

THE IMPACT OF PARENTING STYLE IN MOLDING CHILDREN AS SOCIALISATION AGENTS IN FAMILIES

□ Valerie Fernandes*
Nandakumar Mekoth**

ABSTRACT

Children are now considered as an important segment in consumer behaviour by marketers as they are both direct as well as indirect consumers of products and services. Today children due to their expert power act as socialisation agents for their parents. But degree of socialisation between the child and the parent may vary in different families as per the parenting style adopted by the parents. Parenting Style adopted by parents play a vital role in molding the behaviour, emotions of children and family interactions. Parenting style also decides the degree of children involvement in family decision making. Thus, this paper attempts to investigate whether parenting style has an impact on shaping children as socialisation agents of their parents. The primary data for this study was collected with the help of structured questionnaire which was administered to a convenience sample of 500 parents in Goa. Data analysis was done using appropriate statistical tools.

Keywords: Socialisation, parenting style, parents, expert power.

INTRODUCTION

Family comprises of a very important part of our lives where children learn from their parents values, skills that are needed to be accepted in the society. Parents play an important role in the growth of children and in sculpting their personality as adults. The way children behave and respond to situations depends a lot on the parenting style adopted by the family.

Parenting involves the intricacies of raising a child and not only means biological relationship (El-Sheikh et al., 2010; Lekavicienea & Antinieneb, 2016). Parenting styles on the other hand refer to the behavioral strategies that parents adopt to socialize their children. Parenting styles represents how parents respond to and make demands on their children (Ogunleye, Omirin & Balogun, 2013).

In today's world where everything is driven by technology, it is very important to be in

tuned with technology. Due to technological advancements the world is become a global village and consumers can get everything on the touch of their fingers. Understanding and using technology is the need of the hour and parents can learn this from their children who have expert knowledge in this area but learning from children is sometimes hard for parents as it hurts their ego and it disrupts the traditional hierarchy of children learning from parents. Inorder to bring this drastic change it is very important to know the relationship between the parents and the children. It is important to understand the role of children and the extent to which children are given importance in the family. The role of children in the family is heavily influenced by the parenting style adopted by the family. Baumrind (1966) stated in his study three parenting styles which are permissive, authoritarian and authoritative. The parental demographic characteristics also play a vital role in the way parents involve their children in family

*Assistant Professor - S.S. Dempo College of Commerce & Economics, Integrated Educational Complex, Cujira-Bambolim, Goa.

**Professor, Goa Institute of Management, Goa.

2021
e 29
3-211
AS
nandes*
lekoth**
ters as
to their
e child
renting
family
making.
tren as
help of
2. Data

decision making. Authoritative parents are warm and supportive, but exert firm control. Authoritarian parents maintain high levels of control over their children and limit children's autonomy. They maintain low acceptance and high control over their children. Permissive parents treat children as having adult rights but few responsibilities (Baumrind, 1991). They show emotional warmth and support and avoid confrontations, allowing their children to do what they want. Uninvolved parents provide no structure and little or no monitoring of children's behavior.

According to Pappa (2006) parents influence their children by who they are i.e. parents age, gender, educational qualification, occupation, area of residence. The aim of this study is to find the relationship between parental demographic characteristics and parenting styles adopted by the parents and whether it impacts parental learning from children.

Objectives of the Study

1. To study the relationship between parental demographic characteristics and parenting styles adopted by them.
2. To study the impact of parenting style on parental learning.
3. To study the impact of demographic variables on parental learning.

Literature Review

Gracia et.al.(2009) tried to establish which parenting style is associated with optimum youth outcomes among adolescents of Spanish families. Results showed that both the indulgent and authoritative parenting styles were associated with better outcomes than authoritarian and neglectful parenting.

Besharat et.al.(2011), examined the relationship between parenting styles and children's academic achievement. Results indicated that both authoritative and authoritarian parenting styles were negatively associated with children's academic achievement. Permissive parenting style showed no significant association with children's academic achievement.

Bibi et.al.(2013) focuses on review of three parenting style presented by Baumrind and their influence on child education and psychological well being. The authors concluded that there is positive influence of Authoritative parenting style in life domain of child.

Ali et.al.(2014) in his study presented a theoretical framework for understanding consumer socialization of children belonging to families with different communication patterns and parenting style. The study examined the experimental findings illustrating interpersonal communications between children and parents in the development of consumer behaviour in young children.

Yang et.al. (2014) examined how parental style affects consumer socialization and the findings suggested that Chinese adolescents, compared to Canadian use less bilateral and more unilateral influence strategies. Adolescents with authoritative and permissive parents will more likely use bilateral influence strategies than those with authoritarian parents.

Kim et.al. (2016), tested two alternative conceptual frameworks the full effect model and the moderating effect model that specify differing patterns of relationships among parental style, parental practices, and consumer socialization outcomes. Results show that the full-effect model gained better support from the data than the moderating-effect model. The full-effect model performed better for mother-adolescent dyads than father-adolescent dyads.

Jabbar et. al. (2020) tried to investigate the effect of parenting styles on students' emotional intelligence. The findings of the study revealed that there was a positive effect of parenting styles on emotional intelligence of the secondary school students. Furthermore, Authoritative and permissive styles of parenting have strong positive effect on emotional intelligence than authoritarian.

Datta et.al. (2020) tried to understand the experience of adolescents and how it differed based on different parenting styles employed by the parents. Authoritative and Authoritarian parenting styles were associated with higher resilience and negligent parenting style was associated with lower resilience.

Research Methodology

The research design used is descriptive in nature. This study uses the quantitative method various statistical tests were conducted using SPSS. The primary data for the study was collected using structured questionnaire which was

administered to a convenience sample of 500 parents having children between the age group of 16-26 in Goa. Questionnaires were designed for parents and their socio-demographic information was collected and also the parenting style adopted by them.

Results & Findings

TABLE 1 : DEMOGRAPHIC VARIABLES OF RESPONDENTS

Demographics		Respondents	Percentages(%)
1) Gender	Male	254	51
	Female	246	49
Total		500	100
2) Age	31-40	27	5
	41-50	198	40
	51-60	233	47
	61-70	42	8
Total		500	100
3) Income	Less than 20000	12	2
	200001-400000	24	5
	400001-600000	208	42
	600001-800000	141	28
	800001-1000000	115	23
Total		500	100
4) Occupation	Business	54	11
	Service	213	43
	Home-maker	91	18
	Professional	102	20
	Retired	40	8
Total		500	100
5) Residence	Urban	275	55
	Rural	225	45
Total		500	100

Source: Computed from Primary Data

2. EDUCATIONAL QUALIFICATION

ANOVA

Parentingstyle

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	19.632	4	4.908	2.471	.044
Within Groups	983.000	495	1.986		
Total	1002.632	499			

*. The mean difference is significant at the 0.05 level.

The test revealed that there are statistical differences in reverse consumer socialisation and parenting style due to education ($p < 0.05$). This indicates that education of parents play a important role on adoption of parenting style and this influences whether parents will be inclined towards learning form their children and vice versa.

3. OCCUPATION

ANOVA

Parentingstyle

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	19.044	4	4.761	2.396	.050
Within Groups	983.588	495	1.987		
Total	1002.632	499			

*. The mean difference is significant at the 0.05 level.

The test revealed statistical differences in the relationship of parenting style and reverse consumer socialisation due to occupation, ($p < 0.05$). This indicates that parents belonging to different occupation adopt different parenting style which has a direct impact on children and the way they are raised in the family.

4. INCOME

ANOVA

Parentingstyle

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	21,228	4	5.307	2.677	.031
Within Groups	981.404	495	1.983		
Total	1002.632	499			

*. The mean difference is significant at the 0.05 level.

of 500
group of
ned for
rmation
adopted

0
1
9
0
5
0
7
8
0
2
5
2
3
3
0
1
3
3
0
3
5
5
0

The above test indicate statistical differences in the relationship between parental learning and parenting style due to income, ($p < 0.05$). This

suggests that income has an impact on parental learning and on adoption of parenting style.

5. GENDER

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Parentingstyle	Male	254	3.4331	1.36640	.08574
	Female	246	3.2764	1.46692	.09353

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
parentingstyle	Equal variances assumed	3.622	.058	1.236	498	.217	.15665	.12673	.09235	.40565
	Equal variances not assumed			1.235	492.788	.218	.15665	.12688	.09264	.40594

Table 1 shows that p -value > 0.05 which means that gender of parents has no significant impact on adoption of parenting style and parental learning from children which means that irrespective whether it is father or mother both learn from their children about how to use products and services.

CONCLUSION

World is changing at a very fast pace and the way things were done in the yesteryears is no

longer prevalent. Gone are the days when people wrote letters, connected via radio or door to door salesmen, going to bank for all the required transactions etc. Today there is so much advancement in science and technology that the way the products and services are offered to the people and the way it can be availed have changed drastically. Adopting these latest innovations definitely helps consumers to save time, money and efforts. But adapting to this ever changing marketplace is not easy especially for the older

parental generation as compared to the younger generation. The only way for the older generation to adapt to this ever changing marketplace is by learning about this dynamics from their children who have expert power and knowledge in technology and technological products as they are born amidst this tech world.

lean
08574
09353

Parents might enjoy learning from their children or vice versa depending on the parenting style adopted by them which can be a result of the demographic profile of the parents. This study tried to find out if the demographic profile of the parents had an impact on their parental learning and their choice of parenting styles.

Parents' gender had no impact on parental learning whereas educational qualification, income and occupation of parents did have an impact on the way parents view learning from children and also on the adoption of parenting style.

Thus it is important for parents to blend with the changing world and the only way to do this is by adopting reverse consumer socialisation which is the need of the hour especially due to the pandemic where everything is dependent on the use of technology. Thus the answer to the modern world's challenges is adopting technology and technological developments.

ence of the nce
Upper

REFERENCES

40565
40594

- Ali, A., & Siraj, S. (2014). Role of family communications including parenting styles on consumer socialization of children: A retrospective look at forty years of research. *Humanistic Management Network, Research Paper Series*, (2429335).
- Bao, Y., Fern, E. F. & Sheng, S. (2007), "Parental style and adolescent influence in family consumption decisions: An integrative approach". *Journal of Business Research*, Vol. 60 No. 7, pp. 672-680.
- Besharat, M. A., Azizi, K., & Poursharifi, H. (2011). The relationship between parenting styles and children's academic

achievement in a sample of Iranian families. *Procedia-Social and Behavioral Sciences*, 15, 1280-1283.

- Bibi, F., Chaudhry, A. G., Awan, E. A., & Tariq, B. (2013). Contribution of parenting style in life domain of children. *IOSR Journal of humanities and social science (IOSR-JHSS)*, 12(2), 91-95.
- Datta, Muskan & Guitte, Thangbiakching. (2020). Parenting Styles and Parent-Adolescent Relationship in the Indian Context. 7. 38 - 53.
- Garcia, F., & Gracia, E. (2009). Is always authoritative the optimum parenting style? Evidence from Spanish families. *Adolescence*, 44(173), 101-131.
- Kim, C., Lee, H., & Morales, M. (2016). The Influence of Parental Style on Consumer Socialization in Mother-Adolescent Dyads and Father-Adolescent Dyads. In *Marketing Challenges in a Turbulent Business Environment* (pp. 355-355). Springer, Cham.
- Lee, C. K., Conroy, D. M., & Hii, C. (2003, December). The internet: a consumer socialization agent for teenagers. In *ANZMAC Conference Proceedings* (pp. 1708-1715).
- Ward, S. (1974). Consumer Socialization: *Journal of Consumer Research*. 1(2), 1-14
- Watne, T., & Brennan, L. (2011). Behavioral change starts in the family: The role of family communication and implications for social marketing. *Journal of Nonprofit & Public Sector Marketing*, 23(4), 367-386.
- Yang, Z., Kim, C., Laroche, M., & Lee, H. (2014). Parental style and consumer socialization among adolescents: A cross-cultural investigation. *Journal of Business Research*, 67(3), 228-236.

