
The Role of Turkish Youth In Family Purchase Decision

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Abstract: Teenagers have an important position in their family with respect to be both an influencer and decider on purchasing decisions. Therefore, it is very important to determine the role of teenager in the purchasing decisions of the family. The influence of teenager on family purchase decision process differ according to the different stage of the decision-making process and to different demographic characteristics of family members and as well as it diversify with consider to different product and service classes. In recent years, Turkey's socio-cultural structure has changed very quickly. This change has been effective on the effect of young people buying decisions. The purpose of this study is to determine the role of teenager in purchasing decisions of the family in different product groups. In addition, it is aimed to specify the differences of teenager's roles in family purchasing decisions with respect to demographic variables. The findings of the study show that children's influence in purchasing decisions increases as the child gets older. Also it has been observed that daughters would be more effective on food and clothing products in making decisions on their own, while decreased the effects of this decision of sons. It has been observed that sons have a larger impact on electronic products decisions than daughters.

Keywords: *Purchasing Decisions Process, Teenager's Role, Consumer Behaviour.*

Introduction

Engel, Blackwell and Kollat have developed in 1968 a model of consumer buying decision process in five steps: Problem/need recognition, information search, evaluation of alternatives to meet this need, purchase decision and post-purchase behavior. And up to date most researchers has confirmed this model. In our research evaluation of alternatives steps is discussed in the five steps: price, place(where to buy), time(when to buy), brand-quality and form-color-aesthetic properties. By improving their knowledge of the Consumer Buying Decision Process, brands can improve their marketing strategy to effectively respond and be present with their customers at each stage of their buying behavior. Determining the roles of teenagers will help the companies decide on the target market and direct their marketing efforts more efficiently. Family decision making is one of the most under researched and difficult areas to study with in all of consumer behaviour (Wilkie, Moore-Shay and Assar, 1992, p.1). Family has a significant impact on consumption behavior of the members constituting itself.

Family decision-making research has frequently examined role relationship between husband and wife. A number of researchers have studied the influence of children in family decision making, but a few studies refer to teenagers (Belch et al., 1980, 1985; Foxman and Tansuhaj, 1988, Foxman, Tan-suhaj, and Ekstrom 1989a; Foxman et al. 1989b; Beatty and Talpade, 1994; Palan and Wilkes, 1997; Lee and Beatty, 2002). But teenagers have become the target market highly increasing in number and having the rapidly increasing market share. People have different prospects of life and different lifestyles at different ages. This situation determines what kind of goods and services they demand. Teenagers, the main decisive influence of the consumption between ages 12-18, have become the main dynamic of the market. Their share in the total consumption and their effects on branding decisions are high.

Literature Review

The main characteristics of today's teenagers are that they are born to the communication age and they have different consumption propensities. Teenagers can do shopping with their own pocket money. They are raised in an environment with rapidly changing technology. They are interested in technological goods. Many studies emphasize that teenage children are significantly influenced by the internet and they are using the internet as a primary source of consumer information, they learn to become members of global communities by the internet using (Lee and Conroy, 2005; Belch et al., 2005; Rose, Rose, Blodgett, 2009). Teens increase market information from the internet, and they are likely to play a greater role in the family-decision making process (Sutherland and Thompson, 2003; Belch and Krentler; 2005; Marshall and Reday, 2007; Kaur and Medury, 2011). Adolescents' opinions are often sought by parents when they believe their children are knowledgeable (Grossbart et al., 2002; Belch et al., 2005). With the effect of the changing social structure, teenagers have greater role in buying decisions. Also as women have become more active in business life then children reach more power (Ellwood, 1993; Powers, 1994; Clulow, 1998; Wang et al., 2007).

Several studies have indicated children have a certain influence in family decision-making. In these studies dealt with different aspects of the subject. Some of them studied teenagers involvement varies over earnings and employment situation. Earnings and employment positively affected teens' perceived influence across product choices (Belch et al., 1985, 2005; Moschis and Mitchell, 1986; Beatty and Talpade, 1994; Wang et al., 2007).

Some previous studies consistently show that decision roles are vary across purchasing steps. Teenagers show higher influence over family purchases, at search stage than at the decision stage (Beatty and Talpade, 1994; Shoham and Dalakas, 2003; Ming and Chou, 2009). Contrary to these findings, Beatty and Talpade, (1994;) Wang et al., (2007) and Lee and Beatty, (2002) finds that adolescent as much influence at the decision stage as at the initiation stage.

Majority of past studies show that the role of teenager's varied by different product category. Foxman et al. (1989a), found that a significant interactive effect of importance with product. Supporting this Beatty and Talpade (1994) and Aslan and Karalar (2011) asserts that characteristic of product more important than the step of purchasing. Aslan and Karalar (2011) claim that if a teen is not interested in for a particular product, he tends not to be an active player in the purchasing process. teenager's influence increases when teens are the main users (Foxman and Tansuhaj, 1988; Foxman et al., 1989; Beatty and Talpade, 1994; Kim and Lee, 1997; Lee and Beatty, 2002; Shoham and Dalakas, 2003; Martensen and Gronholdt, 2008; Aslan and Karalar, 2011) and when the product is less expensive (Belch et al., 1985; Foxman et al., 1989; Lackman and Lanasa, 1993; Aslan and Karalar, 2011) But Martensen and Gronholdt, (2008) indicate that children's influence is significant even on expensive product.

Habashi, (1994) indicate that age did appear to be a significant factor in all children's influence. Past research have showed that teenagers influence increases as the child gets older (Belch et al., 1985; Foxman, Tansuhaj, Ekstrom, 1989; Mangleburg, 1990; Lackman and Lanasa, 1993; Habashi, 1994; Hall et al., 1995). Mangleburg (1990) mentioned that older children also have more experience with products and have learned more about consumer roles. Contrary to previous findings, Wang et al (2007) and McNeal and Yeh (2003) found no evidence of differences due to age based.

Researchers such as Hall et al., (1995) and Watne and Winchester (2011) found that teenage influences had sig. differences according to gender. But Wang et al. (2007) found no gender effects.

Methodology

Data were gathered from 120 consumers in the city of Kayseri. Within this research, the role of teenagers aged between 14-18 is examined. The main aim of this study is to determine the role of teenagers having different demographic characteristics on buying process and decisions. Three main main product categories based on consumer buying decision process of each product are determined.

- Electronical goods (TV, audio system, ...)
- Clothing
- Foodstuff

Five point traditional Likert Scale was used in order to measure the effect of teenagers on buying decisions. The obtained data was analysed with SPSS statistical program. The surveys were completed at school. It was determined that the majority of the study sample consists of students with 14-18 age, % 56 girls and % 44 boys.

In this study Cronbach's α was calculated for reliability. Reliability coefficient of the scale used in this study was 0.844. According to the result, we can say that the scale is highly reliable.

Results

Table 1 shows the mean, median and standard deviation scores for each statement measuring the influence of teenagers on purchasing steps over three main product classes.

Table 1: The Influence of Teens on purchasing steps

Product Type	Group F		Group E		Group C	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
1 (Needs)	3,69	,87	3,72	1,01	2,72	1,16
2 (Search)	3,53	,89	3,63	1,05	2,86	1,17
3 (Price)	3,81	,93	4,01	1,01	3,48	1,04
4 (Place)	3,21	1,24	3,61	1,24	2,79	1,28
5 (Times)	3,57	1,09	3,76	,95	3,04	1,20

6 (Aesthetics)	2,63	1,10	3,00	1,13	2,68	1,25
7 (Quality)	2,85	1,20	3,20	1,26	2,71	1,26
8 (Purchasing)	3,47	1,19	3,84	1,10	3,18	1,31
9 (Evaluation)	3,34	1,10	3,40	1,15	3,04	1,24

Group F: Food, **Group E:** Electronics, **Group C:** Cloths

Table 1 shows that the teens' are the major actors in identifying needs, information search, deciding purchase place, aesthetics and quality of product for Group C. At the same time it shows that the teens' are the major actors in aesthetics and quality of product for Group F.

The independent variables in this study are gender and age. Whether the relationship between our dependent variables "foodstuff, clothing and electrical goods buying decision process" with demographic characteristics was investigated by correlation analysis. This analysis data obtained are shown in Table 2-3-4 below.

Table 2: Correlations between Foodstuff (Group F) Buying Process and Demographic Variables

	Gender		Age	
	r	p	r	p
1 (Needs)	,200(*)	0,046	-0,126	0,212
2 (Search)	-0,03	0,767	-0,181	0,071
3 (Price)	-0,057	0,574	-,210(*)	0,036
4 (Place)	0,146	0,147	-,267(**)	0,007
5 (Times)	0,159	0,114	-0,111	0,27
6 (Aesthetics)	0,133	0,187	0,018	0,857
7 (Quality)	0,023	0,818	-0,099	0,328
8 (Purchasing)	0,107	0,288	0,054	0,59
9 (Evaluation)	-0,109	0,279	-0,081	0,42

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

According to the results of the correlation analysis, there is a statistically meaningful positive correlation ($r=0,200$) between gender and determination of the rise of need for foodstuff in the family. According to this result, young women are also observed to be more effective on deciding on the need for buying decisions. There is a statistically meaningful negative correlation ($r=-0,210$) between age and evaluation of foodstuff based on price. Besides, there is a statistically meaningful strong and negative correlation ($r=-0,267$) between age and the place from where to buy the foodstuff. According to the results, it can be said that as the ages of the teenagers rise, their families' effect on the buying decisions decreases based on price and the place to buy.

Table 3: Correlations between Electronical goods (Group E) Buying Process and Demographic Variables

	Gender		Age	
	r	p	r	p
1 (Needs)	-0,16	0,115	0,008	0,935
2 (Search)	-,213(*)	0,034	-0,152	0,132
3 (Price)	-0,091	0,374	-0,071	0,485
4 (Place)	-0,068	0,506	-0,016	0,877
	Gender		Age	
	r	p	r	p
5 (Times)	-0,09	0,377	0,063	0,536
6 (Aesthetics)	-0,109	0,287	-0,116	0,254
7 (Quality)	-0,12	0,235	-0,061	0,548
8 (Purchasing)	0,031	0,761	0,035	0,729
9 (Evaluation)	-0,19	0,06	-0,021	0,84

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

According to the results of the correlation analysis between buying decisions of electronical goods and independent variables, it can be said that there is a statistically meaningful negative correlation ($r=-0,213$) between gender and pre-buying research of electronical goods. As a result, it can be proposed that young men have more effect than young women on pre-buying decision process within the family.

Table 4: Correlations between Clothing (Group C) Buying Process and Demographic Variables

	Gender		Age	
	r	p	r	p
1 (Needs)	,245(*)	0,015	-,254(*)	0,011
2 (Search)	0,17	0,092	-0,189	0,062
3 (Price)	0,029	0,78	-0,167	0,101
4 (Place)	,206(*)	0,042	-0,085	0,405
5 (Times)	,314(**)	0,002	-0,091	0,373
6 (Aesthetics)	0,149	0,141	-0,067	0,512
7 (Quality)	0,185	0,066	-0,153	0,129
8 (Purchasing)	,265(**)	0,008	-0,017	0,865
9 (Evaluation)	0,119	0,243	-0,148	0,143

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

According to the results of the correlation analysis between buying decisions of clothing and independent variables, it can be said that there is a statistically meaningful positive correlation ($r=0,243$) between gender and determination of the rise of need for buying clothing and between gender and determination of the place to buy clothing ($r=0,206$). Besides, there is a statistically meaningful and strong positive correlation between gender and the determination of the timing of the buying decisions of clothing ($r=0,314$), between gender and making the final decision on clothing ($r=0,265$). Accordingly, we can say that young women have more effect on the decision on buying need, from where and when to buy and making the final buying decisions on clothing. Finally, there is a statistically meaningful negative relationship between age and the decisions on the need of clothing ($r=-0,254$). Therefore, as the age of the teenagers increases, their families' role on the decision process of determining the buying need decreases.

Conclusion

Rise in number of children living with a single parent depending on the increase in divorce rates, active participation of women in business life, older parents depending on the increase in the child bearing age, intense working hours of parents, and decrease in number of children in family have all led to a rapid change in family structure. Depending on the sociological changes in the family structure, the effect of young people on consumption activities are getting more complicated (Flurry, 2007; Ekstrom et al., 1987; Ellwood, 1993; Powers, 1994; Clulow, 1998; Wang et al., 2007). Young people know more than their parents on several goods and services, mainly on technological goods, and by transferring this information to their parents, they are affecting the individual consumption of their parents (Kaurand Medury, 2011; Belchand Krentler, 2005). The effect of young generation on purchasing decision making process is gaining more importance every day.

Based on gender, it can be put forward that women have more effect than men on purchasing behaviour decision making process. Young women have more effect on foodstuff individual decision making process and in determination of the need of purchase than young men. However, young men are more effective in the pre purchasing research of electronic goods. Young women are more effective in determination of need for purchasing behaviour, evaluation of when and from where to buy and making the final purchasing decision on clothing. While young women make their individual decisions, young men are affected by their family.

As the age of the young person increases, his/her role in evaluation of pricing and determination of the place from where to buy increases on foodstuff. Besides, as the age of young person increases, his/her effect on determination of the need of clothing increases. The related results of this study support the results of the previous studies in literature. As the total income of the family increases, the effect of the young person on determination of the need for purchasing decision and his/her effect on the final decision within the family increases on foodstuff. The effect of the young person on evaluation of brand and quality of clothing increases, as the total income of the family increases. It can be put forward that, as the ages of young people increase their initiatives in purchasing behaviour decision making process increase. Young women have more effect on individual foodstuff and clothing purchasing process than young men. On electrical goods decision making process, young men have more effect than young women. Young men make purchasing decisions individually; however young women are influenced by the family decisions.

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