PREFACE

The present research is concerned with investing the impact of different stages of family life cycle in the buying behaviour of consumers across two States in the Country. There are several questions which have been raised by the researcher to assess whether family life cycle has any impact upon the buying behaviour of the consumers in general and how different stages of family life cycle influence the buying behaviour of consumers in particular. Consumers in their day to day life buy variety of goods and services for their daily consumption which are broadly categorized into durable and non-durable. The focus of the present work is to examine how consumers' purchase decision for durable goods is being influenced by different stages of life cycle within a particular culture and across different cultures in the Country.

The study has been divided into three parts. Part-I presents various dimensions of the problem and its context which is presented in three chapters. While Chapter-I deals with the detail background of the theoretical issues related to the consumer behaviour, its significance and its relationship with the different stages of family life cycle, Chapter-II is devoted to the findings of other related studies on consumer behaviour with special reference to impact family life cycle on consumer buying behaviour both in India and abroad. Chapter-III deals with the statements of problem indicating the objectives and purpose and showing why it is worth studying both theoretically and practically, what are its boundaries. Chapter-III also covers methods of data collection and techniques of data analysis which are used in studying the problem.

Part-II deals with analysis and interpretation of data which is presented in Chapter-IV. Part-III deals with the findings, tentative conclusions drawn from the study followed by the shortcomings of the study and suggestions for the future researchers and marketers.