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Purchase Decisions of Family Vacations**

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Mothers' Perceptions of Adolescents' Influence on the Purchase Decisions of Family Vacations

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Abstract

The adolescent is considered an active element in family purchases, especially in the purchasing decision phase. However, services for family use have been neglected. Therefore, the main objective of this research is to study the adolescent's influence on purchase decisions of family vacations. In the empirical phase, several secondary schools were contacted in four main districts through a convenience sample. During this stage, 2,800 questionnaires were delivered in classrooms during May 2016. The adolescents were instructed to submit the questionnaires to their mothers and to return them fully completed. This decision stems from the fact that the mother is pointed out in many studies as the most reliable informant in determining the adolescent's influence. 966 validated questionnaires were returned. The results of the logistic regression analysis point to adolescents' service knowledge and mothers' occupational statuses as the relevant explanatory variables in the considered purchases. These results are innovative in the study of family purchases. Thus, the present research provides several contributions to this area of knowledge. First, it reinforces the importance of including adolescents in the final decision of family purchases, which is innovative compared to past literature. The interest of the results is reinforced by the study of a service for family use. Second, the results point to the relevance of including adolescents' service knowledge and mothers' occupational statuses as explanatory variables in determining influence on family vacation purchases. The present research offers a contribution to companies by providing evidence of adolescents' influence on the purchase decisions of family vacations. Given the adolescents' importance within family decisions, it is important that marketers focus their efforts on adolescent satisfaction and adopt strategies adjusted to the whole families.

Keywords: Consumer behaviour, family decision making, adolescent, influence, family vacations.

Introduction

Marketers have long acknowledged the family as the most important decision-making and consumption unit (Sondhi and Basu 2014, Kaur and Medury 2013, 2011, Shoham and Dalakas 2005). The dominant social group within which people spend their leisure time is the family, thus it is also the most important social structure for choosing and experiencing vacations (Khoo-Lattimore et al. 2016, Carr 2006). The study of household consumption behaviors has become increasingly important in the literature on consumer behavior, in particular the process by which family decisions are made. In this context, academics and marketers recognize the importance of continuous study of a basic purchasing and consumption unit, i.e. the family (Kaur and Medury 2013, Shoham and Dalakas 2005). Given the limited research on adolescents' influence on family buying decisions, several authors refer to the need to deepen the study of this phenomenon (Kaur and Singh 2006, Commuri and Gentry 2000). In many studies, the adolescent is considered to be a less influential actor in family buying decisions, and his influence efforts are more successful with products for his own use, or products for family use only with a lower purchase value (Commuri and Gentry 2000, Beatty and Talpade 1994). In fact, until the past century, research rarely perceived adolescents as decision making influencers within family units (Mau et al. 2016, John 1999). With the increased significance of mobile media, as well as changed social and cultural perspectives, this picture has changed: adolescents have increasingly become the focus of both research and companies (Ashraf and Khan 2016, Mau et al. 2016, 2014, Goswami and Khan 2015, Srivastava 2015). The efforts made by adolescents in family purchases have increased and external actors have begun to recognize such (Sondhi and Basu 2014, Singh and Nayak 2014, Chitakunye 2012, Kaur and Medury 2011).

The adolescent market is substantial and growing, which marketers need to understand for current sales and future brand loyalty (Niemczyk 2015, Srivastava 2015, Shahrokh and Khosravi 2014, Yang et al. 2014).

There is a good stream of research showing that adolescents play an important role in family purchase decisions varying by product and decision stage, as well as the characteristics of the adolescent, parent, and family (Ishaque and Tufail 2014, Shergill et al. 2013, Ali et al. 2013, Akinyele 2010).

This study examines adolescents' influence on family purchase decisions concerning vacations, the interest in which is based on the current literature (Khoo-Lattimore et al. 2016, Watne and Winchester 2011, Kaur and Singh 2006). Although there are several studies that point out adolescents' influence in the purchase decisions of family vacations (Khoo-Lattimore et al. 2016, Niemczyk 2015, Kaur and Medury 2011, Mangleburg 1990, Foxman et al. 1989a,b), a comprehensive look at the role and influence of adolescents on parents' final decisions remains sparsely researched (Khoo-Lattimore et al. 2016, Niemczyk 2015, Kaur and Medury 2011, Akinyele 2010, Kaur and Singh 2006). The subject of the present investigation is the consumption behavior of the families in the purchase of vacations. The domain of family consumption behavior presents

some gaps, among which adolescents' influence is often underestimated or even omitted with regard to purchasing decisions. In most studies on traditional families.

The research problem essentially involves a theoretical dimension which tries to answer the following questions: What are the dimensions of the adolescent's influence on the decisions to purchase family vacations? What is the mother's perception about the adolescent's influence?

The article begins by reviewing the literature and defining the research hypotheses. Then the methodology used in the present investigation will be characterized. The main results of the study will be presented and the research results will be discussed, as well as the main conclusions, limitations and indications for future research.

Literature Review and Hypotheses

The family has been considered the most relevant consumer and decision-making unit in the area of consumer behavior (Aleti et al. 2015, Sondhi and Basu 2014, Shergill et al. 2013, Shoham and Dalakas 2005). The study of family consumption behavior, in particular the process through which the family structures its decisions, has become increasingly important in the literature. In this context, academics and marketers consider the continuing study of adolescents' relative influence on family buying decisions (Aleti et al. 2015, Shahrokh and Khosravi 2014, Chaudhary and Gupta 2012, Watne and Winchester 2011). One important service for families in which joint decisions tend to occur is vacations (Watne and Winchester 2011). The approach of social power theory has played a leading role in the study of this topic. This theory regards parents and adolescents as partners in an interdependent relationship. Within this relationship, however, adolescents possess a relatively small degree of power over their parents (Shahrokh and Khosravi 2014).

Family Purchase Decisions

Ashraf and Khan (2016), Kaur and Singh (2006) and Shoham and Dalakas (2003) pointed to higher levels of adolescent influence on purchases of products for their own use in traditional families. Furthermore, other results indicate that adolescents influence the purchases that they consider most important (Kim and Lee 1997). However, several researchers have pointed out that adolescents' relative influence in family buying decisions is not adequately explained (Aleti et al. 2015, Shergill et al. 2013, Chaudhary and Gupta 2012, Kaur and Singh 2006).

The Adolescent as an Influencer

The existing literature has identified three roles of adolescents related to consumption: (1) buyers who have their own money to spend, (2) direct or indirect influencers on the purchases of many household items, and (3) a future market

for a large variety of products and services (Aleti et al. 2015, Srivastava 2015, Shahrokh and Khosravi 2014).

The adolescent is clearly an influencing agent in many family purchasing decisions, and this influence may be manifested directly, that is, by actively participating in the decision-making process, such as when he moves to a particular place and purchases a product/service or when accompanying the parent in making a choice. By contrast, influence may manifest indirectly, that is, only through their presence in the unit of consumption or because the parent is affected by prior knowledge of their tastes or preferences when making a decision (Kaur and Singh 2006, Mangleburg 1990).

In the purchasing decision phase, however, it is less common to find the adolescent's participation. When specifically considering the purchase of family vacations, Jenkins (1979), Ritchie and Filiatrault (1980), and Belch et al. (1985) were among the first researchers to study the adolescent's influence on such purchase decisions. More recently, other researchers have studied vacations and also concluded that adolescent participation is minor or null in the final purchase decision (Khoo-Lattimore et al. 2016, Watne and Winchester 2011, Kaur and Medury 2011, Carr 2006). Niemczyk (2015), in his study on holiday decisions, concluded that adolescents have some say in the final decisions regarding domestic holidays, but they do not participate in this phase when concerning holidays abroad. These results emphasize the existence of a gap regarding the study of adolescent participation in vacation decision-making.

The influence of adolescents has been determined to be greater in the purchase of certain product categories. Shoham and Dalakas (2003) and Belch et al. (1985) pointed to higher levels depending on whether the relevant product was for their own use. Other researchers reached the same conclusions, namely Kim and Lee (1997) who found higher levels of influence on the purchase of products that adolescents consider more important and for which they are the primary user. For some purchases, adolescents have the independence to make their own decision, such as for breakfast cereals, clothes, music (Ishaque and Tufail 2014, Kaur and Singh 2006, Beatty and Talpade 1994), and even in certain products/services for family consumption, such as the decision to eat out, travel, or purchase certain grocery products (Ashraf and Khan 2016, Chikweche et al. 2012, Chitakunye 2012).

Predominantly, past research has included the following factors as explanatory of the adolescent's influence on family purchase decisions: the adolescent's personal characteristics, the family characteristics (Kushwaha 2017, Watne et al. 2014, Neulinger and Zsoter 2014, Kaur and Medury 2013, Shergill et al. 2013, Beatty and Talpade 1994), and the mother's occupational characteristics (Sharma and Sonwaney 2014, 2013, Lee and Beatty 2002). The adolescent's personal characteristics include gender and product/service knowledge. Family characteristics mainly refer to income. Finally, the mother's occupational characteristics include her employment status.

Several authors have considered age as one of the main explanatory factors for adolescent's influence on family purchases (Ali et al. 2013, Shergill et al. 2013, Gentina et al. 2013, Kaur and Singh 2006, Shoham and Dalakas 2005, Kim and

Lee 1997). Kim and Lee (1997) and Beatty and Talpade (1994) found that older adolescents exert greater influence on family buying decisions. However, the conclusions regarding the importance of establishing differences between these two adolescent age groups as an explanatory factor for their influence on family buying decisions is not generalized, with several authors considering only one adolescent age group (Shoham and Dalakas 2005, Lee and Beatty 2002, Lee and Collins 2000). Thus, the first hypothesis is:

H1: The adolescents will be perceived as having more influence on family purchases if they are older than if they are younger.

The adolescent's gender often appears as one of the main explanatory factors for their influence on family buying decisions (Ali et al. 2013, Watne and Winchester 2011, Shergill et al. 2013, Gentina et al. 2013, Kaur and Singh 2006, Shoham and Dalakas 2005). Moschis and Mitchell (1986) concluded that female adolescents appear to be more likely than male adolescents to participate in all phases of the purchasing decision process in general and to decide to purchase products in particular. Lee and Collins (2000) also concluded that female adolescents exert higher levels of influence than male adolescents in family buying decisions. Watne and Winchester (2011) concluded that female adolescents produce higher levels of influence specifically on family vacation purchases. Thus, the second hypothesis is:

H2: The female adolescents will be perceived as having more influence on family purchases than male adolescents.

Adolescents influence their parents through the social power they possess, and more specifically through their knowledge and expertise (Aleti et al. 2015, Watne and Winchester 2011). Thus, service knowledge should lead to greater influence attempts, once the other members recognize the adolescent's know-how regarding a given service or product (Chitakunye 2012, Belch et al. 2005, Shah and Mittal 1997, Beatty and Talpade 1994). Chitakunye (2012) argued that parents motivate adolescents to use their cognitive abilities in consumer situations. Belch et al. (2005) pointed out adolescents "would be expected to exhibit greater knowledge" and "have acquired more information on products/services" (p. 570). Aleti et al. (2015) and Watne and Winchester (2011) suggested that adolescents exercise greater levels of influence on a purchase when they have more knowledge about the service. Thus, it is expected that:

H3: The adolescents will be perceived as having more influence on family purchases if they have greater service knowledge.

According to Sharma and Sonwaney (2014, 2013), Isin and Alkibay (2011) and Lee and Beatty (2002), the mother's occupational status has a significant effect on the adolescent's influence in a family, with adolescents having greater influence when their mothers work outside the home. For Sharma and Sonwaney

(2014, 2013), the mother's absence increases the number of decisions taken by adolescents and increases their influence on purchase decisions. Those researchers point out that "children of full time employed mothers shopped for their clothing more often than children of mothers with part time/no employment" (p. 34). This variable has produced relevant results in the study of adolescent influence on family decisions (Lee and Beatty 2002, Ahuja and Stinson 1993). Ahuja and Stinson (1993) concluded that the mother's occupational status is a variable explaining the adolescent's influence in family buying decision processes. Therefore, it is expected that:

H4: Adolescents living in households where mothers have a high occupational status will be perceived as having more influence on family purchases than adolescents with mothers with a low occupational status.

Household income appears very often as an explanatory variable of adolescent's influence on family purchasing decisions, with adolescents presenting higher levels of influence in families with higher income (Ali et al. 2013, Kaur and Medury 2011, Isin and Alkibay 2011, Lee and Beatty 2002, Lee and Collins 2000, Ahuja and Stinson 1993). In families with higher levels of income, adolescents typically have more opportunities to intervene in purchasing decisions and may be allowed to participate in more decisions (Isin and Alkibay 2011, Lee and Collins 2000, Beatty and Talpade 1994). Therefore, adolescents are expected to have consistent influence in families with higher income:

H5: Adolescents living in higher income households will be perceived as having more influence on family purchases than adolescents in lower income households.

Methodology

The present research is exploratory, aiming to identify the dimensions that contribute to the influence of adolescents in the purchase decisions of family vacations according to the mother's perception. The population considered is composed of Portuguese families with at least one adolescent (between 12 and 19 years). There is no knowledge of studies about the adolescent's influence on the purchase of family vacations in Europe, so this research offers a contribution to the study of families in the area of consumer behavior.

The generality of the researchers revealed a great difficulty in the selection of probabilistic samples when it comes to studying the households, and thus data collection usually comes from convenience samples (Aleti et al. 2015, Srivastava 2015, Kim and Lee 1997). In the present study, due to the lack of information provided by official organisms, it was necessary to resort to a non-probabilistic sample. The collected sample was focused on households with at least one adolescent child between the ages of 12 and 19, which is consistent with previous research (Aleti et al. 2015, Srivastava 2015, Kim and Lee 1997,

Beatty and Talpade 1994). Furthermore, there was a concern to collect a sample consistent with the studies carried out in this area in order to reduce the risks inherent in collecting data from a reduced sample.

In the literature on adolescents' influence on purchasing decisions, several authors pointed out the importance of the product or service category being studied; instead of studying only those products or service categories which are for adolescents' personal use, these categories should focus on those intended for family use (Belch et al. 2005, Kim and Lee 1997, Beatty and Talpade 1994). Based on this classification, in the present investigation one service category will be studied. The selection of the service category to be studied, i.e. family vacation decisions, derives from the literature review. The service selected has great importance to consumers (Kim and Lee 1997, Foxman et al. 1989 a,b, Foxman and Tansuhaj 1988). Furthermore, with the literature scarce in relation to the purchase of family vacations, little is known about the adolescent's influence in this category of service. Ekstrom et al. (1987) argue that adolescents transmit knowledge to their parents, influencing the behavior of the adolescents, and that in certain purchase situations adolescents have greater service knowledge, namely in vacations (Belch et al. 2005).

A questionnaire survey was the method of data collection chosen for this study (Aleti et al. 2015, Srivastava 2015). In general, studies on the adolescent's influence on family buying decisions used the questionnaire survey as the main method for collecting empirical data (Aleti et al. 2015, Srivastava 2015, Shoham and Dalakas 2005, 2003). In the same line as previous research, the self-completed questionnaire survey will be applied in the quantitative phase of the present study.

The choice of a suitable structure for the questionnaire sought to articulate two essential aspects, namely the objectives of the present research as well as the past research on adolescents' influence in family decisions. The main objective of the data collection instrument is to pursue the research objectives outlined. A pre-test was carried out that led to small changes, based on the suggestions of 25 respondents, in what would come to be the final structure of the questionnaire. These changes addressed some difficulties in the perception of certain expressions used in the initial version, as well as created a more appealing layout.

The measurement scales used were adapted from reference studies in the research on this field (see Table 1), which is in line with most previous studies (Isin and Alkibay 2011, Shoham and Dalakas 2005).

Table 1. *Linking the Model to the Questionnaire*

Variables in study	Adapted from...
Variable Explained	
Adolescent's Influence in Family	Shoham and Dalakas (2003)
Explanatory Variables	
• Adolescent's age	Lee and Beatty (2002); Kim and Lee (1997)
• Adolescent's Service	Beatty and Talpade (1994);
• Adolescent's gender	Beatty and Talpade (1994)
• Mother's Occupational Status	Lee and Beatty (2002)
• Income	Ahuja and Walker (1994).

Explained Variable

Many authors have used a Likert scale to measure adolescents' relative influence on decision-making processes in which parents and adolescents are both considered in the final decision (Shahrokh and Khosravi 2014, Mangleburg et al. 1999, Kim and Lee 1997, Foxman et al. 1989a, b).

An explained variable measurement scale was used according to past proposals (Beatty and Talpade 1994, Shoham and Dalakas 2003). The mother's perception may vary between 1 and 7 (where 1 = I had no influence, and 7 = I had all influence).

Explanatory Variables

The adolescent's age and service knowledge served as explanatory variables. The variable "age" is an ordinal variable, so it can assume values between 12 and 19 years, according to the proposal of Lee and Beatty (2002). The variable "service knowledge" will be measured according to the proposal presented by Beatty and Talpade (1994), representing subjective knowledge. A seven-point Likert scale is used, ranked from completely disagree (1) to fully agree (7). The item to be measured will be translated by the phrase: "before buying this service I would describe myself as being very familiar with this service category. The variable "occupational status" uses a scale of measurement according to the proposal presented by Lee and Beatty (2002) and is divided into three categories: nonworking mothers, mothers with low occupational status (e.g. secretaries, sales clerks), and mothers with high occupational status (e.g. lawyers, managers). Finally, the household income used a scale of measurement according to the proposal presented by Ahuja and Walker (1994) and was thus adapted to monthly values.

Data Collection Procedures and Sample

The research was conducted in May 2016. In order to carry out the data collection, 11 high-schools were contacted in the Lisbon, Setúbal, Portimão and Beja districts. With regard to the sampling process, data were collected from the districts referred to above by those with demographic data similar to the average for Portugal, in particular as regards the average size of the household. Thus, letters were sent to the Executive Councils of several schools in those cities, and all the schools contacted agreed to participate in the study. After the approval of these Executive Councils, teachers were contacted from each school level and were instructed to provide the students in each class with a questionnaire and a letter to the mother requesting her participation in the study. During this phase, 2,800 questionnaires were delivered by the teachers in the classrooms during May 2016. Students, aged 12 to 19 years, were instructed to deliver the questionnaires to their mothers and to return them, fully completed, a few days later. Finally, the questionnaires were collected from the highschools during June 2016. This resulted in a total of 966 questionnaires fully answered by mothers,

yielding a response rate of 34.5%. This is a higher number than those garnered by previous studies (Kaur and Medury 2013, Shergill et al. 2013).

Statistical Techniques Used

The research objectives determine the method to be used in data analysis. In past research, several authors have used linear regression to study adolescents' influence on family buying decisions (Mangleburg et al. 1999, Beatty and Talpade 1994). However, there is no knowledge of the use of logistic regression in the study of adolescents' influence on family purchasing decisions. The reasons for choosing logistic regression analysis in this study are the variables' level of measurement and the explained variable characteristics.

Variables Measurement

Logistic regression does not impose any restrictions on the types of explanatory variables considered (Hutcheson and Sofroniou 1999). The explanatory variables considered in the present investigation involve three types of scales: categorical, ordinal and interval. The adolescent's service knowledge is an interval variable, classified in the present investigation in a Likert scale with seven points from completely disagree (1) to completely agree (7). The mother's occupational status corresponds to an ordinal variable, classified in the present investigation with three categories: high, low and domestic.

The Explained Variable

In the present study, the explained variable, which is measured through a seven-point range scale, was transformed into a dichotomous variable. Thus, this scale allows us to consider by default that for values from 1 to 4, the mother perceives the adolescent as having influence on the purchase decision. On the other hand, ratings in the range of 5 to 7 indicate that the mother perceives no influence from the adolescent in a particular purchase. According to several authors, the intermediate point of the scale, which corresponds to the value 4, classifies both the members with a shared influence in the decision (Shahrokh and Khosravi 2014, Beatty and Talpade 1994). Therefore, the values that are in the range of 5 to 7, will correspond to 0 = does not influence; and values from 1 to 4 will correspond to the value 1 = influence.

Variables Selecting Method for the Logistic Regression Model

In the present investigation, which uses a binary choice model, the main concern was the parameters' estimation. From the proposed conceptual theoretical model, one logistic regression model was proposed, according to the service category studied. According to Hutcheson and Sofroniou (1999), the ordinal or interval data can be transformed into dichotomous data, allowing its analysis

for example in logistic regression models. The Forward LR method of inclusion of variables will be used in the study of the logistic regression model in study.

Data Analysis and Findings

Internal Consistency

Cronbach's α ranks highly in most researchers' preferences among the several available methods to estimate internal consistency. The reliability of a measure refers to its ability to be consistent. If a measuring instrument always gives the same results (data) when applied to structurally equal targets, we can trust the meaning of the measure and say that the measure is reliable (Maroco and Garcia-Marques 2006). Regarding the internal consistency presented, the Cronbach's α coefficient presents a value of .784. That value means that the test is 78.4% reliable, which is taken to indicate satisfactory reliability.

Demographic Profile of Participants

As can be seen from Table 2, the age group from 12 to 15 years old represents 51.5% of the total sample collected, which means there is an equal distribution of the two groups of adolescents under study: younger (12 to 15) and older (16 to 19).

According to the data reported by the mothers, the results point to a distribution of 54% female adolescents and 46% male adolescents within the households studied.

Regarding the interviewed mother's age, the most frequently reported interval is the age group from 35 to 49 years, with a rate of 76.5% of the total of respondents. The second largest age group is 50 to 64 years with 14.5% of the sample population.

As can be seen from Table 2, in relation to the mother's educational level, the most frequent category corresponds to high school education, with a rate of 44.3% of the total respondents. The second most frequent category corresponds to basic or the third cycle education, with a rate of 24.7% of the total. Only 20.3% of the mothers had a university degree.

Regarding mothers' occupational status, the most frequent category corresponds to low occupational status, with a rate of 49.5% of the mothers. The second most frequent category corresponds to high occupational status, with 32.1% of the total.

As for the monthly post-tax income of the households under study (see Table 2), the most commonly represented interval is the income range between 500 and 1,000 euros with 32.3%. The second most frequent monthly income range among respondents is 1,001 to 1,500 euros with 25.1%.

Table 2. Demographic Profile of Participants (percentage)

Demographics	Valid percent	Cumulative percentage
<i>Adolescent's age range</i>		
12 to 15	51.5	51.5
16 to 19	48.5	100
<i>Adolescent's gender</i>		
Male	46	46
Female	54	100
<i>Mother's age range</i>		
25 to 34	8.7	8.7
35 to 49	76.5	85.2
50 to 64	14.5	99.7
More than 64	0.3	100
<i>Mother's educational level</i>		
No Schooling	0.2	0.2
Basic education	24.7	24.9
High school	44.3	69.3
Bachelor's Degree	6.7	76
Universitary graduation	20.3	96.3
Masters or PhD	3.7	100
<i>Mother's professional category</i>		
Housewife	17.6	18.4
Low-qualified or Unskilled Workers	6.1	24.8
Plant and Machine Operators and Assembly Workers	2.9	27.9
Workers, Builders and Similar Workers	6.6	34.8
Farmers and Skilled Workers in Agriculture and Fisheries	1	35.9
Service and Sales Personnel	15	51.6
Administrative and Similar Personnel	15.5	67.9
Technicians and Professionals of Intermediate Level	10.9	79.3
Specialists of the Intellectual and Scientific Professions	8.7	88.4
Senior Management and Directors	11.1	100
<i>Mother's occupational status</i>		
Nonworking	17.6	18.4
Low occupational status	47.2	67.9
High occupational status	30.6	100
<i>Family income</i>		
Less than 500 euros	11.3	11.3
From 500 to 1,000 euros	32.3	43.6
From 1,001 to 1,500 euros	25.1	68.6
From 1,501 to 2,500 euros	21	89.6
More than 2,500 euros	10.4	100

Explanatory Variables

Next, the behavior of each of the explanatory variables will be analyzed considering adolescents' influence on the purchase of family vacations.

Table 3. Logistic Regression for Family Vacations (variables in equation)

	variables	B	S.E.	Wald	df	Sig.	95% C.I.for EXP(B)	
							Lower	Upper
Step 1	Service Knowledge	0.99	0.1		9.923	0	0.794	1.185
	Constant	0.75	0.022	0.75	34.239	0	0.707	0.793
Step 2	Service Knowledge	0.49	0.159		3.078	0.002	0.178	0.803
	Mother's occupational status	0.751	0.022	0.75	34.54	0	0.708	0.793
	Constant	0.233	0.058	0.087	4.001	0	0.119	0.347

Table 4. Logistic Regression for Family Vacations (variables not in equation)

	variables	Score	df	Sig.
Step 1	Mother's ocupacional status	1.677	1	0.195
	Adolescent's gender	0.166	1	0.684
	Family income	1.611	1	0.204
	Overall Statistics	9.611	5	0.087
Step 2	Adolescent's gender	1.688	1	0.194
	Family income	1.526	1	0.217
	Overall Statistics	3.26	4	0.515

Adolescent's Age

As can be seen from Table 4, an adolescent's age does not add any significant explanatory capacity to the adolescent influence model in the decision to buy family vacations. Thus, H1 cannot be verified, as older adolescents do not have a greater influence than younger adolescents on the purchase of family vacations.

Regarding the adolescent's age, the most frequently reported age was 17 years old, with 16.8% of the total participants. The second most frequent age among respondents was 16 years, which corresponded to a rate of 14.3% of the total. In Shergill et al. (2013) and Darley and Lim (1986), the most frequent adolescents age was 15 years old.

The adolescents' ages were equally distributed between the two groups under study: 51.5% are younger adolescents (from 12 to 15 years old), and 48.5% are older (16 to 19 years old), which is consistent with previous research (Beatty and Talpade 1994).

Adolescent's Gender

Table 4 reveals that the adolescent's gender also does not add explanatory capacity to the adolescent influence model in the decision to buy family vacations. Thus, H2 is not verified, and we cannot determine that female adolescents have a greater influence than male adolescents on that service category.

According to the data reported by the mothers, the results of the present investigation point to a distribution of 54% for female adolescents, whereby male adolescents are only 46% of the total number of adolescents within households studied. The distribution among the adolescents' gender is similar to that found

in the study by Ali et al. (2013), with 46% of male and 54% of female adolescents. Mangleburg et al. (1999), by contrast, have a more unbalanced distribution relative to the gender. Their sample was 74% female.

Service Knowledge

Table 3 points out that service knowledge adds explanatory capacity to the adolescent influence model in the decision to buy family vacations. Thus, it is considered that H3 is verified, showcasing that adolescents with greater service knowledge exert more influence on the purchase of family vacations than adolescents with less service knowledge.

Service/product knowledge was pointed out by several authors as an important resource of the adolescent that, when acknowledged by the parents, should lead to higher levels of adolescent influence on certain purchases (Aleti et al. 2015, Watne and Winchester 2011, Shah and Mittal 1997, Beatty and Talpade 1994, Ekstrom et al. 1987).

Shah and Mittal (1997) have pointed to product knowledge as a relevant variable in determining the adolescent's influence on family buying decisions. The authors state that any generation that perceives the other as possessing expert characteristics in some product category, particular brand or other item, will tend to receive influence from the latter.

For Beatty and Talpade (1994), knowledge affected the perceived influence of the adolescent in the research and decision-making phases in the purchase of equipment, which suggests that for certain products, knowledge has an interest.

Ekstrom et al. (1987) suggest that in certain purchase situations adolescents have greater knowledge about the product compared to their parents. However, as mentioned, the authors did not confirm this proposition (idem 1987). According to Watne and Winchester (2011), Beatty and Talpade (1994) and Foxman et al. (1989a), knowledge is seen as a resource that the adolescent uses in his/her influence attempts.

The results of the present investigation revealed that the explanatory variable product knowledge adds explanatory capacity to the adolescent's influence in the purchase of family vacations, which is consistent with previous research (Aleti et al. 2015, Watne and Winchester 2011).

Mother's Occupational Status

As can be seen from Table 3, the mother's occupational status does add explanatory capacity to the model of an adolescent's influence on the decisions to buy family vacations. Thus, it is considered that H4 is verified; adolescents living in households with mothers who have a higher occupational status exert more influence on decisions regarding family vacations.

Regarding this variable, 49.5% of respondents fell into the category of low occupational status. The second most frequent category among respondents, with a rate of 32.1%, was high occupational status.

The demographic characteristics of the surveyed households are, as might be expected, distinctive compared to some of the household surveys conducted in the United States, where family incomes tend to be higher, and the higher mother's occupational status (Mangleburg et al. 1999, Darley and Lim 1986).

The mother's occupational status was pointed out by several authors as an explanatory variable of adolescents' influence on the decisions of family purchases (Watne and Winchester 2011, Lee and Beatty 2002, Ahuja and Stinson 1993).

The results of Lee and Beatty (2002) pointed to a significant effect of the mother's occupational status on the adolescent's influence on family purchases. According to Lee and Beatty (2002), if mothers do not work outside the home, older adolescents generally exert more influence on the final decision than those children of households whose mothers work.

By contrast, in this study the explanatory variable occupational status of the mother adds explanatory capacity to the purchase of family vacations, with this variable presenting a positive effect, and the adolescent exerting greater influence when his mother has a high status, which is consistent with previous research (Watne and Winchester 2011).

Family Income

Table 4 shows us that family income does not add explanatory capacity to the model of the adolescent's influence on the decision to buy family vacations. Thus, H5 is not verified, as we cannot confirm that adolescents from households with higher income have more influence on family vacations. As for the monthly family income, the most frequently reported interval for income range was between 500 and 1,000 euros, with 32.3% of the total. The second most frequent monthly net income range among the respondents was 1,001 and 1,500, which corresponded to 25.1%. It should be noted that only 10.2% of the mothers reported income above 2,500 euros.

The household income produced contradictory results in its effects on the influence of adolescents on purchase decisions (Ali et al. 2013, Kaur and Medury 2011, Lee and Beatty 2002, Beatty and Talpade 1994, Ahuja and Stinson 1993).

For Ali et al. (2013) and Kaur and Medury (2011), income had a positive effect on adolescents' influence, but in other studies the effect was null or negative (Ashraf and Khan 2016, Isin and Alkibay 2011, Tinson et al. 2008, Lee and Beatty 2002, Ahuja and Stinson 1993).

Explanatory Variables Interpretation

Regarding the full study of adolescents' influence on decisions regarding family vacations, the -2LL analysis allows us to conclude that some of the exogenous variables contribute to explaining the adolescent's influence in these purchases. This aspect is reinforced by the Chi-square, when pointing out that a large part of the variance of the model is explained when considering the variables service knowledge and the mother's occupational status.

Discussion

Internal Validity

Internal validation was a problem successively identified in previous studies, given the divergence of opinions among family members when interviewed about the adolescent's influence (Beatty and Talpade 1994, Foxman et al. 1989b, Belch et al. 1985). Belch et al. (1985) were the first authors to report these divergences of perception, however, they did so without making a contribution to their resolution.

Several researchers have opted to include the adolescent and one or both parents as respondents in studies of adolescent influence on purchasing decisions (Watne and Winchester 2011, Ishaque and Tufail 2014, Shoham and Dalakas 2005, Beatty and Talpade 1994, Foxman et al. 1989a, b, Belch et al. 1985), which has raised the problem of perception differences between the family members about the adolescent's influence on purchases. Other authors have opted to measure only the mother's perceptions, considering her to be the family member with greater knowledge of the adolescent's influencing efforts (Swinyard and Sim 1987, Filiatrault and Ritchie 1980). The mother has been pointed out in several studies as the most reliable member of the family in that measurement (Neely 2005, Mangleburg et al. 1999, Kim et Lee 1997). However, it should be noted that "these studies can only provide information about parental perceptions of children's influence. These perceptions may or may not be accurate. Those studies that have included children, as well as parents, as respondents have generally found that children attribute more influence to themselves than their parents attribute to them" (Mangleburg 1990: 814). On the other hand, some authors have chosen to administer the questionnaires only to adolescents, who will certainly have a different perception from their parents regarding their own influence (Ali et al. 2013).

In the present research, the mother's perspective was selected; thus, with regard to internal validation, there is no problem concerning a divergence of opinions among family members. The scale offers guarantees of internal validation of the influence construct. In addition, the application of this scale allows the respondent to perceive the influence dimension that is to be measured. Thus, it was clarified in the question itself that what one intends to measure is active influence on purchase decisions, in order to allow a more objective opinion about the perception of relative influence of adolescents (Commuri and Gentry 2000, Mangleburg et al. 1999).

The scale used should also provide some external validation, since it will measure relative influence by comparing the influence of the mother with the influence of the adolescent, which considers the direct comparison between the mother and the older adolescent child in the household.

Internal Consistency

Regarding the internal consistency presented by the model under study, the Cronbach's α coefficient presents a value of .784, which is taken as indicating

satisfactory reliability consistent with previous research (Ahuja and Stinson 1993). Many previous studies did not adopt this coefficient as a relevant indicator for internal consistency (Al-Zu'bi 2016, Ashraf and Khan 2016, Ishaque and Tufail 2014, Ali et al. 2013, Chikweche et al. 2012, Watne and Winchester 2011).

Conclusions

Facing these results, it is possible to conclude that there is influence of the adolescent on the purchase of family vacations. Service knowledge and the mother's occupational status are explanatory variables of the adolescent's influence on such decisions. Accordingly, the adolescent influences the purchase of a service for family consumption when his or her relevant service knowledge is higher.

Limitations and Recommendations

The main objective of the present research in the theoretical-conceptual framework as defined was to provide a response to the explanatory factors of the mother's perception of the adolescent's influence in family purchases of vacations. As such, the results provided an important answer in terms of contribution, but do not entirely explain the phenomenon; they conclude that the adolescent's influence on purchasing decisions is a function of the adolescent's own service knowledge and their mother's occupational status. Thus, other variables should have also been considered in the present investigation in order to provide a more complete explanation and higher quality of adjustment to the model. Furthermore, this study is limited because it was necessary to collect data from a convenience sample, although this procedure is consistent with most studies on households (Aleti et al 2015, Yang et al. 2014, Chaudhary and Gupta 2012).

Another limitation relates to gaining information from mothers who, while appearing as the most reliable family member when perceiving the adolescent's influence (Isin and Alkibay 2011), may not be so. Several authors have chosen to inquire both with one parent and the adolescent (Al-Zu'bi 2016, Ashraf and Khan 2016, Mau et al. 2016, 2014, Goswami and Khan 2015, Sondhi and Basu 2014).

Research Contributions

The present research provides several contributions to this area of knowledge. The main contribution is the suggestion of a theoretical-conceptual framework that provides explanatory capacity of the phenomenon of adolescents' influence on family purchase decisions, according to the perception of the mother. This reinforces the importance of including the adolescent in the final decision, which is innovative in the literature. The interest of the results is reinforced by the fact that a category of service for family use has been studied, and the adolescent's

influence is verified. Moreover, the research indicated the significance of adolescents' influence in the purchase of family vacations, which is also an innovative result in traditional families. The results of the logistic regression analysis point to the adolescent's service knowledge and the mother's occupational status as the relevant explanatory variables in the purchase considered. These results are innovative in the study of family purchases.

Finally, the results point to the relevance of considering the adolescent as an influencer in the final decision to purchase family vacations, indicating that that family member has an important role when considering services for family consumption. This is a relevant contribution since past research has studied mostly product or service categories for adolescents' individual or personal use.

Business Implications

The study offers a contribution to companies by providing evidence of adolescents' influence on the purchases of family vacations. Given adolescents' relevance within family decisions, it is important that marketers focus their efforts on adolescent satisfaction. This can be done by adopting strategies adjusted to the families. Those professionals should direct the marketing messages to the more knowledgeable adolescents and to those adolescents with high occupational status mothers when it comes to buying family vacations.

If a decision is considered to be largely influenced by the adolescent, then the messages should be addressed to this member of the family. In the present investigation, it was concluded that adolescents represent an active influential market in family vacations, so that marketers should adopt strategies that reflect adolescents' relative importance in those buying decisions, as well as the characteristics of this type of household. On the other hand, marketers should focus their efforts not only on adolescent satisfaction in products/services for their personal use, but also on those categories for family use.

Suggestions for Future Research

In addition to the products/services that may be more associated with certain patterns of consumption characteristic of families, it is important to point out as a research opportunity a study of adolescents' influence on the purchasing decisions in those households for several other products/services. We suggest the application of the model to other services for family consumption, like eating out, hotel services, and other leisure activities.

On the other hand, the services/products of perceived adolescent influence are not properly exhausted. Research in this area should focus on the influence of adolescents in the choice of services/products that are shared by the family versus those used only by the parents and explore the mechanisms of decision making between males and females across this age range. Another research opportunity should be the study of single-parent families.

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