CHAPTER-V
FINDINGS AND CONCLUSIONS
LIMITATIONS AND
SUGGESTIONS
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FINDINGS, CONCLUSIONS, LIMITATIONS AND SUGGESTIONS  
In the previous chapter, the data collected were analysed and based upon the analysis of data interpretations were made on the impact of different stages of family life cycle on consumer behaviour in selected durables. This chapter seeks to present the major findings of the study and tentative conclusions drawn from these findings and short comings of the study which limited the findings and conclusions and make suggestions to the future researchers and practitioners. 
5.1. Findings of the Study  
Following are the major findings of the study with respect to impact of family life cycle on consumer behavior in selected durables: 

5.1.1 Composition and Size of Families Constituting Different Stages of Family Life Cycle  
- While majority of the respondents (68.2%) in Orissa have two children, 22.3% have only one child and 9.6% have more than two children in case of Chhattisgarh 64.6% of the have two children, 20.7% have more than two children and 14.6% have only one child.  
- It was found from the study that while 38% of the respondents in Orissa owned a house, followed by 37% owned parental property and 25% did not own any house or were staying in a rented houses, for counterparts in Chhattisgarh, 47.5% did not own a house, 26.5% were have parental house and 26% owned a house of their own.  
- It was found that while 53% of respondents were not staying in joint families and 47% were staying in joint families from among the respondents from Orissa; in case of their counterparts in Chhattisgarah, 58.5% of them were not staying in joint families and 41.5 % were staying in joint families.  

5.1.2 Findings on Car Purchase Behavior at Different Stages of Family Life Cycle  
- While majority (60.47%) of “bachelors” and “newly married” couples do not have cars, the majority of respondents (75.34%) belonging to nuclear family and extended family (90.32%) have owned cars in Orissa. In
case of their counterparts in Chhattisgarh, majority of bachelors (68.96%) like their counterparts in Orissa do not have car, where as majority of respondents in newly married category (75%) do have cars.

- Majority of the respondents (90.32%) in Orissa and (90.67%) in Chhattisgarh have cars in the fourth stage of their family life cycle.
- While majority of respondents (70.58%) in Orissa at their bachelorhood have purchased second hand cars, their counterparts in Chhattisgarh, majority (77.78%) have purchased new cars.
- Majority of respondents of both the states (66.67%) at their second stage of family life cycle (newly married) have first hand cars, which is similar for the remaining two stages viz. nuclear family 76.67% in Orissa and 80% in Chhattisgarh and 91.07% in extended family in Orissa and 91.18% in Chhattisgarh who have purchased new cars than old cars for their use.
- Majority 88.23% at bachelorhood, 91.67% newly married, 80.77% nuclear family and 80.36% extended family in Orissa have owned first car and the similar is the case in Chhattisgarh where 88.89% bachelorhood, 83.33% newly married, 80% nuclear family and 86.9% extended family have owned first car.
- At bachelorhood, majority of respondents (70.5%) who purchased cars through loan followed by respondents at nuclear stage (67.31%) and extended family (53.57%) in Orissa; where as the majority of respondents at newly married stage of family life cycle owned their car through gift (58.33%) followed by loan (25%). Savings is also a major mode (42.86%) of purchasing car by the respondents at extended family stage of family life cycle. There exist similarities between of two states. Majority owned cars by mode of loan in bachelorhood (66.67%), nuclear family (70%) and extended family (70.59%).
- It was found from the study that bachelor respondents of both the states purchased their cars by being influenced by themselves i.e. 52.29% in Orissa and 66.67% in Chhattisgarh.
- Majority Respondents in nuclear stage of family life cycle and extended stage of family life cycle in both the states are influenced by spouses 57.69% and 39.28% respectively in Orissa and 41.67% and 41.17% in Chhattisgarh.
- In extended family son influences the purchase of car significantly in both the states such as 26.78% in Orissa and 29.41% in Chhattisgarh.
- Car is most frequently used by the respondent themselves in four stages of fam-
ily cycle in both the states such as bachelorhood (88.23%), newly married (75%), nuclear family (59.61%) and extended family (41.07%) in Orissa and in case of their counterparts in Chhattisgarh it is bachelorhood (88.89%), newly married (66.62%), nuclear family (63.33%) and extended family (36.76%).

- In extended stage of family life cycle, the second most frequent user of car are spouse and children in Orissa where as in Chhattisgarh spouse (29.41%) followed by children (25%) where most frequent user of cars.
- At bachelorhood stage car is purchased by the respondents for status(70.59%) where as in Chhattisgarh bachelors purchase car for necessity(77.78%) and the same trend is seen in case respondents at newly married respondents where majority 58.33% purchase for status symbol in Orissa but in Chhattisgarh 66.67% purchase the for necessity. In the stages of nuclear family and extended family, the car is purchased for necessity in both the states.
- In both the states, it is seen that respondents in their newly married, nuclear family and extended family stages have preferred to go with their spouses, newly married (50%), nuclear family (57.7%) and extended family (44.64%) in Orissa and newly married (72.22%), nuclear family (55%) and extended family (54.41%) in Chhattisgarh to buy their cars.

5.1.3. Findings on Washing Machine Purchase Behavior at Different Stages of Family Life Cycle

- Most of the respondents own washing machine at all stages of family life cycle except bachelorhood. In Orissa majority of the respondents (79.06%) did not own washing machine and similar is the case with their counterparts in Chhattisgarh, majority (75.86%) of bachelors also do not own the washing machine. In extended stage of family life cycle, majority 90.32% in Orissa and 94.67% in Chhattisgarh have owned washing machine. Similarly, 68.23% newly married couples and 68.11% respondents in nuclear family in Orissa and 66.67% respondents in newly married and 90.28% respondents in nuclear family in Chhattisgarh also owned washing machine.
- It is seen that ownership of first hand washing machine vary within the range of 77% to 91% in Orissa with majority of respondents in extended family (91.07%) owning first hand washing machine. In Chhattisgarh the ownership percentage of first hand washing machine varies from 85% to 95%. Majority (95.77%) of respondents in extended family stage of
family life cycle owning first hand washing machine. The ownership of second hand washing machine is seen maximum which is 22.22% in Orissa and 14.29% in Chhattisgarh when people are at their bachelorhood stage of family life cycle. In both the states majority of the respondents in all stages of family life cycle buy first hand washing machine.

- Majority of the sampled respondents under study in all stages of family life cycle such as 100% in bachelorhood and newly married, 95.74% in nuclear family and 91.07% in extended family in Orissa and 85.71% in bachelorhood, 100% newly married, 93.85% nuclear family and 88.73% extended families in Chhattisgarh owned their first washing machine.

- Majority of bachelor respondents (77.77%) in Orissa and (71.43%) in Chhattisgarh have owned the washing machine by savings. In the rest three stages of family life cycle it is seen that majority of respondents have got the washing machine as gift. A similar trend is seen in both the states where respondents of newly married (66.66%), nuclear family (74.47%), extended family (80.36%) in Orissa and similarly in Chhattisgarh newly married (75%), nuclear family (76.92%) and extended family (87.32%) have own their got washing machines as gifts.

- At bachelorhood (44.44%) in Orissa and 42.86% in Chhattisgarh are influenced by their parents to buy washing machines. In the other three stages of family life cycle, majority of respondents have been influenced by their wives to buy the washing machine. Majority of newly married couples (88.89%), nuclear family (80.85%) and extended family (80.36%) in Orissa are influenced by their wives. Similar is the case of the respondents Chhattisgarh.

- In case of bachelors, in both the states they are the most frequent users (77.78%) in Orissa and (85.71%) Chhattisgarh, respectively. In case of the married respondents both in case of newly married couples (44.44%) in Orissa and 50% in Chhattisgarh, spouses are the frequent users of the washing machines and in case of the nuclear family and extended family they themselves emerged to be the frequent users of washing machine by the respondents of both the states.

- Almost everyone considered washing machine as a necessity.

- At bachelorhood stage of family life cycle majority of the respondents (55.5%) in Orissa are accompanied by no one to buy the washing machine, where as their counterparts in Chhattisgarh accompanied friends.
(57.14%) to purchase the same. In case of the remaining three stages of the family life cycle in both the stages majority of the respondents accompanied their spouses (83.33%) newly married, (70.21%) nuclear family and (62.5%) extended family in Orissa and (87.5%) newly married couples, (81.54%) nuclear family and (56.33%) in case of extended family in Chhattisgarh.

5.1.4 Findings on Air Conditioner Purchase Behavior at Different Stages of Family Life Cycle

• Majority of the bachelors (88.37%) in Orissa in the early stage of their family life cycle do not have air conditioner. Interestingly, majority of newly married (61.54%), nuclear family (50.72%) and extended family (80.64%) in Orissa and newly married (58.33%), nuclear family (58.33%) and extended family (77.33%) do have air conditioner in their houses.

• Majority of the respondents (60%) in their bachelorhood stage of family life cycle purchased second hand air conditioner in Orissa and (55.56%) in Chhattisgarh. But in the latter three stages of family life cycle, (75%) newly married, (62.86%) nuclear family and (90%) extended family in Orissa and (64.28%) newly married, (71.43%) nuclear family and (91.38%) extended family in Chhattisgarh have first hand air conditioner.

• In the first two stage of family life cycle that is bachelor and newly married stages (100%) respondents have owned their first air conditioner in both the states. Where as (91.43%) of the respondents of nuclear family and (64%) extended family in Orissa and (90.48%) in nuclear family and (75.86%) in extended family in Chhattisgarh have owned their first air conditioner. The majority (36%) respondents in extended family in Orissa owned second air conditioners in comparison to (24.14%) in Chhattisgarh.

• In both the states, Orissa and Chhattisgarh at newly married and nuclear family stage of family life cycle, majority of respondents have purchased air conditioner by mode of loan such as (87.5%) newly married and (51.43%) nuclear family in Orissa and (71.43%) newly married and (52.38%) nuclear family in Chhattisgarh purchased air conditioner through loan. Interestingly, in case of extended family majority of respondents in Orissa (76%) and (60.34%) in Chhattisgarh have purchased their air conditioner out of savings.
• Majority of bachelors (80%) in Orissa and (55.56%) in Chhattisgarh purchase air conditioner on their own decision. Majority of respondents under study in Orissa (50%) newly married, (45.7%) nuclear family and (96%) extended family purchase air conditioner by the influence of their wives. The same is seen in case of the respondents in Chhattisgarh, that (50%) respondents in newly married and (72.14%) respondents in extended family purchase is influenced by wives while purchasing air conditioner.

• Majority of bachelors (80%) in Orissa and (55.56%) in Chhattisgarh purchase air conditioner on their own decision. Majority of respondents under study in Orissa (50%) newly married, (45.7%) nuclear family and (96%) extended family purchase air conditioner by the influence of their wives. The same is seen in case of the respondents in Chhattisgarh, that (50%) respondents in newly married and (72.14%) respondents in extended family purchase is influenced by wives while purchasing air conditioner, but majority respondents in nuclear family (71.43%) in Chhattisgarh are influenced by their own purchase decisions.

• Majority bachelors both in Orissa and Chhattisgarh are the frequent users of air conditioner, where as in both the states frequent users of air conditioner are self, the person who has purchased the air conditioner for the house.

• Only a few (20%) bachelors, (25%) newly married, (20%) nucleus family and (12%) extended family in Orissa and (22.2%) bachelors, (21.43%) newly married, (4.76%) nucleus family and (8.62%) extended family in Chhattisgarh considered air conditioner as a status symbol.

• While purchasing air conditioner in Orissa, majority of bachelors (60%) are accompanying their friends but it is the reverse in case of Chhattisgarh where all of the (100%) are going all alone to buy the air conditioner. In case of newly married couples there are similarity in Orissa and Chhattisgarh where majority of respondents (50%) in Orissa and (35.7%) in Chhattisgarh are accompanied by their spouses. Where as in case of nuclear family, majority (40%) of the respondents accompanying friends, their counterparts in Orissa majority (40.48%) accompanying their spouses to purchase air conditioner. In case of extended family while majority of respondents (30%) in Orissa are going alone followed by friends (28%), their counterparts in Chhattisgarh either go alone (22.41%) or friends (18.96%).
5.1.5 Findings on Music System Purchase Behavior at Different Stages of Family Life Cycle

- Almost all the respondents except a few bachelors have music system in their house which could be due to the declining price of music system, variety of models available and growing isolation among the people to confine them to their families in the cities during leisure time.

- Almost all the sampled respondents under study have first hand music system, except a few sampled respondents in the bachelor stage of family life cycle.

- Majority of sampled respondents (58.62%) in bachelorhood, (100%) in newly married, (65.52%) in nuclear family and (56.45%) in extended family in Orissa and (52.17%) in bachelorhood, (80.95%) in newly married, (68.05%) in nuclear family and (53.33%) in extended family in Chhattisgarh have their first music system where as respondents attended the extended family stage in their family life cycle owned second music system significantly such as (43.55%) in Orissa and (46.67%) in Chhattisgarh.

- Majority have obtained their music system either by mode of savings or have got it as gift. Majority (44.82%) bachelors, (68.18%) newly married in Orissa and (47.82%) bachelors and (80.95%) newly married in Chhattisgarh have got their music system in mode of gift, where as respondents in newly married(52.17%) an extended family (69.35%) in Orissa and (56.94%) respondents in nuclear family and (50.67%) of the respondengts in extended family in Chhattisgarh have purchased music system out of savings.

- Majority of bachelors(55.17%) in Orissa were influenced by their friends where as in case of their counterparts in Chhattisgarh a majority (69.56%) bachelors are influenced by self. In the latter three stages of family life cycle such as (59.04%) newly married, (55.07%) nuclear families, (67.74%) extended families in Orissa and (66.67%) newly married, (55.55%) nuclear family and (69.33%) extended family in Chhattisgarh are influenced by their wives while purchasing music system. A significant percentage of respondents in extended family stage of family life cycle are also influenced by their children in both the states.
• All the bachelors are the users of the music system themselves in both the states. It is seen that spouses are the majority users of music system in case of newly married respondents (77.27%), nuclear family (72.46%), and extended family (61.29%) in Orissa and the similar is the case in case of their respondents in Chhattisgarh such as newly married respondents (66.67%), nuclear family (55.55%), and extended family (46.67%). Music system is used by children like (17.74%) in case of respondents in extended family stage in

• Majority of respondents (85.71%) in Orissa, (73.91%) in Chhattisgarh buy music system alone at bachelor hood stage.

• In case of the three stages of family life cycle, respondents accompanied their spouses during purchase of music system. In case of newly married respondents (68.18%), nuclear family (65.21%), and extended family (67.74%) in Orissa and the similar is the case in case of their respondents in Chhattisgarh such as newly married respondents (61.9%), nuclear family (70.83%), and extended family (50.66%).

5.1.6 Findings on Micro Oven Purchase Behavior at Different Stages of Family Life Cycle

• Majority of bachelors (95.35%) in Orissa and (75.86%) in Chhattisgarh do not own micro oven.

• Majority of respondents (57.7%) in newly married stage of their family life cycle did not own micro oven where as in the stage of nuclear family majority (66.67%) did not own micro oven. In the stage of extended family majority (66.13%) owned micro oven. In contrary the majority respondents in Chhattisgarh owned micro oven such as (58.33%) in newly married, (58.33%) in nuclear family and (74.67%) in extended family owned micro oven.

• It is shown in Table that all the respondents owning micro oven in bachelorhood and newly married stages of family life cycle owned their first micro oven in both Orissa and Chhattisgarh. In case of the respondents in nuclear family stage of family life cycle in Orissa majority (78.26%) owned first and (21.73%) owned their second micro oven where as (83.33%) of respondents in Chhattisgarh have their first micro oven at this stage.

• In both the states there is similarity in terms of acquiring it in form of gift. Only a few 2 out of 43 respondents in Orissa and 7 out of 29 in Chhattisgarh


at the stage of bachelorhood in their family life cycle have micro oven, which they have got it out of their savings.

- There exist similarity among the respondents of both the states with respect of mode of purchase of micro oven such as 27.27% newly married, 17.4% nuclear family and 43.9% extended family in Orissa and 28.57% newly married, 40.47% nuclear family and 41.07% extended family in Chhattisgarh have got it out of their savings.

- Only a few 2 out of 43 and 7 out of 29 respondents at bachelorhood stage of their family life cycle have obtained micro oven and for them their parents have become the major influencers to buy micro oven. There exist similarity too in both the states where majority 100% newly married, 52.38% nuclear family and 56.09% extended family in Chhattisgarh have obtained micro oven in their houses because they are largely influenced by their wives.

- All the bachelors (100%) in both the states are using micro oven. Among newly married couples in Orissa, 36.36% respondents are using on their own, 45.45% spouses and 18.18% cases parents use micro oven. In case of their counterparts in Chhattisgarh at nuclear family stage 57.14%, at newly married 26.19% and at extended family stage 25% are using the micro oven on their own. However, majority of the respondents 71.42% at nuclear family stage and 60.71% at extended family stage in Chhattisgarh, spouse uses the micro oven more frequently.

- Only 2 out of 43 bachelors in Orissa and 7 out of 29 respondents in Chhattisgarh have micro oven but bachelor respondents in Orissa have purchased it for necessity and majority (71.42%) of their counterparts in Chhattisgarh consider it as luxury.

- Only 2 out of 43 bachelors in Orissa have micro oven, while purchasing it they had gone alone, where as in case of their counterparts in Chhattisgarh majority 71.42% who had gone alone and 28.75% had accompanied with their friend.

- There exist similarity between Orissa and Chhattisgarh at all three stages of family life cycle where majority 63.63% at newly married, 73.91% at nuclear family and 53.65% at extended family stage in Orissa and 57.14% at newly married stage, 73.8% at nuclear family stage and 57.14% at extended family stage to buy the micro oven for their houses.

5.2. Conclusions of the Study
Based on the above finding, following are the major conclusions of the study:
• There exist similarity between Orissa and Chhattisgarh with respect to majority of the families having three members.
• There exists similarity at the bachelorhood stage of family life cycle in both in Orissa and Chhattisgarh where majority of them do not own car during this stage of their family life cycle.
• There exist differences between newly married couples between Orissa and Chhattisgarh in which majority of the respondents in Chhattisgarh owned the car in the second stage of family life cycle in comparison to their counterpart in Orissa.
• There exist similarity between Orissa and Chhattisgarh with respect to the ownership of cars among the respondents at the stage of nuclear and extended family.
• There exists difference between bachelors in Orissa and Chhattisgarh with respect to the ownership of first/second hand car. While majority of the bachelors in Chhattisgarh owned first hand cars their counterpart in Orissa posses second hand cars.
• There exist similarity between the respondents of Orissa and Chhattisgarh with respect to the ownership of first hand cars at the stage of newly married, nuclear family and extended family.
• There exist similarity in all the stages of family life cycle with respect to the owning of the first car among the respondents across both the states.
• There exist similarity between the bachelors of both the states (Orissa and Chhattisgarh) with respect to the owning of the car through loan.
• There exist similarity among the respondents belonging to nuclear family and extended family between Orissa and Chhattisgarh with respect to owning the car through loan.
• There is no difference among the bachelors who take their own decision to buy their cars across both the states on the study.
• There is difference between newly married couples across Orissa and Chhattisgarh with respect to the influencers in purchasing their cars while in Orissa majority take their own decision in Chhattisgarh wives were the major influencers in this regard.
• There is similarity in nuclear family and extended family of both the states in which wives were major influencers in the car purchase decision of family.
• There is difference at bachelorhood stage of family life cycle between Orissa and Chhattisgarh. While bachelors in Orissa considered car as status Symbol, their counterpart in Chhattisgarh considered it a necessity.
• Similarity exists between newly married couples of Orissa and Chhattisgarh with respect to owning the car as a status symbol.

• There exist similarity between Orissa and Chhattisgarh with respect to owning the new washing machines. Majority prefer to own new washing Machine.

• There is similarity between Orissa and Chhattisgarh in extended family in which they have replaced their first washing machine for the new one, whereas in newly married and nuclear families in both the state have their first washing machine.

• There exist a commonality in bachelorhood stage of family life cycle, washing machines are purchased out of savings, in newly married stage and nuclear family stage of family life cycle washing machine is got out of gift in both the states.

• There exist similarity in both the states in which parent influenced bachelors to buy washing machine and in remaining three stages, it was wives/spouses.

• There exist similarity at bachelorhood stage of family life cycle in both states in which the bachelors themselves are the users of own, whereas spouses are frequent users of washing machine in both the states.

• There exist similarity across all stages of family life cycle in the opinion of majority of respondents from both the state that washing machine is a necessity of life.

• There exist similarities between two states with respect ownership of washing machines in all the stage of family life cycle.

• There exist similarity between Orissa and Chhattisgarh in which people at bachelorhood do not own Air Conditioner but in remaining three stages of FLC have own Air Conditioner.

• There exist similarities in Orissa and Chhattisgarh with respect to owning the first air conditioner in houses.

• Both in Orissa and Chhattisgarh respondents at bachelorhood and newly married stage of family life cycle have their first air conditioner.

• There is difference between Orissa and Chhattisgarh among respondents in replacing the first air conditioner in extended stage of family life cycle in Orissa which is not the case in Chhattisgarh at that stage of family life cycle.

• Loan emerged to be the major mode of purchasing air conditioner in both the stages almost across all stages of family life cycle.

• Wives emerged to be the major influencers in both the states for purchasing air conditioner in both the states.
• While bachelors themselves are the frequent users of air conditioner in both the states.
• Air conditioner emerged as status symbol across all the stages in both the states under study.
• Both in Orissa and Chhattisgarh people have music system in their houses across all stages of family life cycle.
• Both in Orissa and Chhattisgarh at all stages of family life cycle, people have first hand music system.
• Except extended family in remaining three stages of family life cycle, people have their first music system.
• Music system is offered either out of saving or from gift in all stages of family life cycle across both the states.
• Both wives and children emerged to be the major influencers in purchasing music system across both the states.

• Music System is used by spouses in both the states across different stages of family life cycle.
• At bachelorhood stage of family life cycle, people go alone to buy music system in both the states, where as spouses accompany them in other three stages of family life cycle.
• In both states, bachelors do not have micro oven in their houses.
• While in nuclear family stage in Orissa people do not have micro oven in their houses, their counterparts in Chhattisgarh have it.
• Almost all have first hand micro oven across all stages of family life cycles in both the states.
• Micro oven is acquired through gift in all stages of family life cycle except bachelorhood where they have obtained it as life.
• Whoever in either states have purchased micro oven, they have got it out of their savings.
• For bachelors, parents emerged to be the major influencers across both the states, while in other stages of family life cycle, spouses were the major influencers.
• Spouses emerged to be the major users of micro oven across newly married nuclear and extended stage of family life cycle in both the states.

5.3. Limitations of the Study

Based upon the above findings and conclusions it is essential to note the conditions of the study that put the limit to the extent of legitimate generaliza-
tion of the impact of family life cycle on consumer behaviour. In addition to several delimitations which are identified in Chapter- III, there are some other short comings which are there in the methodology which might have influenced the findings of the study. Following are a few of those limitations:

1) \textbf{Lack of in depth approach} – Despite of its comprehensive coverage, the study may be criticized as following:

The traditional approach of analysis of the unique features of the families for which its members remain intact together despite of individual differences as the basis of age, sex, income, education etc., but accept/accommodate the purchase decisions being made by the head of the family or any member of the family. Perhaps, an in depth analysis in the pattern of anthropological research might have provided an in depth idea about the causes of constitution size of the family, the pattern of interaction among its members and the behaviour of each at different stages of its family life cycle and the way the family as a whole and the members in particular influence the decisions to buy the goods and services to meet the day to day needs and long term requirements of the family.

2) \textbf{Nature of relationship in different stages of family life cycle} – It has been widely established and largely practiced that a family passes through different stages of its family life cycle. The present research could not make a thorough analysis of the fact that whenever an individual (bachelor) does not move further (remains bachelor) then how her/his purchase decisions are made especially in the consumer durables which they purchase to meet the requirements of their life.

3) \textbf{Accuracy and dependability of the interpretative materials used for plausible reasons} – Most of the interpretative material used as plausible reasons for research findings of the study consisted of opinions of the researchers and academics from different organizations and hunches of researcher rather the conclusions and inferences drawn from empirical studies. Therefore, the extent of soundness of the generalization of the present study depends upon the soundness of above interpretative materials.

\section*{5.4 Suggestions}

Based on the findings of the study, a number of suggestions can be given to the future researchers and practicing managers.

1. The future researchers may take into account the following guidelines for methodological improvement and formulation of their research problems while conducting study on family life cycle in difference States in the Country.
2. This study is only confined to family life cycle which influence the consumer buying behaviour. The future researchers can conduct their study taking into account other external factors such as culture, reference groups, sub-culture, social class etc. to gather with family to find out how these factors influence consumer buying behaviour decision.

3. Since this study is largely exploratory in nature an in-depth study can be conducted taking into account, how different stages of family life cycle are related with each other and what is the magnitude of impact of these stages on the purchase behaviour of consumers within and across these stages of family life cycle.

4. The future researchers should conduct studies to find out why there is similarity of different across different stages of family life cycle between the consumers of more than two states.

5. The future researchers can carry out a comparative study to find out how internal factors such as attitude, interest, personality and perception of consumers influence the different stages of family life cycle while purchasing the goods and services for their families.

6. A future study can be conducted to assess the exclusive impact of different factors which influence the buying behaviour decision of the families at its different stages.

7. The future study can be conducted to assess why individuals act in certain consumption related ways and with learning what internal external factors impel them to act as they do.

8. As future marketers will be able recognize why and how family life cycle influence the consumption decisions, so that they can make better strategic decisions by understanding how consumers will react to informational and environmental cues and ultimately enable them the better competitive advantage in the market place.

9. Knowing the customer is thus very important. A study of consumer behavior, though not guaranteeing 100% success in the marketplace, but raises the possibility of success. By studying the impact of family life cycle, a marketer gains insight into the attitudes, interests, lifestyles, etc. of the target segment. Therefore, the marketers dealing with selected durables in particular and other consumer durables in general can plan effectively and evolve appropriate strategies to reach the consumer at different stages of their family life cycle.