

**THE INFLUENCE OF PARENTAL CONTROL, PARENTAL MONITORING,
PARENTAL WARMTH TOWARD COMPULSIVE BUYING MEDIATED BY
PARENTAL KNOWLEDGE**

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ABSTRACT

Consumer buying behavior problems are very common in the community. One of the problems of buying behavior is compulsive buying, this behavior appears as a side effect for the person to resolve his personal problems or this as a solution to his personal problems. As a result, these behaviors often cause new problems for the person, they buy something that is not a necessity, debt-induced, and can cause bad psychological effects for the person. There are several factors that cause this behavior, one of them is the lack of control of the family in supervising the behavior of the child, also the declining relationship between parents and children because of individualistic value, and between parents and children to communicate only as necessary. This can lead to compulsive buying behavior, because when teenagers face problems they do not find a place to solve problems at home, as a result they seek solutions outside the home and one of them by doing this compulsive buying behavior. In this study, the authors examine the influence of parental control, parental monitoring, parental warmth toward compulsive buying with mediated parental knowledge. The method were used to test the influence of independent variables on the dependent variable using path analysis. Number of samples collected 904

respondents. The results of the study found positive effects of parental monitoring, parental control and parental warmth on parental knowledge. In this study also found the positive influence of parental monitoring, parental warmth to compulsive buying, while for parental control does not affect the compulsive buying. The last result of the hypothesis testing found no effect of mediation from parental knowledge in relationship between parental monitoring, parental control, parental warmth and compulsive buying.

Keywords: Parental Control, Parental Monitoring, Parental Warmth, Parental Knowledge, Compulsive Buying.

1. INTRODUCTION

The increasing of economics in Indonesia in recent years bring direct impact to consumption pattern change and buying power in Indonesia for general. Lamudi Indonesia (2014) stated that the healthy economic growth which is above five percents will stimulate civils consumption rate, and because of the reason, going to shopping malls become a lifestyle nowadays. Changes in consumption patterns occur especially in big cities, supported by the development of shopping facilities such as malls and shopping support facilities that increasingly pamper consumers. This encourages consumers not only to buy what is needed, but shopping activities become one of the social and personal satisfaction motives (Guiry et.al, 2006). This phenomenon causes shopping behavior that tend to consumptive. One of the shopping behaviors that are considered 'disorder' is compulsive buying. Faber and O'Guinn (1989) define compulsive buying as a chronic condition, in which an individual performs repetitive buying activities as a result of unpleasant events as well as negative feelings. Setyawan (2006), states that compulsive buying can be experienced by all people in all age groups, but the trend that occurs, adolescent age is the most potential and

most dominant group to perform compulsive buying action compared with other age groups. This is because teenagers do not have a deep orientation about the decision to purchase a good or service. Compulsive buying can be influenced by several factors, either individual factors themselves or psychological factors, social factors, and family factors. Gwin et.al (2004) suggests that there are several key factors in family influences on the formation of compulsive buying behavior: family structure changes, family stressors, family resources, socio-economic status, consumption status, and parents' willingness to meet child's demand. The formation of child behavior can not be separated from the role of parents in applying parenting to children. Widowati, et al. (2013), states that the parenting is identified through the presence of attention and warmth, namely the parent in the care and interpersonal relationship with the child is aware of the attention, appreciation, compassion. Focused control is the pattern of supervision and control of parents by providing guidance, direction, and supervision of the attitude and behavior of children. While Wong, et.al (2015) states that knowledge is a very important domain for the formation of one's actions. In this case, the person is a child. From several literatures, the authors are interested to examine the influence of parental control, parental monitoring, and parental warmth toward compulsive buying, mediated by parental knowledge.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Parental Control, Parental Knowledge and Compulsive Buying

Explanation of the concept of parental control were found by researchers. Stattin and Kerr (2000) describe parental control as the degree to which parents require their children to get permission from him in relation to where to go, what activities will be performed and with whom he or she relates. Whereas parental knowledge is the degree to which parents know information about the whereabouts of their children, their children's activities as well as with whom they are related

(Fletcher, et al, 2004). Because parents require their children to get permission from them, then parents will surely know the information about the activities of his child and with whom he associates. So it can be said the concept of parental control and parental knowledge is closely related to each other. Further Fletcher, et al. (2004) states that parents who have a high degree of control over their children will know more about their children's activities, which makes sense because their children will ask their parents for permission to do something. Such circumstances can of course prevent a child from behaving badly or not benefiting him or her. Especially if in this study is compulsive buying behavior. Compulsive buying is an addictive consumption behavior in which consumers buy goods that are not really needed (Gupta, 2013).

Previous studies have found an association between several variables studied. Rahma (2008) through her research finds that the pattern of family oriented social communication, parental yielding and parental purchasing behavior have positive influence the compulsive buying behavior. Dishion and McMahon (1998) mentioned that parents gain knowledge about children from two sources: parental monitoring and child recognition. Gudmunson and Danes (2011), stated that the ignorance of adults and parents about financial institutions make the main challenges, especially financial socialization starting from an early age, starting from the parents. Children learn to observe and acquire information, then adolescents get information through purposive parental education, and observe the financial behavior of parents. Studies from Shim et.al (2010) conclude that parental communication has a common role in every case, and the quality and knowledge of the financial behavior of parents becomes increasingly crucial. Based on the above explanation, the authors formulate the following hypothesis.

H1: There is a parental control effect on compulsive buying, mediated by parental knowledge.

2.2. Parental Monitoring, Parental Knowledge and Compulsive Buying

The explanation of the relationship between parental monitoring, parental knowledge and compulsive buying can be explained as follows. Parental monitoring is explicitly designed to provide parents with information related to their child's activities and of course it is related to parental knowledge. Crouther and Head (2002) explain that parental monitoring is the level by which parents actively seek information about the whereabouts of their children, their children's activities and with whom they relate. This information is commonly sought by asking friends or parents of their child's friends. From the explanation of the concept of parental monitoring above, it can be said parental monitoring is a concept that is very close to parental knowledge. Parents applying for parental monitoring will have knowledge of their children (the activities they do, with whom they associate, etc.), because in parental monitoring parents actively seek the information. Further according to Fletcher, et al. (2004), with parental monitoring parents may be directly involved with behaviors to be performed by their children. In the sense of the word, parents can not to give jinn if their child wants to do behavior that does not match the rules that exist or do not benefit them. The context in this behavior can also be related to compulsive buying behavior, because this behavior is a behavior that can have a negative impact on the perpetrators. As explained by Dittmar (2005), which explains that there are features of compulsive buying actors: having uncontrollable passion for buying something, continuing to make a habit of purchasing unnecessarily excessive goods, and can have a negative impact personal, social, work problems and even financial difficulties.

Some of the previous research results that support can be explained as follows. Parental Monitoring is a critical source of parental knowledge and it reflects the efforts of parents to discover directly through observations about how their children behave. It is defined as a set of

parenting behaviors, which include attention and tracking of activity, behavior, and adaptation (Stavriniades, 2011). Another study by Steinberg, et al. (1991) suggests that the authoritative parenting style has something to do with levels of self-control, trust, and self-respect. While adolescent issues are linked to several parenting components, some of them are parental control and family warmth and communication (Smetana, Crean, & Daddis, 2002). Ary et al (1999) states that parental monitoring refers to a critical attitude in terms of preventing the occurrence of problematic behavior. Low supervision in adolescents, is associated with a number of problem behaviors. Based on the above explanation, the authors formulate the following hypothesis.

H2: There is parental monitoring effect on compulsive buying, mediated by parental knowledge.

2.3. Parental Warmth, Parental Knowledge and Compulsive Buying

The explanation of the relationship between parental warmth, parental knowledge and compulsive buying can be explained as follows. Fletcher, et al. (2004) explains that parents who have a warm or close relationship with their children will make their children easier or more comfortable telling what they are doing, what they experience right now, and so on. In other words, children become more open to parents who have close relationships with them. By the openness, makes it easier for parents to know everything about their children (parental knowledge), both about their activities and about what they are feeling now. So it can be said that the level of parental closeness with the child (parental warmth) associated with the high level of parental knowledge from parents. Under these conditions, young people who are facing problems will have a place to address the problem so that adolescent behavior problems, especially compulsive buying behavior, can be avoided. Because usually the compulsive purchase is done as an escape or a temporary solution to the problems that befall the culprit. As explained by Sharma, et al (2009), explains compulsive buying is a buying behavior that is

caused by the perpetrator experiencing problems or stress. By making a purchase, they seem to be free from the problems, but it is only temporary.

Several previous studies produce hypothesis are as follows: Belk (1988) and Richins (1994) states that family structure has an influence on the behavior of compulsive buying in children. Faber and O'Guinn (1988) stated that the action of children doing compulsive buying is a way to attract the attention of parents. This does not happen if parents really pay attention to their children. If children feel cared for, then the child more freely to provide useful information for parents' knowledge. While (Smetana, Crean, & Daddis, 2002) suggest that problematic behaviors in children (adolescents) are associated with some parenting components, previous studies refer to and center on Baumrind's two parental control themes of management and supervision participation, and the warmth and communication between parents and child. Based on the above explanation, the authors formulate the following hypothesis.

H3: There is parental warmth influence on compulsive buying, mediated by parental knowledge.

Based on the above hypotheses, the research model contained in this study is as follows.

2.4. Research Model

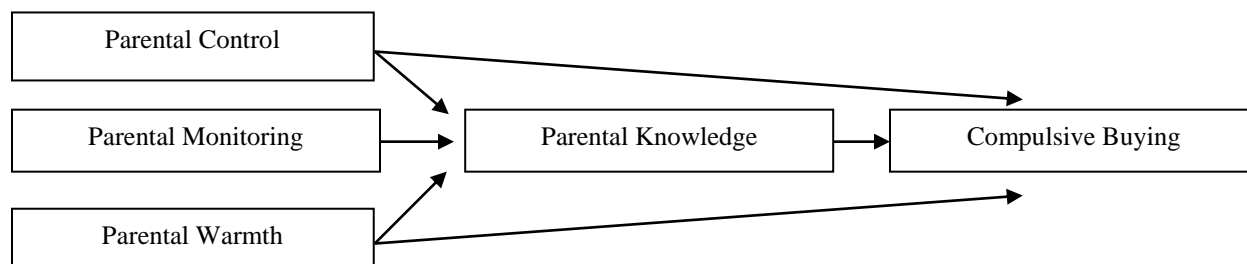


Figure 1. Research Model

Source: adopted from Fletcher, et al. (2004).

3. RESEARCH METHOD

Explanatory research was used by authors in this research. Explanatory research is defined as an attempt to explain the exist phenomenon (Hartono, 2004). The phenomenon to be explained in

this research is about the relationship between parental monitoring, parental control, parental warmth, parental knowledge and compulsive buying behavior. The method used in this research is survey method, the researcher asked respondents to fill the prepared questionnaire. The construct of compulsive buying behavior refers to the constructs contained in the study of Sharma, et al. (2009) and Wong, et al. (2007), which is one of the questions: Spontaneous shopping is something fun. As for parental control constructs referring to Barber (1996), Stattin and Kerr (2000), which is one of the questions: My parents want to control everything I do; the parental monitoring construct refers to Crouther and Head (2002), Kearney (2014), which is one of the questions: My parents are watching me to behave correctly; parental warmth constructs refer to Stattin and Kerr (2000), Goldner (2009), which is one of the questions: My parents always understand what I like and the parental knowledge constructs refer to Fletcher, et al (2004), which is one the question is: My parents know how I behave when out from home. The number of respondents from Jakarta as many as 216 respondents, Bandung as many as 228 respondents, Surabaya as many as 192 respondents, Semarang as many as 118 respondents, and Yogyakarta as many as 150 respondents. Respondents living with parents as many as 402 respondents, living without parents as many as 495 respondents, the rest sometimes live with parents and sometimes live alone. The number of male and female respondents is relatively balanced, with 422 male respondents and 482 female respondents. The age range of respondents ranges between the ages of 14 and 35, which is the age range of adolescents to early adulthood. Most of respondents have allowance per month \leq Rp 3,000,000, - and monthly expenditure \leq Rp 2.000.000, -. As many as 403 respondents chose fashion products as favorite products to buy, beauty = 115 respondents, electronic = 132 respondents, automotive = 83 respondents, health = 32 respondents and other products 139 respondents. For other products, respondents answered

products such as food / culinary, sports, school / college equipment (Books, stationeries), pets, miniature, pictures, photography, education, cigarettes, traveling and merch fandom. More male respondents answered the electronics and automotive products as a favorite product choice to buy. While the female respondents more answer the products of fashion and beauty as a favorite product choice to be purchased.

4. RESULTS AND DISCUSSION

Path Analysis were used to test the hypotheses.

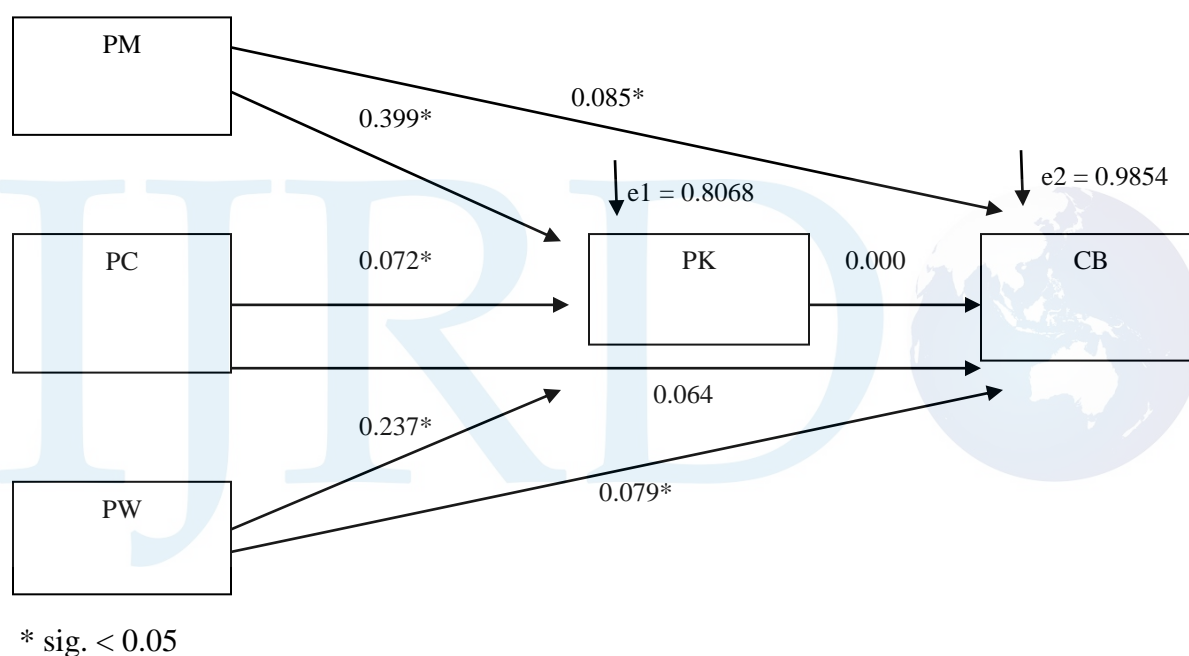


Figure 2. Path Coefficient

Source: Processed data (2017)

Based on the regression test and path analysis, here are some results of hypothesis testing in this research:

1. Parental Monitoring Influence on Parental Knowledge

The results show the influence of Parental Monitoring on Parental Knowledge, because the sig value. at 0.000 (<0.05). Then the nature of the effect is positive because of the coefficient value

beta = 0.399. This result in accordance with the theory that explains that the higher / lower the supervision made by parents to their children, the higher / lower also knowledge of parents about their children.

2. Parental Control of Parental Knowledge

The results show the influence of Parental Control on Parental Knowledge, because the sig value. of 0.026 (<0.05). Then the nature of the effect is positive because the coefficient value beta = 0.072. This results in accordance with the theory that explains that the higher / lower the control performed by parents to their children, the higher / lower also knowledge of parents about their children.

3. Parental Warmth Effect on Parental Knowledge

The results show the influence of Parental Warmth on Parental Knowledge, because the sig value. at 0.000 (<0.05). Then the nature of the effect is positive because of the coefficient value beta = 0.237. This results are consistent with the theory which explains that the higher / lower the proximity between parents and children, the higher / lower also knowledge of parents about their children.

4. Effect of Parental Monitoring on Compulsive Buying

The result shows the influence of Parental Monitoring on Compulsive Buying, because the sig value. of 0.048 (<0.05). Then the nature of the effect is positive because the coefficient value beta = 0.064. This indicates that the higher / lower the supervision of parents to their children, the higher / lower is also the tendency of the child to perform compulsive buying behavior. In this study the average value of Parental Monitoring and Compulsive Buying are both high. This is incompatible with the theory, which explains that the compulsive buying behavior can be reduced by the presence of supervision by parents to their children.

5. Effect of Parental Control on Compulsive Buying

The results show no effect of Parental Control on Compulsive Buying, because the sig value. of 0.105 (> 0.05). Then because the coefficient value $\beta = 0.192$. Although not significant, but it can be seen from the value of beta coefficient indicates a positive value this means that if the effect is significant then the higher / lower parental control of the child, the higher / lower also the child's tendency to perform compulsive buying behavior. As explained above, the average values for Parental Control and Compulsive Buying variables are high. This is incompatible with the theory, which explains that the compulsive buying behavior can be reduced by the presence of controls by parents against their children. For additional information, if the regression test is not done simultaneously, there is found a significant positive effect of Parental Control on Compulsive Buying (sig. 0.000 < 0.05 , and beta value = 0.139).

6. Parental Warmth Effect on Compulsive Buying

The results show the influence of Parental Warmth on Compulsive Buying, because the sig value. of 0.044 (< 0.05). Then the nature of the effect is positive because the coefficient value $\beta = 0.079$. This shows that the higher / lower the proximity of parents with their children, the higher / lower is also the tendency of the child to perform compulsive buying behavior. In this study, the average value of Parental Warmth and Compulsive Buying are both high. This is incompatible with the theory, which explains that the compulsive buying behavior can be reduced by the proximity of parents with their children.

7. Effect of Parental Knowledge on Compulsive Buying

The result shows that there is no influence of Parental Knowledge on Compulsive Buying, because the sig value. for 0.997 (> 0.05). Then the nature of the effect is positive because the coefficient value $\beta = 0.000$. Although not significant, but it can be seen from the value of

coefficient beta shows a positive value, this means that if the effect is significant then the higher / lower knowledge of parents to their children, the higher / lower also the child's tendency to perform compulsive buying behavior. As explained above, the mean values for both Parental Knowledge and Compulsive Buying variables are high. This is in accordance with the theory, but because there is no effect then the test results are not in accordance with the theory. For additional information, if the regression test is not done simultaneously, there is found a significant positive influence of Parental Knowledge on Compulsive Buying (sig. 0.002 < 0.05, and beta coefficient value = 0.105).

8. Effect of Parental Monitoring on Compulsive Buying through Parental Knowledge

- Beta Coefficient value in terms of direct influence Parental Monitoring on Compulsive Buying = 0.085
- Beta Coefficient value in the case of Parental Monitoring indirect influence on Compulsive Buying through Parental Knowledge = $0.399 \times 0.000 = 0.000$
- Beta Coefficient value in terms of total Parental Monitoring effect on Compulsive Buying = $0.085 + 0.000 = 0.085$
- Since Beta coefficient value is direct influence (0.085) > Beta coefficient value indirect effect (0.000), then the conclusion there is no influence of Parental Monitoring on Compulsive Buying, mediated by Parental Knowledge (H1 rejected).

9. Effect of Parental Control on Compulsive Buying through Parental Knowledge

- Beta Coefficient value in terms of direct influence Parental Control to Compulsive Buying = 0.064
- Beta Coefficient value in terms of Parental Control indirect influence on Compulsive Buying through Parental Knowledge = $0.072 \times 0.000 = 0.000$

- Beta Coefficient value in terms of total Parental Monitoring effect on Compulsive Buying = $0.064 + 0.000 = 0.064$

- Since Beta coefficient value is a direct influence (0.064) > Beta coefficient value indirect effect (0.000), then the conclusion there is no influence of Parental Control on Compulsive Buying, mediated by Parental Knowledge (H2 rejected).

10. Parental Warmth Effect on Compulsive Buying through Parental Knowledge

- Value of Beta Coefficient in terms of Parental Warmth Direct Influence on Compulsive Buying = 0.079

- Beta Coefficient value in terms of Parental Control indirect influence on Compulsive Buying through Parental Knowledge = $0.237 \times 0.000 = 0.000$

- Beta Coefficient value in terms of total Parental Monitoring effect on Compulsive Buying = $0.079 + 0.000 = 0.079$

- Since Beta coefficient value is direct influence (0.079) > Beta coefficient value indirect influence 0.000, then the conclusion there is no influence of Parental Warmth on Compulsive Buying, mediated by Parental Knowledge (H3 rejected)

The results of hypothesis testing research, indicating there is no absence of conformity with the theory that has been discussed in the theoretical review. Regarding that, the researchers have arguments. The value of simultaneous regression of PM, PC, PW and PK to CB is very small, that is equal to 2.9%. It means there are about 97.1% influenced by other factors. Therefore it is highly probable that the CB value in the respondents, is influenced by other factors. This means that the CB value of respondents may be high along with the high PM, PC, PW and PK values (the mean values of PM, PW, PC, PK and CB (scale of score 4) all show a high average value, for PM = 3.01, PW = 3.19, PC = 3.03, PK = 2.96 and CB = 2.64). But not necessarily the high

value of CB is influenced by the value of PM, PC, PW and PK. Or in other words the compulsive buying behavior contained in the respondent does not necessarily exist because of the influence of the high / low level of supervision, control, knowledge and proximity between parents and children as influenced by other factors that amounted to 97.1%. This is supported by research by Bindah and Othman (2012), which indicates the absence of influence from family communication on decreasing levels of compulsive buying behavior. They argue that adolescents and young adults are the age range in which they are in transitional periods, whose daily activities are independent and less influenced by parental factors, this can also be seen from quite a bit (half respondents) who live without parents, meaning they have independence in their daily activities, including shopping especially they already have an allowance that can be an indicator that they have the power to make a purchase. So it is also possible that although the average value of parenting variables in this study is high, still the average value of compulsive purchases of respondents is also high. Because respondents already have freedom in their activities, especially shopping activities.

Furthermore, they also said that when stepping on the transition period, adolescence and young adults have more social life with peers, so interaction with peers is more likely to have a great influence in the daily activities of respondents, and this is also true in compulsive purchases. In addition, based on the results of focus group discussion on 120 respondents, found some information related to the factors that influence them to make compulsive purchases: get pleasure, self satisfaction and enjoyment in shopping activities, impingement on the problems, shopping activities conducted for following emerging trends, discounts, and shopping activities for limited edition items. In addition, focus group discussions are also found to be the consequences of compulsive buying: lavish in money and time, regretting later in the day to buy

things that are not needed, life becomes irregular because it is not appropriate to plan in shopping.

5. CONCLUSIONS

Based on the results and discussion, it can be concluded based on the results of data processing among others as follows:

1. There is Influence of Parental Monitoring to Parental Knowledge, influence of Parental Control on Parental Knowledge, influence of Parental Warmth on Parental Knowledge, influence of Parental Monitoring on Compulsive Buying, influence of Parental Control on Compulsive Buying, influence of Parental Warmth to Compulsive Buying, there is no influence from Parental Knowledge to Compulsive Buying.
2. Based on the result of hypothesis testing, it is concluded that there is no influence of Parental Monitoring on Compulsive Buying, mediated by Parental Knowledge (H1 rejected), no Parental Control effect on Compulsive Buying, mediated by Parental Knowledge (H2 rejected), no influence Parental Warmth against Compulsive Buying, mediated by Parental Knowledge (H3 rejected).

Suggestions based on the results of research and conclusions that have been described is:

1. For parents

It can be argued that the compulsive buying behavior of a child can not be said to be directly influenced by the parents but the compulsive buying behavior also can not be separated from the environment in which a child grows and mingles. In these environments, parents have an important role in guiding and providing direction for each child (especially teenage and young adult), educate them to have a positive self-image and attitude (especially self-control, no materialistic lifestyle and hedonism) to avoid compulsive buying behavior.

2. For government and educational institutions

Information gained from this study indicates that the compulsive buying behavior among adolescents and young adults is very high. This provides input to the government and educational institutions about the phenomenon of this compulsive purchase and also the impact that will arise if the phenomenon is not immediately overcome. What governments and educational institutions can do to reduce or even prevent high compulsive purchases among teenagers and young adults is to increase the curriculum of education that promotes character building that creates a positive self-image and attitude (especially with self-control, not has a materialistic lifestyle and hedonism), which can fortify teens and young adults to make compulsive purchases.

3. For researchers

Compulsive buying behavior is one of those behaviors that are categorized as a disorder in which this behavior can arise and arise without a proper understanding of the origin and cause. We need further research on other variables that may be a positive potential cause of the emergence of this behavior both individually and community groups. In addition to further research may also have to add a question that specifically discusses the factors that can cause respondents to make compulsive purchases to find any factors that affect compulsive purchases, at least from the point of view of each respondent.

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