## CONTENTS

Prologue
List of Illustrations
List of Table
Acknowledgements

Chapter 1: Introduction
1.1 Rural Markets: Their Rise to Prominence
1.2 Family and Purchase Decision Process- An Overview
1.3 The Indian Scenario
1.4 Mapping the Cultural and Sociological Transition in India
1.5 The Need for the Study
1.6 Research Objectives

Chapter 2: Review of the Literature
2.1 An Overview of Family as a Decision-making Unit
2.2 The Role of Women and Children in Family Decision Making
2.3 Gender of Children and Family Purchase Decisions
2.4 Household or Family Life Cycle
2.5 Egalitarianism and Cross-Cultural Research on Family Purchase Decisions
2.6 Studies on Indian Rural Consumer and Buying Patterns
2.7 Shifts in the Purchase Decision Making Patterns in Rural India

Chapter 3: The Methodology
3.1 The Problem
3.2 Research Objectives
3.3 Rationale for Product Selection
3.4 Hypotheses
3.5 The Research Design
3.6 The Research Instrument
3.7 Scale Refinement and Validation
3.8 The Sampling Plan
3.9 Method of Analysis
3.10 Limitations

Chapter 4: Analysis and Interpretation

4.1.1 Involvement of Family Members in the Purchase of Two-Wheeler
4.1.2 Involvement of Family Members in the Purchase of Television
4.1.3 Involvement of Family Members in the Purchase of Radio
4.1.4 Involvement of Family Members in the Purchase of VCD
4.1.5 Involvement of Family Members in the Purchase of Insurance Scheme
4.1.6 Involvement of Family Members in the Purchase of Edible Oil
4.1.7 Involvement of Family Members in the Purchase of Tooth Paste
4.1.8 Involvement of Family Members in the Purchase of Washing Powder
4.2.1 Involvement of Family Members in Different Life Stages in the Purchase of Two-Wheeler
4.2.2 Involvement of Family Members in different Life Stages in the Purchase of Television
4.2.3 Involvement of Family Members in different Life Stages in the Purchase of Radio
4.2.4 Involvement of Family Members in Different Life Stages in the Purchase of VCD
4.2.5 Involvement of Family Members in different Life Stages in the Purchase of Insurance Scheme
4.2.6 Involvement of Family Members in different Life Stages in the Purchase of Edible Oil
4.2.7 Involvement of Family Members in different Life Stages in the Purchase of Tooth Paste
4.2.8 Involvement of Family Members in Different Life
Stages in the Purchase of Washing Powder

4.3.1 Involvement on the Basis of Type of Family in the Purchase of Two Wheeler
4.3.2 Involvement on the Basis of Type of Family in the Purchase of Television
4.3.3 Involvement on the Basis of Type of Family in the Purchase of Radio
4.3.4 Involvement on the Basis of Type of Family in the Purchase of VCD
4.3.5 Involvement on the Basis of Type of Family in the Purchase of Insurance Scheme
4.3.6 Involvement on the Basis of Type of Family in the Purchase of Edible Oil
4.3.7 Involvement on the Basis of Type of Family in the Purchase of Tooth Paste
4.3.8 Involvement on the Basis of Type of Family in the Purchase of Washing Powder

4.4 Involvement of Family Members during Various Stages and Sub-decisions vis-à-vis Demographic Variables

Chapter 5: Findings and Discussion 186 - 216

5.1 Summary of Results
5.2 Findings of Differences in Involvement of Family Members during Various Stages and Sub-decisions vis-à-vis Demographic Variables
5.3 Discussion

Chapter 6: Conclusions and Marketing Implications 217 - 225

6.1 Conclusions
6.2 Marketing Implications

Chapter 7: Future Research Directions 226 - 229

BIBLIOGRAPHY 230 - 242
## APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix I</td>
<td>Questionnaire in English</td>
</tr>
<tr>
<td>Appendix II</td>
<td>Questionnaire in Hindi</td>
</tr>
<tr>
<td>Appendix III</td>
<td>Map of Aligarh District</td>
</tr>
<tr>
<td>Appendix IV</td>
<td>Cross Tabulation – Type of Family vis-à-vis Life Stages</td>
</tr>
<tr>
<td>Appendix V</td>
<td>Non Parametric Tests used in the Study</td>
</tr>
<tr>
<td>Appendix VI</td>
<td>Detailed Tables of Members’ Involvement in Decision Stages &amp; Sub Decision vis-à-vis Different Demographic Variables</td>
</tr>
</tbody>
</table>