Influence of Demographics on Family Communication Patterns in Family Purchase Decisions:
A Comparative Study of Indian and Japanese Children

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ABSTRACT

The purpose of this paper is to find the influence of child demographics and parent demographics on family communication patterns for both Indian and Japanese children in family purchase decision making. In order to achieve the objectives of the research, the authors have used descriptive research design and have used a survey method to collect responses from parents of both Indian as well as Japanese expat children living in India. The results of the study suggest that the demographics have significant influence on family communication patterns except gender of child. Marketers can frame the family profiles of their interest according to the communication pattern followed in the family and then target them accordingly with suitable media and marketing programs.

KEYWORDS

Consumer Socialisation, Demographics, Family Communication Patterns

INTRODUCTION

Children play an important role in family purchase decisions. Children as a single group comprises of a major target segment for the marketers and retailers. They are not only influencing the products and services specifically meant for them but also in household purchases. As per the report of National Retail Federation 2019, it is concluded that in total 87% of children are influencing the family purchase decisions, out of which 48% of purchases are specially meant for them and 36% on household purchases (National Retail Federation, 2019).Children play different types of roles in family purchase decision making .They act as initiators, influencers, deciders, etc. for their parents but the major role played by them in researching for products and services before purchase (National Retail Federation, 2019).

The confluence of social, cultural and technological changes leads to a massive change in the young consumers buying behaviour. The pandemic of Covid19 has also resulted in the deeper impact on buying patterns of families (Zwanka & Buff, 2020). It has changed the way families communicate, interact and shop. There are also more reasons for this change such as greater affluence of family,

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changing family dynamics from joint families to nuclear, dual and single parent families, more exposure to purchase related information on digital devices, etc. (Rao, 2020). Parenting style is varying and parents now encourage their children to participate in purchase related matters concerning the family. According to NRF 2019, parents perceive that involvement of their child in purchase related matters is because they think child opinion matters to them, the product is of child usage and to cultivate decision making skills.

Socio structural variables play an important role in socializing children as consumers. Various factors such as child demographics, parent demographics, family communication, Culture etc. has significant influence on children's purchase influence in family purchase decisions (Carlson and Grossbart, 1988; Peracchio & Tybout, 1992, Chaudhary and Gupta (2014) (Aggarwal & Shefali, 2018)

The age of child also plays an essential role in consumer development of children, which enables children to develop consumerism knowledge and decision making skills. Cognitive and social development skills facilitate them to discover and engage in purchase -related matters Children as consumers, can evaluate a product, search its alternatives, and purchase the chosen item from the store (John, 1999). Therefore, parents seek different opinions from different age groups of children. For eg child of 5 -7 yrs help in deciding entertainment option for the family whereas child of 8-12yrs assists their parents in the choice of holidays (Rao, 2020).

Family plays an important role in socializing their children as consumers in the marketplace. Family members especially parents have a considerable influence on a child's acquisition and development of consumer knowledge, attitude and skills. Families as an entire unit are known to use five different practices (in broad terms), to inculcate purchase -related understanding in children, namely: by putting a ceiling on few activities, telling about consumption of products/services, discussing consumption decisions, sharing experiences, and encouraging children to learn through observation and experience (Dursen, 1993). Therefore, the type of communication prevalent in the family affects the purchasing decision of families

Family communication thereby refers to the way verbal and non-verbal information is exchanged between family members (Epstein et al., 1993). Family communication patterns thus are the means to measure interaction levels between parents and children, and their consumption patterns respectively.

Family communication patterns are different for different types of national cultures. Culture is an important factor which is responsible for the variation in the ideologies of the family across cultures. Hofstede defines culture as, "The collective programming of the mind that distinguishes members of one group or category of people from another" (Hofstede, 1980).Several studies has been done on the family communication patterns (Shefali & Aggarwal, 2019)(Chan & McNeal, 2003) (Ennet et al., 2001); (Fitzpatrick & Ritchie, 1990) but few of them have yet explain cross cultural differences with respect to family communication patterns and children's purchase influence (Ghouse, Chaudhary, & Durrah, 2020)(Hsieh, Chiu, & Lin, 2006) Therefore, this paper shed light on the differences and commonalities between Indian and Japanese culture to ascertain the influence of demographics on Family communication patterns. Their parental practices are probed into which are prevalently followed in both the cultures, to ascertain influence on the decisions of children in family purchase decisions.

Both India and Japan are Asian countries. Yet both being 'Asian' in nature, share similarity in cultures, per say, them believing strongly and loyally in 'the family system'; and their cultural roots premised around familial structures. These countries house an extended family system, which encourages interactions between children and family members. But their demographical features are quite different. Japan as a culture is known to be a 'aged society', which means that it has people to old age more than young and that their generation gap is wider than in India (Forbes, 2018). Therefore, this paper helps us in understanding the relationship between family communication patterns and demographic variables of parents and children, to ascertain the influence of children in family purchase decisions. The purpose of this paper is to find out the influence of child demographics and parent demographics on Family communication patterns for both Indian and Japanese children in family purchase decision making.

LITERATURE REVIEW

Family communication has its roots in amalgamation of communication and socialization. Ward(1980) defined 'Consumer Socialization' as, "A process by which people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace". The general 'Consumer Socialization Model' is taken from the research of Moschis in 1987.He discussed about social structural variables which are responsible for continuous change in the consumer behavior of children.

A conceptual model on consumer socialization theories was proposed consisting of five types of variables—socialization agents, learning processes, social structural variables, age or life cycle and content of learning (Moschis and Churchill 1978; Moschis and Moore 1978, 1979).

Family communication patterns are defined as "Overt interaction between parents and adolescents concerning goods and services" (Ward & Wackman, 1972). Family communication patterns thus here means to measure interaction levels between parents and children, and their consumption patterns respectively. It consists of two types of orientation: Socio-oriented and Concept-oriented. Mcleod & Chafee (1972) conceptualized family communication patterns and gave two dimensions, namely Socio-orientation and Concept-orientation.

Influence of Child Demographics

Socio structural variables play an important role in research of consumer socialization. An essential element of socialization is that of communication that happens in the family (Lueg & Finney, 2007). Family communication patterns of the family are also seen to play an important role in purchase influence of the children (Caruana & Vassallo2003). The type of communication style followed by family has a significant effect on the purchase influence of children(Thomspon,2004).

Age of Child

Age plays a big role in children's influence in the family purchase decisions (Ward,1972). Older children have a significant influence on family communication patterns (Saphir and Chaffee,2002). As per Chan &McNeal (2003), family communication patterns do not vary per the age of the child. Older children have more influence on family decisions than younger ones (Martensen & Grønholdt, 2008). Young children are involved by the parents to participate in family purchase decisions (Watne *et al.*, 2011).

Gender of Child

Moschis (1985), Moschis and Churchill (1978), and Moschis, Moore, and Smith (1983) concluded that the socialization process is different for both boys. Parents generally discuss and co-shop with girls rather than boys on consumption related decisions. Fathers communicate more freely with their sons than their daughters (Harris,1998; Morgan et al., 1988). Family communication pattern does not vary as per the gender of child (McNaughton, 2000; Chan &McNeal,2003). Gender has a significant impact on family communication patterns. Families follow more open communication patterns towards their daughters than sons (Mottiar and Quinn, 2004). Socialization practices of families varies with the gender of their children (Wang, Holloway, Beatty, & Hill, 2007). No influence of gender in family purchase decisions was seen in the study done by Martensen & Grønholdt, (2008). Boys are less socialized and hence less influential in purchase decisions than girls (Beneke et al, 2011). The communication pattern followed by parents with Sons and daughters in family decision making of holidays is same (Watne et al,2014). Therefore, in the light of above findings made by different authors, we hypothesize that:

H1: There is a significant influence of child demographic variables on Family Communication patterns in family purchase decisions.

Parent Demographics

Age and Gender of Parent

Furman and Buhrmester (1992) concluded that boys perceive their association with their fathers are more compassionate than girls, whereas mothers and daughters have a better understanding of buying decisions than sons (Beatty and Talpade, 1994; Saunders et al., 1973). Shek's (2000) reported that adolescents communicate more with their mothers than with fathers. But as per Chan &McNeal in 2003, age of the parent and gender of the parent does not vary with the type of communication pattern followed in the family. Socio-oriented communication dimension is often used by fathers than by mothers with their children on family purchase decisions; however, the concept-oriented communication dimension is mostly used by mothers to communicate with their children (Hsieh, Chiu, & Lin, 2006). Jordanian Fathers play an important role in cultivating consumption-related skills in their children (Al-Zu'bi and Crowther, 2008). Fathers generally communicate with their daughters during purchase decisions of holidays (Watne et al, 2014). No influence of age of parents and occupation of parent found in kids influence in buying decisions, whereas family income plays a considerable role (Jain &Dave, 2015).

Education

As per research conducted by Moschis and Mitchell in 1986, the higher the educational status and occupational status of parents, the higher the children influence on purchase decisions. An educated mother has a significant influence on the child's influence in family decision making (Ahuja &Stinson, 1993). Highly educated parents are associated with pluralistic and consensual patterns (Chan &McNeal, 2003. Parents having higher education levels and household income generally follows concept-oriented communication with their children (Wang et al 2007). Education of parents has a significant influence on purchase decisions related to the family (Tiago &Tiago, 2013).

Working Profile

Children living in single-parent households are perceived to have more influence on purchase decisions than children living in dual-parent households (Mangleburg et al., 1999; Darley and Lim, 1986). Working parents have no significant influence on adolescent influence in family decision making (Lee, 1994). Double income families' children have significant influence than children of single income families (Wang, Hsiehb, Yehc, & Tsaid, 2005; Flurry,2007).The moderating effect of socio-economic status of parents was found for children's influence in the search for information and the decision to purchase a family product .Therefore, due to the contrasting results regarding the influence of parent demographic variables on Family Communication patterns in family purchase decisions, we hypothesise:

H2: There is a significant influence of parent demographic variables on Family Communication patterns in family purchase decisions.

Cross Cultural Studies

Culture is 'the collective programming of the mind' (Hofstede, 1980). Ward, Klees, & Robertson, (1987) conducted research on consumer socialization to examine the similarities and differences between Japanese and American family cultures. The results revealed differences in their parent-children relationships and orientation of parents towards consumer training, dependency and control, and yielding behavior. (Power, Kobayashi-Winata, and Kelley, 1992) American mothers, as a group, emphasize on independence and individualism, whereas Japanese mothers encourage interpersonal harmony and group goals. (Rose et al, 1998) found that American mothers are more Concept-oriented

due to their individualistic culture, whereas Japanese ones exhibit high Socio-orientation due to their collectivistic culture.

Pervan and Lee (1998) did another cross-cultural study was conducted on three different cultures: Chinese immigrant families in New Zealand, Singaporean Chinese, and New Zealand families and revealed that there is no significant difference between different family members across the three cultures. Another research was conducted on Singaporean families and New Zealand revealed that parents gave their children freedom to express their opinions, but along with this maintained control over them while making decisions for the final purchase (Lee and Marshall 1998).

African American and Caucasian young adults were surveyed on various consumer socialization variables. Parental communication, peer communication, mass media, gender, and race were found to be related significantly to attitudes toward advertising (Bush, Smith, & Martin, 1999). A cross-cultural study was done on American and Japanese parents' family communication processes, with their significant influence on the child's age and consumption dependence. Rose, Boushb, & Shoham, 2002) American mothers were found to have high Concept-orientation, resulting in high purchasing power for the children.

Shoham &Dalakas (2003) used the Hostede dimensions to examine the influence of children in family purchase decisions related to vacations in Israel and USA. The results revealed that Israeli teens have higher influence than USA based teens on family purchase decisions, because of the low power distant culture of Israel.

A comparison of cultural differences was done by Gaumer & Shah, (2004) related to consumer socialization of children on Japanese and Americans on the basis of their socio-cultural and economic factors. Pester power was found more prevailing in USA than Japan, because of the following of individualism in the US and collectivism in Japan.

Shoham & Dalakas (2005) studied Israeli and USA based children on their influence on family purchase decision-making. The results of the study concluded, suggesting that overall Israeli parents were less involved with their children in family purchase decisions, taking their own decisions but along with this their children strongly influencing the purchase decisions of families as compared to USA.

Another research by Xu et al., (2005) compared Indian and Chinese children on their collectivistic values giving importance to parental authority and family harmony. Both showed similar results in parent-children communication.

The findings of another research indicated the varied influence of children in Taiwan, with different types of communication patterns followed by the parents (Hsieh, Chiu, & Lin, 2006).

A paper by boo, Fern, & Sheng (2007) explained that parenting style is an important factor, which influences children's perception of purchase decisions on the basis of consumer socialization theory and power relational theory. An integrated model was proposed on the basis of the above two theories proving that parental style exerts indirect influence on children in family decisions.

A comparative study was conducted between Danish and German children to investigate the roles of children in family purchase decision-making on holidays. The results concluded that German children were perceived with more influencing power than Danish children did (Gram, 2007).

Another study by Al-Zu'bi et al., (2008) was based on the family communication pattern of fathers situated in Jordan, finding them to be Concept-oriented.

Thakur & Khatri (2008) conducted a cross national study on American and Indian parents, on their parenting styles. The study worked on the factor of packaged food products to determine influence of children at different stages of the buying process.

(Wut &Chou, 2009) investigated the influence of family communication on children's influence in family purchase decisions, with respect to decision stages. The results concluded that the influence of children was significant for Pluralistic and Laissez-faire communications.

Batra, (2011) Japanese children were found to spend less time in watching TV, while being more attentive towards advertisements than American children. Another study investigated different

decision-making styles followed by traditional and modern families in Iran, drawing a comparison between both (Kambiz, Fereshteh 2011).

Yet another study Ramzy, Ogden, Ogden, & Zakaria (2012) examined Egyptian and American families, exploring the perceptions of parents towards children's influence on durable and children related products, on purchase decisions. Egyptians are culturally more family oriented than US based families; hence, children in Egyptian families actively participate in family decision-making.

Shergill, Sekhon, & Zhao (2013) studied Chinese immigrant families living in New Zealand and Chinese families living in China. The research focused on the influence of cultural assimilation on family purchase decision-making. Chinese immigrant families were found to have more family influence than their peers' influence, as compared to Chinese families in China.

A content analysis of Brazilian parents was conducted to find out their perceived influence of children in shaping children's consumer behavior (Dallazen & Fiates, 2013). The study stated the influence of children in family decision-making in Iran. Its results concluded that both parents and children jointly made consumption related decisions (Hossein, Shahram and Eslam, 2013). But parents were the ultimate decision-makers in family decision-making in Iran (Gentina, Butori, Rose, & Bakir, 2014).

(Anitha & C.Mohan, 2016) Examined the influence family communication patterns on pester power of children. The study reported that type of family communication pattern followed in the family affects final purchase outcome. (Shefali & Aggarwal, 2019) concluded a significant influence of family communication patterns on children influence on family purchase decisions in India.

HYPOTHESIS DEVELOPMENT

H1: There is a significant influence of child demographic variables on Family Communication patterns in family purchase decisions.

    H1.1: Age of child has a significant influence on Family communication patterns in the context of Indian children.

        H1.1a: Age of child has a significant influence on Family communication patterns in the context of Japanese expats children.

    H1.2: Gender of child has a significant influence on Family communication patterns in the context of Indian children.

        H1.2a: Gender of child has a significant influence on Family communication patterns in the context of Japanese expats children.

H2: There is a significant influence of parent demographic variables on Family Communication patterns in family purchase decisions.

    H2.1: Age of parent has a significant influence on Family communication patterns in the context of Indian children.

        H2.1a: Age of parent has a significant influence on Family communication patterns in the context of Japanese expats children.

    H2.2: Gender of parent has a significant influence on Family communication patterns in the context of Indian children.

        H2.2a: Gender of parent has a significant influence on Family communication patterns in the context of Japanese expats children.

    H2.3: Qualification of parent has a significant influence on Family communication patterns in the context of Indian children.

        H2.3a: Qualification of parent has a significant influence on Family communication patterns in the context of Japanese expats children.

    H2.4: Occupation of parent has a significant influence on Family communication patterns in the context of Indian children.

H2.4a: Occupation of parent has a significant influence on Family communication patterns in the context of Japanese expats children.

H2.5: Family structure has a significant influence on Family communication patterns in the context of Indian children.

H2.5a: Family structure has a significant influence on Family communication patterns in the context of Japanese expats children.

H2.6: Working profile of parent has a significant influence on Family communication patterns in the context of Indian children.

H2.6a: Working Profile of parent has a significant influence on Family communication patterns in the context of Japanese expats children.

H2.7: Family income has a significant influence on Family communication patterns in the context of Indian children.

H2.7a: Family income has a significant influence on Family communication patterns in the context of Japanese expats children.

RESEARCH METHODOLOGY

This section covers the methodology used to find out the influence of demographics of parents and children on family communication patterns. Descriptive research design is used to establish the relationship between demographic variables and family communication patterns. Survey method along with semi structured interviews were used to collect data from the parents of 6-12 yrs old children. Keeping in mind the point of time horizons, Cross sectional research design is used to examine the family communication patterns in family purchase decisions. Personal discussions and focus groups were conducted to gain insights on the family communication patterns and the influence of their children in family purchase decision making. With the help of these interviews and discussions, a questionnaire was framed. A questionnaire was firstly framed in English language and then translated into Japanese and then back translated into English with the help of bilingual individuals. It comprises of two sections: The first section has demographic details of both parents and children and the second section contains 27 statements related to family communication patterns.

Sampling

A questionnaire was distributed among the Parents of both Indian and Japanese expats' children separately at their convenience. Personal discussions and focus groups were conducted to gain insights into the family communication patterns and the influence of their children in family purchase decision-making. Purposive sampling was used to collect data from Indian parents and snowball sampling was used to collect from Japanese expat parents as Japanese expat population children is rare and difficult to find in India. A total of 302 (142+160)Indian respondents and 217(81+136) Japanese respondents were used to conduct the research. Both primary and secondary to get a deep understanding of the research problem. The population of the study was Indian parents of 6-12 yrs old children and Japanese expat parents of 6-12 yr old children living in India. The study was conducted in Delhi NCR as Delhi being the metropolitan city constitutes a representative market for all administrative and ethnic groups and NCR has lots of Japanese Multinational companies.

DATA ANALYSIS AND INTERPRETATION

A pilot study was done on 142 Indian parents and 81 Japanese to know the direction of the study. Exploratory factor analysis was applied during the pilot study to name the factors of family communication patterns. KMO values were checked, and it was 0.721 for the Indian sample and 0.826 for the Japanese sample respectively which are closer to 1 showing the sample is adequate.

The Bartlett test of sphericity was significant in both cases. Cronbach alpha was also determined to examine the reliability of instrument values and found to be more than 0.07. Therefore, constructs in the questionnaire are reliable and have a high degree of internal consistency. Exploratory factor analysis resulted into an extraction of four factors named Consensual, Pluralistic, Protective, and Laissez fair in the context of the Indian sample and Consensual, Pluralistic, Protective, and Conformity This was done in the previous research papers by (Shefali & Aggarwal, 2019) (Aggarwal & Shefali, 2019).Pluralistic parents are those who provide authority and liberty to children to communicate their beliefs and the courage to execute their decisions; which helps in developing consumerism. Consensual parents allow children to express themselves and become independent consumers, along with strict monitoring and contr ol.Protective parents maintain hierarchy in the family and expect respect from their children. Herein, parents are the decision-makers in the family, and thereby children are expected to agree with their viewpoints on consumption-related matters. Laissez-faire involves shallow communication between parents and children. Conformity-oriented parents are even more strict than Protective parent (Shefali & Aggarwal, 2019) (Aggarwal & Shefali, 2019).

Confirmatory factor analysis was used to refine the factors (Nunnally and Bernstein, 1994). The assumptions of CFA were met before going further. Therefore, the probability of getting a chi-square statistic is large on Maximum likelihood estimates which were computed from co-variance (Hoyle, 2003; Chau, 2001; Bentler, 1985). Various indices such as overall chi-square, F- value, Absolute fit, measure, GFI, RMSEA (Root mean square error of approximation), SRMR (standardized root mean residual, and CFI (Comparative factor indices) were calculated to assess the validity of measurement model. It shows excellent fit of data as shown in Fig 1 & 2.

Confirmatory factor analysis of Indian and Japanese sample showed a perfect fit as shown in the table 1. Indian parents are classified into Consensual, Pluralistic Protective and Laissez faire (Shefali & Aggarwal, 2019) . In the case of India, it was already fitted and showed in previous papers (Shefali & Aggarwal, 2019) i.e for protective type of pattern, it is 0.635>0.5, followed by Consensual i.e., 0.565>0.5, Laissez fairer 0.541>0.5 and in the last Pluralistic with 0.556>0.5.

Japanese parents are classified into Consensual, Pluralistic Protective and conformity after application of CFA as shown in fig 2. In the case of Japan, Protective pattern the value of AVE is 0.708 >0.5, for Consensual 0.587>0.5, for Pluralistic 0.589>0.5 and for Conformity it is 0.762>0.5. In the present study, the MSV values of four types of family communication patterns in India and Japan was less than AVE values. The composite reliability of all the four factors was checked and all the values are above 0.5 which tells all the variables to have internal consistency.

RESULTS AND FINDINGS

In the data analysis stage, both the independent and dependent variables are used. The present study has independent variables such as demographic factors of children (age, gender) and demographic factors of parents and the family (age, gender, occupation, qualification, family income, family structure, etc.). The four types of family communication patterns i.e., consensual, laissez-faire/conformity, protective and pluralistic acts as both dependent and independent variables.

A one-way ANOVA was applied to determine if the demographic variables of the child such as the age of the child and gender of the child were different for groups with different types of family communication patterns. Various assumptions were checked in order to get a valid result. Box's test of equality of covariance matrices as well as Levene's test of equality of error variance value was less than an alpha value of 0.05 (p<0.05) therefore, null hypotheses were rejected.Hence it states that the assumption of homogeneity of variances is met. Shapiro Wilk's test was used to test the normality which came out to be i.e p>0.05means data is normally distributed. Tukey HSD was conducted to determine the significance of mean differences.

Inference: The results in table 2 reported that the age of the child was statistically significantly different among family communication patterns. Age of child has significant mean difference in

Figure 1. CFA of Indian respondents Source: (Shefali & Aggarwal, 2019)
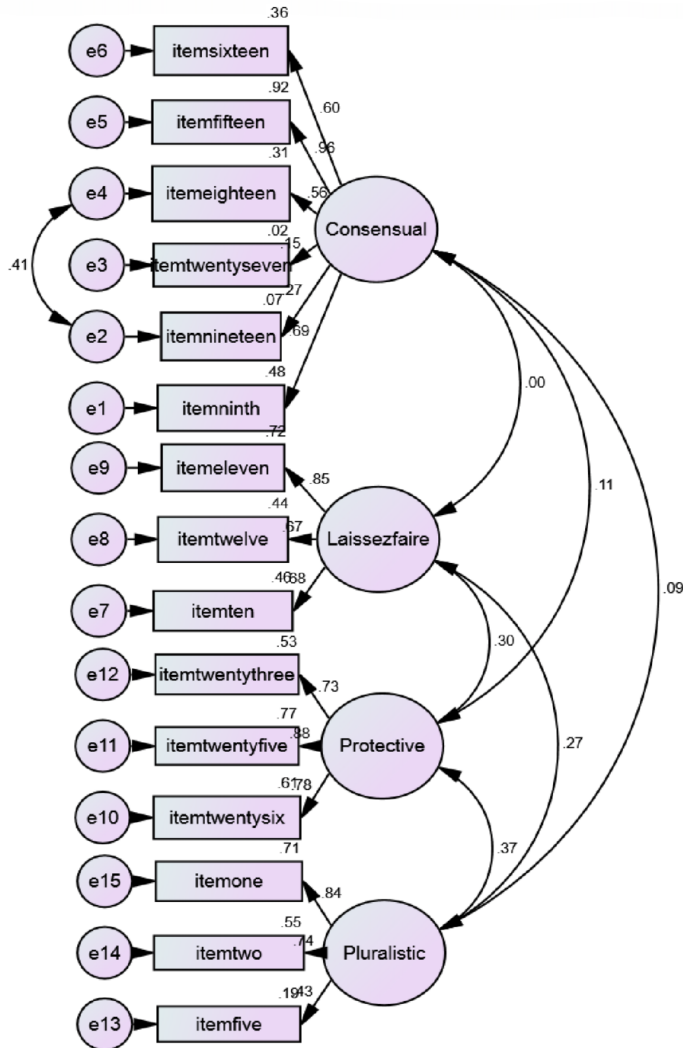
Laissez faire (F value=2.982, Sig value=0.05& Pluralistic type of pattern (F value=3.665, Sig value=0.027) in India. Therefore H2.1 is partially supported. Similarly, age of child has a significant mean difference in Pluralistic pattern (F value=2.626, p value=0.048) in the case of Japan. Therefore H2.1a is partially supported.

Tukey HSD post hoc analysis was applied and reported the significant mean difference between the age group 6-8 yrs and 10-12 yrs in Laissez faire (Mean Difference=.24984, Mean diff sig value =0.040) & Pluralistic pattern (Mean Difference=.18650, Mean diff sig value =0.021) of India whereas between 6-8 yrs and 8-10 yrs in Pluralistic pattern (Mean Difference=.20501, Mean diff sig value =0.050) of Japan. Gender of the child found to have no significant mean difference in both India and Japan.

A one way ANOVA was applied to determine if the demographic variables of the parents such as: age of parent, the gender of parent, the working profile of the family, occupation of parents, qualification of parent, family structure and family income were different for groups with different
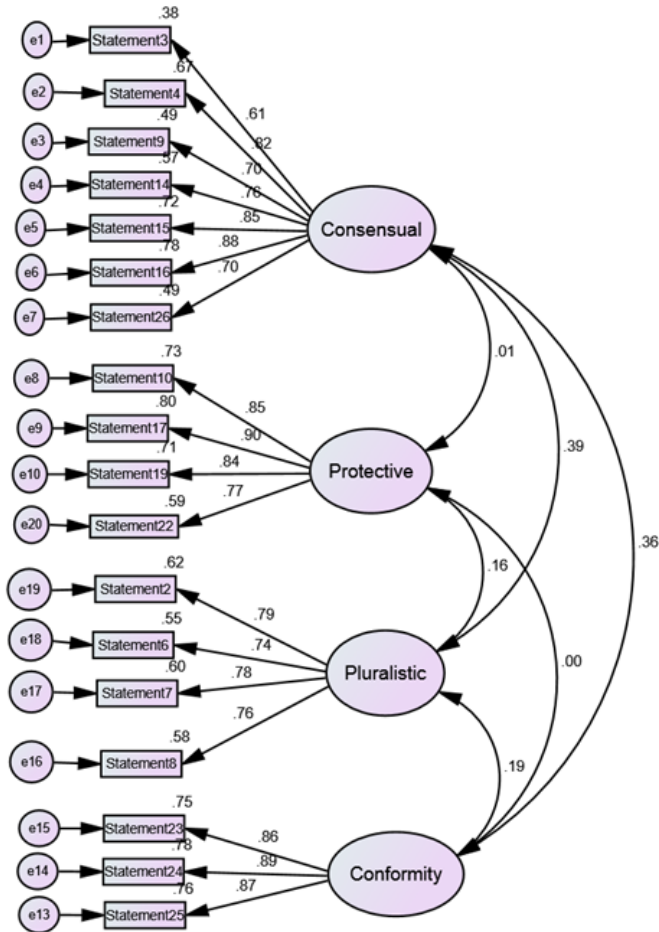
Figure 2. CFA of Japanese expat parents

Table 1. Model fit indices of India and Japan

	India	Japan	Threshold values	Sources
Chi-square(CMIN/DF)	1.759	1.829	<3	(Gefen,2000)
GFI	0.901	0.887	>0.80	Geuens and Pelsmacker, 2002)
AGFI	0.847	0.850	>0.80	(Chau,2001)
NFI	0.914	0.906	>0.90	(Hair.et.al,1992)
CFI	0.917	0.955	>0.90	(Bagozzi&Yi,1988)
RMSEA	0.069	0.062	<0.10	(MacCallum.et.al,1996)
SRMR	0.0658	0.0682	<0.08	(Hu &Bentler,1999)
TLI	0.895	0.946	>0.90	(Bagozzi&YI,1998)
PClose	0.050	0.059	>0.05	(MacCallum,1996)

Table 2. ANOVA test between family communication patterns and child demographics

Factor (India)	F value	Sig value	Age group 1	Age group2	Mean diff	Mean diff sig
Consensual	0.790					
Laissez faire	2.982	0.050	6-8yrs	10-12yrs	.24984*	0.040
Protective	1.462					
Pluralistic	3.665	0.027	6-8ys	10-12yrs	.18650*	0.021
Japan						
Consensual	0.817					
Protective	0.449					
Pluralistic	2.626	0.048	6-8yrs	8-10yrs	-.20501	0.050
Conformity	0.789					

Note: Only sig results are reported

types of family communication patterns. Participants were classified into four groups: Consensual, Pluralistic Protective and Laissez faire in India and Consensual, Pluralistic, Protective and Conformity in Japan. However, before starting with, it is essential to meet the various assumptions in order to get a valid result. Since, the sig. value for Box's test of equality of covariance matrices as well as Levene's test of equality of error variances was less than our alpha of 0.05(p<0.05), we reject the null hypotheses for the assumption of homogeneity of variances and thus conclude that there is a significant difference between the variances of the two groups. There were no outliers as assessed by box plot: data was normally distributed for each group as assessed by Shapiro Wilk's test (p>0.05). A further analysis using Tukey's HSD was done to check whether the mean difference is significant or not.

Inference: The results in table 3 reported that the score of the age of parent was statistically significantly different between family communication patterns. Age of parent has a significant mean difference in Pluralistic pattern (F value=2.50, Sig value=0.05) in India. Similarly, the age of parent has a significant mean difference in Consensual pattern (F value=2.78 p value=0.042) in the case of Japan. Family income has significant mean difference in Consensual pattern (F value=9.27p value=0.000) and Pluralistic pattern (F value=4.621, p value=0.001) in India. In Japan, there was no significant difference between family income and family communication patterns.

In the case of India, occupation has no statistically significant difference between occupation and family communication patterns whereas in Japan, in Pluralistic type of pattern there was a significant difference between business and not working (F value=2.965,p value=0.021).Working profile has no significant influence on family communication patterns but in Japan, single member and dual member working has a significant influence in Pluralistic pattern (F value=2.726,pvalue=0.048, mean diff=0.20501,mean sig value=0.050). Family structure reported the significant difference in Consensual and Protective pattern with F value=3.648, pvalue=0.027, mean diff=0.27167, mean sig value=0.044 and F value=3.213, p value=0.042, mean diff=1.65, sig value=0.05 respectively between nuclear &Joint family in India. In Japan, Consensual pattern has significant mean difference with F value=2.288,pvalue=0.05 in family structure. Gender of parent reported no significant difference in India whereas in Japan protective type of pattern has a significant mean difference between male and female with F value =0.854, p-value=0.05, mean diff=0.4548, mean sig value=0.054.

A post hoc test of Tukey HSD was conducted and reported the significant mean difference between the age of parent 30-39yrs and 40-49yrsin pluralistic pattern with mean difference of 0.31971and a mean sig value of 0.050.Similarly,in India this difference came in Pluralistic pattern but between different age groups i.e.40-49yrs and 50+yrs.Family income has significant mean difference between INR100000+ and all income groups except INR 25000-75000 income group in India whereas in

Table 3. ANOVA test between family communication patterns and parent demographics

Factor(India)	F value	Sig value	Demo1	Demo2	Mean diff	Mean diff sig
Pluralistic	2.50	0.050	30-39yrs (Age of Parent)	40-49yrs (Age of Parent)	.31971	0.050
Consensual	9.271	.000	100000+ 25000 -50000 (Family income)	Below 25000 25000-50000 50000-75000 75000-100000 (Family income)	.55208 075584 50384 .55208*	0.010 0.000 0.015 0.001
Pluralistic	4.621	.001	Below 25000 (Family income)	50000-75000 75000-100000 100000+ (Family income)	.61789 .83660 63478	0.039 0.001 .005
Protective	3.213	0.042	Nuclear family (Family structure)	Joint family (Family structure)	1.65842	1.65842
Consensual	3.648	0.027	Nuclear family	Joint family	-.27167	0.044
Consensual	5.007	0.002	Higher secondary (Qualification of parent)	Graduation Post graduation PhD	.41934 .47205 .78208	0.022 0.006 0.016
Japan	**F value**	**Sig value**	**Demo1**	**Demo2**	**Mean diff**	**Mean diff sig**
Consensual	2.78	0.042	20-29yrs (Age of Parent)	50+ (Age of Parent)	0.3281	0.048
Pluralistic	3.21	0.024	40-49ys (Age of Parent)	50+ (Age of Parent)	.45951	0.30
Pluralistic	2.965	0.021	Business (Occupation)	Not working (Occupation)	.43542	0.021
Pluralistic	2.726	0.048	Single member (Working Profile)	Two member (Working Profile)	.20501	0.050
Consensual	2.288	0.051	Joint family (Family structure)	Nuclear Family (Family structure)	-.28127	0.05
Protective	0.854	0.05	Male (Gender of Parent)	Female (Gender of Parent)	0.4548	0.05

Note: Only sig results are reported

Japan below INR 25000 income has a significant mean difference with all income groups except INR 25000-75000 income group.

Hypothesis testing: As shown in Table 4, H2.1 to H2.7 & H2.1a to H2.7a were tested and results are reported.

CONCLUSION

Demographic Variables of Child and Family Communication Patterns

Child's age, especially 6-8 and 10-12 years, have significant influence on Laissez-faire and Pluralistic type of family communication patterns, in the context of family purchase decision-making in India Mikkelsen (2006) Norgaard (2007). Chan and McNeal (2003) study contradict this result and reported no influence of age of child on family communication patterns.

Laissez-faire parents share very little communication with their children, especially on purchase related matters in family purchase decision-making (Moschis,1987). The present study also reported the significant difference of age of child on Laissez-faire parents, specifically for children between the age group of 6-8 and 10-12 years. This is because, as per John 1999, parents think children of

Table 4. Hypothesis testing from H2.1 to H2.7

Hypothesis	Outcome
H2.1: Age of parent has a significant influence on Family communication patterns in the context of Indian children H2.1a: Age of parent has a significant influence on Family communication patterns in the context of Japanese expats children	Partially supported Partially supported
H2.2: Gender of parent has a significant influence on Family communication patterns in the context of Indian children	Not supported
H2.2a: Gender of parent has a significant influence on Family communication patterns in the context of Japanese expats children	Partially supported
H2.3: Qualification of the parent has a significant influence on Family communication patterns in the context of Indian children H2.3a: Qualification of the parent has a significant influence on Family communication patterns in the context of Japanese expats children	Not supported Partially supported
H2.4: Occupation of parent has a significant influence on Family communication patterns in the context of Indian children H2.4a: Occupation of parent has a significant influence on Family communication patterns in the context of Japanese expats children	Not supported Partially supported
H2.5: Family structure has a significant influence on Family communication patterns in the context of Indian children H2.5a: Family structure has a significant influence on Family communication patterns in the context of Japanese expats children	Partially supported Partially supported
H2.6: Working profile of parent has a significant influence on Family communication patterns in the context of Indian children H2.6a: Working Profile of parent has a significant influence on Family communication patterns in the context of Japanese expats children	Not supported Partially supported
H2.7: Family income has a significant influence on Family communication patterns in the context of Indian children H2.7a: Family income has a significant influence on Family communication patterns in the context of Japanese expats children	Partially supported Not supported

6-8 years of age are far too young to understand the rules and regulations, prevalent in India related to purchasing matters .That is why such parents show more parental concern towards their children (Rose, Boushb, & Shoham, 2002); whereas parents of 10-12 years old children, follow different types of communication pattern, and thus are less concerned. Hence, it is concluded that as the age of children increases, laissez-faire parents become less involved and consequently less concerned towards them, interacting less on consumption related matters Moschis, Moore & Smith (1984).

Pluralistic parents also have significant mean differences between children of the age groups 6-8 and 10-12 years. Pluralistic parents can communicate easily with their children. But this pattern varies for 6-12 yr and 10-12 yrs old children due to giving consideration to their younger nature resulting in their being innocent and due to their less ability to analyze matters beyond their understanding. This result is also in line with Therkelsen's (2010) findings, which claim that parents are more protective towards younger children than older children

Similarly in Japan, the age of children has significant influence only on pluralistic type of pattern as they are more concerned about their children. The type of communication which they follow with 6-8 yrs old and 8-10 yrs old is different. In the earlier phase of childhood, they follow the authoritarian type of communication pattern, and then shift to shifting to permissive type of communication pattern in the later phases (Rose et al., 2003). Similarly, in Japan, parents communicate their values more to the children as they grow older and such communication does not diminish children's influence.

Developmental timetable of children is also considered to be one of the factors which parents think is responsible for this variation in influence. Japanese perceive their children's developmental table work slowly in the case of maturity, that is why they are more protective towards them and are very vigilant about their purchasing and media consumption habits. This type of communication pattern does not permit children—consumption autonomy, but it does not mean that they do not have influence on parents either, which is supported by a study by Rose et.al (1998).

Gender of children does not put any kind of influence on family communication patterns both in India and Japan which is supported by Chan and McNeal (2003); Martensen and Grønholdt (2008); and Watne et al., (2014). India and Japan, both, are moving towards Individualism and they are giving equal treatment to their sons and daughters in the case of purchase related decisions, but may differ on other matters Demo & Cox (2000) (Carauna & Vassalo, 2003)

Demographic Variables of Parents and Family Communication Patterns

The present study concluded that Pluralistic parents belonging to the age group of 30-39yrs and 40-49 years, affect children's influence on family purchase decisions, prevalent both in India and Japan.

In India, the median age of a woman as a mother at her first pregnancy and childbirth is between 25-29 years (CIA World Factbook, 2016). Therefore, the approximate age of parents for 6-12 years old children is 30-39 and 40-49 years. Parents in the age group of 30-39 years are found to believe and follow more individualistic traits and values, with their communication pattern style more modern in nature than parents who are 40-49 years of age. Younger parents were found to be more tech savvy and follow open communication with their children. They are better at searching & purchasing things on an internet than older parents (Foxman et al., 1989; McNeal and Yeh, 1997).

In Japan, parents of 40-49 years of age and 50 plus, have significant influence on the Pluralistic pattern of communication because of open, youthful, and expressive nature of them towards their children. But the meaning of Pluralistic parents is different in the context of Indian and Japanese cultures. Indian pluralistic parents' talk with their children related to purchase of family related things without feeling restrained, whereas in Japan, they are open in discussing about various products and brands and their advantages, disadvantages, etc. Japanese follow the practice of believing in the expertise of their children regarding purchases.

Japan as a culture is known to be a 'aged society' because of the large number of older populations. Also, their generation gap is wider than in India (Forbes, 2018). Japan is known as super aged society (Forbes, 2018) As per statistics in Japan, the mean age of a woman as a mother during her first pregnancy and childbirth is around 31 years while for the fathers it is around 34 years (Statistics Japan, 2016). Therefore, when their children get to the age group of 6-12 years, they are between 38-46 years. The findings of this study also proved the same thing, that 40-49 years and 50 plus old parents have significant influence and mean difference between them, in the case of Pluralistic parents. Parents of 40-49 years are more individualistic in nature than collectivistic 50 plus old parents.

Education levels of parents have significant influence on the Consensual type of parents in India, as educated parents possess knowledge on consumption related matters. They discuss more about healthy eating habits than those with the less educated parents (Chan and McNeal, 2003; Yang et.al, 2014; Hseih et al., 2006). Whereas, in Japan education levels of parents bear no significant influence on their communication. Education system in Japan is extremely futuristic and advanced and their critical thinking and analysis is highly developed, right from an early age. So, their cognitive mind and core competencies are well developed even before they reach adulthood (OECD, 2010). Parents with higher education levels also tend to express their feelings and gratitude towards their children when they take the right purchase decisions or make right choices, than less educated parents. This finding is supported by various studies (Halan, 2002; Rachagan, 2004).

Family income seemed to have no significant influence on family communication patterns in the case of Japanese, as the sample in this finding comprised of Japanese expats, living in India and

most of them falling under the income group of more than INR 1,00,000 Lakh. While in India, the family income bears a significant influence on family communication patterns (Al-Zu'bi & Issa, 2008), for those falling under the income group of INR 1,00,000 plus and rest of all income groups, except the ones under INR 75,000-1,00,000. India is a high power-distant culture, wherein there exists a hierarchy in the society, further decided by the socioeconomic status of people. Herein, parents of affluent families generally follow the Consensual type of parenting, where their children make their own purchase and even affect parents' purchase decisions on big-ticket items. Those with incomes below INR 25,000 and above INR 1,00,000, are completely different in their communication patterns, comparing to other income groups as their parents barely manage to make their basic needs met and in such a case children's influence does not matter at all.

Working profile of the parents has also a significant influence on the Pluralistic communication patterns, in the case of Japan. As the dominant working member is still the male member of the family, while females usually leave their jobs to take care of their children. In the case of India, working profile of parents seems to bear no significant influence on family communication patterns in family purchase decisions, which is also supported by the study conducted by Lee (1994). Indians are by nature always concerned and over-indulgent towards their children, especially in their consumption related activities.

Gender of parents has no significant influence on family communication patterns in India as well as in Japan (Moschis and Moore (1979), North and Silliman (2007) and Biblarz and Stacey (2010); but is contrary to studies by Shek (2000) and Kim, Yang and Lee (2015).

Parents that follow the joint family system of India, in India, are far more relaxed than parents living in nuclear families, as in the former case there is always some elder's presence to take care of their children when they are not present. With the shift in social family structure from joint to nuclear; Consensual and Protective communication is being followed in the families. Wherein, parents follow high Socio-orientation, to avoid any kind of uncertainties; whereas high Concept-orientation is followed to make the children aware of the kind of uncertainties related to purchasing. This result is found to be consistent with the findings given by Ali & Batra (2011); who claim that children of joint families' influence more and participate more in the choices related to colors, brands, and the type of stores to shop at, than children of nuclear families.

In Japan, family structure has significant influence on family communication pattern and children's influence, but only in case of Consensual parents, as they believe that every member of the family has some say in family purchase decisions, when buying for the whole family. On the other side children are not supposed to argue with their elders on any issue which proves the consensual nature of Japanese parents.

LIMITATIONS AND FUTURE SCOPE OF RESEARCH

Sample size was limited, and the study may be replicated and extended using larger samples or with different set of respondents. The sample area was also limited to the region of Delhi NCR. Different family micro-environments exist within a family, which are affected by parents, children, as well as a sibling. The type of family communication pattern and parenting style for each family is different, even if it is the same family. Therefore, study cannot be generalized. Multicultural and multinational studies can be done to explore this area of research. Future research could cover more countries, more cultural models, comparisons between different expat families, and immigrant families. The process of cultural assimilation and cultural adaptation has not been considered as a factor to be considered for this study. Hence, additional research is required to delve further and analyze this factor deeply. Due to the spread of COVID 19, consumer behavior has deeply influenced. Retail shopping is now shifted to online shopping; therefore, the research can also be done in this perspective.

Managerial Implications

The study helps managers to know how family communication patterns related to purchasing vary by demographic variables of child as well as of parent. The way parents interact with their children provides good insights to marketers for the development of market segmentation model. It also helps in developing promotional campaigns and positioning strategies specifically for parents and children.

The findings of our study concluded that parents greatly influence the purchasing decisions of the children. The type of family communication structure followed in the family helps marketers and researchers to determine the best possible marketing programs. Marketers can frame the family profiles of their interest according to the communication pattern followed in the family and then target them accordingly with suitable media and marketing programs.

NOTE

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