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Influencer Marketing On Igen Middle Adolescents In Family Consumer Behaviour Concerning Pune City: A Cfa And Sem Approach

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Abstract

The elemental persistence of the research paper is to support the analytic design of IGen middle adolescent getting influenced by social media influencers alongside antecedents with respect to family consumer behavior. The techniques such as Structure equation modelling (SEM) is used to verify and validate the conceptual model generated through this research. The advantage of using SEM approach was to manifest construct validity based on the key measures.
The results from the study imply that iGen Middle Adolescents in Pune city have a significant influence on families buying products and/or services which is indirectly the reason for social media usage and following what social media influencers are suggesting. From the findings, it is evident that the level paster power, level of influence are major predictors for purchase intentions within family buying behaviour. The research study undertaken is sizable, with scholastic significance and is part of the contemporary research. This research aims to determine the role of social media influencers on IGen middle adolescents, and the factors considered for studying the correlation of these attributes impacting purchase decisions. The research study has also addressed the challenges of construct validity using critical and key measures, sporadically overlooked in the past research conducted by various researchers.

Keywords: Social Media Influencer, Paster Power, Family Buying decisions, Consumer Behavior, Structural Equation Model (SEM).

[1] INTRODUCTION

The 21st Century has witnessed a great technological revolution, and social media is not behind the race. The marketers today are focusing more on advertising savings through the concept of influencer marketing. As advocated by Chopra et al. (2020), electronic word of mouth (e-WOM) has indicated the influencer marketing spike in the global market. Almost every brand has official pages on social media platforms such as Instagram to beat the mundane content management and broadcasting of conventional media. According to Amyn Ghadiali G (2021) with the advent of Artificial Intelligence (AI) marketers can now build a better relationship between a brand and the audience. Research conducted by Allen and Waterman (2021), re-defines adolescence, Adolescence is the period of transition between childhood and adulthood where there are some big advances in the body and the way a young person relates to the world.

The iGen middle adolescents are the young lot falling underage range of 14 years – 17 years. Vogels and Gelles-Watnick (2020), bring into notice that around 95% of the middle adolescents use Instagram, snapchat followed by Tik Tok. As per the world survey conducted in USA, teen girls are seen using Instagram, tik Tok and snapchat than the boys. In her research article, Bhati (2022) provided insight that around 23 per cent of middle adolescents are seen on social media, spending 6 hours per day, as reported by the parents during the survey conducted. The study is done across various cities, and districts of Maharashtra, and the data revealed was shocking that the addiction is mostly observed in the middle adolescents, who get influenced by the social media influencers and nag their parents to purchase based on their fancies.

This brought in a major focus to research to understand the factors that drive the middle adolescent's family consumer behavior. Much research is conducted across the globe; however, it was required to understand the research gaps after review of the literature to come and progress into research as manifested through this paper.

Thus the purpose of this research paper is to manifest three aspects covering : (a) a conceptual framework for the iGen middle Adolescents to investigate the level of influence of social media influencers on the middle adolescents followed by the level of "paster power", (b) validation of the construct post the design and measuring reliability, (c) use SEM analysis to determine the results post validation of the construct. The following sections help to unleash the various research being conducted helping to identify the release gaps and factors that helped to build the construct. The research design identified is presented in this research paper followed by the hypothesis testing and then findings.

[2] THEORETICAL BACKGROUND

Children's development as consumers has five stages as highlighted by Blythe (2013:248) and supported by the research conducted by Mittal and Royne (2010), suggesting observation is key in the development of the child with the condition that a family has good relationship amongst themselves. On the contrary, Rose (1999) proved empirically that American parents use to develop sovereignty in their children aligning them to become independent consumers whereas as Asian parents such as in Japan, there is a fair amount of control over the children's consumption as they have orthodox culture and expects children to gain consumer skills at later stage of their life. The consumer behaviour in iGen teenagers is found to use various types of influencing tactics to family buying decisions and ensure conference to their demands as manifested through the research work carried out by Wimalasiri (2004). The researcher also advocated that parents deny or accept the requests made based on various parenting styles which was also seconded by the researcher Carlson et al. (2011). However, both researchers have stressed the key aspect of parental approval based on the culture and environment of the family.

[2.1] Social Media Influencers' traits for trade

The Quest continues as to what and why the iGen teenagers get inclined more toward the Influencers and what antecedents impact the family buying decisions. It is found that the majority of this generation is attracted to influencers from social media, influenced by the content presented through advertisements Sun et al. (2021); the artifice effect is seen when the generation under consideration is more inclined to the suggestions made by friends and peers who have used the product and services already. Secondly, as the volume of reach with the audience through the rich content goes higher, the resonance of the social media influencer with the audience too spikes high, and the followers from iGen and Generation Alpha gets attracted and connect well to the influencers Jose et al. (2021).

The researchers from Vietnam, Pham et al. (2021), conducted research to unleash the impact of social media influencers on the iGen which is also known as Generation Z. The researchers' analysis advocated that components of social media influencer credibility have a positive impact on purchasing behavior and is mediated by the influences of perceived usefulness, argument quality in addition to the factor of social influence Pham et al. (2021). The observed element of the research qualified influencers' attractiveness as the key driver to influence the purchase intentions of iGen following the influencers regularly. The cohesiveness and integrated factors including credibility, originality, uniqueness, persuasion play a key enabler in driving a desire to follow the influencers Lajnef (2020).

[2.2] Pester power.

The concept of pester power was highlighted by Blythe (2013:248), where the author suggested that children influence their parents repeatedly to achieve something they desire. The degree of paster power can be of tremendous scale where parents and family become prey to the demands of the children Foxman et al. (1989). The researchers, Chieti-Pescara et al. (2021), helped to manifest through their research that pester power is the powerful attribute that mediates the relationship between strategies and factors of marketing with regards to the purchase intentions of the children and the consumer behavior traits of the parents. Researchers have identified, at adolescence the pester power is developed that enhances the insistent demands for products and the wheedling parents to get their demands fulfilled Mittal and Royne (2010). Adolescents (teenagers) use various tactics to influence parents in their way, not limited to pressure tactics, upward appeal, exchange tactics, coalition tactics, and rational tactics Wimalasiri (2004).

[2.3] Influences on Family Buying Decisions

As emphasized by Wang et al. (2007), many researchers have studied children's influence on family decision-making, but the focal point was less on iGen middle adolescents influencing (Belch et al., 1980, Belch et al., 1985, Foxman and Tansuhaj, 1988, Foxman et al., 1989a, Foxman et al., 1989b, Beatty and Talpade, 1994, Palan and Wilkes, 1997, Lee and Beatty, 2002). Beatty and Talpade (1994), stressed upon the point that the importance of product information and pester power is the key to the perceived influence on family purchase decisions.

[3] RESEARCH METHOD

To enable the quantitative research for this paper, the researcher has adopted the following methodology: data collection, data analysis approach with model development and setting up the hypothesis, and results and discussions.

[3.1] Data Collection and Sample

The data was collected from 207 respondents using a structured questionnaire set, where each question had an associated five-scale measurement. The questionnaire was distributed among all the respondents who belonged to middle adolescents. All the respondents were selected from 9 high graded schools across the Pune city. While approaching, the researcher went to convince the management team of the 18 schools in Pune city, out of which only 9 schools gave permission post their discussion with the parents. Hence to represent the population of middle adolescents within Pune city, 207 respondents' data was collected as sample.

[3.2] Data Analysis Approach

The data collected from the 207 respondents were analysed using SEM (Structural Equation Model) which is a combination of multiple regression and exploratory factor analysis Tabachnick et al. (2020). SEM . According to researchers, Kaur and Medury (2013), as advocated by Whittaker and Schumacker (2022), " the SEM, in comparison with CFA, extends the possibility of relationships among the latent variables and encompasses two components: (a) a measurement model (essentially the CFA) and (b) a structural model. For this research, the researcher used both SEM and CFA methods. This is followed by the hypothesis testing to verify the correlations.

[4] RESULTS AND DISCUSSION

This section describes the results of data analysis carried out using SPSS and also depicts the outcome of each analysis.

[4.1] Demographic Profile of the Respondents

Carol Scheffner Hammer (2011) advocated that the demographic profile for respondents helps to reveal to whom research findings generalize and allows for comparisons to be made across replications of studies in addition to the provision of information desirable for research blends and secondary data analyses Beins (2017). The researchers also highlighted that the analysis results would find gaps in the existing research bodies in addition to the variations, and universals, occurring within the population set. The current study encompassed the demographic profile of the respondents which were iGen Adolescents.

Table A: Demographic profile of iGen Adolescents

Srl.no.	Demographic Attributes	Categories	Respondent Count	Percentage (%)
1.	Age	14 years	55	27
		15 years	67	32
		16 years	41	41
2.	Gender	Male	107	52
		Female	100	48
3.	Annual Family Income (*₹ used as the symbol for Indian Rupees)	Below ₹200,000	22	11
		₹200,001 - ₹500,000	30	14
		₹500,001 - ₹1,000,000	39	19
		₹1,000,001 - ₹2,000,000	52	25
		₹2,000,001 or more	64	31

[4.2] Time Spent on social media by the Respondents.

For this study, time spent by IGen Adolescents was also captured from the respondents. This attribute was captured to check the correlation and relation of time spent on social media and social media influencer's stimulus, in addition to the effect on other factors like paster power of the iGen adolescents, and influence in family buying decisions. The table below provides insight of such a profile.

Table B: Social media Spent outline of iGen Adolescents.

Age	Gender	15 min or less	16 min – 20 min	21 min – 30 min	31 min – 40 min	More than 40 min	Total Count of Respondents
14 years	Male	1 (0.48%)	2 (0.97%)	7 (3.38%)	10 (4.83%)	7 (3.83%)	**27 (13.04%)**
	Female	2 (0.97%)	1 (0.48%)	7 (3.38%)	10 (4.83%)	8 (3.86%)	**28 (13.53%)**
15 years	Male	6 (2.90%)	---	2 (0.97%)	8 (3.86%)	16 (7.73%)	**32 (15.46%)**
	Female	1 (0.48%)	5 (2.42%)	4 (1.93%)	13 (6.28%)	12 (5.80%)	**35 (16.91%)**
	Male	2 (0.97%)	4 (1.93%)	12 (5.80%)	12 (5.80%)	18 (8.70%)	**48 (23.19%)**
	Female	2	7 (3.83%)	9 (4.35%)	14 (6.76%)	5 (2.42%)	**37**

16 years		(0.97%)					**(17.87%)**
Total	**Male**	**9 (4.35%)**	**6 (2.90%)**	**21 (10.41%)**	**30 (14.49%)**	**41 (19.81%)**	**107 (51.69%)**
	Female	**4 (1.93%)**	**14 (6.76%)**	**20 (9.66%)**	**37 (17.87%)**	**25 (12.08%)**	**100 (48.31%)**

Note: The Percentage for each attribute is calculated concerning sample size, n = 207
There were 107 (51.69%) male iGen middle adolescents who responded with time spent on social media. 41 (19.81%) male respondents spend time for more than 40 minutes per day. While 100 female iGen middle adolescents responded with 37 (17.87%) respondents spend around 31 min – 40 min per day on social media. Comparatively, more males spend more time than females on social media.

[4.3] Level of Pester Power demonstrated by the Respondents.
The level of Pester Power for the iGen Middle Adolescents were captured as part of the survey which is in line to the levels as advocated by Blythe (2013:248) and listed in appendix A of this research paper. Since paster power is one of the important aspects in association with family buying influences, it is important to be part of this research. The table below gives details on such a profile.

Table C: Paster Power responses distribution of iGen Adolescents

Age	Gender	Pressure Tactics	Upward Appeal	Exchange Tactics	Coalition Tactics	Rational Tactics	Total Count of Respondents
14 years	Male	3 (1.45%)	5 (2.42%)	2 (0.97%)	7 (3.83%)	9 (4.35%)	**27 (13.04%)**
	Female	1 (0.48%)	8 (3.86%)	6 (2.90%)	1 (0.48%)	10 (4.883%)	**28 (13.53%)**
15 years	Male	6 (2.90%)	8 (3.86%)	4 (1.93%)	6 (2.90%)	8 (3.86%)	**32 (15.46%)**
	Female	7 (3.38%)	3 (1.45%)	8 (3.86%)	11 (5.31%)	6 (2.90%)	**35 (16.91%)**
16 years	Male	4 (1.93%)	7 (3.38%)	3 (1.14%)	11 (5.31%)	23 (11.11%)	**48 (23.19%)**
	Female	6 (2.90%)	7 (3.83%)	1 (0.48%)	11 (5.31%)	12 (15.80%)	**37 (17.87%)**
Total	**Male**	**13 (6.28%)**	**20 (9.66%)**	**9 (4.35%)**	**24 (11.59%)**	**40 (19.32%)**	**107 (51.69%)**
	Female	**14 (6.76%)**	**25 (12.08%)**	**15 (7.25%)**	**23 (11.11%)**	**28 (13.53%)**	**100 (48.31%)**

Note: The Percentage for each attribute is calculated with respect to sample size, n = 207

The male iGen Middle Adolescents respondents were 107 (51.69%), out of which 40 (19.32%) use rational tactics as part of pester power while 24 (11.59%) respondents use coalition tactics. On the other hand, there were 100 (48.31%) female respondents out of which 28 (13.53%) respondents used rational tactics while 25 (12.08%) respondents used upward appeal. It is observed that both male and female respondents are high on the rational tactics mode of pester power which indicates that the iGen middle adolescents provide product information with facts and figures to their parents, they also make comparisons with similar and/or alternate products for their persuasion, focus on needfulness and importance of having the product, also they may even go to an extent of shedding emotional tears through sadness, showing disappointment.

[4.4] Level of Influence on Family buying decisions demonstrated by the Respondents.
The level of influence on family buying decisions for the iGen Middle Adolescents was captured as part of the survey. The table below depicts the level of influence on the family buying decisions demonstrated by the iGen Middle Adolescents.

Table D: Level of Influence responses distribution of iGen Adolescents

Age	Gender	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence	Total Count of Respondents
14 Yrs.	Male	5 (2.42%)	4 (1.93%)	4 (1.93%)	9 (4.35%)	5 (2.42%)	**27 (13.04%)**
	Female	2	6	5	9	6	**28**

		(0.97%)	(2.90%)	(2.42%)	(4.35%)	(2.90%)	**(13.53%)**
15 Yrs.	Male	4 (1.93%)	8 (3.86%)	6 (2.90%)	4 (1.93%)	10 (4.83%)	**32 (15.46%)**
	Female	4 (1.93%)	10 (4.83%)	6 (2.90%)	9 (4.35%)	6 (2.90%)	**35 (16.91%)**
16 Yrs.	Male	6 (2.90%)	5 (2.42%)	9 (4.35%)	18 (8.70%)	10 (4.83%)	**48 (23.19%)**
	Female	1 (0.48%)	4 (1.93%)	4 (1.93%)	11 (5.31%)	17 (8.21%)	**37 (17.87%)**
Total	**Male**	**15 (7.25%)**	**17 (8.21%)**	**19 (9.18%)**	**31 (14.98%)**	**25 (12.08%)**	**107 (51.69%)**
Total	**Female**	**7 (3.83%)**	**20 (9.66%)**	**15 (7.25%)**	**29 (14.01%)**	**29 (14.01%)**	**100 (48.31%)**

Note: The Percentage for each attribute is calculated concerning sample size, n = 207

The male iGen Middle Adolescents respondents were 107 (51.69%), out of which 25 (12.08%) respondents are seen implying a very high level of influence while 31 (14.98%) respondents have high level of influence.

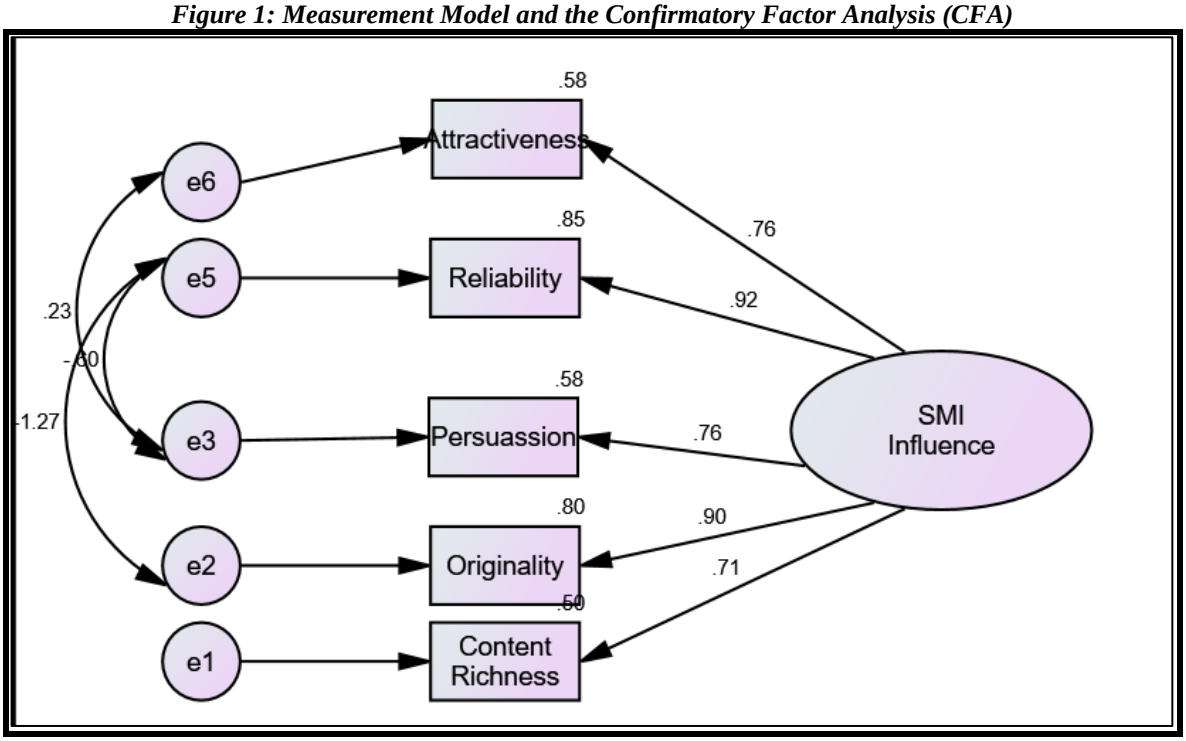
On the other hand, there were 100 (48.31%) female respondents out of which 29 (14.01%) respondents had a very high influence on family buying decisions and other 29 (14.01%) respondents had a high level of influence on family buying decisions.

[4.3] One-Factor Confirmatory Factor Analysis (CFA) of Unobserved Variable

Confirmatory Factor Analysis (CFA) as defined by Wright (2015), is a quantitative data analysis method that belongs to the family of structural equation modelling (SEM) techniques that allows the assessment of fit by comparing the various elements such as the data observed, an a priori conceptualize and the conceptual model. This analysis method is used to specify the hypothesized causal relations involving the latent factors and their observed indicator variables that are manifested in the construct.

The researcher has used confirmatory factor analysis for this study involving the unobserved variable i.e. factor of influence by social media influencers (indicated by SMI_influence), with the help of the 'Maximum likelihood' extraction method. The Measurement Model below presents the data analysed.

Figure 1: Measurement Model and the Confirmatory Factor Analysis (CFA)



Source: researcher's compilation

The list of variables in the construct is given in the table E below:

Table E: List of observed and unobserved variables in the construct (Hypothesised Model)

Observed, endogenous variable	Unobserved, exogenous variable
SMI_Content_Richness	SMI_Influence
SMI_Origanility	e1 – error term for content richness
SMI_Persuassion	e2 – error term for originality
SMI_Relatibility	e3 – error term for persuasion
SMI_Attractiveness	e4 – error term for reliability
	e5 – error term for attractiveness

The model fit indices were used to verify and validate the fitness of the construct of the latent variable with indicators in totality. The table F below depicts these indices and the corresponding values from the exercise of confirmatory factor analysis carried out for this study.

Table F: Model fit indices for the construct (hypothesised model)

Indices	Hypothesized Model Values	Recommended values and Source
Number of Statements before CFA	6	
Chi-square value	2.434	
DF	2	
Chi-square/Df	1.217	< 5.00 (Hair et al., 1998)
P value	0.296	> 0.05 (Hair et al., 1998)
GFI	0.995	> 0.90 (Hu and Bentler, 1999)
AGFI	0.964	> 0.90 (Hair et al. 2006)
NFI	0.996	> 0.90 (Hu and Bentler, 1999)
CFI	0.999	> 0.90 (Daire et al., 2008)
RMR	0.020	< 0.08 (Hair et al. 2006)
RMSEA	0.032	< 0.08 (Hair et al. 2006)
Number of Statements after CFA	5	
Cronbach Alpha	0.893	> 7.0 George and Mallery (2003), considered good.

The assessment of the construct was evaluated through various criteria as listed in the table above. According to Alavi et al. (2020), the chi-square fit index assesses the fit between the hypothesized model and data from a set of measurement items (the observed variables). The Chi-Square value is 2.434, df = 2, and P value = 0.296 indicates that the probability of obtaining a difference as large as 2.434 is 0.296. The other indices such as Goodness of Fit Index (GFI) have a value of 0.995 which indicates that the observed value set matches to the expected value set for the construct under test. Adjusted Goodness of Fit (AGFI) considers the degree of freedom (df) for the construct and the values in the table i.e. 0.964 and 2 respectively indicate accepted fit for the construct under test. Bentler-Bonett (Bentler & Bonett, 1980) normed fit index (NFI) of value 0.996 indicates that the model of interest (i.e. the construct under test) improves the model fit by 99.6% the null or independence model. The comparative fit index (CFI) Bentler (1990), suggested that the extent to which the model under consideration and tested is better than the null or independent model if the value is 0.999 which is > 0.90 (Daire et al., 2008). Root Mean Residual (RMR) represents the difference between the residuals of the sample covariance matrix and the construct under test (hypothesized model). The value of RMR is 0.020 which is < 0.08 (Hair et al. 2006) and Root Mean Square Error of Approximation (RMSEA) which is a parsimony-adjusted index with values of the index closer to 0 represents a good fit and it suffices in this case where value is 0.032 which is < 0.08 (Hair et al. 2006).

[A] Regression Weights: for the construct (hypothesised model) is given in the table below:

Table G: Regression Weight for the construct (Hypothesised Model)

			Estimate	S.E.	C.R.	P	Label
SMI_Content_Richness	<---	SMI_Influence	1.000				
SMI_Origanility	<---	SMI_Influence	1.325	.121	10.913	***	
SMI_Persuassion	<---	SMI_Influence	1.175	.113	10.386	***	
SMI_Relatibility	<---	SMI_Influence	1.336	.126	10.565	***	
SMI_Attractiveness	<---	SMI_Influence	1.210	.109	11.123	***	

The likelihood of obtaining a critical ratio (C.R.) as depicted in the above table with a value as large as 11.123 (in absolute value terms) is less than 0.001 which manifests that regression weight of the factor, SMI_Influence' in the prediction of SMI_attractiveness is significantly different from zero at the 0.001 level (two-tailed). The likelihood of acquiring a critical ratio (C.R.) with a value as large as 10.913 (in absolute value terms) is less than 0.001 which helps to unleash that

regression weight of the factor, SMI_Influence in the prediction of SMI_originality is significantly different from zero at the 0.001 level (two-tailed).

[B] Standardized Regression Weights: (Group number 1 - Default model)

The table below depicts that one standard deviation increase in Social Media Influencers' Influence (SMI_Influence) results in 0.920 increase in social media influencer's relatability indicator (SMI_Relatibility). Similarly, one standard deviation increases in Social Media Influencers' Influence (SMI_Influence) results in 0.897 increase in social media influencer's Originality.

Table H: Standardised Regression Weight for the construct (Hypothesised Model)

			Estimate
SMI_Content_Richness	<---	SMI_Influence	0.706
SMI_Origanility	<---	SMI_Influence	0.897
SMI_Persuassion	<---	SMI_Influence	0.763
SMI_Relatibility	<---	SMI_Influence	0.920
SMI_Attractiveness	<---	SMI_Influence	0.763

[C] Reliability Test of the Construct (hypothesised model)

As recommended by Tavakol and Dennick (2011), the Cronbach Alpha developed by Lee Cronbach in 1951 helps to measure internal consistency of test or scale. Tavakol and Dennick (2011) also acclaimed that internal consistency is useful to manifest the measurement of same construct by the items within the construct. In this study the internal consistency and consistency of all attributes are tested using the Cronbach Alpha and listed in the table below.

Table I: Reliability Verification for the construct (Hypothesised Model)

Attribute	Cronbach's Alpha
SMI_Attractiveness	0.863
SMI_Relatibility	0.870
SMI_Persuassion	0.870
SMI_Originality	0.861
SMI_Content_Richness	0.883
Overall Cronbach's Alpha	**0.893**

The results in the table above show that Cronbach's alpha for all the attributes of latent variable SMI_Influence is above 8.0 which as per recommendations made by George and Mallery (2010, pg. 231) is a good reliability.

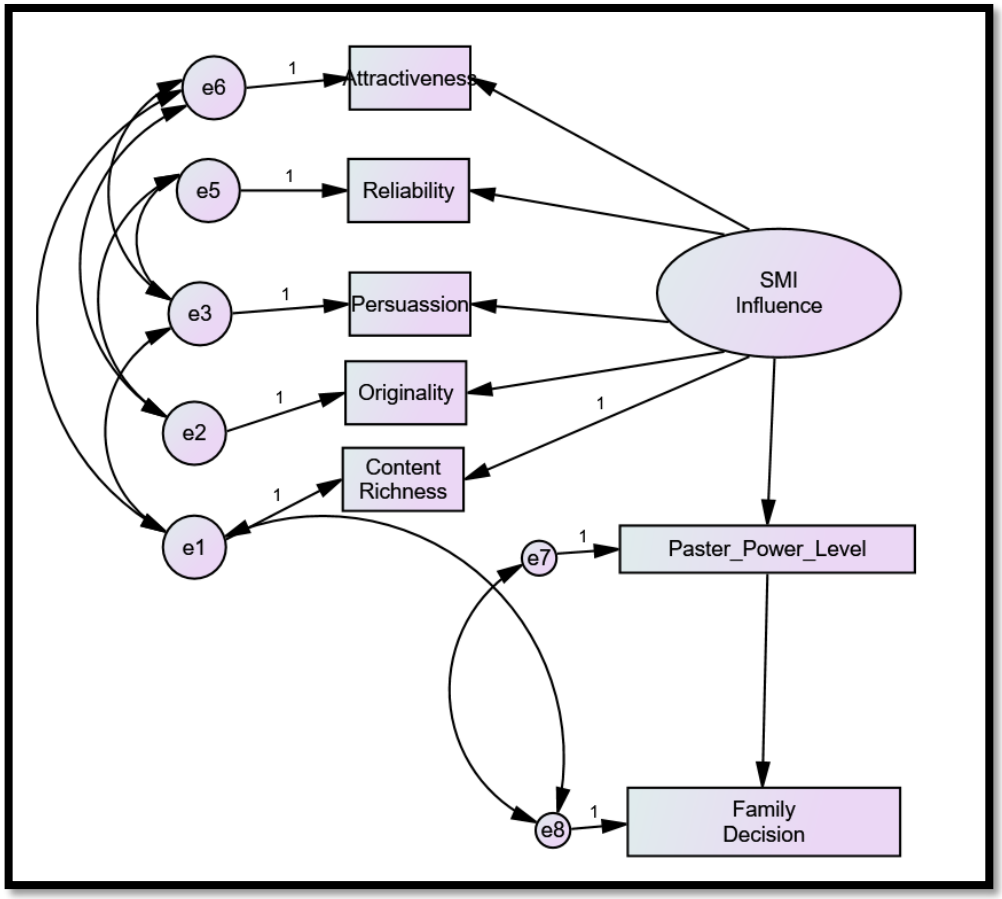
The model fit indices, regression weight, standardized regression weight, and reliability test results gave favourable outcomes for the latent variable and associated attributes within the construct. It was required that this construct fits in with the other observed variables (refer to conceptual model – figure 1) and hence researcher conducted the model fit assessment using the structural equation model (SEM).

[4.4] Model Fit Assessment using Structural Equation Model (SEM)

Post the Confirmatory Factor Analysis (CFA) for the factor SMI Influence along with its indicators (attributes), the suitability of the entire model including the two observed variables Paster_Power_Level and Family_Decision_Influence were tested using the collected data sample and structural Equation Model (SEM). As recommended by researcher Dimitrov (2006), the Structural Equation Model (SEM) is highly suitable where a latent variable system in which the construct (latent variable) has a causal influence on the observed variables.

The path analysis diagram below provides insight to the model with latent variables and the observed variables:

Figure 2: Overall Model and Structural Equation Model (SEM)



The Structural Equation Model (SEM) is used to evaluate and verify whether the data fits to the theoretical model Renganathan et al. (2012). The path analysis diagram above the observed variables paster_power_level and family decision checked for association with the latent variable construct, SMI_Influence. The model is evaluated using model fit indices to check the goodness of fit.

Table J: Model fit indices for the model

Indices	Hypothesized Model Values	Recommended values and Source
Chi-square value	10.319	
DF	6	
Chi-square/Df	1.720	< 5.00 (Hair et al., 1998)
P value	0.112	> 0.05 (Hair et al., 1998)
GFI	0.986	> 0.90 (Hu and Bentler, 1999)
AGFI	0.934	> 0.90 (Hair et al. 2006)
NFI	0.990	> 0.90 (Hu and Bentler, 1999)
CFI	0.996	> 0.90 (Daire et al., 2008)
RMR	0.032	< 0.08 (Hair et al. 2006)
RMSEA	0.059	< 0.08 (Hair et al. 2006)

The model fit indices in the table above indicate that the model is fit for the purpose and is acceptable.

[4.5] Test of Hypothesis

The hypotheses were tested after the model was tested for goodness of fit. The total valid cases were n=207 (both male and female iGen middle adolescent respondents) and were considered for the hypothesis testing. The results of each of the hypotheses are described as follows:

H1: There is a positive correlation between Paster Power Level and Family Decision Influence

Correlation:	**r**	p
Paster_Power_Level and Family_Decision_Influence	0.7	<0.001

In table above provides a summary of the results of the Pearson Correlation analysis between the observed variable Pester Power Level and Family Decision Influence. where the correlation coefficient (r) = 0.7 and p-value (p) < 0.001. The indicator shows that there is a strong correlation between the observed variables Pester Power Level and Family Decision Influence. This helps to manifest that the higher the pester power level and effect on the iGen Middle Adolescents, the degree of influence on family decision influence increases significantly.

H2: There is a positive correlation between Social Media Influence and Paster Power Level

Correlation:	**r**	p
Paster_Power_Level and SMI_Influence	0.8	<0.001

In table above provides a summary of the results of the Pearson Correlation analysis between the observed variable Pester Power Level and Latent Variable SMI Influence. where the correlation coefficient (r) = 0.8 and p-value (p) < 0.001. The indicator shows that there is a strong correlation between the observed variable Pester Power Level and Latent Variable SMI Influence. This helps to manifest that the higher the social media influencers' effect on the iGen Middle Adolescents, the pester power increases significantly.

H3: There is a positive correlation between Average time spent on social media and influence on family buying decisions.

Correlation:	**r**	p
Avg. Time Spent on Social Media and Family_Decision_Influence	0.12	<.041

In table above provides a summary of the results of the Pearson Correlation analysis between the observed variable Average Time Spent on social media and Family Decision Influence. where the correlation coefficient (r) = 0.12 and p-value (p) < 0.041. The indicator shows that there is a low correlation between the observed variables. This helps to manifest that the time spent on social media does not have high effect on the iGen Middle Adolescents, the degree of influence on family decision influence significantly.

[5] CONCLUSION AND SCOPE FOR FUTURE STUDY

It can be derived from the demographic distribution of the respondents that 41% of them are 16 years who are main users of social media and influence family buying decisions out of which 52% (107 respondents) are males.
It can also be observed that 31% (64 respondents) have a family income of more than 2 lakhs Indian rupees as annual family income while 25% (52 respondents) have family income of more between 1 lakh to 2 lakh.
When the responses were categorised for analysis, it is observed that 51.69% are males and 48.31% are female respondents out of total 207 respondents. Within this it is observed that males more inclined to social media than female respondents i.e. 19% (41) as compared to 25% (12%) respectively, spending more than 40 minutes per day.
When the Paster Power is considered as an attribute to compare between the two genders on the grounds of responses collected and analysed, it is observed that:
(a) Female respondents are marginally ahead of males in creating pressure tactics on their parents when it comes to family buying decisions i.e. 6.76% (14) as compared to 6.28% (13) respectively.
(b) Again, Female respondents are found more aligned towards upward appeal than the male counterparts which is 12.08% (25 respondents) as compared to 9.66% (20 respondents). Upward tactics reveal that the level of influence tactics used is moderate where an individual takes approval from someone senior, in this case it is parents.
(c) In Exchange tactics where there is more of an exchange for a favour is involved, female respondents are found far ahead of their male counterparts. 7.25% (15 respondents) of females use this tactic as opposed to 4.35% (9 male respondents).
(d) in the coalition tactics, where both the parties shake hands together to take a common judgement and decision in family buying behaviour, both male and female are comparatively very close. Male respondents are marginally above the female respondents i.e. 11.59% (24 male respondents) as compared to 11.11% (23 female respondents) respectively.
(e) Rational Tactics focuses on pressure tactics but with logical reasoning to justify the argument. In this category, male respondents are ahead of the female counterparts i.e. 19.32% (40 male respondents) as compared to 13.53% (28 female respondents).
It is observed that the Paster Power where iGen middle adolescents are involved have a high degree of influence on their parents in the family buying decisions which is indirectly influenced by the social media influencers.

The usage of social media and following the influencers from social media has a strong correlation to the level of influence in family buying decisions.

As scope of future study, it is recommended that the construct derived through this research should be tested for other types of paster power since only five attributes were considered. Middle adolescent respondents considered for this study was limited to 14 years – 16 years which can be expanded on both lower and upper limit.

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