RESEARCH PAPER

FACETS OF FAMILY DECISION MAKING USING BINARY LOGISTIC APPROACH

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ABSTRACT

The family is regarded as a significant unit of analysis in the field of consumer decision-making. Studies on the role of different members in the family decision making are well documented in marketing. In this study, a binary logistic approach has been adopted along with different facets of loyalty to identify the influence of husband and wife in the purchase decision making process for a cross-section of product categories. The decision-making process within a family has become very difficult to predict due to the influence of different moderating variables and a thorough understanding of influence needs to be addressed. In an attempt to predict the decision-making the process, it is crucial to incorporate some important perceptual variables like involvement, brand trust, and different facets of brand loyalty. Different demographic variables have been found to influence the purchase decision-making behavior. It is evident from the study presented in this paper that the three types of loyalties affect the level of involvement of both husband and wife. It is interesting to recognize that wives play a dominant role than male counterparts while selecting kitchenware and furniture. For vacation choice, it is found that decisions are taken jointly. The binary logistic regression substantially could predict the group membership to a considerable extent.

KEYWORDS

Binary Logistic, Loyalty, Family, Decision-Making.