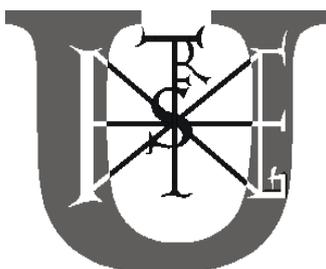


Szent István University Gödöllő
Management and Business Administration Doctoral School



**PURCHASE DECISION MAKING PROCESSES AND ROLES
WITHIN THE FAMILY**

Theses of PhD Dissertation

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**GÖDÖLLŐ
2012.**

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1. INTRODUCTION

1.1.Relevance of research topic

Family as a primary decision making unit of society have a significant role in purchase decision making processes of individuals. It has a significant role in consumer socialization and in the process how children become consumers. (Lehota 2001) It is a frame, within what children learn to behave as consumers, acquire all competencies concerning to purchase and consumption, and hence become competent to other consumers. Change of children's role within the family is in the air in the last period, and this has an effect on purchase decision making processes within the family. Children became more and more equal within the family, and in most of the cases has wider knowledge as their parents do, so their role especially in the case of competency decision has significantly grown. They become consumers-purchasers much earlier as they did a few decades earlier. (Töröcsik 2007) Nevertheless we should not forget that always parents play a primary role in the process how children become and develop to consumers, they facilitate their children to appear in the market as a potential buyer and decision maker by financially funding them. Lowest border of consumption generation is dilated: even kindergarten generation appears as an independent purchaser and self-conscious consumer. Hence the size of children market is growing rapidly; consumer behavior of adults is a direct antecedent of children's consumer behavior. (McNeal 2007) Relations within the family are changing in point of purchase decision processes: families live in a freer, more liberal spirit, hence role of different family members changed in this process. Children gained a greater voice in purchase processes, but also role of men and women has changed in this process. It is more and more characteristic that spouses make decisions commonly, both party take part in purchase what used to be typically the competence of wives or husbands. Over time close emotional boundaries are evolved among family members and this influences the decision making process and its output. Hence purchase decisions have serious emotional implication, and emotional strategies used by different family members have an effect on other emotional aspects of family life.

Nevertheless purchase decision making processes goes beyond problem solving and can fulfill several other aims. They can be occasion for talking among each other within the family, given questions can be discussed and also family members can do daydreaming. As a result of problem solving a kind of inhesion can develop among family members and this process can fulfill an important role in children's socialization. (Töröcsik 2007) Since exploration of these processes hold many fascination, excitement and challenge for researchers I devote my dissertation to learn and acquaint more deeper about this topic. I do this especially because this topic is not so widespread in Hungarian literature, as it will be seen in my dissertation.

1.2.Objectives of research

Connecting to my researches I defined four aims: the first two can be connected to literature review, the second two belong to empirical researches. These aims founded my research hypotheses and later on my new and novel scientific results.

Objectives connected to literature review:

- O1** Overview of literatures examining the importance of family's and individual's role in consumer and buyer behavior.
- O2** Introduction and systematization of factors influencing family purchase decisions and models examining these processes.

Objectives connected to empirical research

- O3** Creating an own theoretical model to introduce purchase decision making processes and relations among them.
- O4** Exploring the mechanism of purchase decision making processes within the family, introducing and analyzing the communication strategies of families.

I think it is particularly important to introduce consumer socialization hence it can be understood how and in which context consumers live in a society. Consumer socialization is a lifelong process, (Ward, 1974), a framework where a child acquire the appropriate behavior in society (Bilton et al, 1988), and he learns to feel as to the society's expectations (Moschis, 1987), and he learns to behave willingly as to the norms established by a given market culture. (Fromm, 1947) Consumer socialization makes a person capable to take part more or less efficiently in the life of the whole society or a given social group. During this process, a young human being acquire the values and knowledge of his group, he learn appropriate social norms and the way how to behave as a consumer. Through consumer socialization people acquire those skills that make them capable to be efficient members of a society (Ward, 1974) (**O1**)

We can find sources dealing with family decision making in Hungarian literature (Töröcsik 1996, 2003, 2007; Hoffmann 1977, 1982; Hofmeister-Tóth 2003, Hofmeister-Tóth és Töröcsik, 2001), but the scope of these is quite spare and leave lots of white spots. Make up for these white spots is well known in foreign literatures, but in Hungarian literatures not, so introduction and systematization of these models examining purchase decision making processes was an important part of my dissertation. (**O2**)

It was an aim (**O3**) in my dissertation to create a model that examines family purchase decision making processes from several aspects and to give an overview about these processes. I established the basic structure of the model based on relevant information of well-known models from literatures particularly influencing factors, communication patterns and strategies. My aim is to create a model that can be practically used; nevertheless it was not my aim to great a total model, because its complexity, product and culture specified nature makes it almost impossible. To compose my conception model I used the following source models: Children's Purchase Request and Parental Response (Isler et al. 1987; see 43.-44. p.), influencing factors and conflict resolving elements of the model of Sheth (1974) and Johnson et al. (1994) (see. 35-37 p., 43.-46. p.), model of decision making within the family (Davis and Rigaux 1974, see 31.-33. p.) especially role dominances and the examined scope of products. During my researches I examined the different parts of the model separately, during both my qualitative and quantitative researches results and their validation or modification were introduced in my conception model correlated to my theoretical model. During my foundational researches I primary examined the influencing factors before decision making, while during my nationwide representative research I examined the whole process comprehensively by units. The aim of my researches were not just to create a model, but to explore the purchase decision making processes within the family and connecting to this to

introduce and analyze the typical communication strategies within the family (**O4**). Partial results of the objective contribute to the realization of the fourth objective. During my nationwide researches I examined the communication strategies known from Children's Purchase Request and Parental Response model (see 43.-44. p.) and I extended the conception model by the results.

As a result of the dissertation's researches it provide useful, practical information: purchase decision making processes within the family is acquaint in case of Hungarian adult and young adult population, also their communication strategies, roles within the family in case of different decision making situations can be recognized.

2. LITERATURE OVERVIEW

2.1. Family decision making

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 point of views: 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 depend on several factors: how a spouse contribute 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. 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) Among family members close emotional bonds emerge over time, that influence the decision making process and its output. Emotions (like love, sympathy, anger, guilt) can connect to different steps of purchase decision making.

2.2. Models explaining family purchase decision making

Family as an influencing factor can be found in several consumer or buyer behavior model, but much less of them examine exactly the family and processes undergoing within the family. My aim was to count and introduce those models that partly or wholly explain family purchase decision making processes.

There is something common in all models explaining consumer behavior: they describe only few, basic behavior, need or situation, and at the same time they assume that people behave totally according to these. Nevertheless it is a problem that most of the models pass by any other possible behavior. (Mullen and Johnson, 1990) Some of the authors even question the reason for existence of these models and their real explaining nature (Runyon and Stewart, 1987) and treat them as a tool explaining an ideal state (Erasmus, 2001), as they always take extended purchase decision making as a norm.

Another real problem of models dealing partly or wholly with families that most of the purchase decisions are family decisions but most of the researchers dealing with consumer behavior examine individuals separately. It is seldom expectable that preferences of individuals coincide with the preferences of the family. (Engel and Blackwell, 1982) Furthermore most of consumer behaviors are preliminary decisions (Bozinoff, 1982): it means that most of the consumer behavior models try to explain a preliminary process with a consciously oriented paradigm.

Table 1.

Static and dynamic models explaining family purchase decision making process partly or wholly

Static models			Dynamic models
Family partly appear	Family as an influencing factor appears	Family purchase decision making processes appear	Family purchase decision making processes appear
Stepherd (1990)	Blackwell et al. (2006)	Davis and Rigaux (1974)	Pollay (1968)
Kotler and Keller (2006)	Howard and Sheth (1969)	Hoffmann (1977)	Corfman and Lehman (1987)
		Sheth (1974)	Qualls (1988)
		Isler et al. (1987)	Johnson et al. (1994)
			Park et al. (1995)
			Su et al. (2006)

Source:Blackwell 2006, Davis 1974, Lehota 2001, Hoffmann 1977, Kotler and Keller 2006, Shiffmann 1987, Hofmeister 2003, Pollay 1968, Corfman and Lehman 1987, Qualls and Jaffe 1992, Johnson et al. 1994, Töröcsik 2006, Su et al. 2006

3. MATERIAL AND METHODS

In the first logical unit of the dissertation my objective was to overview and summarize the domestic and international literature and to collect, overview and compare models explaining family purchase decision making processes. I made field researches based on the models from literature overview: I will introduce the results of these in the following part of the dissertation

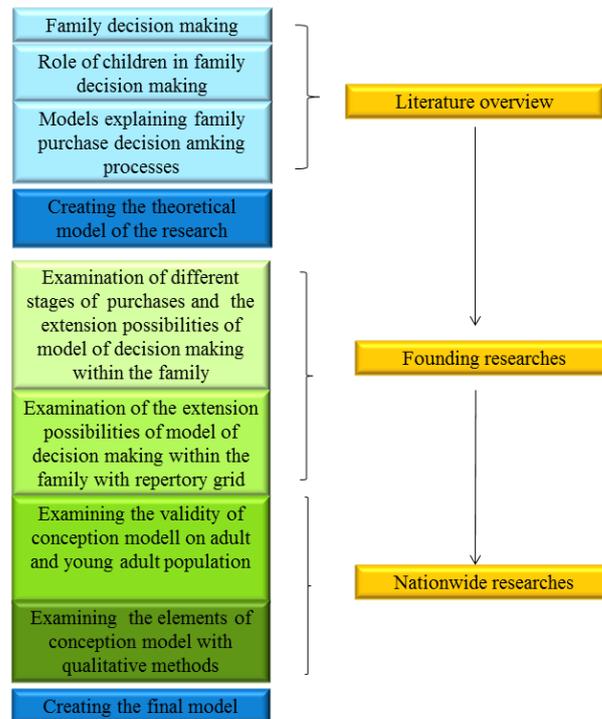


Figure 1

Logical thread of the research

Source: own edition

Researches -as it can be seen on Figure 1- were made in several steps. Research conditions (Table 2) and applied methods will be introduced thereafter. Presentation of research results will be based on the stages of decision making process known from Kotler and Keller (2006) model. In the end of the dissertation I will base the theoretical model with my research results.

Table 2

Research conditions of different researches

Research stage	Period of research	Applied research methods	Applied research tools	Size of sample	Method of selection	Location of query
Basic quantitative research	2008. 03.20.- 2008.05.20.	personal inquiry	questionnaire (Annex 2. I. questionnaire)	862 respondent	quota sampling	home of respondents
Quantitative nationwide research-adult population	2010. 10.05.- 2010.11.30.	personal inquiry	questionnaire (Annex 3. II. questionnaire)	944 respondent	quota sampling	home of respondents
Quantitative nationwide research-young adult population	2010. 10.05.- 2010.11.30.	personal inquiry	questionnaire (Annex 4. III. questionnaire)	857 respondent	quota sampling	home of respondents
Basic qualitative research	2005. 10. 15.	Repertory Grid technique	Repertory Grid	20 respondent	sampling by concentration	Szolnok University College Tiazaliget Building "B"
Examination of elements of conception model with qualitative methods	2011. 09. 20.- 2011. 11. 05.	triad interview	interview guideline (Annex 5.)	28 spouses	snowball method	home of respondents

3.1. Quantitative researches**3.1.1. Basic quantitative research**

During my basic quantitative research I used personal inquiring among the Hungarian population over the age of 14 in the second quarter of 2008. Sampling were quota sampling taking into consideration the gender and age of respondents. Those respondents were involved who corresponded to quota assumptions. Altogether 862 questionnaires were processed. I involved 862 respondents and 23 products. Distribution of the 862 respondents were the following: 47,5% men, 52,5% women. By the data it can be stated that the sample represent the population of Hungary by gender. In the research process young adult and adult population were not separated. 17,3% of the respondents belonged to the under 14 age group, 8,2% were between 15 – 19, 46,5% between 20 – 50, and 28% were above the age of 50.

Data process was done by computer with the help of SPSS 14.0 software using mathematical and statistical methods. During the process I mainly used comparative statistical methods. Main aim of the research was to reveal role dominances within the family. Base for the research was the model of decision making within the family (Davis and Rigaux, 1976) which introduces the role of men and women in purchase decision making process in the case of several products, it introduces the dominances connecting to different product in different stages of purchase decision making. During the research I applied the methodology of the model of decision making within the family (Rice, 1997), but I extended it with involving a third dimension, which meant in this case the influencing role of children. I think it is a real bias of this model and it is really important to examine the role of children. This third dimension raised the examination aspects as not just wife-husband but husband-child, wife-child, common parental and common family decision dimensions had to be examined. Following the logic of the authors (Davis and Rigaux, 1976) I examined the purchase decision process in three stages: collecting information, evaluating possible alternatives and making the final purchase decision.

3.1.2. Quantitative nationwide research

In the course of nationwide quantitative research I used questionnaire surveys in the third and fourth quarter of 2010 among adult and young adult population between the age of 14-18. Sampling was a quota sampling taking into consideration the age and gender of the respondents. I used the information database (<http://statinfo.ksh.hu/Statinfo/haViewer.jsp>, NT3C01) of Hungarian Central Statistical Office to define the quota. For defining the quota I considered that it is more important to examine women and men separately not as a family or spouse, because in this way all individuals with own children had the chance to get in the sample. Hence single parent and patchwork families were taken into the research process. Another reason why the sample were developed by age and gender is that opinion and judgment of men and women can be different concerning to a given topic, hence in my opinion it is justified to examine genders separately. (representativeness examination in annex 6.)

In the case of adult population it was a filter condition for the respondents to have dependent child under the age of 18. After the pilot surveys and the real surveys in the case of adult population 944, in the case of young adult population 857 evaluable questionnaires were proceeded. I make difference between the two samples as you can see in the following: I treat as young adults the population between the ages 14-18, as adults the population above the age of 18. I consider it is important to separate the two samples, because they undertake different roles within the family. In the case of population above the age of 18 the respondents undertake parental roles while young people undertake children roles.

Data proceeding were done with help of SPSS 14.00 and SPSS17.0 softwares using mathematical and statistical methods. I used both simple description statistical methods (crosstables, frequencies), and multivariate statistical analyses (Khi-square probe, variance analysis, factor- and cluster analysis). Aim of the factor analysis was to reveal multicollinearity among variables. (Sajtos-Mitev, 2007). To be able to diagnose correlation I made a Barlett test, by KMO values I decided which variables are suitable for factor analysis. During cluster analysis I always used K-means analyses. During Variance analysis I always took into consideration F-values.

Two different questionnaires were asked in two different target groups. Their content was the same, but took into consideration the own point of you of the respondents (ex.: a mum influences her child, a husband influences his wife). Questions were mainly closed-end questions, in many cases I used a five point scale to make answers more shadowed. The questionnaire were basically built on implementation of models explaining purchase decision making processes within family, these were the following: family decision making model of Sheth (1974), model of decision making within the family (Davis and Rigaux, 1976), model of Conflict in Family Purchase Decision Making (Johnson et al, 1994), model of Children's Purchase Request and Parental Response (Isler et al., 1987). Besides these it was an aim of the research to examine the role of family members in family Buying Center (Peter et al. 1999, Töröcsik 2003) in the case of different products. Examination covered both food and non-food products.

3.2. Qualitative researches

3.2.1. Basic Qualitative research, Repertory Grid Technique

In the qualitative phase of my researches I made in-depth interviews and with the help of George Kelly's (1955) Repertory Grid Technique I tried to reveal the relationship between different products and family members thereby conclude their husband or wife dominance. During the basic research my aim was to reveal the relationship between different products and family members with help of analyzing perceptual maps.

I used Enquire Within software to analyze Repertory Grids. With the help of this software revealing elements and creation of the whole grid is done interactively hence Enquire Within repertory grid program can be considered as a half-structured computer assisted in-depth interview. Analysis is based on multidimensional scaling and cluster analysis. Software does it automatically after weighting the element on a five point scale, during this process it also realign elements and the visual illustration of coherence between constructions. Similarly used notions were aligned into groups and subgroups and also similarly perceived products were grouped. By columns constructed figure is the perceptual map of products, while the map constructed by rows is the map of personal constructs or in other name the mental map. These two are the base for analyses

3.2.2. Qualitative analysis of different elements of the conception model

Besides quantitative researches I also examined different elements of the conception model with qualitative methods. I made triad interviews. The essence of it is that during the interview, another partner is there who mean confirmation and help for the other party. Triad interview is usually used when confirmation is needed or the examined decision is made commonly (Veres et al. 2006). Advantage of this method is that a special dynamics is taken into the talk: because of odd number of participants, direction of opinion's conformation can be perceived, but also the direction of opinion formation can be followed well because of the small number of people.

I involved into my research altogether 28 spouses having at least one child under the age of 18. Composition of families by age and child number was various, hence I did not make any subgroups because of overdrew variety. In my interviews I examined the same fields as in nationwide surveys. My aim was to keep my theoretical model by the results of the nationwide research or to modify it to a necessary extent. Selection of spouses was made by snowball method, the interview couples supposed other spouses who had appropriate parameters.

Table 3

Hypotheses and methodological connection of quantitative research

Objective	Hypotheses	Conception model	Short introduction of examination scope	Questionnaire/question	Level of measurement	Method of analysis	Novel scientific result
O1, O2, O4	H5 Personal and non-personal factors have a significant influencing power on purchase decision making process H12 Different marketing communication tools unambiguously influence children during their purchases, and this influence is different from product to product.	Influencing factors	Mediums: television siblings, friends in-store tools	I/6 II/5-8 III/5-8 II/13 14. sub question III/13 14. sub question	nominal interval scale	relative frequency mean	N3, N2
O2 O4	H8 Among family members undertake different roles when buying different products H9 Depending on product type different family members influence the one who make a given purchase H10 Influencing power of children is determining in the case of products that can be connected to them H11 Influencing power of children is different in the case of different products	Influencing factors	Examination of influencing power triggered by product type	II/9 II/14 III/9 III/14	nominal	relative frequency	N3, N4
O1, O2, O4	H5 Personal and non-personal factors have a significant influencing power on purchase decision making process	Influencing factors	Examination of situational exterior effects	II/7 III/7 II/13. 33. sub question III/13 33. sub question	nominal interval scale	relative frequency mean	N3, N2
O2, O3	H2 Role of children can be involved in model of decision making within the family with the help of the model's methodology	Influencing factors	Dominance of different family members during purchase decision making process	I/8-10 II/9 II/14 II/13 32. sub question, 34.-36. sub question III/9 III/14 III/ 13 32. sub question, 34.-45. sub question	nominal interval scale nominal interval scale	relative frequency factor analysis cluster analysis relative frequency factor analysis cluster analysis	N3
O2, O4	H3a Adult population use different communication strategies during purchase decision making processes H3b Young adult population use different communication strategies during purchase decision making processes H7 Unambiguous relationship can be detected among communication strategy and social-demographic criteria	Type of demand	Examination of different applied demand-types	II/10 III/10	nominal	relative frequency Cramer's V association value	T4, T2
O3, O4	H4a Parents react various ways to their children demands connected to purchase decisions H4b Young adults react variously to their parents negative responses connected to purchase decisions H6a Adult population can be divided into homogenous segments by the communication strategies known from literature research H6b Young adult population can be divided into homogenous segments by the communication strategies known from literature research	Decision making process	Examination of parental reaction and children's response	II/11-12 II/13 III/11-12 III/13	nominal interval scale nominal interval scale	relative frequency factor analysis cluster analysis Cramer's V association value relative frequency factor analysis cluster analysis Cramer's V association value	N4, N2

3.2.3. Hypotheses of qualitative and quantitative researches

After literature review depending on objectives defined in the beginning of my dissertation I formulated altogether 12 hypotheses. To three (**H3a, H3b, H4a, H4b, H6a, H6b**) of them I defined sub hypotheses.

Table 4
Hypotheses of qualitative and quantitative researches

Objective	Research Hypothesis	Novel research results	Connecting research
O2	H1 Conception model is valid and can be adapted in domestic circumstances	N1, N2	Basic quantitative research, Basic qualitative research repertory grid techniques , Quantitative nationwide research- adult population and young adult population, triad interviews
O2, O3	H2 Role of children can be involved in model of decision making within the family with the help of the model's methodology	N3	Basic quantitative research, Basic qualitative research repertory grid techniques
O4	H3a Adult population use different communication strategies during purchase decision making processes	N4, N2	Quantitative nationwide research- adult population and young adult population, triad interviews
O4	H3b Young adult population use different communication strategies during purchase decision making processes	N4, N2	Quantitative nationwide research- adult population and young adult population, triad interviews
O3, O4	H4a Parents react various ways to their children demands connected to purchase decisions	N4, N2	Quantitative nationwide research- adult population and young adult population, triad interviews
O3, O4	H4b Young adults react variously to their parents negative responses connected to purchase decisions	N4, N2	Quantitative nationwide research- adult population and young adult population, triad interviews
O1, O2, O4	H5 Personal and non-personal factors have a significant influencing power on purchase decision making process	N3, N2	Quantitative nationwide research- adult population and young adult population, triad interviews
O4	H6a Adult population can be divided into homogenous segments by the communication strategies known from literature research	N4	Quantitative nationwide research- adult population
O4	H6b Young adult population can be divided into homogenous segments by the communication strategies known from literature research	N4	Quantitative nationwide research- young adult population
O2, O4	H7 Unambiguous relationship can be detected among communication strategy and social-demographic criteria	N4	Quantitative nationwide research- adult population and young adult population
O4	H8 Among family members undertake different roles when buying different products	N3	Quantitative nationwide research- adult population and young adult population, triad interviews
O4	H9 Depending on product type different family members influence the one who make a given purchase	N3, N4	Basic quantitative research, Basic qualitative research repertory grid techniques , Quantitative nationwide research- adult population and young adult population, triad interviews
O2	H10 Influencing power of children is determining in the case of products that can be connected to them	N3	Basic quantitative research, Quantitative nationwide research- adult population and young adult population, triad interviews
O2	H11 Influencing power of children is different in the case of different products	N3	Basic quantitative research, Quantitative nationwide research- adult population and young adult population, triad interviews
O2	H12 Different marketing communication tools unambiguously influence children during their purchases, and this influence is different from product to product.	N3	Quantitative nationwide research- adult population and young adult population, triad interviews

Source: own edition

4. RESULTS

4.1. Conception model

When I created my conception model my main objective was to introduce family decision making process in a complex way, hence I created a summary model. Basis for the theoretical model were the ones I introduced in literature review.

Conception model draws from both static and dynamic models, but the model itself can be treated as a dynamic one as it examines a complex process. Structure and examination aspect of source models are rudimental different, but as to the examination focus resemblances and connection points can be discovered. All of the source models emphasize communication within the family and the applied communication strategies. Altogether, as it was explained in the theoretical part, overlap among models cannot be discovered too much, similarities can be discovered in the extent of examination focus especially in the case of communication strategies. Accordingly I thought it is reasonable to keep the examination focus and complete it with the influencing factors.

Main strand and starting point of the model were the Children's Purchase Request and Parental Response model (Isler et al. 1987). The model itself is based on the fact that different type of influencing factors, lead to different type of demands. This demand can be a simple ask, but also a bargain or plead. Parents react variously to these demands: if they agree with the purchase they simply say yes, but if they do not agree they can react variously. They say a flat no, they discuss the purchase with children or they simply stall the answer. Children react to parental response variously: they simply accept it, they constantly repeat their question, but also anger and disappointment can occur.

Children's request type can be influenced by several factors. In the model on one hand influencing factors are different mediums and marketing communication tools. (Isler et al., 1987) In the other hand product type and situational exterior effects appear. (Johnson et al., 1994). The model does not disregard the influence of role dominancy, (Davis and Rigaux, 1974) known dominancy types appear in the model. Model of decision making within the family disregard the role of children, but I felt it necessary to add children to my model because of their growing influence.

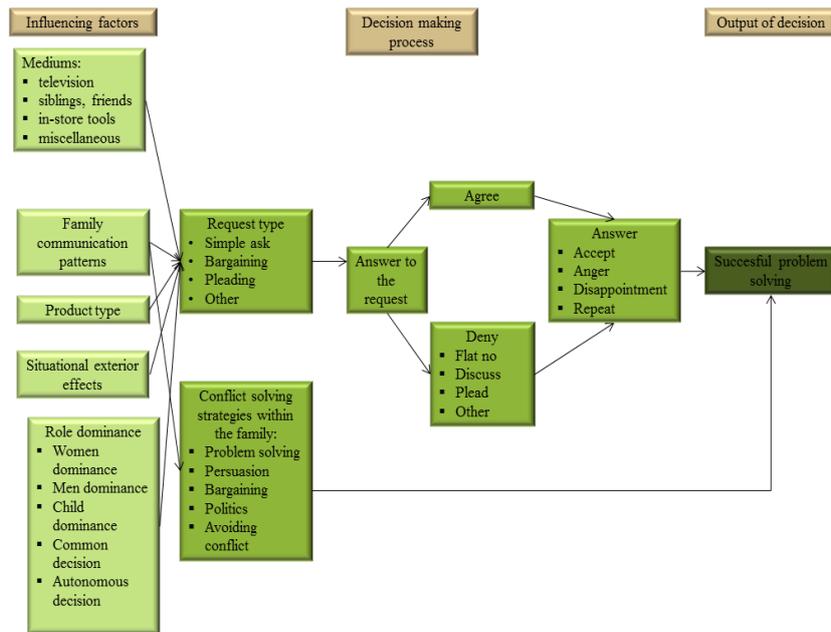


Figure 2
The conception model
 Source: own edition

Successful problem solving is largely influenced by conflict-solving strategy within the family. Sheth (1974) set apart 4 different conflict-solving strategies: problem solving, persuasion, bargaining and politics. Besides these Johnson et al. (1994) distinguish a fifth conflict-solving strategy: avoiding conflict.

Table 5
Source models of conception model

Conception model	Short introduction of examination scope	Source model
	Mediums: television siblings, friends in-store tools	Isler et al. (1987)
Influencing factors	Examination of influencing power triggered by product type	Johnson et al. (1994)
Influencing factors	Examination of situational exterior effects	Johnson et al. (1994)
Influencing factors	Dominance of different family members during purchase decision making process	Johnson et al. (1994)
Influencing factors	Examination of different applied demand-types	Davis and Rigaux, (1974)
Influencing factors	Examination of parental reaction and children's response	Sheth (1974) Johnson et al. (1994)
Type of demand	Mediums: television siblings, friends in-store tools	Isler et al. (1987)
Decision making process	Examination of influencing power triggered by product type	Isler et al. (1987)

Source: own edition

4.2. Results of basic quantitative research

In 2008 I made a basic quantitative research to examine general buying habits of Hungarian population and the role of family members purchase decision making in the case of some products. Accordingly I examined by product to product the extent of influence of family members (mother-father-children) and the nature of decision whether it is common or autonomous. During my research I did not examined only several products but also separately different stages of decision making process (collecting information- evaluation of alternatives- decision making)

Main focus of the research was to extent the model of decision making within the family in the direction of children, hence I examined the products known from the model. The model separate the purchase decision making process into three steps: collecting information, evaluation of alternatives and purchase decision making, hence I also tried to follow this logical strand during the presentation of my results. During my research I examined the products known from the model, but I extended the examined roles, not just in the relation of husband-wife, but in the relation of husband-wife-child. My aim was to reveal what roles family members undertake during the collection of information, to what extent can a given decision seen as an autonomous or a common decision, respectively which family members take part and with what intensity.

In total it can be stated that in the case of products connected to men or women their influence is primary determining, though influencing power of children occurs directly only in the case of products that can be connected to them. Children mostly take part in common decisions, their role is stronger in this case. It can be also unequivocally stated that common collection of information of husband and wife have a great role. During the final purchase decision making it can be observed that roles and dominances change just to a small extent, and dominances remain in the final decision making process. Cramer's V association value is 0,2298 in this step, that is low, hence it validates the role specify of products. In total it can be stated that role dominances during the purchase decision making process are approximately correspond with the steps of the model (collecting information- evaluation of alternatives- decision making) and my examinations, deviation can be discovered in their intensity. In the same way husband-wife dominant products can be discovered, but also dominant nature of common decisions can be observed in the case of some products.

During the research it also unequivocally occurred that all products can be connected somehow to one or more family members, but in none of the case it occurred that a product purchase cannot be connected unequivocally to a family member and any of them can buy it. This research was not a breakthrough in the extension of model of decision making within the family, extension of model method towards children makes the whole research so complex that because of the limits of respondents and mathematical matters the extension of the model is not solved. Hence **H2** hypothesis must be rejected.

4.3. Results of basic qualitative research, Repertory Grid Technique

In 2005 I made a basic qualitative research. The aim of this research was to reveal whether there is a connection point between family members and products in perception maps of the respondents. I used the Kelly (1955) Repertory Grid Technique because I supposed it can offer a new possibility to recognize purchase decision mechanism of families and in defining the competency and dominance of different products. I selected the grid elements by the products and services known from the model of decision making within the family, but I amended it with a new actor with "me". In all cases the respondent had to substitute himself with me equivalence himself with child role, as

respondents were 18 year old youngsters , who lived together with their parents in one household , so in these circumstances they can be looked as children. In my opinion main bias of model of decision making within the family is disregard of children's role and I supposed this bias could be filled in with the help of Repertory Grid Technique. During my research I examined whether the model of decision making within the family can be actually connected with Repertory Grid Technique: with 20 respondents with 3 grids I revealed the constructions connected to the elements. After this process perception and mental maps were drawn. The chosen products were the ones known from model of decision making within the family, hence comparability and extension possibility was easier.

During this research I had to realize that my theory that husband, wife and children dominant products align with a given person on respondent's perceptual map, does not necessarily works in practice. Comparing the 60 perceptual maps of 20 respondent products and person were not aligning by competency or dominancy. It is interesting- though not really surprising- that family members (Mother, Father, Me) aligned in a subgroup, and similar type of products aligned in different subgroups. In this case differences were observable as to the different respondents: which products aligned into groups and subgroups. Finally it was not identifiable which product belongs to which family member's competency or dominancy. I mean several reasons can be in the background, but we should firstly go back to some determining characteristics of constructions.

In total I had to realize that because of unique organization of respondents' construction system, products and family members are so different elements that they do not connect to each other on perceptual maps but align with each other smaller subgroups. Limits can be stemmed from the main characteristics of constructions: validity, permeability and the large scale difference of elements. Though theoretically the method should be suitable to extent the model of decision making within the family, but by the research results it can be stated that in the head of respondent persons and products or services separate from each other, close connection cannot be discovered among them. By all of these: **H2** hypothesis that says role of children can be involved in model of decision making within the family with the help of the model's methodology can be unambiguously *rejected*. Though the relative detection of each products and services and the picture in consumer's mind can be examined and identified, the basic problem itself as I wanted to connect products with people is not solved. It can be stated that for the extent of model of decision making within the family another method should be used, Repertory Grid does not show the dominance of family members and their relationship with other products.

4.4. Quantitative nationwide research, adult population

In third and fourth quarter of 2010 I made a quantitative research with the objective to examine purchase decision making processes within the family, the different purchase situations, the role of family members in purchase decision making processes. Examination of personal strategies influencing the decision making process had an emphasized role from the side of adults and young adults too.

During my research one of the most important examination aspect was to find out what type of communication strategies used by adults, how they react to the demands of their spouses and children. Before creating parental groups I made factor analysis to reveal the data structure and the multicollinearity among involved variables. I made a Barlett probe to involved variables. Level of significance was 0,0 hence initial variables were appropriate for factor analysis as there is correlation among them. Value of KMO is 0,745 hence involved variables are appropriate for factor

analysis. In total it can be stated that because of the existence and significant nature of correlation, KMO value and Barlett test validated that the initial variables are appropriate for factor analysis.

From the correlation matrix of anti-image matrix (see Annex 8) it can be seen well that values out of the diagonal are low, so it can be states that small amount of variables variance are free from other variables. MSA values of elements in the main diagonal of correlation matrix of anti-image matrix are in all cases between 0 and 1 and their value is always higher than 0,5 so the examined aspects fit well to factor structure.

Table 6
Rotated factor matrix by the involved variables

	Factors				
	1	2	3	4	5
Mostly I listen to my child when we buy something	0,762				
I took my child often to do shopping	0,716				
I often allow my children's request	0,695				
Generally my children decide about what to buy	0,690				
My child often bargain with me	0,685				
Usually I do not allow my child's request	0,466				
Usually I take over my will		0,718			
I usually manage to carry my point with my family members.		0,717			
Usually I decide what brand to buy		0,611			
I often buy for myself		0,604			0,350
I often ask my spouse's opinion before buying something			0,783		
I often listen to my spouse's opinion			0,727		
I often do shopping together with my family			0,631		
I do not like confrontation				0,767	
Nobody influences me in my purchase decisions				0,503	
I often beg to take over my will					0,639
It is important to have a harmonic relation with my family			0,455		0,467

Source: own edition

It can be seen that five different factors can be discovered:

- Factor 1: „influencing power of children”, explained variance: 16,65%
- Factor 2: „self-centralism during the purchase process”, explained variance: 11,77%
- Factor 3: „influencing power of family members”, explained variance: 11,70%
- Factor 4: „suggestibility”, explained variance: 7,19%
- Factor 5: „harmony endeavor”, explained variance: 7,13%

By the results I made cluster analysis with K-means method. I involved all questions to clustering process that somehow include children requests and parental responses (questions 8., 10., 11., 12., 13.) and the ones that refer to the nature of family purchase decision (question 13.). During the clustering process I created 5 clusters that can be well separated by family member's role within the purchase decision making process and the type of decision making. Main clustering criterion was the following: whose opinion the respondents listen to the most (F=331,497). Besides this cluster membership is defined by the type of children's requests (simply ask, persuasion, begging, bargaining, reticence of ask to avoid conflicts) and parental responses to this demands (flat no, discuss, stall or fulfilling the request)

Among different clusters craggy differences can be discovered as to the communication strategies and decision making, but as to socio-demographic characteristics clusters were well balanced both by gender, income and residence. None of the socio-demographic characteristic defined cluster membership.

As a result of the process I defined the following 5 clusters:

- Common-decision makers with their spouse (N=261)
- Languids (N=84)
- Stubborns (N=214)
- Harmony-oriented (N=324)
- Egoists (N=61)

Table 7

Introduction of decision based parental clusters

	Characteristics
Decision based parental clusters	
Cluster 1 (N=261) <i>Common-decision makers with their spouse</i>	Their spouse's opinion is important for them, they do not like confrontation, but usually they take over their will. Their children generally have a limited voice in purchase decisions. In their free time they like to be with their family. They rarely identify themselves with celebrities.
Cluster 2 (N=84) <i>Languids</i>	They do not like confrontation; no determining person can be discovered in decision making process. They are not easy to be influenced, but they do not have a strong will either. In general they do not enthuse about shopping and they rarely shop with their family together.
Cluster 3 (N=214) <i>Stubborns</i>	Mostly they only count on their own opinion; usually they do not take into consideration their family member's opinion. They manage to make their opinion accepted by family members, they usually take over their will. They rarely allow their children's requests, their children rarely bargain with them, it is hard to influence them. In most cases they are the brand-choosers in family.
Cluster 4 (N=324) <i>Harmony-oriented</i>	Their spouses' opinion is extremely important for them, though they are also able to take over their will, they can make their family members accept their opinion, but they also let their children to take over their will. They can be influenced during their purchases; they allow their spouses' requests. For them it is extremely important to be in harmony with their family members.
Cluster 5 (N=61) <i>Egoists</i>	They make their surroundings accept their opinion, they usually take over their will. Their children have no role in purchase decision making, they usually do not even take them to shop. They are very hard to be influenced. Generally they do not accept their children's demands, though as to their own opinion family-harmony is important for them. Mostly they are brand-choosers.

Source: own research, 2010, N=944

To present the findings I used the different steps of consumer behavior model of Kotler and Keller (2006), I mainly focused on information search, evaluation of alternatives and purchase decision making. This is also reasonable because I emphasized the model of decision making within the family (Davis and Rigaux) also highlight these steps. Models implemented in the questionnaire can be connected partly to one, partly to all stages. During the research I examined what are the main information sources for respondents in the stage of information research. Both increased attention and active information collection were part of the research. I examined what are the main information sources that somehow influence the latter purchase decisions and by Kotler and Keller (2006) I divided them into four groups:

- personal sources (family, friends, acquaintances)
- commercial sources (advertisements, homepages, blogs, in-store tools, sales promotion tools)
- public sources (media, product experts)
- empirical sources (product test, usage)

During my researches I emphasized the examination of family Buying Center. Role of each family member in the decision making process can be different, they can undertake different roles: they can be initiators, deciders, users, gatekeepers, influencers, purchasers. Aim of the research was to examine the role of the respondents in case of each product, highlight which family member has

what role in case of different products in family Buying Center. Within family Buying Center I separated the following roles: initiators, experts, purchasers, brand choosers, influencers, decision makers.

Results of the research show that respondents undertake different roles in case of different products. Mainly they occurs as purchasers, initiators or decision makers, but it occurs also in quite many cases that they do not have any role in the whole purchase decision making process. Roles depend to some extent on the product, cluster membership and gender, but other socio-demographic characteristics like financial status, type of settlement or age do not define the role undertaken in family Buying Center.

4.5. Quantitative nationwide research, young adult population

In the third and fourth quarter of 2010 I made a research not just among adult, but also among young adult population to reveal and introduce purchase decision making processes within the family, different purchase situations and the role of family members in purchase decision making processes with the eye of young adult population. During the research similarly to adult population I examined purchase decision making processes within the family, different purchase situations and the role of family members. During the research I gave a priority to the examination of individual communication strategies both from respondents and their parents' side. I considered it is important to examine this target group as young adults appears unequivocally as individual consumers, especially in the case of purchases that can be connected to their needs. In other cases they have an effect on family purchase decision making processes as they can appear as influencers or even decision makers especially in the case of products where involvement of parents is lower. (Horváth, 2010)

To present the findings I used the different steps of consumer behavior model of Kotler and Keller in this research as well (2006), I mainly focused on information search, evaluation of alternatives and purchase decision making. Research was implemented on the same models as the quantitative nationwide research on adult population.

During my research one of the most important examination aspect was to find out what type of communication strategies used by young adults. Before creating young adult clusters I made factor analysis to reveal the data structure and the multicollinearity among involved variables. I made a Barlett probe to involved variables. Level of significance was 0,0 hence initial variables were appropriate for factor analysis as there is correlation among them. Value of KMO is 0,642 hence involved variables are appropriate for factor analysis. In total it can be stated that because of the existence and significant nature of correlation, KMO value and Barlett test validated that the initial variables are appropriate for factor analysis.

From the correlation matrix of anti-image matrix (see Annex 9) it can be seen well that values out of the diagonal are low, so it can be states that small amount of variables variance are free from other variables. MSA values of elements in the main diagonal of correlation matrix of anti-image matrix are in all cases between 0 and 1 and their value is always higher than 0,5 so the examined aspects fit well to factor structure.

Table 8
Rotated factor matrix by the involved variables

	Factor			
	1	2	3	4
If I want something I usually bargain with my parents	0,777			
I often beg to take my will over	0,729			
I am angry if I do not get what I want	0,695			
It is important to have a harmonic relationship with my parents		0,767		
I like to do shopping with my parents		0,658		
I accept what my parents say		0,652		
Principally my father decides what to buy			0,788	
Principally my mother decides what to buy			0,707	
Nobody influences me in my decisions				0,751
Usually I take over my will				0,522
I do not like confrontation				0,474

Source: own research. 2010, N=857

It can be seen that four different factors can be discovered:

- Factor 1: “applied communication strategies”, explained variance: 16,82%
- Factor 2: „harmony endeavor”, explained variance: 14,79%
- Factor 3: „parental decision”, explained variance: 12,72%
- Factor 4: „suggestibility”, explained variance: 10,57%

I examined whether different groups can be discovered whose members use similar communication strategies and by the results of factor analysis I made cluster analysis with K-means method. I involved all questions to clustering process that somehow include children requests and parental responses (questions 8., 10., 11., 12., 13.) and the ones that refer to the nature of family purchase decision (question 13.). During the clustering process I created 4 clusters that can be well separated by applied communication strategies, family member’s role within the purchase decision making process and the type of decision making. Main clustering criterion was avoiding confrontation (F=440,770). Besides this cluster membership is defined by the type of young adults’ requests (simply ask, persuasion, begging, bargaining, reticence of ask to avoid conflicts) and parental responses to this demands (flat no, discuss, stall or fulfilling the request)

Among different clusters craggy differences can be discovered as to the communication strategies, but as to socio-demographic characteristics clusters were well balanced. None of the socio-demographic characteristic defined cluster membership, low value of Cramer’s V association value also confirms this, in the case of age it was 0,085, gender 0,036, type of settlement 0,070, financial status 0,081.

As a result of the process I defined the following 4 clusters:

- Accepters (N=301)
- Languids (N=134)
- Confrontation Evasives (N=180)
- Stubborns (N=235)

Table 9

Introduction of young adults clusters based on communication strategy

	Characteristics
young adults clusters based on communication strategy	
cluster 1 (N=301) <i>Accepters</i>	Harmony in family is extremely important for them they do not like confrontation. They usually accept and bow their parents' opinion. They rarely bargain if they would like to make something bought for themselves. Extreme deliverance is not typical for them.
cluster 2 (N=134) <i>Languids</i>	Usually they accept their parents' opinion, but harmony within the family is not extremely important for them. Extreme deliverance is not typical for them. either, but keeping a good relation with their parents is not so important for them. If it is necessary they are confronted.
cluster 3 (N=180) <i>Confrontation Evasives</i>	It is very important for them to have a good relationship with their parents; usually they accept their opinion and do not like confrontation. They can be influenced in their purchase decisions; typically they accept their parents' decisions.
cluster 4 (N=235) <i>Stubborns</i>	Powerful emotion expression is typical for them, like burst of anger. They usually take over their will, they rarely listen to their parents' opinion. It is typical that they bargain with their parents and they try to convince them with sense arguments. It is important for them to have a harmonic relationship with their parents, but it is not paramount.

Source: own research, 2010, N=857

I examined the role of the respondents in case of each product, highlight which family member has what role in case of different products in family Buying Center. Within family Buying Center I separated the following roles by Peter et al. (1999): initiators, experts, purchasers, users, brand choosers, influencers, decision makers. Products were involved by the products known from model of decision making within the family. In total it can be stated that role of young adults are very different by product types. Mainly they occurs as purchasers, initiators or decision makers, but it occurs also in quite many cases that they do not have any role in the whole purchase decision making process. Roles depend to some extent on cluster membership but socio-demographic characteristics do not define the role undertaken in family Buying Center.

4.7. Hypotheses examination of nationwide quantitative researches

Both adults and young adults use various communication strategies. Usually they prefer communication strategies free from intense emotions, but besides these various communication forms appear though to a smaller extent. Children ask their parents several ways if they would like to get something, hence **H3a** and **H3b** hypothesis can be *accepted* and kept. Parents react variously to their children's demand they rarely say flat no, they usually discuss the problem with their children or they plead. Children answer in several ways to these answers: usually they simply bow or accept the decision, but it can be observed also that they become angry or they get disappointed. It can be seen well that both **H4a**, and **H4b** hypothesis were confirmed. Results of the research unequivocally show that the respondents are highly influences by personal factors, especially by family members, but also by experts and family members. Influence also cover not just personal sources, but different mediums and other marketing communication tools. These mean a notable

influencing power, hence **H5** hypothesis was *confirmed*. Depending on what communication strategies are used by adults and young adults during my research I created different clusters in the case of the two target groups. In the case of adults I created five clusters: Common decision makers with their spouse (N=261), Languids (N=84), Stubborns (N=214), Harmony-oriented (N=324), Egoists (N=61). In the case of young adults I separated four clusters: Accepters (N=301), Languids (N=134), Confrontation Evasives (N=180), Stubborns (N=235). In both cases it can be seen that the examined groups can be well segmented by their applied communication strategies. Hence **H6a** and **H6b** were *confirmed*. In the beginning of my researches I supposed that applied communication strategy has a strong connection with the demographic characteristics of the respondents: their gender, place of living and financial status. Nevertheless my researches unambiguously show that no connection can be observed among these variables and the communication strategy with Cramer's V association value examination, hence **H7** hypothesis must be *rejected*.

Family members undertake various roles within the family purchase decision making processes, as it was confirmed by the research. Family members can be initiators, experts, purchasers, users, brand choosers, influencers or decision-makers. In the case of different products these roles can be various, but in total social stereotypes can be unequivocally discovered. Hence **H8** hypothesis were *confirmed*. By product type family members have different roles in the purchase decision making process. Depending on what is their role in the purchase and consumption of a given product they can behave variously, hence **H9** hypothesis was *confirmed*.

During my researches I considered important to study the role of children. I examined in the case of which product the influence of children can be detected. The results show that in the case of all products that can be related more closely to children because of their existence or their free time activities, unequivocal influence of children can be evinced. In the case of products that cannot be connected unequivocally to some of the close interests of children, their influence is not obvious in most of the cases it cannot be indicated. These results *confirm* **H10** and **H11** hypotheses. Young adults can be influenced well; also research results confirm this fact. They can reached excellently via different mediums, but they are also responsive to BTL marketing communication tools and they mostly discover the effects of these tools on their purchases. Hence **H12** hypothesis was *confirmed*.

4.8. Examination of elements of conception model with qualitative methods

I considered it is important to examine the elements of my conception model with qualitative methods. Hence I made triad interviews with families who have at least one dependent child under the age of 18. The composition of families by gender and age is introduced in details in annex 7. Objective of the research beside the examination of the conception model's validity is to reveal the background of purchase decision making and connecting contexts. Also applied communication strategies during the purchase decision making and examination of role dominancy were accentuated during the research.



Figure 3
 Word cloud of associations connected to purchases
 Source: own research, N=32

In connection of purchase I met several associations among the respondents. In total it can be seen well that the inquired families usually associate purchase firstly with money or money spending. Associations have either a positive or a negative content. It can be stated univocally that those who feel pressurized when doing shopping usually have associations with negative content (ex. expensive, bad, crowd, must, carrying, trammel), though those for whom shopping is a joy have positive thoughts about shopping (ex.: fun, spending time, quality, pleasure, satisfaction, comfort) It can be outlined well that daily shopping is mostly done by women, but in weekly and monthly shopping husbands and children also often take part. It can be seen in the interviews that these purchases mean a type of common family program. It is interesting that in the case of several families parents still appear as an influencing power and it can occur that they accompany their adult children to shopping. Common purchase is characteristic to most of the families, and it most of the time occurs in the case of bigger purchases. All products are purchased commonly where the opinion of the whole family counts or when the product is owned commonly, like furnishing, car, electronic products, and cloths. Most of the purchases are done mostly by women within the family, usually all products must be bought by them that are needed to maintain the household, like victuals, chemical products, cosmetics, pet food, and drugs. Men rarely buy alone. When it occurs they usually buy some mechanical products (electronic products, auto parts, DIY tools, garden tools) or something used by themselves (coffee, bakery products, and everyday food). During purchases the respondents mainly listen to their spouses' opinion, but a smaller, well definable group listen only to his own opinion. Mainly men occasionally listen to experts before buying something, especially when they buy a bigger-value, electronic product. It is interesting that some of the wives are influenced by their mother despite of having an independent spouse. Both of these wife-mothers were under the age of 30. Also non-personal influencing factors have unequivocal effect on most of the respondents while a craggy group is absolutely not influenced by commercials as to their own opinion. Usually commercials are used in the stage of information collection and evaluation of alternatives by the respondents: they think commercials are suitable to orientate, find rebates, best deals.

In family purchase decision making the role of children can be unequivocally discovered. Primary they try to influence their parents in case of products that can be directly connected to their being and consumption. These products are mainly toys, different food products (sweets, chips, cereals, yogurts), clothes, and in some cases school equipment and books. In some cases to achieve their goals they use various influencing strategies: In some cases they simply ask their parents, but also nagging, begging, adulation, crying and tantrums. In many cases the platitude that "someone else also have it" occurs. Parents react variously to their children's demands: mostly they discuss the

problem and try to find reasonable arguments, but it also occurs that they let their children's will or simply stall the answer. Children usually bow to their parents' decision, sometimes they become angry. By the interviews it can be detected that if children do not simply ask, but use another communication strategy (nagging, bargaining) to achieve their goals, it is bootless for parents to convince them with reasonable arguments, their children generally reacts with an extreme emotional burst to the parents' decision.

Family members can undertake different roles within the purchase decision making process. Usually women appears as initiators, in cases of products that can be connected to household (food products, furniture, household appliances) this can be observed particularly. Man hardly initiate if yes they do it in the case of electronic products, DIY tools, garden products. Usually they are experts also in the case of these products. It is interesting that men are also experts in the case of mechanical products and meats. Women mostly experts in the case of products that can be connected to household, but they are also more familiar with furnishing and clothes. We should not forget about the expert role of children as they concordantly appear as an expert in the family in the case of computer products. Their expertness can be discovered in the case of phones. Children are the ones who definitely are experts in trendy, fashionable things, they know what is fancy as to their own clothing and accessories they are the most informed. It also can be seen that experts usually appear as brand choosers in the purchase decision making process. Attitude of respondents towards purchases are very various. In total three craggy groups can be separated. For the first group shopping always mean a joy, mainly women belong to this group. For the second group shopping primary mean a joy, but mostly in the case if it has some experience content and because of its family program nature it go beyond task fulfillment. In this group both men and women can be found. For the third group shopping is unambiguously a trammel, mainly women belong to this group.

By all of these research results my conception model needed a bit of transformation. It occurred unambiguously that the factors in the model and their effect appears in the model as it was drawn by the research results, I experienced deviation only in the case of one factor. As to the type of the request my research results show that they can be much more various as I supposed in my conception model. Originally I separated three different type of request after Children's Purchase Request and Parental Response model (Isler et al. 1987) these were the following: simple ask, bargaining, pleading. Contrary to these in the final model I completed it with four more request types: nagging, adulation, crying and tantrums.

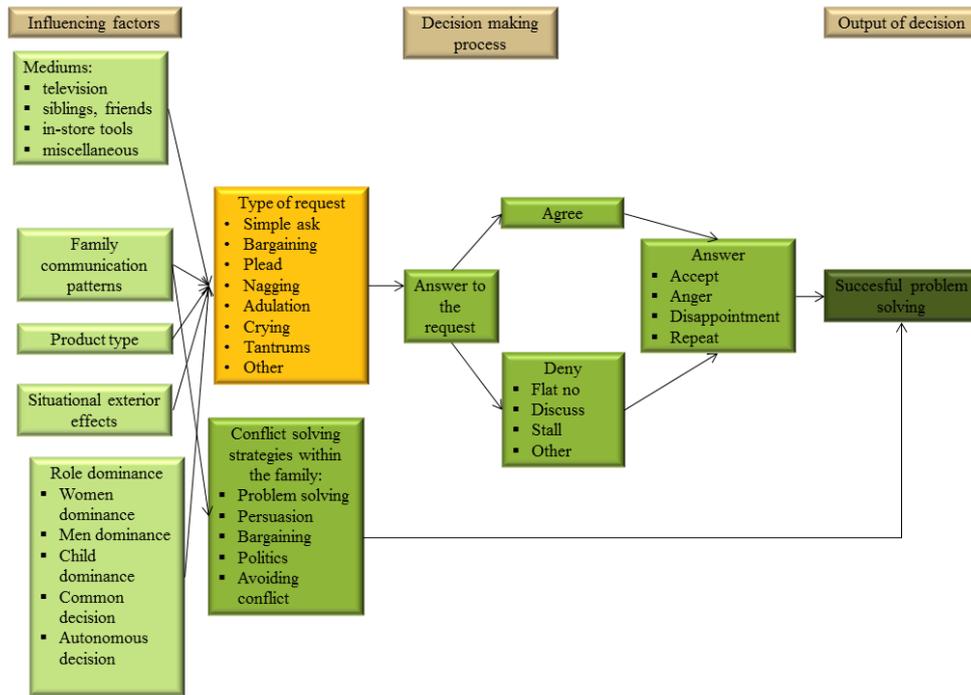


Figure 4
The final model
Source: own edition

By the research results **H1** hypothesis just *partly was confirmed*, as we can see smaller modification was needed in the model. However it can be stated that the originally drawn structure, strand of the conception model was useable and only a minimal modification was needed.

5. NEW AND NOVEL RESULTS

T1. Systematization of models explaining family purchase decision making processes

It was an objective of my dissertation to reveal purchase decision making processes within the family, so as a first step I introduced, organized and summarized national and international models. As far as I know no scientific job like that were done before in our country. This part of my dissertation can be seen as a novel result.

T2. Creation of an own research model that explain family purchase decision making and most influencing factors on these processes

Aim of the model was to give a complex introduction to factors influencing purchase decision making process. Model emphasize the communication strategies used by family members during the purchase decision making processes, family members and all influencing external personal and non-personal factors effecting the decision. By adapting the theoretical models I created my theoretical model and as a result of my empirical researches the final research model was born. It is an aim of the model to introduce in deepness the applied communication strategies and influencing factors, nevertheless it was not my aim to introduce the smallest influencing factors, because in this case main coherence would disappear.

T3. Exploration of the mechanism of purchase decisions within the family by young adult and adult sample

I revealed factors influencing family members in different decision making steps in connection of purchase decision making process. I identified what roles different family members undertake in family Buying Center. I also tried to identify the role in the case of products known from the model of decision making within the family. Within the family Buying Center I separated and examined the following roles: initiators, experts, purchasers, brand-choosers, influencers, decision-makers. Furthermore it was part of the research to reveal and identify the applied communication strategies and different influencing factors.

T4. Identification of adult and young adult clusters based on their communication strategies

By my empirical researches I managed to create clearly separable clusters in the case of adult and young adult population. In the case of adult population clusters can be separated by the nature of decision making within the family. I created the following 5 clusters: Common decision makers with their spouse, Languids, Stubborns, Harmony-oriented, Egoists. In the case of young adults main group formation criteria were communication strategies used during the purchase decision making process. As a result I created the following 4 clusters: Accepters, Languids, Confrontation Evasives, Stubborns.

6. CONCLUSIONS AND RECOMENDATIONS

6.1. Main statements

During my work as to the literature overview and the defined objectives I phrased 12 hypotheses, to 3 of them 2 more subhypotheses (**H3a, H3b, H4a, H4b, H6a, H6b**).

Table 10
Examination of hypotheses

Research hypothesis	
H1 Conception model is valid and can be adapted in domestic circumstances	Partly confirmed
H2 Role of children can be involved in model of decision making within the family with the help of the model's methodology	Rejected
H3a Adult population use different communication strategies during purchase decision making processes	Confirmed
H3b Young adult population use different communication strategies during purchase decision making processes	Confirmed
H4a Parents react various ways to their children demands connected to purchase decisions	Confirmed
H4b Young adults react variously to their parents negative responses connected to purchase decisions	Confirmed
H5 Personal and non-personal factors have a significant influencing power on purchase decision making process	Confirmed
H6a Adult population can be divided into homogenous segments by the communication strategies known from literature research	Confirmed
H6b Young adult population can be divided into homogenous segments by the communication strategies known from literature research	Confirmed
H7 Unambiguous relationship can be detected among communication strategy and social-demographic criteria	Rejected
H8 Among family members undertake different roles when buying different products	Confirmed
H9 Depending on product type different family members influence the one who make a given purchase	Confirmed
H10 Influencing power of children is determining in the case of products that can be connected to them	Confirmed
H11 Influencing power of children is different in the case of different products	Confirmed
H12 Different marketing communication tools unambiguously influence children during their purchases, and this influence is different from product to product.	Confirmed

Source: own edition

In detail I have already introduced the examination of hypotheses in the dissertation in the connecting actual parts, as it is not an aim of mine to repeat myself I do not do it again in this chapter. Though hypotheses were mostly confirmed, the one connecting to basic research (**H2**) were not confirmed. This justified for me to change the research thread and carry out new researches. In my dissertation it was an objective for me to make a literature overview (**C1, C2**), introduction of partly or absolutely not known results were an accentuated part of the first logical part of the dissertation. Consumer socialization, especially childhood socialization highly define how children behave with their families during purchase decision making processes, and how they will behave in these situations as adults. To understand the processes undergoing in the family it is really important to get acquainted deeper with family roles. In the dissertation as to my resources I collected the models introducing and explaining family decision making process. By knowing and summarizing the models I created a conception model (**C3**), after my researches I created out of these the final model. During my qualitative and quantitative researches besides these it was my aim to reveal and recognize the mechanism of purchase decision making processes within the family (**C4**) Kvalitatív és kvantitatív kutatásaim során célom volt mindemellett, hogy feltárjam és megismerjem a családon belüli vásárlási-döntési folyamatok mechanizmusát. Revealing applied communication strategies in purchase decision making processes was accentuated in the dissertation. by the applied communication strategies could I create the different consumer clusters both in case adult and young adult population. Clusters can be clearly separated by applied communication patterns and influencing persons. Nevertheless it can be also detected that socio-demographic factors do not or just to a small extent influence cluster membership.

6.2. Main results of the dissertation and their practical applicability of the dissertation

During my work it was an aim to create a work that can be used in practice as well. Main results of my dissertation and their practical applicability is drawn in the following:

- R1** I identified decision making and communication strategy based clusters in case of adult and young adult population. In practice that helps market segmentation identification of different segments and easier, more punctual, more effective targeting.
- R2** I identified the role of family members undertaken in family Buying center in the case of different products. This contributes to communicate with the appropriate family member in different stages of decision making process in the case of different products.
- R3** I identified what personal and non-personal factors have an effect on family members in the case of different products. . This helps to find the best marketing communication tools and channels in the case of different products.
- R4** I created a practical model by my research results, that examines comprehensively the purchase decision making process. that helps the researcher what aspects should be taken into consideration and be examined in the case of researches connected to a topic.

6.3. Further strand of research

Frames and available resources limited the results in the dissertation, but I think it is very important to do further researches in this topic. Main strands for further research can be summarized into the followings:

- I1** Further examination of validity of practical model, looking for possible extensions.
- I2** Examination roles (within the Buying Center) connected to different products. Involving further products, product groups to the research, concretize and examine general product categories
- I3** Further and deeper examination of personal and non-personal sources

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