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CHAPTER I

INTRODUCTION

1.1 Introduction

The field of consumer behaviour is rooted in a marketing strategy that evolved in the late 1950's when marketers began to realize that they could sell more goods more easily, if they produced only those goods that the consumer had determined to buy. Instead of trying to persuade the consumers to buy what the firm has already produced, marketing-oriented firms have found that it is easier to produce only products that would satisfy the needs of the customers. Through consumer research it is found out that consumers purchase impulsively and are also influenced by the family, advertisers and role models besides by the mood, situation and emotion. All of these factors combine to form a comprehensive model of consumer behaviour that reflects both the cognitive and emotional aspects of consumer decision making. This study is based on one of the external influences of consumer decision making i.e., the family.
Family plays an important role in purchase decisions as it is a natural buying unit in the society. Family is both a primary group characterised by intimate and face to face interaction and a reference group with members referring to certain family values, norms and standards in their behaviour. The bonds within the family are likely to be more powerful than those in other groups and, contrary to most other groups, the family functions directly in the role of ultimate consumption. Thus the family operates as an economic unit, earning and spending money. In doing this, the members of the family must establish individual and collective consumption priorities, decide on products and brands that fulfill their needs and also finalise from where these items are to be bought and how they are to be used in furthering the goals of the family members. Consumer’s attitude towards spending, saving and choosing the brands and stores and the purchase of products have been moulded by the family environment they grow up in. Thus marketers need to understand the nature of the family’s influence on its members and the way in which purchase decisions are made by members so that they can effectively program their marketing mix.

Women are, universally and traditionally, responsible for caring of children and other members of the household and for all the domestic work that their caring roles entitle. They often have primary responsibilities for the health of all the members of the family, provision of food, water and fuel. But men in the family are considered as providers or breadwinners.
Despite several efforts, a woman in Indian society is still considered inferior to man and she does not have an independent identity. Both in North and South India, among all religions, the family is mainly patriarchal, patrilocal and patrileneal, and India has long been known for inequalitarian gender relations (Jeejeeboy, 2002). Women are defined as inferior and husbands are assumed to 'own' women and have the right to dominate them. In this situation of generally limited autonomy, sharp cultural and regional differences are found in Indian women.

Women in India are playing a significant role in the mainstream of the economy as well as in the domestic labour sector. Over 118 million women are reported to be active members of the workforce in the Indian economy as workers in the informal economy, farm workers, casual workers, domestic helpers, piece-rate workers for garment and other craft and non craft based small scale industries and workers in the construction industry. Their role as providers and home makers at one end of the socio-economic spectrum, especially rural, has always been known in India but it has to be examined in terms of role in household purchase decisions to fully gauge their impact on business.

Nearly 77 per cent of the women workforce are from the rural sector engaged in agriculture and agri-produce based small/cottage enterprises often with part time and multi industry engagement but there are no fixed employment or fixed income patterns. Thus their earnings as well as their role in spending needs to be closely examined. On the other hand, nearly 10 per cent of
this workforce of women is engaged in the manufacturing sector that is more organized. Further in the urban educated workforce of women, their role in decisions regarding family spending is more well known now as they are actively engaged in the role in deciding what items are to be purchased and the brand.⁴

In the recent past there have been significant changes in terms of consumption which has reflected in their role in decision-making regarding lifestyles and in determining the roles of various members of the family in consumption. Economic dependence, improvement in education and awareness, work oriented lifestyles, changing social norms, increased participation in the workforce and a society more open to change have led to an enhancement in the role of women in the family consumption related decision making process. Women today are more independent in their thinking and financially also. They are the decision makers because they have gained the economic and emotional freedom. Now families are not only supporting her but also accepting her identity (Bajpai 2008).⁵ The government’s new policy of providing micro finance through self help groups has enabled women in household decision making processes. According to Women Empowerment Project conducted by Opportunities, an NGO, 60 per cent of women have greater power over family planning, buying and selling property and sending their children to school (Verma 2008).⁶

Empowering women is a pre-requisite for creating a prosperous nation. When women are empowered, society with stability is assured.
Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, society and ultimately a good nation (Abdul Kalam A.P.J.).

Women’s empowerment in a family includes the women’s place or position in terms of making decisions about one’s private concerns. Women’s status is the degree of women’s access to and control over material resources and social resources within the family, in the community and in the society at large (Masan, 1986). Family decision making is the process by which decisions that directly or indirectly involve two or more family members are made. The processes that families use to make purchase decisions and the outcome of these processes have important effects on the well being of the individual family members and the family itself.

1.2 Roles of Family Members in the Family Decision Making Process

Family decision making involves consideration of questions such as who buys, who decides and who uses. Family decision making is complex as it involves emotion, interpersonal relations, product evaluation and acquisition. Marketing managers must analyse the household decision process separately for each product category within each target market. The participation in the decision process by a family member depends on his involvement with the specific product, role specialisation, personal characteristics and finally culture and sub culture.
1.2.1 Husband-Wife Decisions

As a consumption unit, the family or household functions like any other group with problems to be solved and decisions to be made. Each member, including children, plays a role, some more active than others. The husband and wife relationship is of key importance to marketers. In order to target their messages effectively, marketers must identify the primary source of influence and the decision maker in each purchase decision made by the husband-wife team. Purchase decisions are divided into four categories (Davis and Rigaux, 1974).9

1. Husband dominant family decision making.
2. Wife dominant family decision making.
3. Autonomy in family decision making – husband and wife independently make the same decision taking about one-half of the time.
4. Syncratic family decision making – both husband and wife share in the decision making.

1.2.2 Decision Influencing Factors

Household influence is defined as the degree to which husbands and wives attempt to dominate household decisions (Qualls 1987).10 The relative influence of the husband and wife may vary according to the type of product, nature of product influence, family characteristics and changing patterns of husband-wife influence.

* Type of Product

Husband-wife involvement in family decision making varies
widely by product category (Davis, 1976)\(^1\). Husband dominant decisions have occurred with the purchase of automobiles (Davis 1970,\(^12\) Green and Cunningham, 1975\(^13\)), life insurance (Davis and Rigaux, 1974\(^14\)) and lawn mower (Arora and Allenby, 1999).\(^15\)

Wives have been viewed as the prime decision makers for groceries, kitchen appliances (Green and Cunningham 1975\(^16\)) food, their clothing (Davis and Rigaux, 1974\(^17\)) and micro oven (Arora and Allenby, 1999).\(^18\)

Joint decisions are most likely when buying a home (Munsinguer et al., 1975),\(^19\) furniture (Green and Cunningham 1975\(^20\)) and planning a vacation (Davis and Rigaux, 1974).\(^21\)

Most studies have ignored the influence of children (Spiro, 1983).\(^22\) However, children, particularly adolescents, often exert a substantial influence on family decision machine in the purchase of two wheeler (Mohanram and Mahavi, 2007),\(^23\) toothpaste and their clothes (Foxman et al., 1989).\(^24\)

Many of these roles have been merged and even reversed due to the increase in the proportion of working wives and changes in family norms.

These classifications have considerable implications for marketers. If a product is husband-dominant or wife-dominant, marketers must tailor messages to one spouse or the other and must select the media that are male or female dominant. If the product is in the joint decision category, marketers must tailor the message to the taste of the couple and must select the media that are likely to reach both spouses. If there is no specific criteria, marketers may need
two campaigns – one directed to the wife and the other to the husband using different appeals.

* Nature of Purchase Influence

The nature of the purchase influence may specify husband-wife roles. The purchase influence may be classified as instrumental versus expressive roles in family purchasing. Instrumental roles are related to performing tasks that help the group make the final purchasing decisions. Decisions on budgets, timing and product specifications would be task oriented. Expressive roles facilitate expression of group norms and provide the group with social and emotional support. Decisions about colour, style and design are expressive since they reflect group norms.

Historically the husband has been associated with the instrumental role and the wife with the expressive role (Davis and Rigaux 1974, Hempel 1974, Hansen 1975). However as more wives enter the working sector, husbands are more likely to assume household roles and wives budgetary and planning roles. Thus these two roles can be exchanged between the husband and the wife. Ferber and Lee (1974) suggest that the wife may be just as likely as the husband to fulfill certain instrumental roles. They have identified the role of the family financial officer who pays the bills, keeps track of expenditure and determines the cash that is left.

* Family Characteristics

Even though husbands tend to dominate decisions for certain
product categories and wives for others, these roles may vary in the degree of dominance within each family. In patriarchal families, the husband may be more dominant regardless of the product and in matriarchal families, the wife more dominant.

A profile of the husband dominant family suggests a family with traditional values and attitudes toward marital roles (Green and Cunningham 1975). A husband’s higher income provides him with financial power within the family. When there is a non working wife with a lower level of education more traditional values prevail in the family.9

In another study wives are classified as conservative, moderate or liberal with regard to female roles (Green and Cunningham 1975). Women who have liberal views are much more likely to make purchase decisions than low conservative women. Conversely, a study of husbands has found that those with conservative perceptions of their marital roles believe that they have more influence on vacations, insurance and savings than the husbands with more liberal views (Qualls, 1987).31

* Changing Patterns of Husband-Wife Influence

Changes in marital roles have led to the husband’s greater influence in decisions that the wife has traditionally assumed and the wife’s greater influence in areas that are traditionally assumed to be the husbands domain (Green and Cunningham, 1975).32
1.2.3 Children's Influence on Decisions

Adolescents have a number of strategies which they use in interacting with their parents when participating in family decision making (Palan and Wikes 1994). They bargain, trying to create agreement based on mutual gain. They persuade and convince opposing family members to resolve the conflict in the teen's favour. They may use emotion laden tactics including crying, withdrawing, pouting, anger or remain silent in order to get their way (Spiro 1983). Children inspired by television advertising and peer pressure among school friends, plead, whine and bargain with their parents to get what they want (Isler, 1987).

The factors that have been found to impact children's degree of influence in family decision making are

i) Product Type

Children frequently accompany parents to super markets and influence grocery shopping and brand choices to a great extent depending upon the product purchased. The greatest number of attempts to influence and the highest number of incidents of parental yielding occur, predictably in the product categories of breakfast cereal, snacks, candy, soft drinks, games and toys (Ward and Wackman 1972).

ii) Children's Personal Resources

Children's personal resources include their income, employment status, school grades, birth order, and parents' love and confidence. The more
personal resources the child has, the greater is his influence in family purchase decisions (Foxman et al., 1989).³⁷

iii) Children's Age

Children's attempts to influence tend to increase with age and mothers are more willing to yield to such children. Older children have more experience with products and have learned more about consumer roles. They are much more likely to be consulted by parents in major purchase decisions. Teens as they take on more household purchases, exert a strong influence over buying decisions.

iv) Mothers' Child-centeredness

One study of mother's choices in cereals has reported that more child-centered mothers do not give in to their child's preferences as much as mothers who are less child-centered (Berey and Pollay, 1968).³⁸

v) Family Communication Environment

There are two styles of communication within families. Socio-oriented communication is characterised by harmony, pleasant and social interactions and avoidance of conflict and controversy. But concept oriented communication reflects individual thought and analysis. Children in socio oriented families have limited influence on purchases and are expected to go along with parents decisions. Those from concept oriented families exert greater influence as they are encouraged to think and evaluate options on their own (Moschis, 1985).³⁹
vi) Parental Style

There are three styles of parenting. Authoritarian parents restrict their children's activities instead of nurturing. Authoritative parents set limits, but encourage them. Permissive parents nurture the children's activities but do not set restrictions. The influence of children tends to be highest in families with permissive parents, followed by families with authoritative parents and is low in families with authoritarian parents (Carlson and Grossbart 1988).

1.3 Need for the Study

The decision making power in the hands of a woman is not only a symbol of her status but also an indicator of modern society. It ultimately benefits the household, the society and the economy as a whole. Working women's affluence, independence and self confidence in "modern women" have created a substantial change in the women's purchasing roles. The increased autonomy of the modern wife implies that she can make some of the decisions that are already made by the husband. Women are increasingly performing tasks traditionally assigned to men. Now women are considered as a pivot around which the family revolves. There is a drastic change of women's role in the recent past especially in a developing country like India. Major shifts in women's role structures should be reflected in the market place. Marketing managers should respond to the changing woman's role through introduction of new products designed to the appeal of the new emerging attitudes and the partial repositioning of existing products and changing advertising strategy.
It is in this context that systematic studies about the women factor in the purchase decision making in the household economy is called for.

1.4 Statement of the Problem

Marketing communication builds on marketer's knowledge of how consumers make decisions in families. In particular, marketers are interested in understanding spousal influence patterns and decision processes in order to target communication messages. To persuade couples effectively to choose a particular brand, a marketer has to know which spouse has primary influence in the purchase decision for the product category. This knowledge may enable a marketer to target communications more accurately. Thus an effective promotional program should build on family decision dynamic to communicate differentiated marketing messages to the right influential spouses who take the decisions.

Besides, only a few studies have been made with regard to women consumers, especially in India. This study is an attempt to bridge the gap in this regard.

Democratic and secular India endeavours to provide the necessary conditions for greater participation of women in all spheres of life. Equality in opportunity is guaranteed and discrimination on grounds of sex, language, region, class or creed is prohibited. However, in reality, women's participation in decision making at all levels - national or local - is low. The challenges in
seeking to redress this inequality in a diverse and complex country like India are enormous.

As women constitute half the population, women must be associated in decision making in all socio-economic and political organisations. Obstacles which do not let women to participate need to be identified and removed. Often structures and social norms are barriers and stem from social conditions which inhibit women from aspiring to decision making positions. Governmental and non governmental interventions should facilitate and promote women’s participation in decision making.

In India, even in the privacy of a home, men and women seem to be keeping decision making gender-based. Women voicing their feelings, dissent or preferences are exceptions. Women assume leadership positions and be successful if they are enabled to develop their confidence right from the childhood and not just after marriage as a wife. Unless their lives are made more conductive and more empowered within the institution of the family, the chances of their reaching all that is promised to them in government policies and plans will remain only on paper.

It is, therefore, required a study like this to investigate, understand and analyse their problems relating to their low profile, the nature of some cultural and institutional barriers that hinder their effective participation in the decision making at all levels.
The extent to which women's voices are heard within the family also varies widely by customs, culture and region. Culturally, women in Tamil Nadu are enjoying a higher status than those in other states. They are considerably better off in freedom to choose education and an occupation. In particular, Kanyakumari District, being highly literate in Tamil Nadu, is quite suited to making this type of investigation to understand the role of women in family purchase decision making of durable goods.

Therefore, the problem selected for the study is “The ‘women’ factor in family purchase decisions – A study with reference to selected durables in Kanyakumari District”.

1.5 Scope of the Study

The present study is conducted in every phase in the family decision making process and the role of women starting from the need recognition to the search, evaluation of product alternatives and in deciding the product features and store of purchase and the post purchase behaviour of family members in the purchase of Television, Refrigerator, Washing Machine and Two Wheeler. Understanding the role of women in family purchase decision making is an interesting as well as a very important area of study in this changing economy.

In advanced countries considerable research work has been done. As only very few Indian research works are available on the present topic, there is wider scope to study the same.
1.6 Objectives of the Study

The main objective of the study is to examine the 'women' factor in the family purchase decisions of Television, Refrigerator, Washing Machine and Two Wheeler.

The specific objectives of the study are:

1. To study the buying behaviour of women especially with regard to the selected durable goods in the study.
2. To investigate the purchase process of durable goods in the family.
3. To ascertain the factors that influence women in purchase decisions of selected durable goods.
4. To find out the role of women in the family on purchase decision of durable goods.
5. To study the influence of women socio-economic factor in the purchase of durable goods.

1.7 Null Hypothesis Defined

\( H_{01} \): There is no significant relationship between rural and urban families and the role of members in family decision making.

\( H_{02} \): There is no significant association between working and non working women and the role of members in family decision making.

\( H_{03} \): There is no relationship between demographic factors and women as family purchase decision makers.
1.8 Operational Definitions

1.8.1 Autonomy

It is the ability to obtain information and to use it as the basis for making decisions about one’s private concerns and one’s intimates.

1.8.2 Durable Goods

Goods that are not consumed or disposed of quickly but have a shelf life of more than three years are called durable goods or hard goods.

1.8.3 Empower

To empower is to give somebody the power or authority to do something or to give somebody better control over his/her own life or the situation he/she is in.

1.8.4 Extended Family

The nuclear family together with at least one grandparent living within the household is called an extended or joint family.

1.8.5 Family

A family is a group of two people or more related by birth, marriage or adoption and residing together.

1.8.6 Family Decision Making

It is the process by which decisions that directly or indirectly involve two or more family members are made.
1.8.7 Family Purchase Decisions

It is the decision taken by the family member or members in the purchase of goods or services.

1.8.8 Nuclear Family

A husband and wife and one or more children constitute a nuclear family.

1.8.9 Selected Durables

The word ‘selected durables’ includes Television, Refrigerator, Washing Machine and Two Wheeler. Only these four durables are studied in detail in this study even though data are collected about other durables to study the consumer behaviour.

1.8.10 Women

In this study the ‘women’ factor includes only married women above the age of 21 and below the age of 60 who are living with their husband with or without their child/children. Divorced and separated women and widows are not considered for the purpose of this study.

1.9 Methodology

The present study is an empirical study based on survey method. The primary data is collected with the help of a pre-tested and well-structured questionnaire from 355 women of Kanyakumari district covering urban and rural area and working and non working respondents.
Secondary data pertaining to this research are collected from Statistical Hand Books of Tamil Nadu and Kanyakumari District and other books, journals, records and websites.

1.9.1 Construction of Questionnaire

The questionnaire schedule employed in this study is constructed carefully by the researcher with the help of the supervisor. In order to test the validity of the format, and for evaluation it has been presented to research experts in the field of social sciences.

The variables of the study are identified by referring to various research reports and articles and used to design the questionnaire. Afterwards the rough draft has been prepared and pilot study conducted with 40 women respondents. Keeping in mind, the suggestions of experts and comments of the pre-tested respondents, the rough draft has been revised and the final draft prepared and used for collecting data.

The questionnaire consists of two parts. The first part contains the demographic information in order to know and understand the profile of the respondents. The second part includes the questions regarding the consumer behaviour and the family decision making process.

1.9.2 Durables Selected for the Study

In order to explore the role of women in family purchase decisions, four consumer durables have been selected namely Television, Refrigerator, Washing Machine and Two Wheeler. The selection of these four durables and
the techniques used to measure marital roles can be identified because these four purchases of durable goods represent important family decisions. Also they usually involve substantial financial outlay, extended period of ownership, social importance and joint use by all the members of the family. Hence, all the family members are expected to participate in one way or other in making decisions.

1.9.3 Sampling Technique

For the purpose of this study the data have been collected from married women residing in Kanyakumari District. For the selection of women respondents Non-Probability Convenient Sampling Technique has been adopted as it well suits exploratory studies like this (Singh and Kaur, 2004). However due care is taken to include women with various socio economic background to make the sample representative. The size of the sample is 355 women respondents residing in Kanyakumari district.

1.9.4 Data Processing

After completing the collection of data collection with the help of questionnaire method a thorough verification has been made for further processing of data. Proper editing work is made wherever necessary. Next each question is coded and fed into the computer with the help of SPSS package for further analysis. At the time of processing the data, 45 questionnaires have been rejected as they lacked completeness and accuracy.
1.9.5 Framework of Analysis

Various mathematical and statistical tools have been used for analysing the data collected for the study.

i) "Henry's Garrett Ranking Technique" is used to rank the reasons for purchasing durables, to know the most inducement factor for the purchase of durables and to find out the reasons for store selection in the purchase of durables.

The percentage position is determined with the help of the following formula

$$\text{Percentage position} = \frac{100(R_y - 0.5)}{N}$$

Where,

- $R =$ Rank assigned for the variables by the respondents
- $N =$ Number of statements ranked by the respondents

Mean score is obtained with the help of the following formula

$$\text{Mean Score} = \frac{\sum fx}{N}$$

$fx =$ Total Score

$N =$ Number of Respondents

ii) "Factor Analysis" is used to reduce and group the factors influencing the purchase of selected durable goods.

The technique of factor analysis provides a fascinating way of
reducing the number of variables by combining related ones into factors. For the purpose of extracting factors, 'Principal Component Analysis' has been used. In this study all the factors with an Eigen Value of 1 or more is extracted.

Then, in order to assign variables to factors and to interpret them the 'Rotated Factor Matrix' has been used.

The Factor Analysis Model in Matrix rotation is

\[ x = Af + e \]

Where

\[ x = [x_1 + x_2 + x_3 + \ldots + x_p] \]
\[ f = [f_1 + f_2 + f_3 + \ldots + f_m] \]
\[ e = [e_1 + e_2 + e_3 + \ldots + e_p] \]

\[ m = \text{Number of factors} \]
\[ p = \text{Number of variables} \]

This Rotated Factor Matrix is viewed columnwise and the variables which have a higher loadings are identified and a combined meaning for the factor is given. These factors can be used to design communication and marketing strategies.

In this study, Factor Analysis is also used to identify the factors for the dominance of husband or wife in the family purchase decisions. Factor Analysis is used after testing its appropriateness with the help of Kaiser Meyer Olkin (KMO) test and Bartlett's test.

iii) Chi-square test is applied to test the hypothesis (H01 and H02) of finding out the association between demographic factors of area of residence and
women's employment and role of members in family decision making.

The formula for chi-square is

$$\chi^2 = \sum \left( \frac{(O - E)^2}{E} \right)$$

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency
RT = The row total
CT = The column total
N = The total number of observation

$$v = (c-1)(r-1)$$

v = number of degrees of freedom

In order to test the hypothesis (H03) of the relationship between demographic factors and women in family purchase decision making Analysis of Variance (ANOVA) has been employed.

The Analysis of Variance technique developed by R.A. Fisher in 1920's is calculated with the help of the following formula.

$$f = \frac{\text{Variance between samples}}{\text{Variance within samples}}$$

$$F - \text{ratio} = \frac{\text{Mean Squares (MS) between}}{\text{Mean Squares (MS) within}}$$

Where,
MS between = \frac{\text{Sum of Squares (SS) between}}{(k - 1)}

MS within = \frac{\text{Sum of Squares (SS) within}}{(n - k)}

\text{and } k = \text{number of samples}

n = \text{Total number of items in all the samples}

v) Multiple Linear Regression Analysis is used to explain the dependent variables of purchase decision made by women based on the variation of eleven independent variables.

A regression is a statistical tool used to explain the variation of one dependent variable based on the variation in one or more independent variables. If there is only one Dependent Variable and one Independent Variable used to explain the variation in it, it is a simple regression. If multiple independent variable are used to explain the variation in a dependent variable it is called a Multiple Regression Model.

The general Multiple Linear Regression Model is

\[ y = a + b_1x_1 + b_2x_2 + \ldots + b_nx_n \]

Where \( y \) is the dependent variable and \( x_1, x_2 \ldots x_n \) are the independent variables expected to be related to \( y \) and expected to predict \( y \). \( b_1, b_2 \ldots b_n \) are the co-efficients of the respective independent variables. ‘a’ is a constant.
vi) Multiple Discriminant Analysis is used in this study to discriminate the high and the low level of women in family decision making.

The objective of Multi Discriminant Analysis is to predict an object’s likelihood of belonging to a particular group based on several independent variables. The Multi Discriminant Analysis reveals the specific variables to account for the largest proportion of inter-group differences. It is a simple scoring system that assigns a score to each individual or object. This score is a weighted average of the individual’s numerical value of the independent variables. The individual is assigned the ‘most likely’ category on the basis of this score. The model is represented as,

\[ Z_i = \beta_0 + \beta_1 X_{i1} + \ldots + \beta_j X_{ik} \]

Where \( X_{ik} \) is the \( i^{th} \) individual’s value of the \( k^{th} \) independent variable, \( \beta_j \) is the multiple discriminant coefficient of the \( k^{th} \) variable. \( Z_i \) is the \( i^{th} \) individual’s multiple discriminant score.

vii) To find out the most and least important factors influencing the purchase of selected durables, “Likerts Five Point Scaling Technique” is adopted.

1.10 Period of Study

The present study is aimed at studying the ‘women’ factor in family purchase decision for the purchase of Television, Refrigerator, Washing Machine and Two Wheeler. So data have been collected from women residing in Kanyakumari district who own all these four durable goods during the period from August '07 to January '08.
1.11 Limitations of the Study

1. The data presented in this study represent the view of women only as wives. It may not be totally accurate with respect to actual family decision making patterns.

2. A second limitation involves the possibility that in many cases decisions concerning the goods used in the study might not have been made in the recent past. Thus a portion of the sample is probably responding hypothetically with regard to the goods rather than on the basis of recent experience.

3. The present study is a post-hoc analysis of decision making. Therefore, actual decision making has not been observed, rather it is reported.

4. Although the roles of children and the husband have been enquired, their individual responses are not measured.

1.12 Chapter Scheme

This empirical study is organized into seven chapters.

The first chapter deals with the design of the study. It contains the introduction, need for the study, statement of problem, objectives of the study, the scope of the study, the methodology, and the scheme of the report.

The second chapter gives the review of the previous research literature.

The third chapter presents the literature of the process of consumer decision making and the area profile.
The fourth chapter discusses the buying behaviour of the durables selected and the process of family decision making.

The fifth chapter analyses the role of women in family purchase decision making.

The sixth chapter emphasizes the final decision makers in the family purchase of durable goods.

The last chapter recapitulates the key findings and conclusion of the study. Based on these findings, a few suggestions have been made for the women to be an effective decision maker in the family and marketers to succeed in this competitive world by designing a good marketing mix.
ENDNOTES


4. Ibid.


7. Former Indian President Dr. Abdul Kalam A.P.J., Quoted in Roy S.C., Legal Empowerment of Women, pp.735.


30. Ibid.


