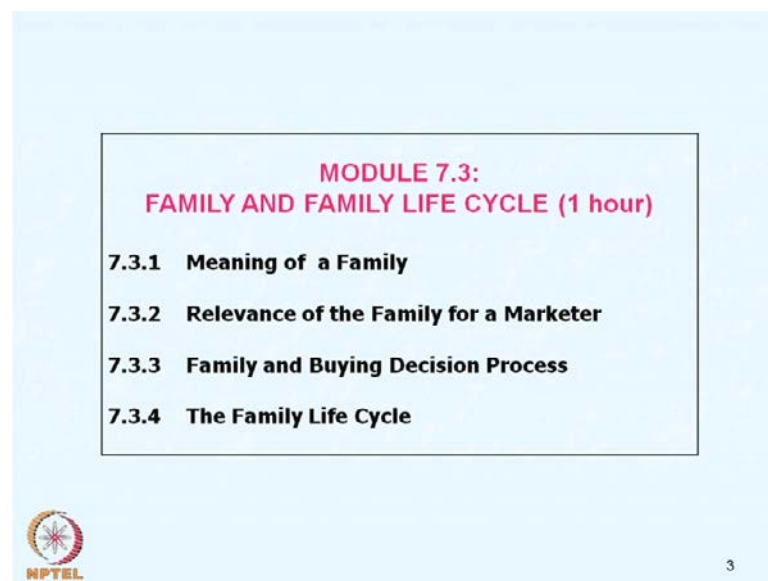


Consumer Behaviour
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Lecture - 33
Family and Family Life Cycle


We will be continuing our discussion with the sociological influence on consumer decision making, and we shall be discussing the family and family life cycle today.

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MODULE 7.3:
FAMILY AND FAMILY LIFE CYCLE (1 hour)

- 7.3.1 Meaning of a Family**
- 7.3.2 Relevance of the Family for a Marketer**
- 7.3.3 Family and Buying Decision Process**
- 7.3.4 The Family Life Cycle**

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We shall be speaking about a meaning of the family, relevance of a family, for a marketer the family and the buying decision process. And we shall be elaborating on the family life cycle, this is module 7.3 which will be we will be covering in a total of one hour and we will deal with these of the various topics.

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7.3.1 Meaning of Family:

- The term "family" refers to the **basic sociological unit**.
- The term has been used to denote **two or more people staying together and related to each other by blood or marriage**.
- *The composition, size and structure (in terms of roles and statuses) has undergone a change across time and culture.*
- There have been large families including grandparents, parents, children, uncles, aunts and cousins (all staying together as a joint family); and small families which comprise just parents with their children (nuclear family).
- Roles and statuses have also changed**, with both men and women taking active part in making purchase decisions, and women playing roles which were earlier reserved for men and vice versa.



Thus, the family as a social unit has varied in composition and structure, well as the roles played by family members.

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So, beginning with the meaning of the family. So, what is a family? A family is a basic sociological unit, it is you know a sociological unit wherein we will find ourselves you know we find ourselves once we are born. We will find ourselves in to this basic sociological component and in basic sociological unit, it is two or more people staying together and related to each other either by blood or by marriage. Now, in today's world this very composition this structure and the size of families have undergone a change, and this change has been witnessed with passage of time and with passage of culture.

So, the composition of the family the structure of the family in terms of the rules and the statues as well as the size of the family is something, which has undergone a tremendous amount of change it is gone through the transition, in respect to time and in respect to culture. Now, earlier we have larger families where we had the grandparents, aunts, uncles, the parents, the children, you know theses nephews, cousins all staying together as a social unit as a joint family.

And today we witness a smaller families with, you know just comprise the parents and the children and so these are very small family we see today and essentially a nuclear family. So, we are moved in from a trend which was large families living together as a house hold, living together as a family and joint family today we moved here into smaller households with which essentially, nuclear family with just the parents and children staying with each other.

Now, this is a change which we witnessed in the past 2 to 3 decades and large number of reasons are been responsible for this. There has been a, you know movement of people from rural areas towards larger urban areas, there as you know movement of people from different cultures they has a change in the social economic life styles of people, there has been change in the cultural fabric of the country. And so with passage of time, with passage of culture and with the impact that time and culture have had on this traditional structure.

What we find ourselves in today are very small nuclear families with, along with the composition of the family as well as the size of the family, the structure of the family are also changed, the structure of the family in terms of the roles played by the different members of the family. So, the status held by the different members of the family, there were certain you know as a social unit there was a person in the family, who is regarded as a head of the family.

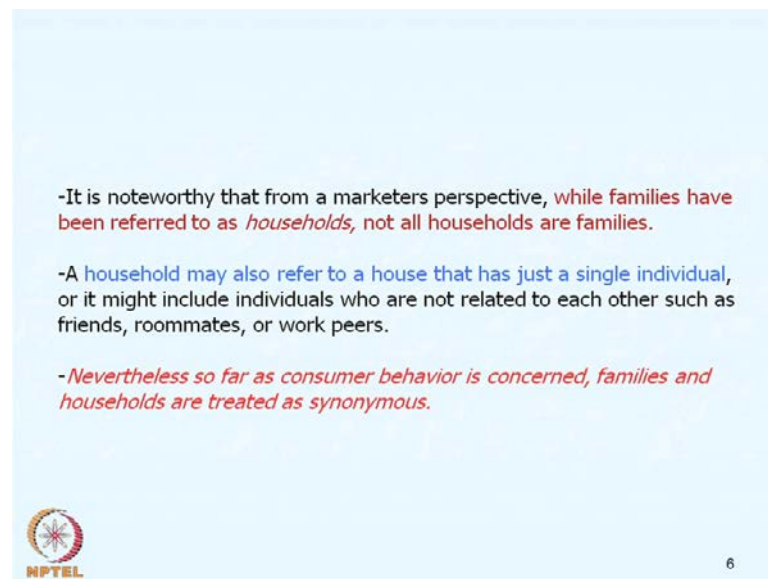
Generally, the person who took all major decision with respect to any kind of behavior including, you know consumption behavior and than others who are following this head of the family, and they were certain roles that were played by the by the man of the family and by the women of the family. The man of the family is responsible for earning the bread and the butter, the lady of the house or the women in the family who is mother or the wife asks basically, was to her job as to look after the home.

And there was a certain kind of status associated with the each and every member of the family, they were certain kinds of a rules and responsibilities are occurred by the or prescribed for members of the family. Now, all that as seen a change today, there is been a change in a rules and status, where both men and women are taking part active part in decision making in all forms, whether it is any kind of general decision making, or it is specific with respect to particular activity or even with respect to consumption patterns, and consumption behavior women are playing certain roles, which are not played earlier men are played certain roles which are not played earlier.

So, roles which are essentially confined to man and the women seen a reversal and there has be a great change, which will also which is also impacted the purchase of product and service, the consumption and usage of product and service offerings. And of course, the overall decision making with respect to product and service offerings. So, a family as

a social unit has varied today, with respect to composition with respect to structure and in respect to the roles played by the members of the family. Now, we will speak about something very interesting here, which is again related to the composition of the family, the size of the family as well as the working dynamic, or the structural dynamic of a family.


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-It is noteworthy that from a marketer's perspective, while families have been referred to as *households*, not all households are families.

-A household may also refer to a house that has just a single individual, or it might include individuals who are not related to each other such as friends, roommates, or work peers.

-Nevertheless so far as consumer behavior is concerned, families and households are treated as synonymous.

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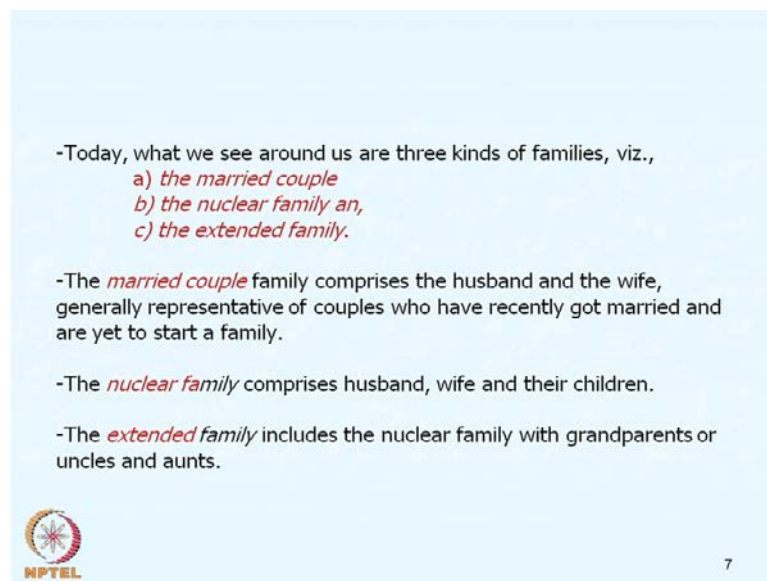
You know from a marketer perspective, it is very important to understand while families are referred to as households, not all households are families. So, families are referred to as households daily parlance and daily languages, but not all households are families. Households are referred to a house, where there just one single individual are it might have a 2 or 3 people who live together either as friends, roommates or work peers and they are neither you know related to each other by blood nor by marriage.

So, essentially very own definition of the families have undergone a change, and the families here are referred to as households, and it is very clear to say that all not households are families. Households may also just referred to as just one person, and he is just one individual. Nevertheless, as far as consumer behavior is concerned families and households will be treated as synonymous. There is a reason to that, families are large with many people households, and they comprise households in day to day language, but as I just said a single person or individual may be staying alone and managing his household on his own.

So, he also comprises household also, while we will consider both of them in synonymous to each other is because a kind of product, and services of family of five or a household of five will needs are same kind of products, and services a person constituting a family in his own selves, as a single person will also needs such kind of products and services offering. So, whether it is a family of five or a family of single individual staying, he would need bread, butter, tooth paste, tooth brush and you know soaps and things like that even so high involvement products like family owns a car, you know needs a T V or needs a refrigerator.

Even a person staying alone would be a you know requiring a same products. So, in this particular we see we say it very clearly the families are regarded as household, but not household are families households also comprise just one individual. So, in terms of consumer behavior, we will treat both family and a single person as household and we will consider also will treat both household and family as a synonymous and treat them synonymously.

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-Today, what we see around us are three kinds of families, viz.,

- a) *the married couple*
- b) *the nuclear family an,*
- c) *the extended family.*

-The *married couple* family comprises the husband and the wife, generally representative of couples who have recently got married and are yet to start a family.

-The *nuclear family* comprises husband, wife and their children.

-The *extended family* includes the nuclear family with grandparents or uncles and aunts.



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Now, today what we see essentially is the three kinds of families, the married couple, the nuclear family, and the extended family. So, you have the married couple which comprises the husband and the wife. Basically, this particular kind of family is representative of couples, who are not just married and who are yet to begin a family of their own they are yet to have children of their own. Then we have the nuclear family

where we have the husband, the wife and their children. And then you have the extended family which includes the grandparents, and the uncles and aunts along with the nuclear family.


So, nuclear family plus aunts, uncles and grandparents becomes what we call as the extended family. Now, whether it is a married couple or it is a nuclear family or it is an extended family, they all household, they all need product and service offerings to meet their day to day needs to meet their day to day requirements, from **from from** the marketer point of view they are all very, very important. Of course, across each these such stages as a married couple and as one with a family as a nuclear, and as a one with as an extended family, the needs and wants will change the priorities will change, the consumption pattern will change, and the as we see entire consumption decision process will change.

The various buying roles as we discussed earlier the initiator, the influencer, the decider the buyer, the user will these roles also come into play they were also played by the different people in the you know either as a married couple, or in the nuclear family or in the extended family. So, these are the various roles will be played by the members of the family, the amount of power, the expertise which different people will have in the family with respect to product and service offerings will change across, the nature of the product and service type. We will see that all of them will play an equally important role in the decision making process.

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7.3.2 Relevance of the Family for a Marketer:

- The family as a social unit is of tremendous importance for a marketer.
- This is because of three reasons, viz.,
 - a) a monetary source for dependents**
 - b) an indication of values and lifestyles, and**
 - c) the root for socialization.**



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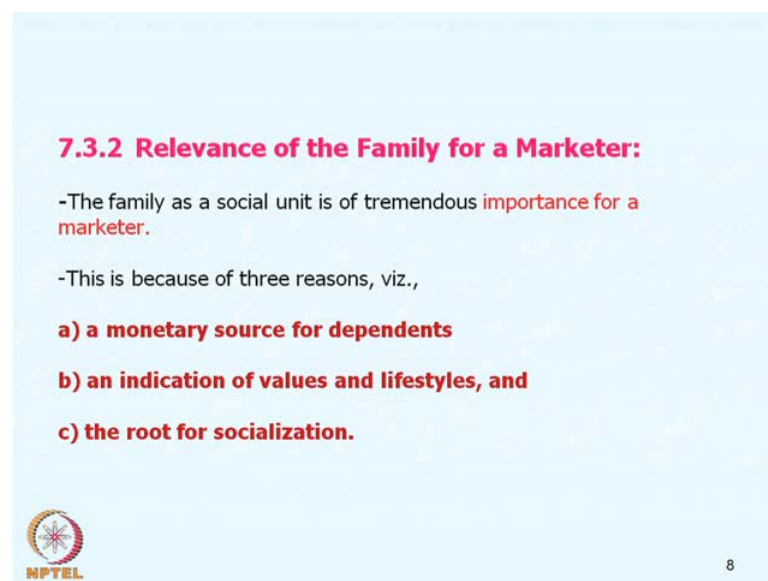
Now, let us speak a little about on the relevance of a family for a marketer. Now, the family as a social unit is of tremendous importance to a marketer, this is because of three reasons, one a monetary source for dependents. So, the family you know here will be in terms of parents are the earnings members become the monetary source for the others. Two it is the indication of the values and lifestyles, which the person you know has. And three it is also the route of socialization.

Now, let us talk about the first which is the monetary source a family may comprise a single earner or a dual earner, and the rest of the members in the family act as a dependent. So, if the father is working he is a sole earner, if the mother is working she is a she helps them with her husband to meeting the financial expenses in the house. So, either single or dual income household do exists and the rest of the family will become the part of the dependents.

Now, a children and teenagers have a big role to play they act as initiators they also act as influencers, in the decision making process and they also become buyers of the large of products, they are one's to take a decision and go and buy specially, the teenagers and the youth. While they have different needs, they have different desires money for the same comes from the earning members, which is the either the father or the mother or both and thus the parents they act as a, you know, they provide finances they provide money to their children who you know.


And they need the financial expenses, they look they act as a provider of finance expenses to their sources to their dependents either their own children, or if it is a extended family their own parents or their brothers and sisters. The people who earn basically, act as act as a you know provider of money or the finance to the other dependents to meet their expenses. So, the while they provide financial resource to their dependents and look after them economic well being, as a basic family function that the family has to play.

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7.3.2 Relevance of the Family for a Marketer:

- The family as a social unit is of tremendous importance for a marketer.
- This is because of three reasons, viz.,
 - a) a monetary source for dependents**
 - b) an indication of values and lifestyles, and**
 - c) the root for socialization.**

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The second important reason why we hold the family, and the relevance as the indications of the values and lifestyles. The parents in the family act as a source of you know values and lifestyles for the family. The grandparents and the parents in the family they inculcate the amongst their children, the basic values norms and also tell them about suitable lifestyles and this has a impact upon the children, when it comes to their day to day lifestyles on the it comes to the day to day living whether, it is a education or carrier or recreational activities etcetera.

So, with the both parents earning and having a occupation and the family experiencing a dual setup today, a transition as being witnessed with respect to values and lifestyles that the children exhibit today, that the dependent exhibit today. So, the basic the norms the do's the don'ts, and the basic value system comes to ask from the family be at the parents or be it the grandparents, and such influence on the children either as a kids or as

teenagers, as a tremendous amount of influence on their day to day behavior on their today conduct of behavior. Whether, it is a general behavior whether it is a consumption specific behavior, or purchase related with smaller you know household the number, with smaller families.

And the you know the socialization process also be limited to the parents only you know, there has been a big change and of course, with dual income setup where parents may not have a quality time with their children. There has been a change in the value system of children of teenagers, who become much more independent with respect to the decision that they taken, and this is also manifested in the form of purchase decision that they make.

Financially, they are strong they depend upon their parents for the money they ask, the money they asks their parents for their money, and becomes a dual income household money is generally not a constraints. So, they have easy access to finance and they are financially strong, they have their own desires they have their own needs, wants their own priorities at the same. So, we see a big change in the lifestyle, we see a big change in the purchase and consumption related processes, which families specially children exhibit today. So, families also acts as a indicator of indication of values and lifestyles.

And of course, family is the is the route behind the socialization whether, it is a child socialization or whether, it is a adult socialization or whether it is a inter generation socialization all of these basically, comes from the family. We have discussed the concept of socialization in the previous session, we will elaborate on it a little more. We find ourselves a mixed family, when we have born as we begin to realize the things around us we begin to learn you know to inculcate certain values, norms, do's, don'ts certain kinds of behavior which are adopted, and we turned to avoid the certain kinds of behavior and to enact certain kinds of behavior.

So, it is both you know we thought the good things, we asks to avoid the bad things and so forth. A process of you know enculturation takes place, where we will be begin to learn about the our own culture, we learn a language, our custom, traditions, the different kinds of festival that we celebrate, and the different kind of clothes that we suppose to wear, the different kinds food that we suppose to eat. So, all of these is a part of the

socialization process, we discussed the role played by the family of orientation we also discussed the role played by the family of procreation.

So, we have seen that we have discussed child socialization. So, when a person is borne and he gives impacted by his family and the family of orientation and as he grows up, and impact become stronger from his friends from his neighbors. As he against you know to get into the job this impact the socialization is also impacted by their peers, their work colleagues and then as they get married, the family of procreation also has a role to play in the socialization process.

So, you know and so we see that across generation also it get passed from generation to other so and so family acts as a route for socialization. Socialization of a member can be happen right from childhood to adulthood and it is a primary function, that family plays it takes place as we see during two stages, one during childhood and the other during after marriage, so one with the family of orientation, the other with the family of procreation.

During childhood it takes place when children observe and they replicate, the behavior of elders being their grandparents or their parents or their siblings. So, they learn to you know to first observe and second emulate certain kinds of behavior, which are performed by grandparents or the parents or their siblings. As they replicate this behavior they some kind of reinforcement that are received are with the positive or negative positive reinforcement is something, which is positive reinforcement is something which is you know rewarding experience for them they exhibit this behavior again.

On the other hand behavior could be negatively impacted or negatively reinforced, and they learn not to exhibit such kind of behavior. So, very importance to a marketer here is the fact that children learn patterns of purchase and consumption behavior also, this help them to adopt shopping skills, buying skills. You know they inherit from them and they learn from their mother, the kind of shopping skills to possess, buying skills to possess, what kind of products to buy, what kinds of brands to buy, what kind of shops to go to, you know the concept of price being high or low, you know again which something which comes to us from parents.

So, you know what is considered as very expensive, and what is considered something which we learn again from our parents on their conversation and their reaction to

products and services. So, Sciffhman very actively says that child socialization is a process by which children acquire the skills, the knowledge, attitudes, which is very necessary for them to function as consumer. So, this is entire process which happens here you know during, the childhood process and we call it as child socialization, where a child learns to learn know acquires shopping skills and learns how to behave in a market place, you know how to buy products, how to buy brands to go to stores, how to negotiate this all comes a part of a childhood socialization.

During adulthood socialization occurs, as we mention with friends with colleagues also with spouse. So, the family of procreation also this spouse and the children also have a role to play, you know as a person get married he starts the household again household begins to either he goes to the other family or comes to family, in either cases there is blend of you know product choices or brand choices, which occurs more specific to the purchase or to the consumer behavior.

The husbands or the wife learn to buy product, or brand which other person or the other spouse is actually buying and using. So, as they settle in the household they make you know they take decisions with respect to purchase, they take decisions with respect to product and service offerings or the brand. Many times this decision leads to conflicts, and we will discuss how conflicts are basically solved in case of purchases, and in the case of purchases of consumer decision making with respect to product and service offerings.

So, they make adjustments with each other with respect to their values, lifestyles, their behavior as also the product or the brand to buy, but they nevertheless they may end up having a argument with respect to the brand or the product and that leads to a conflicting situation. As they have children and as the children grow up, the influences becomes much stronger this children acts as initiator, the children act as a influencer. And as they grow up they also become buyer, teenagers have also exhibit a tremendous amount of influence on parents. So, a family of procreation just like family of orientation has a role to play in the socialization process.


And finally, we also have inter generalization socialization, where behavior of values, norms, behavioral patterns they all get transferred from one generation to another and so to get preferences for brand preferences for product, product loyalty, brand loyalty also

get transferred. We have a perfect illustration where, we have a the wood wards gripe water ad, where they showed a large number of you know a ladies from different generations staying in the same family five or six different generation, old mothers and mother and mothers and grandmothers so forth, staying together. And there is a small baby crying and one mother says to the other they gripe water and it goes to the second one and second one says the same thing, the same thing. That shows how product preferences are transferred are from one generation to another, and brand. Loyalty also gets transferred from one generation to another, something which is very important for a marketer. So, we call this as inter generalization socialization.

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7.3.3 Family and Buying Decision Process:

- It is the entire family that acts together while making purchase decisions.
- However, researchers tend to focus either on the decision maker who makes choices about a purchase or the user who uses the product or service offering.
- Purchase decisions in the family are joint decisions made by the members of the family, be it husband, wife, children, or may be even members of the extended family.
- Thus the family is recognized not only as the basic social unit but also as the basic decision making unit.



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So, we basically see how a socialization have a role to play in the decision process. Now, when the lectures talk about the family and the buying decision process, it is the entire family that basically acts together, while making purchase decisions. We have seen the various buying roles, we have seen how you know the roles which are performed as the initiator, influencer, decider, buyer user. Different members of the family perform the different roles. A person of course, may on is own single handed also performed more of these roles are all of these roles sometimes, the members of the family perform a more than one role. So, a nevertheless the decider role is very important, initiator, influencer decider, buyer all of these roles are very important.

And as you recall in terms of the consumer behavior, the buyer's role is extremely important. Nevertheless, researchers, academics try to focus on the decider role also they want to focus either on the decision maker, how makes the choices of the particular product or service offerings or on the user who buys it. So, we cannot actually say a buyer role is which is important from studying decision making process itself decider role, which is equal important from the usage point of view, it is user role which is important.


Now, the purchase decisions are generally today in today's world where we see, you know the men and women at equal footing. And where we see that you know certain kinds of roles which are confined to women or to men, which has been exchanged and so they mutually agree you know decide on a lot of things, you know on a lot of aspects a lot of goals a lot of roles and responsibilities. So, here majorly decisions are joint decisions made by the members of the family be it husband, wife or the children or even the members of the extended family.

So, decisions were essentially male dominated or essentially female dominated are no longer. So, they are made together and made jointly and it is not only decision making being confined to the members of you know the couple, but also to the other members of family, be it grandparents, be it children or be it other members of the extended family. So, family is recognized not only as a basic social unit, it is recognized as a **as a as a** basic decision making unit. So, we have you know we see how the husband, wife, children, the grandparents, the uncles and aunts staying with you all of them have a role to play.

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Reversal of Buying Roles:

- However, with a large number of women taking to professions, men are no longer confined to their offices but are also taking up responsibility with household chores.
- With changing times, family roles have also undergone a change; most purchase decisions are joint decisions.
- Also those decisions which were earlier restricted to men, are being taken by women and vice versa.
- Marketers do address this issue when they depict through their ads, men washing clothes with Ariel or men making Act II popcorn.
- This shift in buying roles need to be well-understood by marketers as this change may ultimately affect the composition of target markets and segments.




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Now, as I just mentioned family role has undergone a change, most decisions or joint decisions. We marketer have address this we have a example like a you know man using Ariel to wash clothes in the washing machine. Now, washing of clothes something which was again restricted to women, but it is the Whirlpool says how a man uses a washing or the Ariel show, how a you know a man washes a clothes or you have the Act 2 brand which shows, how fathers make pop corn. So, the roles are shifting there will be shift in the roles.

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Joint Decision Making in a Family:

- Most purchase decisions are jointly made by the spouses together or with their children involved.
- Purchase decisions between husband and wife have been studied at length.
- Researchers have identified family consumption decisions between husband and wife as husband-dominated, wife-dominated, joint (i.e., equal or syncretic), and autonomic (i.e., solitary or unilateral).
- The kind of influence in terms of nature and extent, depend upon the product and service offering, the stage in the decision making process, and the family role structure (in terms of culture and sub-culture; Who is more dominating?).



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And decision making today is the joint decision making made by the spouses together. Now, a decision making with respect to husband and wife are been well researched, researchers have been identified family consumption decisions between husband, and wife has husband dominated or wife dominated or we also call it, you know joint the joint here meaning it is equal or syncratic, and of course it is autonomic and which is solitary or unilateral decision.

So, purchase decision making you know something, which is it is a joint decision making which happens in the family decision making earlier are male dominated or female dominated. Today, both of them will play equally important role it is joint or we call it as equal or syncratic and it may also be autonomic, when the household comprises the one person he or she is single or he she makes a unilateral decision. So, decision making maybe husband dominated, wife dominated equal or autonomic.


Now, any of these will basically depend upon product or service offerings, the stage in the decision making process and the family role structure. So, when we talk about who dominates it is husband or wife or both make a decision or it is made by a single person, it will vary across one the product or category in question. Two the stage of the decision making process whether, it is you know evaluation of alternatives or it is making of decisions.

So, which is the stage of the decision making process that you are in or in terms of communication, we could see speak of in terms of whether it is a stage of awareness or knowledge, or liking or preference or perfection or any of these. And the third is the family structure, the roles and responsibilities or the culture. In certain kinds of culture certain roles are restricted or designed for the men.

In certain kinds of cultures for the women similarly, with respect to certain kind of product and service offerings. So, you know this particular decision has to who is going to take a decision, may will depend upon the product or service category, will depend upon the stage of decision making process, and it will depend upon the type of culture or the structure of roles and responsibilities, the structure of status in a social system.

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- *The influence today, is also getting impacted by changing roles in the social system, the lifestyle patterns as also occurrence of women liberation and dual-income households.*
- In purchase decisions involving the family, **children have a major role to play these days.**
- They tend to influence family decision making with reference to both the purchase decision as also the brand choice.
- The behavior that they exhibit is more of an influence that subsequently makes **parents yield to their (children's) request.**
- Children are influential for all kinds of products, be in icecreams or clothes or even cars, which they watch on TV.



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The influence today is getting impacted by the changing roles in the social system, and the lifestyle patterns as also occurrence of women liberation and dual income households. Children also have a big role to play they make tend to implement, the family decision making with respect to the product or with the brand. And many times you know it is art, which children exhibit were the parents yield to children request.

So, the children have this art of forcing things or you know compelling parents to buy certain product or brand to them and the parents yield to such requests. The children are very influential in marketing something decision with respect to ice creams or clothes or cars or video games or you know C D's or you know playing cassettes. So, here the children put in they are put in artful to their request. So, the parents often yield to such request, which are made by children.

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-Mention may also be made of *latchkey kids*, who are preteen children who stay at home alone for a considerable part of the day, while their parents are off for work.

-They form a lucrative segment for marketers dealing in fast food, snacks and other eatables, be it burgers or pizzas or cold drinks.

-These are made available at the doorstep through home delivery. With the new generation, so very tuned towards such offerings, segment has good potential.

-*Teenagers and college going children* also form a profitable segment for the marketer; this is because they are easily influenced by friends and peers, as also members of secondary reference groups.

-They have money in hand which the parents provide, and they have a tendency to spend a lot of money.

-They are fashion conscious and also act as trend setters.

-They impact family decision making in a major way.



Children, teenagers and college goers cannot be ignored as they can be caught young and made brand loyal. Together they represent a huge market. 21

Decision making is a today again, we will speak about here mention may be made of the latchkey kid, (()) mention here may be made of the latchkey kids also where you know the pre teen children, who stay at home for a considerable part of the day, the mother goes for work, the father goes for work. So, they are alone at home and so they are big segment today for marketers for you know, fast food or snacks or other eatables, you know. So, they are these product are available at door steps through home delivery and the children have to call up the pizza shop, and or the restaurant and get food for themselves.

Similarly, you know teenagers and collage going children are also profitable segment because they exert a greater amount of influence, you know amongst each other. And these children are influenced by other children, or these teens are influenced by other teens and college goers and so they are also impacted by a secondary reference group. They have money in hand, which their parents provide and they also very fashion conscious and they impact family decision making in a major way.

Children, teenagers and college goers should cannot ignore, as they are huge segment if caught young they can be made into very brand loyal customer, they can be present a huge market. You know see if we talk about the child, who are as he grows up in the teenager are he grows up into goes to college, he or she influenced a lot by people

around them by other friends or by neighbors by you know collage goers or other by people around them such kind of influence are tremendous.

And this influence is not only with respect to general behavioral patterns, but it is also with respect to shopping patterns. So, the kind of products to buy, the kind of you know clothes to wear, the kind of food to eat, the places to visit, the hobbies to develop, all this is impacted amongst each other. So, this particular face is a important face is and such children or such teenager or such collage goers are the huge segment, which cannot be ignored by the marketer.


In fact, the marketer also inculcate a feeling of loyalty build a feeling of loyalty, loyalty could develop for life. A like you know people during they develop a liking for certain kinds of a branded apparel wear, and they continue you to wear that apparel wear throughout their life, they develop a liking certain kinds of a chocolates or candies and they continue it for life. So, this particular segment either as child right to teenager or a college goers all across this stage, they can be you know the marketer can have a tremendous amount of influence on them.

And the marketer do so with the kind of appeal that they use, the kind of advertising campaigns that they develop, they basically are able to build interest of children or teenagers or collage goers. And these people, these children, teenagers, collage goers act as initiators as influencers they effect the decision making process, they impact the decision making process. They force their parents to buy certain things for them, the parents yield to the request of the children.

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Resolving Consumer Conflict in a Family:

- While making purchase decisions and brand choices, the family may very often find itself in disagreement with one another.*
- In such situations, the family members tend to influence each other to reach a consensus that makes everyone happy and leaves them satisfied.
- Researchers have particularly identified conflict reducing strategies between husband and wife.
- With income being limited, they could argue with each other with respect to the purchase decisions (to buy/or not buy), purchase choices (To buy Product X or Y), as also brand choices (To buy Brand X_1 or X_2).



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Now, when we talking about the joint decision making in the family, the family may often find himself in disagreement and the in such a situation they generally, try to look for a consensus, so that everybody are satisfied. Researchers are basically, try to study the conflict between the husband and wife with respect to shopping patterns, and with respect to shopping decision and they identified the few conflict resolution strategy, with between husband and wife.

So, the income limited with the husband and wife they argue with each other with respect to purchase decision whether to buy or not to buy, or a purchase choices to buy product x or y or a choice with a brand a brand x 1 or x 2. So, a you know in the family the decision making, when it is going to joint it definitely lead to the some kind of disagreement it is probably lead to some kind of a you know problem, as for as consensus is concerned.


So, if the family tries to arrive at the best if they arrive at some kind of consensus which leads all of them everybody in the family happy. And when coming to husband and the wife and especially when they are newly married, and they are starting to beginning of a new family of their own, household of their own house of their own. In that particular stage this kind there is a some kind of disagreement becomes very common researchers have come with certain strategies which we will discuss.

Now, the conflict here to pertain a whether to buy or not to buy one. Two whether to buy a particular product or another product that is whether, to buy refrigerator or a television or three if it is a refrigerator whether to buy, which brand to buy whether to buy a Samsung or LG or it could be either buying or not buying or buying a T V or fridge or if it going to be fridge whether, we are going to buy Samsung or whether we are buying a LG. So, any and all of this could be leading to disagreement or a conflict between husband and wife.

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Let us take an example.

- A couple is interested in buying a new mobile set.
- They enter into an argument with respect to the brand to be purchased.
- The various conflict-reducing strategies are mentioned in the table.




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So, let us take a example in here a couple is in interested in buying a new mobile set. And they entire into the argument with respect to the brand that they going to purchase.

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Conflict reducing Strategies between Husband and Wife		
Strategy	Meaning	Example
Expert	One of the spouses, uses his/her superior knowledge and information about the product/service category in question, and influences the other	-The couple is buying a mobile set. -The wife looks for looks, aesthetics and appeal and prefers a Samsung, while the husband looks into the robustness, durability, size and weight etc. and prefers a Nokia. -Assuming that the husband has better idea about electronic products, he acts as an expert and influences his wife to agree to a decision taken by him.
Legitimacy	The dynamics here is based on "who dominates" the household; i.e. decisions are taken on the basis of the position in the household. The more powerful influences the other.	-If the man is the dominant force, they buy a Nokia; else they buy a Samsung.




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So, here are the various conflict resolution strategies, one strategy is an expert where one of the spouses uses his or her superior knowledge and information, about the you know about the mobiles and influences the other spouse. So, you know example here we take a couple is buying a mobile set, a wife here looks up looks and she looks for aesthetics and appeal and she refers a Samsung, while the husband he looks for robustness and durability and the size and weight and prefers a Nokia. So, assuming that the husband has a better idea, he is expert in that product or service category he influences his wife to buy Nokia.

And another strategy which can be used is legitimacy. So, the decision here or the dynamics here is based on who dominates the household is are decisions taken by the wife or by the husband. So, decisions are taken on the basis of position in the household. So, the more powerful position holder influences the other. So, if the man is the dominant force and he buys a Nokia, and if the women is more dominating she buys a Samsung.

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Conflict reducing Strategies between Husband and Wife		
Strategy	Meaning	Example
Bargaining	<p>-Here, the two agree to reach on a consensus with a promise for future; "I agree to what you say now; You would have to agree with me the next time."</p> <p>-So one is able to influence the other with a promise of exchange some time in future.</p>	<p>-The couple is buying a mobile set.</p> <p>-The husband favors a Nokia while the wife prefers a Samsung.</p> <p>-The wife agrees to buy Nokia on the condition that next time they would buy Samsung.</p>
Reward	<p>-One tries to influence the other by offering a reward.</p>	<p>-The husband tells his wife that if she agree on a Nokia, he would gift her a saree.</p>




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And other strategy which we used is the bargaining, were two of them were husband and wife agree consensus with a promise for future. So, I agree to what to say now and you will have to agree for message in the next time. So, one is as to influence with the other for promise of a exchange of such you know discussion in sometime in future. So, the couple here the husband favors a Nokia, while the wife favors the Samsung.

So, the wife agrees to buy Nokia with a condition that the next time, they would buy a Samsung. And the other strategy, which can be used is the reward where one person tries to influence the other by offering the reward. So, the husband tells the wife, if she would agrees on a Nokia and she would also gift her a sari. So, here again this is again as a reward you know he tries to influence her.

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Conflict reducing Strategies between Husband and Wife		
Strategy	Meaning	Example
Emotional	-One of the spouses tries to influence the other by expressing his emotions; in other words, emotional blackmail.	-The wife acts emotionally and says that she desires a Samsung as her first handset gifted to her by her father was also a Samsung. So she gets sentimental about it.
Impression	-Here, one of the spouses tries to influence another through his power of persuasion, reasoning and argument.	-The husband brings in facts, and logic and persuades his wife to agree to buy a Nokia.

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And the other strategy in which the husband and wife opt for is the emotional. So, one of the spouse tries to influence to other by expressing his emotions, in other words the emotional blackmail. So, the wife acts very emotionally and say that she desires a Samsung as a first hand set gifted to her by her father was also a Samsung. So, she is very sentimental about it. So, she wants a Samsung and the man yields to her emotional pressure.


And of course, there is an another strategy which could be impression where here one of the spouses has to influence the another, through this power of reasoning persuasion and the argument. So, the husband brings in the facts and logic and finally, he persuades to his wife to agree on buying a Nokia. So, these are the various strategies which could be adopted in case of a trying to reduce a conflict between a husband, and a wife such conflicts are related to purchase situation whether, to buy or not, to buy whether to buy product A or B or whether to buy brand X or Y in category product A.

So, this is what we mean by decision making of course, decisions in the family will be made jointly by husband, wife, children and extended family and all have role to play. So, that you know everybody is happy at end of the day so that views you know everybody's opinions are taken in to account and so it leads to more satisfaction with respect to a purchases.

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7.3.4 The Family Life Cycle:

- The family life cycle has been defined as *a series of stages through which most families' progress, with varying characteristics across various stages.*
- These characteristics relate to:
 - marital status
 - size of the family
 - the age profile of the family members (focusing on the age of the oldest and/or youngest child)
 - the employment status of the head of household
 - the income level and
 - the disposable income at hand.
- The amount of disposable income is usually inferred from the stage in the family life cycle.

 *Researchers have studied the consumption behavior across the various stages of the family life cycle.*

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Now, let us come to next topic in this module which is family lifecycle. What is a family lifecycle? A family lifecycle is basically represented as a various stages, which most families progress with the varying characteristics across these stages. So, these characteristics with respect to the marital status, size of the family, the age profile of the member of the family. Basically, focusing here on the age of the oldest or of the youngest child, the other characteristics pertain to the employment status of the head of the household, the income level and the disposable income.

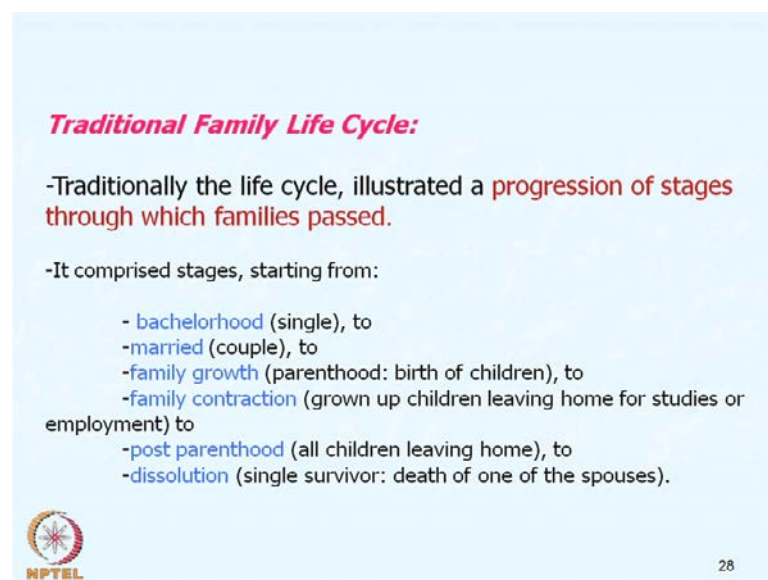
Now, the researchers are tried to study the consumption behavior across various stages of the family lifecycle, and they have seen that these stages the characteristics of all of these various dimensions, will have a impact in consumption waver in the sense across. All of these stages of the decision making process their needs, wants, priorities, preferences as also the income as also the number of peoples in the household will change.

So, the family lifecycle represents the various stages through which, the household or a family normally passes through it, is a stage it represents a stages through which families generally pass, across with you know varying characteristics with varying stages. These characteristics could be we repeat the marital status, the size of the family, the age of the members comprises the family. Specially, the oldest and youngest child, the disposable income the you know the employment status all of these and across each of these families like stages across all of these families, or the family lifecycle stages. The

consumption patterns will change, the needs, wants, priorities preferences, income everything is going to change.


So, that is why this is a family lifecycle holds a relevance for a marketer, and it could be useful for a marketer to use the various stages of the family lifecycle, in terms of segmentation targeting and positioning also in terms of understanding market potential, sales potential, market forecasting and their likes. So, this is a study of family lifecycle can be of tremendous, you know help or tremendous relevance to a to a marketer. The characteristics in terms of the marital status, size, disposable income, income saving everything will change the priorities. The needs, wants, priorities, preferences again everything will change. So, that is this particular study is relevance for a marketer.

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Traditional Family Life Cycle:

- Traditionally the life cycle, illustrated a **progression of stages through which families passed.**
- It comprised stages, starting from:
 - bachelorhood (single), to
 - married (couple), to
 - family growth (parenthood: birth of children), to
 - family contraction (grown up children leaving home for studies or employment) to
 - post parenthood (all children leaving home), to
 - dissolution (single survivor: death of one of the spouses).

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Now, what is a traditional family lifecycle, traditionally what has been a set pattern of a lifecycle is a progression through family passes in **in in in in**, you know in normal times or also in normal stages. So, it starts from bachelor hood or single to a married couple to a family growth, which is parenthood and birth of children to family contraction, where grown up children leave home either for studies or for employment. And then there is post parenthood were all children leave home, and then there is dissolution where there is single survivor and other spouse has been passed away. So, the various stages in the family lifecycle comprise, bachelor hood to married couple to family growth to family contraction and to family you know post parenthood and to dissolution.

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-Based on these, the traditional FLC can be synthesized into five basic stages, which may be mentioned as follows:

Stage I: Bachelorhood: Young single adult (male/female) living apart from parents and into a livelihood.

Stage II: Honeymooners: Young married couple.

Stage III: Parenthood: Married couple with at least one child living with them at home.

Stage IV: Postparenthood: An older married couple with no children living at home. Children have left home for studies or for employment.

Stage V: Dissolution: One surviving spouse.



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So, based on these stages we have these five, we can synthesis these into five basic stages. A bachelor hood young, single, adult male or a female leaving apart from the parents. Honeymooners who are stage two young married couple. Stage three parenthood married couple with at least one child leaving with them. Post parenthood an older married with no children leaving or both children have one or both or all children, left home for studies or of a employment.

And stage five which is dissolution. So, we start with these stages in bachelor hood it is a basically, a single adult male leaving apart from the parents into a livelihood they were as their incomes are concerned though they just started carrier, financial burdens and responsibilities are also low especially, they are not supporting their parents. So, as such bachelor have a high level of disposable income they tend to spend money on house on house rent, on they tend to spend money on house rent basic requirement and kitchen equipment, they are recreation oriented like to spend on purchase of automobiles like motor bikes, they go like to go and travel like trekking and holidays.

They prefer adventures sports like bungee jumping, motor racing. And they prefer health clubs, they are very fond of shopping for apparel wear, cloths and fashion accessories. So, implication for a marketer it is that marketer it is that realize such bachelor possess are large disposable income, they find them in a attractive segment for sports, travel, entrainment, and fun. Then we have the stage two which are honeymooners, the newly

married couple till their first child is born they comprise the stage two, one of the spouses make be working or both make be working they are financially better off.

And if the both are working and income is higher they have large discrepancy with a income at hand and permits them a good lifestyle, they tend to spends to on a creating of home for themselves. So, they spend on cars, furniture and appeals electronic items, the kitchen appliances utensils and also the vacations. So, the implication for a marketer they form a attractive segment for a marketer, as they form highest purchase rate amongst segments and the highest average purchase of durables as takes place in this stage.

Then we have third stage, which is parenthood where you have a married couple with children, this stage exists are about 20, 25 years long period and could be broken up into full nest one and full nest two, and full nest three. Now, across these stages the size and structure of the family change, so will income so will expenses. The financial expenses will increase rapidly than the children being born full nest one and gradually increases, and actually become independent and self supporting as they reach family, as they reach the full nest three.

So, the when full nest one the youngest child in the family is six or below, and while liquidity of cash is low in the family expenses are high family expenses on baby food, diaper, medicines, doctors visit, child toys, games, school admission and insurance policies and they increase expenses on child care. So, at this particular stage the purchasing is at peak and it is an appropriate, or very appropriate segment for a marketer who and you know in terms of the things for children are concerned.

In the full nest two the youngest child and the family of six or above generally, this stage comprises a children aged 6 and 12 financial position of the parents as gets better, as the one begins to rise up the ladder on the occupation, if the families also working children becomes latch key kids the families spends for food, clothes and for children education for children, they also pay for medical expenses for particularly dental treatment, family prefers to go for economic deals they buy larger size packages, and economic packages to make a further expensive. Junk foods, fashion, clothes and accessories video games are also prime demands.

So, at this stage purchase is again at the peaks and this also an attractive segment for the marketer. The children continue and the teenagers continue to impact on to family

purchases and latchkey kids are potential for home delivered junk foods, pizzas and burgers. And then you have full nest three, where older married couples with independent or dependent children, but staying together at home. And children reach a higher education level one of them may start earning two.

So, the family income continue to increase and so do expenses, but the family buys the new furniture, electronic goods and there is high average purchases of durables, and family also invest in real estate purchases flats. So, income began to increase as one of the children are against to earn as expenses arises to the stage again offers a potential for a marketer. And then you have a stage 4, which is post parenthood that occurs once children have left home and they leave home first for education.

And then for employment and as they complete the education and find employment they gradually leave home one by one and so there is a dissolution of the home and we call it as post parenthood. This is actually broken into two stages emptiness 1 and emptiness 2. In emptiness 1 the one of the child the house in emptiness 2, the two of them leaves the house the children have left. So, and finally you have dissolution, which is the final stage where the one of the spouses remains and the other person dies, when one of the spouses if this particular stage, one of the couple dies and leaves the behind the other is the surviving spouse.

And when one of spouses is still earning or earns money from savings things are little earlier. However, if he or she is not earning the other he or she they follow a lifestyle that the economically, they leave out of their pension they leave out of their social security, primary expenditure is on the medicine checkup with doctors and the restrictive diet, and this stage is a characteristics of a widow, or widower with lower income and with at least shopping expenses.

Now, in case of the you know the emptiness 1 and in the emptiness 2 which is the post parenthood stage, again parents do think of you know spending money, on which they could not and would not do because of their parenthood or because of the full nest 1, full nest 2 and full nest 3 stages. So, in emptiness 1 and in emptiness 2 they prefer for doing certain things of buying certain kinds of product and services, which is unaffordable during a parenthood stage and of course, in specially emptiness 2 they go in for such luxurious or they go in for such hobbies, and interest, and vacations which they could not

afford when they were in the parenthood stage either because of expensive or because of other responsibilities.

And of course, in the dissolution stage the leaving spouse, lives alone and he leaves a very solitary, monde survival. Now, talking about these stages from bachelor hood to honeymooners to parenthood to post parenthood, and to **to to to** dissolve it to this dissolution and if we look at the 5 stages. And if we look at this as a bachelor to you know, the couple to full nest 1, full nest 2 and to full nest 3. Emptiness 1, emptiness 2, emptiness 3 and then again the dissolution all these stages, we will see differences in the terms of income, in terms of expenses, in terms of number of people, in the family in terms of the age demographic profile of the members of the family.


Accordingly, the needs and the wants the priorities will change. So, if it is a full nest 1 where the expenses are majorly on the child and the pediatric visits by the time it is full nest 3, it is educational expenses for the child by the time it comes to emptiness 1, things are little expenses on the child leaving and home and so for, by the time it comes to the emptiness 2, the expenses are fallen down, but then again income also begins to lead because it is also leaving retirement for the many of the people.

And in case of post parenthood or in case of you know emptiness 2, the parents may be left totally alone without any source of income. So, that is going to again have a impact and finally, the dissolution stage the person lives alone. So, across all this stages of family, or through which a family passes, the needs, wants, priorities, references, income level expenses, everything will change. And they will provide different kinds of opportunities, levels of opportunities for a marketer.

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Modifications to the FLC:

- With changes in our society, we witness a change in the traditional Family Life Cycle and the various stages through which it progressed earlier.
- There are various forms like single; late marriages; divorced (with/without children); dual income, no kids (DINKS); live-ins etc.
- Consumer researchers have thus brought about changes in the traditional FLC, so as to reflect changes in the family and lifestyle arrangements.
- Broadly speaking households may be classified as family households and non-family households (single individual or live-ins).
- Each of these family types has varying features and characteristics, which also get exhibited in their buying patterns and consumption expenditure.



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Now, this is a traditional family lifecycle which we speak of where we talk of from bachelor to a honeymooner, to a parent, to a post parenthood and to a dissolution. We also have something which is in terms of the modifications to the family lifecycle. Today the changes in the family the traditional lifecycle as gone a change, they have a various forms, like single or late marriages or divorced with or without children or dual income no kids, we call them dinks or their live in. So, the consumer such as does lot of changes in the traditional lifecycle of a family lifecycle so as to exhibit.

So, broadly speaking household classify as today, family household and non family household. The family household are the traditional family, the non family household are in terms of single individual or the leave in. Any way each of these family types as a varying characteristics and different kinds of buying patterns, they exhibit different kinds of consumption expenditure and the consumption patterns, and purchase decision making process. With this we come to an end of our topic on family lifecycle.

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Let us come to the references Loudon and Dellabitta consumer behavior fourth edition, Tata McGraw-Hill Peter and Olson consumer behavior. And marketing strategy McGraw Hill Shiffman and Kanuk consumer behavior 2004, Prentice Hall and Wells and Prensky consumer behavior John Wiley and sons.

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FAQs (Frequently asked Questions):

Ques 1 What do you mean by the term "family"? How is it relevant for a marketer?

Ques 2 Discuss the Family Life Cycle? How do buying preferences and consumption patterns change through various stages of the FLC?



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Frequently asked questions what do you mean by the term family, how is it relevant for a marketer. Question 2 discuss the family lifecycle, how do preferences, how do buying preferences and consumption patterns change through various stages of family lifecycle.

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Self Evaluation Tests/Quizzes:

Section A True/false:

1. While, families have been referred to as households, not all households are families.
2. Socialization extends throughout the life of an individual; it is an ongoing process.
3. The buying roles would vary across product and service offerings as also the buying situation.




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A short quiz section a true or false while, families have been referred to as households not all households are family. So, it is a true statement or a false statement. The answer is it is a true statement, two socialization extends throughout the life of an individual it is an ongoing process, this is a true or a false statement, this is again a true statement. Third the buying roles would vary across product and service offerings, as also the buying situation again it is a true statement. So, all the three statements are true statements.

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Section B Fill up the blanks:

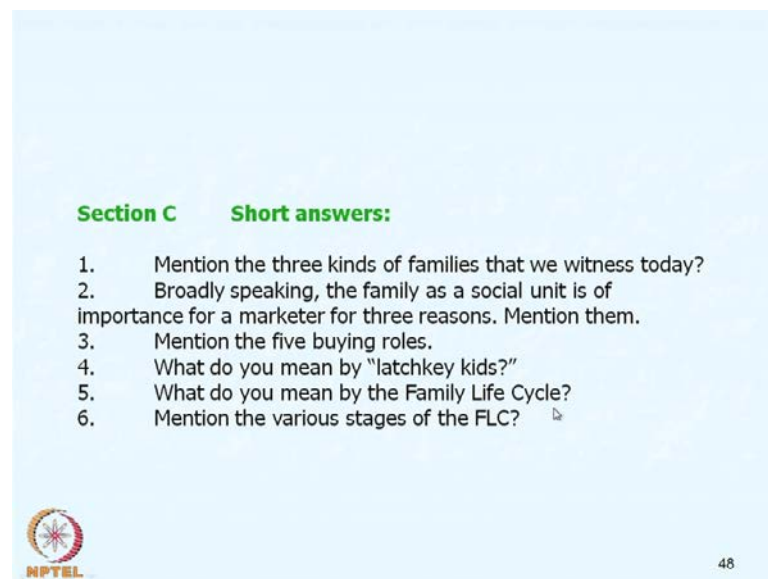
1. _____ socialization is the process by which children acquire the skills, knowledge, and attitudes necessary to function as consumers.
2. Product and brand loyalty as also preferences get transferred from one generation to another. This is a perfect example of _____ socialization.
3. The _____ stage can be further divided into three stages, viz., Full Nest I, Full Nest II and Full Nest III.



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Section b fill in the blanks, the dash socialization is the process by which children acquire skills, knowledge and attitudes necessary to function as consumers. So, the answer is child socialization. Two product, and brand loyalty as also preferences get transferred from one generation to another, this is a perfect example of dash socialization. So, this is a perfect example of inter generational socialization. Three the dash stage can be further divided into three stages full nest 1, full nest 2 and full nest 3. So, the parenthood stage can be further divided into three stages full nest 1, 2 and 3.

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Section C Short answers:

1. Mention the three kinds of families that we witness today?
2. Broadly speaking, the family as a social unit is of importance for a marketer for three reasons. Mention them.
3. Mention the five buying roles.
4. What do you mean by "latchkey kids?"
5. What do you mean by the Family Life Cycle?
6. Mention the various stages of the FLC?

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Short answers mention the three kinds of families that we witness today. So, you will mention the married couple, nuclear family and the extended family. Two broadly speaking the family as a social unit is of importance for a marketer for three reasons, name them. So, it is a monetary source, a source for values and lifestyle and socialization. Three mention the three mention the five buying roles initiator, influencer, decider, buyer user. Fourth what do you mean by latchkey kids they are preteen children, who stay at home alone for a considerable part of the day, while their parents off their work.

Five, what do you mean by family life cycle refers to a series of stages, through which most families progress with varying characteristics across various stages. So, this is what we call as a family life cycle. And six what are the various stages or mention the various stages of the FLC. So, bachelorhood, honeymooners, parenthood, post parenthood and

dissolution. So, with this we come to the conclusion of this particular session on family life cycle, we shall continue with our study on sociological influence on consumer decision making in the next session.

Thank you.