

## Role of family members in purchase decision making

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Family members tend to attribute more influence to parents than the better half. No doubt fathers and mothers clearly dominate the decision process. But family members attribute more influence to father or mother than the better half. In general, it is believed that adolescents tended to have more influence in the purchase of products that were less expensive and for their own use. Mothers and adolescents perceive their role similarly, but fathers feel that the adolescents have less influence than the adolescents think they have (Beatty and Talpade, 1994). Family members are exposed to technologies and so they are found to have the greatest relative influence across two areas: suggesting price and learning the best way to buy. The responses for these are of two measures, which harmonized for parents as well as family members. Presently, parents are encouraging children to participate in decision-making process. It may be that the age of the parents, fewer children, and working mother are the situations reporting greater influence.

### Product type and family members' influence:

In reviewing the past research on family members' relative influence in family consumption decisions, the literature shows that children's relative influence varied with product type. Overall, family members appear to have significant influence in product decisions, as they are the primary consumer of products. This is particularly true when the product involves low financial costs. Specifically, family members are found to have substantial impact in decisions regarding snack foods, clothing, records or tapes, school supplies and stereo (Ahuja *et al.*, 1993).

From the teenager's point of view, when the product is for their primary use, their involvement in the product is

high. They might be motivated to spend more efforts in requesting and persuading and leading to a greater relative influence in purchasing the product. Otherwise, if the product is irrelevant, teenager's motivation to influence would be low, resulting in little or no influence in the purchase decisions.

Carlson and Sanford (1988) found that the more family members used durable family products, the greater was their relative influence, since product usage and product importance were important components of product involvement (Falbo and Peplau, 1980 and Foxman *et al.*, 1989b) results supported that teenager's product involvement affected their relative influence in family consumable decisions for that product stand proved.

From the parents' standpoint, if the product was relatively low priced or buying it did not affect much of the family's financial situation, then they were likely to yield to teenager's requests. Otherwise, even when the product was for teenager's primary use, if it involved relatively high financial cost, parents would not let family members have much influence in the purchase decisions e.g., home computers for child (Foxman *et al.*, 1989a).

The products can be classified along with two dimensions, major-minor reflecting large and small expenditures, respectively and family teenager being the primary user, resulting in a four-fold product categorization. Major products for family included car, house and TV. Minor products for family consisted of toothpaste, shampoo and ketchup. Major products for family members contained walk-man and bicycle. Finally, minor products for children involved clothes, records and shoes.

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