

Factors Influencing the Purchase Intentions of Young Females of Pakistan

Rashida Bashir

MS Scholar, Institute of Business and Management, University of Engineering and Technology, Lahore, Pakistan

Rashidaatif1@gmail.com

Dr. Rab Nawaz Lodhi

Assistant Professor, Institute of Business and Management, University of Engineering and Technology, Lahore

Prof. Dr. Zahid Mahmood

Professor, Department of Management, College of Business Administration, King Saud University, Riyadh, Kingdom of Saudi Arabia

ABSTRACT

Human beings learn from their surrounding environments. It consists of family, peers and social circles. Our research aim is to determine the effect of family, peers and social networking media on purchase intention of young females of Pakistan. We determine the effect of future purchase intention on young females purchase decision. A convenience sample of 82 young female students has participated in this study. Partial Least Square a Structural Equation Modeling (PLS-SEM) technique is used to test the hypotheses. Results show that family and social media are the most influential factors among peers. Young females purchase intentions are more influenced by their families and the social media. The results show that due to the modern technology used in Pakistan the young female is, now a days, are more influenced by the social media. Future purchase intention is very influential factor on purchase decision.

Key words: Family, Peers, Social networking media, Purchase intention, Purchase decision

INTRODUCTION

Human being is not expert by born. They learn from their environment. Environment is the combination of our surrounding. According to the learning theory human being learn from the observation and from the behavior of their surrounding peoples. Learnings are set of experiences (Howorth, Smith, & Parkinson, 2012). The theory of learning leads onwards the concept of socialization, which is the basics consumer socialization theory and explains how young consumer learn consumer related skills. The cost consists of a variable social agent. Social agent may be family, peers, teachers, celebrity or may be a role model. Young consumer adopt the consuming behavior from these social agents (Moschis & Churchill, 1978). Young people are emotional especially the young females .In initial stages of their life they follow these social agents while purchasing products.

In Pakistan strong family system exists. Family members are strongly attached with each other. Especially the females are under the supervision of their parents. If we compare with European countries young adults are not under the influence of their parents but in Muslim countries parents are the more influential party for the young adults. The children's are the sole responsibility to their parents. Parents influence their young one's directly or indirectly whole life in their decisions regarding every aspect of life (Gunter and Furnham, 1998).

Young people are most emotional segment of human being they are on the stage of learning they adopt behavior from there surrounding the peers are also important factor for them. Young females are very eager in reference of peers. They spend lot of time with each other. The peers have influence on youth purchase intentions (Childers and Rao, 1992).

The social networking media is also a very influential media, which is effecting the purchase intentions of young people. The evolution in the world of internet have made new sources to market products and brands in front of consumers (Lu, 2010). Social media network websites are now a day's very effective media o present products and brands in front of consumers. Now a days on single click consumer can access any product and brand anywhere in the world (Senecal & Nantel 2004).this social media websites are now become major source of marketing world. Now a day in Pakistan Facebook user are increasing the females are in majority. Different retailers and brand are running there advertisement complain through the visual networking media.

Future purchase intentions lead toward the purchase decision. Young people before purchasing set their minds that either the product satisfies their needs or not. Our current research is to examine the effects of three social agents; family, peer and social networking media affecting young females purchase intentions in Pakistan and purchase intention plays the role of a mediator affecting purchase decision. The positive purchase intention always lead towards the purchase decision.

LITERATURE REVIEW

According to learning theory the individual is not expert by birth, they learn from observation and repetitive behavior from there sibling or surroundings (Bandura, 1977). Individuals learn the positive negative both from their environment because no one born expert, norms and values built the character of human beings. According to (Richard, 2013) the theory of learning component socialization is a basic construct of consumer socialization theory. Consumer Socialization theory describe the way in which young consumer developed there consumer behavior (Scott Ward, 1974) from mass media, parental and from the peers Churchill and George Moschis (1978) variable of the theory known socialization agent (Moschis and Churchill, 1978). Teacher, peer, family media are the social agent from where young individual learn (Moschis & Churchill, 1978).

Family consists of mother, father, wife, husband and kids. Parents are the most influential character for their child. Pakistan is a Muslim country. People pass there life according to a set pattern of rules and regulations. Children’s specially females are the responsibilities of their parents. Females grow under a special environment in which parents teach them living style. Children adopt consuming behavior from their parents. Parents are the most influential agent for their off springs (al-zu’bi, 2008). Parents developed consuming behavior in there young ones through discussion and interaction (Bindah and Othman, 2011). Young consumer learn, rational consumption (Bakir, 2006) bargaining skills from their parents (kinard and Webster, 2010). Young consumer reflects the purchasing style which they adopt from their family (macliveen & strangnell, 1999). Family has strong effect on young consumer decision making, they learn skills, knowledge and attitude from their family (Joung and Park-Poaps, 2013). The females in Pakistan are living with traditional style, they are consider as the most obedient individual. They adopted most of purchasing behavior from their family members

H1: Family has a positive impact on young female purchase intensions.

Young individuals make reference groups as the bench mark for their purchase behavior (Schiffman and Kanuk, 2007). The peer influence is the level of effectiveness of peer on young consumer mind (Bristol and Manglegur, 2005). Peers have more effect on the fashion related and luxuries purchases (Bearden and Etzel, 1982). They conclude that peer has more effect on young consumer as compare to parental (Lachance, 2003). Peer influence is more effective in the university students (Makgosa and Mohube, 2007) females are the group which influence more from fears (Chang and Chuang, 2005). Young females are more effect by peer in clothing and fashion products (Imaobong and Victoria, 2013), when do shopping with peers spends more money (Huang, Wang, & Shi, 2012).

H2: Peers have positive effects on young female purchase intensions.

In world of social media a very important term is 2.0 which mean the way user use the World Wide Web, in which information is transform by all users (Kaplan and Haenlein 2010). Web 2.0 has invented from simple information generation to its alliance (Campbell, 2011). Social media initially was a platform to share information among the family and friends, but with advent of time now a days it’s become a very effective marketing tool for the marketers and consumers simultaneously. Retailers and marketers both are using social media to market their products in front of consumers, consumer through social media have full option to acquire information regarding any product or brand (Shankar, 2011,). Retailer creates attractive websites for the consumer due to which people are attracting more (Bae and Lee, 2011).

Now days female are increasing in using social media as compare to males (Drozdenco, 2012; Feng & Xie,

2014). cultural and technological change is the main cause of this change.

Facebook now a days a larger growing media in Pakistan, February witnessed 200,000 new Pakistani users on Facebook, with more new females than male, which slightly shifted the ratio in favor of women. Many retailers publish their advertisement on Facebook to attract the intensions of consumer. Mixture of cultures are involves in snm, social networking media creating its own culture combining all cultures (Li, 2014). SNS now a days become medium of communication among the people (Elliot & Polyakova, 2014) 25 million active user are in pinsat in u.s (Morgan, 2013) people sends more than 400million photo per day through snapchat, teens and adult using it more (Hempel & Lashinsky, 2014).

H3: Social networking media have a positive impact on young female purchase intensions.

According to Richard (2013), purchase intention is a future plane on individual to purchase products or services. Sometimes purchase intension is depend upon the past experience of consumer and sometimes he perceived it from there surrounding, like social agent (Moschis & Churchill, 1978). Past researches prove that the peer, family, sns, price and brand image has positive relationship with purchase intentions (Lin & Lin, 2007; Ibrahim, Kassim, & Mohamood, 2013).

RESEARCH METHODOLOGY

Purchase intention leads a consumer toward the purchase decision. When consumer has a positive awareness regarding a product he intends to buy it.

Table 1

	Family	PD	PI	Peers	SNM
PD1		0.902			
PD2		0.774			
PI1			0.802		
PI2			0.840		
PI3			0.256		
PI4			0.236		
PI5			0.688		
PI6			0.595		
PI7			0.534		
SNM1					0.510
SNM2					0.642
SNM3					0.923
SNM4					0.113
SNM5					0.325
SNM6					-0.221
SNM7					0.752
family1	0.693				
family2	0.843				
family3	0.809				
family4	0.841				
peers1				0.918	
peers2				0.801	
peers3				0.902	
peers4				0.890	

Outer Loading

Purchase intension is the key factor which consumer keep in his mind while making any decision regarding buying. Consumer keep in his mind his previous purchase or make an intension that particular product will give them perceived benefits (Conner and Armitage, 1998). If consumer get

satisfied from their purchase they tell others and develop their purchase intention which leads toward the buying decision (D'Souza, 2006).

H_a: Future purchase intention mediate between peers, family and social networking media purchase decision.

Our research objectives are to determine the following points; what the socialization agents, and their effects on young consumer purchase intention, Effects of parents on young female purchase intention, Effect of peers on young female purchase intention, how much social networking media have influence on young female purchase intention. The objective of current study is determining the factors affecting the purchase intentions of young females

Conceptual Model

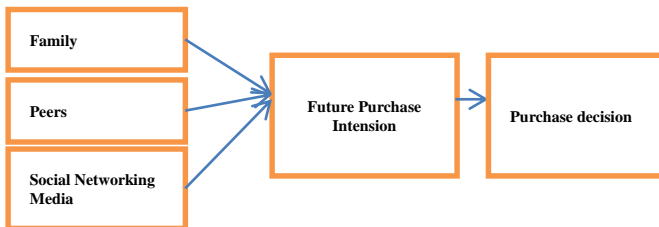


Figure 1: Conceptual Model

RESULTS AND DISCUSSIONS

This research utilized primary data which was collected through close ended questionnaire. The study was conducted in Punjab group of colleges, Lahore; target population was restricted to young females who are dependent on their parents. The sample size taken was 82 young females age between (19-21 years). Questionnaire was designed to collect data. Research paper, thesis, websites and books were used to collect the data. We used Cronbach alpha standard to check the reliability of data. We used Partial Least Square Structural Equation Modeling (PLS-SEM).

Findings

We apply the Partial Least Square Structural Equation Modeling (PLS-SEM) technique for testing the hypotheses. The quantitative analysis shows the following results.

The validity and reliability of the construct is checked by factor loading, cross loading and Cronbach Alpha. Questionnaire used in this research is already tested. But reliability test applied on it to affirm whether the data is reliable or not in the particular context we are applying into. The four questions of family show Cronbach 'Alpha value .834, four items of peer .914, visual networking media .744 and attitude purchase intention .71 which is greater than .7, the threshold value for any construct to be reliable. The composite reliability of every construct also is also found greater than 0.7. The validity of the model checked by

Table 2 shows the value of outer loading, which should be greater than 0.6. The constructs of purchase decision, family and peers have outer loading value more than the threshold while a few items of social networking media and purchase intention are found less than 0.6, which have been removed for getting valid results.

Table 2
Convergent Validity

	Family	PD	PI	Peers	SNM
Family	0.799				
PD	0.230	0.841			
PI	0.240	-0.093	0.674		
Peers	0.118	0.139	-0.253	0.879	
SNM	0.203	-0.020	0.674	-0.084	0.683

AVE (Average variance Extract)

The threshold value for the AVE should be greater than 0.5 and our results show all values greater than 0.5.

Table 3
Average variance Extract

	Average Variance Extracted
Family	0.638
PD	0.707
PI	0.529
Peers	0.772
SNM	0.633

The discernment validity can be checked by two ways: Fornell-Larcker Method:

It shows the value of square root of average variance extracted should be maximum with its own construct. We find the square root of AVE maximum with its own construct.

The cross loadings show the loading of one construct with its own indicators and indicators of other. The value with their own construct should be maximum and with others shall be least. The following table is showing the loading value according to the thresholds and standards.

Table 4
Cross Loadings

	Family	PD	PI	Peers	SNM
PD1	0.25	0.902	-0.06	0.05	0.00
PD2	0.10	0.774	-0.09	0.20	-0.04
PI1	0.12	-0.12	0.80	-0.23	0.70
PI2	0.07	-0.23	0.84	-0.31	0.49
PI3	0.46	0.00	0.25	0.13	0.10
PI4	0.19	0.03	0.23	0.42	0.24
PI5	0.08	0.00	0.68	-0.15	0.43
PI6	0.13	0.00	0.59	-0.04	0.34
PI7	0.41	0.21	0.53	-0.23	0.19
SNM1	-0.06	-0.07	0.21	0.18	0.51
SNM2	-0.28	-0.13	0.02	0.22	0.14
SNM3	0.18	-0.05	0.67	-0.19	0.92
SNM4	-0.18	-0.12	0.10	0.14	0.11
SNM5	0.01	0.35	0.03	0.22	0.32
SNM6	-0.28	-0.15	-0.26	-0.03	-0.22
SNM7	0.13	-0.01	0.41	-0.07	0.75
family1	0.69	0.07	0.11	0.156	-0.03
family2	0.84	0.17	0.25	0.014	0.18
family3	0.80	0.22	0.22	0.172	0.33
family4	0.84	0.21	0.11	0.061	0.02
peers1	0.11	0.14	-0.28	0.918	-0.11
peers2	0.06	0.08	-0.11	0.801	-0.00
peers3	0.12	0.15	-0.25	0.902	-0.10
peers4	0.08	0.04	-0.11	0.890	0.00

Structural model for path analysis PLS-SEM

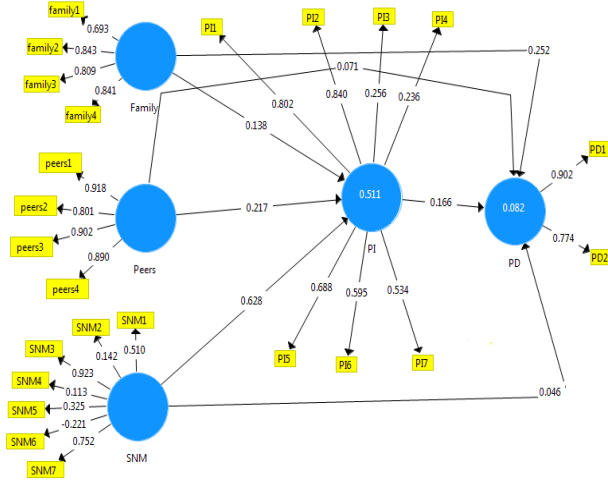


Figure 2: The structural model from Path analysis PLS-SEM

The above model shows the causal relationship among the variables. The increase in one unit of family will have 0.138 positive increases the purchase intention. And the same way one unit increase in social networking media will increase the 0.628 percent positive impact on purchase intention. one unit increase in future purchase intention will impact 0.166 on consumer decision. We also check the direct effect of our independent variables on dependent variable consumer purchase decision. Social network media and peers have an indirect significant effect on purchase decision whereas family directly affect purchase decision significantly but no mediation found between the relationship of family and purchase decision via purchase intention.

PLS-SEM Path Analysis

According to the Joseph (2014) the t statics value should be greater than the 1.96 and our t value of family is 1.9, purchase intension1.9, purchase decision 1.97, and social media 2.4 which is according to the threshold.

The path analysis shows that family effects on purchase intension p value 0.037 which means hypothesis is accepted. The purchase intension of young females is also effected by social media network; it is also accepted because it is also meat in threshold criteria. The partial mediation is also present because of its p value is 0.046, which is according to the threshold.

Table 5

Path Analysis

	(O)	(M)	(STDEV)	T Statistic	P
Family -> PD	0.252	0.209	0.137	1.937	0.46
Family -> PI	0.138	0.199	0.190	1.928	0.03
PI -> PD	0.166	-0.085	0.224	1.974	0.04
Peers -> PD	0.071	0.083	0.151	0.467	0.64
Peers -> PI	0.217	-0.179	0.198	1.092	0.27
SNM -> PD	0.046	-0.016	0.263	0.176	0.86
SNM -> PI	0.628	0.517	0.258	2.429	0.01
Family -> PD	0.252	0.209	0.137	1.937	0.46
Family -> PI	0.138	0.199	0.190	1.928	0.03
PI -> PD	0.166	-0.085	0.224	1.974	0.04
Peers -> PD	0.071	0.083	0.151	0.467	0.64
Peers -> PI	0.217	-0.179	0.198	1.092	0.27
SNM -> PD	0.046	-0.016	0.263	0.176	0.86
SNM -> PI	0.628	0.517	0.258	2.429	0.01

CONCLUSIONS

The value of family clearly shows that family has an impressive influence on young female purchase intentions. The Pakistani culture is a combination of different sub cultures, but the majority is of Muslims so they have strong norms and values. Children are obedient to their parents. Parents are the sole party that makes decisions for them that how they have to spend life. The results also endorse the statement above by showing a direct and significant effect of the familie son purchase decisions of young females.

In future marketer should have to focus on family perspective for convincing the young females in Pakistan. They should also come to know that which socialization agent is affecting more on female purchase intentions in Pakistan. The research has some limitations because the sample size was not sufficient. Research was restricted toward young females only.

REFERENCES

Megehee, C., & Woodside, A. (2009). Perspectives on Cross-Cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality Guest Research. Bingley: Emerald Group Publishing Limited. 1st ed., p. 40-52.

Chang, L. & Chuang, H. (2005). The study of subculture and consumer behaviour: An example of Taiwanese university students' consumption culture. *American Academic Business Journal*. 7, 258-264.

Campbell, Colin, Leyland F. Pitt, Michael Parent, and Pierre R. Berthon. 2011. "Understanding Consumer Conversations around Ads in a Web 2.0 World." *Journal of Advertising* 40, 87-102.

Kaplan, Andreas M. and Michael Haenlein. 2010. "Users of the World, Unite! The Challenges and Opportunities of Social Media." *Business Horizons* 53, 59-68.

Makgosa, R. & Mohube, K. (2007). Peer Influence on Young Adults' products Purchase Decisions. *African Journal of Business Magt.* 26: 64-71

Lee, H. M., Lee, C. C., & Wu, C. C. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7/8), 1091-1111.

Lu, H. P & Hsiao, K. L. (2010). The influence of extro/introversion on the intention to pay for social networking sites. *Information & Management*, 47(3), 150-157.

Moschis, G. P. (1987). Consumer socialization: A life-cycle perspective. *Lexington, Mass.: Lexington Books*.

Moschis, G. P. & Churchill, G. A. (1978). Consumer socialization: A theoretical and empirical analysis. *Journal of Marketing Research*, 15 (4), 599-609.

Schiffman LG, Kanuk LL (2007). Reference Groups and Family Influences in *Consumer Behaviour, 10th edition*, Prentice Hall: London: 310-352.

- Senecal, S. & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159-169.
- Bachmann GR, John DR, Rao AR (1993). "Children's Susceptibility to Peer Group Purchase Influence: An Exploratory Investigation," *Adv Consum Res*. 20: 463-468.
- Bandura, A. (1977). Social Learning Theory. *Englewood Cliffs, NJ: Prentice-Hall*.
- Bandura, A. (1989). Human agency in social cognitive theory. *American Psychologist*, 44, 1175-1184.
- Bandura, A. (2001a). Social cognitive theory of mass communication. *MediaPsychology*, 3, 265-299.
- Namita Rajput, S. K. (2012). Consumers' Attitude towards Branded Apparels: Gender Perspective. *International Journal of Marketing Studies*, 4 (2), 111-120.
- Chang L, Chuang H (2005). The Study of Subculture and Consumer Behaviour: An Example of Taiwanese University Student's Consumption Culture. *The J. Am. Acad. Bus.* 7: 258-264.
- Childers, T. L. Rao, A. R. (1992). The influence of familial and peer based reference group influence on consumer decisions. *J. Consum. Res.* 19, 198-211.
- Grimm, P. E., Agrawal, J., Richardson, P. (1999). Product conspicuousness and buying motives as determinants of reference group influence. *Eur. Adv. Consum. Res* 4. 97-103.
- Hawkins, D. I., Mothersbaugh, D. L., Best, R. J. (2006). Group Influences on Consumer Behaviour in Consumer Behaviour, *Building Marketing Strategy*, Chapter 7, 10th edition, McGraw Hill: Sydney, 227-259.
- Kim, Y. & Kang, K. (2001). Effects of ethnicity and product on purchase decision making, *J. Advert. Res.* Vol. 41 (2) March, 39-58.
- Lachance, M. J., Beaudion, P., Robitaille, J. (2003). Adolescents brand sensitivity in apparel: Influence of social agents, *Int. J. Consum. Stud.* 27, 47-57.
- Lessig PV, Park CW (1978). Promotional perspectives of reference group influence: Advertising implications, *Journal of Advertising*. 7, 41-47.