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DOES BLOOD COUNT?

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**DOES BLOOD COUNT?  
BUYING DECISION-MAKING PROCESSES IN STEPFAMILIES**

**Thesis of PhD dissertation**

**Győr, 2012**

*„Aranka! Your child and my child are beating our child”*

*(Frigyes Karinthy)*

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## 1. The aim and the hypothesis of the dissertation

Nowadays the changing of traditional form of family has been a global social phenomenon. In Hungary half of the marriages end with divorce according to the data of KSH (KSH Demographical portrait), every six children lives in patchwork families (Spéder, 2003). There are several international researches dealing with the psychical processes in patchwork families (Fisher-Leve-O'Leary-Leve, 2003), the socialists research the social reasons and affects of this phenomenon (Cheal, 2002). Marketing experts made also studies related to the patchwork families because the consumer behavior in a specific and complicated family structure shows strong differences from consumer behavior in a traditional family (Tinson, 2007).

In the international literature of sociology and psychology the family form is called patchwork family where there are no parents and their common children but which arises from "fusion" of different family parts. The patchwork families are called in Hungarian "mosaic families" sprang from the same idea: the markings of a mosaic evolve with putting together the originally separated colorful stones. The stepfamily, the blended family or the reconstituted family are also used. In our country first of all the psychology and some sociological sections are dealing with the patchwork families. The experts dealing with family therapy manage this area but unfortunately only its foreign (mainly German and English) literature is significant. The patchwork family is a family where one or both part of the parents has already a child from their previous relationships. The part of the pair who is not the biological parent of the child is called stepparent (stepmother or stepfather) (Mintel, 2005). The definition of the patchwork families approached from different points of views:

1. Blended family is a family which evolved from separated families with marriage or other kind of relations (Barker, 2003, p.46).
2. Reconstituted family: is the sociological interpretation of the relationship (from marriage, coexistence or common-law marriage) of two adults who already has children from prior relationships.
3. A new family which is formed from remains of a broke-up family (Biblarz and Gottainer, 2000).

In 1984 was made the first mention of patchwork families in Germany (Sager, CJ, Brown, HS, et al. 1983). Formerly such families have arisen from the remarriage of widows with children but the rising of the number of divorces has emerged the today's mostly current patchwork family (Clarke-Joshi, 2005). According to Sager (1983) the patchwork family is formed from marriage (or coexistence) of two partners and at least one of them was already married. Visher and Visher (1995) define the patchwork family as a symbiosis where at least one of the adults is a stepparent. Those parents who are not living with the family after the divorce play an important role in the life of the family (Allan-Crow, 2001). The patchwork family differs from the nuclear family not so much seen from without but on a closer examination it differs significantly (Hetherington, 1999). According to Visher and Visher structural comparison it can be found that these two models alien from each other. The patchwork family shows some similarities with segregative, foster- and adoptive families. Papernow (1984) noted two types (a) simple patchwork family-system (one parent-child system and one stepparent) (b) multiple family (two parents-child systems). Verena Krähenbühl (2001) worked out a typology which differentiates who joined the system – the stepfather or the stepmother: (1) Family with stepmother: when a woman joins to a man and his biological child. (2) Family with stepfather: a man joins a woman and her biological child. (3) Multiple patchwork family: two part-families get connection and both partners bring their children from prior relationships. (4) Patchwork families with common child or children: beside the brought children there is one or there are more common children in the family. (5) Part-time patchwork family: the children from the prior relationships are living with the segregative parent and his/her new partner in certain defined time.

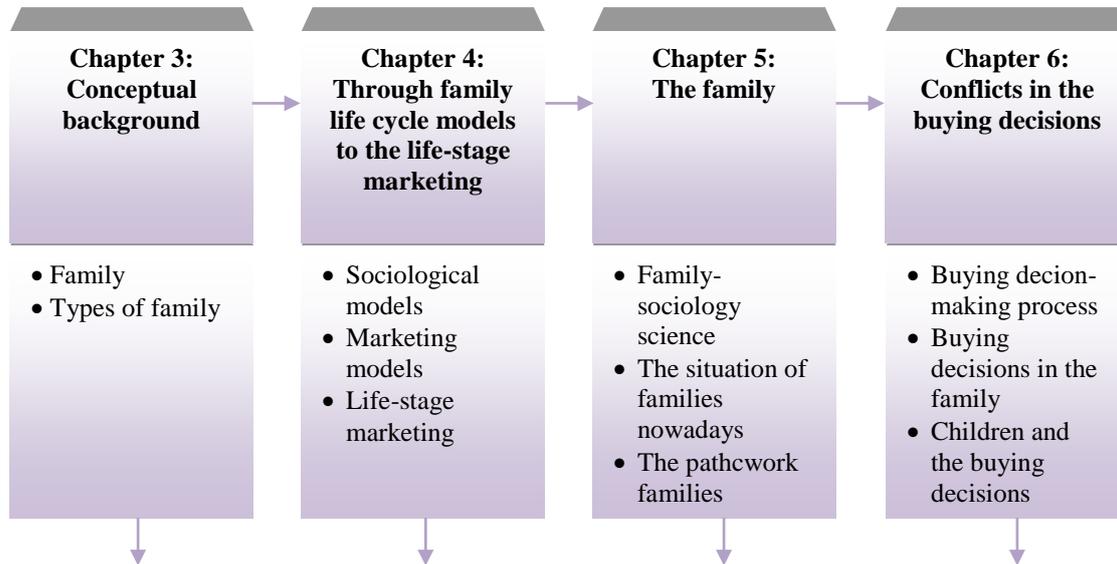
The patchwork families are not so convergent than other families and they have to face many conflicts because of the differences of the certain family members (Bien-Hartl-Teubner, 2002; Clingempeel-Brand-Clingempeel, 2004; Tinson-Nancarraow, 2007). The children also have less say in the certain decisions because the family members do not want to that the situation would be more complicated (Tinson et al., 2008). One of the main sources of the difficulties for patchwork family members that the role expectations are unexplained (Fischer, 2005). These families do not have common history, conflicts can arise related to nursing of a child and to the decisions related to the everyday things. Many researches prove that the children in such families can have more problems like poverty, psychological and behavioural problems, learning difficulties and health problems (Cockett and

Tripp, 1994). One of the most hardly solvable problems are caused by the financial clashes. The familyform has impact on the buying decision-making process and on the characteristics of the process (Rogers-Rose, 2002; Brown, 2004).

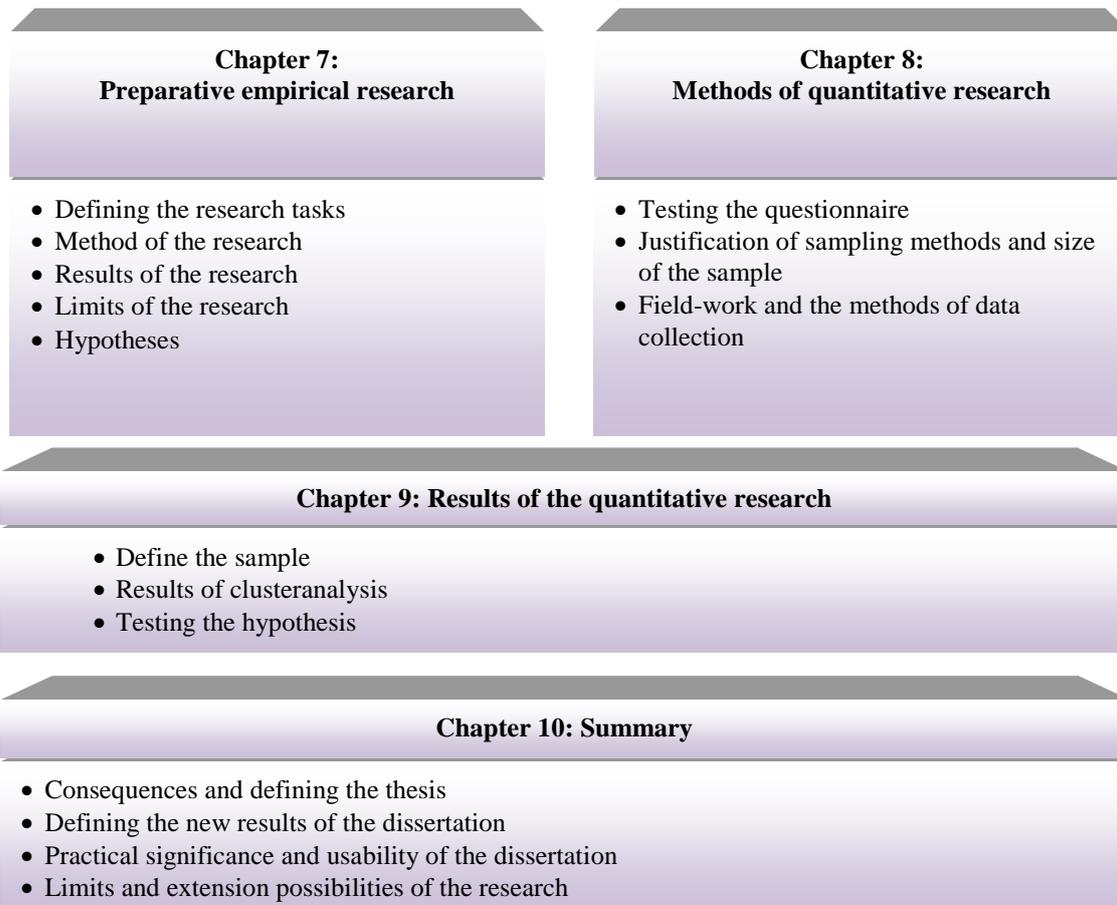
## **1.1 The aim of the dissertation**

The aim of my dissertation is to analyse one of the most relevant, current and interesting processes of social processes. In the consumer behavior researches it was always a central question to study and analyse the consumption of different types of families and households. The way of life and the lifestyle of families have an impact on the social processes and back. The socialization of children and by this the forming of their way of life and lifestyle, their consumption and buying habits will be printed by the sample in family. How does it look like and how can we characterize the lifestyles of the families and familymembers who are living, raising or holding on as a parent in a patchwork family? So many patchwork families so many kinds of them but one is clear: the way of life and the lifestyles of them is very special, unique and differs from a classical or “nuclear” family. The aim of the dissertation is to introduce a new consumer group, to discover the phenomenon and to discover the lifestyle and consumption habits of the group through lifestyle-researching methods.

## THEORETICAL CHAPTERS OF THE DISSERTATION



## PRACTICAL CHAPTERS OF THE DISSERTATION

**Figure 1: The construction of the dissertation**

Source: Own figure

## 1.2 Hypothesis of the dissertation

### **Shopping**

H<sub>02</sub>: There is no difference between the samples of traditional and patchwork families related to the shopping.

### **Shopping convenience goods**

H<sub>03</sub>: There is no difference between the samples of traditional and patchwork families related to shopping convenience goods.

### **Hypothesis related to the paying of phone bills**

#### **4.1 Paying of own phone bills**

H<sub>04.1</sub>: There is no difference between the samples of traditional and patchwork families related to paying of own phone bills.

#### **4.2 Paying the phone bills of the partner of the respondent**

H<sub>04.2</sub>: There is no difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.

#### **4.3 Paying the phone bills of common child living in the same household as the respondent**

H<sub>04.3</sub>: There is no difference between the samples of traditional and patchwork families related to paying the phone bills of common child living in the same household as the respondent.

#### **4.4 Paying the phone bills of own but not common child living in the same household as the respondent**

H<sub>04.4</sub>: There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.

#### **4.5 Paying the phone bills of not own child living in the same household as the respondent**

H<sub>04.5</sub>: There is no difference between the samples of traditional and patchwork families

related to paying the phone bills of not own child living in the same household as the respondent.

#### **4.6 Paying the phone bills of own child not living in the same household as the respondent**

H<sub>04.6</sub>: There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own child not living in the same household as the respondent.

**Table 1: Hypothesis**

Source: Own table

## **2. Methods of the research**

The primary research of my dissertation has two parts: a qualitative exploratory research and a quantitative survey. The qualitative research was made with exploratory characteristics to get to know the theme extensively and deeply. In this chapter I will introduce the task, the method and the results of the research made by in-depth interviews thus prepare the introduction of hypothesis and the quantitative research.

### **2.1. Aims and methods of the qualitative research**

By making the qualitative research I had two aims: (1) to prepare the quantitative research and (2) to lay down the hypothesis tested during the quantitative survey. The studies introduced in the literature chapters made it clear that there were not any home researches in this theme, in foreign journals are also dealing with the typical buying decisions of patchwork families tangentially. During the overview of literature I processed many theoretical and empirical works from the areas of psychology and sociology but this theme is a novelty in the literature of marketing. It became clear to me that it is necessary before the big sample survey to make a preparing research to get engrossment in the theme. In the exploratory research I searched typical and special solutions and mechanisms of patchwork families related to buying decision-making process and rules. The researches made by qualitative techniques provide the possibility to get to know the thinking, the process of opining and the habits of the respondents and to understand and explore their attitudes (Veres-Hofmann-Kozák, 2006, p.119.).

In my exploratory research I choosed the individual in-depth interviews as method. The depth interview is a non-structural and direct form of collecting information (Malhotra, 2005, p. 212.) for which conduction is needed a qualified interviewer. I choosed this kind of technique because of the following: people living in patchwork families declare really hard related to the theme thus making focus group interviews proved to be impossible. To conduct the in-depth interviews I used interview guide which was composed by studying the literature and by a prior research. In favour of getting deeper information in the theme I

had speech with 5 people who are living in patchwork families before making the interview guide. The speeches moved on with the help of open-ended questions, the interviews lasted 1, 5-2 hours generally. I asked the interviewees first about the changes of their family life, than I moved to questions of their marriages, the number of their children, their relations with the children, the coexistence and conflicts with their current and prior partners. I was curious not only the current but the former family life and lifestyle. I held it specially important related to my research to get to know the difficulties, the conflicts and the handling way of these of a parent living in a patchwork family: in what way and to what extent does he/she help and hold relation with his/her children born in prior relationships, how does approach his/her current partner to this, who are the people who participate in the everyday life of the family, do the relatives belong to the everyday life of family from the former relationships. My aim was also to get to know about the holidays habits beside the family relations because in the case of patchwork families organize holidays is one of the most difficult things. Moreover the buying of really worth products and the private tuitions of the children are especially sensitive areas.

After the preparing research I worked out the interview guideline with the help of the literature. It has 3 parts: (1) Introduction part: after the development of the patchwork family, the changes in marital status of the interviewees and the order of birth and the age of the children I had questions about the buying decision-making rules and conflicts from this of the certain familymembers. The end question of the introduction was applied to the intensity and characteristics of relation with the wider relatives. I continued the interviews in the middle part (2) with questions related to the shopping, started with the shopping of convenience goods, than the shoppings. Who, where, what, for how much and how often do the shopping, are there any individual decisions during the shoppings? The interviewee had to give a list of products – during their buying what kind of decisions (husband-, wife-, children- or group dominant decisions) are borning. They had to name the certain actors of the “buying center” well known from the literature (Töröcsik, 2011) than have come the conflicts related to the shopping and their solving processes. In the last part (3) I asked about the increasing of number of the patchwork families as a social phenomenon, and about the financial drawbacks of living in a patchwork family. In this last part I took indirect questions related to the conflicts because I thought that the respondants do not always give answers to direct questions. I was curious about the future of the family at the end of the interview - it was a kind of reduction of occurent pressure. The interviews were

made at the home of the respondents under calm circumstances so I could assure an innerly atmosphere. The in-depth interviews lasted mostly 60-70 minutes, I made record about them. During the interviews I also made notices and after hearing back the records I secured the data on computer. In preparing the interviews also helped the students of the Marketing and Management Department of Széchenyi István University who took part at a coaching before the interviews, I say thank you for their work this time. The questions were all closed-ended which gave me the possibility to have more questions of a certain theme and to explore new problems.

For my research I choosed men and women who are living in patchwork families – so who divorced once or became widow – but now they are living in a new relationship. This relationship could be common-law marriage or marriage in which there are a child or children. The definition of the sample was the following: I used combined sampling method with using nonprobability sampling methods. First (1) there was convenience sampling method based on a list, than (2) I collected the interviewees with the help of snowball sampling (Malhotra, 2005, p. 406). Despite of the aware choosing not every respondent gave interviews, altogether there were 62 appraisable depth-interviews.

## **2.2. Aims and methods of the quantitative research**

Using the results of the qualitative research I found it reasonable to make a quantitative research in favour of getting more complete and extended knowledge in the theme and in the research problem. With regard to the fact that the international literature of the theme was pretty poor and that in Hungary was not made any similar scientific researches, I had to do the first steps. The buying decisions and the conflicts related to them in traditional families formed the base for many practical studies, thus I thought that I am going to ask not only parents in patchwork families but ones in traditional families. With regard to the research I did not hold it important if the adults living in the same households are married – though the questionnaire covered also this theme – I hold it more important to handle the adults living in the same household as a family according to the definitions of the literature. During the creation of questionnaires I touched the same areas of the theme in both targetgroups: way of life, spare time spending, buying habits and decisions related to the convenience goods, clothes, worthy gifts and holidays. In the case of traditional

families it was not a problem to get to know about the demographical data but this was problematic at the case of patchwork families. In this last case I tried to identify the biological relations within the family and to get information about the biological children who are not living with the family.

The first question in the questionnaire made for the adults living in traditional families contained 34 attitude statements which the respondents should evaluate on a 1-4 scale. There was an option for “do not answer” and for “do not know”. The attitude statements are springing from the researches of paper of Zoltán Veres (ed.) (2010): Lifestyle-based consumer segments in Hungary because these scales are already validated. In my research I used those statements which needed extended knowledge in the case of the theme considering the results of the qualitative research. In the second part of the questionnaire were the questions related to the buying decision-making, first of all the aim was to identify the decision roles in the case of different products: convenience goods, shopping, clothes (of the respondents, of the children, of the partner), related to school, buying family car and gift. The handling of financial cases in a family is also important (how much the partners keep their independence), according to the literature the one who are living in a patchwork family has an own separate bank account but the one in a traditional family does not have – thus the third question is dealing with this theme. According to the qualitative results the paying of the phone bills is often a problem source in families (of the respondents, of the children, of the partner) and the holiday spending belongs to here, too. The filling out of the questionnaires and the searching of respondents took place between November of 2011 and February of 2012. Reaching the ones living in traditional families was not problematic but in the case of patchwork families it was a problem – like in the qualitative research. The surveys took place in Győr and in settlements near Győr, and in Zalaegerszeg, in Mosonmagyaróvár and its surroundings. During the research I visited directors of nursery schools, grammar schools and high schools in Győr and I asked them for their help. Because the form masters know the familial background of the children, we could pass the right questionnaires to the different types of families. In the case of settlements far away from Győr I asked the students for help – the sampling was in this case snowball-sampling.

### 3. Results of the research, certification of hypothesis

During the introduction of the result of research I will emphasize the characteristics and conflicts related to the buying decisions of patchwork families (Shoham-Dalakas, 2003). Such characteristics of patchwork families are that they go shopping more times in a month when they spend more as one living in a traditional family, they collect the different types of coupons and they regularly watch the actions.

#### 3.1 Results' summary of the qualitative research

Listing the families into certain types is difficult. In the former chapters I introduced the certain types of patchwork families so I will set aside the subscription of the aspects this time. The respondents of the sample showed diverse picture from 8 grammar school classes to diploma related to their scholar qualifications and thus their employment. In the sample are also mothers with child care fee. I held it important during the sampling to search respondents from different social classes and stratas. As the type of the patchwork family is the most important aspect of the research I will demonstrate it in the next table (Table 2).

Types of patchwork family		Number of the sample (capita)
Stepmother		4
Stepfather		14
Complex		18
Common child	stepmother	4
	stepfather	14
	complex	5
Part-time		3

**Table 2: Types of stepfamilies of the interviewees**

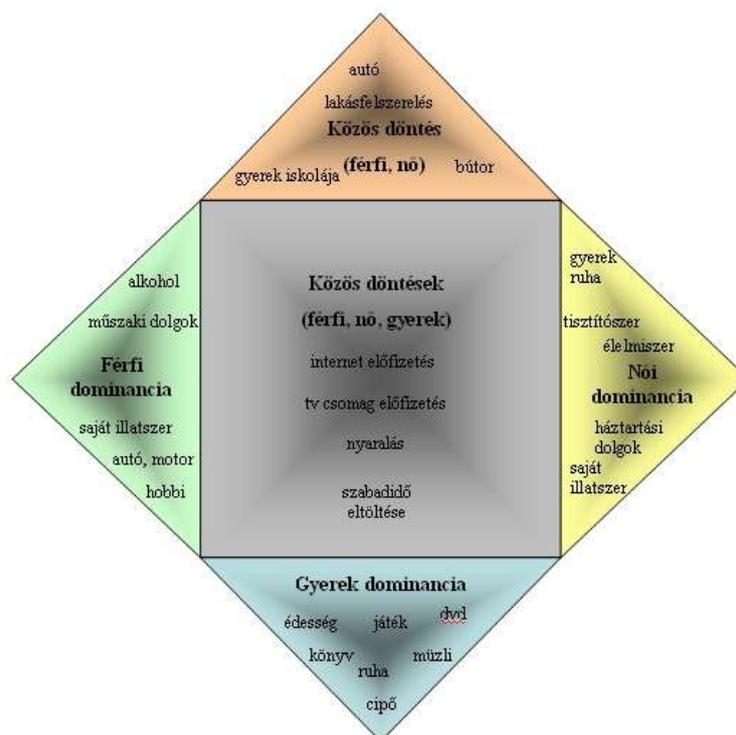
Source: Own table

The majoriy of the respondents said that they held their independences and they do not form a full family in the everyday-used sense of the word because they both have their own flats even though they have common child. Thus by the buying decisions everybody look at their own and their own and common child' needs. In point of the buying decision roles

we can say that the women make decisions on buying food, household commodities, cleaning supplies, their own-used things and clothes for children, they have almost in every area higher influence as the men have.

The problem of saving the financial independence came up many times especially in those families where there is no common child or they have a child who is living out of the household. The main problems are the judicial distribution and taking care of the other's child. The interviewees allow the individual decisionmaking of children mainly only in little things, probably because they do not want to have conflicts and differences between the familymembers, they regard the children not living with them as a familymember and it often happens that their relation is not too good. During the evaluation of the depth interviews we found the most anomalies in the case of common decisions. Genereally everybody said that they have consensus in decisionmaking but if we asked about concrete conflicts they named the buying related to child living out of the family and the independent decisions of the partner with higher income – especially in the case of worthier products. Organizing the spare time and holidays is also a problem. The difficulties are from the date, aggrement of the participants and choosing the destination. In the patchwork families with common child and with stepfather the free time if often organized by the age and the range of interest of the children without reference to the fact whose children are they? They draw the children only into the choosing between possibilities thus decreasing the number of potential conflicts. There is a special type of common decision when the biological parents make decisions on choosing school, private tuitions and sports of the child - who will finance them. Mostly the parent living in the same family as the child covers the costs, the other biological parent do not with reference to the alimony. The number of common family decisions depends on how many children are in the family and how complicated is the structure of the family. The finance management of the patchwork families is featuring that the partners have separate bank cards so they can buy products and services of their own needs without the knowledge of the partner. In the case of patchwork families the main source of conflicts are the financial questions (Beatty-Talpade, 1994; Lee-Beatty, 2002), this marked out from the sample, too. The majority of the interviewees gave evasive not real answers to the direct questions (they do not have conflicts; they only have problemsolving or compromise finding conflicthandling). In the case of indirect questions they named exactly the type of the conflicts and the solving possibilities which can be seen in the Figure 2.





**Figure 3: Results of the research**

Source: Own figure

Out of the age of children can happen problems, the children accept each other less and their needs are different. The conflicts related to buying also depend on in what kind of patchwork family they are living. In a complex patchwork family with many actors come to a decision is more difficult. In a part-time patchwork family can raise problems that they do not know each other's needs, habits and lifestyle. Conflicts situation can happen during family holidays because of the value of the gifts and the stance of relatives, manipulators. The relatives often make difference between the biological and stepchild which the parents try to remedy. The phenomenon of over-consumption is also typical in patchwork families because the parents and the relatives try to achieve in rivalism the sympathy of the children of which they take advantage. According to the interviewees the patchwork families are in higher financial drawback than the traditional ones because the fee of maintenance, the bigger householdsize and sometimes more households bear hard on the parents.

Impact factors	Sources, reasons	Solutions
<ul style="list-style-type: none"> <li>– Number of children in the family</li> <li>– Age, gender of the children</li> <li>– Type of patchwork family</li> <li>– Personality characteristics</li> <li>– Passed time in the family</li> <li>– Compromise skills</li> <li>– Acceptance of the child</li> </ul>	<ul style="list-style-type: none"> <li>– Higher expenditures [car, flat, electrical, technical products]</li> <li>– Holiday [where, where to, for how much]</li> <li>– Buying toys</li> <li>– Buying clothes</li> <li>– Descent</li> </ul>	<ul style="list-style-type: none"> <li>– Adaptation</li> <li>– Talk, agreement</li> <li>– Justice [especially on holidays]</li> <li>– Equality between children</li> <li>– Patience</li> <li>– Financial independence</li> </ul>

**Table 3: Factors, sources and solutions influencing the buying conflicts discovered by the research**

Source: Own table

### 3.2 Results' summary of the quantitative research

During the research I asked 142 parents living in patchwork families and 184 living in traditional ones who are living in different types of patchwork families. The majority of the respondents were women (105 women and 37 men filled out the questionnaires). The high proportion of women can be explained by the fact that generally they manage the issues related to the family. The average age of the respondents was 39, the birth date of them ranged from 1955 to 1989. The most respondents came from the agegroup 36-40. The average age of the pair was 40. 19% of the respondents live with one child, 39% of them with two children. 28% was the proportion of families with 3 children. The rate of families with 4 children was less (10%) and by 5 respondents were 5 children in the family. The respondents are not the biological parents of 20% of children living in patchwork families. The proportion of children is bigger whose biological mother or father was the respondents. There were 35 cases when there was 1 child living not with the family, 11 cases when there were 2 children and 2 cases when there were 3 children. The average age of children not living with the family was 20, 14. From this high average age we can deduce that the older child of the respondent lives away from the family who is in many cases independent or who does not live with the family because of his/her studies. In majority of the cases the child living away from the parents was born in the first relationship. In 47 cases have the mates' child not living with them in the asked patchwork families. Their average age was 19, 61 – so they are older children. They are living mostly with the former wife but many of them mentioned that they are living independently. The main proportion of the respondents is higher educated (35, 2%). High proportion of them

(32, 4%) is intermediate educated, 23, 2% of them studied profession. Only 7, 5% of them have 8 grammar school classes or less. The higher number of lower education is probably the effect of having a family early. According to the previous expectations the common-law marriage is notable by the respondents in patchwork families (45, 8%), it is almost the same proportion as the marriage (51, 4%). The respondents living in patchwork families were married in big proportion earlier (57, 7%) because of the structure of familytype. The majority of them divorced once in their lives. Most of them are working in full-time jobs as employees (63, 4%). The rate of working in part-time jobs is 14, 8%. The number of having child care fee is also high (14, 8%). Only a low percent of the respondents does not have job (5, 6%). The most of the respondents are working in compatitory sphere (40, 1%). 27, 5% are working in the public sphere but in the civil sphere are working only a few (2, 8%). 12, 7% of the patchwork families have low (under 70 thousands HUF) income. More than the half of the respondents (50, 7%) has average (70-130 thousands HUF) income. The proportion with income above the average (131-250 thousands HUF) is quite high (24, 6%). Only a few (3, 5%) has specifically high (above 251 thousands HUF) income. The rate was high who did not answer the question related to the incomes (8, 5%).

In the cases of buying convenience products the individual decision is the main feature. There are many cases when the decision is common (common with the partner or with the family) but the children are involved with less proportion. This can come from that the patchworkfamilies do not want to make difference between the own and stepchildren thus the parents decide. In point of shopping the common decisions dominate as it was seen in former researches and in the literature. The children are involved in this case also less. The reason is maybe again the avoidance of conflicts. The proportion of individual decisions is 23% and of the pair is 11%. Also the common children take part in the common decisions during shopping in a low rate and there was only one case when the non-common child could have a say. In the cases of buying own clothes the individual decision is the main, the common decision has less proportion. The parents do not really give a say to the children. Probably because of the individual styles and own use worked out this results. In the case of buying clothes of the partner dominate the common decision (45%) and the own decision of the partner (40%). The children have a say in these cases only few times. 9-10% of the respondents make decision about his/her partner's clothes. As the majority of the respondents were women, the outcome is not surprising – as men do not like to buy clothes generally and they often ask the advice of their partner. On the whole we can say

that the decision in the case of buying clothes for the children is a common decision of the respondents. The low rate of the say of children happens probably that the parents do not want to raise conflicts between the stepsisters/brothers thus the proportion of the parents is so high. (In the case of common children it is 47 %.) This kind of decision features all types of patchwork families – they come to a decision mostly in the case of buying clothes for away living and not biological children. Between the respondents there were only a few cases when there were children belonging to the family but not living with them – but if there are ones the parent make a decision mostly if he/she is the fostermother/-father.

### 3.2.1 Attitudes of the respondents

With the 34 attitude statements of the questionnaire I wanted to know what features the personality of patchwork families. Between the questions there were statements related to the job, spending spare time, relation with the partner, buying products and personality features. From the answers I wanted to create such characteristic elements with the help of factor analysis which assign the patchwork and traditional families.

The results of KMO and Bartlett-test showed that the factor analyses can be used because the value of KMO index was higher than 0, 5 in both types of families. The result is significant. The factors explain on the whole 69, 623% of the variance in patchwork families, and 64, 172% of the variance in the traditional ones. In both cases 12 factors were reasonable.

The factors can be listed into 3 groups according to the total variance explained. The basis of classification was the percent of variance. Those factors belong to the same group of which percent of variance is close to each other: (1) very decisive (2) middle decisive (3) less decisive factors.

In the case of **traditional families** the following statements are belonging to the factors:

#### **Very decisive factor group:**

##### **Factor 1: spare time (% of variance: 10,428%)**

- I spend the nights generally calm at home.
- I aim to spend my spare time first of all with my friends.
- I like to move out from home.
- If I would like to have something I will buy it without considering its price.

##### **Factor 2: testing of products (% of variance: 8,572%)**

- I like to try brands and products of all kinds.
- I like to try new products.

**Middle decisive factor group:****Factor 3: approach (% of variance: 6,182%)**

- It is important to learn new things in our life permanently.
- I am willing to sacrifice my time for good things.
- I have practical approach.

**Factor 4: general values (% of variance: 5,802%)**

- I aim to spend my spare time first of all with my family.
- If something doesn't succeed for the first time you have to always try it again.
- It is important to be well-informed about the things of the world.
- I like to control people.

**Factor 5: relation to people and to our own (% of variance: 5,165%)**

- I like to spend my spare time alone.
- I don't like to judge people based on their lifestyle.
- I am worried about myself much.

**Factor 6: Carpe diem lifestyle (% of variance: 4,893%)**

- Sometimes I buy things for myself which I don't really need.
- You have to catch the possibilities when they are happening.
- Nowadays it is important to be able to deal with many things at the same time.

**Factor 7: work and shopping (% of variance: 4,576%)**

- I like to do my job first of all at home.
- I don't give a say to children what to buy.
- People ask me an advice before they buy new products.

**Factor 8: spare time and money (% of variance: 4,307%)**

- I spend much time to have a correct look.
- It is more important to have enough spare time than to earn more.
- I only work for the money.
- I like the challenges, the new things and diversity in my life.

**Factor 9: mental outfit (% of variance: 4,067%)**

- I spend my vacation generally at home.
- I have basically attitude of mind.

**Less decisive factor group:****Factor 10: relationship with the partner (% of variance: 3,485%)**

- I aim to spend my spare time first of all with my partner.
- I think that it is important to have a long-lasting relation with our partner.

**Factor 11: belonging to somewhere (% of variance: 3,411%)**

- I prefer to work in group.
- It is important to feel that others appreciate me.

**Factor 12: habits (% of variance: 3,284%)**

- I often have to bring my work home.
- The respect of traditions and customs is important.

In the case of **patchwork families** the following statements are belonging to the factors:

**Very decisive factor group:****Factor 1: general values (% of variance: 14,095%)**

- It is important to learn new things in our life permanently.
- I don't like to judge people based on their lifestyle.
- If something doesn't succeed the first time you have to always try it again.
- It is important to be well-informed about the things of the world.
- I am willing to sacrifice my time for good things.
- I think that it is important to have a long-lasting relation with our partner.
- The respect of traditions and customs is important.

**Factor 2: Spare time and shopping (% of variance: 11,065%)**

- I aim to spend my spare time first of all with my friends.
- I like to move out from home.
- Sometimes I buy things for myself which I don't really need.
- If I would like to have something I will buy it without considering its price.

**Middle decisive factor group:****Factor 3: approach (% of variance: 7,511%)**

- I aim to spend my spare time first of all with my family.
- You have to catch the possibilities when they are happening.
- I have practical approach.

**Factor 4: testing products (% of variance: 5,660%)**

- I like to try brands and products of all kinds.
- I like to try new products.

**Factor 5: relation to people and to our own (% of variance: 4,840%)**

- I like to spend my spare time alone.
- I like to control people.
- I am worried about myself much.

**Factor 6: belong to somewhere (% of variance: 4,579%)**

- I spend my vacation generally at home.
- People ask me an advice before they buy new products.
- I prefer to work in group.
- It is important to feel that others appreciate me.

**Factor 7: say of children into the shopping (% of variance: 4,321%)**

- I don't give a say to children what to buy.

**Factor 8: work (% of variance: 4,027%)**

- It is more important to have enough spare time than to earn more.
- I like to do my job first of all at home.
- I often have to bring my work home.
- I have basically attitude of mind.

**Factor 9: relationship with the partner (% of variance: 3,934%)**

- I aim to spend my spare time first of all with my partner.

**Less decisive factor group:****Factor 10: time spent at home (% of variance: 3,327%)**

- I spend the nights generally calm at home.

**Factor 11: ambitions (% of variance: 3,209%)**

- I only work for the money.
- Nowadays it is important to be able to deal with many things at the same time.
- I like the challenges, the new things and diversity in my life.

**Factor 12: appearance (% of variance: 3,057%)**

- I spend much time to have a correct look.

The main differences are that the attitude statements are different in the case of traditional and patchwork families' factors – thus the name and the content of the factors are also various. We could see according to the total variance explained that the importance of factors between the two types of families are different.

Before the cluster analyses I made factor analysis but in regard that we forfeited 30% of variances – I went back to the source variables thus the base of the cluster analysis were

not the factor values but the source variables. I used 34 attitude statements in the research which were tested previously with 20 respondents directly. I did not find significant difference between the groups 5 times. I classified the respondents living in patchwork families into 4 clusters which show strong differences according to their lifestyles.

*Cluster 1:* To the individuals of this cluster the other's appreciation is important. They are family centric, they try to manage with tasks of life and if they fail they try it again. For them the respect of traditions and customs is important but they are opened for new things, too. They think their buying decision fore, the impulse purchase is not characteristic in this cluster but the rational decisions are. They have practical approach.

*Cluster 2:* They like to spend their spare time at home; they do not go anticipate things. For them the spare time is more important than earning money; they prefer to wait for directions also at work than do it spontaneously. They have attitude of mind; they prefer to work in group than as leader.

*Cluster 3:* They are surpassingly family centric, active and they like the novelties. They are opened to innovation; they like to try new products and brands often; we can not name them brandloyal buyers. They like to spend their spare time out of home but with their family. Money is important for them; they are impulse buyer related to their buying decisions.

*Cluster 4:* They like to stay at home; their partner is important for them first of all. They don't like to try novelties. They have leading type; they don't like to be in group; they come to a buying decision based on rationality and not on impulses. They are persistent and they are able to face to difficulties.

The thesis defined by the cluster analysis is the following:

**T<sub>1</sub>: According to the quantitative reserach of buying behavior/decision-making I can state that the typological approaches used in sociology and psychology can be supplemented by a new aspect. The basis of amendment is the „position/role” within the family of the child/ren living in the family.**

### 3.3. Certification of hypothesis

#### 3.3.1 Shopping

**H<sub>02</sub>:** There is no difference between the samples of traditional and patchwork families related to the shopping.

53, 2% of respondents living in traditional families make decisions together with their current partner in the case of shopping, this rate is higher: 61, 4% in the patchwork families. The own decisions have higher rate in patchwork families: 22, 9% - while this rate is only 18, 5% in the case of traditional families. The respondents living in traditional families involve the children to decisions related to shopping with higher proportion: 16, 2%. According to the Chi-square test ( $\chi^2 = 25,093$ ) there is significant difference between the samples.

	Value	df	2 Sig.
Pearson Khi square	25,093 <sup>a</sup>	4	,000
Likelihood Ratio	35,624	4	,000
Linear-by-Linear Association	11,043	1	,001
Valid Cases	313		

a. 1 cells (10,0%) have expected value less than 5.  
The minimum expected value is 4,92.

**Table 4: Chi square table**  
Source: Own table

	Value	Approx. Sig.
Nominal by Nominal Phi	,283	,000
Cramer's V	,283	,000
Contingency Coefficient	,272	,000
Valid Cases	313	

a. Not assuming the null hypothesis.

I will refuse the null hypothesis; there is difference between the samples of traditional and patchwork families related to the shopping.

**T<sub>2</sub>:** There is difference between the samples of traditional and patchwork families related to the shopping.

### 3.3.2 Purchasing convenience goods

**H<sub>03</sub>:** There is no difference between the samples of traditional and patchwork families related to shopping convenience goods.

	Value	df	2 Sig.
Pearson Chi square	8,041 <sup>a</sup>	4	,090
Likelihood Ratio	11,051	4	,026
Linear-by-Linear Association	1,964	1	,161
Valid Cases	314		

a. 4 cells (40,0%) have expected value less than 5. The minimum expected value is 2,25.

**Table 5: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal by Nominal Phi	,160	,090
Cramer's V	,160	,090
Contingency Coefficient	,158	,090
Valid Cases	314	

a. Not assuming the null hypothesis.

There is no significant difference between the samples according to the Chi-square test ( $\chi^2 = 8,041$ ). I can not refuse the null hypothesis based on my present research.

### 3.3.3 Hypothesis related to the payment of phone bills

**H<sub>04.1</sub>:** There is no difference between the samples of traditional and patchwork families related to paying of own phone bills.

In the case of paying the phone bills 50, 7% of the respondents living in patchwork families said that they pay the bills on their own and only 42, 3% of them said that they pay the bills together with their partner. The respondents living in traditional families declared really different: 54, 9% of them said that they pay their own phone bills together with their partner and 34, 7% of them said that they pay it individually. If we have a look at the respondents in different types of families in what proportion do their partner pay the phone bills of them we can see that it is 10, 4% in the traditional families and only 7, 0% in patchwork ones. So the one living in patchwork family saves rather their independence, while the one in traditional family finances his/her expenditures together with the partner.

According to the Chi-square test ( $\chi^2 = 8,310$ ) there is significant difference between the samples.

	Value	df	2 Sig.
Pearson Khi square	8,310 <sup>a</sup>	2	,016
Likelihood Ratio	8,326	2	,016
Linear-by- Linear Association	7,061	1	,008
Valid Cases	315		

a. 0 cells (,0%) have expected Value less than 5.  
The minimum expected Value is 12,62.

**Table 6: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal Phi by Nominal	,162	,016
Cramer's V	,162	,016
Contingency Coefficient	,160	,016
Valid Cases	315	

a. Not assuming the null hypothesis.

I refuse the null hypothesis, there is difference between the samples of traditional and patchwork families related to paying of own phone bills.

**T<sub>4.1</sub>: There is difference between the samples of traditional and patchwork families related to paying of own phone bills.**

### 3.3.4 Paying the phone bills of the couple of respondents

**H<sub>04.2</sub>:** There is no difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.

The respondents living in different types of families declared different about who pays the phone bill of their partner. 47, 9% of the respondents living in patchwork family said that their partner pay the bills while the majority (60, 4%) of the respondents living in traditional family said that they pay the bill together. So as was in the former hypothesis we can define in this case, too that the adults living in patchwork family want to make themselves independent while the respondents in traditional families do not want that – they arrange their expenditures together. In the case of traditional families related to the paying of phone bills of the partner stays on the second place that it is paid by the partner (30, 8%); in the case of patchwork families we can find the common payment on the second place (42, 9%). According to the Chi-square test ( $\chi^2 = 10,291$ ) there is significant difference between the samples.

	Value	df	2 Sig.
Pearson Chi square	10,291 <sup>a</sup>	2	,006
Likelihood Ratio	10,327	2	,006
Linear-by- Linear Association	5,734	1	,017
Valid Cases	309		

a. 0 cells (.0%) have expected value less than 5.  
The minimum expected value is 12,69.

**Table 7: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal Phi by Nominal	,182	,006
Cramer's V	,182	,006
Contingency Coefficient	,180	,006
Valid Cases	309	

a. Not assuming the null hypothesis.

I refuse the null hypothesis; there is difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.

**T<sub>4.2</sub>: There is difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.**

### 3.3.5 Paying the phone bills of common children living in the same household as the respondents

**H<sub>04,3</sub>**: There is no difference between the samples of traditional and patchwork families related to paying the phone bills of common child living in the same household as the respondent.

According to the Chi-square test ( $\chi^2 = 0,756$ ) there is no significance difference between the samples.

	Value	df	2 Sig.
Pearson Chi square	,756 <sup>a</sup>	3	,860
Likelihood Ratio	,752	3	,861
Linear-by-Linear Association	,076	1	,783
Valid Cases	237		

a. 2 cells (25,0%) have expected value less than 5. The minimum expected value is 2,22.

**Table 8: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal Phi by Nominal	,056	,860
Cramer's V	,056	,860
Contingency Coefficient	,056	,860
Valid Cases	237	

a. Not assuming the null hypothesis.

I can not refuse the null hypothesis based on my present research.

### 3.3.6 Paying the phone bills of the own, but not common children living in the same household as the respondents

**H<sub>04.4</sub>:** There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.

	Value	df	2 Sig.
Pearson Khi sqaure	10,235 <sup>a</sup>	3	,017
Likelihood Ratio	10,301	3	,016
Linear-by-Linear Association	3,297	1	,069
Valid Cases	155		

a. 2 cells (25,0%) have expected value less than 5. The minimum expected value is 3,30.

**Table 9: Chi square table**

Source: Own table

In the case of patchwork families 68% of the respondents said that they pay together the bill of own but not common child's bills; this rate is also high (60%) in the case of traditional families. They said in high proportion that their children arrange their own bills individually; probably they have this possibility because of their age. The "I pay" option was really high (25%) in the patchwork families which shows that quarter of the respondents pay the bill of their own child. This rate in the case of traditional families was unimportant. According to the Chi-square test ( $\chi^2 = 10,235$ ) there is significant difference between the samples.

I will refuse the null hypothesis, there is difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.

**T<sub>4.4</sub>:** There is difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.

	Value	Approx. Sig.
Nominal Phi by Nominal	,257	,017
Cramer's V	,257	,017
Contingency Coefficient	,249	,017
Valid Cases	155	

a. Not assuming the null hypothesis.

### 3.3.7 Paying the phone bills of not own children living in the same household as the respondents

**H<sub>04,5</sub>:** There is no difference between the samples of traditional and patchwork families related to paying the phone bills of not own child living in the same household as the respondent.

	Value	df	2 Sig.
Pearson Khi square	10,003 <sup>a</sup>	3	,019
Likelihood Ratio	10,452	3	,015
Linear-by-Linear Association	1,786	1	,181
Valid Cases	125		

a. 0 cells (,0%) have expected value less than 5. The minimum expected value is 6,38.

**Table 10: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal Phi by Nominal	,283	,019
Cramer's V	,283	,019
Contingency Coefficient	,272	,019
Valid Cases	125	

a. Not assuming the null hypothesis.

The respondents living in patchwork families do the same in the case of not own child as of biological child: generally likely to the respondents living in traditional families, they pay the bill together (patchwork families: 67%, traditional ones: 79%); but the role of the biological parent is higher also in this case in patchwork families: 25%. According to the Chi-square test ( $\chi^2 = 10,003$ ) there is significant difference between the samples.

I will refuse the null hypothesis, there is difference between the samples of traditional and patchwork families related to paying the phone bills of not own child living in the same household as the respondent.

**T<sub>4,5</sub>:** There is difference between the samples of traditional and patchwork families related to paying the phone bills of not own child living in the same household as the respondent.

### 3.3.8 Paying the phone bills of own children living not at the same household as the respondents

**H<sub>04,6</sub>:** There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own child not living in the same household as the respondent.

According to the Chi-square test ( $\chi^2 = 1,720$ ) there is no significance difference between the samples.

	Value	df	2 Sig.
Pearson Khi square	1,720 <sup>a</sup>	3	,632
Likelihood Ratio	1,720	3	,632
Linear-by-Linear Association	,004	1	,948
Valid Cases	127		

a. 2 cells (25,0%) have expected value less than 5.  
The minimum expected value is 3,59.

**Table 11: Chi square table**

Source: Own table

	Value	Approx. Sig.
Nominal Phi by Nominal	,116	,632
Cramer's V	,116	,632
Contingency Coefficient	,116	,632
Valid Cases	127	

a. Not assuming the null hypothesis.

I can not refuse the null hypthosis based on my present research.

Hypothesis	Accepted	Thesis
I did not define a null hypothesis before starting the quantitative research, but according to the research I can define the following thesis.		T <sub>1</sub> : According to the quantitative reserach of buying behavior/decision-making I can state that the typological approaches used in sociology and psychology can be supplemented by a new aspect. The basis of amendment is the „position/role” within the family of the child/ren living in the family.
H <sub>02</sub> : There is no difference between the samples of traditional and patchwork families related to the shopping.		T <sub>2</sub> : There is difference between the samples of traditional and patchwork families related to the shopping.
H <sub>03</sub> : There is no difference between the samples of traditional and patchwork families related to shopping convenience goods.		I can not refuse the null hypothesis based on my present research.
<b>Hypothesis related to the payment of phone bills</b>		
H <sub>04.1</sub> : There is no difference between the samples of traditional and patchwork families related to paying of own phone bills.		T <sub>4.1</sub> : There is difference between the samples of traditional and patchwork families related to paying of own phone bills.
H <sub>04.2</sub> : There is no difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.		T <sub>4.2</sub> : There is difference between the samples of traditional and patchwork families related to paying the phone bills of the partner of the respondent.
H <sub>04.3</sub> : There is no difference between the samples of traditional and patchwork families related to paying the phone bills of common child living in the same household as the respondent.		I can not refuse the null hypothesis based on my present research.
H <sub>04.4</sub> : There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.		T <sub>4.4</sub> : There is difference between the samples of traditional and patchwork families related to paying the phone bills of own but not common child living in the same household as the respondent.
H <sub>04.5</sub> : There is no difference between the samples of traditional and patchwork families related to paying the phone bills of not own child living in the same household as the respondent.		T <sub>4.5</sub> : There is difference between the samples of traditional and patchwork families related to paying the phone bills of not own child living in the same household as the respondent.
H <sub>04.6</sub> : There is no difference between the samples of traditional and patchwork families related to paying the phone bills of own child not living in the same household as the respondent.		I can not refuse the null hypothesis based on my present research.

Table 12: Summary of hypothesis and thesis

Source: Own table

## Summary

The patchwork families constitute a research topic first of all on the scientific areas of sociology and psychology. In the Hungarian practice have been published special publications, monographs and handbooks with practical instructions related to sociology and psychology which try to approach the phenomenon from different kind of views. Although the appearance of patchwork families is not a novelty; they can mean a potential target group for the future's experts because of the growth of their proportion. Searching on the internet there are many companies which advertise their products and services for patchwork families – from games which have an important role in creating the cohesion in families to the realization of the sticky services related to inheritance or insurance. I see the new result of my dissertation first of all that I started to examine such target group in marketing with which the Hungarian researches have dealt only tangentially. In my opinion with the growth of patchwork families an interesting and useful research area will emerge for not only the academic but also for the practical sphere. In my study I introduced that the buying decisions and conflicts of patchwork families differ from those in traditional families because of the structure of the family – which can mean the basis of effective marketing communication.

The practical use of my research can carry interest in several areas (psychology, pedagogy, and marketing). In the society there are many prejudices against the patchwork families (first of all against the stepparents), and the resolution of them supposes an effective social cooperation. The patchwork families and the member of them need to get special attention as they have many conflicts because of their special relational structures. There are also differences related to their buying decisions (e.g.: the rate of say of children) which the marketing experts should not take into consideration. The patchwork families aim to avoid conflicts and to live a “traditional” family life thus the marketing communication for them have to transmit acceptance and appreciation – they should not refer straight to the patchwork family. We have to take into account those problems which the patchwork families have to face; we should offer such products and services and we should send such messages which can give solution of those problems. The reach of patchwork families is not easy but I think that they would be effectively reached with direct marketing communication through voluntary helper organizations, associations and foundations which organize them into groups.

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