



FACTORS AFFECTING MALAYSIAN TEENAGERS INFLUENCE
TOWARDS FAMILY PURCHASE DECISION OF PORTABLE
PLAYSTATION (PSP)

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EXECUTIVE SUMMARY

The study of family decision making usually ignored the influence of children such as teenagers. Teenager's characteristic makes them an attractive market segment for marketers and advertisers. Teenagers spend a lot of their parent's money for a certain category of products such as VCRs, autos, computers, stereos and sporting equipment (McLaughlin, 2000) due to the trust and busy lifestyle of their parents (Brazil, 1999). Parents also perceive that their teenagers have higher consumer skills, are more rational, and could comprehend basic economic concepts (Brazil, 1999; Roedder, 1981) as compared to younger children who are below the teen's age group. Due to that, this research attempts to fill some of this theoretical gap by focusing on the extent of relationship, if any, between teenager's resources, teenager's demographic characteristics, parental styles and family purchase decision. The objectives of this research are 1) To determine the relationship between teenager's resource/s and family purchase decision, 2) To determine the relationship between teenager's demographic characteristics and family purchase decision, and 3) To determine the relationship between parental style and family purchase decision. Six hypotheses were developed to analyzed objectives of the research. This study focus on a group of teenagers in academic schools (in the age of 13 till 17 years old) who have portable Sony play station (PSP), located in Selangor and Federal Territory of Kuala Lumpur in Malaysia. Stratified disproportionate random sampling is used, with bilingual questionnaires were used to aid students in understanding and answering the questions provided in the questionnaire. Questionnaires were manually distributed to 150 students and collected by the researcher in order to obtain their influence on family purchase decisions. The findings revealed that only two hypotheses were supported, i.e. teenager's importance has a significant effect on family purchase decision and teenager's gender has a significant effect on family purchase decision. The remaining four hypotheses are not supported. Finally, conclusions and recommendations were derived.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This section begins with an overview of teenagers market. In the background of the study, based on previous studies, it is acknowledged that demographic and socioeconomic characteristics (i.e. parental styles and teenagers' resources) exert an important influence on family purchase decisions. To set a clear content for the subsequent deliberations, the problem statement, research objectives and research questions are then presented. The scope of the study provides the rationale for the selection of respondents, selection of the private academic secondary schools as well as the selection of the portable Sony playstation products.

1.1 Background of the study

The study of family decision making usually ignored the influence of children such as teenagers. Most of the previous researchers tend to concentrate on decision-making made by husbands and wives, and claim it as a family decision making (Commuri & Gentry, 2000; Davis, 1976). This may not hold true since family also comprised of other members such as children (Davis, 1976). Therefore, there is a need to study children's market i.e. teenagers' market and understand their influence in family purchase decision.

Teenager's characteristic makes them an attractive market segment for marketers and advertisers. For example, teenagers spend a lot of their parent's money (Brazil, 1999; McLaughlin, 2000; Palan & Wilkes, 1997; Shoham & Dalakas, 2003). Teenagers are being categorized as 'hyper consumers' (Chaplin & John, 2005) who are able to influence family purchase decision (Bansal, 2004; Dobrow, 2006; Spero & Stone, 2004; Stone, Stanton, Kirkham, & Pyne, 2001) for a certain category of products such as VCRs, autos, computers, stereos and sporting equipment (McLaughlin, 2000) due to the trust and busy lifestyle of their parents (Brazil, 1999).