

Preface

Family as a consuming and decision-making unit is a central phenomenon in marketing and consumer behaviour. Family plays a very important mediating function in determining the role of husband and wives in the context of the purchase decision. This research study has been undertaken to examine the roles of husband and wife in the family decision-making process when making the decision to purchase goods and services for consumption across the different product categories considered in this study. The behaviour of various members in the context of a family has been observed incorporating various conceptual variables, mainly, product involvement and brand trust. The study aimed at understanding the role of working wives and non-working wives in the context of the purchase decision making.

The specific role played by different members of the family for a wide range of product categories have been reported in this research work that would help marketers' for formulating adequate marketing and communication strategies for different product categories. An attempt has been made to identify the relative influence of the children who exert dominant pressure on their parents to buy a particular brand for some product categories with which their level of involvement is very high. It is universally accepted that the role of spouse in the decision-making has undergone revolutionary changes considerably over the years due to the growing level of education, a large number of working women in a family and the dominance of children in the decision making due to increasing awareness and involvement.

There is an increasing recognition of the child's importance in the family purchase decisions. This research study will also attempt to acknowledge the role of children in the context of family's purchase decision-making process. The focus of the current research study is centered on the role of husband,

wives, and children, who have been considered the relevant decision-making unit in the family. Given the inadequacy of or problems from previous studies and the present changes in family buying decisions, there is a need to investigate the role of husband, wife and children in the context of a family decision-making process.

This study would help the marketer to segment the market across the different product categories to devise appropriate marketing as well as advertising strategy to attract the target market. Further, this research work will contribute to developing an understanding of how families reach decisions by incorporating various conceptual as well as socio-demographic variables in the context of a family purchase decision process. It would help marketers to design the right product to a specific target group of consumers. Overall, the outcome of this study would help the marketer to introduce and design effective marketing strategies for launching new products in the future.