

Adolescents' Role in Family Buying Decision Making

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Abstract : Buying decision making is a complicated process, in which consumer's decision is under the impact of others. The buying decision making is directed in a way that they have to act as customers in the society. Media and family are key socialising agents for adolescents. Moreover, changes in the socio-cultural environment in India necessitate that adolescents' influence in family's buying decision-making should be investigated. In comparison to Western society, Indian is quite different, when compared in terms of family composition and structure, behaviour, values and norms which effect adolescents' buying decision-making.

Keywords : adolescents, buying behavior, Indian urban families, consumer socialization

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