Influence of Family, Peers, and Media on Children's Participation in the Family Buying Process

Sohail Ayaz Muhammad

PhD scholar, Bahauddin Zakariya University Multan, Pakistan
Email: rsohailayaz@gmail.com

ARTICLE DETAILS
History:
Accepted 06 July 2022
Available Online September 2022

Keywords:
Children, Peers, Media, Family Buying Process

JEL Classification:

DOI: 10.47067/real.v5i3.278

1. Introduction
Companies all over the world are eager for new product development and positioned for various consumer market segments as a result of demographic changes and market trends in the customer markets throughout the world as well as an increase in consumer purchasing power among the various market segments (Deepak & Jeyakumar, 2019). Consumers today in the shape of children, whose effect on the family's purchasing behavior is expanding dramatically, is one such crucial market sector. Marketers are increasingly directing their messages directly at kids nowadays, yet not all kids respond well to this type of contact (Chaudhary, 2018). To produce effective marketing messages for the markets, marketers today may benefit from developing a strong understanding of children's psychology.
Children are regarded as a significant segment of the consumer by researchers as well as market experts due to the numerous studies that have been done on their influence and role in family purchases. The 'potential consumers' are fortunate to have independent purchasing power and will eventually develop into consumers. For marketers, children's roles in families can be critical for three primary motives (Suhail M Ghouse, Chaudhary, & Durrah, 2019). First, because of the significant influence kids have on their parents' consumer choices, especially when it comes to products like toys and candy that parents buy for them. However, kids can also persuade their parents to buy in some other manufactured goods categories (Arora & Diwan, 2022). Second, because of the rise in kid's self-disposable earnings in the shape of gifts as well as cash. Third, developing a relationship with their children at an early stage could lead to the customer's future brand name loyalty (Saha & Sahney, 2021).

Young customers have grown to be a significant target demographic for marketers; thus, they are now specifically targeted by marketing messaging (Sharma, 2019). Consequently, marketers have launched a considerable number of specially designed advertisements in the news media that are directed at children. However, this approach might not work for all types of youngsters (Azimi, Claver, Suzuki, & Pascal, 2020). The modern child knows about several media forms, particularly location-independent mass media (using the internet on tablets, cell phones, etc.), which exposes them to advertisements more frequently (Banik & Dhar, 2021). The haptics of the product, the composition of the product, or the colourful box design with child-friendly images are just a few ways that certain items are specifically targeted at young consumers (Suhail M Ghouse et al., 2019; Sharma, Singh, & Panackal, 2018). Kids sometimes perceive marketing messages intended for the adult market, therefore any behavior by a child could be interpreted as being consumer-oriented (Nazneen, Junaidi, & Sharma, 2019). Children have already assumed the status of customers before they can read, write, or perform math (Musasa, 2020). The necessity for research to look at how children are socialized as consumers and to what degree they are socialized in a commercial sense emerges because children are regarded as an important market sector and have a variety of personalities.

The significant effects of globalization on the markets in various parts of the entire world need research on children's consumer socialization in diverse cultures (Bharathi, 2020; Tang, 2019). Even while the study on children's socialization was conducted in the West, there hasn't been much of it done in Pakistan. Pakistan has observed notable changes in the past decade. The annual household income has risen by 508.9 % from 2005 to 2019. The average household size is 8.37 in 2019 slightly low from 2017 which is 8.53. As per the Census of Pakistan, 2017, 40.3 % of children constitute less than 14 years of age per the total population. Since Pakistan is a crucial consumer market in terms of volume and value, this paper is significant from that country's perspective. In terms of family formation, culture, religious views, and consumer behavior, Pakistani society differs greatly from that of the USA and other European nations. For this reason, it is crucial to understand how children in Pakistan affect family purchasing decisions. Therefore, the purpose of this study is to ascertain how the effects of the family, peers, and media on children's participation in family purchasing decisions.

2.1 Family

Over the years, numerous studies have emphasized the significance of family in children's consumer socialization. Three potential responsibilities of the families in the creation of consumer knowledge processing capabilities were defined by Moschis and Churchill Jr (1978). Parental involvement in children's consumer socialization has been proven by Ward (1974) who also theorized about the family communication process. Four sorts of families—Laissez-faire (weak socio-orientation, low conceptual orientation), Defensive (high socio-awareness, low conceptual perception), Plurastic (high concept direction, low socio-orientation), and Consensual—were defined using these two dimensions of family communication (high socio awareness, high concept conception). This has served as the foundation for
numerous research that has identified the influence of family interaction on children's socialization (Grønhøj & Gram, 2020; Harrison, Moisio, Gentry, & Commuri, 2021). Children's perception of the persuasive intent of advertisements was also discovered to be affected by parental education. Children who had more parental restrictions on how much television they may watch tended to be less brand- and fashion-conscious. Additionally, the number of children and the amount of money for education that occurred at home were related (Watne & Brennan, 2011). Coalition patterns within the family have been proven to determine how much the family influences socialization and decision-making. Three females operating collectively within a household were found to have greater influence than three males. Male children did not have as much influence over family decisions as female children did (Chun & Devall, 2019; Mittal & Royne, 2010; Somasiri & Chandralal, 2018). Another study that focused on gender differences found that female adolescents were more likely than male adolescents to engage in socially desirable consumer behavior. However, male teenagers seemed to be more knowledgeable about consumer issues (Su & Tong, 2020).

2.2 Peers

Peer groups are recognized as an important source of socialization for kids (S. N. Kiriinya, H. Bwisa, & G. O. Orwa, 2014b; Meyer & Anderson, 2000; Shabbir, 2016; Sharma & Sonwaney, 2014), much like family members. There have been a few studies in the past that looked into the causes of a child's increased proximity and, as a result, increased connectedness with their peer group (Indrayani & Luh, 2016; Kiriinya, 2014; S. N. Kiriinya, H. Bwisa, & G. Orwa, 2014a). A child is influenced by friends/classmates in a way that differs greatly from how parents are influenced. Children pick up "expressive features of consumption" like materialistic ideals and social motivations from their peers, as well as "effective consumption" such as consumption, practices, and moods (Meyer & Anderson, 2000). Peer interaction can give a child access to nonrational consumer socialization resources (Indrayani & Luh, 2016). In a study including children aged 6 to 14, it was discovered that older age groups were more susceptible to peer group influence and that this sensitivity was directly correlated with the product's conspicuousness (Kiriinya et al., 2014b).

2.3 Media

The media, especially television advertising, is another socialization facilitator that has attracted the attention of numerous Western researchers. Children and young people have been greatly influenced by media in a highly dynamic way. Youths learn from media through a recursive process where peer and family socialization aids in defining the child's social possibilities, which are therefore subsequently developed and reinvented through utilization and storytelling (De Veirman, Hudders, & Nelson, 2019). Numerous credible studies support the idea that media has played a significant moderating impact on children's socialization (Correa et al., 2019; Qutteina, De Backer, & Smits, 2019; Yuan & Lou, 2020). The most significant source of knowledge about a new product for kids is TV ads (Radesky, Chassiakos, Ameenuddin, & Navsaria, 2020). Young children are the easiest to target since they cannot understand the marketing strategies used in TV advertisements; but, as they get older, they start to comprehend and identify the deceit in advertisements (Banik & Dhar, 2021). The internet, a new form of media that has replaced television as a means of communication, is a powerful socialization tool for kids (Kaur & Singh, 2006). Best estimates indicate that one in three youngsters worldwide use the internet now, with most of them living outside of the western world. Children view practicing digital citizenship as "essential to their well-being," according to the Radesky et al. (2020). They tend to consider easy accessibility as a natural and essential part of their daily lives and their fundamental right, and the distinction between online and offline is frequently distorted for many (Lenka, 2014).
2.4 Influence of Children on Family buying decisions

The majority of prior research has concentrated on the impact of age and several socialization factors (family, peers, and media) on children's consumer socialization. However, some recent studies have emphasized the significance of having a mutual perspective on how parents and kids can benefit from one another during the process of socialization (Raju, 2018). Male and female teenagers seemed to participate in buying decisions differently, and as adolescents got older and wealthier, they became less dependent on their parents (Menon, Gahan, & Mahapatra, 2019). The older the oldest child becomes; the more effect kids have on family decisions. The preference of older kids was to buy more of their apparel (Ali & Batra, 2011).

Girls made more frequent clothes purchases and selections (Sharma, 2009). Children use a variety of techniques to sway their parents' decisions. As a result, they use negative influence techniques when they believe they deserve to get their way and positive influence techniques when they believe their parents have a right to instruct them. (Dibie & Kalu, 2019; Singh & Aggarwal, 2012; Veni & Vishwanath, 2011). Another study emphasized that prepubescent youngsters are not always just in a learner role relative to their families and may have a bigger effect on family decision-making at an earlier age, highlighting the need to reevaluate prior views of the consumer socialization model (Kiriinya et al., 2014a). When children's influence is taken into account during the layout and settlement stages of the decision-making process, decision and influence methods be crucial (Nazneen et al., 2019). Children in Turkey were observed to shop independently, compare prices, value brands, and take television advertisements into account when choosing products (Dibie & Kalu, 2019). Study also revealed that parents who were cooperative and persuasive had children who saw them as having the most impact (Kaur & Singh, 2006). Children who participate more in family decisions should be happier with the results, according to (Sharma & Sonwaney, 2014). Children are aware of their dominance and employ a variety of bargaining techniques to acquire what they want, according to social power theory, which has been highlighted. Additionally, as kids become older, parents' power over them has been observed to lessen, and kids also start to emerge as information sources, which may be attributed to the reality that they are more technologically savvy. Research has demonstrated that the influence of children may differ depending on the product. Younger children requested more food products and were more likely to name brands, whereas older children requested more clothing and records (Chaudhary & Gupta, 2012).

3. Methodology

Using the convenience sampling technique, the sample was chosen from the three largest cities in Punjab, Pakistan (Faisalabad, Lahore, and Gujranwala). Only Pakistani households with children aged 8 to 12 were chosen, whether they had one child or more. The questionnaire was only given to one parent to complete. A questionnaire that comprised 45 items and characterized the parameter used in surveys was created based on research by Kiriinya (2017), Kiriinya et al. (2014b), Suhail Mohammad Ghouse, Chaudhary, and Durrah (2020). On a five-point scale, the various responses were scored. The questionnaire was self-administered and handed out to families shopping at the main entrances of malls in Lahore, Faisalabad, and Gujranwala at various times during the week. Many people refused to give the surveys their time when families went shopping there. The response rate was about 84% after 384 questionnaires were sent and 325 of them returned.

4. Results

The descriptive analysis displays the primary attributes of the data collection. Descriptive analysis, according to Sekaran and Bougie (2016), explains variance, mean, and standard deviation, which provide a broad overview of how participants' responses to the questionnaire were presented. Relationship of the Petitioner with the Youngster, Type of family, family structure, income level of the Responders was all included in the given clearance analysis of this study. Tables 1 and 2 display the descriptive study of
Table 1 Frequencies and Percentages of Participants

<table>
<thead>
<tr>
<th>Demography</th>
<th>Indicator</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>Father</td>
<td>154</td>
<td>47.38</td>
</tr>
<tr>
<td></td>
<td>Mother</td>
<td>160</td>
<td>49.23</td>
</tr>
<tr>
<td></td>
<td>Guardian</td>
<td>9</td>
<td>2.76</td>
</tr>
<tr>
<td></td>
<td>Others Specify</td>
<td>2</td>
<td>0.61</td>
</tr>
<tr>
<td>Type of Family</td>
<td>Single parent</td>
<td>29</td>
<td>8.92</td>
</tr>
<tr>
<td></td>
<td>Both parents</td>
<td>294</td>
<td>90.4</td>
</tr>
<tr>
<td></td>
<td>Guardian</td>
<td>2</td>
<td>0.61</td>
</tr>
<tr>
<td>Family structure</td>
<td>With siblings</td>
<td>231</td>
<td>71.07</td>
</tr>
<tr>
<td></td>
<td>Single child</td>
<td>94</td>
<td>28.9</td>
</tr>
<tr>
<td>Income level (Rs)</td>
<td>Less than 50,000</td>
<td>87</td>
<td>26.7</td>
</tr>
<tr>
<td></td>
<td>50,001-100,000</td>
<td>166</td>
<td>51.07</td>
</tr>
<tr>
<td></td>
<td>100,001- Above</td>
<td>72</td>
<td>22.15</td>
</tr>
</tbody>
</table>

Table 2: Mean and Std Deviation

<table>
<thead>
<tr>
<th>Construct</th>
<th>Std. Deviation</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent-Child Relationship</td>
<td>0.533</td>
<td>3.786</td>
</tr>
<tr>
<td>Peer Group</td>
<td>0.433</td>
<td>3.656</td>
</tr>
<tr>
<td>Media</td>
<td>0.696</td>
<td>3.826</td>
</tr>
<tr>
<td>Purchase decision process</td>
<td>0.366</td>
<td>3.946</td>
</tr>
</tbody>
</table>

Correlation values for the parent-child association are $R=0.406$, for the group of the peer is $R=0.367$ and $R=0.361$ for media, respectively, showing that there is a high positive and substantial relationship between kid purchase pressure and family buy decision making. Table 03 displays the correlation findings.

Table 3: Correlation findings

<table>
<thead>
<tr>
<th></th>
<th>PCA</th>
<th>PGA</th>
<th>MA</th>
<th>PD</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCA</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PGA</td>
<td>0.434**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA</td>
<td>0.376**</td>
<td>0.331**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>PD</td>
<td>0.406**</td>
<td>0.367**</td>
<td>0.361**</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: PCA=Purchase decision; PGA= Peer Group; MA= Media; ***, ** & * represent significance at .01, .05, and .10 level, respectively.

The multiple regression method is employed in this study to quantify the relationship between the variables. The primary purpose of hypothesis testing is to determine whether research hypotheses are accurate, which is why the researcher collected a sample of data (Kothari, 2004). Regression analysis was used to examine the association between children's influence on family purchase decisions as well as the parent-child relationship in order to test hypothesis H1.

Table 4: Regression analysis

<table>
<thead>
<tr>
<th></th>
<th>Model-1</th>
<th>Model-1I</th>
<th>Model-1II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.073***</td>
<td>3.283***</td>
<td>3.354***</td>
</tr>
</tbody>
</table>
Parent-child Relationship | (0.146) | 0.202*** (0.030) | (0.122)
---|---|---|---
Peer group | | 0.175*** (0.038) | 0.137*** (0.023)
Media | | | 9.3% 0.039 (0.029)
Family structure | -0.007 (0.032) | -0.044 (0.033) | -0.021 (0.033)
Family Income | 0.045 (0.030) | 0.040 (0.021) | 0.045 (0.030)
R2 | 9.3% | 5% | 7.5%
F | 12.34*** | 6.264*** | 9.778***

Note: *** Significance at 1%***, ** at 5% and * at 10% level of significance, Standard error in parenthesis. Dependent variable: Family Purchase Decision

The R2 score is 9.3%, and the F statistic is 12.34, indicating the existence of a strong influence of parent-child connections on children's decision-making in Punjabi families. Table 04's ANOVA findings revealed a correlation between parent-child ties and children's ability to affect family purchasing decisions. Parent-child interactions have a significant impact on children's decision-making about family purchases in Punjabis. Additionally, it was discovered that parent-child connections significantly affect how much children participate in family purchasing decisions (P-value 0.05). The H1: “There is a significant impact of Parent-child relations on the children's participation in a process of family buying decisions in Punjab” was tested using the t-test and beta coefficient as well, as well as the results showed that the link between the parameters was statistically meaningful (P-value 0.05), hence the hypothesis was accepted. Therefore, these values demonstrate that there is a good association. This indicates that as parent-child relationships improve, so does the influence of children on family spending decisions.

Moreover, the H2: “There is a significant impact of Peers on the children's participation in a process of family buying decisions in Punjab”, was examined, and results indicate that the association between the variables was significant statistically (t-value: 4.602). Therefore, the second hypothesis has been confirmed (P-value = 0.000). These values so demonstrate a healthy connection. This indicates that as peer influence increases, so do the family's purchasing decisions. These results indicate that peer groups have a major influence on children's involvement in family purchasing decisions in Punjab. The relevance of the association involving peer groups and kids' effect on family purchasing decisions was validated by the value of F, which was 3.84. Accordingly, it is found that peer groups and children's influence on family purchasing decisions in Punjab have a linear relationship. Additionally, family income, family structure, and education are employed as controls, and the results show significant values of 0.706, 0.233, and 0.133, respectively. The peer group's R2 value in this study is not very high (0.134), indicating that peer group involvement in family buying decisions has a limited influence on children. The H2 results confirmed the established definitions of influence that differentiate between both passive and active impact.

The findings of the ANOVA further supported the hypothesis under test H3: “There is a significant impact of media on children's participation in a process of family buying decisions in Punjab”. Children's purchasing decisions in Punjab are significantly influenced by media. Additionally, it was discovered that advertising had a big impact on how much involvement kids have in family purchase behavior (p-value is less than 0.05). As a result, hypothesis H3 was accepted, and these numbers demonstrate a positive...
5. Discussion

These findings suggested that parental involvement in children's participation in family purchasing decisions in Punjab has a substantial impact. Additionally, it is determined that family purchase decision-making is a collaborative process in which both parents and children contribute, influence, and carry out a variety of roles. The results of this study corroborated with the findings of Raju (2018) study. These results also show that children would experience new product consumption behaviors early on. The kids use tricks to get their parents' approval for buying appeal by showing them what kids are capable of. The results of this study are consistent with those of Kiriinya et al. (2014a), who discovered that kids have a wide range of strategies for influencing family purchase decisions. The study identified a preference for the persuasive strategies used by children between the ages of 8 and 14; these strategies included expressing their opinions, upholding their preferences, or using emotional and begging strategies, such as making repeated requests for items or being kind and affectionate. The current study's findings corroborated Kiriinya's (2017) and Kiriinya et al. (2014) findings, which showed that youngsters developed ingratiating methods such as trying to make their parents happy or think well of them before asking them to complete their shopping requests.

Additionally, it has been discovered that peer pressure encourages kids to participate in family purchasing decisions. These findings are consistent with the findings of Meyer and Anderson (2000) that interpersonal groups' influence on the types of products and brands while influencing an individual's purchases is varied, with peers acting on the assumption that a purchase would enhance an individual's standing within the group and allowing preferences of the group to influence an individual's choice to purchase a good. The findings of Kiriinya (2017) and Chun and Devall (2019) were also corroborated by the results, which indicated that children learn about communicative fundamentals of consumption—such as social reasons and materialistic values—and effective consumption—such as attitudes and consumption styles—from their friends. Furthermore, results from H3 backed up Banik and Dhar (2021) research's. The findings are in line with the body of literature and corroborate Arora and Diwan (2022) finding that youngsters often interact with most advertising mediums, with television being the most important.

6. Implication

The study has significant ramifications for marketers who must recognize the growing impact of kids on consumer decision-making. Marketers may need to build a bridge between parents and kids to facilitate speedy decision-making rather than focusing solely on parents or just kids. This study is significant for researchers who wish to comprehend the operation and the multiple factors influencing it, for marketeers who recognize a consumer segment within this group and who thus need to comprehend the factors influencing them, as well as for decision-makers who must ensure that learning occurs properly. The study also emphasizes how parents' attitudes are evolving and becoming more open to teaching their kids, which is helping those kids re-socialize. The findings show that kids have a significant role in socializing with their parents.

References


Saha, M., & Sahney, S. (2021). Exploring the relationships between socialization agents, social media communication, online shopping experience, and pre-purchase search: a moderated model. *Internet Research.*


