Acknowledgement

Preface

List of Tables

Chapter I: Introduction

1.1. Consumer Behaviour

1.2. Necessity to Study Consumer Behaviour

1.3. Determinants of Consumer Behavior

1.3. I. Internal Determinants of Consumer Behaviour
   i. Consumer Needs and Motives
   ii. Consumer Perception
   iii. Consumer Learning
   iv. Consumer Attitude
   v. Consumer Personality

1.3. II. External Determinants of Consumer Behaviour
   i. Social Class
   ii. Cultural Factors
   iii. Reference Groups
   iv. Family Defined
   v. Unique Aspects of Family
   vi. Role of family

1.4. Stages of Family Life Cycle

1.4.1. Traditional Family Life Cycle

1.5. Family Purchasing Decisions

1.6. Household Decision Making in Family

1.6.1. Involvement with Purchase

1.7. Role of Children in Family Decision making

1.8. Marketing Applications – Family Buying

1.9 Important Roles in Family Decision Making Process
Chapter II: Review of Related Literature

2.1 Studies in India
2.2 Studies Abroad
2.3 Justification of Present Study

Chapter III: Research Methodology

3.1 Statement of the problem
3.2 Purpose of the study
3.3 Objectives of the study
3.4 Significance of the Study
3.4.1 Theoretical concern
3.4.2 Practical concern
3.5 Methodology
3.5.1 Population
3.5.2 Sample
3.5.3 Categorisation of Respondents into Different Stages Family Life Cycle
3.5.4 Data collection
3.5.5 Schedule/Questionnaire
3.5.6 Analysis of Data
3.6 Definitions of Related Terms
3.7 Delimitations of the Study

Chapter IV: Analysis and Interpretation of Data

4.1 Educational Qualification of the Sampled Respondents
4.2 Average Monthly Income of the Sampled Respondents
4.3 Employment Status of Spouses of the Respondents
4.4 Educational Qualifications of Spouses of Respondents
4.5 Number of Children of the Sampled Respondents
4.6 Educational Qualifications of the Children of the Sampled Respondents
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.7 House Ownership of the Sampled Respondents</td>
<td>61</td>
</tr>
<tr>
<td>4.8 Number of Sampled Respondents Staying in the Joint Families</td>
<td>62</td>
</tr>
<tr>
<td>4.9 Number of the Members of the Family of the Sampled Respondents Staying Together in the Capital City</td>
<td>62</td>
</tr>
<tr>
<td>4.10 Ownership of Car</td>
<td>63</td>
</tr>
<tr>
<td>4.11 Ownership of Washing Machine</td>
<td>77</td>
</tr>
<tr>
<td>4.12 Ownership of Air Conditioner</td>
<td>85</td>
</tr>
<tr>
<td>4.13 Ownership of Music System</td>
<td>98</td>
</tr>
<tr>
<td>4.14 Ownership of Micro Oven</td>
<td>109</td>
</tr>
</tbody>
</table>

**Chapter V: Findings and Conclusions**

Limitations and Suggestions

<table>
<thead>
<tr>
<th>Section</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1. Findings of the Study</td>
<td>121</td>
</tr>
<tr>
<td>5.2. Conclusions of the Study</td>
<td>129</td>
</tr>
<tr>
<td>5.3. Limitations of the Study</td>
<td>132</td>
</tr>
<tr>
<td>5.4. Suggestions</td>
<td>133</td>
</tr>
</tbody>
</table>

**Bibliography**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bibliography</td>
<td>135-142</td>
</tr>
</tbody>
</table>

**Appendix-Schedule/Questionnaire**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix-Schedule/Questionnaire</td>
<td>143-146</td>
</tr>
</tbody>
</table>