

A study on how Teenager's influence their parents to purchase a two wheeler for their use: An Empirical Analysis

A.S.Mohanram^{a*}, C.Madhavi^b

^aDepartment of Management Studies, St.Joseph's Collrege of Engineering, (Affiliated to Anna University),
Mamallapuram Road, Chennai 600107, Cell 9940022016
Email Id: mohanram31@sify.com

^bReader, Annamalai University, Annamalainagar, Chithambaram

Abstract

The focus of this research is parent and child decisions about the purchase of products used by teenagers especially the purchase behaviour, purchase decision process and the response of parents. The research has been carried out fewer than two headings: (1). Analysis of purchase behaviour of teenagers and (2). Parent's response on the purchase decision

Teenagers indulge consumer information search prior to decision-making. After thoroughly obtaining the information about the two-wheeler, they employ emotional strategy to materialize their purchase decision process. It is also noted that teenagers' are also influenced by friends/peers. Friends/peers are an important socializing influence, operate most strongly in socio oriented communication pattern. Hence, for the purchase of two wheeler, teenagers also employ logical strategy to achieve their purchase decision. It was also identified that purchase behaviors of teenagers are mainly related to decisional influence rather than information search

Teenagers apply both emotional and logical reasoning while applying their strategy on their parents for their purchase approval. Parents feel that two wheeler is an essential item for the teenagers to go various places in connection with their academic requirements like going to college, library ,visiting their peers for subject clarifications etc. Also, possession of two wheelers by the teenager will be of much use in the family also; as such parents give positive response to the teenager's for the purchase of two wheelers.

Keywords: Purchase decision, Emotional strategy, Logical strategy, Peer's influence, Parent's response

PAPER/ARTICLE INFO

RECEIVED ON: 29/10/2012
ACCEPTED ON: 15/05/2013

Reference to this paper should be made as follows:
A.S.Mohanram, C.Madhavi "A study on how Teenager's influence their parents to purchase a two wheeler for their use: An Empirical Analysis" *Int. J. of Trade and Commerce-IIARTC*, Vol. 2, No.1, pp. 226-237

1. INTRODUCTION

Researching the teenage group would be a challenge in any country, but particularly so in India. This life stage is characterized by change, and an age when they are most uncertain about identity.

The rapid transition of India to a market economy has increased the choices of products and services available to consumers and corporate in a global economy need to know more about consumer behaviour particularly the teenagers in order to effectively market their products and services. A better understanding of Indian teenager for education and marketing purposes would contribute to meeting the needs of Indian teenagers. Also, with media explosion, suddenly this homogeneous group became vibrant heterogeneous group, with their own distinct set of attitudes values, beliefs and icons. They became influencers, early adopters of brands and were suddenly deemed to be responsible. This group then became the prime target for marketers.

2. BACK GROUND OF THE RESEARCH

A majority of the studies in the area of teenager influence on decision making have examined the relative influence of husbands, wives, and children on several product categories in terms of decision stages and sub decisions. [Berey and Pollay 1968; Atkin 1978; Nelson 1979; Filiatraut and Ritchie 1980; and Roberts, Wortzel and Berkeley 1981] A few recent studies have focused more on teenagers: Belch, Belch, and Ceresino 1985; Foxman, Tansuhaj, and Ekstrom 1989a and 1989b, and on resolving some of the conceptual and methodological problems present in this area of research: Talpade, Beatty, and Talpade 1993a and 1993b; and Talpade and Talpade 1995.

The conclusions reached by studies to date indicate that children's influence varies by the type of purchase decision, as well as by decision stages and sub decisions. Children have a higher influence on purchase decisions affecting them, but their influence is lower on issues involving how much to spend, where to buy, and at the final decision stage. [Szybillo and Sosanie 1977; Nelson 1979; Beatty and Talpade 1994] Their influence on major purchase decisions increases with age. [Szybillo and Sosanie 1977; Filiatraut and Ritchie 1980; Jenkins 1979; and Darley and Lim 1986] and with perceived product importance. [Talpade, Beatty, and Talpade 1993] Children's perceptions of their influence usually do not match their parents' perceptions of their influence, with children seeing their role as more important than parents do. [Talpade, Beatty, and Talpade 1993; Beatty and Talpade 1994]

3. RESEARCH OBJECTIVES AND METHODOLOGY

The present study is exploring in nature, attempting to evaluate the factors influencing teenagers in forming purchase decision in respect of Walkman. The design of the study concerning the nature of problem and solving techniques within the purview of main objectives specified. The research design also provides a scope for drawing logical conclusions. The study relies mainly on primary data collected through Questionnaires supplemented by personal interview. **The following relationship defines teenager influence as a function of the characteristics we are studying: Teenager Influence = f [Teenagers' Attribute and attitude] + [Parental / Household Attributes] + Decision Characteristics]**

Teenager's influence in the purchase of consumer durables is the focus of the study. This study discusses the product related characteristics and the purchase decision adopted by the teenagers while taking decision.

Consumer purchase behaviour for durable goods, especially the teenagers' influence in the decision making is more complex. Academics have directed children have greater extent of influence for products for their own use than for family use. This research explicitly tested the relationship between product-type and children's relative influence hence the relevance of this study.

OBJECTIVE OF THE STUDY:

1. To identify the purchase behaviour of teenagers especially for the purchase of two wheeler
2. To study how far teenager' go for information search and evaluation process.
3. To analyse parent's response on teenager's influence

4. EMPIRICAL RESEARCH

The focus of this research is parent and child decisions about the purchase of products for use by children and the product-related factors that affect their relative influence in those decisions. Some researchers provide a useful framework for understanding the differing roles of factors that affect relative influence in joint decision-making. In their conception, the group decision is a function of the decision-makers' preferences, weighted by their respective relative influence in the decision. Relative influence is, in turn, determined by the effectiveness of attempted (intentional) and passive (unintentional) influence.

Influence attempts result from a process in which the individual assesses the expected value of influence options available to him or her. This requires an analysis of the costs and benefits of using a perceived power source, and how effective the use of each power source is likely to be.. This study deals with the framework to discuss teenagers purchase behaviour and the response from their parents in respect of the purchase of two wheeler.

4.1 Product Selection

This section deals with briefly the pilot study-Cum- Pre test conducted for finalizing the research design. In the first stage pre-test was conducted for product selection. As classified by **Stephen (1979)** 10 consumers' durable product items normally used by the teenager were identified by the researcher. A pilot study was conducted among 100 teenagers in different school and colleges in the city of Chennai. Single page questionnaires containing of age, gender, education, number of members in the family, family income and the most preference list of products for purchase by the teenager were designed and the respondents were asked to give their preference. This enable the respondents to determined three products for the present study based on their rankings. A non-parametric chi-square test was administered to find the teenagers deep association with the products.

Table 2

| S. No. | Preferred Consumer durables le | Chi-square value | Df | Product value significance |
|--------|--------------------------------|------------------|----------|----------------------------|
| 1 | Stereo | 24.401 | 2 | 0.000 |
| 2 | Walkman | 9.989 | 2 | 0.004 |

| | | | | |
|----|--------------------|---------------|----------|--------------|
| 3 | Cycle | 5.217 | 2 | 0.616 |
| 4 | Watch | 5.5557 | 2 | 0.062 |
| 5 | Two wheeler | 33.345 | 2 | 0.000 |
| 6 | Camera | 0.272 | 2 | 0.965 |
| 7 | Computer | 9.989 | 2 | 0.041 |
| 8 | Cooling glass | 4.940 | 2 | 0.382 |
| 9 | Iron box | 9.006 | 2 | 0.412 |
| 10 | Calculator | 1.281 | 2 | 0.442 |

From the above table it was found the three products namely Walkman. Two wheeler and Computer are deeply associated with the teenagers. For the purpose of this study only two wheelers has been taken.

4.2 Sample design

A literature search is first conducted in order to specify the domains of the constraint and to generalize the items. The next step involves the administration of the Questionnaire to 100 teenagers involving, to get the required data through a free flow of the questionnaire. These data are then analyzed with exploratory factor analysis and other reliability assessments to refine the questionnaire. The pilot study also allows a refinement in the factors containing 10 durable items used by the teenagers on their purchase frequency as indicated above.

Teens are in three different life stages, 9/10th standard, junior college and colleges going were identified. The survey covers teenagers from 13-19, studying in school, Arts and Science College, Professional Colleges in Chennai Metropolitan city.

The reason for conduction the study at Chennai is that Chennai is the fourth largest city in India. It is a city of contrast and diversities, a melodious blending of old and new, traditional and modern outlook where opposite poles meet, ingle and maintain a balance of acrobatic agility in a unique ambience. According to senses 2001 of the Government of India, Chennai has a population of 6.4 million and teenagers' population is 5, 92,784. The whole city of Chennai was divided in to blocks namely north, south, east, and west. Accordingly it was decided to take two higher secondary schools, two polytechnics, two Arts and Science colleges and two professional colleges were identified as quota sampling. Children studying from 8th standard to plus two under the age 13-16'age falls under the first category. Teenagers studying in the polytechnics, Students of arts, science colleges studying their first year degree and first year students of professional colleges aging from 16-19 falls under the second category.

Since the population size is very large the researcher has decided to use non-probability quota sampling technique. .

A sample size was found as 1000 to ensure a minimum response of 500 teenagers residing in chennai. Area blocks were used for the selection of sample for the teenagers studying in schools and colleges. Giving waitage to diverse income group did the second stage of stratification. These groups were of heterogeneous teenage population of different income, education and family background. The samples were restricted to the teenagers of Chennai metropolitan only.

4.3 Data collection

A primary data required for the study was collected through a designed Questionnaire. As already informed the Questionnaire was self-administered and self report manner. Wherever required necessary assistance were provided through proper explanation of the questions in their local vernacular. Out of 1000 Questionnaires distributed to the respondents only 677 were received. Out of 677 received 477 have been found fit for the purpose of this study.

4.4 Reliability and Validity of questionnaire

The questionnaire is in the form of various statements. The reliability and validity of the statements are done by applying Crown batch alpha and Hotel ling and t-square test which is given below:

Table 1

| S.No | Variables Under Study | CrownBatch Alpha | CrownBatch Alpha Standard Items | Hotel ling t-square F F value |
|------|---------------------------|------------------|---------------------------------|-------------------------------|
| 1 | Purchase behaviour (16) | 0.390 | 0.402 | 143.68 |
| 2 | Purchase decision process | 0.837 | 0.838 | 29.777 |
| 3 | Parents Response | 0.817 | 0.824 | Very high |

The results of reliability and validity test shows that Crown Batch Alpha based on standard items and the Hotel ling test of F value are found to be significantly high and hence Questionnaire is found to be reliable for further analysis.

4.5 Statistical tools used

01. Factor analysis is used for most of the statements in the questionnaire to reduce the variables into well-defined factors
02. Multiple general linear models are used to find the impact of different independent variables on the multiple dependent variables.
03. A Linear Multiple Regression analyses are used to find the impact of several independent variables on a single dependent variable.

4.6 Variables in the Study

Purchase decision making and parent's response are dependent variables and Purchase behaviour is an independent variable in this study.

5. LIMITATIONS OF THE STUDY

From the year 2004-2005 many changes have taken place in the environment. As such the dataset collected in 2004, may not be relevant today. The influences of teenagers are measured on the basis of various factors like product related factors, product evaluation process and Marketing mix of the aforesaid three products only. There are other factors like perception against each member in the family, personality and values that also play a significant role in the influence of

teenagers purchase decision. However, the study has not considered those variables. The limited number of 477 samples obtained does not generalize the teenagers' population in general.

6. ANALYSIS AND CONCLUSIONS

6.1. The Impact of Purchase behaviour of Teenagers -Product Two wheeler: In this part, *Factor analysis* is used to reduce the number of variables into meaningful factors. Each factor comprises of like variables suitable for analysis. The factor analysis by the principle component and varimax with Kaiser Rotation method are carried out for 11-purchase behaviour statement in the questionnaire. Croanbach's alpha analysis was carried out and assed reliability of each factor.

Table-1.1: Percentage of variance of Purchase behaviour for Two-wheeler

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.410 | 40.090 | 40.090 | 4.410 | 40.090 | 40.090 | 3.212 | 29.203 | 29.203 |
| 2 | 1.683 | 15.296 | 55.386 | 1.683 | 15.296 | 55.386 | 2.880 | 26.184 | 55.386 |
| 3 | .832 | 7.567 | 62.953 | | | | | | |
| 4 | .740 | 6.731 | 69.684 | | | | | | |
| 5 | .716 | 6.506 | 76.190 | | | | | | |
| 6 | .556 | 5.051 | 81.241 | | | | | | |
| 7 | .506 | 4.599 | 85.839 | | | | | | |
| 8 | .427 | 3.880 | 89.719 | | | | | | |
| 9 | .407 | 3.697 | 93.416 | | | | | | |
| 10 | .372 | 3.385 | 96.801 | | | | | | |
| 11 | .352 | 3.199 | 100.000 | | | | | | |

Table 1.2: Rotated Component Matrix

| | Component | |
|-----------|-----------|------|
| | 1 | 2 |
| *Twpurbe3 | .799 | |
| Twpurbe1 | .780 | |
| Twpurbe5 | .771 | |
| Twpurbe2 | .703 | |
| Twpurbe4 | .690 | |
| Twpurbe9 | .490 | |
| Twpurbe8 | | .782 |
| Twpurbe6 | | .772 |
| Twpurbe7 | | .771 |
| Twpurb10 | | .715 |
| Twpurb11 | | .598 |

"Twpurb" indicates the purchase behaviour statement in the questionnaire. The factor analysis reduced the 11 variables in to 2 factors as given below:

Factor 1 Information Searching:

The variables under this factor are:

3. Compare prices between different dealers before buying
1. I have the habit of collecting information about the product before I go for a purchase
5. I consider technology factors before making purchase decision
2. I do collect competitor's information
4. I consult elders before making purchase decision
9. I decide against a purchase because the product is not up to the standard I look for

Factor 2 Decision Influence:

8. I got influenced by the sales talk of the dealer so that I changed my purchase decision
6. I buy things because of friend's compulsion
7. I make instantaneous decision.
10. I purchase against the wishes of the dealers in the family for my product
11. I regretted for my own decision after the decision

In this part of the research, *Multivariate general linear model* is used to find the impact of multiple independent variables of *Informational Search* and *Decisional Influence* on the multiple dependant variables of *Emotional and logical approaches* in the purchase decision process.

Table 1.3: Table showing the impact of purchase behaviour on the purchase decision process of Two-wheeler by the teenagers

| Purchase behaviour characteristics | Influential factors in purchase decision | Sum of Squares | df | Mean Square | F | Sig. |
|------------------------------------|--|----------------|----|-------------|---------------|-------------|
| Information search | Emotional | 2528.056 | 1 | 2528.056 | 36.106 | .000 |
| | Logical | .322 | 1 | .322 | .016 | .899 |
| Decisional influence. | Emotional | 82.854 | 1 | 82.854 | 1.183 | .277 |
| | Logical | 661.677 | 1 | 661.677 | 33.191 | .000 |

The general linear model is brought to bear upon the problem in which the situation deals with multiple dependant variables of purchase decision process of teenagers in respect of emotional and logical approach. The two variables of purchase behaviour are *Information search and Decisional influence* are considered as the independent variables or covariants. The General Linear model clearly reveals that the *information search* of the teenagers make them more *emotional* in their approach (F=36.106)

Teenagers spend much time in shopping activities and they tend to go on internal and external pre purchase search for information, on the products of high economic and performance risk. As such they involve in the search information, on various types two-wheeler, its price, stores, design, availability, style etc. Also they will go through advertisements, store displays and product testing magazines before they take any purchase decision. So it is inferred that the teenagers indulge consumer information search prior to decision-making. After thoroughly obtaining the information about the two-wheeler, they employ *emotional strategy* approach to materialize their purchase decision process.

So it is found that teenagers are ambitious and enthusiastic in collecting information about the product, which they plan to buy. *The variable Compare prices between different dealers before buying and I have the habit of collecting information about the product before I go for a purchase* reinforces the

teenager's behaviour. *I consider technology factors before making purchase decision* is the next variable, which has next highest factor 0.771. This factor indicates that the two-wheeler being high value product, the technology factor has to be given priority before taking the decision.

The factor *I buy things because of friends compulsion* has a factor loading of 0.772, under decision influence, clearly indicates that the purchase behaviour of the teenager is influenced by friends/peers. Friends/peers are an important socializing influence, operate most strongly in socio oriented communication pattern. After thoroughly obtaining information about the two-wheeler from friends and peers the teenagers, also employ *logical strategy* (F-33.191) to achieve their purchase decision. The next important variable has a factor loading of 0.771 *I take instantaneous decision*, exhibits the emotional instability of the teenager, failing to evaluate various alternatives before taking purchase decision.

The next highest factor loading 0.690 *I consult elders before making purchase decision* ascertained that the teenagers, while taking decision, they consult elders. The tenth variable *I purchase against the wishes of the elders in the family for my product* once again exhibits that the teenagers impulsive purchase decision against the wishes of elders in the family. However, they do use variety of information they have collected and use logically to convince elders and parents towards their decision. The 11 variables of the purchase behaviour explain 55.386% of the total variation in the general purchase behaviour of teenagers is *highly significant*. As far the individual variants the Information search of the product act as a good explanation for variance with 29.203%, followed by the information of the product followed by decisional influence 26.184.

Table 1.4: Paired Samples Statistics

| Purchase behaviour variables | | Mean | N | Std. Deviation | Std. Error Mean |
|------------------------------|----------------------|---------------|-----|----------------|-----------------|
| Pair 1 | Information search | 1.5898 | 477 | .67952 | .03111 |
| | Decisional influence | 2.5929 | 477 | .71880 | .03291 |

Table 1.5: Paired Samples Correlations

| Purchase behaviour variables | | N | Correlation | Sig. |
|------------------------------|---|-----|-------------|------|
| Pair 1 | Information search & Decisional Influence | 477 | .448 | .000 |

Table 1.6: Paired Samples Test 1.3

| Purchase behaviour variables | | t | Df | Sig. (2-tailed) |
|------------------------------|--|---------|-----|-----------------|
| Pair 1 | Informattion search - Decisional Influence | -29.781 | 476 | .000 |

Table showing a significant difference between two factors of two-wheeler purchases behaviour- Application of T-test t test for significant difference between means of the factors is used here and the following result is obtained. It is found that the two factors of two-wheeler purchase behaviour, *information search* (mean 1.59) *decisional influence* (mean=2.59) differs significantly (t=-29.781) so it is inferred that the purchase behaviour of teenagers is mainly influenced by *decisional influence* rather than information search

Inference: it is inferred that the teenagers indulge consumer information search prior to decision-making. After thoroughly obtaining the information about the two-wheeler, they employ

emotional strategy approach to materialize their purchase decision process. However, teenagers' are also being influenced by friends/peers. Friends/peers are an important socializing influence, operate most strongly in socio oriented communication pattern Hence, for the purchase of two wheeler teenagers, also employ *logical strategy* (F-33.191) to achieve their purchase decision.

But when applied Paired t test to find the significance difference between the two means of the variables of Information search and Decisional Influence, it was found that there is a significance difference between the two factors. As such it is inferred that the purchase behaviour of teenagers is mainly influenced by *decisional influence* rather than information search

7.2. Teenagers influence of purchase decision process and response from their Parents - Product-Two-wheeler: The factor analysis by the principle component and varimax with Kaiser Rotation method are carried out for 7 variables of response received from their father/mother in the questionnaire. Croanbach's alpha analysis was carried out and assed reliability for each factor.

Table 2.1: Percentage variance of the influence of purchase decision process and parents response

| Parents response variables | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|----------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.526 | 50.376 | 50.376 | 3.526 | 50.376 | 50.376 |
| 2 | .967 | 13.819 | 64.195 | | | |
| 3 | .735 | 10.499 | 74.694 | | | |
| 4 | .672 | 9.605 | 84.300 | | | |
| 5 | .408 | 5.830 | 90.130 | | | |
| 6 | .358 | 5.112 | 95.242 | | | |
| 7 | .333 | 4.758 | 100.000 | | | |

The variables are given below:

Response from parents:

- 1.He/she discussed the product with me
2. My father/ mother tried to negotiate something agreeable to both of us
- 3.He/she simply gave what I wanted
4. He/she expressed his/her opinion towards each product
5. He/she taught me how to select the best alternative
6. He/she indicated his/her choices without giving reasons
7. He/she reasoned with me, trying to argue his/her choice logically

Since there is no reduction of factors rotated component matrix has not formulated.

However, *linear multiple regression analysis* is used to find the impact of independent variables of *emotional strategy and logical strategy* on the dependant variables of *parents response*.

Table 2.2: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | .546(a) | .298 | .295 | 6.31487 |

Table 2.3: ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|---------|
| 1 | Regression | 8037.937 | 2 | 4018.969 | 100.783 | .000(a) |
| | Residual | 18901.950 | 474 | 39.878 | | |
| | Total | 26939.887 | 476 | | | |

a Predictors: (Constant), logical, emotional (Independent Variable)

b Dependent Variable: parents response

Table 2.4: Coefficients

| Model | Purchase decision variables | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.460 | 1.005 | | 10.407 | .000 |
| | Emotional | .290 | .037 | .340 | 7.913 | .000 |
| | Logical | .490 | .069 | .303 | 7.047 | .000 |

The factor analysis on the parent response towards the two-wheeler decision process of teenagers reduced the variable into only one factor called as general response of the parent. The linear multiple regression analysis is used to find the impact of purchase decision process of teenagers for the product two-wheeler on the general response of the product. In this analysis it is found that 50.376% of variation ($R = 0.298$) is exhibited by the single factor of *parent response*. The two approaches of teenagers namely *Emotional and Logical reasoning influenced their Parents*. (Emotional reasoning $t = 7.913$, Logical reasoning $t = 7.047$) and create *equal impact on parent response*.

Inference: It is inferred from the analysis of the above, that parents' strong strongly feel that the two-wheelers are essential item for teenagers for commuting in the city; to go to the college, library, visiting friends and for other uses. Also it is inferred that purchase of two-wheeler could help the other members in the family too for commutation in the city. In view of the above, the parents inclined to accept the suggestion of teenagers towards purchase of two-wheeler. So teenagers apply both emotional and logical reasoning to achieve their purchase objectives which are accepted by the parents.

8. CONCLUSIONS

Teenagers spend much time in shopping activities and they tend to go on internal and external pre purchase search for information, on the products of high economic and performance risk. As such they involve in the search information, on various types two-wheeler, its price, stores, design, availability, style etc. Also they will go through advertisements, store displays and product testing magazines before they take any purchase decision. So it is inferred that the teenagers indulge consumer information search prior to decision-making. After thoroughly obtaining the information about the two-wheeler, they employ *emotional strategy* approach to materialize their purchase decision process.

It is also noticed that teenagers' also being influenced by friends/peers. Friends/peers are an important socializing influence, operate most strongly in socio oriented communication pattern Hence for the purchase of two wheeler teenagers, also employ *logical strategy* to achieve their purchase decision.

It was also noticed that there is a significance difference between the two means of the variables; Information search and Decisional Influence. As such it is inferred that the purchase behaviour of teenagers is mainly influenced by *decisional influence* rather than information search parents' strong strongly feel that the two-wheelers are essential item for teenagers for commuting in the city; to go to the college, library, visiting friends and for other uses. Also it is inferred that purchase of two-wheeler could help the other members in the family too for commutation in the city. In view of the above, the parents inclined to accept the suggestion of teenagers towards purchase of two-wheeler. So teenagers apply both emotional and logical reasoning to achieve their purchase objectives which are accepted by the parents.

REFERENCES

- [1] Atkin, Charles K. (1978). Observation of Parent-Child Interaction in Supermarket Decision-Making. *Journal of Marketing*, Vol.42, pp.41-45.
- [2] Beatty, Sharon E., and Salil Talpade (1994). Adolescent Influence in Family Decision Making: A Replication with Extension. *Journal of Consumer Research*, Vol. 21, pp.332-341.
- [3] Belch, George, Micheal A. Belch, and Gayle Ceresino (1985). Parental and Teenage Child Influences in Family Decision Making. *Journal of Business Research*, Vol.13, pp.163-176.
- [4] Berey, Lewis A. and Richard W. Pollay (1968). The Influencing Role of the Child in Family Decision Making. *Journal of Marketing Research*, Vol.5, pp.70-72.
- [5] Darley, William F. and Jeen-Su Lim (1986). Family Decision Making in Leisure-Time Activities: An Exploratory Investigation of the Impact of Locus of Control, Child Age Influence Factor and Parental Type on Perceived Child Influence. *Advances in Consumer Research*, Vol.13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, pp.370-374.
- [6] Filiatrault, Pierre, and J.R. Brent Ritchie (1980). Joint Purchasing Decisions: A Comparison of Influence Structure in Family and Couple Decision-Making Units. *Journal of Consumer Research*, Vol.7 (September), pp.131-140.
- [7] Foxman, E.R., Patriya S. Tansuhaj, and Karin M. Ekstrom (1989a). Family Members' Perceptions of Adolescents' Influence in Family Decision Making. *Journal of Consumer Research*, Vol.15 (March), pp.482-491.
- [8] Foxman, E.R., Patriya S. Tansuhaj, and Karin M. Ekstrom (1989b). Adolescents' Influence in Family Purchase Decisions: A Socialization Perspective. *Journal of Business Research*, Vol.18 (March), pp.159-172.
- [9] Jenkins, Roger L. (1979). The Influence of Children in Family Decision-Making: Parents' Perceptions. *Advances in Consumer Research*, Vol.6, ed. William L. Wilkie, Ann Arbor, MI: Association for Consumer Research, pp.413-418.

- [10] Marketing News (1987). If Both Parents Are Breadwinners, Teenagers Often Are the Bread Buyers. Vol.21 (February 13), pp.5.
- [11] Nelson, James E. (1979). Children as Information Sources in the Family Decision to Eat Out. *Advances in Consumer Research*, Vol. 6, ed. William L. Wilkie, Ann Arbor, MI: Association for Consumer Research, pp.419-423.
- [12] Roberts, Mary Lou, Lawrence H. Wortzel, and Robert L. Berkeley (1981). Mother's Attitudes and Perceptions of Childrens Influence and Their Effect on Family Consumption. *Advances in Consumer Research*, Vol. 3, ed. Beverlee B. Anderson, Ann Arbor, MI: Association for Consumer Research, pp.508-512.
- [13] Szybillo, George J. and Arlene Sosanie (1977). Family Decision Making: Husband, Wife, and Children. *Advances in Consumer Research*, Vol. 4, ed. William D. Perreault, Jr., Atlanta Georgia: Association for Consumer Research, pp.46-49.
- [14] Talpade, Salil, Sharon Beatty, and Medha Talpade (1993a). Teenager Influence on Grocery Purchases: Conceptualization and Empirical Analysis. *Journal of Food Products Marketing*, Vol. 1(4), pp.25-47.
- [15] Talpade, Salil , Sharon Beatty, and Medha Talpade (1993b). Teenager Influence on Family Purchases: Conceptualization, Development of a Multi-item Scale and Research Directions. *Southern Marketing Association Conference Proceedings*, ed. Tom K. Massey, Jr, New Orleans, LA, pp.42-45.
- [16] Talpade, Salil, and Medha Talpade (1995). Development of a Multi-item Scale to Measure Teenager Influence on Family Purchases: An Exploratory Study. *Journal of Marketing Theory and Practice*, Vol. 3(4), pp.41- 45.