



## Communication Pattern of Indonesian Parents-Children and Its Role in Buying Decision

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### ABSTRACT

This research has purpose to test the influence of communication pattern of parents and children, that is concept and social orientation toward the children role as the influencer in buying decision making in Indonesia. Sample in this research is dyadic sample that involves parents and children. The sampling was done with purposive sampling method. One hundred and twenty respondents had been successfully collected in this research. Data was collected using questionnaire.

Data analysis used regression analysis. This research result shows that the communication pattern of parents that is social-oriented does not significantly influence the children role as the influencer in buying decision. Parents' communication pattern that is concept-oriented influences positively the children role as the influencer in buying decision.

*Keywords: Communication Pattern; Concept Orientation; Social Orientation; Influencer; Buying Decision*

## I. Introduction

Children are the interesting market target. Although children and teenagers do not have their own wages, but the pocket money, they are the biggest influencer for parents to do their demands. Whimpers and tears of children often can melt parents' heart to fulfill their demands. Many parents cannot stand the whimpers and tears of the children, so the children's demands tend to be fulfilled because of love reason. The children's persuasion also has the role in determining the choice

and pattern of family's expense. The ability of children to influence parents buying behaviour has encouraged promotions across diverse industries. For example, in the USA, Shell Oil promoted petrol stations through the launching of a Walt Disney film production in conjunction with the film producers 20<sup>th</sup> Century Fox (Stanley, 1997).

One of the market segments which the marketers try to serve are children. The markers are very interested in working on children potential market in Indonesia. Indonesia demographic reality shows that children are the potential market that is big enough for products' marketing. Since the beginning of 1990s, children had been the potential focus of the marketers. While becoming their own customers, the children's influence in family buying decision also increases more. The report in marketing literature suggests the retailers to target children as the keys that influence marketing, among others by

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