

## CONSUMER BUYING BEHAVIOUR AT TWO STAGES OF FAMILY LIFE CYCLE

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### ABSTRACT

Family has an institutionalised position in the society and provides primary setting for consumer socialization. The assignment of roles to specific members of the family has an impact on the overall buying behaviour. This paper compares buying behaviour of Young Married Couples and Empty Nest families at various parameters and suggests its implications to marketers. Study highlights that items, and frequency of purchase of grocery were similar for both categories, but there were remarkable difference in factors affecting their purchase and decision making. In context of large purchases, study revealed Young married couples buy items as per their needs, whereas for Empty Nest Families decision is driven by luxury and need, both. Large purchase decision is highly affected by media and advertisement among Young Married Couples, but Empty Nest families go by word of mouth of relatives and friends. When trying to reach families, marketers should realise that family influence is an important factor. One axis is stage in FLC that determines the problems household is likely to encounter, other axis is set of social strata which provides a range of acceptable solutions. Each cell represents a market segment. Thus, FLC is a useful way to develop marketing strategy.

**KEYWORDS:** Buying Behaviour, Empty Nest Families, Family Life Cycle, Purchase Decision, Young Married Couples