



Study Of Husband Wife Decision Making Model Based On Selected Sectors.

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ABSTRACT :

Consumers are the backbone of modern marketing. Understanding their behavior is essential for efficient and effective marketing management. Although customers can express their needs and wants, their behavior differs. It is commonly believed that consumer behavior decisions are made individually rather than collectively, but in fact the opposite is true. The aim of this study is to test the theory in practice using couples' decision-making styles. Couples hold the most important decision-making authority in society and play a key role in the individual's purchasing decision process. While previously it was common for either the woman or the man to be in charge, it is becoming increasingly common for spouses to make decisions together and for both to be involved in the purchase.

Over time, emotional boundaries develop between family members, which affects the decision-making process and its outcomes.

KeyWords: Consumer behavior, Decision making,.

Introduction:

"Consumer behavior is the behavior and decision-making process of people who purchase goods and services for personal consumption." James F. Engel, Roger D. Blackwell, and Paul W. Miniard, "Consumer Behavior" (1990).

Consumer behavior refers to the mental and emotional processes and observable behavior of consumers when searching for, purchasing, and consuming products and services. In the late 1960s, consumer behavior was a relatively new field of study and had no history or research of its own.

The field of consumer behavior has heavily borrowed from concepts from other disciplines such as psychology, sociology, social psychology, cultural anthropology, and economics. One of the main goals of marketers is to identify the purchasing decision makers - the key people who say "yes" or "no" to the marketer's product or service. It is important to know how the purchase decision is made and who exactly influences it, as it helps in planning marketing and advertising initiatives. However, it has been observed that many of the purchasing decisions are made by family members.

Spousal behavior is multifaceted, since it depends largely on the size of the family, the age difference between the spouses, the social background of the spouses, their job titles, the risks involved in a particular decision, and above all on the spouses' attitude towards the traditional role of women. Therefore, decision-making behavior within the family becomes a comprehensive task aimed at analysis.

The profound changes in family roles in recent decades have increased the influence of spouses in all areas of decision-making, suggesting that companies must reorganize their marketing strategies for some products and services (Belch and Willis, 2002). Indeed, the importance of the roles played by men and women in relationships has been the subject of research on consumer purchasing behavior (Davis and Rigaux, 1974; Martínez, 1996; Berg and Reigen, 2009).

The focus of the study is on the role of spouses in decision making when a purchase is required. Therefore, the main thing is to ascertain the opinion of a particular spouse in this regard. The study focused on the family as a decision-making unit. Thus, the focus of the study will be on the roles of men and women. Interestingly, no attempt has been made to explore the above aspects.

Literature Review :

Family behavior is an important issue and socio-cultural factor. The family is considered as a significant decision-making unit, due to the large quantity of products and services that are consumed by the household.

Also, when neither husband nor wife belongs to a connected social network they have a greater tendency to engage in joint decision making- (Bott, 1957).

Significant demographic and psychosocial relationships with the family power structure have been found to exist. For example, the degree of joint decision making typically declines over a family's life cycle- (Wolgast, 1958).

The history of 1960's research can be tracked on husbands and wives roles played in family decision making. Several studies, since that time, have scrutinized different components of marital roles and family decision making.

A study on the relative influence of husbands and wives on the family decisions involves the decision structure in the purchase of automobiles is not related to the decision structure in the purchase of furniture. Within each of these product categories, product selection (model, make, color) and allocation decisions (how much to spend and when to buy) were shown to be the structure of the decision process- (Davis 1970).

According to the researchers, household is considered as the relevant unit of analysis, not the individual consumer (Davis, 1976; Granbois, 1971).

SIGNIFICANCE OF THE STUDY :

The focus of the study is on the role of spouses in decision making when a purchase is required. Therefore, the main thing is to ascertain the opinion of a particular spouse in this regard. The study focused on the family as a decision-making unit. Thus, the focus of the study will be on the roles of men and women. Interestingly, no attempt has been made to explore the above aspects.

Most researchers studying family decision-making processes are interested in the distinction between purchasing decisions and consumption. (Alderson 1957; Converse and Crawford 1950; Coulson 1966; Ferber 1954; Foote 1961, Nicosia 1966) have pointed out that members, especially housewives, can be purchasers, but products and services can be consumed by all members. Particular attention has been paid to the role of housewives as buyers and to some decisions that are in fact made jointly by the whole family.

Now in the 21st Century, it is difficult to determine that who is your customer man, woman and how? What are the changes in spousal roles in buying behavior process and what causes these changes?

There is a thought that why gender is considered the unit for marketer and how promotion is the important component of the marketing wire. Women are dealing comfortably with the outside world. They seem to enjoy their work, and believe that the money is useful for their family. At the sametime, as manufacturers come under increasing competitive pressure, both from rival brands and retailers, this consumer group offers the opportunity of developing fast growth brands that help to secure brand loyalty early on

OBJECTIVE OF THE STUDY :

The main objective of the study is to know the preference of consumer respondents while purchasing durable. The study also examines the behavior pattern and the spouses and others who have played a major role in determine the particular brand to the purchased.

- To study which family member has a greater say in the purchase decision making process.
- To study the effect of spousal roles in the family purchase behavior among husband and wife
- To identify the change in authoritative positions in the spousal roles with reference to purchase decision in the families.

Research Methodology :

Research comprises defining and redefining the problems, formulating hypotheses and suggested solutions, collecting, organizing, and evaluating data, making deductions and reaching conclusions. Research methodology is a way to systematically solve the research problem. Research methodology has many dimensions and research methods form a part of it.

The present study titled, "Spousal Roles in Decision Making Process" has been initiated with the basic objective of looking into the shift in the roles of the Spouse's in the family purchasing Decision makingbehavior

This paper focuses on comparing the couple's role in the purchase of products and services on the basis of questionnaire. The focus wason each spouse's role in the purchase decision making of different products and services,

Research Hypothesis

H0: There is no significant difference in purchase decisions in decision making of married couple over the years of marriage.

H1: There is a significant difference in purchase decisions in decision making of married couple over the years of marriage.

H01: There is no significant difference in purchase decisions of married couple with respect to monetary contribution towards household purchases.

H11: There is a significant difference in purchase decisions of married couple with respect to monetary contribution towards household purchases.

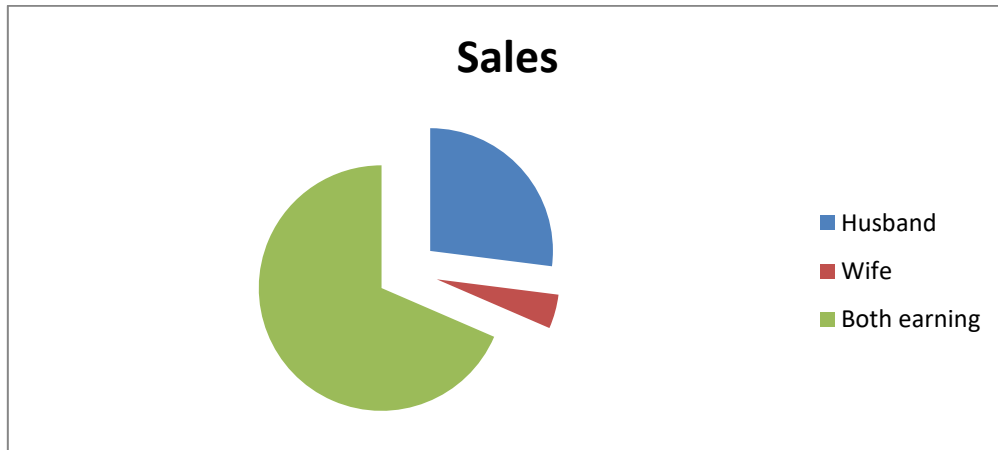
H02: There is no significant influence of other family members on purchase decisions made by the spouses.

H12: There is a significant influence of other family members on purchase decisions made by the spouses.

Sample Design: The method used was Non- probabilistic sampling in which the snowball technique was used. The total number of respondents were 100 couples (i.e. 100 husbands and 100 wives)

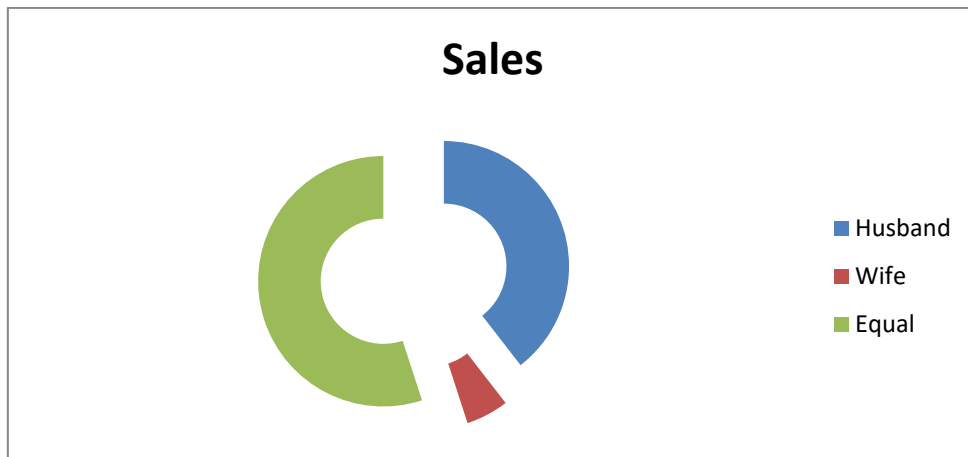
Earning members’ graph

Respondents	Total No.	%age
Husband earns	54	27%
Wife earns	9	4.5%
Both are earning	137	68.5%



Contribution role

Respondents	Total No.	%Age
Husband contributes more	79	39.5%
Wife contributes more	11	5.5%
Both Contributes equally	110	55%



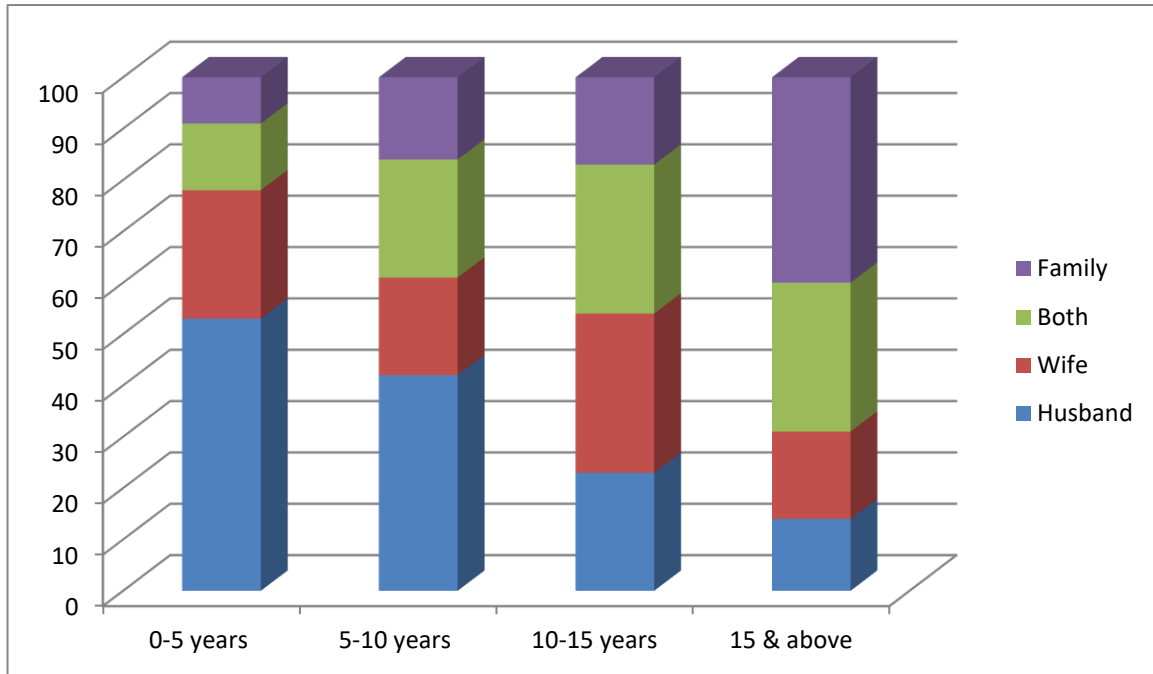
Interpretation

As per the findings in Nagpur city, the graph shows In majority of cases the couple contribute equally , closely followed by major contribution by the Husband. This tendency shows that the husband contribution was on higher side in majority of the cases.

Consumer Durable

- a) Leisure items

	Husband	Wife	Both	Family
0-5 years	53	25	13	9
5-10 years	42	19	23	16
10-15 years	23	31	29	17
15 & above	14	17	29	40

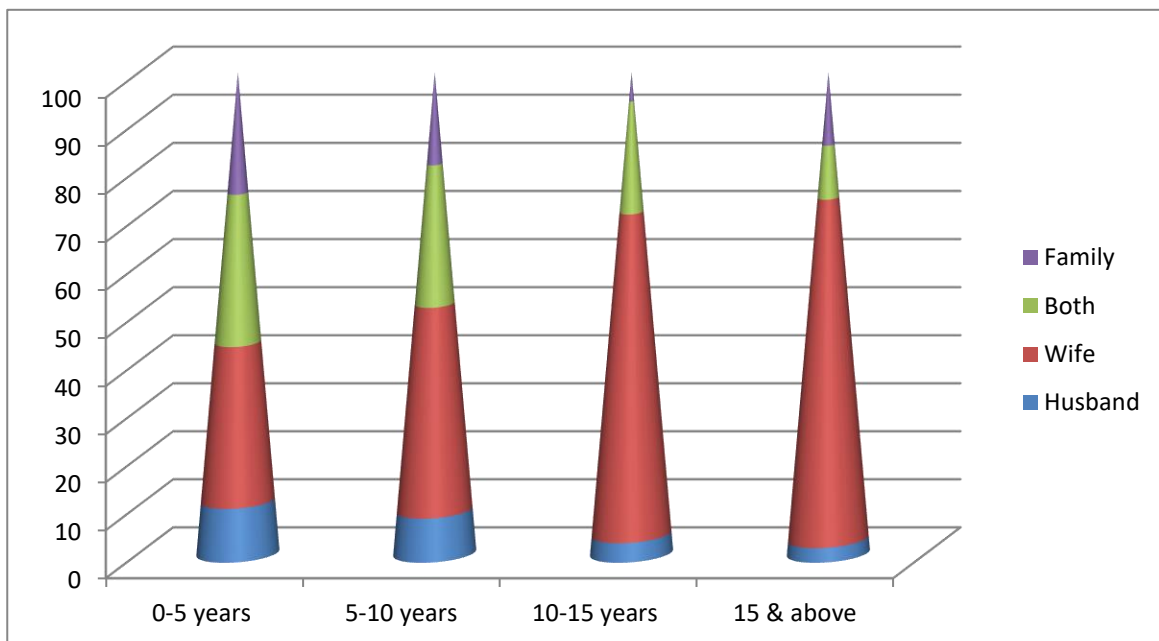


Interpretation

Most of the times during the first five years of marriage husband plays a dominant role as a deciding factor for leisure items; the overall sole decision making by husband decreases over a period of time. As the number of marriage year increases there is a significant rise in joint decision making by the couple. The last column suggests children play a dominant role in purchase of leisure items decision making process.

b) Kitchen appliances

	Husband	Wife	Both	Family
0-5 years	11	33	31	25
5-10 years	9	43	29	19
10-15 years	4	67	23	6
15 & above	3	71	11	15

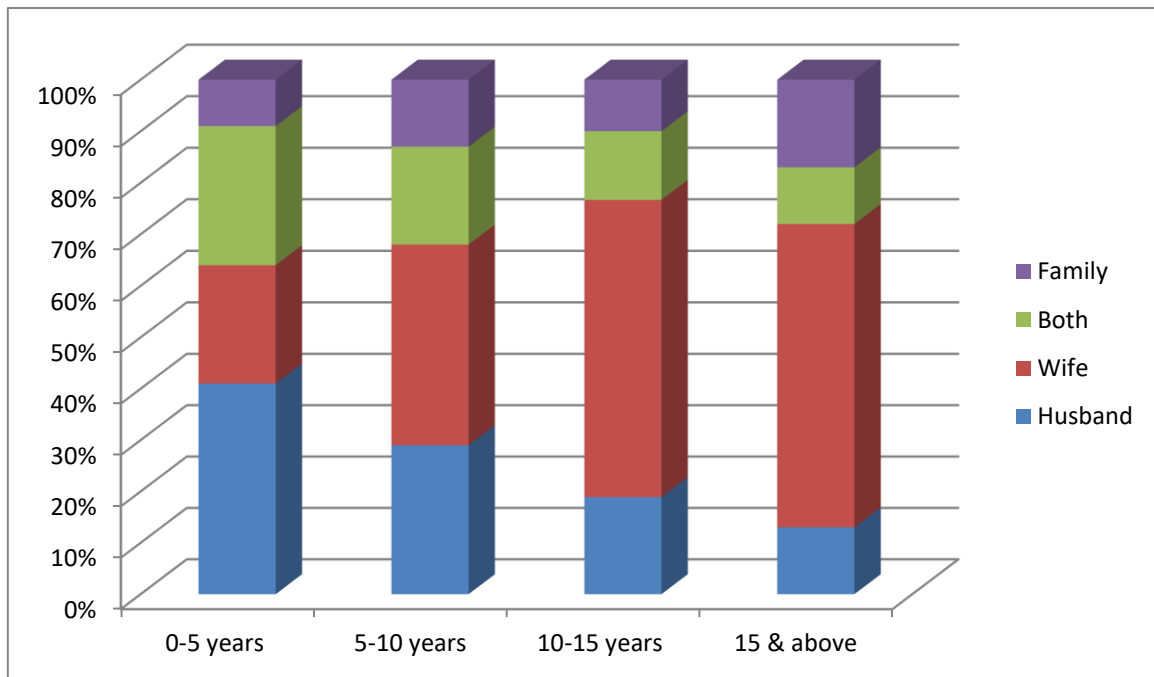


Interpretation

The graph suggest that throughout the married life woman play a decision maker role when it comes to kitchen items. The high percentage of joint decision making in initial married life suggests before getting to know each other very well a joint decision is taken while over a period of time wife establishes a firm control over her domain i.e kitchen appliances.

General Durables

	Husband	Wife	Both	Family	
0-5 years		41	23	27	9
5-10 years		29	39	19	13
10-15 years		17	52	12	9
15 & above		13	59	11	17

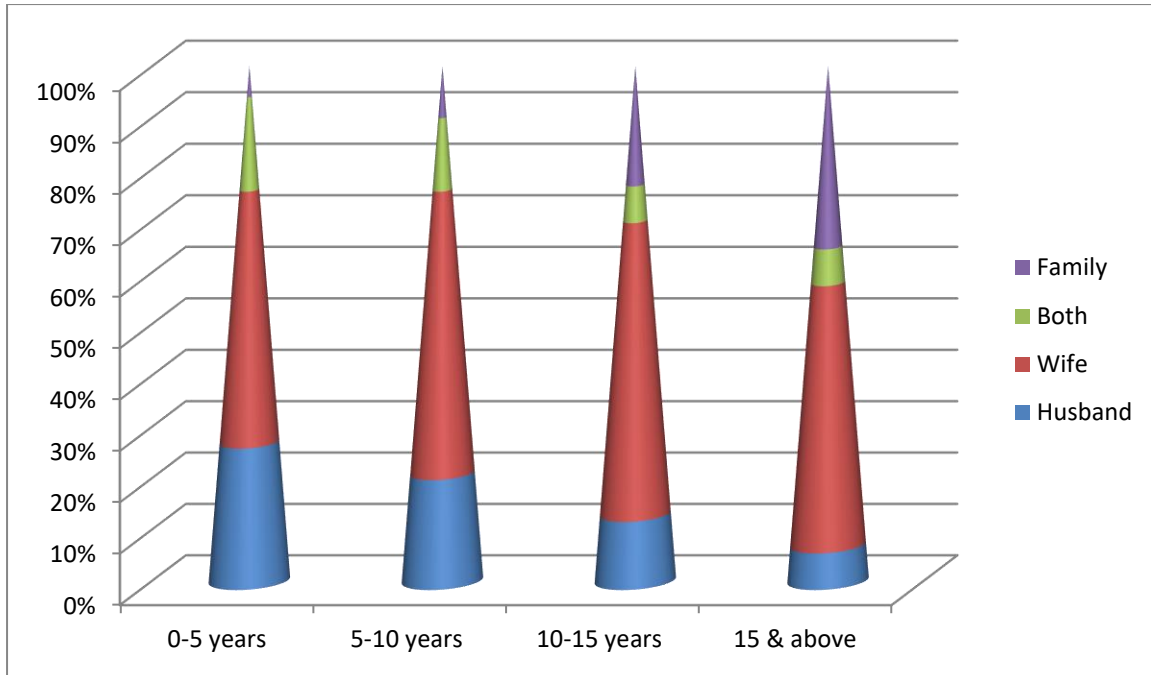


Interpretation

The above graph suggests that many a time general durables like coolers iron are already owned by the husband. Hence the initial dominance. Over a period of time wife gets to decide what and when to buy.

FMCG

	Husband	Wife	Both	Family
0-5 years	27	49	18	6
5-10 years	21	55	14	10
10-15 years	13	57	7	23
15 & above	7	51	7	35

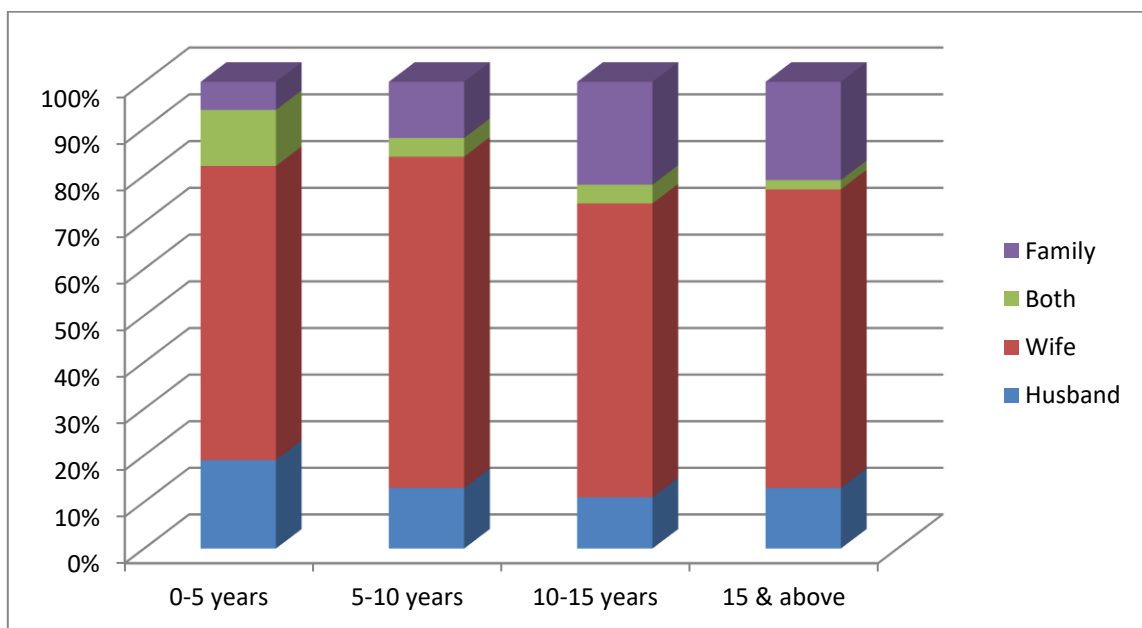


Interpretation

The above graph suggests that wife is always the initiator and decision maker for FMCG products. While as the years pass family that is children play a crucial role in purchasing of FMCG products.

Groceries & vegetables

	Husband	Wife	Both	Family	
0-5 years		19	63	12	6
5-10 years		13	71	4	12
10-15 years		11	63	4	22
15 & above		13	64	2	21

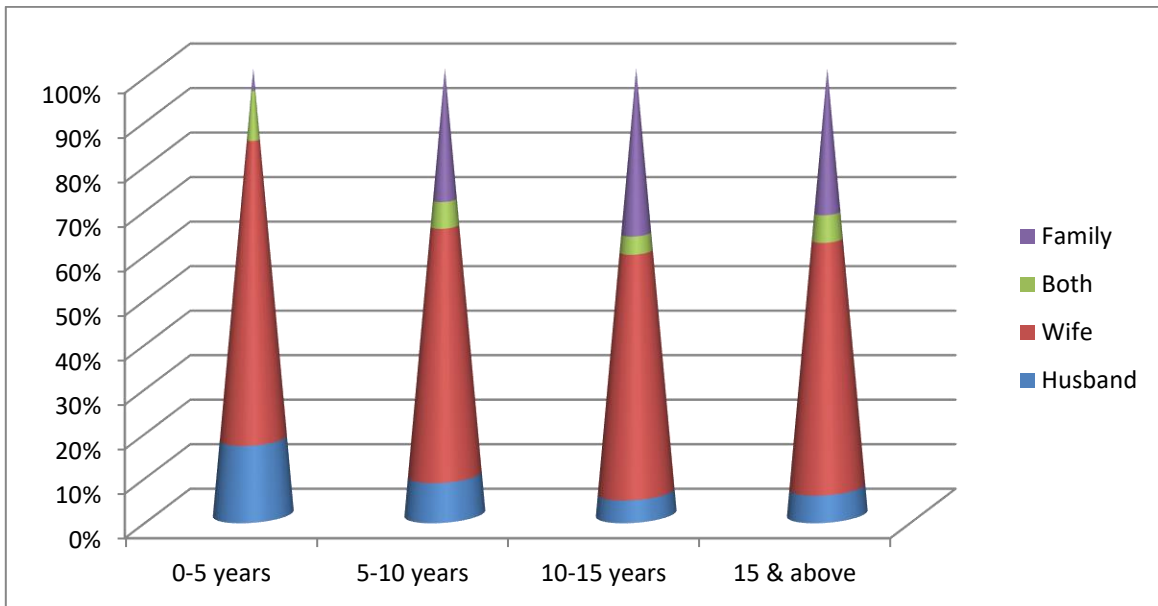


Interpretation

The graph suggests that throughout the married life woman play a decision maker role when it comes to groceries and vegetable items. In later years the children also play a decision making role in purchasing vegetables as per their liking

Confectionaries

	Husband	Wife	Both	Family	
0-5 years		17	67	11	5
5-10 years		9	57	6	30
10-15 years		5	54	4	37
15 & above		6	55	6	32

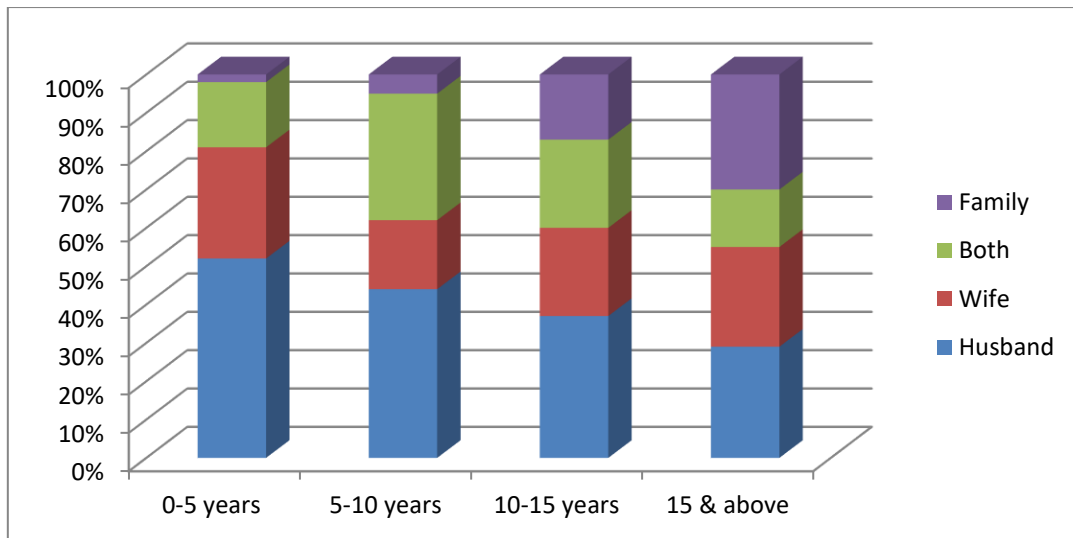


Interpretation

As the graph suggests that the wife playing a dual role of wife and a mother is the decision maker regarding the purchase of confectionaries keeping the requirement as well as liking of the family i.e. children in mind. There is also a steady rise in percentage with respect to family decision making in confectionaries items over a period of time as the kids grow older

2 Wheeler

	Husband	Wife	Both	Family	
0-5 years		52	29	17	2
5-10 years		44	18	33	5
10-15 years		37	23	23	17
15 & above		29	26	15	30

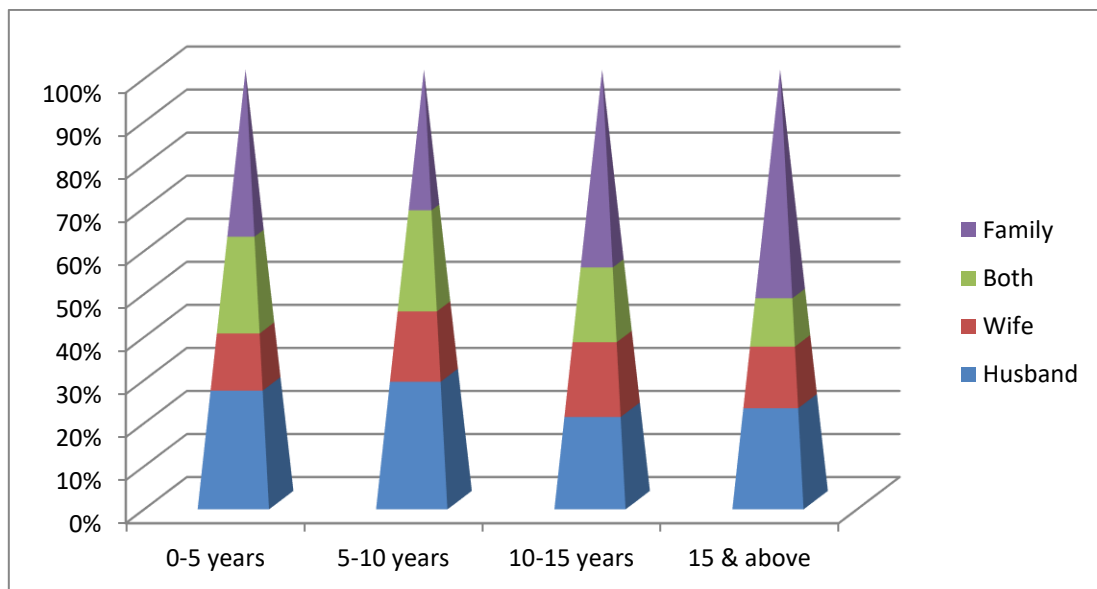


Interpretation

The above graph depicts that in initial years the decision making regarding the purchase of two wheeler lies with the husband. The significant percentage of decision making by the wife suggests that the purchase of two wheeler was for self-use. While at a later stage the children also have a say in purchase of two wheeler many a times for their own use.

4 Wheeler

	Husband	Wife	Both	Family
0-5 years	27	13	22	38
5-10 years	29	16	23	32
10-15 years	21	17	17	45
15 & above	23	14	11	52



Interpretation

The above graph suggests as buying a four wheeler is a cognitive family decision; hence family always plays a major role in decision making. Family here is implied as in-laws and later stage children have a major say.

Limitations:

- The study was restricted to Nagpur city.
- The sample size was restricted to 200 only.
- As snowball sampling method was used the data collected was of horizontal in terms of society.

Conclusions :

Consumer behavior is generally an unpredictable area. The joint decision making even more so. The study observes change in buying attitude, change in decision making role and supporting factors for spousal decision making.

Spousal Decision Making has been materialized as an important and major movement in the modern business at the domestic as well as at the global level. It has become a source of the economic as well as social development.

The nature of the present household has been studied in relation to the new redefined role of the spouses that constitute the family in the purchase decision making process. Spouses' are generally making the consumption decisions collectively. And spouse's decisions differ by type of product or service.

The Spouse's purchase decision making process is having a number of stages and each stage has been influenced by the ideas and thoughts of the other counterpart of the spouse.

Wife's influence in all the phases of decision-making is significant and cannot be neglected, especially in decisions about consumer durables.

Though unlike the Tier 1 cities in India, Nagpur still has less number of women who contribute more than their spouses. Hence, the study shows a more joint decision making in high involvement products.

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