

ROLE OF ADOLESCENT IN PARENT CONSUMER SOCIALIZATION

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Abstract

Embracing the bi-directional perspective of consumer socialization, this study extends the explanation of consumer socialization theory to parents using mothers as the proxy. It is empirically proven in both data sets of this study—mothers and adolescents—that adolescents do contribute in socializing their mothers. This study incorporates the elements of personality (Mowen's 3M Model), labeled as adolescent socialization types, to identify not only the relationship of adolescent with parent consumer socialization but also isolate the pertinent adolescent socialization types or elemental traits that discern the high and low tendencies of mothers' to be consumer socialized by their children. Findings from adolescents' perspective reveal that the most discerning traits that differentiate highly consumer socialized mothers from the least consumer socialized mothers are the adolescents' levels of agreeableness and need for body resources. On the contrary, mothers' data show that they are not susceptible to any of the adolescent personality traits.

Keywords: Adolescents, bi-directional consumer socialization, personality traits,

Mowen's 3M Model of Motivation and Personality

Introduction

Since the 1980s, there is a growing interest in children's consumption behavior, especially their influence in family consumption decisions. In the late 70s and the early 80s, children's acquisition of consumer related skills, knowledge and attitude was posited to subsume under the theory of consumer socialization (Moschis and Churchill, 1978; Ward, 1974). Ever since the inception of the consumer socialization theory, research on consumer socialization has evolved to include areas such as children's influence in family purchase decisions (Belch, Belch and Ceresino, 1985).

Consumer socialization theory stems originally from the broader research in socialization that is referred as the process by which individuals develop through transaction with other people and their specific patterns of socially relevant behaviors and experience (Zigler and Child, 1969). The marriage of Bandura's social learning theory and Piaget's cognitive development theory has given

