

**THE EFFECT OF MATERNAL COMMUNICATION PATTERNS  
ON MOTHER'S ATTITUDE TOWARD ADVERTISING,  
MOTHER'S MEDIATION BEHAVIOURS**

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**Abstract**

This research aim to identify the effect of maternal communication pattern on mothers attitude toward advertising, mother's mediation behaviours toward children with television. Maternal communication pattern as independent variable, mother's attitude toward advertising, mother's mediation behaviours toward children with television as dependent variables. Mothers who has children at 3-7 years old in Yogyakarta was used as sample in this research. The result show that there is different effect of attitude toward advertising, covieing and discussion about TV advertising and also control of TV viewing among laissez faire, pluralistic, concensual and protective maternal communication pattern. Protective mothers tend to have more negative attitude toward advertising than others family communication pattern. Pluralistic and Concensual mothers tend to have more frequently time to covieing and discuss about content of TV advertising than others family communication pattern.

Keywords: maternal communication pattern, consumer socialization, attitude toward advertising, mother's mediation behaviours.

**Introduction**

Indonesian children are unique and market potential [1]. Children are a unique market because kids do not have their own money that they spend, but they have a buying power. Children are a potential market because of the number of children and the amount of expenditure, children are a promising market.

At the first time, children learn to be a part in the decision making from their family. Family also as the first place where children acquire skills, knowledge and attitudes related to their function in the market [2]. Factors that influence consumer socialization process separated into two criteria: cognitive and environmental factors [3]. Cognitive factors related to age and development stages of children. Cognitive development of children (pre-operational stage) is when children among 3-7 years. This is the most important step for parents to became the first agent of socialization for their children. Because children in pre operational stages have lack language skills and have not been able to process the information from the advertsing [2].

The second factor affecting the consumer socialization process of children is environmental factors. Environmental factors means family and media. One of the potential mass media that most watched by children is television commercials [4]. Televisions have persuasive influence toward children.

Mother in this case is very important especially for children in pre operational stage. In the pre-operational stage, mothers played a role as consumer trainers and role models for their children. Children consumer socialization process is influenced by interpersonal processes with their mother [5].

Patterns of communication (concept orientation and social orientation) have an impact on how mother communicating advertising content towards her children. [6] mention that communication patterns as one way mother in mediating interactions with other sources of socialization such as television commercials indirectly.

In Indonesia, the advertising that most frequently showed on children TV programme is food ads. This fact needs to be examined critically it means that mothers of children aged 3-7 years are very important role as mediator and controler for their children from the influence of the media, especially television advertising

Several previous empirical studies have examined the differences influence of communication pattern (laissez faire, protective, pluralistik and consensual) on attitudes toward advertising, maternal behavior [3,4,7]. There is little research specifically targeting the impact of communication pattern styles on attitudes toward advertising, maternal behavior in Yogyakarta.

## Literature Review & Hypothesis

### Consumer Socialization

According to [2], consumer socialization is the process a person acquire skills and attitudes relevant knowledge as consumers function. Consumer socialization process begins in childhood and continues throughout a person's lifetime. The role of mother as child consumer socialization agents such as become financial controller for her children [8], giving a strong influence in making children's consumption patterns and as a role model [9]

### Family Communication Pattern

[4] suggest that the patterns of communication is a fundamental aspect in the process of consumer socialization. Patterns of communication means the frequency, type and quality of communication within family [10]. The construct examines the degree to which families encourage the expression of autonomous opinions (concept orientation) and degree to which families stress rational objectives (socio orientation). Socio orientation, parents more control and emphasizes respect for parents. Concept orientation communication patterns , parents give opportunities for children to develop, build skills and competencies to become consumer [11]. Parents with a pattern-oriented communication concept will encourage children to develop preferences and evaluation [8].

Communication in the concept-oriented parenting is more direct and train the children to be more rational in making consumption. This typology dimensions result in a typology of four communication patterns [8]:

- a. Laissez faire, parents are less stress in both orientations (socio orientation – concept orientation). This makes communication between parents and their children is lack (little parental impact on consumption).
- b. Protective, its happened when socio-orientation is high and concept orientation is low (stress on vertical relationship) family. Parents emphasis on obedience and harmony in communication with child. Children are not allowed to express their opinion and giving very little chance children to give an opinion.
- c. Pluralistic, parents stressed on communication and discussion with children about things without giving pressure to the child. Parents give children a chance to encourage ideas and express their idea (stress on horizontal relationship). Pluralistic families encourage open communication and child's independent thinking.
- d. Consensual, parents emphasized two-dimensional pattern of communication (socio – concept). Parents give a change to their children to develop many ideas but still maintain control over childrens's behavior.

Figure 1

### Family Communication Patterns\*

|                            |             | <u>LOW</u>               | <u>HIGH</u> |
|----------------------------|-------------|--------------------------|-------------|
| <i>CONCEPT ORIENTATION</i> | <u>LOW</u>  | Laissez faire            | Protective  |
|                            | <u>HIGH</u> | Pluralistic              | Consensual  |
|                            |             | <u>LOW</u>               | <u>HIGH</u> |
|                            |             | <i>SOCIO ORIENTATION</i> |             |

### **Attitude toward Advertising**

Attitudes toward advertising is a person's tendency to like or dislike a particular advertising [12]. The attitudes towards advertising is important because it represents one of five primary antecedents of attitudes towards the advertisement, which is a major determinant of brand attitudes and purchase intentions. Attitudes towards advertising will influence marketers to create advertising that can capture and attract their customer. Researchers have conceptualized both an economic and a social dimension of the attitudes towards advertising construct [13]. Economic dimension focuses on the positive aspect of attitudes as being important in their ability for disseminating information and raising standards of living [15]. The social dimension focuses on the negative consequences of advertising [16].

Mothers with protective communication patterns engage in high level of socio orientation. Socio oriented parents tend to monitor and control their children's consumption activities, promote deference to parental authority and are concerned with the effect of outside influence particularly the media influence on their children [17]. Concept oriented mothers (consensual and pluralistic) who encourage communication and independent evaluation of issues may view advertising as an important source of information, particularly when they make consumption independence a priority for their children. Mothers with patterns of communication in pluralistic orientation give opportunity for children to develop the idea, but still give guidance and direction to her children.

H1a: Protective mothers hold more negative attitude towards advertising than consensual and laissez faire mothers

H1b: Protective mothers hold more negative attitude towards advertising than pluralistic and laissez faire mothers

### **Coviewing & Discuss about Television Advertising**

Family communication processes modify the effect of other socialization agents, particularly television [6] oriented mothers foster open, two sided communication, encouraging their children to discuss their ideas and develop an independent perspective. Communication patterns play an important role in mediating between maternal influences and another external socialization agents such as television [17]. Parents build children's ability to understand the content of advertisements. The role of parent to accompany their children such as watching television, discuss the content of the advertising and control the activities of children when they watch television. Mothers who have parenting communication patterns in high concept orientation (consensual and pluralistic) doing activities to accompany children watching television. This is an opportunity for mother to give consumer education. Thus consensual and pluralistic mothers are expected to be more frequently doing coview (watch television with their children) and discuss about television advertising than protective and laissez faire mothers.

H2: Consensual and pluralistic mothers watch television (coview) with their children more frequently than protective and laissez faire mothers.

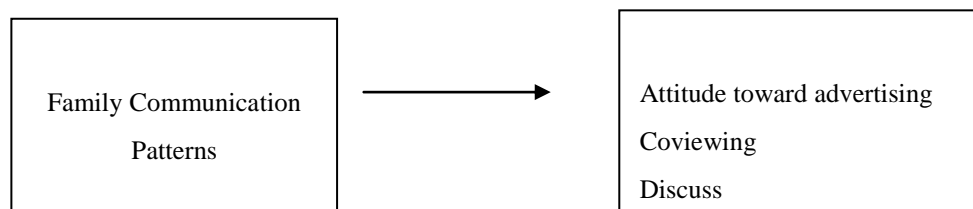
H3: Consensual and pluralistic mothers discuss television advertising with their children more frequently than protective and laissez faire mothers.

### **Control of Television Viewing**

Socio oriented mother will be more frequent protective and control about television programme, time and number of hours that children watched. High socio oriented mothers (consensual and protective) would like to restrict their children access to outside influence, which includes television programming and advertising. [17] stated that mothers with parenting communication patterns (consensual) more control the children activities of watching television than those who have laissez faire communication and pluralistic communication pattern.

H4: Protective and consensual mothers maintain greater control over their children's television viewing than laissez faire and pluralistic.

**Figure 2**  
**Theoretical Framework**



## Methods

### Research Design & Sample

The study used survey method with a questionnaire to measure each variable of the study. Population is the total number of elements to be studied [18]. The population that used in this study were mothers in Yogyakarta. The sampling method used was purposive sampling. Mothers were sampled in our study because they are generally the dominant influence in socialization [3]. The criteria used were mothers in Yogyakarta who have children (3-7 years old) which is still in the preoperational stage. We used that criteria because maternal power is at peak for that age, conscious consumer training occurs mostly in early child hood and parent child communication pattern are established early and continue into later period of development.

### Measurement

Family communication patterns was measured by two communication patterns : socio and concepts. Concept orientation measured the extent to which mother encourage their children to develop their own consumption preference. Socio oriented measured the degree to which mother expect children to defer to parental standards of consumption. Item statement use from [7] and use the interval scale; from very seldom to very often. Mother attitudes toward advertising was measured general skepticism about advertising, on overall beliefs and reactions to the instrument or tactics of advertising. Using a four-item developed that is from [4]. The item of questionnaire use 5 point scale from very strongly disagree to strongly agree.

Coviewing measured by asking how frequently mothers watch TV with their children on weekdays, Saturdays and Sundays. The question developed from a previous study that is from [17]. Each item was measured with 5 point scale from very seldom to very often. Mother's behavior to discuss the content of advertising was measured by three-item questionnaire that was developed from a previous study, from [17]. The question focus on how frequently mothers talk with their children about the content of TV advertising. Measured with 5 point scale from very seldom to very often. Control TV viewing questionnaire consisted of three questions developed from a previous study that is from [17]. Each item was measured using a scale interval from strongly disagree to strongly agree.

### Data Analysis

This study will use descriptive analysis, four groups of mothers were identified on the basis of their communication pattern. Finally use MANOVA which is family communication pattern as independent variable and attitude toward advertising, mediation behavior as dependent behavior as dependent variable. ANOVA and Tukey HSD paired comparison were used for investigating the group differences.



## Result and Discussion

### Result

After discarding 63 sets of incomplete questionnaires, there are 237 valid sets of questionnaires that are available for further analysis. Below are demographic profile of mother in Yogyakarta that used in this study.

**Table 1**

**Demographic Profiles**

| Variable   | Categories         | Percentage (%) |
|------------|--------------------|----------------|
| Occupation | House wife         | 51,1%          |
|            | Working mom        | 42,6%          |
|            | Others             | 6,3%           |
| Education  | Yunior High School | 11,8%          |
|            | Senior High School | 34,2%          |
|            | Bacheleor degree   | 54%            |
| Age        | < 30 years         | 38,4%          |
|            | >/ 30 years        | 61,6%          |

### Validity Test Result

Validity test use confirmatory factor analysis. Rule of thumbs for factor loading values is greater than or equal to 0,4. Table 1 shows taht all the item of questions are valid.

**Tabel**

**Validation Test Result**

| Item | Factor Loading | Item | Factor Loading | Item | Factor Loading | Item | Factor Loading | Item | Factor Loading |
|------|----------------|------|----------------|------|----------------|------|----------------|------|----------------|
| Co1  | 0,757          | Co5  | 0,568          | So4  | 0,698          | AA4  | 0,753          | Ct1  | 0,871          |
| Co2  | 0,793          | So1  | 0,662          | AA1  | 0,627          | Cv1  | 0,587          | Ct2  | 0,936          |
| Co3  | 0,702          | So2  | 0,638          | AA2  | 0,762          | Cv2  | 0,882          | Ct3  | 0,863          |
| Co4  | 0,450          | So3  | 0,762          | AA3  | 0,787          | Cv3  | 0,894          | D3   | 0,855          |
| D2   | 0,675          |      |                |      |                |      |                |      |                |
| D3   | 0,897          |      |                |      |                |      |                |      |                |

\*Co ; Concept orientation, So ; Socio orientation, AA: Attitude, Cv : Coviewing, D; Discuss, Ct; Control

### Reliability Test Result

**Table 2**

**Reliability Test Results**

| Item                | Alpha Value | Criteria |
|---------------------|-------------|----------|
| Concept Orientation | 0,690       | Reliable |
| Social Orientation  | 0,648       | Reliable |

|                              |       |          |
|------------------------------|-------|----------|
| Attitudes toward Advertising | 0,744 | Reliable |
| Control TV                   | 0,882 | Reliable |
| Discussion TV advertising    | 0,801 | Reliable |
| Coviewing TV                 | 0,759 | Reliable |

Construct reliability was measured using Cronbach's alpha values. Its reflecting the internal consistency of a measuring instrument. Rules of thumbs must be more or equal to 0,6 [19]. Table 2 shows that all the variable are reliable.

### Mean Comparison on Family Communication Pattern

Tabel 3 shows that the family communication patterns that to be used in Yogyakarta is mostly pluralistic type. It means that mothers in Yogyakarta tend to give more children opportunity to build their consumer learning and give children opportunity to express their opinion. This result is confirm with Focus Group Discussion that held before doing this research. Participant of FGD are mothers in Yogyakarta who has children in pre operational stage (3-7 years).

**Table 3**

#### Distribution of Family Communication Pattern

| Typology      | Percentage (%) |
|---------------|----------------|
| Leissez faire | 25,7           |
| Protective    | 23,2           |
| Pluralistic   | 27,4           |
| Consensual    | 23,6           |

**Table 4**

#### Focus Group Discussion

| Variable                     | Result   |
|------------------------------|--|
| Family Communication Pattern | Mothers give children an opportunity to develop their consumer learning but still give them guideline how to become good consumers |
| Attitude towards Advertising | Mothers have negative attitude toward advertising (many case they dont believe with TV advertising)                                |
| Coviewing                    | Mother did coviewing only when they have free time (weekend).  |
| Discuss                      | Mothers discuss content of TV advertising to their children.   |
| Control TV Viewing           | Mothers give a rule to their children on how many hour, what kind of TV programme that they can watch.                             |

## Hypothesis Result

The Hypothesis were tested in one way MANOVA with family communication as independent variable. The test of hypothesis is used SPSS 16.0, we use one way MANOVA with family communication as independent variable. The correlation from dependent variable is ranged from  $\rho = 0,24$  for control TV viewing and negative towards advertising to  $\rho = 0,40$  for coviewing and negative attitude toward advertising. The next analysis is use univariate ANOVA and Tukey HSD paired comparison. Family communication was related to all the dependent variable (Wilks'  $\lambda_{13,000} = .776$ ,  $F = 8.45$ ,  $p < 0.001$ ).

**Table 5**  
**Means, Tukey HSD paired comparison and F Values**

| Variable                             | Leissez faire | Protective  | Pluralistic | Concensual  | F Value           |
|--------------------------------------|---------------|-------------|-------------|-------------|-------------------|
| Negative attitude toward advertising | 3.07          | <b>3.27</b> | 3.05        | 3.00        | 25.664<br>(0.001) |
| Coviewing                            | 2.97          | 3.24        | <b>3.60</b> | <b>3.71</b> | 13.453<br>(0.001) |
| Discuss                              | 2.88          | 2.60        | <b>3.73</b> | <b>3.77</b> | 12.978<br>(0.001) |
| Control TV                           | 2.16          | 2.08        | 2.38        | <b>2.32</b> | 3.452<br>(0.003)  |

From table 4, it showed that hypothesis 1a and 1b which is mention that protective mothers would have more negative attitude toward advertising is supported. Hypothesis 2 posited that consensual and pluralistic mothers watch television (coview) with their children more frequently than protective and laissez faire mothers are supported. Hypothesis 3 was supported it means that consensual and pluralistic mothers discussion television advertising with their children more frequently than protective and laissez faire mothers. Finally hypothesis 4 which stated that protective and consensual mothers maintain greater control over their childrens television viewing than laissez faire and pluralistic was partially supported.

## Discussion

There are differences in mother's attitudes toward advertising, mother's behavior in the accompanying children watch television and maternal behavior in discussing the content of advertising to children. A significant finding of this study was that protective mother in Yogyakarta had more negative attitude toward advertising. It means that mother in Yogyakarta will give restrict to their children when they are viewing TV together. This result is confirm with [7] which used mother in India as their study.

Pluralistic and consensual mothers in Yogyakarta were watch television (coview) with their children more frequently than protective and laissez faire mothers. This result was confirm with research that has been done by [4] which use Japan's mother as their sample. Its mean that when mother had time more frequent to coview with their children they also have more frequently doing discussion with their children. In the other side, mother who has protective communication pattern think that television will disturb consumer socialization process. Mothers with laissez faire communication patterns has a low level of communication with their child. Patterns of communication in social orientation more emphasis on family harmony, it will cause lack of space for the child to develop his abilities as a consumer - oriented communications while concept orientation encourage children to develop their own views of children against all things [20].

Protective mothers in Yogyakarta didn't control the activities of children to watch television.

This result didn't confirm previous study that conducted by [21] that stated mothers in Indonesia commonly give control to their children TV viewing behavior. Mothers in Yogyakarta wants to make sure that TV didn't make bad consumer socialization, but still want to give their children independent decision making in become consumer [22]. Mothers in Yogyakarta have different cultural background to a previous study that conducted in Japan and America. Different culture absolutely in one place will make different effect toward family communication pattern. Mothers in Yogyakarta who have pluralistic communication patterns are mostly in Javanese culture, and most of them want their children to obedient their parents. America dominated by concept oriented that consistent with authoritative parenting and the active encouragement of independent perspective while Japan dominated by protective mothers who stress on control the activities of children TV viewing.

### Implications

The results of this study have implications for parents, especially the mother that the mother's role is very important in a encourage children to become consumer socialization agents. Communication patterns that used by mother take an important role in early formation of the children consumption behavior. Mothers need to accompany children when they are watching television and restrict certain programs that should be watched by them. The results of this study are expected to be useful in the marketing, especially to provide some information to companies on how to develop marketing communications programs [4]. Mother's attitude toward advertising is an important part for marketing in communicating the product in order to attract not only for children but also for mother as the purchase decision, especially mothers who have children in pre operational stage (3-7 years). Marketers also need to display advertising that can build trust for mother who has children in pre operational stage. Therefore if the company wants to build a loyal consumer, they should win mother's heart.

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