

**TITLE:**

**CHILDREN INFLUENCE IN FAMILY DECISION-MAKING**

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## ABSTRACT

This study has attempted to examine the distinct factors that may be said to characterize the children purchase decision-making style. Concentration is centered on an analysis of the influence of the children for various selected products in an attempt to determine whether there exists a particular pattern according to the different family background. Children's income and saving patterns were also observed to investigate the relationship between financial resources and their influence pattern.

The analysis had been carried out on the basis of a survey of 446 families in Peninsular Malaysia. Respondents included "marketing housewives" and children who were asked to rate the children's influence as perceived by the "marketing housewives" and the child across various selected products. The data were examined with the use of descriptive analysis, non-parametric test and logistic regression. Demographic factors especially race and household income demonstrated significant correlation with the children decision-making styles. Children's pocket money was found to be significantly affecting their influence in the family purchase decision.

The "marketing housewives" and children's ratings were compared to detect any disagreement between their perception of children's influence. They all rated children as having some influence in purchase decision for a variety of products. "Marketing housewives" and the male children generally did not differ in their assessment of the amount of influence the children had. However, "marketing housewives" and the female children's rating did differ.

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