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NAME OF THE TOPIC: Role of Family Members in Consumer Durable Purchases

Keywords: Family Members, Durable Purchase, Marketing, Consumer Behaviour, Buying Process.

FINDING

The present study has been undertaken to examine the role of family members in buying decision of consumer durable products. It was found that in case of white goods, husbands play the dominant role and wife makes purchase decision for Kitchen appliance/ Brown goods. The buying decision on the consumer electronics is taken by the husbands predominantly in Indian households. It is found that the children do not practice aggressive strategies and emotional strategies dominantly for influencing their parents' buying decision of consumer durable products. Further, persuasive strategies, rational strategies and knowledge strategies are found to be dominantly followed by children to persuade their parents to purchase consumer durable products. It is found that for during various stages of buying durable products, husbands mostly play the role of dominant decision maker. It is also found that members of the family play different dominant role during different buying stages but it is found that in most of the cases wife happens to be the final purchase decision maker. The study reveals that socialization agents have a significant impact on the final buying decision maker during various stages of family buying process. It can be concluded that family is a complex composition of family members with different marital status, personalities, age and requirements. These family members not only have their personal requirements but these requirements are also impacted by external agents as well. Owing to these attributes, each member has a special place in the family and this can be well observed when the family members together make a buying decision.