

CHILDHOOD CONSUMER SOCIALIZATION AGENTS AND PROCESS: A REVIEW

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Abstract

Children hold the pulse of every member in the family and play the role of active initiators, influencer, information seekers and buyers in the family buying decisions. So children are the very special segment and target for the marketers because they find it's quite easy to penetrate the family's purchase through children. Thus this is the necessary for children to acquire more reasonable and relevant knowledge about market place for becoming witty consumers.. There are some factors by which children learn about the marketing activities and their functioning in the market place. These factors are known as socializing agents and the process is called consumer socialization. In this paper, different studies conducted in western countries on the role of socializing agents i.e. advertising, Peers, Parental style, and Family communication Pattern were reviewed. Indian culture is completely different from western culture so the role of children in family buying also differs .Hence the aim of this paper to explore the relevancy of these dimensions in the context of Indian children and to identify the direction for future research

Consumer socializing Agents and Degree of Influence

1.1 Advertising

Advertising is most influential and popular source of information about the products. Various researches have shown that young children are the viewers of more than 40,000 of commercials in all over the world in every year (American academy of Pediatrics). Moore and Lutz (2000) explored the impact of advertising and product usage experience on kids' brand perception and brand attitude in United States(US).. Researchers proposed the two routes i.e. direct and indirect route for forming the kids' perception and attitude toward the brand through advertisements and product trial. Authors revealed in study that effect of product trial versus advertising exposure was much greater among the older children. Research suggest that familiarity leads to liking i.e. advertisements influence or frame the interpretation of subsequent brand experience on the part of older children. When advertising is the only source of information and When advertising preceded by product trial, older children pursue both the routes of advertising for making their perception and attitude toward brands which point out that liking for advertisements pave the way the for liking the brands itself. Younger children preferred the direct route

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and exhibited weak persuasion for indirect route. When trial is preceded by advertising attitude toward advertisements loses its capacity to shape the brand perception and attitude among older and younger children.

Chan (2001) investigated Chinese children's perceived faithfulness, fondness and attentiveness of television advertising and parental guidance about the advertising. Result indicates that child's belief in truthfulness of advertisements and their liking of television advertisements decline as their age increase. Piaget (1970) theory of cognitive development elucidates that as child enters into their concrete operational stage they are able to differentiate between the imaginary image of commercials and real life experience. They found differences in skepticism of advertising with age for boys and girls. Result suggests that girls show maturity in their early age than boys and read commercials more critically. Boys are more critically interpret the advertisements than girls in their older age. Despite of skepticism on advertising children like the commercials and paid more attention on their favorite advertisements. Parent in Hong Kong position commercials as the teaching aids and use them to teach consumerism and purchase decision making for their children.

Lawlor and Prothero(2003) examined the children's understanding of television advertising intent and accentuated on the child's ability to detect the intent of advertisers in Ireland .Children were able to distinguish between advertising and television programme on the basis of their length,name,list of credits, announcers, familiarity with programme and the use of characters and people in each. They were aware about the nature of advertisements whether it is informational, persuasive or having selling intent and also familiar with rational for using celebrity endorsers. Children exhibited discernment about advertisements as source of funding television programme. They perceived advertising as the aspirational source for offering opportunities for recognition and success.

Gorn and Florsheim (1985) investigated the effect of television commercials on Children for adult products i.e. Lipstick and Diet drink. Results revealed that Lipstick commercials affected both product and brand preference more than diet drinks. Children had the attitude that wearing advertised lipstick enhances their beauty and more important increases their popularity among friends. Commercials on Diet drinks had no effect on product or brand preference but increased the awareness of advertised brands. Children did not attach diet drinks with beauty and popularity. Sanft(1984) studied that how knowledge and purpose of advertising affect the children's view toward advertised products. Results indicated that young children, who knew the purpose of advertising, were more able to recall the product related information. Recall of non product information and recognition of the advertised products are not related with knowledge or ignorance about purpose of advertisements. Children were unable to understand the difference between advertisements and any other programmes. There was no clear relationship found between recall of advertisements and attention to advertisements. Children preferred advertised products on the basis of recalling of products in spite of their attributes. Those children who had the knowledge about advertising, they encoded advertisements, memorized and persuaded the want for advertised products in more influential way.

Pine and Veasey (2003) assessed the Explicit and Implicit knowledge of children of television advertising with the reference of Piaget and Karmiloff-Smith (1992) and Siegler (1996) Models. Authors argue that children have some unarticulated knowledge and it depends on the ways of knowing instead of ages of knowing. Piaget model state that children think in a particular way for certain period and there is sudden

rise in their cognitive ability with increase in age. Cognitive ability is prerequisite for understanding the persuasive messages in advertising and ability of self-promotion. Karmiloff-Smith and Siegler (neo-Piagetian approaches) described that much of children 'knowledge exists in the implicit format which can be expressed by non-verbal actions i.e. recognition-tasks, ratings-tasks, gestures, speech-hesitation etc. Findings revealed that children age six and above create the positive self promotion statement about themselves while below the six years produced more negative or irrelevant statement self promotion statement. So it shows that explicit knowledge is affected by age. Age has no effect on children's implicit knowledge related with their self promotion. While measuring the children's understanding of self promotion in advertisements authors found that all age group can judge the positive statements of advertisements and believe that characters in advertisements would never say the negative statements about advertisements. Bartholomew and O'Donohoe (2003) examined children as active, socially and culturally situated consumers of advertising by their development stages of cognitive ability and their advertising literacy. This research identified three dimensions of power -mastering, controlling and criticizing which shaped the children's experience about advertising. Results exposed that children had considerable command on advertising concepts and contents. They master the demonstration and interpretation of the advertising messages. This master role was classified in three subsidiary roles - meaning masters, style master and performance masters. As meaning master children understand the meaning of advertisements, interpret and manipulate the advertisements' meaning. As style masters they have the ability to catch the appeal, jingles and music about advertisements. Two approaches used to demonstrate the ad styles-obsession and transformation. In obsession product desirability is conveyed through humorous way. Transformation approach tries to make over someone's performance. Performance master like to act upon advertisements, singing jingles and repeating catchphrases. In the second dimension -controlling children do not like the interference and desire to want independent consumers. They represented themselves as advertisements avoiders. In third dimension study found that as ad critics they perform three role -precocious planners, tactical technicians and reality questioners.

Brucks, Goldberg and Armstrong (1986) studied about the relationship between cognitive response approach and children's reaction to advertising. They suggested that factors i.e. state of cognitive development, knowledge about advertising and product, spontaneous information processing abilities, emotional involvement with the advertisements or advertised product, and verbal ability, Influence the cognitive defenses of child. Cognitive defenses is the ability that child use to understand the selling intent of advertising. It develops at the age of eight year and 11 year full comprehension may occur. Piaget theory is commonly used to construe the stage of development i.e. the sensorimotor stage (zero-two years), the preoperational stage (two-seven years), and the concrete operational stage (7-11 years), and the formal operational stage (11 through 15 years). In first stage infant's behavior is not affected by thoughts. In second stage child are able to identify the objects through attributes like height but not able to organize them in a meaningful way. In third stage children may consider several attributes of objects simultaneously but limited themselves in the domain of concrete objects. The information processing abilities shows that children's age affect the cognitive activities (different abilities about storing and retrieving of information). Authors discussed three types of information-limited, cued and strategic processing. Limited processors (under age eight years) do not have ability to process or to retrieve stored information. Cued processors (age 8-12 years) use these strategies when prompted or cued. Strategic processors (age of 13 or above) possess skills and use store and retrieve information. Children use their declarative knowledge to acquire information about advertised product and advertising and their

procedural knowledge to evaluate the advertising messages critically. Involvement refers the degree of personal relevance of the messages .Finding revealed that involvement increases the cognitive effort to evaluate the true merits of related products but this does not pertinent in case of young children. Verbal ability is important factor to control child's cognitive responses.

Bakir and Palan(2010) investigated how children develop their attitudes toward advertisements with gender related contents. Authors developed a conceptual framework based on biological (age ,sex),socialization factors (peer, parents, media) and cognitive factors(gender schema) in this study. They examined the attitude toward advertisements and brands on two key variables- gender flexibility and the type and extent of gender content in the advertisements. Social and cognitive factors are associated with gender flexibility. Results revealed no significant differences in attention by age, sex or school grade level.High gender flexibility showed more positive attitude toward advertisements and brands. For measuring the gender content two dummy variables-advertisement character and advertisement products were used. Findings explored that children less favored advertisements of the feminine products with male characters and more like the advertisements with gender characteristics .Product gender did not moderate the relationship of gender flexibility and attitude toward advertising.

1.2 Influence of Parental Style and Family Communication Pattern

Ward (1980) described that consumer socialization is the process "by which young people acquire skills, knowledge and attitudes relevant to their functioning in the marketplace."This process start with kids when they go to the market with parents first they get exposure about the different product and after that they begin to ask for desired products. With the rise in their age they make the purchase with the help of their parents and grand-parents and subsequently their individual purchase decisions.Dotson and Hyatt(2005)investigated the factors that affect children's buying behavior and their consumer socialization process. Authors depicted some factors i.e. children's spending power, media exposure, and their identification of brands name. Some descriptive measures like age, gender, amount of spending money, the respondents live with whom, how they spend their afternoons after school, and amount of television viewing were also included in the study. Result indicates that girls get more influenced by peer, parents and shop while boys are more influenced by TV. There is no significant difference between boys and girls on the influence of brands. The relative impacts of the various sources of social influence do indeed vary by gender. Girls are more influenced by interpersonal interactions, with friends and parents, and boys are more influenced by non-personal communication.Result shows that children who are receiving less money are less influenced by peer and greatly influenced by parents on their buying behavior. Children who belong to wealthier family are tend to be more exposed toward shopping and famous brands. Children who spend their afternoons alone at home get more influenced by peer and television based programme because they interact with them through telephones mails or instant messaging. Children show more inclination toward parents' advice if they spend more time with one of the parents. The influence of TV, shopping and brands do not vary with age. Older children experience more influence of peer rather than parents. Among the relative impact of the social influence factors, the amount of television viewing has positive correlation with peer and television based influence and have relation with shop and brands.

Carlson and Grossbart(1988) investigated the parental 'consumer socialization tendencies through their parental style. As parent socialization is an "adult-initiated process by which developing children, through

insight, training, and imitation acquire the habits and values congruent with adaptation to their culture" (Baumrind 1980:640). Initially they identified and matched their parental styles suggested by Baumrind and Becker i.e. Authoritarian, Permissive, Rigid Controlling, Authoritative and Neglecting. Becker's (1964) proposed three dimensional models, which includes eight ideal parental types that reflect combinations of structural components (orthogonal dimensions) of socialization, typifies this view of socialization. Parents who showed tendencies toward hostility, restrictiveness and anxiousness were classified as authoritarians. The characteristics of relative warmth, leniency, more nurturance, less restrictiveness suggested them as permissive parents. Parents who were less warmth and more restrictive coupled with calmness were categorized as rigid controlling parents. Parents who were relative warmth, enforce strict discipline, apt to communicate with children, protect children from external influences and neutral on anxiousness and calmness were classified as authoritative. Neglecting parents were least warm, lower in nurturance, avoid communication and lower in fostering responsibility. They measured the parents' consumer socialization tendencies through children's Consumption autonomy, Parent- child communication about consumption, and restriction and monitoring of consumption and media exposure.

Research explored that authoritarian, rigid controlling and authoritative mothers grant less consumption autonomy than permissive and neglecting mothers. Older children and boys acquired more consumption autonomy and child's pocket money is directly related to social desirability. Authoritative mothers and Permissive mothers interact more with children, by co-shopping, asking children's opinions, than do Authoritarian mothers and Neglecting mothers. Findings revealed that authoritative mothers imposed more restriction on consumption than permissive mothers. Authoritarian mothers are more restrictive than rigid controlling and permissive mothers. Permissive mothers may impose some restrictions but not allow complete freedom on consumption. Authoritative mothers intervene in the exposure of media than other groups but not rigid controlling mothers. Rigid controlling and permissive mothers engage in more mediation than neglecting mothers. Authoritative mothers co viewing of television is more than other groups except permissive and all groups are similar in co viewing of television. Authoritative mothers have more concern about children's advertisements and less positive attitudes toward advertisements in general than authoritarian, neglecting and permissive mothers do. Rigid controlling mothers have less positive attitudes toward advertisements than neglecting mothers do. Authors also noted that authoritarians mothers rely less on consumer guides and information from friends and favor market control. They may want government control to deal with market forces. Neglecting mothers are less economically motivated toward consumption and more socially motivated. They also want government favor. Authoritative mothers rely more on economic sources of information (guarantees), sales, friends and consumer guide books while making purchase. Permissive and Rigid controlling mothers show no differences that makes their positions difficult to determine.

Carlson, Grossbert and Tripp (1990) studied socio and concept orientation from the perspective of mothers due to their significance in consumer socialization process, the efficacy of the four cell communication pattern topology and the relationship between communication pattern and mothers' mediation, monitoring and control of children's media use. Results show that concept oriented mothers instruct children to make purchase decisions and ask for their opinions for those purchase which are not related with children's use. Socio oriented mothers believe to control children's consumption and their participation in purchase. Findings of this study revealed that communication pattern does not affect the children's viewing. This is contrary to previous findings. Among fourfold topology of family communication pattern that have labelled: Laissez-faire, Protective, Pluralistic, and Consensual, Laissez-faire mothers are lower in

discussing about advertising and have control over television viewing. Both Protective and consensual mothers emphasize on socio oriented messages and practice control on television viewing. But consensuals believe in co-viewing of television. Pluralistic emphasize on co-view with children because they can discuss on advertising through this. They encourage children's consumption learning without monitoring and controlling.

Caruna and Vassallo (2003) revealed that communication pattern adopted by parents affect the perceived influence of children over purchase in Malta. Socio-oriented (when parent exert control over the children) and concept-oriented (when parents encourage children's autonomy in decision making) were used (McLeod and Chaffee 1970). Laissez-faire families emphasize on little or no communication between parents and children. Protective families emphasize the socio-orientation dimension, conversely, pluralistic families tend to stress the concept-orientation dimension, with an emphasis being placed on mutuality of respect and interests. Finally, consensual families stress both the socio- and concept orientation dimensions, with the result that children are encouraged to explore the world about them, but to do so without disrupting the family's established social harmony (Moschis et al., 1986). Children of Pluralistic parents exhibited the highest level of perceived influence on purchase and protective parents exhibited lowest level of perceived influence. This study investigated that there is no relationship between the child's perceived influence and the demographics variables i.e. gender of child, age and gender of parents, birth order of child and number of child. Study revealed that children in Malta exert more influence on purchase than those in USA.

Carlson et al. (1992) investigated the differences in the parental types and communication pattern adopted by mothers to teach their children regarding consumption. Three dimensions of parental socialization were used to measure the responses: anxious emotional involvement versus calm detachment, warmth versus hostility, and restrictiveness versus permissiveness. Anxious emotional involvement versus calm detachment was indicated by excluding outside influence, fostering dependency, fostering responsibility and early maturity demands, warmth versus hostility by nurturance, encouraging verbalization and avoidance of communication and finally restrictiveness versus permissiveness was signified by values conformity, firm enforcement, authoritarian and strictness. Mothers were classified into different parental type on the basis of above said dimension i.e. authoritarians, permissive, rigid controlling, authoritative and neglecting as found out by previous studies. Findings revealed that rigid controlling and authoritative mothers were dissimilar on inclination to monitor and control children's consumption activities. Rigid controlling and permissive did not differ on socio and concept orientation but showed different approaches on all overall socialization dimensions. Authoritative mothers were more socio oriented than permissive, neglecting mothers and rigid controlling mothers. Rigid controlling mothers had less control on children's communication regarding consumption and calmly detached with their children while authoritative mothers imposed control over it. Authoritative and permissive mother were more concept orientation than authoritarian and neglecting mothers because they respected and considered child's opinion. Rigid controlling mothers were more concept orientation than authoritarian and neglecting mothers. Authoritarian mothers were more anxious and reluctant about children's autonomy. The study found the similarity in family communication pattern and parental type i.e. Laissez faire and neglecting parents, pluralistic and permissive parents, consensual and authoritative parents, authoritarian and protective parents show the same pattern towards children.

Bush et al. (1999) studied the influence of consumer socialization variables on attitude of African-Americans and Caucasians adults toward advertising. Parental communication, peer-communication, mass-media, gender and race variables were used to measure their attitudes toward advertising. Researchers found that all socialization variables included in the study were positively associated with outcome variable i.e. attitude toward advertising. Socialization agents i.e. parents, peer and mass media play a major role in shaping adults' attitude toward advertising and these variables have the different impact across race. Research revealed that African-American adults watch more television and use advertising more as a source of information with positive attitude than Caucasians. Gender has a significant effect on the consumer skill and attitude toward advertising which shows that women have more positive attitude scores than men.

Rose (1999) examined the relationship among consumer socialization, parental style and developmental timetables in the United States and Japan. Author explored that american mothers held earlier developmental expectations for consumer-related skills and understanding advertising practices than did their japanese counterparts. Communication about consumption and consumption autonomy were high among american mothers whereas child's influence and restriction of consumption were high among japanese mothers. Authoritative, authoritarian and permissive parents were composed for american mothers whereas indulgent amaes (nonrestrictive and anxiously emotionally involved) and strict amaes (nurturing, strict, and anxiously emotionally involved) were composed for japanese mothers. Japanese mothers foster-dependence, hold late developmental timetables and report low consumption autonomy while detached parents (less anxiously emotionally involve) hold earlier developmental timetables than both amaes, communicate more about consumption than indulgent amaes but less than authoritative, and grant their children less consumption autonomy than any of the three primarily U.S.groups. Among the demographics factors i.e. child's age, child's sex, family income and maternal education, child's age was related positively to communication about consumption and consumption autonomy, whereas maternal education was positively related to communication about consumption and negatively related to consumption autonomy, child influence and television viewing. Rose, Bush and Kahle(1998) also investigated the family communication pattern of American and Japanese mother and their attitude toward advertising.

Rose, Dalakas and Kropp(2003) examined the link between consumer socialization and general parental socialization tendencies among Australian, Indian and Greece. Findings of this study suggested that television Parental topology developed by Baumrind (1971) can be extended to other nations apart from USA and results match with previous studies (Carlson and Grossbert 1988,Rose 1999).Greek parents were classified as Authoritative, australian parents as permissive and indian parents as authoritarian and minority from Australia. The remaining two styles, protective and indulgent occurred in India and Greece parents. Results regarding developmental timetables are conceptually consistent with study done by Rose (1999).Child's age or child's sex did not influence the parental styles.

Grossbert,Hughes,Preyor and Yost (2002) studied how internet usage affect mothers and children relationship. They investigated the new concept i.e. reverse socialization and prefigurative culture in which child makes aware their parents about new knowledge and norms of digital media.Two indicators i.e. child as teacher and internet broker were chose to study child's influence. Parental style authoritative and permissive take as warmer parents and authoritarian and neglecting as cooler parents to measure the receptivity of parents to influence. Findings revealed that warmer mothers are more inclined to learn

from their children even if they more skilled than child whereas cooler mothers are less open to learn from their children unless the child has more knowledge about internet than themselves. Warmer parents express more openness to internet broking than cooler mothers. Cooler mothers believe that they are more accomplished internet user and child may not be able to perform the on their behalf.

Moschis, Moore and Smith (2001) studied the impact of family communication on consumer socialization process of blacks and whites adolescents including reinforcement, modeling and social interaction. Modeling, also known as observational-learning, involves Imitation of the agent's behavior. Reinforcement involves either reward (positive-reinforcement) or punishment (negative-reinforcement). Social interaction may include cognitive and overt communication between the agent and learner. Social agent refers to a person or organization (i.e. family members, school). Findings explored that in overt parent-child communication parents encourage child to execute consumer activities i.e. spending, saving and brand preference etc. without any interferences. Parents expect children to acquire knowledge about the market place and consumer behavior through their own observation in observational learning. Positive reinforcement may encourage positive consumer learning but with increase in age adolescents less interact with their parents and receive less positive reinforcement while negative reinforcement do not necessarily discourage learnings. Males have less communication with their parents so receive negative reinforcement than females but they are more knowledgeable in consumer matters. Blacks less observe their parents consumer behavior than whites. They are also less knowledgeable about consumer activities but they perform in more positive way than white counterparts. Results also suggested the adolescents also gain knowledge from market place and other agents i.e. peer and parents. Among the family communication pattern Pluralistic families use positive reinforcement, consensuals use both types of reinforcement whereas protectives families use negative reinforcement and laissez faire families show practice less reinforcement.

1.3 Influence of Peers

Santrok (2007) defined that "Peer Pressure is omnipresent force whose power can be observed in almost every dimension of adolescents' behavior—their choices of dress, music, language, value and leisure activities." Author stated that peer pressure encounter child without their realization. They feel real or sometimes imagined pressure which forces them to make changes in their behavior or attitude according to others. Consequently it generates the conformity problem.

Gearly studied the relationship between adolescents' autonomy within the family and susceptibility to peer pressure. The study examined three aspects of family relationships that affect teens' behavioral or social cognitive autonomy: parental control, decision-making, and conflict resolution. Result showed that at the age of 16 teens display lower susceptibility to peer pressure than age of 18. Parent exert two types of control on adolescents' –firm control (strict rule enforcement) and psychological control (involved guilt, pressure or love withdrawal). Findings showed that mothers impose firm control and father practice psychological control. These controls make adolescents dependent on others for decision and approval. Teenagers become hostile and unsure about the social relationship so they start to value the judgments of their peers than parents. This Study also investigated the relationship between susceptibility to peer pressure and patterns of family decision making. When all decisions are made by parents at the age of 16 children become high susceptible for peer influence because teen have minds that their opinions are not important and do not try to express their views. On the other side if parents give unrestrictive decision

making autonomy to child and do not provide any guidance child perceive themselves emotionally insecure and become more vulnerable to peers. When children jointly participate in family decisions, they possess negotiating and compromising skills and shows lower level influence of peers.

Makgosa and Mohube(2007) examined the influence of peers on adults' product(sunglasses,shoes,cell-phones tooth paste etc.) purchase decisions .Authors tested this influence on two dimensions –Normative influence and Informational influence. Results revealed that there is more normative influence for public luxury (sunglasses) and public necessity (shoes) high normative and informational influence than for a private luxury (cell phones) and private necessity (tooth paste).

Ryan discussed about influence of peer pressure on teens purchasing choices. Study shows that peers provide positive or negative information about the products, pressurize them to purchase the particular products for gaining status among peers. Teens acquire knowledge about marketing and branding of products which help them to achieve immediate prestige. Teens also try to belong certain subcultures like skateboard, music band, computer etc. that opens the door to peer pressure.

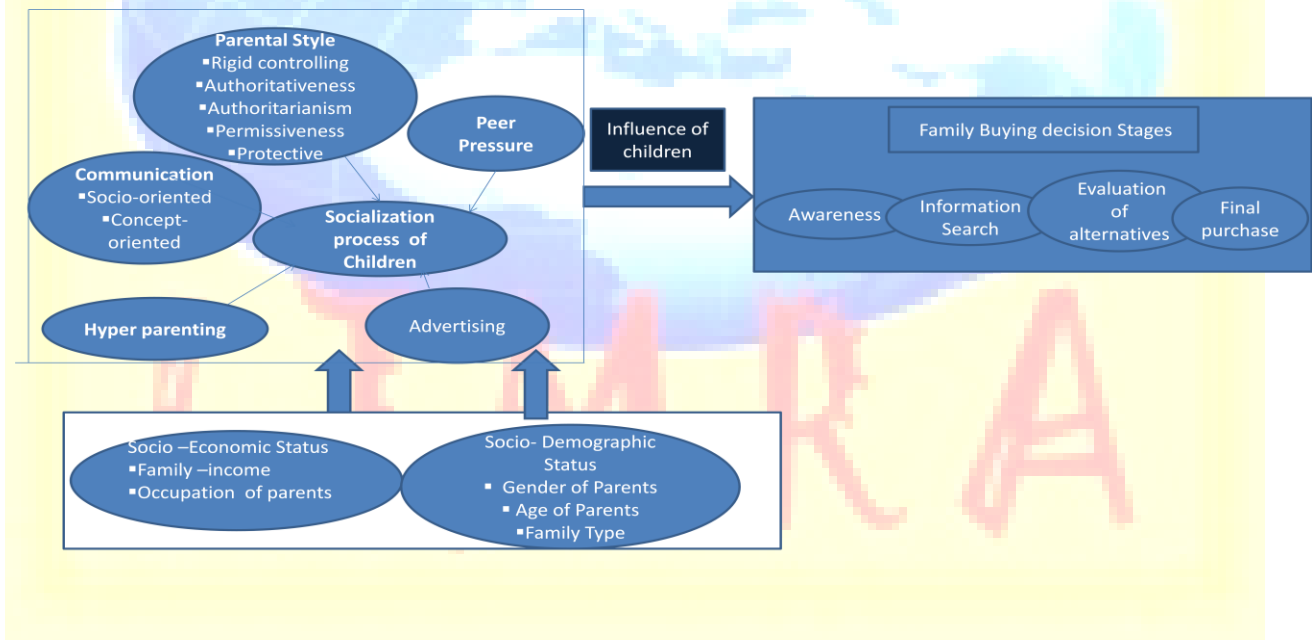
Moschis and Moore(1982) revealed that peer affect the adolescents' consumption in two ways :Expressive and Effective. Expressive consumption includes the means of social motivation and materialistic value related with purchase while effective consumption is related with purchase style and ways of consumption. Bansal (2004) studied the relationship between different stages of age and peer pressure. Author found that early youth (13-21) have less spending power and dependent on parents so influenced by parents and their peers. Middle youth (22-28) have average spending power due family responsibilities. They got influenced by their peers and workmates. Moschis and Churchill, (1978) also found that children learn consumption habits from their peers from early childhood to adolescence. Parents teach them rationale and reasoning about market place and purchase decisions but peers 'influence is more impetuous and natural.

Discusssion /Analysis

Many studies have done on role of the consumer socialization process and agents on children in western countries. Researchers explored the relationship between advertising and brand perception, parental guidance regarding television programme, advertising intents, explicit and implicit knowledge of television advertising, children's cognitive development stages, their advertising –literacy and children attitude towards gender based advertising. This exhibits that impact of advertising on children was vastly investigated on different psychographic factors and demographic factors(age and gender) in west. More demographics factors like increase in childrens' spendings, family life cycle can be included. The cause of behind liking of advertisements such as appeal used in advertising, celebrities or super heroes did not investigated. In contrast of this very few studies have focused on advertising as socializing agents for children in India. Indian children do not have such exposure and freedom of decision making as western children have. So study of psychographic and demographic factors on children might give different results regarding their understanding and attitude towards advertising. Parental style and family communication pattern have been widely studied in western countries. Researchers explored different dimensions of parenting, communication orientation adopted by parents and their impact on different cultures. These studies revealed that role of parents and their communication help children to learn about the market place more effectively. These studies mainly focused on the relationship between mothers and children not on fathers and children. Socialization process can studied in the single parent and step –

parent families. As compared to west, Indian families are observing remarkable changes in their life styles in terms of dual family income, nuclear families and single parent families and advent of internet. Such changes in family structure would affect the parental style and communication pattern and consequently children’s socialization process. Indian population is categorized into parts i.e. urban and rural. So it creates two sets of family i.e. urban versus rural, joint versus nuclear, which can be yield fruitful insights while studying these socializing agents. Peer pressure is new emerging concept in both culture (western and indian).It leaves both positive and negative impact on children. In west researcher explored that autonomy given by families to children determines the impact of peer pressure. They observed that peers exert influence on product category, children’s purchase style and their way of consumption. Study can be extended on the gender wise .Indian children are financially dependent on parent so they can experience less pressure. But nowadays changing life style of Indian families peers start to affect the choice of children because children spend much time with their peers due to working parents. On the basis of above studies following conceptual model is proposed which can be applicable in the Indian context.

Figure . Proposed Conceptual model :



Above conceptual model represents the socializing agents which constitute the socialization process of indian children. In this model hyper parenting is included as socializing agent which is new concept related with parents ‘over indulgence in children’s over all development. Socio-economic variables like family income, occupation of parents and socio-demographic variables like gender of parents, age of parents and family type also included to measure their influence on socialization process. Subsequently influence of children would be measured on different stages of family buying.

Conclusion

Nowadays Children are performing as matured consumers. They have their own views, choices and preference about the products. They hold admirable knowledge about the advertising, brands, and product usage and consumption activities. Different stages of age they show different cognitive skills that help them to understand intent and message of advertisements. Style and communication patterns, adopted by Parents support children to learn about consumption. Warmth, supportive and lenient parents help children to expose their knowledge by co-shopping. Asking their opinion, co-viewing of television and continuous interaction. Strict, anxious and hostile parent impose control on children's consumption autonomy, avoid communication and do not foster responsibility on them make children more vulnerable consumers. When parents do not weigh their opinion they start to search in recognition from outside that generate the influence of their peers. Peers can exert negative or positive influence on children's mind and they are unable to discriminate right and wrong information regarding consumption. These studies showed the socialization of western children which can be extended in children of Asian countries like India, Sri Lanka etc because these countries follow the different cultures, family-type, purchasing power and consumption patterns. Cognitive development approaches related with stage of age needs more investigation. Peer pressure is new burning concept which can be examined more because there is insufficient research available on this issue. Hyper parenting and more socio economic and demographic factors can be included.

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