Marketing Colloquium  
Distinguished Speaker Series  
Fall 2011

November 11, 2011, 1:00-2:30 PM, Room: 3164 Gerdin  

Les Carlson  
Nathan Gold Distinguished Professorship  
University of Nebraska

TITLE; Parental Style: What We Know, What We are Learning, and What Still Remains for Investigative Endeavor

Abstract

Parental style represents a theoretical framework for understanding how parents engage in the socialization of children. With a number of colleagues and in a variety of studies, I have applied this framework (from developmental psychology) to the study of consumer socialization. Results have indicated that parents' consumer socialization interactions with children differ according to how they socialize their children in general. Moreover, one particular parental style appears to be more involved in consumer socialization generally compared to other parental styles. I will review parental style as well as our past findings regarding the links among parental style and consumer socialization. I will also briefly highlight a few findings from three additional and current research studies in this stream. Finally, I will end the presentation with some suggestions for additional work in the area of parental style and consumer socialization especially in terms of how this research can and should be extended in some meaningful ways.