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## EDITORIAL

**Prof Naveen Gupta**  
Chief Editor

With great pleasure I am presenting this thirteenth issue of "International Journal of Management Development and Information Technology" a peer reviewed annual journal brought out by Hindustan Institute of Management & Computer Science, Farah, Mathura.

The journal endeavors to provide forum for academicians, practitioners and researchers interested in deliberations and exchange of knowledge on current and future issues and challenges impacting the society and promoting and disseminating relevant, high quality research in the field of management and information technology. The Journal encourages submission of theoretical and empirical papers, case studies, and executive experience sharing and review articles in the different domains of management and information technology. Book reviews and commentaries on recent business updates are also considered for publication. The journal further wants to accomplish lots of milestones in terms of defining and redefining paradigms to achieve excellence in the area of applied research.

Keeping up with the trend of previous years we are dedicating our efforts on current issues confronting the society. The first paper is 'An Empirical Study of Children's Role in Family Decision Making Process' that explores the perception of parents on the role of their children in decision making process for dining out and further investigates the effect of family type in their decision making.

The next paper 'An exploratory study on homesickness among expatriate married singles in Oman' provides evidence that out of 25 factors, 18 factors are the most important factors influencing the homesickness among married singles.

The paper titled 'Corruption: A study in Game Theory Framework' analyzes the phenomenon of 'rampant corruption' a topic quiet relevant in today's context, in the framework of the game theory.

The next paper titled 'Determinants of e-transaction adoption and their impact on level of customer satisfaction: a study conducted in Wolaita Sodo, Ethiopia' identifies and evaluates the factors which facilitate e –transaction adoption and the level of satisfaction of customers who have already involved in e transaction activities.

The concept of "engagement" has been increasingly used in the academic marketing literature. The next paper titled 'Development and Refinement of Online Consumer Engagement Scale in India' aims to refine and validate the scales of consumer engagement for the Indian market.

The paper titled 'Development of Mathematical Model for Electric Vehicle Using Matlab– Simulink'. It will facilitate the process of designing, constructing and inspecting the vehicle in the real world or one can investigate, design, visualize, and test an object even if it does not exists.

With the Digitization and the aggressive enablers such as demonetization and GST implementation, cash to non-cash ratio is going to invert by the year 2025 in India. The article titled 'Digital payments – an Indian perspective' dwells on the related issue.

India is becoming an increasingly important economic partner for African countries and the last paper titled 'Indo-African Economic Ties: Cooperation in Financial Sector' examines ways in which various stakeholders can enhance relations between India and Africa.

I am more than confident that interested students and research scholars, practitioners as well as teaching fraternity would find this issue very useful. I thank the editorial board and advisory board for their continuous support and valuable inputs. Finally, I thank each one of the authors for their outstanding contribution to this issue and to the reviewers for their punctual and valuable comments. I do look forward to a similar response for our next issue. Also, your views that can help us upgrade the journal are welcome.

## An Empirical Study of Children's Role in Family Decision Making Process

Maria Ashraf & Prof. Salma Ahmed

This study explores the perception of parents on the role of their children in decision making process for dining out. It further investigates the effect of family type in their decision making. The study is descriptive in nature, and 186 responses were collected from Delhi. Non probability, purposive convenience sampling is used. Gender and age has been found to have an impact on the family decision making for various purchases in earlier studies. With the increase in the age of children, they play a major role in family decision making process. Specifically, female adolescents are more likely to influence decision making than their male counterparts. Moreover, as the age of parents increase, they discuss their purchases and also tend to involve children more in the decision making process. This study will help in understanding the consumer buyer behavior of children. In addition to broadening the existing literature in child's role in family decision making, it will also help in providing practical suggestions to the managers in formulating the marketing strategies and can solve a specific problem like development of a promotional campaign.

### Introduction

Marketing practitioners and academicians have long recognized the influence of family in the consumption behavior of various products and services. The phenomenal study by Davis has served as an impetus to the plethora of other studies on family consumption behavior. It was found that the product/ services decisions differ not only by the major decision stages like, initial idea, information collection and final idea, but also by the sub decisions related to a product/ service (Davis, 1976). Apart from the spousal influence, children have also been found to show considerable influence in the family decision making process (Stafford, Ganesh & Garland, 1996; Szybillo, Sosanie and Tenebein, 1977 and Spiro 1983).

With the entry of quick service restaurants like McDonald and KFC in India, in the late 90's, dining out has become a trend. Before, Indians considered homemade food as good; now this perception has entirely changed. Families have given up their conventional

view of dining at home now have started eating out. It is because the offering of these restaurants has been modified as per the taste and price to the pockets of the Indian consumer. Moreover, the social media has too been highly beneficial in popularizing this trend. These restaurants have also gained from the increasingly busier lifestyles of the people in India, which has led them to dine out more often rather than cooking at home. In the metros and Tier I cities, people are willing to pay more for luxury dining experience as well. (afaqs, 2015)

According to Free Press Journal, total population of young persons in the age group 10-24 years is about 36.50 crore. Thus, every third person is young in the country (July 17, 2014). Adolescents constitute an important target market. The adolescents influence in the family decision making has been continuously gaining importance for the marketing practitioners. It has been increasing in the family because of the increase in dual earning families and also the single parent families. Most families also

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encourage the influence of children in the family decision making unit. (Ekstrom, Tansuhaj and Foxman, 1987; Lackman and Lanasa, 1993). Teenagers rely on their parents for more than half of the money they spend, which explains why they embrace mature shopping habits like organic eating and discount shopping (Business Insider India, Apr. 17, 2013)

It has been found in recent studies that eating is a social act, which in case of adolescents' food choice has been affected by variety of social networks, including the family (Contento, Williams, and Michela, 2006). According to the studies on Indian adolescents, they are found to be influenced more by the family members, and also the extended family as compared to the adolescents in US and Australia (Poole, Sandberg and Tyler; 1982). Moreover, the studies on adolescents influence date back to the 1980s and 1990's (Beatty and Talpade, 1994; Ekstrom, Tansuhaj and Foxman, 1989a,b) We need to study what is the role of adolescents in family decision making in Delhi, focusing on the family dine out decisions.

### Literature Review

The early research on the family decision making process have been directed at the spouses' role, their conflicts and agreements e.g., Davis (1970, 1971, 1976) and Davis & Rigaux (1974). Much research have been carried out on family decision making which also considered the role of children like Foxman and Tansuhaj, 1988, 1989 a,b; Beatty and Talpade, 1994 yet they do not give much importance to the influence of adolescents. The studies which considered the adolescents' influence have been Wang *et. al.* (2007), Chavda *et. al.* (2005), Olsen & Ruiz (2008) etc. These studies have been carried out in either US, UK, Norway or China. There is a dearth of studies which have been carried out in the adolescent context of family decision making in India. Family decision making is influenced by

children in the following four ways: (McNeal, 1992)

- Children influence their parents for buying products according to their preferences.
- Older children have pocket money and are able to buy their products themselves.
- They also influence the purchases which are done for the whole family
- Children also influence their parents' preferences.

Moreover, teenagers have great spending power. They spend family money. They exert influence on their parents while shopping with them or demanding for a particular brand of their choice. They determine what's cool or not, what's in the fashion and music. They are a growing market (Zollo, P., 1995). Teenagers constitute the age group 13-19 years which is same as the adolescent age group.

The perceived influence describes the family members' perceptions about their and others involvement in the various decision and sub decision stages. A member's influence is "relative to" the influence of others (Wang *et. al.*, 2007). The children decision making is a function of the consumer socialization by which children are influenced. Mothers influence children in the following ways: i) children observe and imitate parental behaviors, ii) the interaction between parent and children affect the latter's learning, iii) children also engage in independent consumer behavior through some parental guidance. (Ward, Wackman, and Wartella, 1977)

Researchers have recognized the three main stages in the purchase of products and services, these are the idea initiation, information collection and the final decision making stages. (Davis and Rigaux, 1974; Martinez and Polo, 1999). The earlier studies have found out that there is a decreasing adolescent influence from the initial idea stage to the final decision stage. (Moschis