

CHAPTER -7

CONCLUSION

Although it is important to understand the buyer behaviour for the formation of the future marketing strategies. But the modern buyer is “A Mystery” now days. For this reason the buyer’s mind has been termed as the “ Black Box” in the marketing. The marketer provides the stimulus but still uncertain about the response of the buyer. This stimulus is a combination of product, advertising, distribution, publicity and so forth. The modern customer has been influence by the media, which has witnessed an explosion in the last decade. The technological developments in the field of information, biotech, genetics and intensive competition in all around the products and services are also impacting the customer’s purchase decisions. Today the Indian consumers are demanding more value for the price they paying for the particular product than the earlier times. Social structures like family, role models and peer groups are also under pressure largely because of the change created by the modern technology, media and the competition. Indian consumers also have the opportunity to seek out the goods and services beyond their local, regional and national boundaries as the universal access has had a positive impact on the quality of life of the Indian consumer. Typically these are the consumers who are young internet users and educated. Today the customer’s decision-making parameters are significantly different from those of the earlier decades.

Marketing has materialized as the important and major movement in the modern business at the domestic as well as at the global level. It becomes a source of the economic as well as social development. The success of marketing greatly depends upon the nature of the customer, who is the chief decider about any product to be purchased and consumed. The nature of the customer further depends upon their demographic factors, Psychographics factors and other attributes affecting the attitude of the modern customer. So it is important to point out at this stage that how the customers behave at the 'marketplace' and how the other members of the reference group have affected the process of purchase decision especially the family members. To know the role of the each spouse in the purchase decision – making process, marketer should know about the nature of decisions are taken in the modern democratic household setup which is different from the traditional authoritative/hierarchical household setup.

For the purpose of investigation relevant to the thesis nature of the present household has been studied in relation to the new redefined role of the each constitute of the family in the purchase decision-making process. The demographic factors age, gender, income of the family, number of children in the HH, and occupation of the spouse has been studied to see the structure of the family. One more relevant variable having direct attitude on the study - whether the female spouse of the household is working or not, has been incorporated to access the involvement of the female spouse of the household in the decision-making process, where the women are working i.e. double income families. For arriving at the meaningful result and a comprehensive study of the respondents are divided into three areas i.e. Punjab , Haryana and U.T. of Chandigarh.

The parameters on which the study has been conducted include role structure and relative influence, conflict resolution, employment status of women and effect of sex-role orientation on the spouses purchase decision-making process. Number of hypothesis were framed and tried through statistical analysis for studying the nature of the modern customer and the role of the each spouse in relation to their purchase decision-making process.

In view of the existing Indian family structure, it is the fact that the spouses as a unit is the strongest source of influence in any purchase decision. Although this concept has a number of challenges for the marketers as compared to the individual as the influencer. The spouses decisions are generally made within a private, intimate social group, which make and spend money continuously. Spouses' are generally making the consumption decisions collectively. Spouses decisions differ by type of product or service.

The decision-making roles are distributed among the both spouses of the family. The role of the each spouse has varied at the different stages of the decision-making process. In the past the men have traditionally been associated with the functional roles and the wife in the emotional and social role. Now a day their roles have been redefined in the modern family setup. The spouses generally make joint decisions in the purchase of the household products. The consumption may be personal but the decisions are collective in nature. Each spouse has one's own influence on the purchase decisions - making process. However, it is seen that the norms of the society and the family structure has also been changing. There is undergoing a sea change in the role played

by the male spouse and female spouse member of the household. Both the spouses irrespective of the age and gender affect the decision-making process.

The two third of the respondents are working i.e. either in business or in service. The trend of working wives has been increasing day by day in India. The workingwomen have comparatively more influence on the family decision making process than the non-workingwomen. Both husband and wife of the household disapprove the influence of any other member of the household. The increase in the earnings of the household due to the working wives, the more and more households are shifting towards upwards in the income class. More and more low-income families are now moving towards the middle-income classes. The husband and wife both are so particular about the purchase decisions as they only approve the products, which can fulfill their requirement more efficiently.

The main occupation of the working female spouses in the territory sectors i.e. the service sector than the other occupations. Unlike the past, the female spouses are more aware and educated now days. They are free to take their decisions of their own. Their role in the buying process has been redefined as the initiator, decider or even the buyer as compared to the earlier role of only user or sometimes influencer. More and more women are working to increase the earnings of the household, which increases the household's propensity to spend. The Spouses'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.

Research indicates that the increasing use of the internet, mobiles, television and other mass media etc. is going to affect the spouses purchase decisions the most.

Spouses got every type of information, even about the price and other characteristics of the products, from these sources. The education also plays the key role in the influence of the purchase decisions-making process. This makes every spouse open and it leads to an open family environment. Spouses are the price conscious and spend wisely at the 'marketplace'. Spouses' collective purchase decisions are more effective and satisfying than the individual decisions.

The research also depicts the shift in the economic determinants of the Family, as a liberalized and sound economy at the household. The various promotional schemes and the earning nature of the females of the household are the factors that make the family economy as more flexible in nature. Any spouse can not take the decisions even after the rejection of his/ her counterpart. All the respondents of the three areas are in favour that the income is the major determinant of the purchase decision – making process. Again the female spouses are the stable respondents than the male counterparts of the areas.

The role of the each spouse has also been changed in the purchase decisions than the earlier times. Male spouse is now no more the single authoritative person of the household as he has been joined by his wife to make purchase decision for the family. In this way the household setup has been now shifted towards more democratic in nature than the authoritative/hierarchical in the past. No spouse can decide himself/ herself about the purchase for any household product, but he/ she has to seek suggestions and assistance from his / her counterpart also. Therefore both the spouses has now equal role in the decision-making process as the earlier males spouse used to play.

Along with the economic and democratic setup of the household the research also has to enquire about the socio-cultural shift in the spousal family decision-making process. The female spouse, who is an important constitute of the society, here in the family can take their decisions of their own. But at the same time they are also still responsible for the family as well as about their traditional roles in the family. The male and females spouses both are in favour that there is a shift in the socio-cultural environment in the purchase decision – making process. The females are again shows a highly positive response for this type of shift than the male members of the data surveyed.

In the modern Indian family there is a shift from the authoritative/hierarchal to democratic setup is there, as there is more open environment than the past. Spouses are free to express themselves. The earlier head of the family i.e. male spouse now needs the approval and suggestion of the female spouse in the case of any type of decisions. The role of male spouse as the decider has been diluted now and has been shared by the female spouse. Both the spouses are behaving like the friends and can give the suggestions freely in the decision-making process.

The male and female members both are in favour that the family setup is more democratic now. But the male respondents approve this fact with a high degree. In this type of environment the suggestions of the male spouse still have the importance in the family purchase decisions – making process. The study implies that the husband and wife are both considers the equal partner for the family decisions and gives a new shape to the family as a democratic setup.

Due to the increase in the participation of the entire family in the decision-making process the decisions are generally the right one in terms of the family economic and social factors.

The results of these research provide important insights into the dynamic nature of the family decision making over time. Where as past research has investigated shifts in decision roles over one decision episode(Davis and Rigaux (1974)), This research has uncovered evidence that decision role structure appears to change over many episodes, that is , over time. Both the spouse perceived that their decision roles had shifted with the passage of time. Spouses felt that these shifts were related to social, cultural and globalization dynamics In India. According to the provisional data of the 2011 census, the literacy rate went up from 64.83 per cent in 2001 to 74.04 per cent in 2011 — showing an increase of 9.21 percentage points. Significantly, the female literacy level saw a significant jump as compared to males. The female literacy in 2001 was 53 per cent and it has gone up to 65.46 per cent in 2011. The male literacy, in comparison, rose from 75.3 to 82.14 per cent

These shifts in decision roles need to be dramatics(e.g. solo-husband to solo-wife) to be of theoretical and practical importance. The shifts points to the wives' greater exposure to and involvement in arenas outside the home. The impact of social and cultural changes were observable here because of the speed of change affecting India's urban middle class in the recent past. We also observed an expenditure role for husbands in some aspects of the household that had previously been the domain of the wives. With similar cultural forces playing a prominent role for both the spouses.

The decisions might have been made solely by one spouse at one time, the family's brand preferences may have been developed over time such that the other partner has learned and developed very effective heuristics for brand, quantity and timing decisions. In Addition , because we interviewed husbands and wives simultaneously , we can not rule out some adjustments towards social acceptability in the presence of the spouse and / or the interviewer.

No major changes in decision role structure largely because of movements in family life cycles were detected but cannot be ruled out. Finally, while we asked respondents to recollect their past decision –making processes, an alternative approach would be to capture decision making and, some years later, interview the same respondents about their decision process. This complementary approach would provide additional insight into the nature of shifts in spousal decision-making over time.

All husbands in dual income families say they make more money than their wives, and wives generally concur in this assessment. But earning more money doesn't necessarily mean making more decisions at home. And for women , earning less doesn't always mean making fewer decisions. Among Indian dual income families in which the man earns more than his female partner, women still are more likely to make the decisions in more areas. Wives' wage paying employment has been found to affect decision roles with more decisions being shared rather than being husband dominated.

We found that when one spouse indicates high involvement with a decision , the other appears to realize this state and reciprocates with a greater willingness to allow that spouse 's preference to shape the final outcome. The findings suggest that those

decision areas which are within the legitimate decision-making authority of a particular spouse are readily acknowledged and the non authority spouse concedes the decision graciously to that spouse. Also, the findings offer support at the descriptive level for Pollay's(1968) husband and wife decision-making conceptualization which utilizes involvement and empathy as dynamic, process variables.

Both spouses and the family as a whole benefit when a final product selection is made. This study extends the research of Corfman and Lehmann(1987), who found that the degree of relative preference intensity by a spouse was the primary determinant for the product choice made by the spouses. However, they did not examine the role of product category or the impact of level of disagreement in the joint decision making process. While no predominant relationship between gender roles and decision making have been detected, the lack of traditional attitudes about gender roles has been found to coexist with a greater incidence in joint decision making. It has been purposed that gender roles changes as women participate in labour force and these shifts will fundamentally alter husband-wife interactions, including decision – making.

Researchers in the past have frequently not been able to conduct studies involving participation by both spouses. This study is one of relatively few that employed active involvement by both spouses. A relatively small amount of research of this nature has been conducted due to the substantial amount of time and effort required by the spouses. With the spouses reporting increasing levels of “time poverty” and lifestyles being busier than ever, it is increasingly difficult to gain cooperation by couples in completing this type of study. However, with both spouses participating in

the completion of this study, this study may be more realistic in examining the actual joint decision making process that occurs when you bring a husband and wife together.

Suggestions

The opportunities for more research in this area are legion. The basic issue that must be grasped is that future research must follow the academic tradition of replication, and so avoid the traps of piecemeal empirical work that can so easily lead to false , or premature decisions. For any marketing strategy to be successful, the decision-making process between spouses has to be minutely examined. Both spouse exhibit different roles for different product categories. Hence, formulation of a marketing strategy depends on gathering vital information, following certain steps:

- ✓ Ascertain whether the product purchase is husband dominant, wife dominant, joint or syncratic, and identify the motivations, interests and attitudes of the spouse who show the greatest involvement in the purchase.
- ✓ Identify products where the spouse may not be the actual user in the family; the purchasing agents for such products also need to be identified.
- ✓ Identify which spouse family is involved at each stage of the decision-making process. For example, wives are generally observed to be highly involved in initiation of purchase of a product while the husband plays an active role at the time of making the final purchase.
- ✓ Find out exactly what the decision makers are looking for in a product and how far these preferences diverge from each other.

- ✓ Obstacles should be removed which comes in way of spouse's decision-making in the family.
- ✓ There is a need to understand whether spouse use different conflict coping strategies in decision-making.
- ✓ The impact of changing societal norms on the nature of conflicts and conflict resolution needs to understood.
- ✓ The factors which make a spouse's interpersonal relations culture-embedded need research attention.
- ✓ There is a need to understand the process of influencing rather than continuing to focus on who is influencing whom.
- ✓ Gender roles may also differentially affect various stages of decision-making and such distinctions are yet to be made.
- ✓ The impact of public policy intended to protect spouses made vulnerable by tragic life event transitions needs investigation.
- ✓ Information processing strategies may also differ in spouses and the resulting decision behaviour will bear theoretical and managerial relevance.

Future research might use reconceptualization of decision role structure (particularly the redefined solo-wife and solo-husband categories) to more formally investigate the diversity of way in which husbands and wives might influence family purchase decision – making. For the further researchers there are some implications are as that the changes that occur in decision making roles of spouses from different age groups, simultaneously. Although purchasing involvement has been studied for both individual spouses, but when they sit together in front of the researcher

for an interview session then sometimes they did not able to freely speak about their views. The most suitable method for investigating families has still to be validated. Features peculiar to the Indian marketing environment such as the joint/extended family system, the dowry system, mass rural markets and so on.