

## **A STUDY TO CATEGORIZE THE FACTORS ON CONSUMER BUYING BEHAVIOR OF SHOPPING AND CONVENIENCE GOODS**

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***Abstract:** The transmission of these attitudes, skills and knowledge is generally termed as Intergenerational Influence. It is normally expected that this transmission would be strong and as a result Intergenerational Influence on consumption activities would be strong for consumers but past sociological research has shown only a meek relationship between parent and child attitudes and values. (McBroom, et al 1985).*

*This research is attempt to identify the factors of intergeneration effect on buying behavior of two types of shopping and three types of convenience goods . There are total five measurement models for estimating the factors of the study.Data were collected from a sample of 1545 respondents from India. Exploratory factor analysis (EFA) was employed to examine the reliability and validity of the measurement models.*

### **1. INTRODUCTION**

Consumer behavior is always been challenging area for marketers. There are various factors which affects the consumer buying behavior. Intergenerational influence or family influence has not receive much attention of the researchers in the past. There have been few studies which discuss the other influential factor on consumer buying behavior like advertising. Every individual carries great impact of his /her brought up on the consumption activities.

Family is known to be primary socialization agent for every child. Socialization can be explained as the process in which large set of skills and knowledge helping to become a successful consumer is developed in a modern competitive market. It is through the family, every child gets exposed to wide variety of products and stores. Every child visits to different store and observes how products can be chosen and

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bought. The child also learns the skills like budgeting and negotiating with the help of family. The purpose of the present study is to identify the factors for the measurement scale of Convenience and shopping goods.

## 2. LITERATURE REVIEW

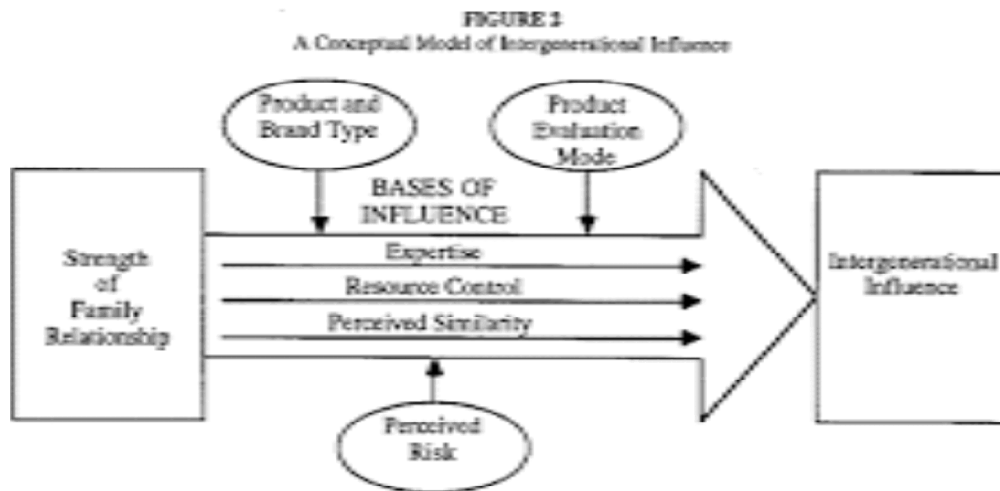
The process by which young adults acquire skills, knowledge and attitudes relevant to their consumption activities in the marketplace (Ward 1974). Different people are involved in consumer socialization process such as family, peers, media and public institutions (e.g., government, schools). In earlier studies, researchers have discussed that the children learn "rational" aspects of consumption from parents, "expressive" aspects from peers and mass media, and broader, "social role" aspects from schools or government (Parsons, *et al.* 1953). Though, these various studies on socialization did not have any strong supporting examinations of the market being hypothesized. Consumer researchers then have done the empirical study and they tried to examine the socialization process, specifically regarding the development of consumer skills of children and adolescents (cf. Ward and Wackman (1973); Moschis (1979)). Though, researcher have started working on Consumer Socialization, relatively little research has been done on the impact of intergenerational effects on consumer decision making (Wilkie 1987; Moschis 1985), and even less has examined the impact of these family influences on one's behaviors as an adult. To be more specific, the development of consumer preferences and how they make choices for different products during their childhood has not got much attention by the researcher. Different studies have examined a variety of different moderating factors which impacts the socialization process (Moschis and Churchill (1978)). Social Class has been observed as one of the influential factors that impacts intergenerational transfer of consumer skills. Researchers explain from their studies that adolescents from lower class families do not get exposure to number of opportunities to be a part of consumption decisions that middle and upper class children get. In addition to this, lower class families may not engage in discussions relevant to consumer socialization as frequently as middle or upper class families. Another study which examines the socio economic factors, middle class families were observed to possess increased consumer knowledge as compared to other classes Moschis, *et al.* (1983). Other factors such as age (Moschis, *et al.* 1986), the effects of parental communication styles (Moschis and Moore 1984; Moschis 1985), and gender (Moschis, *et al.* 1977; Moschis and Churchill 1979) impacts the intergenerational transfer. But all these studies do not discuss the importance of Intergenerational Influence in developing behavior of an adult child or behavior of an adult child.

Almost no research has been done to understand the influence of parents and their decision about the consumption of particular product impacts their adult children's choices for the same product. Few Studies shows that age and intergenerational shows the association in products like insurance (Woodsen, Childers and Winn (1976)). Another study found significant relationship between

undergraduate college students and their parent regarding favorite stores, brand loyalty, opinion leadership and innovativeness (Amdt, 1971). Once intergenerational transfer has been observed, it is important to study how it is used by adult consumers in their decision making process and also for what marketing situations these influences are likely to be important.

Authors have studied different determinants of IGI. According to the study, the primary determinant of IGI is proposed to be a concept we term the perceived strength of the family relationship (SFR) (see Figure 2). Strength of family relationship is nothing but the amount of mutual respect and trust between parents and adult children. SFR also depends on the communication and understanding within a family in all areas of life. (Spiro 1983; Moschis 1988). The strength of the family relationship is impacted by a number of factors including the family environment, family cohesion, structural effects such as proximity, and communications orientations (Heckler et al 1989; Hogan, Eggebeen and Clogg 1993). Three processes of interpersonal influence have been identified in the literature: informational, instrumental and identification (Deutsch and Gerard 1955; Kelman 1961; Park and Lessig 1977; Bearden, Netemeyer and Teel 1989). When influencing agent provides useful information to the recipient which guides, facilitates the choices of the consumer who wants to deal with the marketplace. When influence agent wish to reward or punish the recipient, Instrumental influence is used. This also includes normative influence—the expectations of significant others. The third one, Identification Influence takes place when consumer or buyer has his role model and he follows his or her behavior while dealing with market. Park and Lessig (1977) have referred to these respectively as informational, utilitarian, and value-expressive influence.

The reasons of influence can be expertise, resource control, and perceived similarity. Having a proper information and knowledge about how to assess a product and



different brands for that product is termed as expertise. Expertise works through the informational influence mechanism where the perception of possessing accurate, up-to-date and reliable information about specific products and brands or stores, etc., helps to offset purchase risk. Expertise any individual possess depends on the level of knowledge one possess about the product or brand. (Bettman and Park 1980; Brucks 1985). Hence, IGI will continue to remain for generations till the time one generation perceives the expertise on the product category, a specific brand or other marketplace phenomena. That generation will seek and receive IGI from the other. For example, adult children may think that their parents to be experts on home buying, and would take their advice before buying their home. Alternatively, parents might believe adult children to be experts on new technological products (e.g., computers) and might seek advice from them.

Resource control shows the person who finances and controls the expenses for the purchases in the family, may be parents or may be children. When parents are financing the expenses for the purchase of their children, they would use IGI. Also, they are exerting utilitarian, or instrumental, control over their children (Park and Lessig 1977). If adult children are going to sponsor the purchase, IGI is seen to be reduced. This can be observed with the children who are living with their parents. For instances, if children are paying the rent, then they do not allow their parents to exert any kind of influence on them. If children are buying a music system for their own room and from their own money which they may have earned from part time job, they will have more freedom to make a purchase decision. But if adult children again get dependent on their parents, parents may again exert influence on their grown-up children. On the other hand, if retired parents depend on their grown up children financially, then reverse IGI may be more prominent. In each of these cases, the influence mechanism is some form of reward or punishment.

### **3. METHODOLOGY**

Extensive literature review and exploratory surveys of consumers enabled us to define the scale. This stage helped in developing an initial list of 18 items associated with kitchen appliance and 18 items associated with domestic appliances. Principal component analysis was conducted to extract a set of factors to study the buying behavior of shopping goods. Prior to the final extraction of factors Bartlett test of Sphericity and the Kaiser-Meyer-Olkin measure of sampling confirmed the significant correlation among the variables.

The questionnaire was administered to 1545 respondents from India. Each construct is explained by the distinct sets of statement measured on 5-point likert scale. On the basis of responses received, exploratory factor analysis (EFA) has been conducted using SPSS21 software to confirm the reliability, validity and also we estimated the factors of the study for consumers buying behavior of selected shopping goods i.e. kitchen and domestic appliances.

#### 4. FINDINGS AND INTERPRETATION

The following factors are identified for shopping goods i.e. kitchen appliances are shown in the following table:

**Table 1**  
**Result of factor analysis and reliability of Model I-**

<i>Factors</i>	<i>Variables</i>	<i>Factor loadings</i>	<i>Alpha</i>
Role of Family Communication in Decision Making (FC)	Decision is made within a family before buying any kitchen appliances.	0.736	0.718
	Views and reviews about the product are very openly discussed in the family while buying kitchen appliances.	0.763	
	Environment friendly products are given importance in the family while buying decisions while buying kitchen appliances.	0.677	
Role of Marketing mix in decision making (MM)	Aesthetics or stylish kitchen appliances influences the purchase decision.	0.661	0.883
	Brand which is used for generations influences the purchase decision of kitchen appliances.	0.761	
	Sale/discounts on kitchen appliances influence the buying of kitchen appliances.	0.652	
Role of information and atmospherics on decision making (information)	Reviews of products on internet influences buying decision of kitchen appliances.	0.743	0.745
	Store atmosphere influences buying decision of kitchen appliances	0.702	
Role of children in decision making (children)	Elders take children's opinion into account while making any decision.	0.716	0.777
	Children in my house influence a decision of buying kitchen appliances.	0.790	
Peer Group Influence (peer g.p)	Friends influence purchase decision of buying kitchen appliances.	0.804	0.721
	Colleagues influence purchase decision of buying kitchen appliances.	0.731	

For the kitchen appliances scale, out of 18 variables, 12 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.60 to 0.85. The five factors which were identified were: role of family communication in decision making, role of marketing mix, role of information and atmospherics on decision making, role of children in decision making and peer group influence.

The following factors are identified for shopping goods i.e. domestic appliances are shown in the following table:

**Table 2**  
**Result of factor analysis and reliability of Model II-**

<i>Factors</i>	<i>Variables</i>	<i>Factor loadings</i>	<i>Alpha</i>
Role of Family Communication in Decision Making (FC)	Decision is made within a family before buying any domestic appliances.	0.756	0.75
	Views and reviews about the product are very openly discussed in the family while buying domestic appliances.	0.774	
	Environment friendly products are given importance in the family while buying decisions while buying domestic appliances.	0.647	
Role of Marketing mix in decision making (MM)	Aesthetics or stylish domestic appliances influence the purchase decision.	0.629	0.68
	Brand which is used for generations influences the purchase decision of domestic appliances.	0.767	
	Preference is given to a product in domestic appliances which shows status.	0.674	
Review of features (Review)	Features and cost of domestic appliances influences of buying decisions	0.755	0.75
	Reviews of products on internet influences buying decision of domestic appliances.	0.754	
Role of parents in decision making (children)	Mother carries the influence in decision making of buying domestic appliances	0.752	0.69
	Father carries the influence in decision making of buying domestic appliances	0.734	
Peer Group Influence (peer g.p)	Friends influence purchase decision of buying domestic appliances.	0.680	0.74
	Colleagues influence purchase decision of buying domestic appliances.	0.757	

For the domestic appliances scale, out of 18 variables, 12 variables were grouped under seven factors. Cronbach's alpha value for all the variables are in between 0.60 to 0.75. The five factors which were identified were role of family communication in decision making, role of marketing mix, peer group influence role of parents in decision making and review of features.

The following factors are identifies for convenience goods i.e. skin care are shown in the following table:

**Table 3**  
**Result of factor analysis and reliability of Model III**

<i>Factors</i>	<i>Variables</i>	<i>Factor Loadings</i>	<i>Alpha</i>
Factors influencing decision making	An advertisement influences purchase decision of buying Skin Care Products	.576	.646
	Friends influence purchase decision of buying Skin Care Products	.743	
	Colleagues influence purchase decision of buying Skin Care Products	.732	
	Features and cost of Skin Care Products influences of buying decisions	.664	
Role of Marketing mix in decision making	Reviews of products on internet influences buying decision of Skin Care Products	.594	.574
	Aesthetics or stylish Skin Care Products influences the purchase decision.	.732	
	Brand which is used for generations influences the purchase decision of Skin Care Products	.707	
	Preference is given to a product in Skin Care which shows status.	.550	
Role of children in decision making	Elders take children's opinion into account while making any decision.	.718	.604
	Children in my house influence a decision of buying Skin Care Products	.747	
Influence of Elders in the family	Grandparents take decisions while buying Skin Care Products at home	.617	.589
	Mother carries the influence in decision making of buying Skin Care Products	.721	
	Father carries the influence in decision making of buying Skin Care Products	.625	
Role of Family Communication in Decision Making	Decision is made within a family before buying any Skin Care Products	.641	.573
	Views and reviews about the product are very openly discussed in the family while buying Skin Care Products.	.737	
	Budget is made for purchasing the while buying Skin Care Products	.701	

For the skin care scale, out of 18 variables, 15 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.65. The five factors which were identified were: factors influencing decision making, role of marketing mix, Role of children in decision making, Influence of Elders in the family and Role of Family Communication in Decision Making.

The following factors are identified for convenience goods i.e. skin care are shown in the following table:

**Table 4**  
**Result of factor analysis and reliability of Model IV**

<i>Factors</i>	<i>Variables</i>	<i>Factor Loadings</i>	<i>Alpha</i>
Factors influencing decision making	An advertisement influences purchase decision of buying hair Care Products	.541	.639
	Friends influence purchase decision of buying hair Care Products	.777	
	Colleagues influence purchase decision of buying hair Care Products	.748	
	Features and cost of hair Care Products influences of buying decisions	.596	
Role of status and promotion on decision making	Preference is given to a product in Hair Care Products which shows status.	.629	.650
	Salesman influences buying decision of Hair Care Products.	.812	
	Sale/discounts on kitchen appliances influence the buying of Hair Care Products.	.779	
Role of children in decision making	Elders take children's opinion into account while making any decision.	.745	.604
	Children's opinion is neglected while making a decision for buying Hair CareProducts.	.719	
Role of marketing mix and atmospherics on decision making	Store atmosphere influences buying decision of Hair CareProducts.	.636	.506
	Aesthetics or stylish Hair Care Products influences the purchase decision.	.748	
	Brand which is used for generations influences the purchase decision of Hair Care Products.	.601	
Role of Family Communication in Decision Making	Decision is made within a family before buying any Hair CareProducts.	.776	.521
	Views and reviews about the product are very openly discussed in the family while buying Hair Care Products.	.795	

For the hair care scale, out of 18 variables, 14 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.65. The five factors which were identified were: factors influencing decision making, role of status and promotion on decision making, role of children in decision making, role of marketing mix and atmospherics on decision making and role of Family Communication in Decision Making.

To following factors are identifies for convenience goods i.e. oral care are shown in the following table:



**Table 5**  
**Result of factor and reliability analysis of Model V**

<i>Factors</i>	<i>Variables</i>	<i>Factor Loadings</i>	<i>Alpha</i>
Peer Group Influence	Friends influence purchase decision of buying Oral Care products.	.735	.617
	Colleagues influence purchase decision of Oral Care products.	.774	
	Reviews of products on internet influences buying decision of Oral Care products.	.651	
Role of status and promotion on decision making	Preference is given to a product in Oral Care products which shows status.	.642	.582
	Salesman influences buying decision of Oral Care products.	.738	
	Sale/discounts influence the buying of Oral Care products.	.616	
Role of parents in decision making	Mother carries the influence in decision making of buying Oral Care products	.694	.587
	Father carries the influence in decision making of buying Oral Care products	.598	
Role of Family Communication in Decision Making	Decision is made within a family before buying any Oral Care products.	.865	.697
	Views and reviews about the product are very openly discussed in the family while buying Oral Care products.	.813	
Role of children in decision making	Elders take children's opinion into account while making any decision about Oral Care products	.694	.510
	Children's opinion is neglected while making a decision for buying Oral Care products.	.759	

For the oral care scale, out of 18 variables, 12 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.60. The five factors which were identified were: peer group Influence, role of status and promotion on decision making, role of parents in decision making, role of Family communication in decision making and role of children in decision making.

## 5. CONCLUSIONS

The main aim of the study is to understand the factors of the study on buying behavior of shopping goods and convenience goods. The research found interesting results. We found five models based on the data. For the kitchen appliances scale, out of 18 variables, 12 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.60 to 0.85. The five factors which were identified were: role of family communication in decision making, role of marketing mix, role of

information and atmospherics on decision making, role of children in decision making and peer group influence. For the domestic appliances scale, out of 18 variables, 12 variables were grouped under seven factors. Cronbach's alpha value for all the variables are in between 0.60 to 0.75. The five factors which were identified were role of family communication in decision making, role of marketing mix, peer group influence role of parents in decision making and review of features.

For the skin care scale, out of 18 variables, 15 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.65. The five factors which were identified were: factors influencing decision making, role of marketing mix, Role of children in decision making, Influence of Elders in the family and Role of Family Communication in Decision Making. For the hair care scale, out of 18 variables, 14 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.65. The five factors which were identified were: factors influencing decision making, role of status and promotion on decision making, role of children in decision making, role of marketing mix and atmospherics on decision making and role of Family Communication in Decision Making. And, finally for the oral care scale, out of 18 variables, 12 variables were grouped under five factors. Cronbach's alpha value for all the variables are in between 0.50 to 0.60. The five factors which were identified were: peer group Influence, role of status and promotion on decision making, role of parents in decision making, role of Family communication in decision making and role of children in decision making.

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