

Chapter - 2

Research on Family Decision Making: A Review of Literature

Literature on Spousal Purchase Decision Making Behavior

2.1: Introduction

It is imperative that marketers are interested to discern the buying decision making process in the context of family decision making to understand the role of different members of the family in choosing a brand or services due to the fact that the decision making process is a bit complicated than individual decision making. The marketing and advertising people should know properly how the decision making takes place in a nuclear or extended families. Unless they have proper information regarding the process of family decision making, it is virtually impossible for them to design a proper communication and targeting strategy. The involvement of different members in the family is very important to understand the dynamics of family decision making. The roles and persuasive factors are to be taken into consideration to identify the roles played by members of the family in shaping the decision making process.

In the context of family decision making, a sea change has taken place due to the growth of online, internet and digital marketing. The generations Y are quite tech savvy and in many occasions play a dominant role in a family to take the final decision with regard to selection of vendors as well as payment options. The Indian market is considered to be an emerging market in south East Asia in terms of growing explosion of online marketing. The tech savvy generations Y members of the family are well acquainted with the developments that are taking place in e-commerce and online marketing arena. The parents, to a large extent, depend on the views expressed by their offspring's while taking a decision to favor a brand or services which would satisfy their needs.

2.2 Review of Past Research: Spousal Purchase Decision Making Behavior

The family is considered to be the primary decision making unit in the society though its role has changed to a large extent over the years. In the context of family decision making a great number of authors deal with the dynamics of family decisions (Aribarg 2002, Arora és Allenby 1999, Seetharaman 1999, Su 2003, Ward 2006). The family decision making has been examined from different dimensions such as

economic (Becker 1974) and social conflict facets (Sprey, 1979) and by gender roles (Pollay 1968, Scanzoni, 1977, Qualls 1988). Most of the authors (Davis, 1970, 1971, 1976; Davis-Rigaux 1974, Filiatrault and Brent 1980, Spiro 1983, Cosenza 1985, Corfman 1991, Ward 2005) have a tendency to examine family decision making from a gender point of view, hence they try to explain the relative influence of family members in the decision making process. The magnitude and degree of influence of wives in a family depend on several factors as whether the spouse contributes for the family (Blood and Wolfe, 1960) the type of cultural background and so on (Qualls, 1987). Older studies introduced family purchase decision making as a rational decision by all family members and it was not taken into consideration how personal emotions influence the different actors. Nevertheless this type of assumption ignore that people are not totally rational decision makers, but in many cases influenced by their emotions (Gelles and Straus, 1979). Close emotional bonds emerge over time among family members that influence the decision making process and its output. Emotions (like love, sympathy, anger guilt) can influence different steps of purchase decision making.

Literature on husband- wife roles in family decision making is characterized by a great diversity of theoretical conceptualizations and empirical findings regarding their respective roles in different decision making situations. Research studies have investigated how family members' involvement varies over stages of buying decision making processes (Davis and Rigaux,1974;Hempel,1974;Starch and Staff,1958;Life,1965;Time,1967;Haley,Overholser and Associates,1975). Again the influence of husband and wife vary across product and service categories (Davis, 1970; Davis&Ragaux, 1974; Ferberand and Lee, 1974; Life1965; Haley, Overholser and Associates, 1975) depending on the importance of the decision outcomes. For example, Life (1965) observes that across stages in the decision process wives are more involved than husbands in recognizing a family need for certain product categories while both husbands and wives engaged in seeking information about the brands. Davis and Rigaux (1974) are generally credited for their pioneering work incorporating a degree of cohesiveness and unified direction to the study of family decision making. Davis (1970) in his paper has introduced the relative influence of

husbands and wives in the purchasing decision of automobiles and furniture and reveals that men have more influence on automobile purchases, while women have more impact on decisions made for furniture, suggesting each category needs to be examined individually.

In a comprehensive study in the late 70s Cunningham and Green (1979), have observed and reported active involvement of the wives in a family choice making decisions when they are in a job. Rank (1982) concludes that as the level of education, income and occupational prestige experienced by the wife increase, the wife's input into the family decision making process is also likely to increase. According to Green and Cunningham (1975), working wives are more likely to take an active role in family decision making. They concluded that the influence of the husband had declined. Belch and Willis (2002, p118-9) has pointed out that wives' influence have significantly increased as compared to Belch et al. (1985)'s study. Shukla (1987) has shown that when the wife is employed in an occupational position equal to that of her husband's, she has more power within the family. The study undertaken by Davis and Rigaux (1974) and Bonfield (1978) reveals a shift toward joint decisions in the final stage. Given that the final decision may be viewed as a culmination of the purchase process, it is possibly seen as the most important stage for accenting the individual role of each spouse (LaTour, Henthorne, and Ford 1991). Ruth and Commuri (1998) identify women's entry into the labor force as an important influence on how decision roles shift in a household. Studies illustrate that decisions are not made in isolation, rather they are the products of influence and confluence of social correlates (Srinivasan and Sharan, 2005). In most of the family buying decision making studies the roles of husbands and wives have been investigated (Belch and Willis, 2002; Sidin et al., 2004). Singh and Kaur (2004, pp. 38-9) observe that the effect of Indian working status of wives is not significant on family decision making. The purchase decisions are actually composed of a sequence of decisions and that the influencer at one stage of decision making may not be the same at another stage and the roles vary according to the product type (Ms Pinni Vasantha Lakshmi, 2008). Much of the literature involve only the roles of husbands and wives in their study (Belch and Willis, 2002; Sidin et al., 2004) and the role of children often has been ignored

(Lackman and Lanasa 2003). As a sequel to this, Johnson et al. (1994) scrutinized children's influence on decision making where as other researchers concentrated mainly on the process (Hoffman 1977, Howard and Sheth 1969, Blackwell et al. 2006, Sheth 1974). The family decision making is indeed, a complex decision making phenomenon since the children are also exerting pressure to shape the decision making. Kaur and Singh (2004) observe that children are individually active in initiating the idea to purchase a durable and in other stages of the decision making process, they exhibit joint influence along with other member of the family. Hundal (2001) notes that brand selection decisions are made jointly by the couples which are significantly influenced by the children in the family. Various perspectives of brand loyalty have been studied by many researchers. Jacoby and Kyner (1973) view brand loyalty as a multidimensional construct involving attitudinal components and as a subset of repeat purchase behaviour. Consumer involvement is a source to explain the differences in the degree of both mental and physical effort of a consumer and his decision making (Beharrell and Denison 1995; Laaksonen 1994). Demographic factors like family life cycle, age, income, occupation, and sex have considerable influence on the consumer involvement. Further, within a product, there would be differences in the involvement levels across the family life stages (Jain and Sharma 2002). There are differences in the involvement levels for various products between men and women (Slama and Tashchian 1985; Jain and Sharma 2002). However, in the context of family decision making these issues have not been explored by researcher till now. The personality traits of both husband and wife might influence their active or passive participation in the different stages of buying behaviour. In this study we would try to incorporate some of the issues to identify the ones that are relevant in predicting behaviour.

The level of involvement differs from product to product. Involvement level for television has been found to be more than the toilet soap. The demographic variables have significant influence on the involvement levels for both the products (G Sridhar, 2007). It is important to examine gender considerations and its effect on brand loyalty. When it comes to repurchasing behavior, a likely indicator of brand loyalty, females are more brand loyal than males (Mittal and Kamakura 2001). Mittal and

Kamakura (2001) explain that the probability of repurchasing a specific brand is uniformly higher among women than among men, with the same level of satisfaction. As we could see its role is changing though still family is the primary decision making unit in the society. Several authors deal with the dynamics of family decisions (Aribarg 2002, Arora és Allenby 1999, Seetharaman 1999, Su 2003, Ward 2006), but as to the decision making it is examined from several points of view: economical (Becker 1974) and social conflict views (Sprey, 1979) and by gender roles (Pollay 1968, Scanzoni, 1977, Qualls 1988). Most of the authors (Davis, 1970, 1971, 1976; Davis-Rigaux 1974, Filiatrault and Brent 1980, Spiro 1983, Cosenza 1985, Corfman 1991, Ward 2005) tend to examine family decision making from a gender point of view, hence they try to explain the relative influence of family members in the decision making process. Level of influence depends on several factors: how a spouse contributes to the household (Blood and Wolfe, 1960) or what type of culture (traditional/modern) the parties come from (Qualls, 1987). In spite of these Johnson et al. (1994) examine children's influence on decision making, however other authors concentrate exactly on the process (Hoffman 1977, Howard and Sheth 1969, Blackwell et al. 2006, Sheth 1974). Older studies introduced family purchase decision making as a rational decision by all family members it was not taken into consideration how personal emotions influence the different actors.

Several empirical studies have been reported in various marketing literature to establish relationship between consumer involvement with products and Brand Loyalty (Quester and Lim, 2003; Douglas 2006; Sridharan 2008). The findings of their studies in general postulate that consumers who are more involved with a product category exhibit greater loyalty towards the brand. A few researchers in the field of consumer behaviour view that loyalty is a process of repurchasing that take place owing to situational variables, low degree of feasible alternatives, or out of pragmatism (Sadasivan K. et al, 2011). The researchers' interest to study the consumer involvement behaviors and brand loyalty has gained momentum in recent years after the publication of two articles by Quester and Lim (2003 and 2005). Quester and Lim (2003) in their empirical observation explained that the relationship between the product involvement and brand loyalty in found to involve different

aspects of involvement for different product categories considered in their study. Kiox and David (2003) also support the findings of Quester and Lim by integrating classical theory of involvement, brand loyalty, and commitment (Taylor, 1981). Even in a grocery product purchase setting, the outcome of the study reflects the association between involvement and brand loyalty. In a similar study Hoseong (2003) conducted a research to investigate the moderating role of product involvement and brand loyalty. The study further confirms that the consumer loyalty was highly affected by their level of involvement. In Indian context Jain and Sharma (2002) observe that differences in consumer involvement with the product depends on the variety of products and brand related factors viz. consumer risk perception and hedonic value of the product, brand awareness and so on. The findings of the study reveal that consumer involvement differs across different types of products (Arvind Sahay and Nivedita Sharma, 2010) in a very recent study reported that strong association has been observed between brand name and loyalty. The study revealed a positive as well as significant correlation among different facets of brand loyalty so far as cosmetic brands are concerned. Another study conducted by (Sridhar G., 2007) reveals that users of cell phone are highly brand loyal. Buyers of cell phones in their repeat purchase stick to the same brand once they find the brand satisfying all their needs and desires. In marketing terminology the phenomenon can be explained by the concept of risk importance which signifies that consumers in general are risk averse and try to avoid the psychological stress due to mispurchase of the desired brand. It is quite normal for consumers to favour a user friendly cell phone due to the fact that they do not have to pass through new learning and adoption process. In the context of store image study it is also revealed that involvement plays a dominant role in the purchase of private store brand (PSB). The findings corroborate that involvement influences the buying decision and different faces of CIP scales are found to have strong impact on the loyalty behaviour for PLB.

The concept of involvement has been theorized by Krugman (1965) and subsequently the concept was refined by various authors. A substantial research work in the field of involvement have been taken to relate the brand loyalty and commitment behaviour of consumers particularly after two articles published in the journal of marketing and

the journal of marketing research by Laurent & Kapferer (1985a , 1985b). However, Taylor (1991) has probably examined initially the relationship between product involvement and brand commitment. Since then a plethora of research articles have been published to relate involvement variables and brand loyalty behavior of consumers for a wide variety of product and services. However Taylor (1991) has probably examined first the relationship between the product involvement and brand commitment.

In the context of the review of literature presented above, several aspects need to be explained for establishing the justification of the present study. In existing literature the concept of narrow categorizers or broad categorizer has received very little attention from the researchers. Highly involved consumers find fewer brands acceptable. Theory posits that narrow categorizers are likely to be more loyal to the brand they purchase for consumption. On the other hand, consumers who are broad categorizers have a large number of brands in their consideration set and they are very likely to be brand switchers. In view of this, it is perfectly logical to incorporate the number of brands the consumers have in their consideration set. There is no hesitation to report that previous studies did not incorporate this important variable for predicting commitment towards brand behavior of buyers in the arena of family decision making. This study is undertaken to predict the involvement and brand loyalty behaviour of Indian teenagers who exert considerable pester power for the purchase of brands which they consider relevant to satisfy their ego satisfaction needs. In this research work an enduring effort has been made to develop a brand influence score (BIS) scale that is reliable as well as valid to investigate the association between BIS and loyalty towards brands.

Quester and Lim (2003) explain that the link between product involvement and brand loyalty and concludes that brand loyalty is positively associated with product involvement. Cataluña et al (2006) investigate the influence of price on the purchase decision process of store brands vis-a-vis national brands and the results confirm that brand loyalty is the main variable which influences the purchase decision process of both national and store brands. R. Sritharan, K.Tamizh Jyothi, C.Samudhra Rajakumar (2008) examine that involvement influences brand loyalty. Anber

Abraheem Shlash Mohammad (2012) examines the role of brand trust for assuring the brand loyalty and also investigates how involvement plays an important role to predict brand trust. Lovelock (2010) explains how consumer's image towards products and brands affect the purchase behaviour. K. Sadasivan, C. Samudhra Rajakumar and R. Rajinikanth (2011) examine how involvement plays a significant role in decision making for apparels and influence the brand loyalty. Bhattacharya, D, Saha, D & Dey, S (2012) explains how brand loyalty and product involvement influence the purchase behavior of Teenagers. The study also highlights how Brand Influence Score (BIS) influences the teenage behaviour.

Product involvement and brand loyalty are two important components believed to explain a considerable proportion of consumer decision making behaviour. Several empirical studies have been reported in various marketing literature to establish relationship between consumer involvement with products and brand loyalty (Quester and Lim, 2003; Douglas 2006; Sridharan 2008). The findings of their studies in general postulate that buyers' loyalty towards a brand increases with the increased level of involvement with a product category. A few researchers in the field of consumer behaviour view that loyalty is a process of repurchasing which happens due to situational restrictions, lack of feasible alternatives, or out of expediency (Sadasivan K. et al, 2011). The researchers' interest to study the consumer involvement behaviors and brand loyalty has gained momentum in recent years after the publication of two articles by Quester and Lim (2003 and 2005). Quester and Lim (2003) in their empirical observation explained that the relationship between the product involvement and brand loyalty is found to involve different aspects of involvement for different product categories considered in their study. Kiox and David (2003) also support the findings of Quester and Lim by integrating classical theory of involvement, brand loyalty, and commitment (Taylor, 1981). Even in a grocery product purchase setting the outcome of the study corroborates the relationship between involvement and brand loyalty. In a similar study Hoseong (2003) conducted a research to investigate the moderating role of product involvement and brand loyalty. The study further confirms that the consumer loyalty was highly affected by their level of involvement. In Indian context Jain and Sharma

(2002) observed that differences in consumer involvement with the product depends on large number of product and brand related factors viz. consumer risk perception and hedonic value of the product, brand awareness and so on. The findings of the study reveal that consumer involvement differs across different type of products. Arvind Sahay and Nivedita Sharma (2010) reported that strong association has been observed between brand name and loyalty. The research indicated a positive as well as significant association among different faces of brand loyalty for cosmetics brands. Another current study conducted by (Sridhar G., 2007) reveals that users of cell phone are highly brand loyal. Buyers of cell phones in their repeat purchases stick to the same brand once they find the brand satisfying their needs and desires. In marketing terminology the phenomenon can be explained by the concept of risk importance which signifies that consumers, in general, are risk averse and try to avoid the psychological stress due to mispurchase of the desired brand. In view of this phenomenon it is quite logical that the consumers tend to favour a user friendly cell phone without passing through all the stages of the decision making process to avoid the time and cost of information search. In the context of store image study, it is also revealed that involvement plays a dominant role in the purchase of private level brand (PLB). The findings corroborate that involvement influences the buying decision and different facets of consumer involvement scales are found to have strong impact on the loyalty behaviour towards PLB.

The concept of involvement was theorized by Krugman (1965) and subsequently the concept was refined by various authors. A substantial research work in the field of involvement have been taken to relate the brand loyalty and commitment behaviour of consumers particularly after two articles were published in the Journal of Marketing and the Journal of Marketing Research by Laurent & Kapferer (1985a, 1985b). However, Taylor (1991) has probably examined initially the relationship between product involvement and brand commitment. Since then a plethora of research articles have been published to relate involvement variables and brand loyalty behavior of consumers for a wide variety of products and services.

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the concept of narrow categorizers or broad categorizer has received very little attention from the researchers. Highly involved consumers find fewer brands acceptable. Theory posits that narrow categorizers are likely to be more loyal to the brand they purchase for consumption. On the other hand, consumers who are broad categorizers have a large number of brands in their consideration set and they are very likely to be brand switchers. In view of this, it is perfectly logical to incorporate the number of brands the consumers have in their consideration set. So far our knowledge goes previous studies did not incorporate this important variable for predicting brand loyalty behaviour of consumers. This study is undertaken to predict the involvement and brand loyalty behaviour of Indian teenagers who exert considerable pester power on their parents for the purchase of a brand of their choice. We have made a serious attempt to develop a brand influence score (BIS) scale that is reliable as well as valid to discern the relationship between BIS and brand loyalty. We have then sincerely endeavored to incorporate this construct which was not considered by previous researchers working in this area. In this research work, we have introduced both global as well as multi-dimensional measure to capture the construct involvement to probe which measure is more effective in predicting brand loyalty behaviour of teens. Since products mean different things to different people, consumers form differing attachments to them. An individual's attachments may be quite different from their family or friends in intensity and nature. Understanding consumers' varying attachments and how they form, are maintained and are influenced, is of interest to consumer researchers (academics) and practitioners (managers) alike. In an attempt to better understand the behavior of consumers related to possessions, consumer researchers have often invoked the construct of involvement (Laurent and Kapferer, 1985; Mittal and Lee, 1989; Ohanian, 1990; Slama and Tashchian, 1985; Zaichkowsky, 1986). The considerable empirical and theoretical effort devoted to this construct since the mid 1960s, has been driven by consumer behavior researchers' desires to understand the ways in which consumers become involved with products. Quester and Lim (2003) used a convenience sample of 253 students to test the relationship between product involvement and brand loyalty with ball point pens and sports shoes or sneakers. They used Laurent and Kapferer's (1985) fascinating study

on the development of (CIP), which recognizes five precursors of product involvement: interest, pleasure, sign, risk importance and risk probability. Essentially, Quester and Lim (2003) found that while involvement is not the only determinant factor of brand loyalty, it does appear to play a significant role regardless of the level of involvement associated by consumers with the product category in question. In a rare empirical examination of the issue (an experimental study of free-standing insert coupons in newspapers), LeClerc and Little (1997) found that brand loyalty interacted with product involvement. The authors stated that repeat purchase behavior for a high involvement product was an indicator of brand loyalty, whereas repeat purchase for a low-involvement product was simply habitual purchase behavior, without elaborating clearly on the relationship between these constructs. In a similar vein, Park (1996), in a study on leisure activities, found that involvement and attitudinal loyalty were highly correlated. However, Iwasaki and Havitz (1998) later argued that Park's findings of a correlation between involvement and attitudinal loyalty did not determine whether involvement precedes loyalty. Rather, they proposed that individuals go through sequential psychological processes in order to become loyal participants in leisure or recreational activities. Iwasaki and Havitz (1998) also argued that highly loyal people tended to exhibit high levels of involvement and individual and social-situational factors, such as personal values or beliefs and social and cultural norms influenced the feedback effects of behavioral loyalty. To date, however, this framework has remained untested. The general convention in the literature appears to be that one's involvement in a product class is directly related to one's commitment (or loyalty) to a brand within that product class. Furthermore, the more focal a product class is to an individual's ego or sense of identity, the stronger the psychological attachment he/she will exhibit to a particular brand within that product class. Conversely, the more peripheral the product class is to the individual's ego, the lower the attachment to the brand. One reason for this is that a consumer exhibiting a low involvement in a given product category would more probably have a large consideration set and therefore his or her brand commitment would be low. Hence, brand switching would be more frequent compared with another consumer for whom this product category is highly involving. This view, however, is also rather

simplistic, relying on the size of the consideration set rather than the actual relationship between the constructs. In a later work, however, Traylor (1983) stated that brand commitment is generally posited the fact that it is possible to find situations where the commitment of consumers may be low but brand loyalty could be high. This is because involvement and loyalty are consumer defined phenomena, as opposed to product-defined. As a result, Traylor (1983) believed that involvement and commitment could each be thought of as a continuum along which consumers are distributed.

Several empirical studies have been reported in various marketing literature to establish relationship between consumer involvement with products and brand loyalty (Quester and Lim, 2003; Douglas 2006; Sridharan 2008). The findings of their studies in general postulate that consumers who are more involved with a product category exhibit greater loyalty towards the brand. A few researchers in the field of consumer behaviour view that loyalty is a process of repurchasing which happens due to situational restrictions, lack of feasible alternatives, or out of expediency (Sadasivan K. et al, 2011). The researchers' interest to study the consumer involvement behaviors and brand loyalty has gained momentum in recent years after the publication of two articles by Quester and Lim (2003 and 2005). Quester and Lim (2003) in their empirical observation explained that the relationship between the product involvement and brand loyalty is found to exhibit different aspect of involvement for different product categories considered in their study. Kiox and David (2003) also support the findings of Quester and Lim by integrating classical theory of involvement, brand loyalty, and commitment (Taylor, 1981). Even in a grocery product purchase setting the outcome of the study corroborates the relationship between involvement and brand loyalty. In a similar study Hoseong (2003) conducted a research to investigate the moderating role of product involvement and brand loyalty. The study further confirms that the consumer loyalty was highly affected by their level of involvement. In Indian context Jain and Sharma(2002) observe that differences in consumer involvement with the product depends on the variety of products and brand related factors viz. consumer risk perception and hedonic value of the product, brand awareness and so on. The findings of the study reveal that

consumer involvement differs across different type of products (Sahay and Sharma, 2010). The research indicated a positive as well as significant association among different faces of brand loyalty for cosmetics brands. The study conducted by Sridhar, 2007 has revealed that users of cell phone are highly brand loyal. Buyers of cell phones in their repeat purchase stick to the same brand once they find the brand satisfying all their needs and desires. In marketing terminology the phenomenon can be explained by the concept of risk importance which signifies that consumers in general are risk averse and try to avoid the psychological stress due to mis-purchase of the desired brand. It is quite normal for consumers to favor a user friendly cell phone due to the fact that they do not have to pass through new learning and adoption process. The concept of involvement was theorized by Krugman (1965) and subsequently the concept was refined by various authors. A substantial research work in the field of involvement have been undertaken to relate the brand loyalty and commitment behaviour of consumers particularly after two articles were published in the Journal of Marketing and the Journal of Marketing Research by Laurent & Kapferer (1985a, 1985b). However, Taylor (1991) has probably examined initially the relationship between product involvement and brand commitment. Since then a plethora of research articles have been published to relate involvement variables and brand commitment behavior of consumers for a wide variety of products and services. Quester and Lim (2003) explain that the link between product involvement and brand loyalty and conclude that brand loyalty is positively associated with product involvement. Cataluña et al (2006) investigate the influence of price on the purchase decision process of store brands vs. national brands, the results confirm that brand loyalty is the main variable which influences the purchase decision process of both national and store brands. Sritharan, Jyothi, & Rajakumar (2008) opine that involvement influences brand loyalty. Mohammad (2012) examines the role of brand trust for assuring the brand loyalty and also investigates how involvement plays an important role to predict brand trust. Lovelock (2010) explains how consumer's image towards products and brands affect the purchase behaviour. Sadasivan, Rajakumar and Rajinikanth (2011) examine how involvement plays a significant role in decision making for apparels and influence the brand loyalty. Bhattacharya, Saha & Dey

(2012) explain how brand loyalty and product involvement influence the purchase behavior of teenagers. We feel that no single indicator of involvement can satisfactorily describe, explain or predict consumer behaviour of a specific target group. Consumers differ not only in level of involvement, but also in type of involvement. Traylor (1981) also pointed out that for any given product class one segment can be highly involved and another not. This necessitates investigating the pattern of involvement of consumers considering different categories of products.

2.3: Literature on Teenagers' behavior

Children play very important role in family buying decision making for their own products as well as products used or consumed by the family members. Gram M (2007) examined children's role in family purchase decision making with a particular focus on how much impact children are perceived to have and in what ways children impact family decision making concerning holidays. Results showed that parents perceive children to have moderate impact on decision making. Children vocalize their wishes, and parents are often attentive and co-operative. Guneri B., Yurt O., Kaplan M.D. and Delen M. (2010) conducted a research focused on the influence of children on family purchasing decision making in Turkey, a country with distinct cultural characteristics. The general findings of this study suggested that the children's influence on family decision-making in Turkey is limited to products of direct use to children. Findings also revealed that the children are more influential on need recognition, where to buy, when to buy and which to buy sub-decisions. Holdert, Antonides (1997) 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 a few selected purchases viz. holidays and apparel. Hundal (2001) in a study of rural buying behavior in the Amritsar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. It was projected that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by children. Jenkins Roger L. (1979) conducted an exploratory study focusing on: (1) the perceived role of the children in family decision-making in the areas of furniture decisions, automobiles and in vacation decisions, and (2) the

relationship between children's influence patterns and various demographic, socio-economic, personality, and attitudinal variables. Children were perceived to exert minimal influence in the following major decision categories: furniture, major appliances, and automobiles. However, both spouses perceived children to be highly influential in deciding on what activities the family will participate in jointly, especially vacation decisions. Older children, especially teenagers, are perceived to have more influence. Kapoor (2001) collected information from families in Delhi with regard to their roles across stages of purchase decision-making for six durables—televisions, refrigerators, washing machines, personal computers, audio systems, and cars. It was found that the initiator for purchase in a family was typically a child. It has been illustrated that the need for an audio system, personal computer, and television was likely to be first expressed by the children in the family. Children were found to affect purchase of a personal computer, audio system, and television. The final purchases were found to be decided upon after consultation with other family members, mainly with parents. Children have not been observed to have a large impact on instrumental decisions such as how much to spend. David (2004) emphasized that today's teens are much more grown up than previous generations, and this gives lot of opportunities to marketers. It was reported that teens not only influence the brands they buy for themselves but also expensive family purchases. It was examined that children are very brand loyal and loyalty increases sharply with age. Nelson James E. (1979) conducted a study about children's involvement in the nuclear family decisions to eat out. It was examined that problem recognition, providing information, deciding on restaurant type, deciding on a particular restaurant, deciding how much will be spent, and making the final decision. Results indicated children over five are as involved as parents in recognizing the problem, providing information, deciding on restaurant type, and deciding on a particular restaurant. Parents appeared to reserve the right to make the final decision and decide how much is spent. Prasad (2005) in a study found that the children are assuming an active role in the purchase decision making, not only regarding the products to which they are directly concerned but also other products related to family use. Sim (1993) examined children's influence in purchase decision and it was reported for the child-

centered products, viz. toys, apparel, food) and child-used products or services, viz. Vacations choice, restaurant choices, outside entertainment), children are perceived as influential by most households. Older children are perceived as more influential than younger children for nearly all the products studied. It was concluded that “family” decision making is quite complex decision making process. Szybillo and Sosanie (1977) examined family decision making processes and 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 , products that affect the entire family). The wife/child dyad was very important in initiating a purchase and providing information. Williams and Veeck (1998) reported that the child exerted considerable influence during all stages while buying products for family use. Wut Tai Ming, Chou Ting-Jui (2009) investigated children’s influences on Chinese family decision making in Hong Kong. Children were found to have more influence in the choice-making stage of decision making and parents still control the final decision.

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Thomson, E. S., Laing, A. W. and McKee, L. (2007) observed that children have long been acknowledged as playing an important role within family purchase decisions. A survey of an in-depth interview with parents and children has been conducted, and the completion of a decision mapping tool followed by a family interview. The findings addressed a specific and important aspect of the data, namely the influence behaviour adopted by children during high-involvement family purchase decisions. The children in all of the respondent families were found to have direct influence over the purchases behaviour.

2.4: Literature on Product Involvement & Brand Trust

Product involvement and brand loyalty are two important components believed to explain a considerable proportion of consumer decision making behaviour. Several empirical studies have been reported in various marketing literature to establish relationship between consumer involvement with products and Brand Loyalty (Quester and Lim, 2003; Douglas 2006; Sridharan 2008). The findings of their studies in general postulate that consumers who are more involved with a product category exhibit greater loyalty towards the brand. A few researchers in the field of consumer behaviour view that loyalty is a process of repurchasing which happens due to situational restrictions, lack of feasible alternatives, or out of expediency (Sadasivan K. et al, 2011). The researchers' interest to study the consumer involvement behaviors and brand loyalty has gained momentum in recent years after the publication of two articles by Quester and Lim (2003 and 2005). Quester and Lim (2003) in their empirical observation explained that the relationship between the product involvement and brand loyalty is found to involve different aspects of involvement for different product categories considered in their study. Kiox and David (2003) also support the findings of Quester and Lim by integrating classical theory of involvement, brand loyalty, and commitment (Taylor, 1981). Even in a grocery product purchase setting the outcome of the study corroborates the relationship between involvement and brand loyalty. In a similar study Hoseong (2003) conducted a research to investigate the moderating role of product involvement and brand loyalty. The study further confirms that the consumer loyalty was highly affected by their level of involvement. In Indian context Jain and Sharma(2002) observed that

differences in consumer involvement with the product depends on large number of products and brand related factors viz. consumer risk perception and hedonic value of the product, brand awareness and so on. The findings of the study reveal that consumer involvement differs across different type of products. (Arvind Sahay and Nivedita Sharma, 2010) in a very recent study reported that strong association has been observed between brand name and loyalty. The research indicated a positive as well as significant association among different faces of brand loyalty for cosmetics brands. Another current study conducted by (Sridhar G., 2007) reveals that users of cell phone are highly brand loyal. Buyers of cell phones in their repeat purchase stick to the same brand once they find the brand satisfying all their needs and desires. In marketing terminology the phenomenon can be explained by the concept of risk importance which signifies that consumers in general are risk averse and try to avoid the psychological stress due to mispurchase of the desired brand. It is quite normal for consumers to favour a user friendly cell phone due to the fact that they do not have to pass through new learning and adoption process. In the context of store image study it is also revealed that involvement plays a dominant role in the purchase of private store brand (PSB). The findings corroborate that involvement influences the buying decision and different faces of CIP scales are found to have strong impact on the loyalty behaviour for PSB.

The concept of involvement has been theorized by Krugman (1965) and subsequently the concept is refined by various authors. A substantial research work in the field of involvement have been taken to relate the brand loyalty and commitment behaviour of consumers particularly after two articles published in the journal of marketing and the journal of marketing research by Laurent & Kapferer (1985a , 1985b). However , Taylor (1991) has probably examined initially the relationship between product involvement and brand commitment. Since then a plethora of research articles have been published to relate involvement variables and brand loyalty behavior of consumers for a wide variety of product and services. However Taylor (1991) has probably examined first the relationship between the product involvement and brand commitment.

In the context of the review of literature presented above, several aspects need to be explained for establishing the justification of the present study. In existing literature the concept of narrow categorizers or broad categorizer has received very little attention from the researchers. Highly involved consumers find fewer brands acceptable. Theory posits that narrow categorizers are likely to be more loyal to the brand they purchase for consumption. On the other hand, consumers who are broad categorizers have a large number of brands in their consideration set and they are very likely to be brand switchers. In view of this, it is perfectly logical to incorporate the number of brands the consumers have in their consideration set. So far our knowledge goes previous studies did not incorporate this important variable for predicting brand loyalty behaviour of consumers. This study is undertaken to predict the involvement and brand loyalty behaviour of Indian teenagers who exert considerable pester power on their parents for the purchase of a brand of their choice. We have made a serious attempt to develop a brand influence score (BIS) scale that is reliable as well as valid to discern the relationship between BIS and brand loyalty. We have then sincerely endeavored to incorporate this construct which was not considered by previous researchers working in this area.

In this research work, we have introduced both global as well as multi-dimensional measure to capture the construct involvement to probe which measure is more effective in predicting brand loyalty behaviour of teens.

2.5: Conclusion

A family purchase is considered as one in which all family members of the family are involved in the decision-making process. It seems that time is ripe to explore spousal influence in the decision-making process for different product using various conceptual variable, viz. product involvement and brand trust. Despite the vast literature base, and the abundant research on spousal purchase decision making no research has been found on spousal purchase decision making after incorporating these two major conceptual variables. Gap also exists in the literature concerning how children influence purchase decisions.

Moreover the research gap as well as the growing worldwide competitive market demands that emphasis should be given on the above mentioned issue for helping the marketers to devise the target marketing strategy for better implementation and action.

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