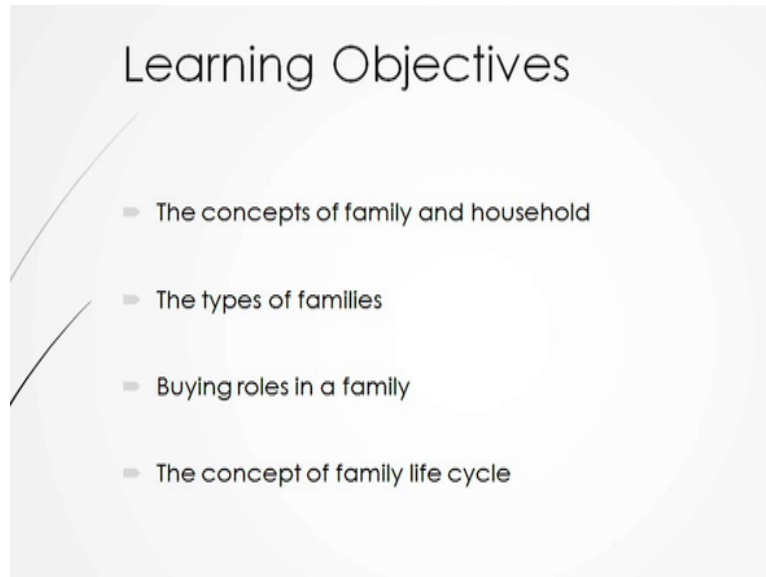


**Consumer Behaviour**  
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**Lecture - 27**  
**Concept of Family & Family Life Cycle**

Welcome and today we are going to discuss about the Concept of Family and Family Life-Cycle and once again I am Dr. Srabanti Mukherjee from Indian Institute of Technology Kharagpur will take you through this particular module.

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The learning objectives of this module are the concepts of family and household, the types of families, buying roles in a family, the concept of family life cycle.

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## CONCEPT OF FAMILY AND HOUSEHOLD

- A household refers to the related family members and all the unrelated persons who dwell in the same lodging unit (whether house, apartment, group of rooms, or others). Clearly, the households may be of two main types: families and non-families.
- The consumer research experts define family 'as two or more persons related by blood, marriage, or adoption who reside together'. Some researchers have opined that the family operates as an economic unit in terms of a collective earning and spending of money.

We go one by one, the concept of family and household, a household refers to the related family members and all the unrelated person who dwell in the same lodging unit whether it is a house, apartment, group of rooms, or others, clearly the household maybe of two main types, one is family one is non-family. A family may reside in a house or some five friends can stay in one particular house this is non-family household and the first one the family is the family household.

So the consumer research experts define family as two or more persons related by blood, marriage, adoption who reside together. some researchers have opined that the family operates as an economic unit in terms of a collective earning and spending of money, some products like when we talk about cigarette and all when we talk about in that time we concentrate on individual consumers.

But when we talk about detergents, toothpaste this kind of products we mainly at we are mainly consider we may we concentrate more on the family buying behaviour actually, so in that case and maybe the single member family or it may be the joint family or nuclear family whatever it is the entire one family is considered as one economic unit, because they will collectively earn and spend the money.

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## TYPES OF FAMILIES

On the basis of marriage, family has been classified into three major forms as given below:

- **Polygamous family:** A family made up by more than two marital partners of a man.
- **Polyandrous family:** A family where a woman resides with multiple husbands.
- **Monogamous family:** Monogamy refers to a form of marriage in which a person has only one partner at any one time.

So now we will see what are the different types of families we can talk about, so on the basis of marriage that can be three kind of families one is polygamous family, a family made up by more than two marital partners of a man, we can say we know about Afghanistan where a man is allowed to marry multiple partners and they stay together in the same house so that polygamous family.

Polyandrous family, where a family in a family where a woman resides with multiple husbands in some of the tribes in Himachal Pradesh still this practice is prevalent and this is known as Draupadi Pratap. Monogamous family Monogamy refers to the form of marriage in which a person has only one partner at any one time, so this is like an average Indian family.

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## TYPES OF FAMILIES

On the basis of the nature of residence, family can be classified into three main forms as given below:

- **Family of matrilocal residence:** Matrilocal family exists in the societal system in which a married couple resides with or near the wife's parents. In this type of family, the daughter will stay in or close to the mother's house, thereby, constituting a large clan of families, where three or four generations of a lady reside in the same area.
- **Family of patrilocal residence:** This type of family exists in a social system in which a married couple resides with or near the husband's parents. Location here means a village, town, or clan area. This practice is found in tentatively 69% of the world's cultures.
- **Family of changing residence:** This type of family neither resides in patrilocal nor in the matrilocal areas; it rather stays somewhere else, e.g., close to their workplace. This is of course a changing social pattern of these days. In India, many young Bengali, Gujarati, and Marathi couples are working in Bangalore IT sector, which is neither of the spouses' native place.

So now types of families on the basis of residence nature of residence, where they are staying, so that way we can have three kind of families one is matrilocal residence, one is patrilocal residence and other is changing residence. So family of matrilocal residence where the family exist in the societal system in which a married couple resides with or near the wife's parents.

In this type of family, the daughter will stay in or close to the mother's house there by constituting a large clan of families, where three or four generations of the lady reside in the same area, so this we find in north east Manipur, Nagaland, Mizoram there this kind of matrilocal society we find and the - the - the marketers in this particular case while they judge the culture while they judge the what kind of families.

How the families are evolving, how the culture is going from one generation to another generation in that case they have to think from the mother side or the female side of the family not from the male side as such. and there is a reverse one there is a family of patrilocal residence ideally many other part of the country it is like this only, this type of family exists in a societal system in which a married couple resides with or near the husband's parents.

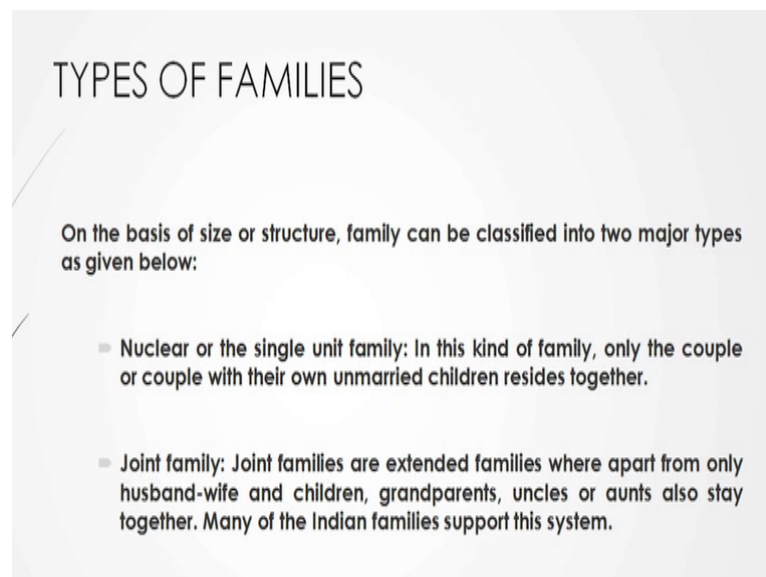
Location here means a village, town or clan or area this kind of things, now this practice is found in 69 percentage of the world's culture. Now family of changing residence, now this kind of

things are also very popular so this type of family in either resides in patrilocal nor in the matrilocal areas, they stay somewhere else close to the workplace.

This of course is changing social pattern of these days in India many young Bengali, Gujarati, Marathi, couples are working in Bangalore IT sector maybe which is neither the spouse native place nor the I am mean nor the husbands native place nor the wife's native place it is a different place where both of them working as staying. Many young generation peoples they are working abroad in USA, in different European countries, in Australia.

So they are neither their parents the wife's parents are staying nor the husband's parents are staying they are together staying in their work ambience separately, so they develop their own way of living, on style of living.

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So now based on the size of structure also the family can be classified into two major types, one is the nuclear family or single unit family, in this kind of family only the couple or this or the couple with their own unmarried children they reside together. the other one is joint family this are the extended families like husband, wife, their children, grandparents, uncle, aunts they stay together many Indian families still support joint family system.

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## TYPES OF FAMILIES

On the basis of the nature of relations among the family members, family can be classified into two main types as given below:

- *Conjugal family*: This type of family consists of adult members tied by sexual relationship either by marriage or a live-in relationship.
- *Consanguine family*: These kinds of families are formed by the members tied by blood relation and cohabitated in a single household, e.g., brother and sister, father and son, etc.

Based on nature of relation still the family can be classified, so one can be conjugal family, where the adult members are tied by sexual relationship either by marriage or a live-in relationship another is consanguine family and these kind of families found by the members tied by blood relation and as a cohabitated single household but they are not conjugally collected connected, so they are like brother and sister is staying together, father and son is staying together like this.

So, say the some of the tour packages, they can actually target the or the honeymoon packages these are mostly targeted towards the conjugal family rather than the consanguine family where the religious tour sometimes or some other tour packages it may target this second group of families also.

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## BUYING ROLES IN A FAMILY

- *The initiator*
- *The influencer*
- *The decider*
- *The buyer*
- *The payer*
- *The consumers*

Buying roles in a family, this is as similar as we have discussed in the first module, that there of major roles like initiator are beings the information about the product in the family. Then the influencer who influences the decision making like towards the particular brand. The decider, who decides about the purchases whether to purchase a particular brand or not. Then they buyer who actually goes to the shop and purchases.

The payer who writes the checks and the consumers the family members who are consuming it.

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## Factors affecting the power structure in family

- *Economic resources:* Here, the highest economic contributor of the family member poses to have the most dominant power over others and thereby becomes the decision-maker.
- *Cultural norms:* The existing cultural trends may decide who the most dominant partner in the family is. In many patriarchic cultures, the male member is the dominant partner and decisions for several product purchases tend to be more husband-dominant.
- *Expert power:* One partner may have more knowledge and more detailed information with respect to particular purchases. For example, if the husband is a teacher, there are high chances that his opinion about the child's education will have relatively more importance; or if the wife is a doctor, about the treatment of any member of the family, her opinion will be prioritized.

Now there are certain factors that affect the power structure in the family, who is more powerful who exerts this part, who is the influencer or who is the decider. So here the first one is the

economic resources by which they are guided, here the highest economic contributor of the family member, he has dominant power to decide and he is the decision maker. So he performs this is why in this case the payer is the decider and he is the influencer.

When we go by cultural norms there are some kind of cultural trends that may decide who is the most dominant partner in the family, in patriarchic society the male members are the dominant partner, whereas in the matrilineal societies or matriarchy society there the female members would be the more dominant partner. So this shows in this case that is again the decider and the influencer.

Then comes the expert power, one partner maybe more knowledgeable and may have detailed information about particular purchase, for example if a husband is a professor maybe for children's education he or she is taking, he taking the major decision. If the wife is working in the computer hardware section in organization and so she may give opinion while buying the laptop or desktop computer.

Sometimes the wife is a doctor she can actually her opinion would be a more influencing one while deciding about the treatment so she will work as the decider and influencer in this case.

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### Factors affecting the power structure in family

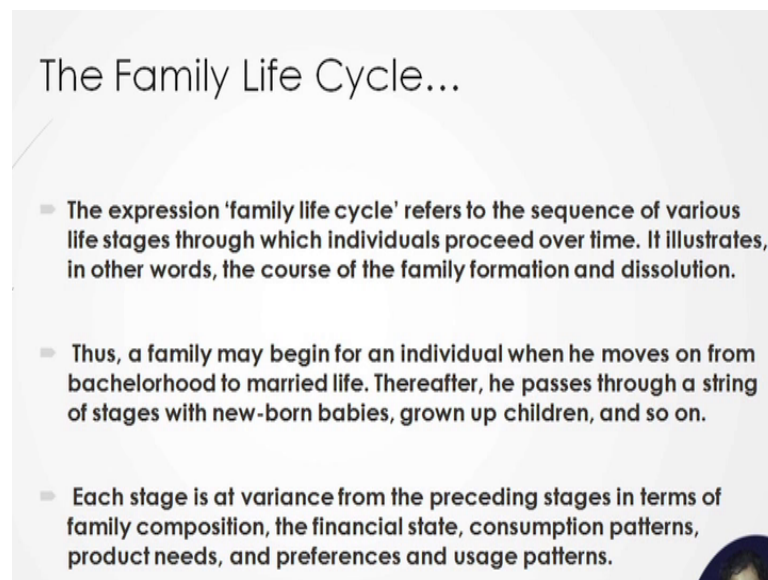
- **Legitimate power:** This is the influence that results logically from the expectations in the family regarding one's role. In patriarchic societies, the financial decisions are usually husband-dominant. However, in context of the complex and shifting dynamics of gender roles, nowadays most of the important family decisions are taken on the basis of negotiation rather than legitimate power (Scanzoni, 1983).
- **Bargaining power:** This involves suggesting one member to make a decision favourable to another on the basis of reciprocal arrangement.
- **Reward/referent power:** Here one spouse may reward the other by accepting the other's choice.
- **Emotional power:** Sometimes, the purchase decision may be influenced by one partner using his/her emotional influence on the other.



Then there are some other kind of powers like legitimate power, this is influence that results logically from the expectations in the family regarding once role. in patriarchic society, the financial decisions are usually husband dominant, however in context of the complex and shifting dynamics of gender role, nowadays as Scanzoni has put that now even the females are taking role in the financial decisions so this boundary is actually becoming little fade.

Then the bargaining power this involves suggesting one member to make a decision favorable to another on the basis of reciprocal arrangement, which means it is a bargaining arrangement give and take kind of situations. Reward and referent power here one spouse may reward the other by accepting other choice. Emotional power, the purchase decision may be influenced by one partner by using his or her emotional influence on the other, this is quite often seen in the in an advertisement particularly for the jewelries.

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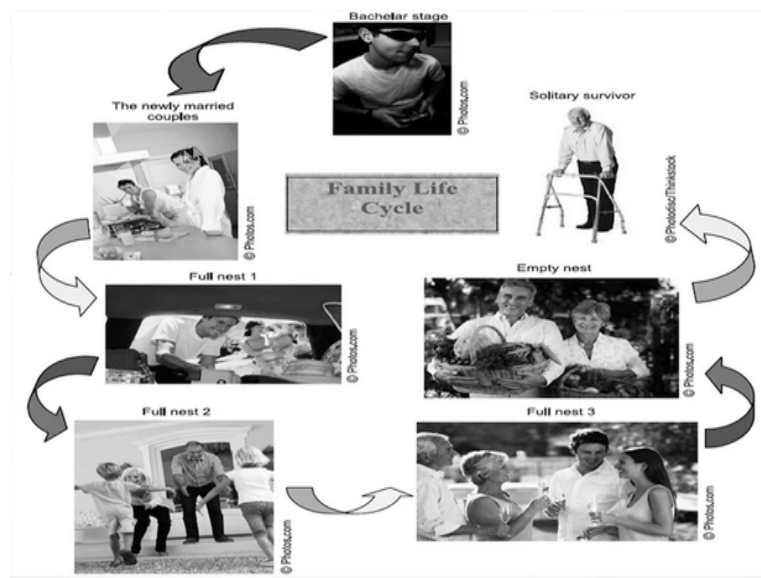


The family life cycle is another very predominant concept and this is in terms of consumer behaviour it acts immense role for the marketers to design their products and promotional strategies and also distribution strategies. so we will see what is family life cycle means the expression family life cycle refers to the sequence of various life stages, it starts from a bachelorhood till the solitary survivor.

So which means from bachelorhood you get married than you have children then grown-up children than children are working in some other location and then finally talking about the solitary survivor also? On this entire life cycle this chain and this sequence of life is known as family life cycle.

Each stage is at variance from the proceeding stage in terms of family composition, the financial state, the consumption patterns, product needs and preferences and usage patterns. How let us see.

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So this is the family life cycle starting from bachelor stage, then the newly married couples then the full nest one which means a small children then this is with little bit of more than five years old children, this is with grown-up children and this is where the only the husband and wife residing children might have gone somewhere and this is the solitary survivor, single person.

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## *The bachelor stage (young and single)*

- In the bachelor stage of the life cycle, income is relatively low as compared to one's future earnings, as the majority of bachelors are at the early stages of their vocation. But, simultaneously, the financial liability is also very little.
- Therefore, their discretionary incomes are relatively higher than the other stages of family life cycle. They have a propensity to expend considerable amounts on individual consumption items like fast food, trendy apparels, certain luxurious and entertainment goods like walkman, ipods, sunglasses, video games, trendy mobile sets, two wheelers, etc.
- Some essential furniture items as well as some kitchen apparatus may be acquired. Nonetheless, these purchases often tend to be on a haphazard basis and also least, because they feel these belongings curb their liberty of movement.
- The food, detergent, shampoo, etc., marketers also have curbed opportunities in terms of single serving packaging for a wide range of products.
- Overall, at this stage, the customer demonstrates more individuality syndrome in terms of every purchase decision.

So we'll go one by one, with these stages and its simplification to the marketers. In the bachelor stage of the life cycle income is relatively low as compared to one's future earnings as the majority of the bachelors are at the earliest just of their vocation. But simultaneously the financial liabilities is also very less. So they whatever money whatever disposable income they have they can actually spend on themselves.

So they have a propensity to expend considerable amount or individual consumption items like fast food Maggi kind of things, trendy apparels, then certain luxury products, entertainment goods like Walkman, iPods, sunglasses, video games, mobile sets, two wheelers all these things. Now the food, detergent, shampoo marketers they have curbed this kind of opportunity, they have developed different single serving packs to actually get this kind of customers.

Apple iPhone say apple iPhone 7 kind of product, this is also targeted towards high income individuals mostly the trendy individuals they will - they will be it is also towards the other groups also, but the first customers who would be probably liking this product who are high income bachelors.

Because they are very trendy they keep on changing from iPhone 6 to iPhone 7 very fast. So over all this stage the customer demonstrates more individually syndrome in every purchase scenario.

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### *The newly married couples (young, no children)*

- Marriage changes the needs and preferences. At this stage, life is much more stable. People tend to buy apartments. Need for other household amenities also increase.
- ✓ ■ In addition, in some cases, both partners may be working. Especially in case of the DINK (double income no kids) families, the family income is usually higher than the bachelor stage.
- Purchases include durable goods such as refrigerators, washing machines, and other appliances, reasonably priced durable furniture, home entertainment items such as television sets, etc.
- Moreover, holiday packages and restaurant bills are also quite high. With these and many other allied expenses, this stage, therefore, embodies a high expenditure period.

Now comes the newly married couples, the newly married couples once marriage takes place the needs and preferences are much changed you are not only thinking of your individual usage you are thinking of the family usage now. So at these stage you are very stable, so you tend to buy a new apartment, you buy different household amenities, you buy furniture, you buy televisions sets, you buy washing machines, refrigerators gas oven, microwave oven and all these things.

Whichever is the family requirement especially tour packages for the newly married couples, several to packages, in hotels also several honeymoon suits are designed for the newly married couples. So marketers they have immense scope for this newly married people too, and especially now if this double income, no kid, families their income is also very high, so they can also go for different luxury products and different luxury tours.

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### *Full nest 1 (young, married, with child)*

- The influx of a child makes drastic changes in the life further. It is quite likely that some wives may quit their jobs and the family suffers a reduction in overall income.
- On the flip side, child rearing increases expenses. People are more involved in the purchase of baby furniture, toys, chest rubs, vitamins, baby foods, and medicines.
- This is also the period when they become discontented with their income and with their incapability to accrue earnings.

Now I am talking about full nest one, when the - when i knew child a child is born in the family, so that time it is a little drastic change in the lifestyle and many times the wives have to quit jobs because and that is why you know the families overall income is reduced at this phase. And on the flip side the income the expenditure increases.

Because of people have to buy now new baby furniture, toys, then vitamins, baby foods, medicines and many other things which is required for the kids. So now this is the period where people become very discontented because they have low income and incapability to accrue earnings. But obviously, Johnson and Johnson, they targeting this particularly this baby care market and now it is Pampers then different diapers other also Huggies and all this diapers.

They are also targeting in mostly towards this newborn babies, this newborn segment and even mothers. When just for previous here for lactating mothers even. Horlicks say new product called mother's Horlicks, which is for - for the mothers when they have a newborn baby.

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### *Full nest 2 (older, married, with children above five years)*

- The family's financial state, at this phase starts to perk up because of both career progress and many wives returning to work.
- They represent a lively market for a wide variety of food products, bicycles, music lessons, computers, laptops, books, magazines, and also tutorial fees for educational services as children are growing up.
- Sometimes children also influence the decision process. For example, the purchase of breakfast cereal, brand of toothpaste, and other toiletries are often dominated by them. Once they pass the phase of adolescence, they may take bigger degree of control on several decisions like amusement parks, restaurants, and even sometimes vacations. The influence is clearly much higher in case of products of their exclusive use.

Then, there we can see full nest two, this is older married with children above five years, now the families little stable at this phase the families financial state starts to perk up because both carrier progress and wives returning to work also. They represent a lively market for a wide variety of food products and they are actually they active market, a food product, bicycles, music lessons, computers, laptops, books, magazines, tutorial fee, education services for children.

Because children are growing up, so children at this point also start influencing the buying decision of the family. they exert lot of pester power for the breakfast cereal many many advertisements you can see now these days how it is showing that the kid likes the yummy taste of particular noodles that is why they are forcing parents to buy that kinder joy chocolates.

That also says that how the kids can use the pester power food to get this kind of top chocolate and toys this kind of, then for breakfast cereal, toothpaste and many other toiletries they have their opinion, but of course it is the prerogative of the family the process of socialization of the family how much the parents will succumb to the pester power of the kids and how much the decisions would be more dominated by the parents.

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### *Full nest 3 (older, married, with grown up dependent children)*

- Income is elevated for the family at this stage.
- Nevertheless, the families now symbolize experienced buyers and are comparatively less fascinated in new product purchases.
- Expenditures persist to be high due to replacement buying at the end of the stage.
- Moreover, as children are grown ups now, the educational expenses grow up. The cost of books, apparels, and food also escalates.

Now we come to the full nest three cite, older married with grown-up dependent children, so dependent children this income is elevated now for the family at this stage. Nevertheless, the families now symbolize experienced buyers and they are comparatively less fascinated with new products, they mostly buy the established products, and they are basically they have developed habit for buying the different kind of brands by this time.

Expenditures persist to be high due to replacement buying at this stage, people tried to at this stage replace their old cars, replace their old house because children have grown-up, so they need more rooms in the house, so they actually buy a bigger house something, because income also become stable, because people have subsequently progressed in their career also at this stage, the cost of books, apparels, food also escalates at this stage.

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### *Empty nest (Older, married, with no children living with them)*

- With no children living at home, the financial position becomes stable but savings accumulate.
- Hobbies also become an important source of pleasure.
- More money is exhausted on luxury appliances, periodicals, and health products.
- Key expenditures are on home possession, home improvements, and also on medical care.

The empty nest older married with no children living with them, now at this stage with no children living at home the financial position becomes again stable, but savings accumulate that this time you can pursue different kind of hobbies, more money can be exhausted in luxury appliances, periodicals, different kind of health products. Key expenditures are mainly on home possession, home improvement and also on medical care kind of things.

And now this particularly for the retired couples where the children are not staying with them the most tourism companies also they are developing certain Euro pack packages or Singapore, Malaysia kind of packages where this people can go and enjoy also. So now retirement does not mean retirement for life also, they have lot of other avenues which are opening for this particular groups.

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### *Solitary survivor (older, single, retired people)*

- This is the stage when either of the spouses is passed away.
- Normally at this stage, people have simple and inexpensive lifestyle.
- Perhaps, a lower income due to retirement may be a restraining issue.
- Health care and other services become essential.
- Normally at this stage pilgrim tours, religious books, spectacles, walking sticks, medicines are more in demand.

Then comes solitary survivor this is older, single, retired people, in this stage when either of the spouses are passed away, so normally people have a very simple and inexpensive lifestyle at this stage. Perhaps a lower income due to retirement and health is the primary concern so the major expenditure as understood is on health, apart from that walking sticks, pilgrim tours, religious books, medicines these are primarily on demand.

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### **Importance of Family Life Cycle to the Marketer**

- At each stage of family life cycle, there are distinctive sets of desires and demands. Hence, perhaps the family life cycle serves as a better guide to the marketers to **understand the consumption patterns than age**. For example, it is well known that many household amenities like cots, wardrobes, store wells, freezer, and washing machines are bought at the early phase of marriage.
- The family life cycle stages, therefore, serve as a useful tool to analyze and **segment the markets**. This concept takes into account the family incomes, dynamics of power structure in a family, their joint needs, and mutual influences on each other. The analysis, thus, allows the marketers to segment families into smaller subgroups to develop products and services to meet the explicit needs of families at each stage, and to plan promotional strategies for their particular target segment.
- The presence of **children influences** the family purchase decision a lot. In most of the nuclear families, a huge chunk of disposable income gets spent in fulfilling children's needs.

Now it is clear now what could be the, what are the importance of family life cycle to the marketers. First of all, to understand the consumption patterns than age, so apart from using only the demographic criteria of age, the marketers can actually use in this case the patterns of consumption with changes with the family life cycle. So and the other ones like whenever the

marketers like those were developing particularly furniture like wardrobes store wells, freezer, washing machine, tour packages.

They can actually use it to a large, even fast moving consuming consumer goods, they can actually design their pack sizes based on the consumption pattern and the usage pattern. So the family life cycle stages are very commonly used for segmenting the market this concept takes in to account the family incomes, dynamics of power structure in a family their joints need mutual influences - influences on each other.

So therefore the analysis which the segmentation analysis by doing a clustering following a clustering technique actually allows marketer to segment the families in to smaller subgroups to develop products and services that meet the explicit needs of a family at each stage, and to plan promotional strategies for their particular target segment. So the presence of children also influences the families purchased decision and a lot.

In most of the nuclear families, a huge chunk of disposable income gets spent in fulfilling children's needs, so these are three major influencing factors.

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### Contradictions...

- However, the conventional view of the family life cycle has been challenged for failing to identify that a single family unit may not exist throughout the span of an individual's life. There can be breakups of marital relationship and chances of remarriage.
- ✓ ■ Secondly, the traditional model did not take into account the cases of single parent households. But in reality, they exist in huge numbers.
- In the modern families, the existence of working women makes the family dynamics furthermore complicated and many new types of services like crèche or day boarding schools for the children have gained momentum.
- Third, the conventional concept of family life cycle still uses demographic variables to segment the market and, therefore, ignores the psychographic variables. Hence, the important psychographic parameters like attitude and perception are often overlooked.
- Nonetheless, the family life cycle is a significant aspect in scheming consumption patterns, leisure time, family expenditure patterns for services, etc.

However, there are some contradiction like for the use of some - some reservations actually are coming up for using family life cycle as a predictor of consumer decision making as such. So

these counter theories they are saying that the conventional view of the family life cycle has been challenged for - challenged for failing to identify that a single family unit may not exist throughout the span of individual's life.

It may change, there can be some breakups of marital relationship and chances of remarriage, so which means even after the - the newborn child if the family departs and becomes a single parent household, the behaviour of the family as a unit might change, their life style might change a lot, so this has not been captured in the family life cycle concept as such.

Secondly, the traditional model did not take into account the cases of single parent household which right now I said, so where there exist in - they exist in huge numbers not only it comes from the break, breaks of marriages, but also people are thinking you know they are adopting a children even when they are single, Sushmita Sen for example former miss universe she has adopted couple of children, when she is not married even.

So it is a - it is just a kind of you know she from the bachelorhood she is having a motherhood without getting married so this kind of skipping of stages is also possible. and sometimes family which is not having any kids also, because lot of double income no kids families are also coming up, where the families deliberately do not want kids, so there also this stage - the family life cycle stage if the marketer tries to notice and follow it actually breaks in certain stage.

And after you know, they are not newly married couples also, so after certain stage their lifestyle might change a bit than the newly married couple, but of course it is not like the couples with a child. So these things has not been taken into consideration while this theory was developed. Second in modern families existence of the working women makes the family dynamics furthermore complicated.

And many new types of services creche, day boarding schools for the children have gained momentum. Then the conventional concept of family life cycle still family life cycle still uses demographic variables to segment the market and therefore ignores the psychographic variables

like attitude perception that might also change but that is not been taken into much consideration only age, and the marital status, having children these things have been considered.

So nonetheless family life cycle is still a significant aspect of scheming the consumption pattern, leisure time, family expenditure pattern so on and so forth, thank you. This is all about the family types of families and family - family life cycle so thank you and the next session you will meet with family decision making.