

# *ACKNOWLEDGEMENT*

---

## ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, **the Almighty**, for his showers of blessings throughout my research work.

I take this privilege to acknowledge the contributions of many individuals who have been inspirational and supportive throughout my work, and who have endowed me with knowledge most precious, to seek success in my endeavours.

I express my deep sense of gratitude to my guide and supervisor **Dr.S.Suma Devi**, Associate Professor and Head of the Department of Commerce, PSGR Krishnammal College for Women, Coimbatore , who supported my aspirations with lot of love and encouragement, which has facilitated the successful completion of my research in a phased manner.

I am grateful to **Smt.R.Nandini, Chair Person**, PSGR Krishnammal College for Women, Coimbatore, and **Sri. G.Rangaswamy**, Managing Trustee, GRG Institutions for providing me an opportunity to pursue my research studies.

I humbly express my gratitude and appreciation to **Dr. (Mrs.).N.Yesodha Devi, Secretary**, PSGR Krishnammal College for Women, Coimbatore, for reinforcing my efforts with support and guidance.

I offer my profound thanks to **Dr. (Mrs.). S.Nirmala, Principal**, PSGR Krishnammal College for Women, Coimbatore, for her constant support and encouragement throughout my research work.

I am thankful to all the **Librarians** of University and Colleges, who have provided me with the necessary information for my research.

My deep sense of gratitude to **Dr. (Mrs.).PadmajaManoharan** (Retd), Head of the Department of Commerce, **Dr.G.Kavitha**, Head, Department of B.Com (e.com) and **Mrs. R.Krishnakumari**, Head, Department of B.com (CA) and M.Com, **Mrs.R.Maheswari**, Associate Professor, Department of English, PSGR Krishnammal College for Women, Coimbatore, for their valuable guidance, encouragement and timely help.

I thank **Mrs.G.Indrani, Mrs.R.S.Kanimozhi, Dr.S.Sujatha, Mrs.J.Lilly** and all my department colleagues and friends for their encouragement and motivation throughout the study.

This work would not have been possible without the timely help by **Sri.D.Maruthachalam, MSc, Mugil Data Systems**. I express my sincere thanks for his immense assistance for transforming the raw input into the meaningful form.

I am forever indebted to my beloved husband **Mr.S.Ganesh** and my daughter **G.Gayathri** for their love, support, understanding, endless patience, encouragement and willingness to develop me to the fullest of my potentials in all ways. My sincere and heartfelt thanks to my parents **Mr.K.Lakshmana Kanthan and Mrs.L.Vijayalakshmi** for their unconditional love, care and support. I thank all the other members of my family for their whole-hearted support at every stage of my research work.

It is not possible for me to pen down my thanks to all those who helped me directly or indirectly from time in completing this task. Each help is like a brick which contributes in building a structure.

**L.NITHYA**

# *CONTENTS*

---

## LIST OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
<b>I</b>	<b>INTRODUCTION</b>	
	1.1 Statement of the Problem	2
	1.2 Scope of the Study	3
	1.3 Objectives of the Study	3
	1.4 Research Methodology	4
	1.5 Hypothesis	6
	1.6 Limitations of the Study	7
	1.7 Chapter Scheme	7
<b>II</b>	<b>REVIEW OF LITERATURE</b>	8
<b>III</b>	<b>RETIRED HOUSEHOLDS – AN OVERVIEW</b>	
	3.1 Retirement	42
	3.2 Working after Retirement	43
	3.3 Savings and Investment	45
	3.4 Model for Investment Decision Making	47
	3.5 Consumption pattern of retired households	48
	3.6 Expenditure and Consumption	49
	3.7 Purchase Behaviour of the Elderly consumers	50
	3.8 Purchase Behaviour Process	51
	3.9 Life style and Purchase Behaviour	52
	3.10 Role and Involvement in family Decision Making	52
3.11 Roles in family Decision Making	53	

<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO</b>
	3.12 Consumer Involvement Model	58
	3.13 Life satisfaction across the Retirement Transition	59
<b>IV</b>	<b>SAVING, INVESTMENT AND CONSUMPTION PATTERNS</b>	
	4.1 General Profile of the Respondents	69
	4.2 Monthly income, expenditure and savings after retirement	71
	4.3 Employment aspects of the respondents	72
	4.4 Type of employment after Retirement	73
	4.5 Motivational factors for working after Retirement	74
	4.6 Financial Income after Retirement	75
	4.7 Saving, Investment and Consumption Patterns	76
<b>V</b>	<b>ROLE AND INVOLVEMENT IN FAMILY DECISION MAKING</b>	
	5.1 Role and Involvement in family decision making	121
<b>VI</b>	<b>SATISFACTION TOWARDS LIFE ACTIVITY AFTER RETIREMENT</b>	
	6.1 Level of Satisfaction	152
	6.2 Personal Factors Vs Level of Satisfaction	153
	6.3 Employment aspects Vs Level of Satisfaction	155
	6.4 Stepwise Regression Analysis for overall satisfaction score	157
	6.5 Factor Analysis for level of Satisfaction	161
	6.6 Cluster Analysis	167
	6.7 Cluster groups Vs Personal factors	172
	6.8 Cluster group Vs monthly income, expenditure and savings	175

<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO</b>
	6.9 Cluster groups Vs Employment aspects	177
	6.10 Life activity after retirement	179
	6.11 Success in life after retirement	180
<b>VII</b>	<b>EFFECT OF EXPENDITURE AND INVESTMENT ON RETIRED LIFE SATISFACTION MEDIATED BY PURCHASE BEHAVIOUR USING STRUCTURAL EQUATION MODELING</b>	181
	<b>SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION</b>	
<b>VIII</b>	8.1 Findings	237
	8.2 Suggestions	248
	8.3 Conclusion	248
	<b>BIBLIOGRAPHY</b>	
	<b>APPENDICES</b>	

## *LIST OF TABLES*

---



## LIST OF TABLES

TABLE NO	TITLE	PAGE NO
4	Normality test	66
4.1	Socio economic profile	69
4.2	Monthly income, expenditure and savings after retirement	71
4.3	Distribution of respondents based on their employment status	72
4.4	Type of employment after retirement	73
4.5	Motivational Factors for working after retirement	74
4.6	Financial income after retirement	75
4.7	Present savings habit	77
4.8	Socio economic profile Vs present savings habit	78
4.9	Employment aspects Vs present savings habit	81
4.10	Factors motivated to save after retirement	82
4.10(a)	Kendall's co-efficient of concordance	82
4.11	Level of Investment on preferred investment avenues	83
4.12	Personal Factors Vs Level of investment	84
4.13	Employment aspects Vs Level of investment	87
4.14	Factors influencing the preferred investment	88
4.15	Personal Factors Vs Level of influence on preferred investment	89
4.16	Employment aspects Vs Level of influence on preferred investment	92
4.17	Factor Analysis for factors influencing investment	93
4.17 (a)	KMO & Bartlett's Test	94
4.17 (b)	Total Variance Explained	95

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
4.17 (c)	Component Matrix	96
4.17 (d)	Rotated component Matrix	97
4.17 (e)	Factors identified against statements relating to the factors influencing investment	98
4.18	Descriptive Statistics – Change in expenditure pattern	99
4.19	Personal Factors Vs changes in expenditure	100
4.20	Employment aspects Vs changes in expenditure	103
4.21	Factor Analysis for Expenditure pattern	104
4.21 (a)	KMO & Bartlett’s Test	105
4.21 (b)	Total Variance Explained	106
4.21 (c)	Component Matrix	107
4.21 (d)	Rotated component Matrix	108
4.21 (e)	Factors identified against statements relating to the expenditure patterns	109
4.22	Correlation	110
4.23	Descriptive Statistics – Purchase Behaviour	111
4.24	Factor Analysis for Purchase Behaviour	113
4.24 (a)	KMO & Bartlett’s Test	114
4.24 (b)	Total Variance Explained	115
4.24 (c )	Component Matrix	116
4.24 (d)	Rotated component Matrix	118
4.24 (e)	Factors identified against statements relating to the purchase behaviour of the respondents	120
5.1	Role in Financial Decision making	122

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
5.2	Personal Factors Vs Role in Financial Decision making	123
5.3	Employment Aspects Vs Role in Financial Decision making	128
5.4	Present savings habit Vs Role in Financial Decision making	130
5.4(a)	Chi-Square Test	131
5.5	Descriptive Statistics – Involvement in investment related Decision making process	132
5.6	Personal Factors Vs Involvement in investment related Decision making process	133
5.7	Descriptive Statistics – Involvement in purchase of Land and Building	135
5.8	Personal Factors Vs Involvement in purchase of Land and Building	136
5.9	Descriptive Statistics – Involvement in purchase of Jewellery	139
5.10	Personal Factors Vs Involvement in purchase of Jewellery	140
5.11	Descriptive Statistics – Involvement in purchase of Durable goods	142
5.12	Personal Factors Vs Involvement in purchase of Durable goods	143
5.13	Descriptive Statistics – Involvement in purchase of Non- Durable goods	146
5.14	Personal Factors Vs Involvement in purchase of Non- Durable goods	147
5.15	Personal Factors Vs Overall score on Involvement in Decision making	149
6.1	Descriptive Statistics – Level of Satisfaction	152
6.2	Personal Factors Vs Level of Satisfaction	153
6.3	Employment aspects Vs Level of Satisfaction	156
6.4	Stepwise Regression Analysis for overall satisfaction score	159

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
6.4 (a)	Significant effect on overall score	160
6.5	Factor Analysis for Level of Satisfaction	161
6.5 (a)	KMO & Bartlett's Test	162
6.5 (b)	Total Variance Explained	163
6.5 (c)	Component Matrix	164
6.5 (d)	Rotated component Matrix	165
6.5 (e)	Factors identified against statements relating to the level of satisfaction	166
6.6	Cluster Analysis	167
6.6 (a)	Initial Cluster Centers	169
6.6 (b)	Final Cluster Centers	170
6.6(c)	Distances between final Cluster centers	171
6.6 (d)	ANOVA	171
6.6 (e)	Distribution between Final Cluster Centers	172
6.7	Cluster groups Vs Personal factors	173
6.8	Cluster group Vs monthly income, expenditure and savings	174
6.9	Cluster groups Vs Employment aspects	178
6.10	Life activity after retirement	179
6.11	Success in life after retirement	180
7.1	Reliability co-efficient for constructs used in the study	185
7.2	Modification indices for Co variances	190
7.3	Modification indices for Co variances	192
7.4	Regression Weights	195

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
7.5	Modification indices for Co variances	198
7.6	Modification indices for Co variances	200
7.7	Regression Weights	204
7.8	Regression Weights	216
7.9	Modification indices for Co variances	219
7.10	Modification indices for Co variances	222
7.11	Regression Weights	225
7.12	Model Estimation – Regression Weights – Unstandardised	229
7.13	Direst, indirect and total effects - Unstandardized	231
7.14	Direst, indirect and total effects - Standardized	233

## *LIST OF FIGURES*

---

## LIST OF FIGURES

FIGURE NO	TITLE	PAGE NO
1.1	Diagram showing the Situation Analysis of Elderly in India – June 2011	5
3.1	Model explaining desire for continued employment - 2010	45
3.2	Model on Investment Decision making	48
3.3	Model on purchase behaviour process	51
3.4	Consumer involvement model	59
7.1	SEM of effect of consumption expenditure and investment on life satisfaction mediated by purchase behaviour	183
7.2	CFA Model for Consumption Expenditure - Essential	188
7.3	Revised CFA Model for Consumption Expenditure - Essential	190
7.4	CFA Model for Consumption Expenditure - Standard	191
7.5	Revised CFA Model for Consumption Expenditure – Standard	192
7.6	Second order factor model for expenditure pattern	194
7.7	CFA Model for Investment – Risk and Return	197
7.8	Revised CFA Model for Investment – Risk and Return	198
7.9	CFA Model for Investment – Dependability	200
7.10	Revised CFA Model for Investment – Dependability	201
7.11	Second order factor model for Investment	203
7.12	CFA Model for Purchase Behaviour – Prudent Buying	206
7.13	CFA Model for Purchase Behaviour – Product Awareness	208
7.14	Revised CFA Model for Purchase Behaviour – Product Awareness	208
7.15	CFA Model for Purchase Behaviour – Quality Conscious	210

<b>FIGURE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
7.16	CFA Model for Purchase Behaviour – Family involvement	211
7.17	CFA Model for Purchase Behaviour –Buying Dependence	213
7.18	Second order factor model for purchase behaviour	215
7.19	CFA Model for Satisfaction – Personal Attention	218
7.20	Revised CFA Model for Satisfaction – Personal Attention	220
7.21	CFA Model for Satisfaction – Personal Enjoyment	221
7.22	Revised CFA Model for Satisfaction – Personal Enjoyment	222
7.23	Second order factor model for satisfaction	224
7.24	SEM of effect of consumption expenditure and investment on life satisfaction mediated by purchase behaviour	227





**Allamanda Flower - Flower of Victory**

*No human will can finally prevail against the Divine's Will. Let us put ourselves deliberately and exclusively on the side of the Divine, and the Victory is ultimately certain.*

***THE MOTHER***