



Research Article

# Shifting paradigms: The examination of adolescent influence in Pakistani family consumer choices

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## ABSTRACT

Within the Pakistani family structure, decision-making authority pertaining to domestic and financial affairs is vested in the patriarch. Nevertheless, as time passes, a substantial change in the interplay of forces has been noted, in which adults, in addition to their parents, exert considerable influence in the decision-making process. Furthermore, the marketer recognized this delegation of decision-making power. The initiated investigation of this phenomenon was motivated by research findings that corroborate its existence. The study's objective is to investigate the emergence of adolescent influence in Pakistani decision-making processes. By utilizing a quantitative methodology, this study investigates the increasing influence of adolescents throughout different phases of decision-making and focuses on particular aspects pertaining to product selections within the family environment. The study posits that adolescents do, in fact, exert influence over the intricate web of family decision-making, which is consistent with previous research patterns. Nonetheless, a salient observation arises: parents maintain their authority in directing comprehensive family decisions. Given the absence of previous investigations in this particular domain, this study represents an innovative endeavor that sheds light on various facets of consumer behavior within the Pakistani context.

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## 1. INTRODUCTION

Marketing professionals, academics, and consumer societies alike seem to perceive adolescents as an object of desire. The increasing interest of academicians in the participation of children in the family decision-making process has occurred with the passage of time. Following this, a serious investigation has been conducted into the intricacies of this particular sector of society. Research suggests that the impact of adolescents on families and their decision-making processes differs depending on the phases of decision making and the product categories involved. Adolescents, according to Jia et al. (2023), exhibit information-seeking behavior and make product-specific purchases; however, in cases where parental authority is delegated, they retain the ability to exert influence over the final decision.

The existing body of literature demonstrates the impact that adolescents have on the choices made by their parents, specifically regarding product categories and phases of the decision-making process. Pioneers in the field, Belch et al. (1985), and Lee and Beatty (2002), delineate three distinct phases of the decision-making process: ideation, information



gathering and alternative evaluation, and the final stage, which entails making a final decision. Following this, a study was undertaken by Liao et al. (2023), to elucidate the impact of adolescents at various phases of the decision-making process and with regard to diverse categories of consumable goods.

Limited research has been conducted on consumer behavior at the national level in Pakistan. This dearth of studies has ultimately sparked researchers' curiosity in investigating the intricacies of the consumer society in the country. Furthermore, it can be inferred that marketers encounter challenges when attempting to develop ethical marketing strategies targeted at younger demographics. Pakistan's substantial populace, predominantly comprising individuals between the ages of 15 and 25, presents an alluring opportunity for both domestic and international corporations to allocate resources to the nation and take advantage of an enormous market potential (Arora and Diwan, 2022). Pakistan's social and cultural environment demonstrates notable divergences in relation to Western societies with regards to family structures, socio-economic conditions, consumer purchasing patterns, and cultural conventions (Bukhari et al., 2021). The objective of this research is to examine previously investigated factors that contribute to the growing influence of adolescents in matters pertaining to the family. Furthermore, it endeavors to propose prospective domains for subsequent investigation.

Researchers have shifted from a simple incentive-based model to a more complicated decision-making method in order to address the intricacies of consumer behaviour. The revised viewpoint considers consumer decision-making as a multifaceted problem-solving process that occurs in a series of consecutive phases (Liao et al., 2023). The steps widely recognised in this context are issue detection, information retrieval, appraisal of options, purchase, and post-buy evaluation (Pizzutti et al., 2022). On the other hand, the simple heuristic decision-making process entails people using familiar heuristics to arrive at a conclusive judgement without involving a convoluted chronological sequence. The EKB model, established by Engle, Kollat, and Blackwell, emphasised the substantial influence of human and societal elements on consumer decision-making while investigating the components that affect the consumer choice process. The determinants include motivation, lifestyle, perception, personality, reference groups, family, and socioeconomic class. The EKB model argues that situational aspects and the financial condition of the customer are also significant elements in the consumer decision-making process, in addition to the ones mentioned before.

## **1.1. FAMILY DECISION MAKING**

Marketing professionals, academics, and consumer societies alike seem to perceive adolescents as an object of desire. The increasing interest of academicians in the participation of children in the family decision-making process has occurred with the passage of time. Following this, a serious investigation has been conducted into the intricacies of this particular sector of society. Research suggests that the impact of adolescents on families and their decision-making processes differs depending on the phases of decision making and the product categories involved. Adolescents, according to Jia et al. (2023), exhibit information-seeking behavior and make product-specific purchases;

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Regarding the analysis of consumer behavior and decision-making patterns, academics have distinguished between the methodologies of individual and family reasoning. The differentiation between family and individual decision-making processes primarily pertains to the unit of analysis chosen for the inquiry (Pomytkina, 2020). Bukhari et al. (2021), contend that the complexity of the decision-making process is the fundamental distinction between individual and family decision-making. The intricacy of family decision-making is attributed to the involvement of multiple individuals, rendering it more complex in nature compared to solitary decision-making (Yu et al., 2023).

According to Hosany and Himilton (2022), scholars have consistently been intrigued by family decision-making because it provides the ideal environment for members to fulfill their physical and safety needs through the reciprocal exchange of resources and the pooling of shared resources. Moreover, as Kemper (2020), asserts, the family has been recognized as a highly influential social group in terms of consumption activities and significant decision-making, as a result of which they engage in critical consumption and decision-making processes. This recognition has piqued the interest of marketers in this sector of society. According to Mohan (2021), it is imperative for marketers to possess a comprehensive comprehension of the family dynamics that impact consumer purchasing decisions. This knowledge is essential for determining the primary target market for the organization's marketing mix strategies. Considerations include the responsibilities of the father, mother, both parents, and adolescents (Mohan, 2021).

## **1.2. THE CONCEPT OF FAMILY ROLE IN FAMILY DECISION MAKING**

The decision-making process for purchasing home items within a family entails the involvement of several family members, each assuming certain responsibilities in the process. Multiple studies have observed that in family decision-making scenarios, various family members take on distinct responsibilities (Fischer et al., 2021; Arregle et al., 2021).

These positions are not permanent; they are transient and may be altered within various families, throughout time, and in accordance with particular decision-making situations. Hosany and Himilton (2022), have delineated many roles that family members may assume, contingent upon the characteristics of the decision-making process. The positions might be classified as gatekeeper, influencer, decision maker, buyer, and customer.

The gatekeeper has the role of initiating the family buying process, with the responsibility of collecting preliminary information on the items to be acquired and assessing them based on pre-established criteria. This person is often regarded as the most significant figure in the process of making decisions inside the family (Pizzutti et al., 2022). Influencers are individuals within a family who possess considerable importance in the ultimate decision-making process and have the ability to alter or impact the criteria used to evaluate things. The decision-maker is the person entrusted with complete responsibility to make choices and deliver the ultimate verdict. The buyer is tasked with the physical acquisition of the commodity on behalf of the family, while the consumers are the individuals who directly use or consume the things (Aalders, 2023).

In previous studies, such as Davis (1976); Burns and Ortinau (1979); and Davis and Rigaus (1974), it has been contended that these tasks are not evenly divided across various families. The exploration of role behavior within families may be efficiently conducted. In the given situation, Davis (1970) identified two distinct roles—instrumental roles, which pertain to the actual process of making the purchasing choice, determining when to make the purchase, and defining the amount to be spent; and expressive roles, which include the adherence to social standards and emotional support from family members in relation to the buying decision. However, Edgell (2023), confirms that husbands were seen as completing practical duties, while women were regarded as fulfilling emotional roles in the process of making decisions within the household. Studies investigating the impact of teenagers on family decision-making have shown that adolescents have a role in making practical choices in some cases and have the ultimate authority in deciding on certain items (Edgell, 2023; Aalders, 2023). While teenagers may not have a substantial effect on practical choices related to the amount of money spent on items (Holzer et al., 2023), they do have significant influence on aesthetic judgments, such as the choice of color and model of the object being bought (Yu et al., 2023).

### **1.3. ADOLESCENTS: AN ATTRACTIVE CONSUMER SEGMENT**

Over the years, marketers have shown a strong fascination in the teenage demographic (Mishra & Matty, 2021). Due to the heightened understanding of teens in brand and service selection, there is a growing need for efficient marketing techniques tailored specifically to this demographic. Producers of products and services have long acknowledged the importance of this rising "adolescent" market. Approximately 16.7% of the global population is estimated to be in the age range of 15 to 19 years (Moses, 2002). According to Shelth et al. (1999), teenagers in the USA are responsible for more than \$60 billion in direct expenditure and have a significant impact on influencing other family members to spend over \$380 billion each year. Statistics indicate that while there was a 15.5 percent decrease in the number of teenagers in the 1980s, the total expenditure in this market increased by 43 percent, from \$1,422 to \$2,409 per person.

### **1.4. ADOLESCENTS: GROWING INFLUENCE IN FAMILY DECISION-MAKING**

Over time, researchers have begun to include teenagers into studies on family buying habits. Marquis (2004), did a research on French Canadian children which found that

teenagers exert influence on their parents when it comes to buying food, using a range of tactics. Typical techniques were making logical claims, such as selecting the ideal dish, or stating thoughts about certain foods. Adolescents were shown to exert influence on their parents in some instances by using emotive remarks, such as begging or exhibiting atypical displays of love. A research conducted in New Zealand assessed the impact of all family members on family buying choices, revealing that teenagers have a substantial effect on these decisions. The impact was particularly evident in households whose mothers held liberal views, as opposed to households with moms who held more traditional beliefs (Kemper, 2020). Pomytkina et al. (2020), corroborate this notion by saying that contemporary families have a greater degree of teenage participation in family buying choices in contrast to conventional households.

### **1.5. DIVERSE PERSPECTIVES ON ADOLESCENTS' INFLUENCE IN FAMILY DECISION-MAKING**

The examination of the influence of teenagers on family decision-making has been handled from several viewpoints. At first, studies focused on the dominance of choices and the persons who had that power. However, later research redirected its attention, recognizing that the impact on decision-making is an essential factor to be taken into account, rather than being just a matter of leadership (li et al., 2023). In a recent study conducted by Sharma and Soni (2023), the researchers examined the effect exerted by teenagers throughout several phases of decision-making, including idea generation, appraisal of options, and final decision-making. The study revealed variances in the impact of adolescents at each of these stages. Based on study findings, it can be said that the majority of academics have described the impact of teenagers on family decision-making in terms of decision-making phases and product categories. According to Sharma and Soni (2023), there is agreement that teenagers' influence varies in various aspects of the decision-making process.

Amirta et al. (2020), investigated the correlation between product categories and the extent of teenagers' participation in family decision-making et al. (2023), investigated the correlation between product categories and the extent of teenagers' participation in family decision-making. The results revealed that teenagers exhibit significant engagement in choices pertaining to products where they are the main consumers, such as multimedia/records or online/print publications. Nevertheless, their participation in judgments pertaining to high-risk items such as vehicles or TVs was found to be low. Chopra et al. (2021), conducted a study that explored how teenagers impact family decision-making in relation to different items and phases of decision-making. According to Chopra et al. (2021), their study on Israeli families found that teenagers have a significant impact on family decision-making, particularly when it comes to things that are meaningful to them (such as cereals and holidays) and at the first stages of decision-making.

According to McPherson et al. (2021), teenagers' active participation in family decision-making is substantial due to their broad access to information via frequent internet use. Researchers discovered that teenagers who identify as "Internet Mavens" were seen as

more influential in every phase of the decision-making process, including issue identification, information gathering, alternative appraisal, and final decision-making, as evaluated by both themselves and their parents. Their impact was more prominent during the issue detection and information search phases, as opposed to the latter stages of the decision-making process (Fischer et al., 2021).

## **1.6. PAKISTAN: A LUCRATIVE CONSUMER MARKET**

Due to the significant participation of teenagers in family decision-making that has been seen throughout time, a nation like Pakistan, where 63 percent of the population consists of young people, is a good environment for conducting consumer research (Idris, 2023). Pakistan, situated in South Asia, has a primarily rural population, with a significant urban-rural ratio of 40-60. This creates notable differences between the characteristics of the urban and rural populations (Salik et al., 2023). Pakistan, with its significant population, is ranked as the fourth most populated nation in Asia. It is expected that by 2030, Pakistan's population increase would lead it to become the world's fourth-largest country (Perveen et al., 2023). According to recent projections from HSBC, it is predicted that the increase in population would lead to economic development, which will place Pakistan in the top 30 economies in the world by 2050 (Rubaj, 2023).

Pakistan saw a 12.5% inflation rate according to Shabnum and Malik (2023). As a result, the average number of people living in each home reduced, which helped to increase total income. Significant is the change in household savings, transitioning from a negative value to a positive one, representing about 14 percent of the whole income. As a result, there has been a significant increase in the amount of money that households are spending, which has caused a higher need for consumer products and services (Khan, 2019). According to Arifeen (2019), the typical Pakistani consumer typically spends about 42 percent of their income on food. Additionally, there is a growing trend in metropolitan areas towards consuming ready-to-eat and imported items, which is fueled by increased disposable incomes.

## **1.7. FAMILY SYSTEM IN PAKISTAN**

Pakistan, being an Islamic nation, upholds Islamic rules and culture, giving great significance to the family in its socioeconomic framework. In Pakistan, the dominant culture values and maintains the practice of living in joint family structures, where parents both married and unmarried children, and grandparents interact in a peaceful manner (Das & Bardis, 2023). The conventional family structure in Pakistan embodies the principle of tending to the whole family, whereby the male figure, usually the husband, is seen as prioritizing the collective wants and aspirations of the family above his own personal demands (Raza et al., 2023).

The role of family has significant sway on individuals' lives in Pakistan. The conventional family structure assigns the male, usually the oldest individual (father, husband, and grandpa), as the authoritative figure responsible for overseeing the financial, monetary, and societal affairs of the family (Farrukh et al., 2023). Traditionally, men are often seen as the

main earners, while women are supposed to handle domestic matters and take care of the children (Farrukh et al., 2023). Nevertheless, due to the impact of technical advancements and the movement of people from rural to urban areas, the nuclear family structure is seeing growth in major cities of Pakistan (Rashid & Faridi, 2023).

## 2. HYPOTHESES

H1. Within the family triumvirate, adolescents exhibit superior decision-making abilities and product aspect judgments in comparison to both mothers and fathers.

H2: For product aspect decisions, there are significant disparities in the phases of decision-making based on gender, family structure, and social media usage.

## 3. METHODOLOGY

This research used a quantitative, cross-sectional survey approach to confirm the presented hypotheses and evaluate the degree of teenage influence in the family decision-making process, particularly in the setting of Pakistan. The study focused on middle-class urban households, specifically examining the father, mother, and teenager as the subjects of examination. Only teenagers who had surviving parents and were not the only kid in their homes were included in the sampling method. The study primarily targeted teens within the age range of 16 to 20 years in order to get accurate and significant findings. The age range was chosen based on Mangleburg's (1990), viewpoint, which highlights that extremely young children may not have the cognitive capacity to fully understand and answer study questions. This might lead to possible biases in the research.

Data was collected using a cluster sampling approach. Furthermore, from the realm of education in Pakistan, three clusters were selected to represent three renowned institutions of higher learning: Shaheed Zulifqar Ali Bhutto Institute of Science and Technology, Karachi (SZABIST), Institute of Business Administration Karachi (IBA Karachi), and Sukkur IBA University (SIBAU). Since the researcher was a former employee and student of these organizations, he or she possesses comprehensive knowledge regarding the demographic attributes of the students currently enrolled at those establishments. According to the researcher's expertise, these three organizations provide invitations to students from diverse regions of Pakistan, particularly prominent urban areas in all five provinces. Furthermore, the choice of these clusters was based on time constraints and the convenience of reaching respondents who represent a wide range of cultures and ethnicities in Pakistan.

A self-administered questionnaire was created to investigate several domains and test the stated hypotheses outlined in the study. To ensure effective communication and prevent any issues emerging from the use of other languages, all questions were conducted only in English. Given the literacy levels in Pakistan, the questionnaire used straightforward and easily understandable language. The questionnaire consisted of 15 questions that included three distinct categories: qualifier questions, behavioral/demographic questions, and categorization questions. Respondents were provided with numerous options to submit their replies for qualifier and behavioral questions. Regarding classification-related

inquiries, participants were asked to assess their conduct using a five-point Likert scale ranging from 1 to 5. A rating of 1 denoted "No Influence" (NI), while a rating of 5 indicated "Complete Influence" (CI).

Participants were surveyed on their level of influence in the family decision-making process at a family gathering at a restaurant. At first, they had to assess their level of influence in three phases of decision-making: generating ideas, searching for information and evaluating options, and making the ultimate choice. Afterwards, they were instructed to use a comparable rating system to evaluate their impact on several areas of the restaurant, such as the cuisine provided and the atmosphere.

The data that was gathered was examined with SPSS software. Various statistical techniques were used to determine the associations between the dependent variable (influence) and independent factors (gender, social media usage, and family system).

#### 4. FINDINGS

A factor analysis was used to simplify the data and uncover latent patterns. The goal of structure identification was to verify the link between variables and confirm the Convergent and Discriminant validities of the measures used in this particular study. After applying Varimax rotation, any factor with a loading greater than 0.50 was kept, confirming the validity of all the factors used in the study. A total of 8 items were chosen for this study, including 4 questions related to the phases of decision-making and 4 items related to the elements or qualities of goods (see Table 1).

**Table 1. Rotated Component Matrix**

	Component	
	1	2
Idea Generation	.814	
Information search and evaluation of alternatives	.808	
Final Decision Making	.701	
Venue Selection	.510	
Menu Selection		.717
Types of Restaurants (Traditional, Chinese, and continental)		.687
Services (Self-service or table services)		.651
Ambiance (Thematic or traditional)		.637
Total Variance Explained =54.61		
KMO = 0.805		

*Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 5 iterations.*

The mean, standard deviation, and correlation of the four factors obtained through exploratory factor analysis are presented in Table 2.

**Table 2. Descriptive statistics and inter-correlations summary**

Demographics	Mean	SD	1	2	3	4	5	6
Gender	NA	NA						
Family System	1.680	.747	.0340					
Usages of social media	.640	.483	.0480	-.0460				
Personal monthly income	4.650	2.650	-.402**	.0640	-.204**			

Demographics	Mean	SD	1	2	3	4	5	6
DMS	3.547	.936	-.166*	.172*	.1490	.234**		
PADM	3.9197	.754	.005	.0910	.162*	.223**	.504**	

\*. A correlation of 0.05 is significant (two-tailed), while \*\*. A correlation of 0.01 is significant (two-tailed).

DMS = Stages of decision making; PADM = Aspects of the product's decision making

Table 3 displays the metrics that are relevant to composite reliability, convergent validity, and discriminant validity. The composite reliability scores of all factors were found to be greater than 0.700, thus confirming their status as reliable indicators of the composite dependability. Regarding convergent validity, scholarly investigations indicate that the derived mean variance should exceed a specific threshold of 0.500, while composite reliability should exceed 0.700. The outcomes displayed in Table 3 substantiated the validity of both criteria. In addition, scholarly investigations suggest that to ensure discriminant validity, the average variance extracted (AVE) should exceed both the maximum shared squared variance (MSV) and average shared squared variance (ASV). Confirmation of the existence of discriminant validity was presented in Table 3.

**Table 3.** Composite reliability, Convergent and Discriminant validities

Variables	CR	AVE	MSV	ASV
DMS	0.810	0.520	0.250	0.250
PADM	0.770	0.500	0.250	0.250

DMS= Decision making stages; PADM = product's aspects decision making

A Multivariate Analysis of Variance (MANOVA) provided support for the initial hypothesis, which posits that adolescents exhibit superior performance in decision-making phases and product attributes within family triads compared to both mothers and fathers. The Preliminary Assumption Testing identified no significant violations and confirmed the presence of normality, linearity, the absence of univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity.

In accordance with the combined dependent variables, notable distinctions were identified among triads (parents, adolescents, and fathers), as  $F(4, 322) = 3.03$ ,  $p = 0.018$ ; Wilks' Lambda = 0.929; partial eta squared = 0.036. Table 5 presents an analysis of the effects between individuals, in addition to the significant differences observed. Table 6 indicated that the only significant difference was found in the decision-making related to product attributes. Statistically, this distinction was significant; a Bonferroni-adjusted alpha level of 0.025 supported this conclusion. The statistical analysis yielded a p-value of 0.014 from a F value of 4.36 with degrees of freedom of 2 and 162. As determined by partial eta squared, the effect size was 0.051. Post hoc analyses revealed notable disparities between fathers and adolescents; nevertheless, no such disparities were observed between mothers and adolescents or between mothers and fathers, as depicted in Table 7. After conducting a thorough examination of the average scores, it was determined that fathers had a significantly greater impact on the decision-making process concerning product attributes ( $M = 4.009$ ,  $SD = 0.735$ ) than adolescents ( $M = 3.68$ ,  $SD = 0.808$ ), as depicted in Table 4. Consequently, the findings refuted hypothesis 1.

**Table 4. Triad**

Dependent Variable	Triad	Mean	Std. Error	95% Confidence Interval		
				Lower Bound	Upper Bound	
Dimension	DMS	Adolescent	3.323	.125	3.077	3.569
		Father	3.768	.125	3.522	4.014
		Mother	3.550	.125	3.304	3.796
	PADM	Adolescent	3.682	.100	3.485	3.879
		Father	4.009	.100	3.812	4.206
		Mother	4.068	.100	3.871	4.265

**Table 5. Multivariate Tests<sup>c</sup>**

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	
Intercept	Wilks' Lambda	.0320	2471.840 <sup>a</sup>	2.000	161.000	.000	.968
Triad	Wilks' Lambda	.9290	3.030 <sup>a</sup>	4.000	322.000	.018	.036

a. Exact statistic

b. The statistic provides a lower limit on the significance level by serving as an upper bound on F.

**Table 6. Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	
Corrected Model	Dimension1	DMS	5.458 <sup>a</sup>	2	2.720	3.200	.043	.038
		PADM	4.764 <sup>b</sup>	2	2.380	4.360	.014	.051
Intercept	Dimension1	DMS	2075.860	1	2075.860	2434.830	.000	.938
		PADM	2535.060	1	2535.060	4641.290	.000	.966
Triad	Dimension1	DMS	5.450	2	2.720	3.200	.043	.038
		PADM	4.760	2	2.380	4.360	.014	.051
Error	Dimension1	DMS	138.110	162	.850			
		PADM	88.480	162	.540			
Total	Dimension1	DMS	2219.430	165				
		PADM	2628.310	165				
Corrected Total	Dimension1	DMS	143.570	164				
		PADM	93.240	164				

a. R Squared is 0.038 (0.026 when adjusted)

b. R Squared is 0.051, (0.039 when adjusted).

**Table 7. Multiple Comparisons**

Tukey HSD								
Dependent Variable	(I) Triad	(J) Triad	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Dimension1	DMS	Adolescent	Father	-.445 <sup>*</sup>	.176	.033	-.8620	-.0290
			Mother	-.227	.176	.402	-.6438	.1892
		Father	Adolescent	.445 <sup>*</sup>	.176	.033	.0290	.8620
			Mother	.218	.176	.432	-.1983	.6347
		Mother	Adolescent	.227	.176	.402	-.1892	.6438
			Father	-.218	.176	.432	-.6347	.1983
	PADM	Adolescent	Father	-.327	.140	.056	-.6606	.0061
			Mother	-.386 <sup>*</sup>	.140	.019	-.7197	-.0530
		Father	Adolescent	.327	.140	.056	-.0061	.6606
			Mother	-.059	.140	.908	-.3925	.2743
		Mother	Adolescent	.386 <sup>*</sup>	.140	.019	.0530	.7197
			Father	.059	.140	.908	-.2743	.3925

By utilizing observed means. The mean square of the error term is 0.546. Significant at the 0.05 level of significance is the mean difference.

H2 was assessed using a Multivariate Analysis of Variance (MANOVA) to determine whether there are statistically significant variations in product aspect decisions and decision-making phases according to gender, family system, and social media usage. No significant violations were identified during the Preliminary Assumption Testing, which verified the absence of multicollinearity, normality, univariate and multivariate outliers, and homogeneity of variance-covariance matrices.

The results presented in Table 8 indicate that there were no significant statistical differences observed in relation to the combined dependent variables of social media usage, family structure, and gender. Wilks' Lambda = .969;  $F(2, 156) = 2.83$ ,  $p = 0.062$ ; partial eta squared = .035; and  $F(2, 156) = 0.416$ ,  $p = 0.660$ ; in that order, partial eta squared = .005 and  $F(2, 156) = 2.52$ ,  $p = 0.084$ ; respectively. Therefore, it can be concluded that the results did not offer evidence in favor of hypothesis 2.

Due to the absence of statistically significant differences, further verification of effects between subjects was unnecessary.

**Table 8. Multivariate Tests<sup>b</sup>**

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Wilks' Lambda	.038	1992.54 <sup>a</sup>	2.0	156.0	.000	.962
GENDER	Wilks' Lambda	.969	2.52 <sup>a</sup>	2.0	156.0	.084	.031
SM	Wilks' Lambda	.965	2.83 <sup>a</sup>	2.0	156.0	.062	.035
FST	Wilks' Lambda	.995	.41 <sup>a</sup>	2.0	156.0	.660	.005

*a. Exact statistic*

*b. Design: Intercept + GEN + SM + FST*

*DV: DMS & PADM*

## 5. DISCUSSION

The primary objective of this research was to investigate the impact of adolescents on the process of family decision-making. This study provides significant insights for scholars and marketers on family decision-making and the involvement of teenagers in Pakistan. Moreover, the study has shown a noticeable pattern of increasing teenage impact on family decision-making in Pakistan, as evidenced by the statistical models. Nevertheless, it is evident that dads still have a prominent position in the collective process of making decisions for the family. These results are consistent with the studies conducted by Raza et al. (2023) and Farrukh et al. (2023).

This study sets itself apart from previous studies performed in the US and Israel by broadening the scope of fundamental research. Unlike past studies that primarily measured the effect of adolescents on decision-making phases and different product categories, this research focuses on these areas. This research not only examines the impact of adolescents on each other, but also investigates the connections between teenage influence, gender, family structure, and social media use.

The statistical models indicate substantial disparities in the impact exerted by teenagers, dads, and mothers. It is important to mention that gender, family structure, and social media use have a favorable impact on teenage influence. However, they are not as significant as the effect of dads and mothers in making family decisions (Fantinelli et al., 2023).

This research reveals that adolescents have a considerable impact on all three phases of decision-making (idea creation, information search and assessment of options, and final decision-making) when it comes to choosing restaurants for family reunions. These findings contradict earlier studies that often associated significant teenage impact with certain phases, such as start and choice (Belch et al., 1985; Lee & Beatty, 2002).

## **6. CONCLUSION**

The researcher posits that the reduced amount of teenage involvement throughout decision-making phases may be attributed to familial dynamics and cultural norms prevalent in Pakistan. It is often observed that parents, particularly dads, have more authority and have the last say in family matters, with teenagers being expected to adhere to their choices. Given that the various stages of decision-making encompass financial considerations, it is reasonable to propose that one additional factor contributing to the limited influence of adolescents is their reliance on parental financial support until they finish their education (typically until graduation) and find a job.

This study especially examines the impact of teenagers on five decision-making characteristics linked to restaurants (venue, kind of restaurant, menu, atmosphere, and services). The research focuses only on the restaurant industry. Focusing on a specific product category allows for a precise assessment of the impact of the triad (adolescent, father, and mother) in Pakistani family contexts, since restaurants are seen as locations of shared interest for all family members. Statistical analysis showed that teenagers had a significant impact on product choices across all areas, in comparison to other phases of decision-making. Nevertheless, the impact of teenagers was shown to be less significant compared to that of dads and mothers in both decision-making phases and product aspect choices.

### **6.1. MANAGERIAL IMPLICATIONS**

This study has important implications for marketing experts, particularly those who are interested in investigating the Pakistani consumer market. Adolescents have been shown to have a significant impact on family decision-making, especially when it comes to things that are of common interest, such as restaurants in this specific research. Although consistent with previous studies conducted in the United States and Israel, which have shown that adolescents play a role in family decision-making, it is worth mentioning that their level of influence is still lower than that of parents in the context of Pakistani family decision-making. Marketing practitioners should recognize the considerable effect that teenagers and parents have on decision-making phases and elements for certain product categories. Therefore, it is necessary to appeal to both adolescents and parents. Furthermore, the study indicates a promising opportunity for marketers to tap into increased levels of teenage influence when targeting items that appeal directly to their interests.

## 6.2. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Although this study provides significant insights, it is necessary to address its limits. Using cluster random selection from the education sector may raise issues about the generalizability of the results to the wider Pakistani population. While the chosen clusters are considered to reflect students from different regions of the nation, further study might improve generalizability by include clusters from diverse industries.

Furthermore, the study specifically concentrated on a solitary product category in order to investigate the impact of adolescents on family decision-making and analyze its correlation with gender, family structure, and social media use. The product category was chosen deliberately to reflect the shared interests of the triad (adolescent, father, and mother). However, this choice limited the triad's ability to convey their actions and influences to just one category of products. Subsequent research should aim to expand the range of product categories. In order to conduct a thorough examination of impact on a larger scale, researchers need take into account a wide range of product categories that accurately reflect the individual preferences of the trio.

Furthermore, the application of this study to other countries may present difficulties as a result of disparities in cultural norms, family systems, and economic structures. Nevertheless, it is advisable for future studies to expand this investigation to include additional countries, particularly those with a larger percentage of teenagers in their population, where the family has significant sway as a consumer group within society.

### Author Contributions:

Conceptualization, Nabeel Nisar and Touseef Hussain; methodology, Ali Raza; software, Nabeel Nisar; validation, Nabeel Nisar, Touseef Hussain, and Ali Raza; formal analysis, Nabeel Nisar; investigation, Nabeel Nisar; resources, Nabeel Nisar; data curation, Touseef Hussain; writing—original draft preparation, Nabeel Nisar; writing—review and editing, Touseef Hussain; visualization, Ali Raza; supervision, Nabeel Nisar; project administration, Nabeel Nisar; funding acquisition, Touseef Hussain. All authors have read and agreed to the published version of the manuscript.

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There is no Conflict of interest.

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