

CHAPTER 4

DESCRIPTIVE ANALYSIS

4.1 Introduction

This chapter presents the findings and discussion using descriptive analysis, both graphically and numerically and is divided into 3 sections. Section 4.2 delineates the characteristics of the respondents ("M/Hs" and children). Section 4.3 discusses the amount of pocket money received and saved by the children respondents. Finally, in Section 4.4, a summary of the influence ratings by the respondents is presented. These enable us to have a better understanding of the background of respondents and some insights on the pattern of the pocket money and the children's influences.

4.2 Characteristics of the Respondents

4.2.1 Age, Gender and Ethnicity

The distribution of respondents by age is shown in Figure 4.1. 48% of the "M/Hs" were between 35 to 44 years old, while 14.3% of the "M/Hs" were between age 50 and above and only 4.5% were below 30 years old. The majority of "M/Hs" were between 35 to 49 years old.

As for children respondents, the age distributions were well distributed among the four age groups. 20% of the children respondents were from age 7 to 8; 30.7% were between 9 to 10 years old; 24.9% aged 11 to 12; while another 24.4% of the children respondents were from the age group of 13 to 14 years old.

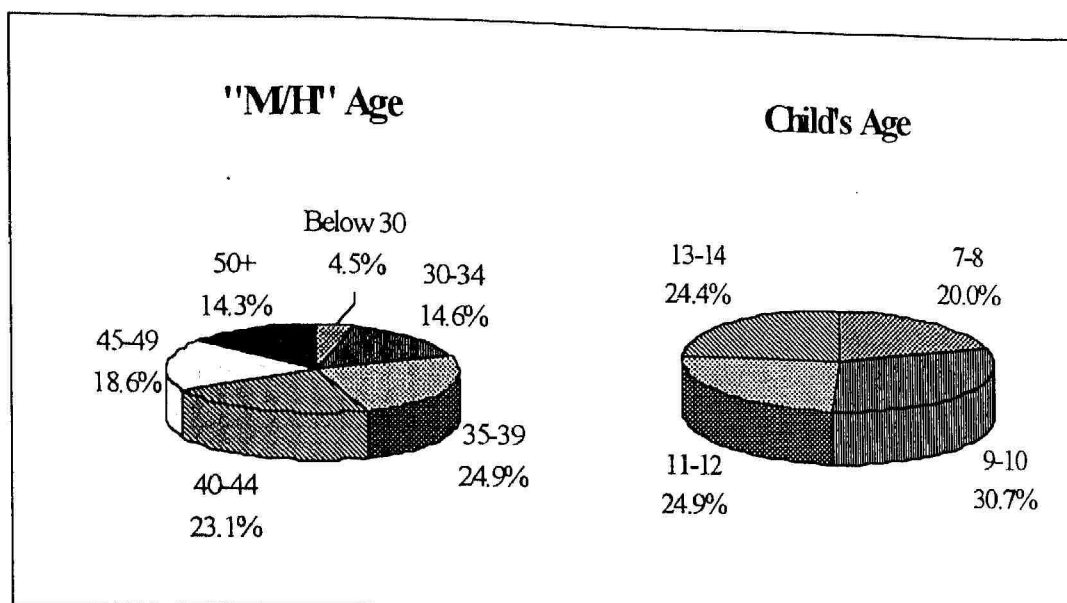


Figure 4.1 : Distribution of Respondents by Age

Figure 4.2 presents the distribution of respondents by gender. Majority of the respondents were female (81.6%), which means that the "M/H" comprised of mainly women. This is quite understandable as the "M/H" is person in the household who is mainly responsible for deciding among others, what type of food or drinks to buy for the household members, which in most cases involving the mothers. However, there were no much differences in the distribution of male and female children respondents.

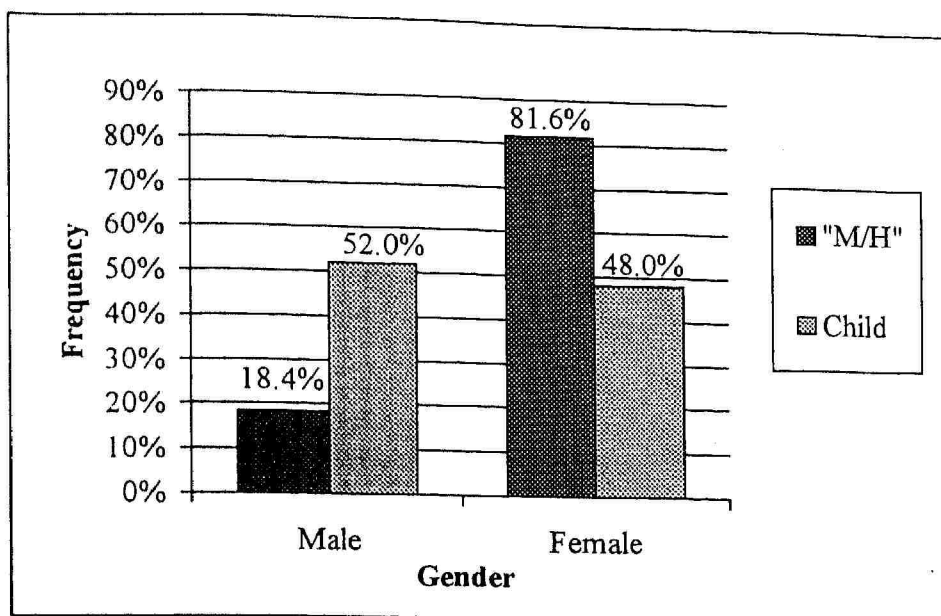


Figure 4.2 : Distribution of Respondents by Gender

Table 4.1 shows the distribution of respondents by ethnicity. Majority of the respondents interviewed were from Malay families (54.9%), followed by Chinese (28.5%) and about 16.6% Indians/Others.

Table 4.1 : Distribution of Respondents by Ethnicity

Race	Respondents (N/%)
Malays	245 (54.9)
Chinese	127 (28.5)
Indians / Others	74 (16.6)
Total	446 (100.0)

4.2.2 Educational Achievement and Household Income

Majority of the respondents stayed outside the market center (74%). This factor directly reflected their educational achievement. As seen in Table 4.2, 56.0% of the "M/Hs" had no formal schooling or only received primary education. 22.2% had Secondary/SRP qualification, and only 3.4% obtained University/College degree.

Table 4.2: Percentage Distribution of Respondents by Educational Achievement

Educational Achievement	Market Center (N = 116)	Other Urban (N = 129)	Rural (N = 201)	Total (N = 446)
No formal school	0.9	8.5	13.4	8.7
Primary	49.1	41.1	50.2	47.3
Secondary/ LCE/ SRP	23.3	24.0	20.4	22.2
Upper Secondary/ MCE/SPM	23.3	19.4	12.4	17.3
HSC/ STPM	0.9	1.6	1.0	1.1
University/ College	2.6	5.4	2.5	3.4
Total	100.0	100.0	100.0	100.0

Figure 4.3 shows the distribution of household income among respondents. 62.2% of the households earned less than RM1000, while only 9.9% earned more than RM2000. The majority earned between RM500 to RM1000.

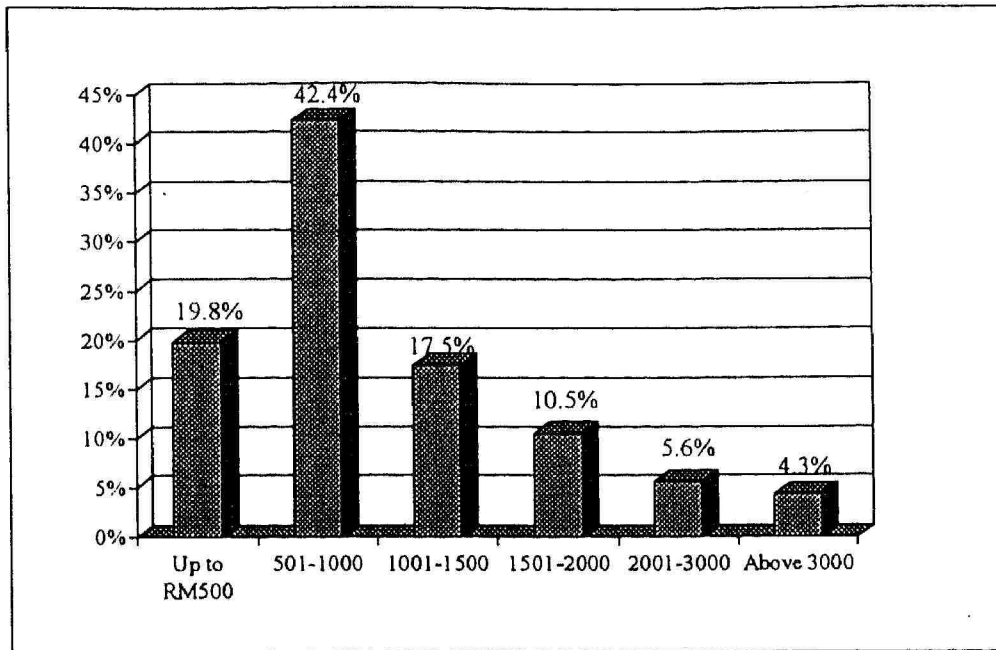


Figure 4.3 : Distribution of Respondents by Household Income

4.2.3 Number of Children and Child's Birth Order

As seen in Figure 4.4, 63% of the households had 3 or less children. Among these, 17% had only one child and 24% had 3 children. It shows that majority of the household size were small compared to only 37% of the families had 4 or more children.

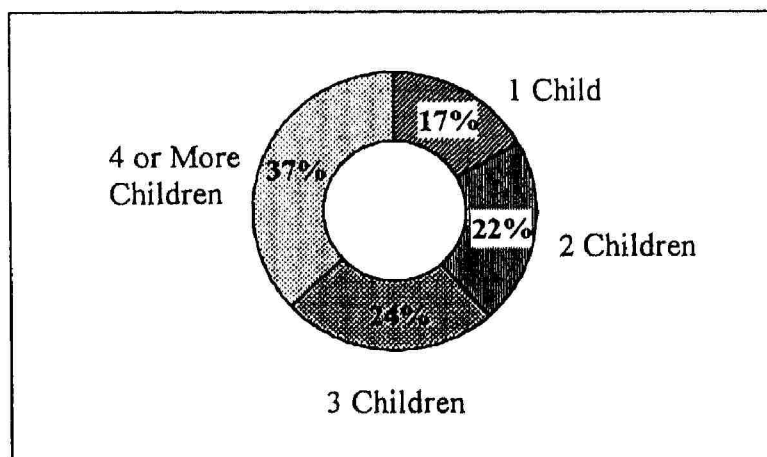


Figure 4.4 : Distribution of Respondents by Number of Children

Looking at child's birth order, it was found that 17% of the children were the only child in the family, 15.5 were the youngest child whereas 35.7% were the first child in the family as shown in Table 4.3.

Table 4.3 : Distribution of Respondents by Birth Order

Birth Order	Frequency	Percentage
Only child	76	17.0
First child	159	35.7
Neither the first nor the only child	142	31.8
Youngest child	69	15.5
Total	446	100.0

4.3 Income and Saving Pattern

Table 4.4 shows the distribution of daily pocket money received and saved by the children. 87.4% of the children received less than RM2 pocket money everyday, while only 8.5% had RM2 or more pocket money. There were 4% of children who did not receive any pocket money.

Table 4.4: Distribution of Pocket Money Received by Children

Pocket Money Received per day	Frequency	Percentage
No Pocket Money	18	4.0
Below RM1	290	65.0
RM1 - Below RM2	100	22.4
RM2 and above	38	8.5
Total	446	100.0

Further analysis revealed that, of those that received daily allowance, 32.5% of the them did not save their pocket money, and less than 3% of them saved RM2 or more per day (Table 4.5).

Table 4.5: Distribution of Pocket Money Saved by Children

Pocket Money Saved per day	Frequency	Percentage
Below RM1	245	57.2
RM1 - Below RM2	28	6.5
RM2 and above	12	2.9
Did Not Saved	139	32.5
Do not Know	4	0.9
Total	428	100.0

Looking at those children who did not save, it was found that 6.4% were amongst those received more than RM2 pocket money (Table 4.6). 24.5% were children who received between RM1 to RM2 whereas majority were those who received less than RM1 per day. This is understandable since the money received is only a small amount.

Table 4.6 : Distribution of Children Who Did Not Save Pocket Money

Pocket Money Received per day	Frequency	Percentage
Below RM1	96	69.1
RM1 - Below RM2	34	24.5
RM2 and above	9	6.4
Total	139	100.0

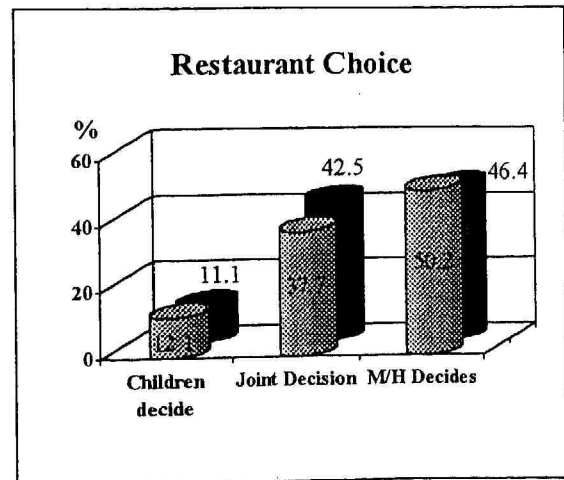
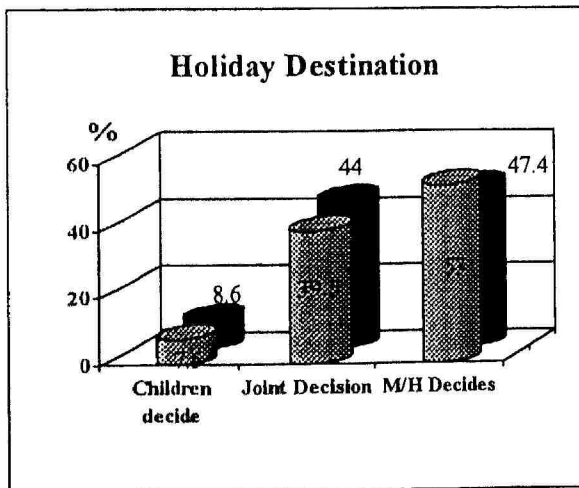
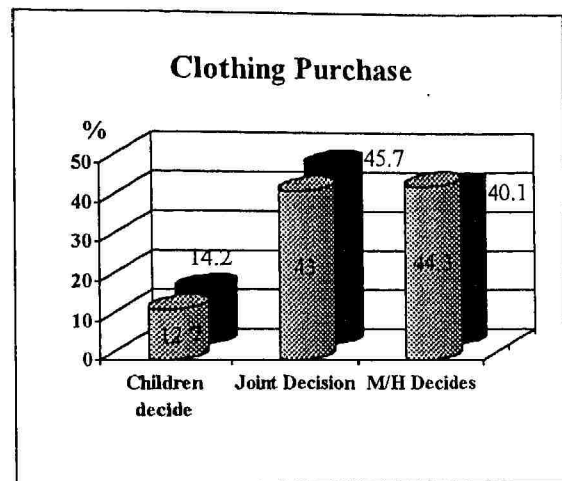
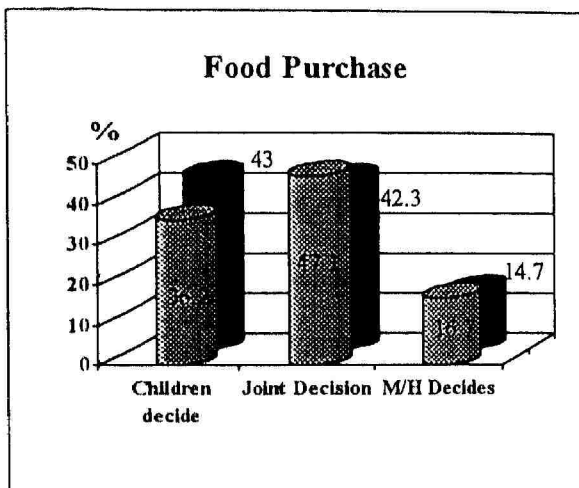
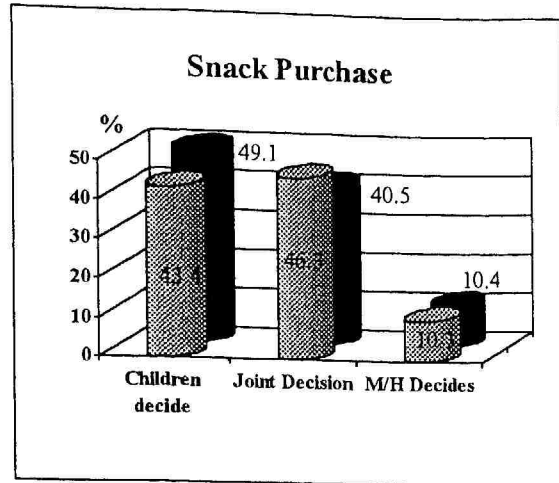
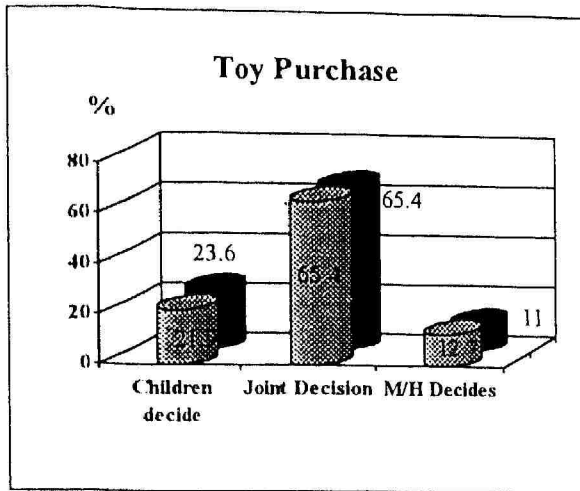
4.4 Children's Purchase Influence

Children's influence is the dependent variable, which we are interested in this study. The family decision-making in this study was divided into three main categories:

1. Purchasing of toys, snacks, food and clothing
2. Holiday destination
3. Restaurant choice

Responses upon these decisions were obtained from both groups of respondents. Figure 4.5 shows the children's influence ratings as perceived by the "M/H" and the child himself/herself on these items.

"M/Hs" and children had rather similar perceptions toward children's influence in the family decision-making except for the purchase of snacks, food and clothing. For snacks and food purchase, majority of the children rated themselves as the decision-maker (snacks - 49.1%, food - 43.0%) which means they perceived themselves as having more influence. However, a high percentage of "M/Hs" (snacks - 46.3%, food - 47.1%) felt it was a joint-decision with some influence from the children. As for the child's clothing, majority of "M/Hs" perceived themselves as the decision-maker (44.3%), while the children believed that it was joint-decision (45.7%). In other words, there must be concession between both parties before decision was made.



▨ M/H's Ratings

■ Child's Ratings

Figure 4.5: "M/H" and Child's Ratings for Children's Purchase Influence

Furthermore, Figure 4.5 shows that children tend to attribute higher level of influence to themselves except in deciding the restaurant choice ("M/Hs" - 12.1%, Children - 11.1%). This indicates that differences in perceptions regarding the children's influence for various items may exist between the "M/Hs" and the children.

Generally, among these six family decisions, children had more say on the purchase of food and snacks items, while the "M/Hs" seem to have control on the other three decisions (clothing purchase, holiday destination and also restaurant choice). As for toys purchase, it involved both parties.

Hence, the results indicate that the children did have influence over the family purchase decisions. However, the influences varied by product. This is clearly reflected in the graphs (Figure 4.5).

Ranking the decisions according to Percentage distribution shows that children decided most for the purchase of snacks, followed by food and had least influence on holiday destination (Table 4.7). It was interesting to observe the pattern of the ranking for these items by both groups. Children had the most influence on snacks purchase while the "M/Hs" had the least influence for this item. On the other hand, children had least influence on holiday destination, but the "M/Hs" had most control over this decision. These indicate that, children have more influence for products that are directly associated with them where parents are least involved. In contrast, the parents are more dominant on purchase decisions where the children have less influence.

Table 4.7: Ranking of the Percentage Distribution of Purchase Decision

	Child Decision	"M/H" Decision
Snacks	1	6
Food	2	4
Toys	3	5
Clothing	4	3
Restaurant Choice	5	2
Holiday Destination	6	1

Figure 4.6 shows the children's influence pattern by selected demographic factors. It was observed that children's influence seems to increase with child's age for toys, snacks, food and restaurant decision. However, children's influence was not reflected by age differences for clothes purchasing and holiday destination.

The children's influence also seems to increase with "M/H" age. "M/Hs" aged below 30 tend to allow the children to make their own purchase decision on snacks and food.

Figure 4.6 shows that the number of children in the family affected children's influence. It was observed that children's influence increased in an inverse relation to the number of children in the family. In other words, their influence was higher in one-child families, and it decreased as the child had more siblings. However, Figure 4.6 shows that children's influence was unpredictable high for families with four children.

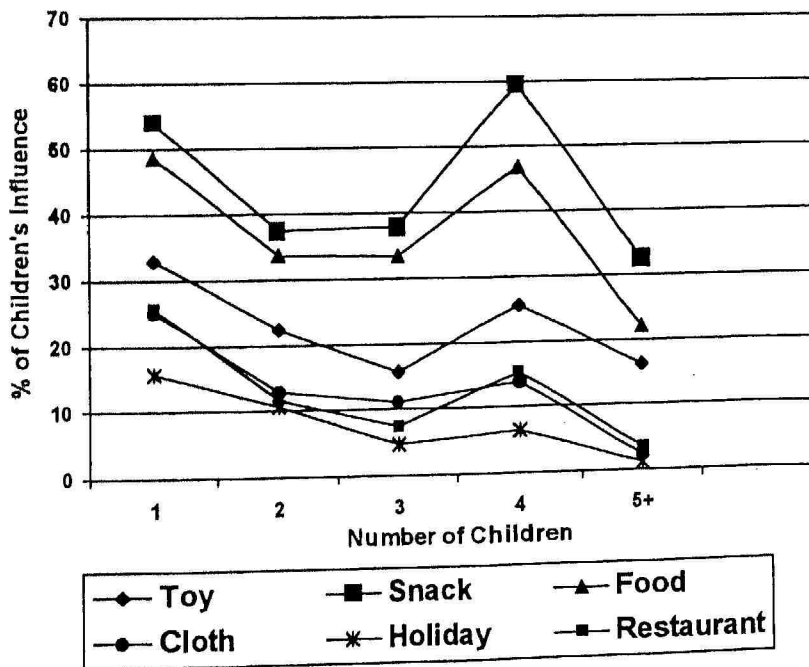
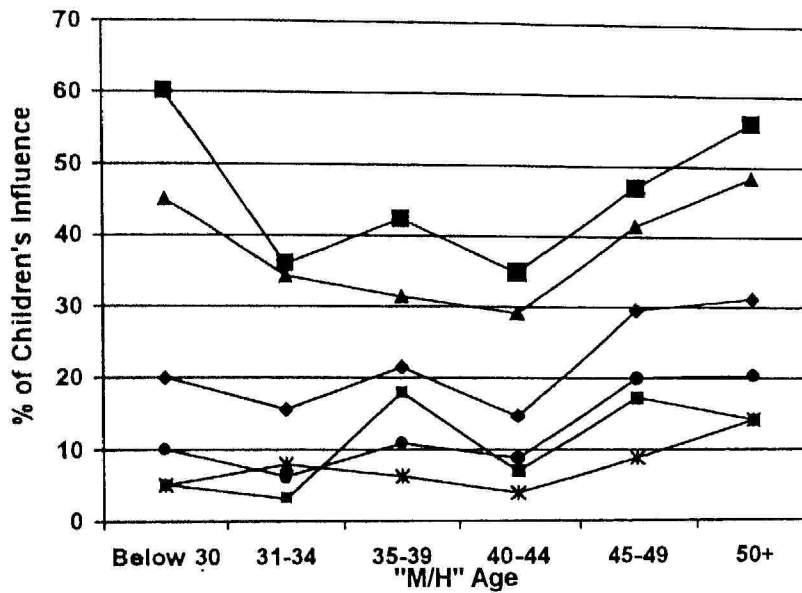
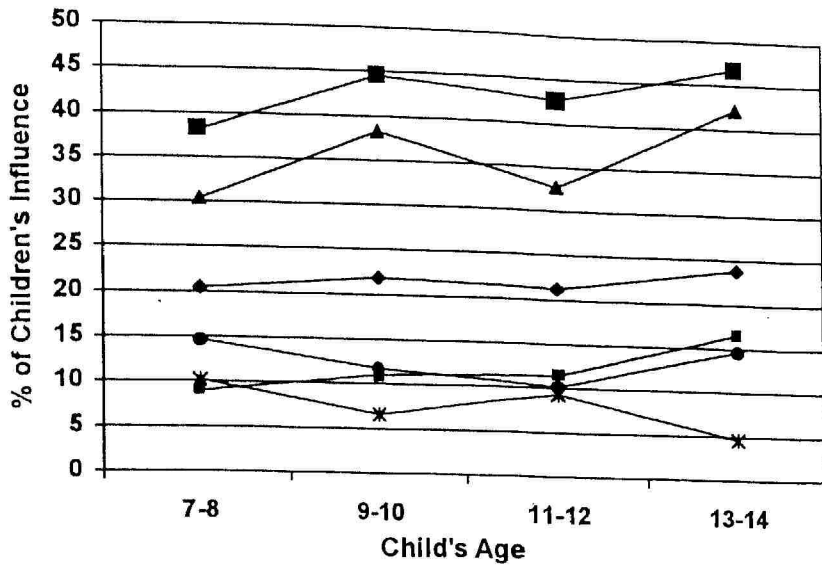


Figure 4.6: Children's Influence Pattern by Selected Demographic Factors

Note: Graph plot based on % for the "child decides" category from "M/Hs" Ratings as shown in Table 5.4 to 5.9

Chinese children was the group with highest percentage that made the purchase decision individually except for the purchase of snacks, where for this item, Indian children had more influence (Figure 4.7). However, Indian children seem to have the least influence in other decision-making (such as toys, food, clothing and restaurant choice). In addition, they were not involved in deciding where to go for holiday.

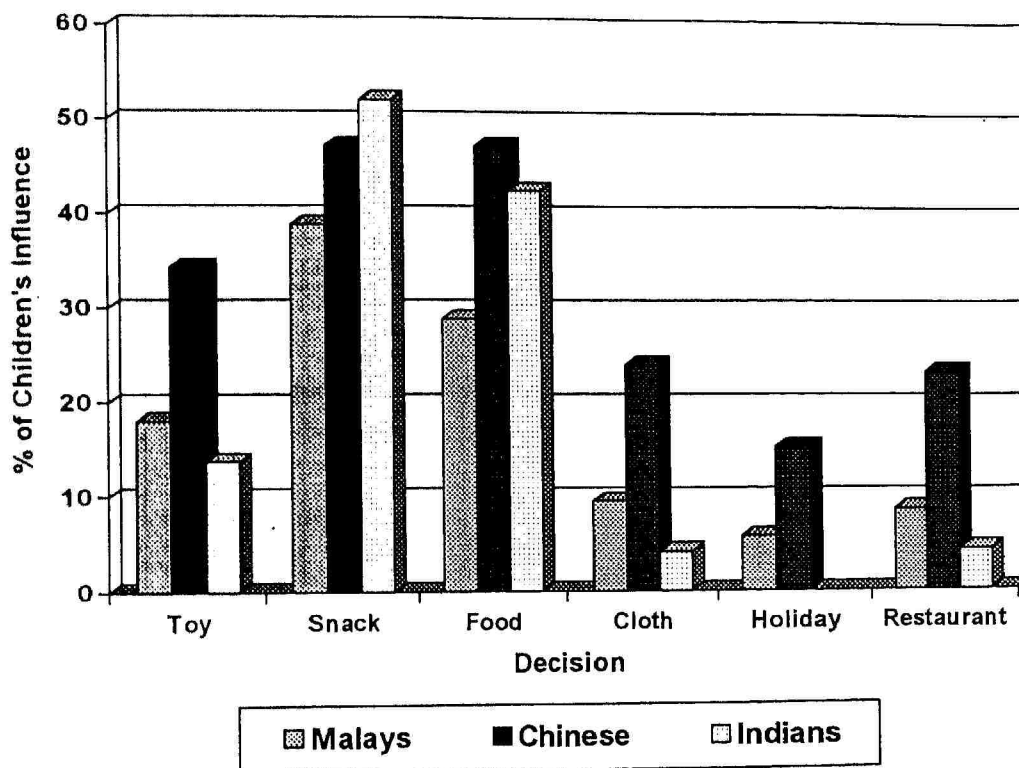


Figure 4.7: Children's Influence Pattern by Race

Note: Graph plot based on % for the "child decides" category from "M/Hs" Ratings as shown in Table 5.4 to 5.9

As expected, only child and youngest child had more influence in family decision-making. This pattern was observed for all the six items (i.e. toys, snacks, food, clothing, holiday destination and restaurant choice) as shown in Figure 4.8.

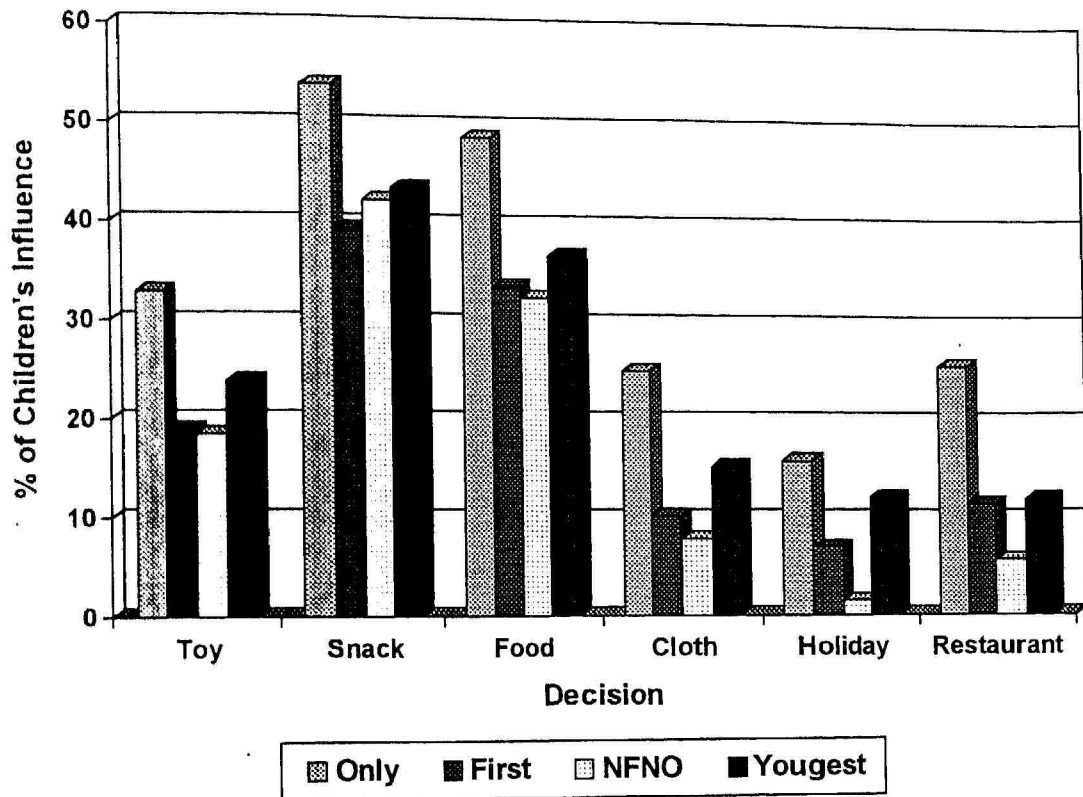


Figure 4.8: Children's Influence Pattern by Birth Order

Note: Graph plot based on % for the "child decides" category from "M/Hs" Ratings as shown in Table 5.4 to 5.9
 NFNO = Neither first nor only child