THE CORRELATION BETWEEN PARENTS AND CHILDREN WITH MARKET-RELEVANT BEHAVIORS

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Tested four market-relevant behaviors and their transmittance from parent to child

Tested how they are transmitted

- Observation
- Training
- Co-shop
- Co-view
- Susceptibility to peer influences
Advertisement Skepticism

- The tendency to disbelieve advertising claims (Obermiller et. Al, 1998)
- People feel that the advertisements are trying to sell them, not inform them (Koslow, 2000)
- Found to be a stronger correlation between female children and their fathers than male children and their mothers (Obermiller et. al., 2000)
Materialism

- Three domains:
  - Judging others depending on their possessions
  - The importance of materials in one's life
  - The belief that possessions and materials lead to happiness (Richins, 2004)

- Parenting and peer influences have a strong effect on children’s materialism (Flouri, 2003)
Innovativeness

- The tendency of a consumer to adopt new ideas, products, and services (Hirschman, 1980)
- Cognitive: stimulate mind
- Sensory: stimulate senses
  (Venkatraman et al., 1990)
Variety Seeking

- The tendency to choose new products in order to stimulate one's senses (Jinhee et. al., 2006)
- OSL: the ideal level of stimulation one prefers (Menon et. al., 1995)
Hypothesis

- H1: There is a positive correlation between mothers’ advertisement skepticism and daughters’ advertisement skepticism.
- H2: There is a positive correlation between mothers’ materialism and daughters’ materialism.
- H3: There is a positive correlation between mothers’ variety seeking behaviors and daughters’ variety seeking behaviors.
- H4: There is a positive correlation between mothers’ innovativeness and daughters’ advertisement innovativeness.
Methods

- Obtained permission through Institutional Review Board (IRB)
- N = 70
  - Parents and students from Westchester high school districts
  - High socioeconomic statuses
- 2 surveys (1 for parents, 1 for children)
  - Questions explored the four market-relevant behaviors
  - Child survey: Questions that explored how the behaviors are transmitted
Analysis

- Used SPSS program to analyze data
- Ran correlations and found the regression coefficient ($r$) and the significance ($p$)
# Table 1

<table>
<thead>
<tr>
<th></th>
<th>Father-Son (N=10)</th>
<th>Mother-Son (N=23)</th>
<th>Father-Daughter (N=7)</th>
<th>Mother-Daughter (N=30)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement Skepticism</td>
<td>r= -.070, p=.848</td>
<td>r= .078, p=.772</td>
<td>r= .109, p=.817</td>
<td>r=.558, p=.001</td>
</tr>
<tr>
<td>Materialism</td>
<td>r= -.280, p=.434</td>
<td>r= .140, p=.525</td>
<td>r= .331, p=.497</td>
<td>r=.480, p=.007</td>
</tr>
<tr>
<td>Variety Seeking</td>
<td>r= .522, p=.121</td>
<td>r= -.216, p=.321</td>
<td>r= -.131, p=.780</td>
<td>r=.199, p=.292</td>
</tr>
<tr>
<td>Innovativeness</td>
<td>r= -.281, p=.432</td>
<td>r= .314, p=.145</td>
<td>r= .270, p=.558</td>
<td>r=.036, p=.852</td>
</tr>
</tbody>
</table>
## Table 2

<table>
<thead>
<tr>
<th>Mother - Daughter correlation for:</th>
<th>Observation</th>
<th>Training</th>
<th>Co-shop</th>
<th>Co-view</th>
<th>Susceptibility to Peer Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Advertisement Skepticism</td>
<td>$r = .536$</td>
<td>$r = .597$</td>
<td>$r = .507$</td>
<td>$r = .588$</td>
<td>$r = .667$</td>
</tr>
<tr>
<td>Materialism</td>
<td>$r = .236$</td>
<td>$r = .568$</td>
<td>$r = .620$</td>
<td>$r = .247$</td>
<td>$r = .496$</td>
</tr>
<tr>
<td>Variety Seeking</td>
<td>$r = .035$</td>
<td>$r = .401$</td>
<td>$r = .168$</td>
<td>$r = .572$</td>
<td>$r = .079$</td>
</tr>
<tr>
<td>Innovativeness</td>
<td>$r = -.130$</td>
<td>$r = .172$</td>
<td>$r = -.118$</td>
<td>$r = .198$</td>
<td>$r = -.018$</td>
</tr>
</tbody>
</table>
Scale Reliabilities

- Advertisement skepticism (9 questions) $\rightarrow$ .937
- Innovativeness (8 questions) $\rightarrow$ .882
- Materialism (6 questions) $\rightarrow$ .557
- Variety Seeking (5 questions) $\rightarrow$ .466
Conclusions

- A strong relationship only between mothers and daughters with materialism and advertisement skepticism
- No general relationship between parents and children with the behaviors
Conclusions

- Flouri (2003): (materialism)
  - peer influences are strong
  - strong correlation between female children and their fathers
  - weak correlation between male children and their mother with respect
Future Research

- Test the correlation between other market-relevant traits with respect to parents and children
- Explore the transmittance between mother and children with respect to materialism and advertisement skepticism more closely
Bibliography


