SPOUSAL ROLES IN FAMILY PURCHASE DECISION MAKING PROCESS

Abstract

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The major objectives of marketers are to identify the purchase decision makers. Marketers are interested to know how decisions about purchase are formed and who exactly influence it. What role spouses plays in Family Purchase Decision Making Process? Previous researchers focuses on family as a unit as far as the Family Purchase Decision Making Process is concerned. Family works as a mentor as for the spouse because basic social values and social behaviour is taught as a collective measure by it. That’s why marketers generally aim at spouse who seek support in the task of socialization.

Behaviour of spouse is multidimensional in nature, because it depends upon size of the family unit, age gap between the spouse, their social background of spouse, their working status, the risk associated with a particular purchase decision and above all the mindset of the family towards the traditional role of the women. So purchase decision making behaviour with a family becomes a complete task of analytical purpose.

Spousal decision making is probably unique among research areas of social sciences that reveals that several discipline contributed to its development including rural sociology, social anthropology, social psychology, clinical psychology, marketing and
economics. This interest of diverse disciplines in spousal decision making is largely due to the fact that the whole social structure in the world rests on the consumption maintenance and survival of the family unit.

The present study has been initiated with the objective to know the effect of gender role on buying behaviour and redefining the role of gender. The main objectives of the study are to analyze the changing nature of the spousal roles in family purchase decisions, and the impact of socio-cultural shifts in the family purchase decision making process. This research also helps to analyze the change in spousal roles in dual income families and to identify the shifts in authoritative / hierarchical positions in spousal roles with reference to purchase decision making. Research indicates that the role of each spouse has also been changed in the purchase decisions than the earlier times. The increasing awareness towards education, use of internet, mobiles, televisions and other mass media etc. is going to effect the purchase decisions the most. Spouse s generally makes joint decisions in the purchase of the household products, whether their consumption may be personal. Male spouse is now no more the single authoritative person of the household and he has been joined by his wife to make purchase decision for the family. In this way the household setup has been now shifted towards more democratic in nature than the authoritative/hierarchical in past. In this research spouses are in favour that here is a shift in the socio-cultural environment in the purchase decision-making process. There is a shift in gender roles with the participation of women in labour force. These shifts will fundamentally alter husband–wife decision making.