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RESEARCH ARTICLE

DETERMINATION OF DIFFERENT PRODUCT CATEGORIES ON THE BASIS OF TEENAGERS INFLUENCE IN FAMILY BUYING DECISIONS

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ABSTRACT

In the field of consumer behavior family is the central consuming unit and their behavior is a matter of research for marketers since long time. In the family, there are three components, like mother, father and children. Father is most crucial component of family in Indian culture and second role of mother because these two are most important factors of family which constitutes a family. In consumer decision making, one more very important factor is growing very rapidly, which is the role of child. Therefore, marketers are focusing on all the components of family, parents as well as children. In past research, the role of father and mother was considered for study and in some studies the role of children were also examined. In this study, a segment of children that is teenager was undertaken to study. Teenagers are the children of ager group between thirteen to nineteen years. This is the growing, choose, information getter, knowledgeable, internet savvy group in our country. A very scientific and systematic approach was applied to undertake this study. The study is based on a well organized literature review and then the objectives of study were determined. The data was collected through survey method to identify various products categories based on influence exerted by teenagers on their parents. This study is good for the academician to look into the family decision making process and the role of teenage child in family. Parents also can understand their children how they influence them to fulfill their demands. This study also very fruitful for the marketers, they can understand the role of each component of family because there is cut-throat competition in the market. So, they can develop their strategies to increase their market share and to compete with their counterparts.

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INTRODUCTION

In India, the consumerism is as old as the history of civilization. Regarding this, we study how individuals make decisions to spend their resources on consumable items. It consist when to buy, what to buy, why to buy, where to buy and how frequently they buy and they use them. It is a relatively new subject of research and development and it include contents from various disciplines such as psychology, sociology, anthropology and economics etc. In our country, consumer market is very large but consumers are exhibiting diverse choices and preferences. Marketers are adopting the policies of marketing segmentation to serve their consumers need and wants. They have also started assessing the influence of family, friends, society, reference groups etc. Teens are the persons of age group from 13 to 19 years. They are very lucrative and exciting segment among consumers. Therefore, Marketers are targeting their all resources to catch their mind to fulfill teenagers dream needs. It is necessary for marketers to understand the psychology, social environments, life style, and self esteem of teenagers. By adopting these strategies, they can harvest huge revenue. This study is based on the influence of teenagers in buying decisions. It is based on primary data collected through questionnaire, tabulated and analyzed by applying various statistical tools. The study reveals that teenagers are the most informed and media aware group. They are choosy in nature and also dare to express the thought about different products and services available. The new crops of teenagers is earning money hence economically independent and make b decisions of buying at their own. Although most of them, who are still dependent on their parents and controlled or guided by their parents, plays vital role in the buying decisions. Marketers are interested to know about the influence that a husband or a wife have when they chose to family consumption choice but over past several decade there has been a trend that children are playing an active role in family decision making process this due to the greater number of choice available and role of media to encourage children to express their views.

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Objectives:

1. To determine different product categories on the basis of teenagers influence.
2. To Study the influence of teenagers on various demographic variables

Literature review

Children Influencing Strategies

(Gram, 2010), said that children influence significantly in various ways through several technique, directly, indirectly consciously and unconsciously. Children express their demands and parents co-operative them or treat them attentively. (Kay M. Palan, 1997) Show that children like bargaining strategies (reasoning, money deals) and persuasion strategies (Opinion, begging) to influence family decisions. (A.S.Mohanram, 2012) Concluded that teenagers parent discuss with their children before making any decision. They apply two types of strategies namely; Emotional and Logical Strategies. In which they apply most often emotional strategies and occasionally logical strategies to convince their parents.

Child Influence for Different Product

(Hundal, 2001), examine the rural behavior in Amritsar district for durables including refrigerator, air cooler, washing machine and washing machine. The buying decisions are made the spouse and influenced by their children. (Palveen Kaur, singh Raghbirand, 2006) Noted that family life cycle effect the demographic of family. The pattern of family decision making depends on the presence or absence of children. In India nuclear families are increasing but traditional Indian families are joint family. (Palveen Kaur, singh Raghbirand, 2006), observed that influence exerted by the children's varied with the product category and decision making stages. (Foxman E. P., 1989), noted that children influence more on less expensive products as well as products of their own use. (Anne Martensen, 2008) found that children influence the final decision making process.

Product category

In this part of the study, there was an objective to find the level of teenagers influence in various types of good and services while consumer buying decision making process. In past studies, the products were classified as products for which children's are consumer, family consumption products, products for parents consumption by (R.L.Jekins, 1979), (Betty, 2002) and (Tansuhaj, 1988). An extensive literature review was performed and after a pilot study, a list of thirteen products was prepared and a final questionnaire was prepared to conduct this study. A five point scale was prepared to rate the influence of teenager's on the buying of different types of products or services. The Liker scale was ranging from 1 to 7, where 1= no influence and 7 = very high influence in the buying process. The reliability and validity of the scale were tasted by applying reliability test and KMO & Bartlett's tests. The value of Cronbach's Alpha is .810 and KMO measure of sampling adequacy is .802 as shown in table. Bartlett's is also significant at .000. The results show that the instrument is valid and reliable. Therefore, it can be used for the further study.

Research methodology

Sample Unit

The study is concerned on the role which teenagers play in their family while decision making of buying various types of products. The analysis is based on the teenagers (age 13-19 years) of Madhya Pradesh region. Data was collected from Only such families were included in the study where mother, father and at least one teenager are living together.

Sample Size

The proportion of population was made in such a way that sample must get adequate enough representation of whole population. The sample will be enough to analyze scientifically and logically The inferences on the basis of collected samples will give true representation of whole population. The used sample size was 251. The respondents were between the age group of 13-19 years.

Collection of Data

In order to test the formulated hypothesis empirically a survey has been conducted through a questionnaire. The questionnaires were filled by the students of schools and colleges. The questions were of close ended type and questions were arranged in logical order. Special attentions were paid to keep questions clear, concise, brief and unambiguous. The study is based on primary data and full care was taken to maintain the accuracy in data collection. First section of both the questionnaire consist demographic profile include gender, number of siblings, and birth order etc. Various products categories were measure on seven point Likert scale where 1= No Influence and 7= Very High Influence.

List of products and services

Table: List Products and Services

S. No.	Products and Services
1	Clothes/Shoes
2	Shampoo
3	Tooth Paste
4	Grocery
5	Movie Tickets
6	Stationary/Books
7	Dining out(restaurant)
8	Computer
9	Vacation
10	Mobile Phone
11	Car
12	Television
13	Washing Machine

Extraction of product categories

Reliability Statistics

Cronbach's Alpha	N of Items
.810	13

Factor analysis:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	1135.072
	df	78
	Sig.	.000

As shown in the table, thirteen products were considered and converted into the questionnaire to collect the responses. Once the responses were collected, factor analysis was applied on the data and principal component analysis method with varimax rotation method was applied to extract various factors. Three factors were extracted. Only factors having eigenvalue more than one was retained as a factor. All the extracted factors accounted for 59.75% of the variability in the original variables.

Rotated Component Matrix[a]

	Component		
	1	2	3
Clothes/Shoes		.621	
Shampoo			.794
Tooth Paste			.902
Grocery			.725
Movie Tickets		.774	
Stationary/Books		.689	
Dining out(restaurant)		.515	
Computer	.597		
Vacation	.710		
Mobile Phone	.637		
Car	.656		
Television	.750		
Washing Machine	.713		

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.294	33.028	33.028	4.294	33.028	33.028
2	2.162	16.633	49.660	2.162	16.633	49.660
3	1.312	10.096	59.756	1.312	10.096	59.756
4	.901	6.933	66.690			
5	.706	5.434	72.124			
6	.598	4.597	76.720			
7	.581	4.467	81.188			
8	.561	4.318	85.505			
9	.506	3.892	89.398			
10	.409	3.146	92.544			
11	.389	2.991	95.535			
12	.357	2.749	98.284			
13	.223	1.716	100.000			

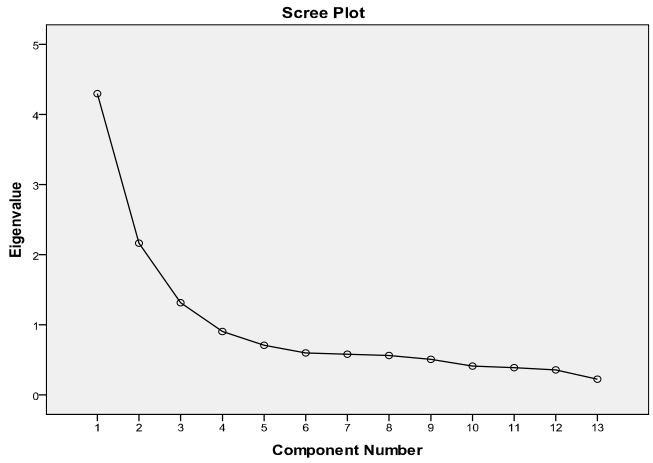

Figure 4.18. Screen Plot of Extracted Component

Factor analysis of various product categories (All factors with there Eigen values):

Factor	Item	Eigen Values	% of Variance	Factor Loading	Factor Name
1	Computer Vacation Mobile Phone Car Television Washing Machine	4.294	33.028	.597 .710 .637 .656 .750 .713	Loud Goods
2	Clothes/Shoes Movie Tickets Stationary/Books Dining out(Restaurant)	2.162	16.633	.621 .774 .689 .515	Noise Goods
3	Shampoo Tooth Paste Grocery	1.312	10.096	.794 .902 .725	Quiet Goods

Loud Goods: First and largest factor extracted from the factor analysis was given name as loud Goods. It consist six products and services such as Computer, Vacation, Mobile Phone, Car, Television and Washing Machine. All these products has some common characteristics, they are costly, less frequent in buying and needed deep thinking before making buying decision. These products are durable in nature and risk involve in making decision. Therefore, search, evaluation and joint decision in family is required before making any decision of buying products and services.

Noisy Goods: Second factor extracted from the factor analysis consist four products and services namely: Clothes/Shoes, Movie Tickets, Stationary/Books and Dining out (Restaurant). The groups of such products and services have been given name noisy goods. These products have some common characteristics such as they are less expensive, these are used by the teenager's, their frequency of purchase is moderate, and these are the matter of direct choice of teenagers. Therefore, these products required high level of involvement while buying decision making. In other words, in the purchase of such type of products teenager's shows their choice, desperation and they put their maximum effort to buy these products.

Quiet Goods: Third factor extracted from the factor analysis consist three products namely: Shampoo, Tooth Paste and Grocery. The groups of such products and services have been given name Quiet goods. These products have some common characteristics such as these are frequently buying products, nondurable and teenagers are less interested in the purchase of such products. These products are not very costly but necessary in our daily life. Same factor was extracted and also given same name by (Chaudhary M., 2013). After identifying three factors, it is required to examine the influence of teenagers on the basis of various characteristics.

Identify the influence of teenagers for different extracted products category across various personal characteristics

The t-test and MANOVA was applied on the extracted factors of various products and services. The extracted factors were loud goods, nosy goods and quiet goods. Mention statistical tools were applied to compare teenagers influence on their parents across various characteristics. Tested demographic factors are age, gender, number of siblings, and birth order. The ages were divided into two groups 13-16 years and 17-19 years. Siblings were divided into two groups namely: single child and with siblings. Birth order was divided into the three groups namely: youngest, middle one and eldest teenager child.

Teenager's Age group

To examine the difference of influence between age group of teenagers across various products categories, t-test with levene's test of equal variance was applied. The group statics are given below.

Group Statistics

Age group		N	Mean	Std. Deviation	Std. Error Mean
Loud Goods	1.00	70	4.9452	1.33295	.15932
	2.00	181	5.0350	1.33507	.09923
Noisy Goods	1.00	70	4.7536	1.19895	.14330
	2.00	181	4.9448	1.47422	.10958
Quiet goods	1.00	70	3.8476	1.59173	.19025
	2.00	181	3.6225	1.57465	.11704

1=Age group 13-16 year's and 2= Age group 17-19 year's

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Loud Goods	Equal variances assumed	.479	.490	-.478	249	.633
	Equal variances not assumed			-.478	125.675	.633
Noisy Goods	Equal variances assumed	5.543	.019	-.968	249	.334
	Equal variances not assumed			-1.060	153.202	.291
Quiet goods	Equal variances assumed	.191	.663	1.013	249	.312
	Equal variances not assumed			1.008	124.290	.315

The value of sig. = .490 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two age groups for product category loud goods, t (249)= -.475, p= .633. With mean average =4.9452 (S.D. = 1.33295) for age group 13-16 and for age group 17-19 average mean=5.0350 (S.D. = 1.33507). Therefore, both age groups equally well influence their parents across products category loud goods while making buying decision. The value of sig. = .019 for the Levene's Test for Equality of Variance, and it is not more than .05, Therefore, "Equal variance not assumed". No significance difference was found in between two age groups for product category noisy goods, t (153.252)= -1.060, p= .291. With mean average =4.7536 (S.D. = 1.19895) for age group 13-16 and for age group 17-19 average mean=4.9448 (S.D. = 1.47422). Therefore, both age groups equally well influence their parents across products category noisy goods while making buying decision.

The value of sig. = .663 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two age groups for product category quiet goods, t (249)= 1.013, p= .312. With mean average =3.8476 (S.D. = 1.59173) for age group 13-16 and for age group 17-19 average mean=3.6225 (S.D. = 1.57465). Therefore, both age groups equally well influence their parents across products category quiet goods while making buying decision.

Gender

To determine the difference of influence between genders of teenagers across various products categories, t-test with levene's test of equal variance was applied. The group statics are given below.

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Loud Goods	1.00	119	4.9174	1.46986	.13474
	2.00	132	5.0934	1.19464	.10398
Noisy Goods	1.00	119	4.8403	1.41149	.12939
	2.00	132	4.9375	1.39942	.12180
Quiet Goods	1.00	119	3.8627	1.57033	.14395
	2.00	132	3.5253	1.57650	.13722

1= Male and 2 = Female

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Loud Goods	Equal variances assumed	5.759	.017	-1.046	249	.297
	Equal variances not assumed			-1.034	227.663	.302
Noisy Goods	Equal variances assumed	.013	.909	-.547	249	.585
	Equal variances not assumed			-.547	245.876	.585
Quiet Goods	Equal variances assumed	.067	.797	1.697	249	.091
	Equal variances not assumed			1.697	246.524	.091

The value of sig. = .017 for the Levene's Test for Equality of Variance, and it is not more than .05, Therefore, "Equal variance not assumed". No significance difference was found in between two gender male(boys) and female(Girls) groups for influencing product category loud goods, t (227.663)= -1.034, p= .302. With mean average =4.9174 (S.D. = 1.46986) for gender male and for gender female average mean=5.0934 (S.D. = 1.19464). Therefore, both boys and girls were equally well applying influence on their parents across product category loud goods while buying decision making. The value of sig. = .909 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two gender male(boys) and female(Girls) groups for influencing product category noisy goods, t (249)= -.547, p= .585. With mean average =4.8403 (S.D. = 1.41149) for gender male and for gender female average mean=4.9375 (S.D. = 1.39942). Therefore, both boys and girls were equally well applying influence on their parents across product category noisy goods while buying decision making. The value of sig. = .797 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two gender male(boys) and female (Girls) groups for influencing product category quiet goods, t (249)= 1.697, p= .091. With mean average =3.8627 (S.D. = 1.57033) for gender male and for gender female average mean=3.5253 (S.D. = 1.57650). Therefore, both boys and girls were equally well applying influence on their parents

across product category noisy goods while buying decision making.

Siblings

To examine the difference of influence between no of siblings of teenagers across various products categories, t-test with levene's test of equal variance was applied. The group statics are given below.

Group Statistics

Siblings		N	Mean	Std. Deviation	Std. Error Mean
Loud Goods	1.00	174	5.0010	1.38351	.10488
	2.00	77	5.0303	1.21748	.13874
Noisy Goods	1.00	174	4.8463	1.46777	.11127
	2.00	77	4.9935	1.24801	.14222
Quiet Goods	1.00	174	3.7490	1.61924	.12275
	2.00	77	3.5411	1.48584	.16933

1= With siblings and 2= No siblings

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Loud Goods	Equal variances assumed	2.137	.145	-.161	249	.873
	Equal variances not assumed			-.169	164.133	.866
Noise Goods	Equal variances assumed	3.293	.071	-.766	249	.444
	Equal variances not assumed			-.815	169.599	.416
Quiet Goods	Equal variances assumed	.557	.456	.962	249	.337
	Equal variances not assumed			.994	157.737	.322

The value of sig. = .145 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two single child and with siblings for product category loud goods, t (249**)** = -.161, p= .873. With mean average =5.0010 (S.D. = 1.38351) for single child and for with siblings average mean=5.0303 S.D. = 1.21748). Therefore, both single child and child living with their siblings were equally well applying influence on their parents for buying loud goods. The value of sig. = .071 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two single child and with siblings for product category noisy goods, t (249**)** = -.766, p= .444. With mean average =4.8463 (S.D. = 1.46777) for single child and for with siblings average mean=4.9935 S.D. = 1.24801). Therefore, both single child and child living with their siblings were equally well applying influence on their parents for buying noisy goods. The value of sig. = .145 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in between two single child and with siblings for product category quiet goods, t (249**)** = -.161, p= .873. With mean average =5.0010 (S.D. = 1.38351) for single child and for with siblings average mean=5.0303 S.D. = 1.21748). Therefore, both single child and child living with their siblings were equally well applying influence on their parents for buying quiet goods. The number of siblings does not make any significant difference. It means teenagers in the family jointly influence their parents to buy products because they like to buy similar type of products and services.

Birth Order

In the product categories, Multivariate analysis of variance (MANOVA) was conducted with Post hoc test to find the child influence among different product categories with birth order of teenagers. There are three birth order Youngest, Middle One and Eldest as shown in the table. Box's test was applied to confirm the equality of covariance and test shown that the equality of covariance were homogeneous with the p value (p=.500). Here P>.001.

Box's Test of Equality of Covariance Matrices[a]

Box's M	11.642
F	.945
df1	12
df2	129162.338
Sig.	.500

Comparison between birth orders with Product categories.

Product Category	Youngest B_ord(Y)=67		Middle one B_ord(M)=53		Eldest B_ord(E)=54		Mean diff. Y v/s M	Mean diff. Y v/s E	Mean diff. M v/s E	F-Value
	Mean	SD	Mean	SD	Mean	SD				
Loud Goods	4.60	1.41	5.48	1.24	5.01	1.34	.880	-.405	.4751	6.367*
Noisy Goods	4.76	1.38	5.02	1.59	4.77	1.44	-.267	-.012	.255	.584NS
Quiet Goods	3.91	1.45	3.59	1.78	3.69	1.65	.324	.217	-.106	.630NS

There were no significant difference between product category Noisy Goods and Quiet Goods with F value as .584, .630 respectively but loud goods have significant difference from Noisy Goods and Quiet Goods with F value 6.367. There is no significant difference in the level of child influence in every birth order. There is no pair wise significant difference between: B_ord(Y) Vs, B_ord (M), B_ord(Y) Vs B_ord (E) B_ord (M) Vs B_ord (E).

Father's Occupation

In this part of the analysis to compare teenagers influence across father's occupations with various product categories, a multivariate analysis of variance was applied with post hoc test. The result of Box's Test shows that p=.002, the condition of homogeneity of covariance was satisfied because the p – value is great than .001.

Box's Test of Equality of Covariance Matrices[a]

Box's M	31.514
F	2.577
df1	12
df2	209388.547
Sig.	.002

In the given table, there is no significant difference between product categories like Loud Goods, Noisy goods and Quiet Goods. There is also no pair wise difference among different father's occupations. The table shows that there is no significant difference in mean value and standard deviation among loud goods, noisy goods and quiet goods at 0 .05 level of significance. With that F value of various product categories

are, .137, .1.049 and .115 respectively. There were no significant difference found between Oc1Vs Oc2, Oc1Vs Oc3 and Oc2Vs Oc3.

Product Category	Business Oc1=71		Govt. Service Oc2=68		Pvt. Service Oc3 =112		Mean diff. Oc1 v/s Oc2	Mean diff. Oc1 v/s Oc3	Mean diff. Oc2 v/s Oc3	F-Value
	Mean	SD	Mean	SD	Mean	SD				
Loud Goods	4.33	1.41	4.47	1.51	4.31	1.17	-.134	.025	.159	.317NS
Noisy Goods	4.62	1.29	4.32	1.20	4.41	1.24	.297	.203	-.093	1.049NS
Quiet Goods	3.42	1.39	3.31	1.63	3.42	1.59	.108	.005	-.103	.115NS

NS= Not Significant

Mothers Occupation

To examine significant difference of teenagers influence on various product categories across the occupation of mother, t-test with levene's test of equal variance was applied. And the detailed table of statistics is given below. To examine the difference of influence between age group of teenagers across various products categories, t-test with levene's test of equal variance was applied. The group statics are given below.

Group Statistics

	Mothers Occupation	N	Mean	Std. Deviation	Std. Error Mean
Loud Goods	1	126	4.4352	1.15429	.10283
	2	125	4.2995	1.11494	.09972
Noisy Goods	1	126	4.2356	.89389	.07963
	2	125	4.4992	.96123	.08598
Quiet Goods	1	126	4.3942	.90139	.08030
	2	125	4.0739	1.05472	.09434

1= Working Mothers, 2= Not Working Mothers

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Loud Goods	Equal variances assumed	.527	.469	.948	249	.344
	Equal variances not assumed			.948	248.823	.344
Noise Goods	Equal variances assumed	.435	.510	-2.250	249	.025
	Equal variances not assumed			-2.249	247.398	.025
Quiet Goods	Equal variances assumed	1.241	.266	2.587	249	.010
	Equal variances not assumed			2.585	242.501	.010

As shown in the table that the value of sig. = .469 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". No significance difference was found in the teenagers influence across both working mothers and not working mothers for product category loud goods, t (249**)** = .948, p= .344. With mean average =4.4352 (S.D. = 1.15429) for working mothers and for not working mothers average mean= 4.2995(S.D. = 1.11494). Therefore, teenagers applies equally well influence on both type of mothers whether working or not working. The value of sig. = .510 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". Significant difference was found in the teenagers influence across both working mothers and not working mothers for product category nosy goods, t (249**)** = -2.250, p= .025. With mean average =4.2356 (S.D. = .89389) for working mothers and for not working mothers average mean= 4.4992(S.D. = .96123). Therefore, teenagers apply more influence on not working mother (house wives) for the purchase of quiet goods. The value of sig. = .266 for the Levene's Test for Equality of Variance, and it is more than .05, Therefore, "Equal variance assumed". Significant difference was found in the teenagers influence across both working mothers and not working mothers for product category Quiet goods, t (249**)** = 2.587, p= .010. With mean average =4.3942 (S.D. = .90139) for working mothers and for not working mothers average mean= 4.0739(S.D. = 1.05472). The result shows that teenagers apply more influence on working mothers for the purchase of quiet goods.

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