



UNIVERSITI PUTRA MALAYSIA

**INFLUENCE OF ADOLESCENTS IN FAMILY FOOD
DECISION MAKING IN KLANG VALLEY, MALAYSIA**

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**INFLUENCE OF ADOLESCENTS IN FAMILY
FOOD DECISION MAKING IN KLANG VALLEY, MALAYSIA**

By

WAN RUSNI BINTI WAN ISMAIL

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
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Chair: Mohhidin Othman, PhD

Faculty: Food Science and Technology

The importance of understanding target market is crucial for the survival of business. Marketers and retailers put a lot of effort to understand how family arrived at their purchase decision because decisions in a family are not solely made by parents. Certain decisions, especially food-related decision are highly influenced by children and surprisingly parents sometime do not even realize it. This notion is supported by previous studies which suggest that level of influence children have in family decision is product related, for instance children exert high influence in low involvement product, which is less expensive such as food. Interestingly, teenagers' involvement was also found in high involvement product such as mobile phone. With very little evidence available on children's influence in Malaysia it is very difficult to determine the level of influence that Malaysian children have in their family decision making. In addition, there is no available data to ascertain teenagers' specific

characteristic such as age group or demographic background that proves to be more influential in family decision making.

This study attempted to investigate teenagers influence on family food decision making based on their utilization of bilateral strategies. One of the unique characteristic of bilateral strategies is the need for both parents and teenagers cooperation to make it work. For instance, teenagers assist parents with consumer and tasks around the house hoping that parents will comply to their request for certain specific items they need or want.

A total of 500 questionnaires were distributed to teenager's age between 13 to 17 years old in selected secondary schools in Klang Valley using simple random sampling technique. Data were then analyzed using the SPSS version 20 software. Descriptive analysis gives a general description of the respondents while comparative analysis t-Test and One way ANOVA were performed to test the differences between relevant data. Apart from that, Pearson Correlation is used to establish relationship between teenagers' demographic and their involvement in family food decision making. Multiple regression analysis is also performed to identify the best model for this study.

Bilateral strategies tested in this study have yield positive and strong correlation between all consumer activities tested namely suggesting price, product and store with perception of reward. This result will provide important data for marketers and retailers because adolescents' involvement in such activities is a good indication that these teenagers are around when the purchase is made. Interestingly younger

teenagers were reported to be highly involved with such activities while older teenagers reported less involvement in consumer activities. On the other hand, performing task does not resulted with increase in influence in family food decision making, thus suggest that involvement in such activities is highly particularistic, thus the reward in form of love is more important than material goods. Apart from that, this study also found coalition strategy to influence parents purchase. Initially it is thought that single child in the family is more influential. However teenagers with three or more siblings reported high influence in family decision which indicate coalition pattern in influence attempt. Besides that, this study also highlighted the differences in influence among the three races which are Malay, Chinese and Indian which is an indication that Malaysian has difference purchasing behaviour.

The finding from this study will help marketers to identify the specific family members to target rather than just targeting family, this to ensure that promotional message will be delivered to specific target effectively. Besides that, the differences in purchasing behaviour among various races should also indicate the need for developing specific promotional strategy for difference races.

Future researches should focus on the different type of consumer activities because this study shows that teenagers' involvement in consumer activities such as suggesting price, product and store are part of their strategies to influence their parents' final decision. Apart from that, future research should also look into actual income when investigating differences in family influence rather than dual income, as dual income does not lead to positive findings in this study. Finally future studies

also test teenagers' influence from other parts of Malaysia, including the rural areas in order to generalize the findings to the whole nation.



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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai Memenuhi keperluan untuk ijazah Master Sains.

**PENGARUH REMAJA DI DALAM MEMBUAT KEPUTUSAN
BERKAITAN MAKANAN KELUARGA DI KAWASAN
LEMBAH KLANG, MALAYSIA**

Oleh

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Kepentingan untuk memahami pelanggan sasaran adalah amat penting untuk kelangsungan sesebuah perniagaan. Pemasar dan peruncit sentiasa berusaha untuk memahami bagaimana sesebuah keluarga mencapai keputusan dalam pembelian kerana bukan semua keputusan dibuat oleh ibu bapa. Sesetengah keputusan, belian terutamanya sekali yang berkaitan dengan makanan adalah sangat dipengaruhi oleh remaja namun ibu bapa kadang-kadang tidak menyedarinya. Penyelidikan terdahulu mengakui pengaruh remaja berkaitan dengan jenis produk, contohnya pengaruh remaja lebih tertumpu kepada produk yang murah seperti pembelian bahan makanan. Ianya lebih menarik apabila terdapat juga hasil penyelidikan yang menunjukkan bahawa anak-anak juga terlibat di dalam pembelian barangan yang mahal seperti telefon bimbit. Berdasarkan kepada bukti yang amat terhad ini sememangnya sukar untuk menentukan tahap pengaruh remaja dalam keputusan yang dibuat oleh ibu

bapa mereka. Selain dari itu, tiada maklumat khusus tentang umur mahupun latarbelakang remaja yang mempunyai pengaruh yang paling kuat terhadap keputusan pembelian yang dibuat oleh ibu bapa.

Kajian ini dilaksanakan bertujuan untuk menyiasat kaedah yang digunakan oleh remaja ketika cuba mempengaruhi keputusan ibu bapa mereka melalui penggunaan “bilateral strategies”. Di antara salah satu keunikan “bilateral strategies” adalah kerana perlaksanaannya memerlukan kerjasama dari kedua-dua pihak iaitu remaja dan ibu bapa. Contohnya remaja membantu ibu bapa ketika membeli-belah atau membantu kerja rumah dan sebagai balasan ibu bapa akan membeli apa yang diminta oleh mereka.

Sebanyak 500 borang kaji selidik telah pun diagihkan kepada remaja berumur di antara 13 hingga 17 tahun di beberapa buah sekolah melalui teknik persampelan rawak mudah. Maklumat yang di perolehi kemudiannya di analisa menggunakan SPSS versi 20. Statistik deskriptif menggunakan t-Test dan ANOVA telah dilakukan untuk mengenal pasti perbezaan di antara pembolehubah. Selain itu, ujian “Pearson Correlation” juga digunakan untuk mengenal pasti hubung kait di antara latar belakang responden dan penglibatan mereka di dalam memutuskan pembelian makanan keluarga. Analisa “Multiple regression” juga digunakan untuk mengenal pasti model yang paling sesuai untuk kajian ini.

“Bilateral strategies” yang diuji didalam penyelidikan ini telah menunjukkan bahawa terdapat hubungan yang positif dan kuat di antara penglibatan remaja dengan aktiviti-aktiviti konsumer dan persepsi ganjaran. Keputusan yang diperolehi amat penting

untuk pemasar dan peruncit kerana penglibatan remaja di dalam aktiviti ini menunjukkan bahawa remaja ada bersama ibu bapa ketika keputusan pembelian dibuat. Umur remaja turut mempengaruhi penglibatan mereka di dalam aktiviti konsumen dimana didapati remaja yang lebih muda melaporkan lebih banyak penglibatan di dalam aktiviti tersebut berbanding dengan remaja yang lebih tua.

Walau bagaimana pun penglibatan remaja dengan membantu ibu bapa melakukan kerja rumah tidak mempengaruhi keputusan pembelian ibu bapa. Selain dari itu penyelidikan ini juga menemui strategi lain yang digunakan oleh anak-anak iaitu “coalition strategy”. Pada mulanya anak tunggal di dalam keluarga dirasakan mempunyai lebih banyak pengaruh ke atas keputusan ibu bapa, tetapi hasil penyelidikan menunjukkan remaja yang mempunyai dua atau lebih adik beradik mempunyai lebih banyak pengaruh berbanding anak tunggal. Ini menunjukkan bahawa adik beradik berpakat untuk mempengaruhi keputusan ibu bapa mereka. Selain dari itu hasil penyelidikan ini juga telah menunjukkan bahawa pengaruh anak-anak adalah berbeza di antara kaum Melayu, Cina dan India. Ini menunjukkan bahawa rakyat Malaysia pelbagai kaum mempunyai kelakuan yang berbeza ketika membuat keputusan pembelian.

Penyelidikan seterusnya perlu lebih tertumpu kepada aktiviti konsumen yang lain kerana penyelidikan ini menunjukkan bahawa penglibatan remaja di dalam aktiviti konsumen contohnya dalam pemilihan kedai, barangan dan harga adalah merupakan sebahagian dari strategi mereka untuk mempengaruhi keputusan akhir ibu bapa. Selain dari itu penyelidikan akan datang juga perlu menguji perbezaan pengaruh di dalam keluarga berdasarkan pendapatan penuh isi rumah dan bukannya menguji

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Last, but certainly not least, to my husband, my children and my father who is always there as a source of strength and motivational support whenever I need them.

I certify that a Thesis Examination Committee has met on 18 December 2012 to conduct the final examination of Wan Rusni Binti Wan Ismail on his thesis entitled "Influence of Adolescents in Family Food Decision Making in Klang Valley, Malaysia" in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The committee recommends that the student be awarded the Master of Science.

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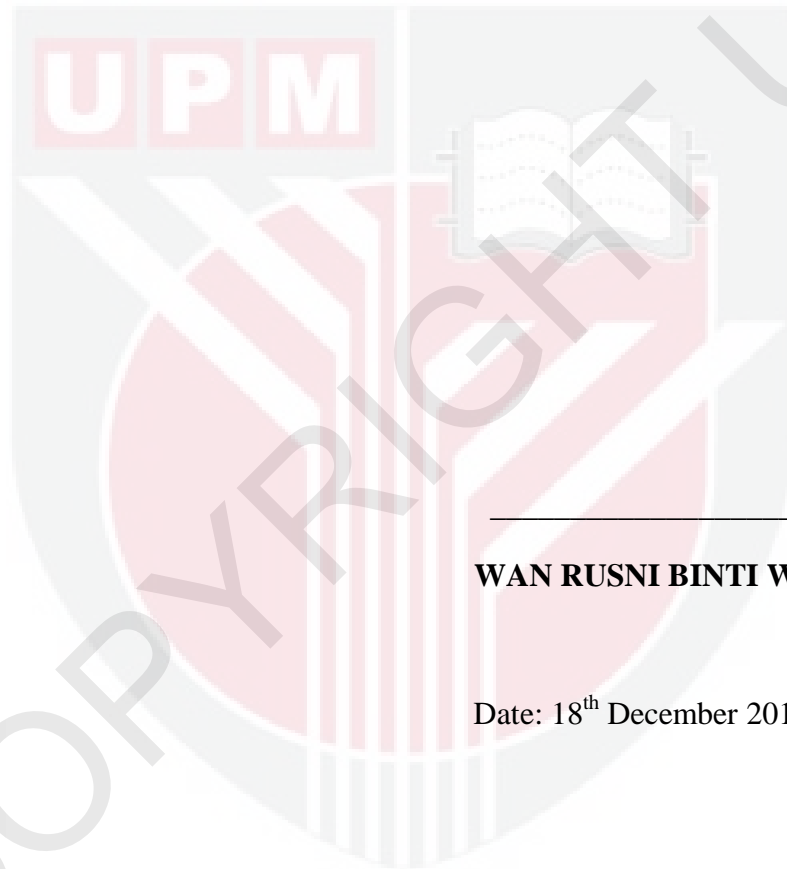
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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



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Date: 18th December 2012

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