The Role of children in family decision making process in Kermanshah city

Samira Janjani, Seyed Reza Hassani, Seyed Reza Hashemi
Department of Business Management, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran

Abstract
Many consumer purchasing decisions are made within the family. Family plays an important role in decision making. Who made the most decision in the family depending on gender, personality, interests, tastes and attitudes of family. Also, children play an important role in decision-making. So according to the importance of family decision-making, This study aimed to investigate the role of children in process of family purchase decision making. This is descriptive - survey research. The study population consisted of parents with at least one child aged 5 to 15 who are living in Kermanshah city. based on cluster sampling, 384 person randomly chosen and questionnaire were used for data collection. So because the data did not follow a normal distribution by Using Spearman correlation coefficient The hypotheses were investigated by software spss21. Then by using Amos software developed the model And with regard to appropriate parameters of model, by exploratory analysis The most appropriate model was extracted. Results showed that age, sex, number of children, parents age, economic status and involvement of family influence on family purchasing decisions. And cognitive risk and parents education have no effect on family purchasing decisions. It is recommended that producers and commodity market participants operate in line with the preferences and needs of children.

Key words: decision making, children role, parents purchasing decision.

1. Introduction

Decision-making is a process that includes problem recognition, information search, evaluation of alternatives (options) and the final selection.(rosta &ethal2006). Many consumers' buying decisions are taken in the family. family has an important role in decision-making. That who made the Most decisions in the family, depending on gender, personality, interests, tastes and attitudes of family. In contrast to traditional family households today have usually more democratic structure and more positive interaction in the decision making process. Also, children play an important role in decision-making. Studies have shown that the status of children (Larger or smaller children on age)influence the decision making process.

Also, somewhat daughters are successful more than sons to persuade their parents in making purchasing decisions. Family as a group of two or more people that by blood, marriage or adoption are associated And as a family live together. Since the family is a very important decision making unit, the interaction between family members is more important than those of smaller groups, such as a friend or colleague(Trinson &ethal2008). Since the early of 1990s, children were the focus of marketers and the reason for this was due to children in this periods not only found their place as an independent consumer, also their profound impact on their families purchasing decisions process became clear to marketers(KÜmpel 2007).

According to the research, 43 % of household purchases performed by children. children Potential ability to impact on their families Resulted to lead the industry toward them .mothers that go shopping with their children(30%) And the fathers (70%) buy more than their desired . One of the main reasons marketers focus on children and young people is because of the increase in their income from part-time work and thus increase their purchasing power and, more importantly, they tend to buy. One of the significant differences between children and adults is that if children purchasing power doubling they are tripled tend to buy ,While their willingness to buy products with the brands, the index increases. the role of children in the family purchase while children (3 to 11 years) through the simple desire influence on family purchases, mature ones in different ways influence the decisions of parents(lee&ethal1988).

In klazabester &ethal research titled influence of children in purchase that done in School of Commerce at the University of Vienna's ,Found that there is relatively little information about the effects of children on parents' purchasing decisions in the stores. Therefore, have investigate

the factors influencing the purchase requests of children and the next purchase of parents. results showed that the number of requests for purchase of children has a direct relationship with the freedom of the children in place ,to view the products and stages of child development. in a comparative study ,the role of children in family purchasing decisions in India and the West, which was conducted in 2006 by the kar and Sign, the findings showed that children in India may not have a lot of power to purchase in compared with children in West. But they are still the center of the family system in India. And they not only affect the family to buy a certain kind of goods From the perspective of the impact on family decisions but also they are future customers.

According to Strauss, author of the most powerful future generation book: Many of the decisions from the purchase of a car, type of the computer to family holiday taken by parents and children through consultation. Adolescents in family decisions, especially in the field that relate them are more effective(Lee &ethal 1988).in the research that conducted by Javadin &ethal in 2010 results showed that There is direct relationship between Independent variables: income, education level, age of children, family history, dimension of family and dependent variables: Household durable goods purchasing decisions. and also Agnes.H studies results in 2012 showed that Personal and non-personal factors such as family communication patterns, dominant role in the family, media, friends and type of product In the purchase of various products influence on family members. according to children role and their influence in process of family purchase decision making, And the importance of this issue and considering the fact that there has not been much research in this field, This study aimed to investigate the role of children in family decision making process in Kermanshah city in 2014.

2. Research background

in the Esmi and ethal study in 2010 that titled the relation of Watching TV commercials andconsumption patterns in children and adolescents, By examining 734 children and adolescents found that there is a positive relationship between the Watching TV commercials with the consumption of food, tools and services, and recreational areas. Anjdani In his research in (2007) that titled children, parents and TV commercial, found that With higher education of

parents, their reliance on advertising is reduced And children ask their parents from products advertised on TV .

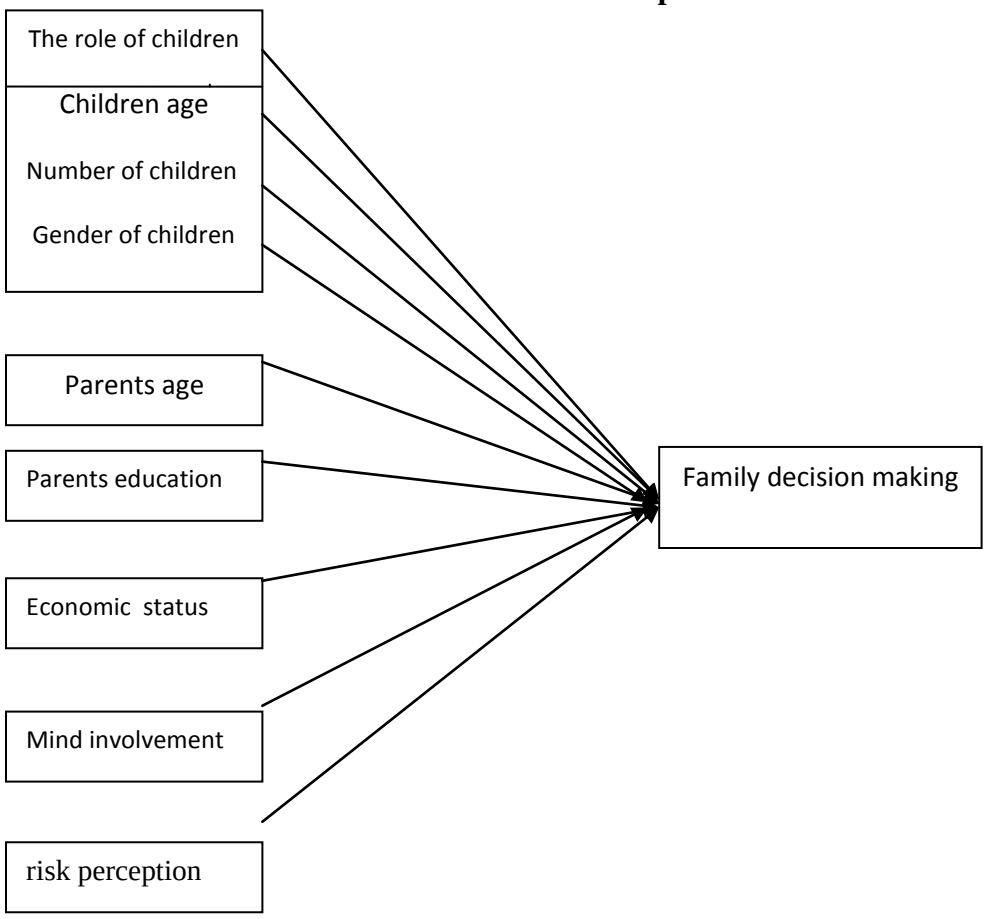
In the D.r Agnes.H thesis research in 2012 that titled Purchase decision process and roles in family, One goal of this study was to determine the factors influencing family decisions that results showed Personal and non-personal factors such as family communication patterns, dominant role in the family, media, friends and type of product In the purchase of various products influence on family members. A search that titled who decides on group tours, parents or children and conducted by Kuching in Chinese Culture University in 2009 that 356 families with children participating in group tours have been studied. The results indicate a tendency of family members in joint decision-making in identifying needs and problems stage and in the final stages of the decision-making process and specified in the data collection phase. In klazabester &ethal research titled influence of children in purchase that done in School of Commerce at the University of Vienna's ,Found that there is relatively little information about the effects of children on parents' purchasing decisions in the stores.

Therefore, have investigate the factors influencing the purchase requests of children and the next purchase of parents. results showed that the number of requests for purchase of children has a direct relationship with the freedom of the children in place ,to view the products and stages of child development. in a comparative study ,the role of children in family purchasing decisions in India and the West, which was conducted in 2006 by the kar and Sign, the findings showed that children in India may not have a lot of power to purchase in compared with children in West. But they are still the center of the family system in India. And they not only affect the family to buy a certain kind of goods From the perspective of the impact on family decisions but also they are future customers. in Mangleburg research in 1990 that titled the influence of children on family decisions based on their gender, goods class and style of communication, results showed in general ,Children influence in the Purchase of goods that they consumed and cheap goods is more.

Whatever goods consumption is more general and more expensive (eg Purchase televisions and refrigerator for home), the influence of children is reduced .in Jenkinz research in1979 that titled The effect of children in family decision making, perceived family, data were collected from 105

couples and focus on the role of children in family decisions making relating to furniture, vehicles, cereals, savings, public decisions, travel decisions and the relationship between the effect of children and demographic patterns, economic, social, personality and attitude variables. That results showed children whose parents have spent periods of their life, have a greater role in decision making, also parents have higher self-esteem better understand their children role in decision making.

Conceptual model



(according to javadin and ethal 2010)

Research Objectives:

- Identifying factors that influence children's role in Purchase of durable goods and Low-durable by family

-Measuring the factors that influence children's role in Purchase of durable goods and Low-durable by family
- Ranking the factors that influence children's role in Purchase of durable goods and Low-durable by family
- Design optimal model of Acceptance of Children role in Purchase of durable goods and Low-durable by family

Research hypotheses:

perceptual
- There is a significant relationship between the role of children and purchase decision making process

-There is a significant relationship between the age of children and purchase decision making process

-There is a significant relationship between the number of children and purchase decision making process

- There is a significant relationship between the gender of children and purchase decision making process
- There is a significant relationship between the economical status and purchase decision making process
-There is a significant relationship between the situational features (risk perception) purchase decision making process
- There is a significant relationship between the individual features (involvement) and purchase decision making process
- There is a significant relationship between the parents education and purchase decision making process
- There is a significant relationship between the age of parents and purchase decision making process

3. Method:

This is descriptive - survey research that conducted with aim to investigate the role of children in family decision making process in Kermanshah city in 2014.

Sampling Method:

The study population consisted of parents with at least one child aged 5 to 15 who are living in Kermanshah city. Survey sampling is cluster . 384 samples were determined according to Morgan table, that by regard to factors such as incomplete or distorted questionnaires and things

like in this study, 400 subjects were considered. The multistage cluster sampling method was used. This way that the city was divided into six regions (on the basis of division of the municipality) Then Among areas examples was selected. After that, each region is divided into clusters, and from each cluster, randomly samples selected and the research questionnaire were provided for them.

Methods and tools for data collection:

For data collection the questionnaire of the role of children in parents purchase in the Order of parents' views with Likert scale with 5 options was used. The variables examined in this study was taken from the Jvadyn & et al (2010) model that In the form of a concept model studied (the role of children, age of children, number of children, gender, parents age, education level, economic status, risk perception and mind involvement) in family purchase decision making. In the present study, Cronbach's alpha reliability was 0/87. In total 388 questionnaires were collected.

4. **Data analysis:**

Data by using SPSS 21 soft ware and statistical tests: Spearman correlation coefficients and structural equation and Amos software were analyzed.

Inferential statistics:

Table1:Demographic information of samples

		frequency	Percent
parents	Father	210	54.7
	Mother	174	45.3
	total	384	100
age	35-25	110	28.6
	45-35	185	48.2
	55-45	89	23.2
	total	384	100
Income status	Less than 200$	94	24.5
	200-300$	117	30.5
	300-400$	88	22.9
	More than 400$	85	22.1
	total	384	100

education	Diploma and Less than diploma	183	47.7
	Technicians	57	14.8
	Bachelor	107	27.9
	Master's degree or higher	37	9.6
	total	384	100
Occupational status	Employed	233	60.7
	Householder	125	32.6
	Retired	26	6.8
	total	384	100
Number of children	A child	67	17.4
	Two children	213	55.5
	Three children	83	21.6
	Four children	17	4.4
	Five children	4	1
	total	384	100

As shown in Table 1, 54.7% of parents were fathers, most parents (48.2%) were in the age group 35-45 years old that their income was between 200-300$(30.5%). In education level (47/7%) parents were diploma or lower and And (9.6%) of parents had Master's degree or higher. In samples (60.7%) parents were employed and (55.5%) of parents had two children.

Table 2 - Mean and standard deviation of the variables in the sample

Variables	mean	Standard deviation
age of children	3.92	0.522
number of children	3.68	0.844
parents age	3.84	0.769
Parents education	4.01	0.773
economic status	2.95	0.880
Gender of children	3.75	0.608
risk perception	2.70	0.925
Mind involvement	3.47	0.779
the role of children	4.14	0.588
Purchase decision making process	3.78	0.491

According to the Table 2 results among the Purchase decision making process variables, Variable of the children role (4.14) were the most mean and risk perception (2.70) were the lowest mean.

Table 3: Spearman correlation coefficients of family purchase decision making process variables

variable	Correlation	Significant
age of children	0.308	0.000
number of children	0.225	0.000
parents age	0.219	0.000
Parents education	-0.032	0.532
economic status	0.124	0.015
Gender of children	0.450	0.000
Situational Features (risk perception)	-0.029	0.569
individual features (mind involvement)	0.389	0.000
the role of children	0.406	0.000

According to the Table 3 results ,there is relationship between the age(0.308),gender(0.450)and number of children (0.225) and also age(0.219)and parents economical status(0.124) and mind involvement(0.389)with family purchase decision making process but there is no relationship between parents education(-0.032)and risk perception(-0.029)

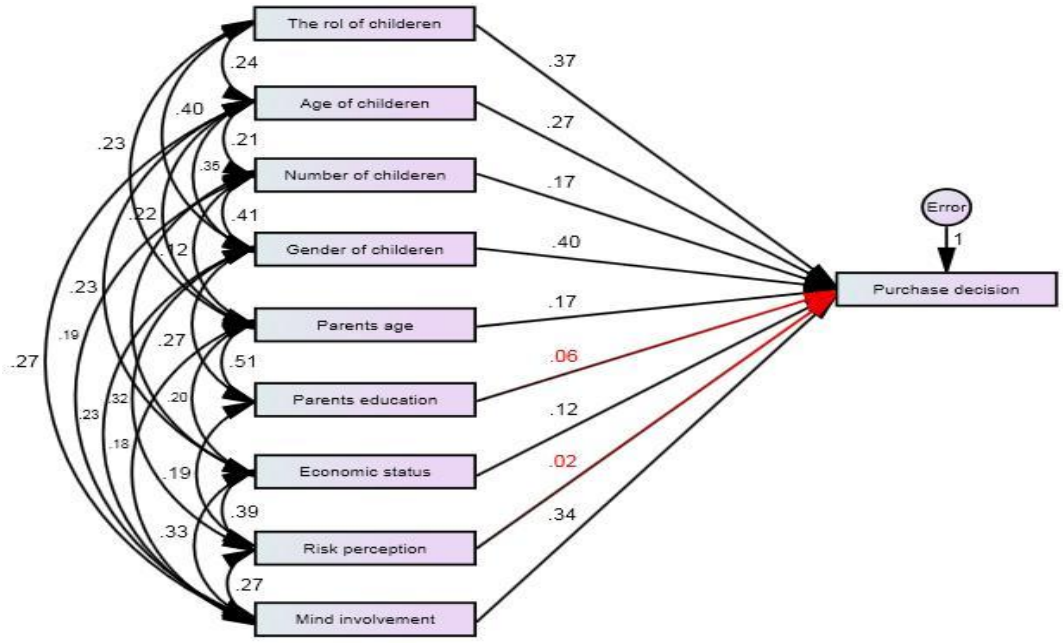
Table4: study the research hypotheses using structural equation model

Main and secondary research hypothesis	Influence level	significant	assumption result
There is a significant relationship between the role of children and purchase decision making process	0/37	0/000	confirm
There is a significant relationship between the age of children and purchase decision making process	0/27	0/000	confirm
There is a significant relationship between the number of children and purchase decision making process	0/17	0/001	confirm
There is a significant relationship between the gender of children and purchase decision making process	0/40	0/000	confirm
There is a significant relationship between the economical status and purchase decision making process	0/12	0/024	confirm
There is a significant relationship between the situational features (risk perception) purchase decision making process	0/02	0/551	reject
There is a significant relationship between the individual features (mind involvement) and purchase decision making process	0/34	0/000	confirm

There is a significant relationship between the parents education and purchase decision making process	0/06	0/138	reject
There is a significant relationship between the age of parents and purchase decision making process	0/17	0/001	confirm

As results showed independent variable of children role has (37%)effect .the effect of children age (27%),the effect of number of children (17%),the effect of children gender (40%),the effect of economical status (12%), the effect of individual features (mind involvement)(34%) and parents age have (17%)effect on purchase decisions. It should be noted that between parents' education and risk perception and purchase decisions a statistically significant relationship was not observed. The results confirm or reject hypotheses can be seen in Table 4.

Figure 1. Structural equation model that estimate the standard



5. Conclusion

Marketing is not only means of advertising and introduce products and services . Marketing is an approach to resolve the customer needs and a broad social and managerial process by which

commercial establishments can with recognizing the needs and interests of clients and through the provision of goods and services, appropriate pricing and also with promote and advertise their products Causing expand its influence in the target markets. results showed that there is a statistically significant positive relationship between the age of children ,the number of children ,gender of children and purchase decisions process. Jenkinz(1979)found that the influence of children in purchase decisions with regard to number of children increase. In a study by Cowan in 1988 The influence of children on family decisions based on their gender, class of goods and style of communication, research results showed that strategies that children use for influence to parents according their gender is different while the boys wanted to be easily shared with parents, girls from poorer strategies such as Sulk & crying use. Also, studies have shown that fathers with their sons are more comfortable for purchasing decisions. In contrast, the girls help their mothers in decision making. in other hypothesis results showed there were positive and significant relationship between economic status, individual features (mind involvement), parents age and family purchasing decisions. and this is consistent with Jenkinz research in1979 that titled The effect of children in family decision making, perceived family

That results showed children whose parents have spent periods of their life, have a greater role in decision making, also parents have higher self-esteem better understand their children role in decision making. According to the main hypothesis that the children have direct and significant effect on family purchase decisions making .suggests that marketers with doing research and scientific evidence and with proper understanding of the status of children in the family, design products that while according to the interests of children be able to outpace their competitors products .also results showed that there is no statistically significant relationship between parents' education and risk perception and purchase decisions process. Anjdani (2007)also In his research found that With higher education of parents, their reliance on advertising is reduced And children ask their parents from products advertised on TV .

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