ADOLESCENT AND FAMILY PURCHASE DECISION MAKING FOR DURABLE GOODS AMONG THREE ETHNIC GROUPS OF NIGERIA

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Abstract- The family is an important institution on products purchasing in society. The teen segment is growing rapidly and wields significant purchasing power. This study is set out to examine the influence adolescent wield on family purchase decision making, with respect to purchase of durable goods among three ethnic groups in Nigeria. The significant of this study has to do with the interaction between family members – father, mother and the adolescent children - as a unit, and the fact that adolescent's role in purchase decision making are given little or no attention in most developing world. The primary data for this study was sourced from structured and semi-structured research questionnaire. The study population consists of families' in the three ethnic groups in Nigeria, which are fairly represented in the study geographical area, and the sample size of 300 was generated by employing Mac'odo [1] Tara Yamani formula. The questionnaire was administered to families having children from the age of five and above. Analysis of Variance (ANOVA) statistical tool was used to test the hypotheses in the Statistical Packages for Social Sciences (SPSS) version 17.0. The result revealed that adolescent children influence family purchase decision making for durable goods in Nigeria, and that the degree of the adolescent's influence on the family purchase decision making for durable goods in Nigeria is not significant. The knowledge of family purchasing behavior will help to develop appropriate marketing strategies that will identify the family member who play what role and at what stage in family purchase decision making. There is need to also adopt specific target marketing strategy for each category of the family as to achieve the desired marketing result.

Index Terms- Adolescent, Purchase Decision, Impact, Durable Goods.

I. INTRODUCTION

The ever occurring changes in society and technological development since the 21st century has made children and adolescents play more important role in the family purchase decision than they did in the past. The adolescent in this study consist of children between the ages of 13years to 18years. The cultural, social and demographic changes in the last few decades have indeed triggered the growth of different family structure in different countries and societies. The structure includes traditional family households, co-habiting family households and single-parent family households. The US Department of Commerce in 1998 noted that the ratio of the traditional families – married couples with child/children is still 56 percent, excluding the families in which married couples do not have or live with child/children.

Some decades ago, the sole breadwinner of the house was the husband and this suggests why in many homes of those years, the husband made most of the family purchase-decision. Today the trend has changed drastically, because both spouses and even their adolescent family members now contribute to the family financial income for the household. This trend has contributed to the shift in the family purchase decision-making process. Every member of the family now influences in one way or the other the family's purchase decision-making of the household. Moreover, with the advent of modern technology, children can be exposed to global market where they see varieties of durable goods that they believe can enhance their family status or satisfy their needs.

Several studies in family decision-making have investigated the relative amount of influence exerted by family members and their level of influences at each stage of the decision-making process [2]. This underlines the importance and the fact that major socio-economic and social changes have occurred in many countries and regions of the world. Therefore, understanding the household decision-making process is complex, because decision-making in a family will change according to product type, attitudes to purchase decision-making roles in the family and particularly family composition (e.g. single-parent families, small and large families).

All these, and couple to the reality that consumer demands for many products and services are sometimes influenced by children, is the motivation for this study on impact of children in family purchase decision making behavior in Nigeria.

A. Role of Adolescent in Family Purchase Decision-making

Undeniably, teenagers and adolescents are often involved in family decision-making. Kumit [3] observe that children have experience in decision-making with regard to simple impulse purchases as well as for more planned and longer-term purchases. Indeed, they argue that the child rather than the parent may in many instances be the primary decision-maker.

The studies of Blood and Wolf [4] reveled that their resources positively affect an adolescent's influence. William D. Perreault Jr. and Frederick A. Russ [5] have reported that college students often attempted to influence decision concerning the purchase of television sets and automobiles. Ward and Wackman [6] pointed out in their studies that children have the greatest influence over categories like snack foods, candy and toys. They have little direct influence over products normally associated with adults, such as autos and household items and even children may exert some influence on adult items as well. Again they found that mother act as final decision-maker more often than the socializing agent.

Most researchers view the decision making process to consist of three phases, including initiation (or problem recognition), search and evaluation, and decision [7]. Whereas younger children (i.e., 3±11 years old) are more likely to simply ask for products [8], adolescents are more likely to use a variety of influence strategies [9]. It is through this interaction with parents that adolescents at-tempt to influence decision outcomes. According to Moschis [10], however, little attention has been given to the content of family communications: ``One finds relatively little theoretical and empirical work regarding the role of interpersonal communication in the development of consumer behavior of young people."

That adolescents do influence family decisions and that this influence may vary across different factors have been established by previous work. For example, adolescents have greater influence in family purchasing decisions in a concept-oriented communication environment (in which children are encouraged to develop their own ideas) and when their personal resources are greater (e.g., they earn higher grades), Foxman et al. [11]. Other work reports that motivational aspects (including product importance and usage) provide ``the strongest and most consistent explanations of teenagers' perceived relative influence across stages and purchase situations" [12]. Yet a more detailed consideration of the nature of the interaction between adolescents and parents as part of decision activity is lacking. The need for such an investigation was noted earlier by Kim et al. [9]: ``adolescents' use of influence strategies has been a largely unexplored area to date." Manchanda and Moore-Shay [13] echo this need and also urge examination of how parents respond to children's influence attempts. Moschis [10] has also called attention to ``the need for better understanding of the nature of family influence."

Similarly, Chan and McNeal [14], in a study of Chinese parents reported that parents indulged in considerable gate keeping for children's products. They exhibited strict control over the kinds of products that children can or cannot buy, while at the same time allowing children some freedom in choosing brands of permissible products. Piron [15] also pointed out that children who rely on pre-established preferences based more on premium incentives offered on a purchase than the nutritional features of a cereal at the time of influence on cereal purchases. Sijun, et al. [16] further noted that no particular attitude or set of attitudes uniquely determines for all products whether a mother would be influenced by her child or not. Family-oriented mothers or women with close knit families were more susceptible to children's influence. Mothers co-viewing TV programs along with their children were more likely to yield to children's influencing attempts for products advertised on those shows the authors concluded.

In India, Sijun et al. [16] studied the role played by family members while purchasing a television across five occupational categories: teachers, doctors, business people, lawyers, and engineers. Children of engineers and doctors were found to have remarkable influence in the purchase decision. Hundal [17] in a study of rural buying behavior in the Amrisar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. He found that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by children. Halan [18] opines that "marketing to kids is no longer kid stuff". In a focus group study by Kids-Link, the market research group of Kid Stuff Promos and Events, with boys and girls in the age group of 13-15 years in Delhi, girls were noted to influence 50 percent of the decisions. The study highlighted that kids have a lot of information because of exposure to television, other media, and friends. They reflected that parents sought their opinion even in making purchase of products not directly related to the children, such as cars, because of their higher knowledge of brands, models, and the latest trends. Children also stated that parents bought products that made them (kids) happy.

B. Children's Influence across Stages of Decision-making Process

Since family decisions are dynamic and interrelated, Ekstrom [19] suggested that the decision-making process should be studied across decisions rather than in relation to a given decision independently. Sijun et al [16], while examining family decision-making processes, observed that all members of the family (husband, wife and children) were greatly involved in all-three decision stages (problem recognition, search for information and final selection), when considering a fast food restaurant and a family trip (that is, for products that affect the entire family). The wife/child was very important in initiating a purchase and providing information. It was also noted that children

exert considerable influence during the problem recognition and search stages and the least influence in the final decision stage for family activities such as choice of vacations and restaurants.

Table 1. Adolescent Influence on Family Purchase Decision Making

Ethnic	VGE			GE			AE			LE			VLE					
Group		%	S		%	S		%	S		%	S		%	S	TF	TS	MS
Abuja	**4**	4.6	20	**8**	9.2	32	**17**	19.5	51	**23**	26.4	46	**35**	40.2	35	87	184	2.11
Imo	**6**	6.3	30	**11**	12.6	44	**21**	24.1	63	**26**	29.9	52	**31**	35.6	31	95	220	2.32
Lagos	**3**	3.2	15	**20**	23.0	80	**18**	20.7	54	**24**	27.6	48	**28**	32.2	28	93	225	2.42
Grand Mean																		2.29

VGE = to a very great extent; GE = to a great extent; AE = to an extent; LE = to a low extent; VLE = to a very low extent; S = Scores; TS = Total Scores; MS = Mean Scores; TF = Total Frequency.

Note: ***Means Scores < 3 = Low Extent***
Means Scores 3 – 3.5 = Moderate Extent
Means Scores > 3.5 = High Extent

However, Kaur and Sing [20] reported that children's influence was higher in the later stages of the decision-making process; that is, at the time of alternative evaluation, choice, and purchase for four purchases (holidays, adult and child clothing, and sandwich). Recently, Belch et al. [21] proposed that since teenagers are high uses of the Internet, they have greater access to market information which could impact their influence in family decision-making. They found that teens who perceive themselves to be 'Internet mavens' (individuals who are relied upon more for providing information from the virtual marketplace) as well as their parents, believed that teens were more influential in all stages – initiation and information search, and alternative evaluation and final decision stages. Their influence was higher in the initiation and information search stages as compared to alternative evaluation and final decision stages [22].

Similarly, McNeal and Yeh [23] reported that in China, where most families have a single child, the child exerted considerable influence during all stages while buying products for family use. Beatty and Talpade [13] discovered that teens' knowledge affects their perceived influence in the search for information in the decision process for some products such as the family stereo. The teens' financial status seems to allow them greater say in initiating self-purchases, but not in family purchases. Parents' dual income status allows adolescents greater influence in some family durable purchases, but this does not affect self-purchases where there influence is substantial.

Kaur and Singh [24] observed that children are individually active in initiating the idea to purchase a durable. In other stages of the decision-making process, they exhibit joint influence along with other members of the family. This implies that they provide support to the member exerting influence to increase pressure but do not wield much influence individually.

Kids growing older younger (KGOY) have been the driving force for much of the debate surrounding the children's marketplace in the last decade. In effect the youth market has shifted with the implication that teenagers are new in terms of mindset (aspirations, values and experience.) [25].

McNeal and Yeh [23] also state that the number of parents who ask their children's opinions about products they are going to buy for the whole family has been steadily increasing over the years. While Chadha [26] concluded that in the older age group household's sons and daughters emerge as key persons to introduce new products in the house.

II. METHODOLOGY

This study geographical coverage is federal capital territory (FCT) Abuja, Imo and Lagos states in Nigeria. The study population therefore, consists of families' ethnic groups in Nigeria, which are fairly represented in the study geographical area. However, the target population of the study was 1,200 families randomly drawn from the three areas of geographical coverage. The sample size of 300 for the study was arrived by employing Mac'odo (2002) Tara Yamani formula.

Structured and semi-structured research questionnaire were used in primary data collection, while the secondary information was generated from existing / available relevant literature. The generated data were presented using simple table frequencies and percentages, and the analysis of variance (ANOVA) statistical tool in Statistical Package for Social Sciences (SPSS) version 17.0 was used to test formulated hypotheses.

A. Data Presentation and Analysis

The data generated for this study is presented and analyzed in Table 1.

The information in table 1 above reveals that 87, 95, and 93 were the number of respondents from Abuja, Imo and Lagos respectively, and 4.6% of the Abuja respondents agreed that the children influence on family purchase decision making to a very great extent. Similarly, 6.3% of Imo and 3.2% of Lagos also agreed that children influence family purchase decision making to a very great extent. 40.2%, 35.6%, and 32.2% of Abuja, Imo and Lagos respondents respectively agreed that children influence family purchase decision making to a very low extent. The mean scores of 2.11, 3.32, and 2.24 for Abuja, Imo and Lagos are all greater than 3.5.

B. Test of Hypotheses 1

Ho_1: Adolescent do not influence Family Purchase Decision Making for Durable Goods in Nigeria.

Table 1: ANOVA Result showing adolescent influence in the Family Purchase Decision Making for Durable Goods in Nigeria

ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	Sig
Between Groups	216.095	2	108.048	8.342	.001
Within Groups	233.143	18	12.952		
Total	449.238	20			

Source: SPSS 17.0 output (based on field survey data 2015)

The ANOVA result in table 1 above shows that F-calculated of 8.342 > F-tabulated (0.05, 2, 18) = 3.55, and probability Value (PV) = 0.000 < 0.05 level of significance. Therefore the null hypothesis is rejected, and concluded that adolescent influence Family Purchase Decision Making for Durable Goods in Nigeria.

C. Test of Hypotheses 2

Ho_2: There is no significant difference in the degree of adolescent influence on Family Purchase Decision Making for Durable Goods in Nigeria.

Table 2, shows the degree of adolescent influence on the family purchase decision making. The table reveals that adolescent had the least influence 16% $\left(\frac{303}{1925}X100\right)$ at the Purchase decision stage. At Need recognition stage, adolescent had 33% $\left(\frac{640}{1925}X100\right)$, and had the most influence on family purchase decision making for durable goods at the information search stage 51% $\left(\frac{982}{1925}X100\right)$. A look at this result shows that adolescent had influence on family purchase decision of durable goods at all stages. The influence was least at purchase decision stage, and was most at the need recognition stage.

Table 3: ANOVA Result showing the degree of adolescent Influence on Family Purchase Decision Making for Durable Goods

ANOVA

Source of variation	Sum of Squares	df	Mean Square	F	Sig
Between Groups	6.933	2	3.467	.030	.789
Within Groups	02.400	12	116.867		
Total	09.333	14	100.667		

Source: SPSS 17.0 output (based on field survey data 2015)

The ANOVA result in table 3 above shows that F-calculated of 0.030 < F-tabulated (0.05, 2, 12) = 3.89, and probability Value (PV) = 0.789 > 0.05 level of significance, therefore we accept the null hypothesis, and conclude that, no significant difference exist in the degree of adolescent influence on the Family Purchase Decision Making for Durable Goods in Nigeria.

III. DISCUSSION OF FINDINGS AND CONCLUSION

This study which examined the influence adolescent exerts on family purchase decision with respect to purchase of durable goods among three ethnic groups in Nigeria, revealed that adolescent influence family purchase decision making for durable goods in Nigeria, and also that no significant difference exist in the degree of adolescent's influence on the family purchase decision making for durable goods in Nigeria.

Table 2. The degree of adolescent Influence on Family Purchase Decision Making for Durable Goods

S/n	Durable goods	Need Recognition				Information Search				Purchase Decision			
		Abuja	Imo	Lagos	Sum	Abuja	Imo	Lagos	Sum	Abuja	Imo	Lagos	Sum
1	Furniture	32	47	68	*147*	42	29	17	*88*	13	19	8	*40*
2	T/V	42	37	56	*135*	34	41	27	*102*	11	17	10	*38*
3	Automobile	31	46	54	*131*	38	27	27	*92*	18	22	12	*52*
4	Refrigerator	36	41	57	*134*	41	37	22	*100*	10	17	14	*41*
5	Kitchen ware	44	41	65	*150*	29	35	19	*83*	14	19	9	*42*
6	Computer	44	37	57	*138*	28	36	27	*91*	15	22	9	*46*
7	Mobile Phones	53	33	61	*147*	22	41	21	*84*	12	21	11	*44*
Sum		*282*	*282*	*418*	**982**	*234*	*246*	*160*	**640**	*93*	*137*	*73*	**303**
Percentage composition					*51%*				*33%*				*16%*

Source: field survey data 2015

Interestingly, this study is consistent with that of Ekstrom (2003). They observe that the child rather than the parent in many instances are the primary decision-maker. This is because adolescent children have experience in decision-making with regard to simple impulse purchases as well as for more planned and longer-term purchases they concluded.

Similarly, Betty and Talpade [12] agree with this study finding that Adolescent children have more influence during the problem recognition and information search stage, but that this declines at the choice stage. However, on the family purchase decision making for durable goods findings revealed that children/adolescents were found to have less influence in the final stage of decision making. That is, the study indicated that children/adolescents influence most at the need recognition stage but least at the purchase decision stage. The finding which is consistent this study, could be attributed to the fact that most of the youths are not employed and so may not contribute financially to the family. This is in contrast to the study of Lee et al. [27], who found that adolescents aged 12 – 19 exerted less influence relative to their parents' information search and negotiation stages but their influence actually increased during the outcome stage. They revealed that fathers are the highest initiators in the family purchase decision making for durable goods. These findings differ with the study of Belch et al. [21], who posited that since teenagers are high users of the internet, they have greater access to market information which could impact in family decision making.

Kaur and Singh [20] in a research carried out in India observed that children are individually active in initiating the idea to purchase a durable product. In other stages of the decision making process, they exhibit joint influence along with the other members of the family. Also Chadha [26] in a study concluded that children emerge as key persons to introduce new products in the house. This study also revealed that the fathers influence the most at the final purchase decision making stage.

In concluding, it is worthy to note that knowledge of family purchasing influences/roles is important in developing appropriate marketing strategies. Marketers can also use this knowledge to identify the family member who plays what roles and at what stage of family purchase decision making, with a view of developing the appropriate communication strategy to evoke the desired response. There is need to adopt specific target marketing strategy for each category of the family as to achieve the desired result.

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