"Mothers' Socio-Economic Circumstances and Consumer Socialisation Outcome of College Going Girls towards Fashion Products"

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ABSTRACT *Among other social units mothers are considered as the most immediate agent in inculcating consumer beliefs and habits on their children more importantly in teaching adolescents the 'Rational' aspects of consumption behaviour. However, the influence of mother in the consumer socialisation of children does not function identically and differ (among other factors) largely with the economic and social status of the mothers. This article is an attempt to test empirically the validity of differential influence of mothers' socioeconomic circumstances in the consumer socialisation outcome of the college going girls towards fashion products on three important counts viz., mothers' education, mothers' occupation and mothers' income. For this purpose primary data were collected randomly from the college going girls in Silchar Town with the help of a questionnaire technically designed for the purpose. The results obtained suggest that difference in the socioeconomic status of the mothers attributed differences in the consumer socialisation outcomes of their daughters towards consumption of fashion products.*

1. Introduction

Consumer socialisation is defined as "the process by which young consumers develop consumption-related skills, knowledge, and attitudes relevant to their consumption behaviour" (Moschis & Churchill, 1978). Previous studies have demonstrated that consumer socialisation outcomes are strongly influenced by the influence of family and friends, mass media, and the internet (Bush et al., 1999; Mangleberg & Bristol, 1998; Nelson & McLeod, 2005). Family has been considered as an extremely important and primary source of influence in the process of consumer socialisation of children, for it is the family that provides basic values and wide range of moral beliefs to their children. It is because of this reason parents are considered as the most important and effective agent in inculcating consumer beliefs and habits on their children (Wackman, Wartella & Ward, 1977) more importantly in teaching adolescents the 'Rational' aspects of consumption behaviour (Moschis & Churchill, 1978). The influence of family is also linked with consumer innovativeness. There is a research evidence to support that the perceptions of adult children regarding their parents' innovativeness influences their own innovativeness (Cotte & Wood, 2004).

Furthermore, amongst the family members, mothers have been found as the main socialising agent in motivating their children especially to their daughters due to the intergenerational influence (Neeley & Coffey, 2007).

However, it is important to mention that the influence of mother in the consumer socialisation of children does not function identically and differ (among other factors) largely with the economic and social status of the mothers. For example, wealthier parents appear to engage in more deliberate consumer training (e.g., co-shopping, talking about how buying decisions are made) than those in lower socioeconomic groups and therefore children from high socioeconomic groups are expected to socialise faster than the children from lower socioeconomic groups (Neeley, 2005). Besides, possibly because of their more hurried lifestyles working mothers are more likely to undertake co-shopping or shared shopping experiences with their children than are nonworking mothers.

This article is thus an attempt to test empirically the validity of differential influence of mothers' socioeconomic status in the consumer socialisation outcome of the college going girls towards fashion products on three important counts viz., mothers' education, mothers' occupation and mothers' income. Keeping this in mind we put forward the following hypotheses:

Hypothesis1- There is no significant influence of mothers' education in the consumer socialisation outcome of the college going girls towards fashion products.

Hypothesis2- There is no significant influence of mothers' occupation in the consumer socialisation outcome of the college going girls towards fashion products.

Hupothesis3- There is no significant influence of mothers' income in the consumer socialisation outcome of the college going girls towards fashion products.

2. Data and Methodology

Since our outlook and attitude are the outcomes of our socialisation process therefore, in order to understand the impact of mothers' socioeconomic circumstances in the consumer socialisation outcome of their daughters focus has been made solely on the daughters' attitude towards fashion products. For this purpose primary data were collected randomly from the college going girls in Silchar Town with the help of a questionnaire technically designed for the purpose. The detailed design of the research methodology followed in the study has been delineated under the following subheads:

2.1. Population Framework

The population (N) of the present study is comprised of total number of college going girls (in Silchar Town) pursuing Bachelor Degrees under the jurisdiction of Assam University, Silchar. As per the secondary data that has been collected from the Assam University affiliated colleges of Silchar Town, the total number of college going girls in Silchar Town is 3,429.

2.2. Sampling Framework

a. Size of the sample: The size of the sampling units (n) has been determined with the help of sample size calculator which is available online at http://www.macorr.com/sample-size-calculator.htm. At 95% confidence level and confidence interval of 6 the sample size that has been obtained is 248.

b. Method of Sampling: The method of sampling that has been taken into consideration is the Stratified random sampling technique. While applying stratified random sampling technique, the procedure that has been followed is delineated as follows:

i. The population has been sub-divided (or stratified) according to the nature of Bachelor Degrees awarded by

Assam University, Silchar viz., Bachelor of Arts (B.A.), Bachelor of Commerce (B.Com.), Bachelor of Science (B.Sc.), Bachelor of Laws (L.L.B), Bachelor of Education (B.Ed) and Bachelor of Medicine, Bachelor of Surgery (M.B.B.S). Of the 3,429 numbers of college going girls pursuing Bachelor Degrees in Silchar Town, 2,038 numbers of girls are pursuing B.A, 572 numbers of girls are pursuing B.Com, 478 numbers of girls are pursuing B.Sc., 60 numbers of girls are pursuing L.L.B., 93 numbers of girls are pursuing B.Ed and 188 numbers of girls are pursuing M.B.B.S.

ii. The next step that has been carried out is the consideration of the size of the observations from each of the mentioned strata. The consideration has been made in proportion to the relative weight of each of the strata.

iii. Finally systematic sampling method has been followed independently from each stratum by selecting one unit at random and then selecting additional units at evenly spaced intervals (k) until the sample has been formed.

2.3. Research Instrument
In order to achieve the objectives of the present study a questionnaire was technically designed and administered to a total of 248 numbers of respondents according to the sampling designed as mentioned above. The questionnaire that has been administered consists of the following aspects as delineated below:

The first part of the questionnaire takes into account the socio-economic profile of the respondents like, college going girls pursuing different bachelor degrees, and the socio-economic status of their mother viz., mother's education, mother's occupation and mother's annual income.

The second part of the questionnaire deals with the attitude of the college going girls in Silchar town towards fashion products. This has been done through sixteen direct statements of both positive and negative nature to capture the college girls' attitude with the help of a five-point Likert scale. The responses indicating the least favorable degree of attitude towards fashion products are given the least score (i.e., 1) and the most favorable degree of attitude towards fashion products are given the highest score (i.e., 5). Thus, as per Likert scaling technique, a scale value is assigned to each of the five responses. Finally, the total score obtained by the participants on sixteen statements were considered as their fashion attitude score.

2.4. Statistical tools and techniques
The data so collected were captured in SPSS 16 version for analysis and interpretation. Further in order to address the objectives of the study the one-way analysis of variance was considered appropriate.

3. Analysis and Interpretations
3.1. Profile of the Participants
The questionnaire was administered to 248 numbers of college going girls in Silchar town affiliated to Assam University, Silchar. The table 3.1 below represents the Profile of the Participants i.e the profile of the college going girls that have been taken into consideration randomly in order to serve the purpose of the study.

Table 3.1 Profile of the Participants

	Frequency (248)	Percent
A. College Going Girls pursuing different Bachelor Degrees:		
1. B.A.	147	59.3
2. B.Com.	41	16.5
3. B.Sc.	35	14.1
4. L.L.B.	4	1.6
5. B.Ed.	7	2.8
6. M.B.B.S.	14	5.6
B. Socio-Economic Profile of Mothers: Mothers' Education:		
1. H.S.L.C	44	17.7
2. H.S.	75	30.2
3. Graduate	99	39.9
4. Post Graduate Mothers' Occupation:	30	12.1
1. Service	42	16.9
2. Business	57	23
3. Housewife Mothers' Annual Income:	149	60.1
1. Nil	149	60.1
2. 100000-200000	23	9.3
3. 200001-300000	53	24.4
4. 300001-400000	23	9.3

Source: Primary Data
3.2. Hypothesis Testing
Hypothesis1- There is no significant influence of mothers' education in the consumer socialisation outcome of the college going girls towards fashion products.

Table 3.2 ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4419.729	3	1473.243	8.213	.000
Within Groups	43765.944	244	179.369		
Total	48185.673	247			

Source: Primary Data
Table 3.2 shows the output of the one-way analysis of variance (ANOVA) in relation to the Hypothesis1 reflecting whether the difference between the groups' mean is statistically significant or not. This has been reflected in the second row of the table labeled "Between Groups" depicting the overall experimental effect i.e., the effect of mothers' education in the consumer socialisation outcome of the college going girls' towards fashion products consumption. In this row we can see the sum of squares for the model (4419.279) which represents the total experimental effect whereas the mean square (1473.243) for the model represents the average experimental effect. The test of whether groups' means are the same is represented by the F value i.e., 8.213 for the combined 'between- group' effect. The final column labeled 'sig' indicates how likely it is that an F ratio of 8.213 would have occurred if there were no differences between means. In this case the probability is 0.000 which is less than a 0.1% chance. Since the observed probability is less than 0.05 the null hypothesis has been rejected and accepted that – there

is a significant influence of mothers' education in the consumer socialisation outcome of the college going girls towards fashion products.

Furthermore, the post hoc test has been conducted in order to identify which group mean differs significantly from the other. The results of the same have been shown in Table 3.3 reflecting the pairwise multiple comparison to test the significant difference between each pair of means. If the significant value of any pair is less than 0.05 then we can say that there is a significant difference between the pair.

Table 3.3 Multiple Comparisons
Score Tukey HSD

(I) Mother Education	(J) Mother Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
HSLC	HS	-2.60121	2.54325	.736	-9.1802	3.9777
	Graduate	-9.54545*	2.42660	.001	-15.8226	-3.2683
	Post Graduate	-10.92121*	3.17104	.004	-19.1241	-2.7183
HS	HSLC	2.60121	2.54325	.736	-3.9777	9.1802
	Graduate	-6.94424*	2.05022	.005	-12.2478	-1.6407
	Post Graduate	-8.32000*	2.89319	.023	-15.8042	-.8358
Graduate	HSLC	9.54545*	2.42660	.001	3.2683	15.8226
	HS	6.94424*	2.05022	.005	1.6407	12.2478
	Post Graduate	-1.37576	2.79119	.961	-8.5961	5.8446
Post Graduate	HSLC	10.92121*	3.17104	.004	2.7183	19.1241
	HS	8.32000*	2.89319	.023	.8358	15.8042
	Graduate	1.37576	2.79119	.961	-5.8446	8.5961

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

Source: Primary Data
The influence of mothers' education in the consumer socialisation outcome of the college going girls' towards fashion products consumption are further shown in the form of mean plot in Figure 3.1. The y-axis of the figure reflects the mean attitude score of college going girls in Silchar town towards fashion products and the x-axis reflects their mother's educational profile. From the figure it is clear that the participants whose mothers' are highly educated have reflected a higher mean attitude score towards fashion products than their counterparts.
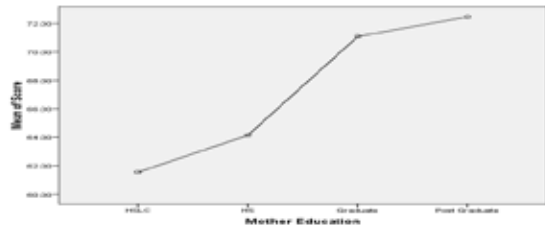

Figure 3.1: Mean Plot
Source: Primary Data
Hypothesis2 – There is no significant influence of mothers' occupation in the consumer socialisation outcome of the college going girls towards fashion products.

In case of Hypothesis2 the significant value of F test as shown in Table 3.4 is .000 which is less than 0.05. Since the significant value is less than 0.05 the null hypothesis has been rejected and concluded that – there is a significant influence of mothers' occupation in the consumer socialisation outcome of the college going girls towards fashion products.

Table 3.4 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4167.459	2	2083.729	11.598	.000
Within Groups	44018.214	245	179.666		
Total	48185.673	247			

Source: Primary Data
As the groups' mean differ from each other (as shown in Figure 3.2) therefore beyond the above mentioned conclusion we have conducted the post hoc test to have a pairwise multiple comparison of the groups in order to determine which specific pair or pairs have differentially expressed as shown in Table 3.5. If the significant value of any pair is less than 0.05 then we can say that there is a difference between the pair or pairs. From the table it can be observed that the mean difference of the pairs 'service-housewife/housewife-service' and 'business-housewife/housewife-business' are significant since the significant value of both the pairs are less than 0.05 i.e., .000 and .007 respectively. In case of 'service-business/business-service' the mean difference is not significant since the significant value is .745 which greater than 0.05.

Table 3.5 Multiple Comparisons
Score Tukey HSD

(I) Mother Occupation	(J) Mother Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Service	Business	-1.99499	2.72577	.745	-8.4225	4.4325
	Housewife	7.12464*	2.34170	.007	1.6028	12.6465
Business	Service	1.99499	2.72577	.745	-4.4325	8.4225
	Housewife	9.11963*	2.08755	.000	4.1971	14.0422
Housewife	Service	-7.12464*	2.34170	.007	-12.6465	-1.6028
	Business	-9.11963*	2.08755	.000	-14.0422	-4.1971

*. The mean difference is significant at the 0.05 level.
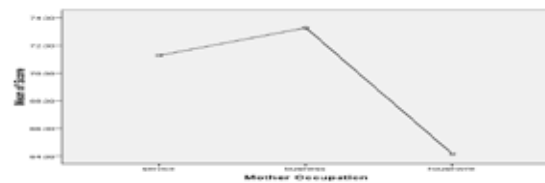
Source: Primary Data

Figure 3.2 Mean Plot

Source: Primary Data
Hupothesis3- There is no significant influence of mothers' income in the consumer socialisation outcome of their daughters towards fashion products.

Table 3.6 ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5468.298	3	1822.766	10.412	.000
Within Groups	42717.376	244	175.071		
Total	48185.673	247			

Source: Primary Data
The significant value as shown in Table 3.6 of the F test in case of Hypothesis3 also depicts that – there is significant

influence of mothers' income in the consumer socialisation outcome of the college going girls towards fashion products.

Since the significant value as shown in Table 3.6 depicts the case of overall experimental effect, therefore, in order to have detailed analyses of the experimental effect pairwise multiple comparisons among the groups have been done to determine which specific pair or pairs of group have differentially expressed. The pairwise multiple comparisons of the

groups have been shown in Table 3.7. If the significant value of any pair is less than 0.05 then we can say that the mean difference between a pair is significant. The mean structure of the groups has also been shown in the form of mean plot as reflected in Figure 3.3. While looking at mean structure of the groups one can easily derive that the college going girls falling under high income group of mothers have reflected higher mean attitude score as compared to the college going girls that comes under lower income group.

| Table 3.7 Multiple Comparisons						
Score Tukey HSD						
(I) Mother's Annual Income	(J) Mother's Annual Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Nil	100000-200000	-.98249	2.96425	.987	-8.6505	6.6855
	200001-300000	-9.63303*	2.11618	.000	-15.1072	-4.1589
	300001-400000	-11.63467*	2.96425	.001	-19.3027	-3.9667
100000-200000	Nil	.98249	2.96425	.987	-6.6855	8.6505
	200001-300000	-8.65053*	3.30379	.046	-17.1969	-.1042
	300001-400000	-10.65217*	3.90174	.034	-20.7453	-.5591
200001-300000	Nil	9.63303*	2.11618	.000	4.1589	15.1072
	100000-200000	8.65053*	3.30379	.046	.1042	17.1969
	300001-400000	-2.00164	3.30379	.930	-10.5480	6.5447
300001-400000	Nil	11.63467*	2.96425	.001	3.9667	19.3027
	100000-200000	10.65217*	3.90174	.034	.5591	20.7453
	200001-300000	2.00164	3.30379	.930	-6.5447	10.5480
*. The mean difference is significant at the 0.05 level.						

Source: Primary Data
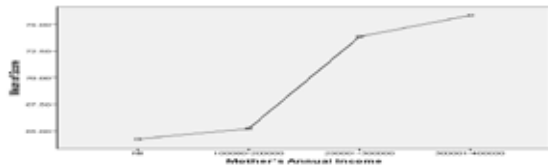
Figure 3.3 Mean Plot
Source: Primary Data

4. Conclusion

The objective of the study was to test empirically the validity of differential influence of mothers' socioeconomic status in the consumer socialisation outcome of the college going girls towards fashion products on three important counts viz., mothers' education, mothers' occupation and mothers' income. The results obtained suggest that difference in the socioeconomic status of the mothers attributed differences in the consumer socialisation outcomes of their daughters towards consumption of fashion products.

As far as the impact of mothers' education is concerned the findings of the study suggest that daughters of highly educated mothers have reflected favourable attitude towards fashion products as compared to their counterparts.

In addition to mothers' education, the research findings also suggest that daughters of working mothers be it service or business possess favourable attitude towards fashion products as compared to the daughters of non-working mothers.

Finally, daughters of comparatively higher income groups of mothers possess more favourable attitude towards fashion products as compared to the daughters of negligible and lower income mothers.

5. Limitations and Future Research

The objective of the present study solely focuses on the influence of mothers' socioeconomic status in the consumer socialisation outcome of the college going girls towards fashion products on three important counts viz., mothers' education, mothers' occupation and mothers' income. However, emphasis on certain other important aspects like lifestyles of the mothers, attitude of mothers, personality of mothers etc., can also be drawn in order to understand the consumer socialisation outcomes of the daughters.

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