

# THE INFLUENCE OF SOCIALIZATION AGENTS AND DEMOGRAPHIC PROFILES ON BRAND CONSCIOUSNESS

Zaharah Ghazali, Universiti Sultan Zainal Abidin

## ABSTRACT

*The objective of this study was to investigate how socialization agents—media, parents, and peers— influence on students' brand consciousness in apparel and influences differ according to students demographic characteristics. Participants were 230 students in second semester, who undertaking Bachelor of Business Administration in Universiti Utara Malaysia. Overall, peers exert the greatest influence. The results by using Pearson correlation coefficients analyses suggested that, the students' brand consciousness is, significantly correlated to each socialization factor. However, of the media related analysis, only movie viewing shows a significant correlation. The other two have significant correlation with parental influence and peer influence. Moreover, significant differences were found for socializations agents and brand consciousness across gender and ethnicity. Family and consumer educators should consider findings of this study as a guide to give better education to students as consumers.*

**JEL:** M3

**KEYWORDS:** Brand consciousness, socializations agents, young customer, apparel

## INTRODUCTION

Many consumers are interested in brand names when they buy products. Sproles and Kendall (1986) define brand consciousness as the need or desire to purchase well-known national brands, higher priced brands and/or the most advertised brands. In fact, well-known brand names often make a social statement about an individual's status, such as Rolex watches, BMW vehicles, Sony electronics, and GUCCI textiles (Wanke, Bohner, & Jurkowitz, 1997). This belief may or may not be accurate or realistic; however, it reflects a specific decision-making outcome for the consumers that purchase these items. This outcome consists partially of the positive perceptions of others about the consumer of expensive brand items; therefore, brand consciousness plays an important part in society, and breeds the belief that higher prices mean higher quality. Apart from this, it is widely believed that the teenage stage in which an individual's consumption leverage increases very rapidly in terms of financial resources and decision-making discretion (Shim & Gehrt, 1996).

Youth in Malaysia have rapidly come to represent one of the most lucrative market segments as this population shows a positive indication in recent decades. During the Eighth Malaysia's Plan period, the youth population, comprising those in the 15-24 age-group had been estimated to increase by 2.6 per cent per annum, from 4.37 million in 2000 to 4.98 million in 2005 (Economic Planning Unit, 2001). Yet, as the standard of living among Malaysians has improved significantly, further stimulated by changing lifestyles, teenagers today are granted freedom from their parents to make their own shopping and consumption decisions. As a result, teenagers' buying power has increased rapidly as more of them enter the marketplace. This is not surprising when considering that shopping has become one of the leisure activities most often participated in by young Malaysians (Othman & Sim, 1993).

In this study, the more appropriate term is young adults, reflecting that ‘youth’ is relevant in the West, where 18-year-old people are stylemakers and are very provocative and pro-active. Whereas in Asia, according to Wee (2002), due to the culture, and in Singapore, things like NS (National Service), it slows things down. She stated, “When you’re 18 in the West, you leave home, live on your own and are independent,” (Wee, Feb 2002). Wee’s report furthered as follows: These people are very marketing-savvy. This generation of young adults is very brand conscious. Rather than go for the brand that everyone is going for, they’d rather choose different things. They are more selective about what they do. They are just choosing which mediums to go for, which ads to enjoy. (p. 1)

The marketing literature provided evidence of relationships between demographic characteristics such as age, gender, ethnicity, for example, and brand consciousness (Nelson & McLeod, 2005). Researchers also have identified three main sources of influence on young people’s consumer socialization. They are: peers, parents, and the mass media (Moschis, 1987; Ward, 1974). Rarely have these socialization agents been examined simultaneously, especially in the context of clothing behavior (Mascarenhas & Higby, 1993; Wilson & MacGillivray, 1998).

Hence, with an expanding young population and the strong marketing impact that they have created, marketers and consumer researchers have become increasingly interested in exploring the shopping approach on decision-making of teenagers. However, little research has been conducted in this area in Malaysia and no research at all in brand consciousness among college students. This study is intended to know how potential buyers are conscious of a brand name in apparel among students of the Universiti Utara Malaysia (UUM). If a shopping center management is considering whether brand name’s outlets of apparel should be added to the center, the opinions of customers and potential customers will be desired.

This paper provides a brief review on brand consciousness in apparel and socialization agents, followed by the data and methodology and main results of the study. Finally discussion and conclusions are outlined.

## **LITERATURE REVIEW**

### Brand Consciousness in Apparel

A brand serves to add dimensions to a product to differentiate it in some way from other products designed to satisfy the same need (Keller, 1998). The strength of brands is measured by the price differential consumers are willing to pay over other products in the same category (Grassl, 1999). For many young people, it is not buying a pair of jeans, but buying GAP or Tommy Hilfiger or Levis. This “barrage of brand names offers the irresistible promise of instant cool,” particularly for teenagers (Wechsler, 1997, p. 64).

Huddleston and Cassill (1990) noted that, as clothing expenditures increased, consumers were more likely to be brand oriented. Lee and Burns (1993), in a comparison of Korean and U.S. college students, found that Southeast Asian students placed greater importance on apparel brand identity than did American students. More recently Moses (2000) observed that 62 per cent of Indonesian teens stated that there were products that they would not wear or use if they were not the ‘right’ brand. This figure represented the highest percentage in a comparison of 44 nations.

Johnson, Schofield and Yurchisin (2002) conducted research on the psychological aspect of apparel. They studied if and how people use the appearance and dress of others to gather information about them. The purpose of the research was to determine what impression research subjects formed of others and what cues they used to form those impressions. The subjects were 39 women gathered by placing an

advertisement in a newspaper. Thomas, Cassill and Forsythe (1991) studied apparel involvement dimensions in consumer purchase decisions. Examining the 177 useable responses from female apparel consumers in malls in the southern U.S., it was found that apparel involvement has two dimensions, “dress to express personality,” which describes women who use their apparel to communicate who they are, and “dress as a signaling device,” which describes women who determine how others see them based on their apparel.

### Socialization Agents

Since the consumer socialization concept was adopted into the field of consumer behavior, research has identified three major sources of teens’ influences: parents, peers, and mass media (Moschis & Churchill, 1987; Moschis & Moore, 1983; Shim & Koh, 1997). Parents played an important role for young consumers’ purchasing behaviors (Shim & Koh, 1997). Parents influenced children and adolescents by letting them observe and imitate their consuming behaviors, by interacting with them in their consumption, and by providing them with opportunities for guided consumption. Children learn the basic knowledge of consumer behaviors by interacting with parents. Moschis and Churchill (1987) found that the greater the communication between teens and their parents about consuming behaviors, the more economically prudent the young people's consumer choices will be.

Although some studies reported parental influence was found to decrease when children grow, studies found that parental influences still important on teens’ purchasing behavior (Mascarenhas & Higby, 1993; Moschis & Moore, 1983). Likewise, because people want to interact with people who have similar ideas, attitudes, and knowledge, peer groups play a significant role in consumer socialization throughout an individual’s life cycle (Moschis, 1987). Like other socialization agents, peers may directly and indirectly affect young consumers’ socialization. Researchers suggest that young people learn the symbolic meaning of goods and consumption from their peers and their influence significantly increases during the teens (Bearden & Randall, 1990).

Moreover, while many studies reported that parents and peers are the primary socialization agent of young consumers, mass media has received the significant attention from researchers. Moschis (1987, p. 121) stated, “... no other agent of consumer socialization has received more attention than the mass media (television).” Television advertising provides young consumers knowledge and insights in their products and behavior as consumers. Through the interaction with mass media (television) young consumers may develop perceptions toward products and brands (Moschis, 1987; Moschis & Moore, 1983).

Besides, many researchers found that among the individual’s unique situation variables, life cycle position (age) and social structure (gender) provide significant impacts on socialization agents’ influence on consumer behavior (Moschis, 1987; Shim, 1996). Because socialization is a life-time process, people continuously learn different things from different sources at different stages in their lives and a different cluster of variables will dominate each life cycle stage (Moschis & Moore, 1983). Although information sources differ between products, in general, the parental influence is the greatest during the childhood and early teens, peer influence increases with age, and mass media influence remains constant. Many advertising researchers are concerned with the impact of gender differences on consumers’ selection of information sources for purchasing products (Kempf & Palan, 1997). Female teens tend to talk with their peers and parents about consumption matters, such as information search, purchase decisions, and brand preference, more frequently than do male teens (Moschis, 1987).

## DATA AND METHODOLOGY

This study used quantitative research approach and surveyed the student's brand consciousness and their socialization, to compare individual differences among college-aged consumers. The participants in this study were all undergraduate students from the Department of Business Administration, second semester. Simple random sampling was used in selecting respondents from this group. From the 260 questionnaires distributed, the researcher managed to get a return of 230. This yielded a response rate of 88%. The questionnaire constitutes two sections. The first section was designed to collect demographics data, pertaining to gender and ethnicity. The second section consisted of 30 questions on all the independent and dependent variables namely, media exposure, parental influence, peer influence, and brand consciousness. All the 30 questions set were derived from previous surveys.

## RESULTS

The sample was composed of a dissimilar proportion of females and males (see Table 1). The usable sample of participants included 167 females (72.6%) and 63 males (27.4%). For December 2005/2006 session, the entire first-year, in second semester BBAs was 74.3% ( $n = 571$ ) female and 25.6% ( $n = 197$ ) male students (Department of Academic Affairs, 2006), which was rather similar in percentages to the current sample.

Table 1: Frequency Distribution and Percentage of Gender

Gender	Frequency	Percent (%)
Male	63	27.4
Female	167	72.6
Total	230	100

*This table shows the frequency counts and percentages of male/female participation. These data indicate that more females than males participate in this study.*

Table 2 shows the frequency distribution and percentage of the ethnicity in this study. Within the usable sample, the largest number was Malay at 112 (48.7%), followed by Chinese at 61 (26.5%). Only 38 students (16.5%) were Indian and the smallest number of students from other ethnic groups (Siamese, Singaporean, Indonesian, Other) was represented at 19 (8.3%).

Table 2: Frequency Distribution and Percentage of Ethnicity

Ethnicity	Frequency	Percent (%)
Malay	112	48.7
Chinese	61	26.5
Indian	38	16.5
Of other	19	8.3
Total	230	100

*This table shows the frequency and percentage in the ethnicity sample. The highest recorded frequency/percentage is Malay.*

### Reliability Analyses of the Measurement Scales

The reliability test for the first variable, *media exposure*, was not carried out because this item consists of only one. The second variable labeled as *familial/parental influence*, consisted of ten items. The coefficient alpha for this scale is 0.81. The reliability for third variable as measured by Cronbach's coefficient alpha is also 0.81 with 10 items, and was labeled as *irrational social influence/peer influence*. Finally, for fourth variable, the coefficient alpha obtained is 0.82 which consists of six items, which is consistent with those reported by the authors of the scale (Nelson & McLeod, 2005). It was labeled as *brand consciousness*.

### Differences of Demographic Factors on Socialization Agents

Results showed that influence from peers revealed the most significant differences by gender: females were more likely to be influenced by peers ( $t = -4.278, p = 0.000$ ), as shown in Table 4. Other significant differences were noted for parental influence: females were more likely to be influenced by parents ( $t = -2.729, p = 0.007$ ). Results of media exposure analyses revealed females were more likely to watch TV ( $t = -2.192, p = 0.029$ ), listen to music (radio, CDs) ( $t = -2.459, p = 0.015$ ), and spend time online ( $t = -3.092, p = 0.002$ ) than were males.

Table 3: Mean Values of Media Exposure, Parents, and Peers Variables by Gender

	Media exposure				Parents	Peers
	TV	Radio	Online	Movies		
Male	3.16*	3.52*	3.22**	2.95	3.01**	2.98**
Female	3.53*	3.92*	3.72**	2.86	3.22**	3.33**

\*\* $p < 0.01$ , \* $p < 0.05$ . This table shows the mean values of socialization agents by gender. The highest mean score to each agent was recorded by female.

Table 4: Results of Independent Sample  $t$ -Test by Gender Differences on Socialization Agents

	$df$	$t$	Significant
Watching TV	228	-2.192	0.029
Listening to radio/CDs	228	-2.459	0.015
Spending time online	228	-3.092	0.002
At the movies	228	0.534	0.594
Parental influence	228	-2.729	0.007
Peer influence	228	-4.278	0.000

This table shows the  $t$ -test results of the gender on socialization agents. There are significant differences between male and female on each agent ('watching TV', 'listening to radio/CDs', 'spending time online', 'parental influence' and 'peer influence') with the exception of 'at the movies'.

Results of media exposure analyses revealed that across ethnicity the most significant differences were listening to radio/CDs. Table 6 indicates that Malays were more likely to listen to music ( $F = 8.806, p = 0.000$ ) than Chinese, Indian, and other ethnic groups (Siamese, Singaporean, Indonesian, Other). Other significant differences were shown in terms of spending time online. Malays were more likely to spend time online ( $F = 3.187, p = 0.025$ ) than others. For influence from parents and peers, no significant differences were found among these variables across ethnicity.

Table 5: Mean Values of Media Exposure, Parents, and Peers Variables by Ethnicity

	Media exposure				Parents	Peers
	TV	Radio	Online	Movies		
Malay	3.43	4.05**	3.76*	2.97	3.22	3.24
Chinese	3.61	3.80**	3.23*	2.92	3.06	3.12
Indian	3.32	3.66**	3.66*	2.74	3.22	3.27
Of other	3.11	2.74**	3.53*	2.53	3.06	3.43

\*\* $p < 0.01$ , \* $p < 0.05$ . This table shows the mean values of socialization agents by ethnicity. The highest mean score was recorded by Malay on listening to radio/CDs.

Table 6: Results of One-Way ANOVA by Ethnicity Differences on Socialization Agents

	$df$	$F$	Significant
Watching TV	3	1.084	0.357
Listening to radio/CDs	3	8.806	0.000
Spending time online	3	3.187	0.025
At the movies	3	0.952	0.416
Parental influence	3	1.506	0.214
Peer influence	3	1.598	0.191

This table shows the ANOVA results of the ethnicity on socialization agents. There are significant differences across ethnicity on 'listening to radio/CDs' and 'spending time online'. The other agents ('watching TV', 'at the movies', 'parental influence' and 'peer influence') were not significant.

Differences of Demographic Factors on Brand Consciousness

As would be expected, significant differences was found for brand consciousness across gender ( $t = -2.495, p = 0.013$ ). This indicates that females were more likely to be highly brand-conscious than were males.

Table 7: Results of Independent Sample *t*-Test by Gender Differences on Brand Consciousness

	Mean	df	t	Significant
Male	2.98*			
Female	3.24*	228	-2.495	0.013

\* $p < 0.05$

This table shows the mean values and the *t*-test results of brand consciousness by gender. The highest mean score was recorded by female. The data also reveals a significant difference between male and female on brand consciousness.

A significant difference was found for brand consciousness across ethnicity ( $F = 8.732, p = 0.000$ ). This indicates that students of other ethnic groups (Siamese, Singaporean, Indonesian, Other) are more likely to be highly brand-conscious than were Malay, Chinese, and Indian.

Table 8: Results of One-Way ANOVA by Ethnicity Differences on Brand Consciousness

	Mean	df	F	Significant
Malay	3.09**			
Chinese	3.10**			
Indian	3.13**			
Of other	3.95**	3	8.732	0.000

\*\* $p < 0.01$

This table shows the mean values and the ANOVA results of brand consciousness by ethnicity. The highest mean score was recorded by 'of other'. The data also reveals a significant difference across ethnicity on brand consciousness.

Socialization Influences on Brand Consciousness

The test for correlation was done for every independent variable components with brand consciousness. The results are shown in Table 9.

Table 9: Pearson Correlation Coefficient Matrix of Seven Variables

	N	TV	Radio	Online	Movies	Parents	Peers	Brand
TV	230	1						
Radio	230	0.249**	1					
Online	230	0.157*	0.474**	1				
Movies	230	0.252**	-0.065	0.067	1			
Parents	230	0.015	0.251**	0.143*	-0.366**	1		
Peers	230	0.017	0.109	0.254**	-0.315**	0.368**	1	
Brand	230	-0.081	-0.020	0.067	-0.369**	0.134*	0.486**	1

\*\* $p < 0.01, *p < 0.05$

This table shows the correlations between socialization agents and brand consciousness. There are significant relationships between seven variables. The most significant was recorded by relationship between 'peer' or 'movies' and brand consciousness.

Results show that the students' brand consciousness is significantly correlated to each socialization factor (media socialization, parents, peers). However, the extent of media influence differs on the specific medium. Movie viewing ( $r = -0.369, p < 0.01$ ) showed a negative relationship. The other two showed positive relationship, that is, parental influence ( $r = 0.134, p < 0.05$ ) and peer influence ( $r = 0.486, p < 0.01$ ).

## DISCUSSION

### Differences of Demographic Factors on Socialization Agents

The most revealing finding of demographic factors (gender, ethnicity) on socialization agents in this study is that gender exerts a strong influence on the interaction process between UUM students and their socialization agents. The findings suggest that the influence of socialization agents on college students vary across gender. However, it should be kept in mind that demographic characteristics other than those examined in this study might also affect college students' socialization process.

Peers emerged as the most important agents of consumer socialization. This study revealed that female students are more likely to interact with their peers when purchasing branded apparel. This finding is consistent with previous studies (i.e. Lachance, Beaudoin, & Robitaille, 2003). Female teens tend to talk with their parents about consumption matters, such as information search, purchase decisions, and brand preferences more frequently than do males (Moschis & Mitchell, 1986).

On the relationship between college students and socialization agents' influence on teens apparel purchasing, parental influences were not much and peer influences emerged as a primary source to college student-age. This finding is consistent with previous studies (i.e. Lachance, Beaudoin, & Robitaille, 2003). James (1997) stated that parents' influences may play a primary role during early stages of life, and once a child makes the transition to a social network such as school, the influence of parents may decline and peers emerge as a significant agent. Researchers found that because young teens tend to talk more with their parents, they provide the most significant influence on consumption, however, as they grow the significant agent moves to peers (Lachance, Beaudoin, & Robitaille, 2003).

Females were more susceptible to peer influence than males for product purchasing because female teens are more sensible on their physical appearance and their behaviors are affected by peer conformity. Compared to male teens, female teens frequently use peers as a primary reference and often would not buy products that peers do not approve of. Moschis, Moore, and Stanley (1984) led to a similar conclusion that male teens had the greater independence in purchasing most teen products compared to their female counterparts. Although young people do not like to think that they are influenced by parents, it is interesting to note that in some regards, they still are. The latter result reflects the vast influence of peers on teenagers' behaviors, particularly those related to appearance at that age.

### Differences of Demographic Factors on Brand Consciousness

The results of this study revealed that male and female college students were found to be significantly different on brand consciousness. Female college students demonstrated a higher preponderance than male in relation to brand consciousness. According to Best and Williams (1997), gender differences are based on social roles. The diversity in male and female roles demonstrates that different circumstances between genders are the result of environment (Nisbett, 1990). It has been argued, however, that men and women are much more biologically and psychologically similar than different (Best & Williams, 1997). With respects to the ethnicity differences to socialization agents' influence on teens apparel purchasing, students of other ethnic groups (Siamese, Singaporean, Indonesian, Other) were more likely to be highly brand-conscious than were Malay, Chinese, and Indian.

Up to this point, there were significantly different shopping characteristics found. According to previous researches (Best & Williams, 1997; Darley & Smith, 1995), the differences between genders and nationalities were affected by culture, sex roles, economic situations, and environments. Therefore,

apparel companies should more carefully study cultural backgrounds, gender characteristics, and environmental differences before developing marketing strategies.

### Socialization Influences on Brand Consciousness

How media influence and socialize children, adolescents, and adults is an important consideration for marketers and public policy makers, and one that is gaining increased attention in the academic literature. This area of study is of particular interest today as commercial exposure is increasing beyond traditional advertising. Brands are creeping into media content and product placements are now commonplace in electronic games, movies, television shows, songs, and even textbooks. How these commercial messages influence young people may be gauged by linking media consumption to consumer-oriented values and attitudes.

This study corroborates findings from other studies that have demonstrated that increased commercial media exposure is related to consumer-oriented values and attitudes demonstrated among Malaysians (Kamaruddin & Mokhlis, 2003) and French-Canadian (Lachance, Beaudoin, & Robitaille, 2003) teenagers. Although critics lament the growing commercialization among all media, only exposure to movies was related to brand consciousness in current study. Surprisingly, but similar to what was noted among French-Canadian teenagers, this study did not find a relationship between television viewing and brand consciousness. Given the varied and changing patterns of teen media consumption, perhaps television alone is no longer the primary media influencer.

Besides media, the perceived brand consciousness of parents and peers also contributed to the teenagers' assessments of their own brand consciousness. The former finding is related to results for teenage French-Canadian girls and their perceptions of fathers' brand consciousness. It is also related to studies that show parental influence on children's materialism and other consumption-related attitudes and behaviors (Meyer & Anderson, 2000; Moschis, 1987). Lower interaction with parents and independence from their family create more opportunities for teens to interact with peers and use them as a reference about consumption matters. In fact, teens shop more often for clothes with friends than with other people.

### **CONCLUSIONS**

The general purpose of this study is to explore brand consciousness based on a sample of college students. As noted in the procedural problem, the study linked selected personal characteristics (gender, ethnicity) and socialization agents (mass media, parents, peers) to brand consciousness. This study was conducted at Universiti Utara Malaysia in December 2005/2006 session on second semester full time students, enrolled in Bachelor of Business Administration program and living on campus. The statistical methods used were similar to some of the methods employed in the previous studies, such as Pearson correlation coefficient, independent sample *t*-test, and one-way ANOVA.

In sum, this study suggests exposure to movies and perceived influence from parents and peers were positively related to brand consciousness. Once socio-interactions are controlled, it is not surprising that there exists an important influence from socialization agents, suggesting that brand consciousness is the result of interactions with the social environment. However, the development of this socialization appears to be mostly influenced by peers.

There are some limitations in this study that need to be acknowledged. Besides the small sample size, they were drawn from only one geographical region. Therefore, it is recommended for future studies to have more samples that cover wider geographical distribution to provide more generalized findings. Additionally, demographic characteristics other than those examined in this study, such as family



economic level and living locations (rural or urban areas), should be considered. Different demographic characteristics may have a significant impact on students' consumption behavior, because they might also affect socialization agents' influence on their brand consciousness.

This study examined only parents, peers, and mass media as socialization agents. It would be interesting to investigate how teens interact with other socialization agents, such as salespeople, school, and other media. With regards to the online media used, this study found no specific types of online usage. It may be expected that some types of behaviors (e.g., web browsing, online game-playing) offer more brand-related material than others (chatrooms, email). Future research should assess these specific behaviors to gauge any relationships to brand orientations.

On the other hand, the relationships between these media variables and brand consciousness are not known. Does brand consciousness lead to greater commercial media consumption (as a way to learn about the newest brands, fashions)? Or, does increased media consumption lead to increased brand consciousness (exposure to brands leads to increased awareness and desire for them)? In all likelihood, the two concepts are deeply interwoven, and mutually coexist and reinforce one another. Future research might delve deeper into these concepts with a range of methods, such as in-depth interviews to gauge motivations for and effects of media consumption.

## REFERENCES

- Bearden, W. O. & Randall, L. R. (1990). "Attention to social comparison information: An individual differences factor affecting consumer conformity," *Journal of Consumer Research*, 16(4), p. 461-471
- Best, D. L. & Williams, J. E. (1997). "Sex, gender, and culture," In J. W. Berry, M. H. Segall & C. Kagitcibasi (2<sup>nd</sup> Eds), *Handbook of Cross-Cultural Psychology*, Viacom Company, Needham Heights, 3
- Darley, W. K. & Smith, R. E. (1995). "Gender differences in information procession strategies: An empirical test of the selective model in advertising response," *Journal of Advertising*, 24(1), p. 41-56
- Economic Planning Unit (2001). *Eighth Malaysian Plan, 2000-2005*, Prime Minister's Department, Kuala Lumpur
- Grassl, W. (1999). "The reality of brands: Towards an ontology of marketing," *American Journal of Economics and Sociology*, 58(2), p. 313-360
- Huddleston, P. & Cassill, N. (1990). "Female consumer's brand orientation: The influence of quality and demographics," *Home Economics Research Journal*, 18(3), p. 255-262
- James, J. D. (1997). "Becoming a sports fan: Understanding cognitive development and socialization in the development of fan loyalty," *Presented in Partial Fulfilment of the Requirements for the degree of Philosophy in the Graduate School of the Ohio State University*, 302 pages
- Johnson, K. K. P., Schofield, N. A. & Yurchisin, J. (2002). "Appearance and dress as a source of information: A qualitative approach to data collection," *Clothing and Textiles Research Journal*, 20, p. 125-137
- Kamaruddin, A. R. & Mokhlis, S. (2003). "Consumer socialization, social structural factors and decision-making styles: A case study of adolescents in Malaysia," *International Journal of Consumer Studies*, 27, p. 145-156

- Keller, K. L. (1998). *Strategic Brand Management*, New Jersey; Prentice-Hall
- Kempf, D. S. & Palan, K. M. (1997). "Gender differences in information processing confidence in an advertising context: A preliminary study," *Advances in Consumer Research*, 24(1), p. 443-449
- Lachance, M. J., Beaudoin, P. & Robitaille, J. (2003). "Adolescents' brand sensitivity in apparel: Influence of the three socialization agents," *International Journal of Consumer Studies*, 27, p. 47-57
- Lee, M. & Burns, L. D. (1993). "Self-consciousness and clothing purchase criteria of Korean and United States college women," *Clothing and Textiles Research Journal*, 11(4), p. 32-40
- Mascarenhas, O. A. J. & Higby, M. A. (1993). "Peer, parent and media influences in teen apparel shopping," *Journal of the Academy of Marketing Service*, 21(1), p. 53-58
- Meyer, D. J. C. & Anderson, H. C. (2000). "Preadolescents and apparel purchasing: Conformity to parents and peers in the consumer socialization process," *Journal of Social Behavior and Personality*, 15, p. 243-257
- Moschis, G. P. (1987). *Consumer Socialization: A Life-Cycle Perspective*, Lexington; Lexington Books
- Moschis, G. P. & Churchill, G. A. Jr. (1987). "Consumer socialization: A theoretical and empirical analysis," *Journal of Marketing Research*, 15, p. 599-609
- Moschis, G. P. & Mitchell, L. G. (1986). "Television advertising and interpersonal influences on teenagers' participation in family consumer decision," *Advances in Consumer research*, 13(1), p. 181-186
- Moschis, G. P. & Moore, R. L. (1983). "Purchasing behavior of adolescent consumers," *Proceedings of the American Marketing Association*, 45, p. 89-92
- Moschis, G. P., Moore, R. L. & Stanley, T. J. (1984). "An exploratory study of brand loyalty development," *Advances in Consumer Research*, 11, p. 314-319
- Moses, E. (2000). *The \$100 Allowance*, New York; John Wiley & Son, Inc
- Nelson, M. R. & McLeod, L. E. (2005). "Adolescent brand consciousness and product placements: Awareness, liking and perceived effects on self and others," *International Journal of Consumer Studies*, 29(6), p. 515-528
- Nisbett, R. E. (1990). "Evaluation psychology, biology, and cultural evaluation," *Motivation and Emotion*, 14, p. 255-263
- Othman, M. N. & Sim, F. O. (1993). "Leisure activities of young, urban, Malaysian adults: Implications for marketers," *Malaysian Management Review*, 28(3), p. 33-35
- Shim, S. (1996). "Adolescent consumer decision-making styles: The consumer socialization perspective," *Psychology & Marketing*, 13(6), p. 547-569
- Shim, S. & Gehrt, K. C. (1996). "Hispanic and Native American adolescents: An exploratory study of their approach to shopping," *Journal of Retailing*, 72(3), p. 307-324

Shim, S. & Koh, A. (1997). "Profiling adolescent consumer decision-making styles: Effects of socialization agents and social-structure variables," *Clothing and Textiles Research Journal*, 15(2), p. 50-59

Sproles, G. B. & Kendall, E. L. (1986). "A methodology for profiling consumer's decision-making styles," *Journal of Consumer Affairs*, 20(2), 267-279

Thomas, J. B., Cassill, N. L. & Forsythe, S. M. (1991). "Underlying dimensions of apparel involvement in consumers' purchase decisions," *Clothing and Textiles Research Journal*, 9, p. 45-48

Wanke, M., Bohner, G. & Jurkowitsch, A. (1997). "There are many reasons to drive a BMW: Does imagined ease of argument generation influence attitudes?" *Journal of Consumer Research*, 24(2), p. 170-177

Ward, S. (1974). "Consumer socialization," *Journal of Consumer Research*, 1, p. 1-14

Wechsler, P. (1997). "Hey, kid, buy this!" *Business Week*, No. June 30, p. 62-67

Wee, M. (Feb, 2002). *Youth vs. young adults*, Retrieved December 20, 2005, from [http://www.thefiltergroup.comad\\_voice2.php.htm](http://www.thefiltergroup.comad_voice2.php.htm)

Wilson, J. D. & MacGillivray, M. S. (1998). "Self-perceived influence of family, friends and media on adolescents clothing choice," *Family and Consumer Sciences Research Journal*, 26(7), p. 425-444

## ACKNOWLEDGEMENT

The author wish to thank the anonymous reviewers for their excellent comments, resulting in a significant improvement in the quality of this paper.

## BIOGRAPHY

Zaharah Ghazali is a lecturer of Business Management at Universiti Sultan Zainal Abidin, She can be contacted at Department of Management and Accountancy, Faculty of Business Management and Accountancy, Universiti Sultan Zainal Abidin, Gong Badak Campus, 21300 Kuala Terengganu, Terengganu, Malaysia. Email: zaharahg@udm.edu.my