are using segmentation as a key marketing planning tool and the foundation for effective strategy formulation. The word market segmentation was
not coined until the later part of 1950. (David A. Aaker, 1992) Since then however it has had a major impact on marketing and advertising theory and practice. It is based on the observation that all potential customers are not identical and that a firm should either develop different marketing programmes for different subgroups of the society or develop a single tailored programme for just a single subgroup. The four basic criteria for market segmentation as depicted by segmentation scholars (Paul E. Green, 1978) are as follows:

1. The segments must exist in the environment (and not be a figment of the researcher's imagination),
2. The segments must be identifiable (repeatedly and consistently),
3. The segments must be reasonably stable over time, and
4. One must be able to efficiently reach segments (through specifically targeted distribution and communication initiatives).

The segmentation research is based primarily on the objectives of analyzing the market, and finding out the niche opportunities. William D. Neal (Neal, Principles of Market Segmentation, 2005) explains the methodology for effective segmentation. He mentions that there are mainly two methods for segmenting a market: a priori and post hoc methods. Although there are plenty of bases available for segmentation; Some of the bases for segmentation are listed as Product class behaviors, Product class preferences, Product class-related attitudes, Brand selection behavior, Brand-related attitudes, Purchasers' attitudes toward themselves and their environment, Demographics, Geographic, and Socioeconomic status. Neal (Neal, Principles of Market Segmentation, 2005) explains that among the methods of segmenting market the Priori Method identifies groups by a generally accepted classification procedure related to variations in customer purchase or usage of the product category. Examples of a priori segments include schemes such as: Standard Industrial Classification (SIC) groups (e.g. Men’s and Boys clothing and accessory stores, Women’s clothing stores, Women’s accessory and specialty stores, children & infants clothing stores, Family clothing stores, Shoe stores) , Geographic regions or sales territories , Basic demographic groups (e.g., sex, age, household composition), Purchase or usage groups (e.g., heavy users, light users, nonusers), VALS (Values and Life Styles classification system), and PRIZM, or similar geo demographic classification systems. The other
method as reported by Neal (Neal, Principles of Market Segmentation, 2005) is Post Hoc Segmentation Method; In this method the segmentation is empirically derived based on the results of a research study undertaken for the specific purpose of segmenting a market. Segments generated from such a study are formed by aggregating buyers who respond similarly to a set, or sets, of basis questions. The questions are related to Product attribute preferences, Values, Product purchase patterns, Product usage patterns, Benefits sought, Brand preferences, Price sensitivity, Brand loyalty, Socioeconomic status, Deal proneness, Lifestyles, Self-image, Attitudes and opinions toward one's environment, and Dealer loyalty. Neal (Neal, Principles of Market Segmentation, 2005) reports some recent advancement in segmentation studies such as Multidimensional segmentation, artificial neural networks, Latent class models, Fuzzy and overlapping clustering, and Occasion-based segmentation. Neal (Neal, Principles of Market Segmentation, 2005) predicts that the Market Segmentation Research will see increased growth in future. The strategic marketing planning departments shall give boost to it and the ability to accumulate and manage massive amounts of data on customers and potential customers, aligned with the availability of many more targeted communications capabilities, shall ensure the increased demand for much more and much finer identification of target markets in most product and service categories. The massive use of the Internet will also open up greater possibilities for target marketing.

The Multidimensional Segmentation is proposed by Neal (Neal, Principles of Market Segmentation, 2005) on the strong belief that the buyer’s responses and the selling propositions are determined by many criteria; hence sticking to only one type of variables is not advisable. The method proposes to use a different segmentation scheme for each dimension (e.g. Status Need, Benefits, Amount spent in category), hence proves itself more useful and flexible in planning a marketing strategy and executing marketing tactics. The model of multidimensional segmentation (Neal, Articles & Papers, 1998) proposes a three dimensional plot for example on X-axis may be the segmentation based on conjoint analysis derived from the data collected related to influencers of the purchase and the product category (I.e. The spouse, Child, Parents, Neighbor, colleague and the home care products, apparel, food products etc) , on Y-axis may be the segmentation based on factor analysis based on the data collected related to the product in question and attitude of customer towards it and on Z-axis may be the segmentation based on cluster analysis derived from the data collected on the basis of desires behind the purchase and the lifestyle of the customer. After plotting the
graph each customer surveyed becomes a member of one segment in each of three segmentation schemes. The customer surveyed is then assigned a unique single cell in the segmentation matrix. If it is done well the respondents in each cell of the segmentation scheme are very similar on all three dimensions and decidedly different from respondents on other cells on at least one set of basis variable. Michel Wedel (Michel Wedel, 2002) warns the marketers on their popular attitude towards the segmentation; he says that the focus on methodology in the academic literature may mislead one to believe that segmentation is essentially a marketing research problem. Quite to the contrary, market segmentation strategy does not entail a mere market condition to be identified. Segments are not homogeneous groupings of customers naturally occurring in the marketplace, but are determined by the marketing manager’s strategic view of the market. W. Smith’s (Smith, 1956) original definition clearly states that the managers’ perspective determines the way homogeneous groups of potential customers are to be identified by marketing research. The strategic purposes of segmentation determine the bases and methods used in market research; different segments may be identified in the same population of customers in different segmentation studies with different purposes, for example new product development, pricing or defining direct marketing targets. Jerry W. Thomas (Thomas, 2007) confirms that psychographic segmentation is termed as lifestyle segmentation and it is a legitimate way to segment the market based on multivariate analysis of consumer attitudes, values, behaviors, emotions, perceptions, beliefs, and interests. He further clarifies that the Qualitative research techniques including focus groups, depth interviews, and ethnography become invaluable in segmentation. The Qualitative research provides the insight, the conceptual knowledge, and the consumer’s exact language necessary to design the segmentation questionnaire. The verbatim comments from consumers are used to build batteries of psychographic or lifestyle statements. A representative sample of consumers is then asked about the degree to which they agree or disagree with each statement. Thomas (Thomas, 2007) has put a light on data collection method also. He states that the method of data collection is very important, because the questionnaire is so long which is often 45 to 90 minutes in length. So the telephone is not recommended for segmentation studies because of questionnaire length. Moreover, the various rating scales and attitudinal statements are difficult to communicate by phone, and the resulting phone data tends to be “insensitive” and rife with “noise.” In-person interviews, or Internet-based interviews, or even mail surveys,
are much better. Rating scales and attitudinal statements can be seen and fully comprehended by respondents. Seeing is much better than hearing, and it produces more accurate answers. The Internet is especially valuable for segmentation studies, since respondents can take the survey at a time of their own choosing, when they can give it their full, undivided attention. A mail survey offers some of the same advantages, but without the questionnaire controls, checks, and safeguards built into an Internet survey. The analysis suggested by Thomas (Thomas, 2007) is based on various types of “cluster analysis,” a set of well-defined statistical procedures that group people according to the proximity of their ratings. The cluster analysis regardless of its many types and forms has inherent limitations and seldom yields coherent market segments. Cluster analysis routines ignore the pattern of respondent ratings and rely primarily upon the proximity of respondent ratings. Too often, this leads to clusters, or market segments, that don’t seem to make much sense when cross tabulated against the original segmentation variables. Another limitation of clustering approaches is that all statements are treated as equal; whereas, in truth, some statements might be much more important than others in explaining consumer behavior in a particular product category. To overcome this limitation it is suggested to first identify the statements that are more important for example the statements that tend to explain or cause specific consumer behaviors. Correlation analysis and regression can be used for this purpose. Factor analysis is also a powerful technique to identify the statements and groups of statements that account for much of the variance in the attitudinal data set. Directly, and indirectly, these techniques can help in identifying the most important statements explaining attitudes, perceptions, and values. Then, these statements become the inputs to the final segmentation analysis. Many different methods can be used to “cluster” or group the statements at this point. The final step is to attach a segment code to each market segment identified and then crosstab all of the questionnaire variables by the segments. One must then study the segments and the attitudes/statements that make up each segment to make sure they make sense and hang together. If the segmentation results don’t make sense, then it is essential to go back, change some of the assumptions or methods, rerun the analysis, and repeat the crosstab exercise to apply the “common sense” validity check. Thomas (Thomas, 2007) explains that all segmentation work, historically, has been based upon the assumption of mutually exclusive market segments. The mutually exclusive model, however, does not always apply to psychographic or lifestyle segmentation; since most of persons hold many
overlapping and/or conflicting beliefs and attitudes. Therefore, it is wise to develop two distinctly different segmentation solutions: one based upon mutually exclusive segments and one based upon overlapping segments. Both of these segmentation “solutions” should be cross tabulated by the original questionnaire variables to identify which type of solution yields the most meaningful and actionable market segments. The essential use of psychographic segmentation explained is in targeting the brand to the largest segment with relevant brand fit or even target two closely related segments by media advertising and message. That is, the advertising message is the way to reach the psychographic segment rarely can a psychographic segment be defined by demographics or geography. The psychographic segmentation can provide the guide rails for brand positioning. That is, positioning assumes, or takes place in relation to, a target market segment; the positioning of the brand in relation to a market segment. The psychographic segmentation can define opportunities for new products targeted to each psychographic segment. That is, the market segments can be a template for new product development. For example, the finding is that 15% of the population belongs to a “safety first” segment when it comes to buying cars, then the marketer can design and build the safest car in the world to target this segment. So psychographic segmentation’s greatest value lies in positioning and targeting via advertising message, also it can define new product opportunities. The scholar Martha Farnsworth Richie (Richie, 1989) believes that the new psychographic segmentation can be a boon to marketers and advertisers. Steve Weinstein (Weinstein S. , 1989) states that the advertising messages designed by undertaking an extensive psychographic segmentation study go closer to the hearts of the consumers. He further explains that the consumers are mostly unresponsive to the market research of this nature but marketers welcome it with zest. He further suggests remedy to generate responses from consumers by the way of using internet and sending e mailed questionnaires to the samples. He believes that internet questionnaires are more useful than the monitory rewards for filling up the questionnaires. Frank Wyman (Wyman, 2005) states that the best segmentation practices provide most client actionable strategies. He further warns that as there are many segmentation approaches; it is highly recommended to select the approach methodically. In his presentation (Wyman, 2005) on 7 November 2005, at IIR’s Market research event conference, San Francisco he has presented a list of twenty one separate good practices. The first step is at each step ask “how can these results help improve profits?”, The second step is to have timely product positioning
information on hand to improve the interpretability and enhance the actionability of the segmentation, the third step is choose to do analytic segmentation, the fourth step is that for setting general strategy, pursue interdependence segmentation; and in forming specific tactics pursue a dependence approach to segmentation. The fifth step is to let the parameters of your market and product offering determine which of the two analytic approaches among cluster analysis or CHAID to take. The sixth step is to select appropriate method among Q Factor or K Means to take for clustering. The best practice is to take K Means and CHAID for interdependence and dependence respectively. The seventh step is to take large and random sample of 600+ and also to keep a hold of 300 more to confirm; the analysis might be conducted on 600 cases but another 300 are also used to apply the model to ascertain how well results hold up. The eighth step is to include lots of demographics as well as media and channel use items in your questionnaire. Also, some market positioning type items are usually a good idea. The ninth step is to use the following scale: 1=totally disagree, 2 = somewhat disagree, 3=neutral, 4= somewhat agree, and 5 = totally agree. The tenth step is to note that the basis variables for interdependence segmentation do not always arise from stated responses; rather they are respondent-level conjoint and discrete choice utilities which are used as the measures of consumer needs in clustering. The conjoint utilities are excellent basis data for clustering. The eleventh step is to precede the clustering with fresh qualitative data. The twelfth step is to reduce differential scale use bias by designing a “needs” battery based on a short 1-Disagree to 5-agree scale with clearly differentiated anchors on every point and items worded in the “extreme” sense. The thirteenth step is to avoid the presence of the bias which is easily detected and also there are ways to correct it a bit on the back end. To detect it is recommended to simply run a k-means cluster solution for 2 or 3 segments using the entire battery as basis variables. If the 2 or 3 profiles are strongly correlated in pattern and different only in general level of response, then a differential scale use problem exists in the data and needs to be fixed. The sixteenth step is if differential scale use bias exists, fix it with ipsatization. The seventeenth step is to fix the data for any missing data item as in clustering data, outliers are OK but missing data is not. The eighteenth step is to factor analyze the original items to get unique dimensions. The “needs batteries” tend to be quite long with 50 or more items, so precede the actual cluster analysis with a factor analysis of the original items. If this isn’t done certain dimensions artificially get inflated in terms of their “importance” in defining cluster segments simply because of
the large number of items representing the same dimension. Factor analysis also adds value to the study by revealing how many salient dimensions are at work in the market – are there really only 3 or 4 dimensions along which consumer deliberate in choosing product, or are there more like 7 or 8 … or what? Also, what attributes do consumers tend to see as one and the same – how do items group together in factors? The nineteenth step is to keep in mind that most brands cannot manage more than 7 to 10 segments. The number of segments to pursue is decided and then k-means type cluster analysis is conducted. The twentieth step is to finalize clusters using a k-means cluster analysis. When conducting hierarchical clustering, Euclidian distance and complete or Ward’s linkage methods usually work best. The twenty-first step is to profile the clusters. Alfred S. Boote (Alfred, 1984) also states that the psychographic segmentation using Q factor cluster is not enough and further analyses are recommended. Thomas F. Funk and Maryse J. Hudon (Thomas F. Funk, 1988) stated the four important steps in methodology for psychographic segmentation. The first most important step is to determine relevant psychographic dimensions and the relevant demographic variables to design questionnaire for this study. The second important step is determining the relevant sample size. The third step is to decide on which cluster analysis to do and fourth is to write profiles of the clusters and naming of the clusters. Martin Reilly; Deb Rapacz (Martin Reilly, 2007) also confirm that the segmentation study based on psychographic must be analyzed using cluster analysis so as to conclude with useful results. Jeff Cioletti (Cioletti, 2007) has highlighted the importance of psychographic segmentation in the strategic decisions regarding offerings to the consumers. Michael Tuma (Michael Tuma, 2005) has supported the steps to undertake the cluster analysis. Sara Dolnicar (Dolnicar, 2003) also has given improved clustering methodology. Rohit Vishal Kumar and Amitava Sarkar (Rohit Vishal Kumar, 2008) have reviewed the segmentation studies undertaken in India so far. They state that due to the changes in the attitudes and profiles of Indian urban consumers, the marketing organizations have promoted many segmentation studies. This drive of research to understand the Indian consumer resulted into studies like consumer behavior in the Indian context (Jacob, 1997), (Prabhakaran, 1996), (Singh A. S., 1997). The segmentation study of eighteen to thirty-four years old consumers in India resulted into identification of six segments of Indian youth as segment 1 - Cultural Misfits, Segment 2 - Style Bhai’s, Segment 3 - Middle Class Majnu’s, Segment 4 - Main Bhi NRI, Segment 5 as Rich Brats, and Segment 6 as Nerdy Nandu’s (Businessworld Editorial Team, 2005). The Outlook news
magazine in collaboration with NFO Research, carried out a research on the sexual orientation of Indian women and classified the modern Indian women into five segments (Deb, 2003). Pantaloons Retail has classified India into three segments as India I, India II and India III (K. Biyani, 2007). He further mentions that all the research so far undertaken was undertaken for specific organizations under specific situations. There are no evidences of any major academic study excepting the one undertaken by Rao, S.L., and Natarajan, I. (Natrajan, 1996) this study also have segmented the classes as per the demographic data only. The relevant research is undertaken by the MGI which states that (Eric D. Beinhocker, 2007) that India’s middle class will be 40% of the population and will create the world’s fifth largest consumer market. Not only the speculations but also the facts show that the private consumption in Indian middle class has reached 17 trillion rupees in 2005. The speculation says that the disposable income will increase from Rs. 200,000 to 1000,000 per year. With the growth in disposable income the consumption pattern will also be changed and shifts shall be experienced in expenditure from necessities only to discretionary expenditure also. The discretionary expenditure shall rise from 52% of today to 70% in 2025. The share of expenditure on necessities shall fall from 42% today to 25% in 2025. It can be said that the Indian consumer shall think to buy beyond necessities. The psychographic study (Rohit Vishal Kumar, 2008) to segment Indian market has drawn six segments viz. well settled, Strugglers, Enjoyers, Conservatives, Self Concerned, and Realists.
5.3 Summaries of Studies Reviewed:

Children influence on family purchase decision: the summary of studies reviewed so far is listed in following table:

Table 5.1.
Summary of Studies Review

<table>
<thead>
<tr>
<th>Children in Family Purchase Decision Making Author(s)</th>
<th>Objective of the study</th>
<th>Respondents for the study</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.3.1. Relative Influence of Children in Purchase Decision Making</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berey and Pollay (1968)</td>
<td>Examined the influencing role of child in family decision making for purchase of cereals</td>
<td>mother and child</td>
</tr>
<tr>
<td>Ward and Wackman (1972)</td>
<td>Investigated children’s purchase influence attempts and parental yielding</td>
<td>mothers</td>
</tr>
<tr>
<td>Mehrotra, and Torges (1977)</td>
<td>Explored the factors determining children’s influence on mothers’ buying behavior</td>
<td>mothers only</td>
</tr>
<tr>
<td>Atkin (1978)</td>
<td>Observed parent-child interaction in the supermarket for purchase of cereals and snacks</td>
<td>mothers only</td>
</tr>
<tr>
<td>Foxman and Tansuhaj (1988)</td>
<td>Investigated adolescents and mothers perceptions of relative influence of each other in family decisions</td>
<td>mother and child</td>
</tr>
<tr>
<td>Foxman, Tansuhaj, and Ekstrom (1989)</td>
<td>Explored family members' perception of adolescents influence in family decision-making</td>
<td>mother, father and the child triad</td>
</tr>
<tr>
<td>Jensen (1995)</td>
<td>Studied purchase influence attempts by children in Denmark; the location and cause of requests and parental responses to the same. The relationship between parents’ consumer teaching orientation and family demographics has also been investigated</td>
<td>self-reports from children</td>
</tr>
<tr>
<td>Holdert and Antonides (1997)</td>
<td>Investigated effect of family type (distribution of power and cohesion) on stages of decision making process and</td>
<td>mother, father and the child triad</td>
</tr>
<tr>
<td>Study</td>
<td>Description</td>
<td>Participants</td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Williams and Burns (2000)</td>
<td>Explored the dimensionality of children’s direct influence attempts</td>
<td>Mother and child</td>
</tr>
<tr>
<td>Geuens, Mast, and Pelsmacker (2002)</td>
<td>Researched on the role of family structure (one versus two parent families, two income families and number of working hours and number of children per family) on children’s influence</td>
<td>Child and either parent</td>
</tr>
<tr>
<td>Lee and Beatty (2002)</td>
<td>Investigated the role of family structure on influence of children in family decision making</td>
<td>Parents and children</td>
</tr>
</tbody>
</table>

### 5.3.2. Media effects on Children

<table>
<thead>
<tr>
<th>Study</th>
<th>Description</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldberg, Gorn, and Gibson (1978)</td>
<td>Contrasted the effects of TV messages for high and low nutritional foods on children’s snack and breakfast food choices</td>
<td>children</td>
</tr>
<tr>
<td>Lindquist (1979)</td>
<td>Investigated attitudes of elementary school children towards advertising on TV, Radio, children’s magazines and comic books</td>
<td>children</td>
</tr>
<tr>
<td>Moschis and Churchill (1979)</td>
<td>Analyzed the adolescent consumer for attitude towards advertising, stores, prices etc.</td>
<td>Self-reports from children</td>
</tr>
<tr>
<td>Gorn and Florsheim (1985)</td>
<td>Examined the effects of commercials for adult products on children</td>
<td>children</td>
</tr>
<tr>
<td>Moschis and Mitchell (1986)</td>
<td>Investigated effect of TV advertising and interpersonal influences (family and peers) and social structural variables on teenagers’ participation in family consumption decisions</td>
<td>either parent</td>
</tr>
<tr>
<td>Boush, Friestad, and Rose (1994)</td>
<td>Examined adolescent skepticism toward TV advertising and knowledge of advertiser tactics</td>
<td>children</td>
</tr>
<tr>
<td>Kraak, and Pelletier (1998)</td>
<td>Investigated the influence of commercialism on the food purchasing behavior of children and teenage youth</td>
<td>Secondary data used</td>
</tr>
<tr>
<td>Moore and Lutz</td>
<td>Studied the effect of advertising and multi-method</td>
<td></td>
</tr>
</tbody>
</table>
### 5.3.3 Socialization of Children

<table>
<thead>
<tr>
<th>Author(s) and Year</th>
<th>Study Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chan (2001)</td>
<td>Studied children’s attitude and perceived truthfulness of TV advertising and parental influence in Hong Kong</td>
</tr>
<tr>
<td>Kunkel, Wilcox, Cantor, Palmer, Linn, and Dowrick (2004)</td>
<td>Conceptualized the psychological issues in the increasing commercialization of childhood</td>
</tr>
<tr>
<td>Moschis and Moore (1979)</td>
<td>Examined decision making patterns among teenage consumers</td>
</tr>
<tr>
<td>Ekstrom, Tansuhaj, and Foxman (1987)</td>
<td>Conceptualized on children’s influence in family decisions and consumer socialization taking a reciprocal view</td>
</tr>
<tr>
<td>Carlson and Grossbart (1988)</td>
<td>Investigated parental styles and consumer socialization of children</td>
</tr>
<tr>
<td>Palan (1998)</td>
<td>Researched on the relationships between family communication and consumer activities of adolescents</td>
</tr>
<tr>
<td>Chan and McNeal (2003)</td>
<td>Investigated parent-child communication about consumption and parental mediation of TV advertising in China</td>
</tr>
</tbody>
</table>

### 5.3.4. Management of Parent-Children Conflict over Purchase Decisions

<table>
<thead>
<tr>
<th>Author(s) and Year</th>
<th>Study Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belch, Belch, and Sciglimpaglia (1980)</td>
<td>Explored conflict in family decision making</td>
</tr>
<tr>
<td>Johnson (1995)</td>
<td>Considered the impact of product and situational factors on the choice of conflict resolution strategies by children in family purchase decision making</td>
</tr>
<tr>
<td>Lee and Collins (1999)</td>
<td>Proposed some of the decision making strategies used during conflict resolution and discussed how the formation of coalitions influences decisions. The paper also presented the role of gender and gender composition of families in family decision making</td>
</tr>
<tr>
<td>Williams and Burns (2000)</td>
<td>Investigated the ways in which children make direct influence attempts</td>
</tr>
</tbody>
</table>
### 5.3.5. Sex role Orientation and Cross-Cultural Research

<table>
<thead>
<tr>
<th>Author(s) and Year</th>
<th>Summary</th>
<th>Relevant Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hempel (1974)</td>
<td>Compared roles of family members while deciding to buy a house in Connecticut and North England</td>
<td>husband and/or wife</td>
</tr>
<tr>
<td>Buss and Schaninger (1983)</td>
<td>Presented a general model of family decision making and stated the influence of sex roles on family decision processes and outcomes</td>
<td></td>
</tr>
<tr>
<td>Ward, Robertson, Klees, and Gatignon (1986)</td>
<td>Investigated children’s purchase requests and parental yielding in US, Japan and Britain</td>
<td>mothers</td>
</tr>
<tr>
<td>Talpade, Talpade, and Prabhu (1997)</td>
<td>Explored the effects of Hispanic ethnic identification on teenager influence in purchase decisions</td>
<td>children</td>
</tr>
<tr>
<td>Rose, Bush, and Kahle (1998)</td>
<td>Investigated the influence of family communication patterns on parental reactions towards advertising in US and Japan</td>
<td>mothers</td>
</tr>
<tr>
<td>Rose (1999)</td>
<td>Examined consumer socialization, parental age expectations and parental styles in US and Japan</td>
<td>mothers</td>
</tr>
<tr>
<td>Gaumer and Shah (2004)</td>
<td>Compared the TV viewing habits of children in Japan and USA</td>
<td></td>
</tr>
</tbody>
</table>

Source: (Literature compiled by researcher)