



Investigating Family Influence on Household Conflict in Furniture Purchase Decisions

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Abstract. Families have a great influence on the choice of decisions in every purchase of a product. In the decision to buy household furniture such as furniture, the family is the decision maker for one or more family members, including children. Children make up three distinct markets: the primary market for decisions, household influencers, and the futures market for families. This study discusses the investigation of the influence of children on household conflicts in furniture purchase decisions, Case Study: Padang City. Samples from the study were taken by 100 consumers who are married, have children and have purchased household furniture products in the last 2 years. The design used in this research is a mixture of qualitative and quantitative methods with explanatory sequential. There is a relationship between the influence of children as decision makers in the family with purchasing decisions made by consumers in the city of Padang.

Keywords: purchase decision · the effect of children · factors that affect family purchases

1 Introduction

One of the capital in achieving success for companies or marketers is an understanding of their customers. In addition to basic knowledge about consumers, namely the answer to who a consumer is, an important understanding of consumers is an answer to why they buy and how they buy products. Collective consumer buying behavior that gets a lot of attention is family decision making. Solomon (2010) in Yolanda (2016) states that a good company is a company that knows its target consumers well. Knowing who makes purchasing decisions is an important thing that needs to be considered for marketers, because this information determines who the target consumers are and what ways can be done to influence consumer purchasing decisions.

Research on decision-making has been considered as the relevant decision-making unit in the family. There is a role for family members in decision-making and negotiation strategies are very important to take a broader view of the relevant unit of analysis. Previously in the general view, women were considered as the purchasing agent of the family. However, the increasing participation of women in the workforce has driven this shift in roles so that other members of the family such as children are increasingly becoming buyers for the whole family. Other family members such as children enjoy

greater latitude not only in making routine consumption decisions for the family but also in nagging their parents to buy other products they want. Contemporary researchers reveal that children have become an important part of the mainstream consumer market, with direct purchasing power for food, and indirect buying influence when shopping for other large items (Halan, 2002).

2 Literature Review

1. Consumer Behaviour

Kotler & Keller (2012) states that consumer behavior is the study of individuals, groups, and organizations in making choices, buying, using goods, services, ideas, or experiences in order to achieve a broad sense of their needs and desires.

Factors Affecting Consumer Behaviour

Consumer buying behavior is influenced by cultural, social, and personal factors (Kotler and Keller, 2012).

2.1 Cultural Factor

According to Kotler and Keller (2012), culture is a basic determinant of one's desires and behavior. Cultural, subcultural, and social classes greatly influence consumer buying behavior.

Social class

According to Kotler and Keller (2012), social class is defined as a relatively homogeneous and long-lasting stratification or social division within a particular population group, hierarchically structured and has parts that share the same values, interests, and behaviors. One of the classic descriptions of social class in the US defines seven levels from low to high, as follows: (1) lower low, (2) lower high, (3) working class, (4) middle class, (5) upper middle class, (6) top low, (7) top high.

2.2 Social Factor

The direction of the goal group is all groups that have a direct or indirect influence on the attitude or behavior of the person. Groups that have a direct influence on activities are called membership groups. Most members are also influenced by groups outside their group. Aspirational groups are groups that have the thought of being followed by that person; A dissociative group is a group whose values of behavior are rejected by the person. If the influence of the reference group is strong, it is certain that marketers determine how to reach and influence opinion group leaders and members. An opinion leader is a person who offers and conveys informal advice or information about a particular product or product category.

The attitudes and behavior of a person in a group are influenced by many small groups. Membership groups are groups that have a direct influence on other groups or

group members. There are two membership groups, including primary groups (family members, friends, neighbors, and members or co-workers) and secondary groups which are more formal and have little regular interaction (religious group, professional group or association or organization and department or union).b. Family.

According to Kotler and Keller (2012), family is the most important factor of a group in purchasing decisions in society, and family members such as husband, wife, and children or other members in the family as group members representing the main reference group will have the most influence.

3 Research Method

1. Method

The combination research method model used is a qualitative method with explanatory sequential, where in the stage the research is search data by interviewing pre-determined respondents.

2. Research Respondents

Respondents from this study used several criteria so that they used a purposive sampling method. This is because in this study only people with the criteria that have been determined by the researcher can provide accurate information. The respondent criteria used in this study are consumers who are married, have children and have purchased furniture in the last two years.

4 Discussion

In the Minang community, living with parents or extended family is a tradition. According to Azrial (2008), the Minang people are used to living together, in one gadang house will usually be inhabited by dozens of family members, this is because the family system that has existed in Minang society has always been. The reason that causes this to happen is because after marriage usually the husband will stay at the wife's house and it can last for years. This is what is still maintained by the Minangkabau community. When they were newly married, not a few of them lived with their parents, and for some reason they continue to live together for many years. Although married children have their own homes, most of the Minang people bring their parents to live with them for some reasons.

Based on the analysis carried out, it can be seen that most of the respondents chose to have a joint discussion but most of the female respondents said that the final purchase decision was their own decision, they said that they had discussions to buy a piece of furniture but what kind of product to buy would be the decision of the majority of the respondents. The majority are women or it can be said that the decision is more dominated by the wife. The reason obtained from the respondents is that the couple knows that they will buy household furniture at a price that is not high and will not affect the family's finances, the purchasing decision can be decided by the wife without discussion.

Those who dominate the decision (57%) added that they will have discussions with their partners and decide together if the product to be purchased is quite expensive. This causes respondents to have discussions related to the source of funds to be used, while for goods with a low price range, respondents who work can dominate the decision

because they do not need to ask their husbands for money to buy these goods, so further discussion will not be carried out because for them the husband is sufficient. Know that they will buy a product for their home, such as pillows, SRG, or folding mattresses.

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