

*CHAPTER – V*

*ROLE AND INVOLVEMENT IN  
FAMILY DECISION MAKING*

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## **CHAPTER V**

### **ROLE AND INVOLVEMENT IN FAMILY DECISION MAKING**

Decision making is a term used to describe the process by which families make choices, determine judgement, and come to conclusions that guide behaviours. The process is called family decision-making implies that it requires more than one member's input and agreement. The family decision making process is a communication activity – it rests on the making and expression of meaning. The communication may be explicit (as when families sit down and discuss a prospective decision) or implicit (as when families choose an option based on their past decisions or some other unspoken rationale). An investigation of decision making in families is important to identify the most vibrant members. On the basis of power, a family may be Matriarchal (women who is the head of the family), Patriarchal (eldest male is the head of the family), or Egalitarian (all people are equal and deserve equal rights and opportunities). Indian society has traditionally been Patriarchal. But societal and economic changes are making the power structure in families more egalitarian. The role attitude affects power structure in families, this in turn modifies the role of various members in decision-making. From marketing point of view, this power structure is crucial to identify and understand because such role definitions govern how purchase decisions are made in families.

In comparison with other age groups, the elderly have fewer economic resources than other groups and are more cautious in making decisions. It is clear that the decision-making process of the elderly differs from that of the general population. Important differences include those of media use, reliance on extended family members as sources of product information, difficulties in problem solving when making a purchase and increased syncretic decision-making.

The third objective of the study is to explore the roles performed by the retired households in making the financial decisions and their involvement in the purchase decision making.

#### **5.1 ROLE IN FINANCIAL DECISION MAKING**

The role played by the retired households in making financial decision is revealed in the table given below.

**Table 5.1 - Role in Financial Decision Making**

<b>Factors</b>	<b>No.</b>	<b>Percent</b>
Primary decision maker in financial matters	163	43.5
Share equally in the decision making of financial matters	158	42.1
Someone makes decisions but I am involved	31	8.3
I am not involved in financial decisions	23	6.1
<b>Total</b>	<b>375</b>	<b>100.0</b>

**Source: Primary data**

The inference from the above analysis is that, most (43.5 per cent) of the respondents are the primary decision makers in connection with the financial matters, followed by 42.1 per cent share equally in the decision making process of financial matters. Only 6.1 per cent of the respondents are not involved in any of the decision making processes with regards to financial matters.

## **5.2 PERSONAL FACTORS VS ROLE IN FINANCIAL DECISION MAKING**

Chi-square is applied to find the significant relationship if any, between the respondents role in making financial decisions with the socio economic profile of the respondents and the following null hypothesis is framed to test the association.

**H<sub>0</sub>:** “There is no significant relationship between the role in financial decision making and the selected personal factors”.

**Table 5.2 - Personal Factors Vs Role in Financial Decision Making**

Variable	Particulars	Role in Family Decision making								TOTAL		Chi-Square Value	df	Sig
		Primary Decision maker		Share Equally in the decision making		Someone makes decisions but I am involved		I am not involved in financial decisions		No.	%			
		No.	%	No.	%	No.	%	No.	%					
Gender	Male	136	50.2	104	38.4	22	8.1	9	3.3	271	100.0	26.046	3	**
	Female	27	26.0	54	51.9	9	8.7	14	13.5	104	100.0			
Age	58-61 yrs	53	51.5	39	37.9	6	5.8	5	4.9	103	100.0	8.084	9	Ns
	62-65 yrs	55	42.0	59	45.0	10	7.6	7	5.3	131	100.0			
	66-69 yrs	28	34.1	39	47.6	9	11.0	6	7.3	82	100.0			
	70-73 yrs	27	45.8	21	35.6	6	10.2	5	8.5	59	100.0			
Marital Status	Single	7	70.0	2	20.0			1	10.0	10	100.0	36.955	9	**
	Married	121	42.0	134	46.5	24	8.3	9	3.1	288	100.0			
	Widowed	29	40.8	22	31.0	7	9.9	13	18.3	71	100.0			
	Divorced	6	100.0							6	100.0			
Educational Qualification	Up to School Level	42	41.2	38	37.3	12	11.8	10	9.8	102	100.0	12.482	9	Ns
	Graduation	62	43.7	61	43.0	14	9.9	5	3.5	142	100.0			
	Post Graduation	30	42.3	31	43.7	5	7.0	5	7.0	71	100.0			
	Professional	29	48.3	28	46.7			3	5.0	60	100.0			

Variable	Particulars	Role in Family Decision making						TOTAL		Chi-Square Value	df	Sig		
		Primary Decision maker		Share Equally in the decision making		Someone makes decisions but I am involved		I am not involved in financial decisions					No.	%
		No.	%	No.	%	No.	%	No.	%					
Area of residence	Urban	102	43.2	98	41.5	22	9.3	14	5.9	236	100.0	2.545	6	Ns
	Rural	29	43.9	27	40.9	4	6.1	6	9.1	66	100.0			
	Semi-urban	32	43.8	33	45.2	5	6.8	3	4.1	73	100.0			
Kind of living arrangement	Living with children	26	34.2	28	36.8	8	10.5	14	18.4	76	100.0	44.493	9	**
	Living with spouse	38	52.1	28	38.4	5	6.8	2	2.7	73	100.0			
	Living with family (children & spouse)	79	39.3	99	49.3	17	8.5	6	3.0	201	100.0			
	Living alone	20	80.0	3	12.0	1	4.0	1	4.0	25	100.0			
Type of Residence	Own	142	45.4	132	42.2	23	7.3	16	5.1	313	100.0	6.727	3	Ns
	Rental	21	33.9	26	41.9	8	12.9	7	11.3	62	100.0			
Monthly income after retirement	Below Rs.10000	13	26.5	19	38.8	8	16.3	9	18.4	49	100.0	37.504	9	**
	Rs.10000 - 20000	44	37.3	63	53.4	4	3.4	7	5.9	118	100.0			
	Rs.20001 - 30000	37	48.1	26	33.8	10	13.0	4	5.2	77	100.0			
	Above Rs.30000	69	52.7	50	38.2	9	6.9	3	2.3	131	100.0			

Variable	Particulars	Role in Family Decision making						TOTAL		Chi-Square Value	df	Sig		
		Primary Decision maker		Share Equally in the decision making		Someone makes decisions but I am involved		I am not involved in financial decisions					No.	%
		No.	%	No.	%	No.	%	No.	%					
Monthly expenditure after retirement	Below Rs.5000	11	25.0	17	38.6	8	18.2	8	18.2	44	100.0	32.365	9	**
	Rs.5001 - 10000	62	40.3	76	49.4	7	4.5	9	5.8	154	100.0			
	Rs.10001 -20000	46	54.8	31	36.9	6	7.1	1	1.2	84	100.0			
	Above Rs.20000	44	47.3	34	36.6	10	10.8	5	5.4	93	100.0			
Savings per month	Below Rs.5000	50	32.7	69	45.1	19	12.4	15	9.8	153	100.0	22.939	9	**
	Rs.5001- Rs.10000	55	47.0	51	43.6	5	4.3	6	5.1	117	100.0			
	Rs.10001 - Rs.20000	21	50.0	18	42.9	2	4.8	1	2.4	42	100.0			
	Above Rs.20000	37	58.7	20	31.7	5	7.9	1	1.6	63	100.0			
<b>TOTAL</b>		<b>163</b>	<b>43.5</b>	<b>158</b>	<b>42.1</b>	<b>31</b>	<b>8.3</b>	<b>23</b>	<b>6.1</b>	<b>375</b>	<b>100.0</b>			

Ns - Not significant \* - Significant at 5% level \*\* - Significant at 1% level

- **Gender** - It is observed from the above table that among the male respondents 50.2 per cent of them are the primary decision makers for the financial matters, followed 38.4 per cent of them share equally in the financial decision making process. Only 3.3 per cent of them are not involved in any of the financial decisions. Among the female respondents 51.9 per cent of them share equally in the financial decisions but 8.7 per cent of them are not the decision makers but involve in the decision making process. This indicates that the male respondents exercise quite strong influence on the family decision making process in connection with the financial matters.
- **Age** - The age distribution indicates that the respondents between the age group of 58- 61 years, 51.5 per cent of them are primary decision makers in their family for financial aspects. The respondents between the age group of 62-65 years (45 per cent) and 66- 69 years (47.6 per cent) share equally in the decision making process respectively. Surprisingly the respondents between the age group of 70-73 years 45.8 per cent are the primary decision makers for making the financial decisions. This shows that the elder generation has a dominant role in the decision making process in their family.
- **Marital Status** - Regards the marital status, 42 per cent of the married respondents are the primary decision makers and 46.5 per cent of them share equally in the financial decision making process.
- **Education** - Education profile of the respondents indicates that 48.3 per cent of them are professionals who act as a primary decision maker in a family for financial matters.
- **Area of Residence and Kind of Living Arrangement** - In case of area of residence, the respondents living in urban areas (43.2 per cent) and semi urban areas (43.8 per cent) are mostly influenced in financial decision processes and the respondents living with family along with spouse and children majority (49.3 per cent) of them are primary decision makers.
- **Monthly income, expenditure and savings after retirement** - Monthly income, expenditure, saving wise distribution after retirement reveals that the respondents

earning between Rs.20, 001 to 30,000 (48.1 per cent), spending between Rs.10, 001 to Rs.20, 000 (54.8 per cent) and saving above Rs.20, 000 (58.7 per cent) acts as the primary decision makers in the family for making financial decisions respectively.

The chi-square test indicated that the role in making financial decisions significantly associated with gender, marital status, kind of living arrangement, monthly income, expenditure and saving after retirement at 1 per cent level of significance. Hence, the null hypothesis is rejected. But in case of the personal factors such as age, education, area of residence, type of residence, the role in making financial decision not significantly associated. Hence, the null hypothesis is accepted, leading to the conclusion that the influence of a person on the decision process depends on the importance to that person.

### **5.3 EMPLOYMENT ASPECTS VS ROLE IN FINANCIAL DECISION MAKING**

Chi-square analysis is employed to ascertain the relationship between the employment aspects and the role in making financial decisions by framing the following null hypothesis.

**H<sub>0</sub>**: “There is no significant relationship between the role in financial decision making and the employment aspects”.



**Table 5.3 - Employment aspects Vs Role in financial decision making**

Variable	Particulars	Role in Family Decision making								TOTAL		Chi-Square Value	df	Sig
		Primary Decision maker		Share Equally in the decision making		Someone makes decisions but I am involved		I am not involved in financial decisions		No.	%			
		No.	%	No.	%	No.	%	No.	%					
Occupation held	Private Employee	88	53.7	55	33.5	8	4.9	13	7.9	164	100.0	17.655	3	**
	Government Employee	75	35.5	103	48.8	23	10.9	10	4.7	211	100.0			
Years since retired from job	Less than 5 years	63	43.4	64	44.1	14	9.7	4	2.8	145	100.0	16.017	9	Ns
	5-10 years	51	40.8	53	42.4	14	11.2	7	5.6	125	100.0			
	11-15 years	21	40.4	24	46.2	1	1.9	6	11.5	52	100.0			
	More than 15 years	28	52.8	17	32.1	2	3.8	6	11.3	53	100.0			
Have you received any retirement benefits	Yes	94	35.7	125	47.5	29	11.0	15	5.7	263	100.0	26.553	3	**
	No	69	61.6	33	29.5	2	1.8	8	7.1	112	100.0			
Present employment status	Not Employed	61	30.7	96	48.2	24	12.1	18	9.0	199	100.0	52.040	6	**
	Part-time Employed	25	37.3	35	52.2	4	6.0	3	4.5	67	100.0			
	Full-time Employed	77	70.6	27	24.8	3	2.8	2	1.8	109	100.0			

Ns - Not significant \* - significant at 5% level \*\* - Significant at 1% level

It is observed from the above table that, the respondents worked as a government employee before retirement 35.5 per cent are primary decision makers and 48.8 per cent of them share equally in the decision making process of financial matters. In case of private employees 53.7 per cent are primary decision makers and 33.5 per cent share equally in the decision making process. The respondents retired from job less than 5 years 44.1 per cent of them share equally, where as those who retired more than 15 years 52.8 per cent of them are primary decision makers in the family.

Even though most of the respondents receive retirement benefits 47.5 per cent of them share equally in the decision making process of financial matters, but those who does not receive any benefits 61.6 per cent are the primary decision makers. As far the present employment status is considered, the respondents working full time 70.6 per cent are primary decision makers in their family.

It is inferred from the chi square analysis that the occupation held, retirement benefits received and the present employment status except years since retired from job is significantly related to the role in making financial decisions, hence, the null hypothesis is rejected.

It is concluded that the respondents have the strong influence in making decisions in financial matters in their family.

#### **5.4 PRESENT SAVINGS HABIT VS ROLE IN FINANCIAL DECISION MAKING**

The following table indicates the role of respondents in family decision making with regards to financial matters.

**Table 5.4 - Present Savings Habit Vs Role in Financial Decision Making**

Factors	Particulars	Involvement in Family Decision Making								TOTAL	
		Primary decision maker		Share equally in the decision making		Someone makes decisions but I am involved		I am not involved in financial decisions		No.	%
		No.	%	No.	%	No.	%	No.	%		
present savings habit with the money at your disposal	High [>70% of money at disposal]	35	56.5	25	40.3	1	1.6	1	1.6	62	100.0
	Medium [40%-70% of money at disposal]	73	42.9	73	42.9	15	8.8	9	5.3	170	100.0
	Low [<40% of money at disposal]	55	38.5	60	42.0	15	10.5	13	9.1	143	100.0
TOTAL		163	43.5	158	42.1	31	8.3	23	6.1	375	100.0

**Ns - Not significant \* - significant at 5% level \*\* - Significant at 1% level**

It is exhibited in the above table that the respondents who is saving high i.e. more than 70 per cent of money at disposal 56.5 per cent of them are primary decision makers in the financial matters and 40.3 per cent of them share equally in the decision making process of financial decisions. Only 1.6 per cent of them are not involved in the financial decision process. In case of the respondents whose saving is between 40 to 70 per cent of money at disposal, 42.9 per cent of them are primary decision makers and also share equally in the decision making process. With respect of those who save low i.e. less than 40 per cent of money 43.5 per cent are primary decision makers.

The relationship between the role in making financial decision and the present savings habit with the money at the disposal is shown in the following table. Chi square analysis is applied to test the null hypothesis framed.

**Ho:** “There is no significant relationship between the role in making financial decision and the present savings habit”.

**Table 5.4 (a) - Chi-Square Test**

	<b>Value</b>	<b>df</b>	<b>Sig.</b>
Chi-Square	11.855	6	Ns

The chi square test indicates that there is no significant relationship between the role in making financial decisions and the present savings habit. Hence, the null hypothesis is accepted.

### **INVOLVEMENT IN FAMILY DECISION MAKING**

This study uses the information from the retired households to investigate their influence in various stages of family buying processes. The degree of influence exerted by them depends on how they are interested and involved in the product or purchase. Focus is made on five sub decision processes such as investment, purchase of land and buildings, purchase of jewellery, purchase of durable goods and non-durable goods in which the involves the respondents role in making a decision. The various stages that influence on the decision making processes are of initial stage, evolution of information, information collection, financing the product and the final decision.

### **5.5 INVOLVEMENT IN INVESTMENT RELATED DECISIONS**

Descriptive analysis is used to find the mean ratings for the various stages of decision making process. Ratings were assigned for each factors, namely 1 for “never”, 2 for “rarely”, 3 for “occasionally”, 4 for “most of the time” and 5 for “all time”. Thus the ratings will indicate higher the value, more is the involvement.

**Table 5.5 - Descriptive Statistics – Investment**

<b>Stages</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>S.D</b>
Initial Stage	375	1.00	5.00	4.0187	1.1268
Evaluation of information	375	1.00	5.00	3.7840	1.0691
Information collection	375	1.00	5.00	3.7227	1.1759
Financing the product	375	1.00	5.00	3.6907	1.3042
Final decision	375	1.00	5.00	3.9147	1.1874

**Source: Computed**

It is evident from the above table that, regarding the investment related decision, the highest score is given to the initial stage (4.0187) which falls on the factor most of the times. Conversely the lowest score is given for financing the product (3.6907) which lies between occasionally and most of the times. This indicates that the respondents have a powerful role in family decision making very often in the initial stage with regard to the investment related issues.

## **5.6 PERSONAL FACTORS VS INVOLVEMENT IN DECISION MAKING – INVESTMENT**

ANOVA is applied with the null hypothesis considering the mean and the standard deviation values for personal factors and the involvement in decision making with regards to investment. Involvement score among gender is studied through t-test.

**H<sub>0</sub>:** “The average score of involvement in decision making with regards to investment do not vary significantly with the selected personal factors”.

**Table 5.6 - Personal Factors Vs Investment**

Personal Factors	Particulars	Involvement in Decision making – Investment			t	F	Sig
		Mean	S.D	No.			
Gender	Male	19.38	5.03	271	1.576		Ns
	Female	18.47	4.99	104			
Educational Qualification	Up to School Level	17.74	5.60	102		3.989	**
	Graduation	19.92	4.45	142			
	Post Graduation	19.49	5.09	71			
	Professional	19.22	4.86	60			
Kind of living arrangement	Living with children	18.11	4.70	76		6.458	**
	Living with spouse	19.86	5.06	73			
	Living with family (children & spouse)	19.68	4.30	201			
	Living alone	15.72	8.65	25			
Head of household	Myself	19.51	5.36	238		1.236	Ns
	Spouse	18.80	3.61	50			
	Son	18.16	4.92	70			
	Daughter	19.78	4.15	9			
	Son-in-law	17.75	3.15	8			
Savings per month	Below Rs.5000	17.88	4.96	153		5.573	**
	Rs.5001- Rs.10000	20.11	4.46	117			
	Rs.10001 - Rs.20000	19.69	5.64	42			
	Above Rs.20000	19.97	5.25	63			
Years since retired from job	Less than 5 years	20.88	3.93	145		11.026	**
	5-10 years	18.25	5.25	125			
	11-15 years	17.17	5.45	52			
	More than 15 years	18.34	5.44	53			

Personal Factors	Particulars	Involvement in Decision making – Investment			t	F	Sig
		Mean	S.D	No.			
Present employment status	Not Employed	18.91	4.96	199		.822	Ns
	Part-time Employed	18.93	4.71	67			
	Full-time Employed	19.65	5.35	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	20.79	5.13	62		4.702	**
	Medium [40%-70% of money at disposal]	19.10	4.87	170			
	Low [<40% of money at disposal]	18.45	5.05	143			
<b>Total</b>		<b>19.13</b>	<b>5.03</b>	<b>375</b>			

**Ns - Not significant \* - Significant at 5% level \*\* - Significant at 1% level**

The mean scores are found to be high for the male respondents (19.38). The average score is found to be high (19.92) for the graduates since the education is the important factor that influence the family decision making process. The mean score are found to be high (19.86) among the respondents who are living with their spouse. The mean scores are found to be high (19.51) for the respondents who are headings the family since they gain a stronger position in their family. The mean score is the highest (20.11) for the respondents who save Rs.5001 to Rs.10, 000 per month after retirement. There is not much difference in the score among the respondents in respect of years since retired from job, present - employment status and the present saving habits.

The ANOVA result shows that there is a significant difference in the mean score among the personal factors namely, education, kind of living arrangement, saving per month, years since retired from job and the present savings habit. Hence, the null hypothesis is rejected. The average score does not vary significantly in the case of head of the household and the present employment status. Hence the null hypothesis is accepted.

The t-test result shows that, no significant difference is found in the average score among the gender. Hence, the null hypothesis is accepted.

The personal factors, namely education, kind of living arrangement, savings per month, years since retired from job and present saving habits have played a vital role in the involvement in decision making regards to investment. Hence, these factors have significantly differed in the involvement in decision making.

## **5.7 INVOLVEMENT IN DECISION MAKING – PURCHASE OF LAND AND BUILDING**

Descriptive analysis is used to find the mean ratings for the various stages of decision making process. Ratings were assigned for each factors, namely 1 for “never”, 2 for “rarely”, 3 for “occasionally”, 4 for “most of the time” and 5 for “all time”. Thus the ratings will indicate higher the value, more is the involvement.

The table below identifies the respondent’s involvement in decision making towards the purchase of land and building.

**Table 5.7 - Descriptive Statistics – Involvement in Purchase of Land and Building**

<b>Stages</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>S.D</b>
Initial Stage	375	1.00	5.00	3.9627	1.1763
Evaluation of information	375	1.00	5.00	3.8000	1.1399
Information collection	375	1.00	5.00	3.8720	1.1767
Financing the product	375	1.00	5.00	3.6560	1.3726
Final decision	375	1.00	5.00	3.8987	1.2562

**Source: Computed**

In case of the purchase of land and building, the factor initial stage have been rated with a mean value of 3.9627, followed by final decision (3.8987), information collection (3.8720), evaluation of information (3.8000), and financing the product (3.6560). The mean rating of all the factors fall between occasionally and most of the times.



## 5.8 PERSONAL FACTORS VS INVOLVEMENT IN DECISION MAKING – PURCHASE OF LAND AND BUILDING

The following table examines the respondents participation and general influence on the family decision making process when purchasing the land and building.

ANOVA is applied to find out whether there is any significant difference in the mean scores of involvement in decision making regards to purchase of land and building in respect of personal factors.

A paired t-test is applied to test the differences, if any in respect of gender.

**H<sub>0</sub>:** “The average score for the involvement in decision making with regards to purchase of land and building do not vary significantly with the selected personal factors”.

**Table 5.8 - Personal Factors Vs Involvement in Decision Making – Purchase of Land and Building**

Personal Factors	Particulars	Involvement in Decision making – Purchase of Land and Building			t	F	Sig
		Mean	S.D	No.			
Gender	Male	19.57	5.25	271	2.249		*
	Female	18.19	5.50	104			
Educational Qualification	Up to School Level	17.60	6.14	102		4.356	**
	Graduation	19.96	4.99	142			
	Post Graduation	19.61	5.03	71			
	Professional	19.58	4.56	60			
Kind of living arrangement	Living with children	18.04	5.39	76		6.045	**
	Living with spouse	20.63	4.66	73			
	Living with family (children & spouse)	19.48	4.90	201			
	Living alone	16.16	8.29	25			

Personal Factors	Particulars	Involvement in Decision making – Purchase of Land and Building			t	F	Sig
		Mean	S.D	No.			
Head of household	Myself	19.85	5.26	238		3.304	*
	Spouse	17.92	5.29	50			
	Son	18.27	5.43	70			
	Daughter	19.33	4.24	9			
	Son-in-law	15.25	5.34	8			
Savings per month	Below Rs.5000	18.02	5.33	153		4.787	**
	Rs.5001- Rs.10000	20.17	5.02	117			
	Rs.10001 - Rs.20000	19.07	6.12	42			
	Above Rs.20000	20.29	4.94	63			
Years since retired from job	Less than 5 years	20.90	4.76	145		9.682	**
	5-10 years	18.62	5.26	125			
	11-15 years	17.12	5.28	52			
	More than 15 years	17.89	5.89	53			
Present employment status	Not Employed	19.32	5.07	199		.168	NS
	Part-time Employed	18.90	5.67	67			
	Full-time Employed	19.13	5.67	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	20.55	4.74	62		5.540	**
	Medium [40%-70% of money at disposal]	19.60	5.04	170			
	Low [<40% of money at disposal]	18.11	5.76	143			
<b>Total</b>		<b>19.19</b>	<b>5.35</b>	<b>375</b>			

NS - Not significant \* - Significant at 5% level \*\* - Significant at 1% level

The average involvement score is found to be the high (19.57) among the male respondents. The mean score is found to be high (19.96) among the graduated respondents. The mean scores are found to be high 20.63 for the respondents who are living with spouse, 19.85 for those who lead the family by themselves, 20.29 for those who save above Rs.20, 000 per month after retirement and 20.90 for those who retired less than five years from the job. The average scores are found to be 19.32 for the respondents who are not employed after retirement and with regards to their present savings habit. The high score is found to be 20.55 for those who save high i.e. more than 70 per cent of money at their disposal.

It is clear from the ANOVA table that there is a significant difference in the mean scores among the personal factors such as education, kind of living arrangement, head of the households, savings per month, years since retired from job and the present savings habit. Hence, the null hypothesis is rejected. But in the case of present employment status the null hypothesis framed have been accepted since there is no significant difference in the average involvement score in decision making.

The paired t-test result shows that there is a significant difference between gender and the involvement in decision making regards to the purchase of land and building. Hence, the null hypothesis is rejected at 5% level of significance.

It is concluded that the personal factors, namely, gender, education, kind of living arrangement, head of household, saving per month, years since retired from job, present savings habit have significantly differed in their involvement in purchase of land and buildings related decisions.

## **5.9 INVOLVEMENT IN DECISION MAKING – PURCHASE OF JEWELLERY**

Descriptive analysis is used to find the mean ratings for the various stages of decision making process. Ratings were assigned for each factors, namely 1 for “never”, 2 for “rarely”, 3 for “occasionally”, 4 for “most of the time” and 5 for “all time”. Thus the ratings will indicate higher the value, more is the involvement.

The table below identifies the respondents involvement in decision making towards the purchase of jewellery.

**Table 5.9 - Descriptive Statistics - Involvement in purchase of Jewellery**

<b>Stages</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>S.D</b>
Initial Stage	375	1.00	5.00	3.9013	1.1739
Evaluation of information	375	1.00	5.00	3.8000	1.1769
Information collection	375	1.00	5.00	3.8000	1.2127
Financing the product	375	1.00	5.00	3.6960	1.3034
Final decision	375	1.00	5.00	3.9333	1.2273

**Source: Computed**

The highest mean rating is given to the final decision (3.9333) and the lowest mean rating is given to financing the product (3.6960).

#### **5.10 PERSONAL FACTORS VS INVOLVEMENT IN DECISION MAKING – PURCHASE OF JEWELLERY**

ANOVA is applied to find the significant difference among the involvement in decision making of jewellery purchase with respect of selected personal factors.

A paired t-test is applied to test the differences, with respect to gender.

**H<sub>0</sub>:** “The average score for the involvement in decision making with regards to purchase of jewellery do not vary significantly with the selected personal factors”.

**Table 5.10 - Personal Factors Vs Involvement in Decision Making – Purchase of Jewellery**

Personal Factors	Particulars	Involvement in Decision making – Purchase of Jewellery			t	F	Sig
		Mean	S.D	No.			
Gender	Male	18.95	5.42	271	1.043		Ns
	Female	19.60	5.18	104			
Educational Qualification	Up to School Level	17.47	5.71	102		5.539	**
	Graduation	19.25	5.21	142			
	Post Graduation	20.28	4.65	71			
	Professional	20.30	5.23	60			
Kind of living arrangement	Living with children	19.64	4.91	76		7.316	**
	Living with spouse	18.81	5.51	73			
	Living with family (children & spouse)	19.62	4.86	201			
	Living alone	14.56	7.65	25			
Head of household	Myself	19.42	5.10	238		1.296	Ns
	Spouse	19.38	5.40	50			
	Son	18.27	6.12	70			
	Daughter	19.56	3.57	9			
	Son-in-law	16.13	6.42	8			
Savings per month	Below Rs.5000	18.26	5.37	153		2.327	Ns
	Rs.5001- Rs.10000	19.74	5.03	117			
	Rs.10001 - Rs.20000	19.52	5.55	42			
	Above Rs.20000	19.84	5.57	63			

Personal Factors	Particulars	Involvement in Decision making – Purchase of Jewellery			t	F	Sig
		Mean	S.D	No.			
Years since retired from job	Less than 5 years	20.76	4.52	145		7.984	**
	5-10 years	18.38	5.15	125			
	11-15 years	17.90	6.10	52			
	More than 15 years	17.64	6.11	53			
Present employment status	Not Employed	18.65	5.40	199		3.235	*
	Part-time Employed	18.78	5.27	67			
	Full-time Employed	20.22	5.20	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	19.27	5.49	62		.223	Ns
	Medium [40%-70% of money at disposal]	19.28	5.18	170			
	Low [<40% of money at disposal]	18.90	5.52	143			
<b>Total</b>		<b>19.13</b>	<b>5.35</b>	<b>375</b>			

Ns - Not significant \* - significant at 5% level \*\* - Significant at 1% level

The average score is found to be the high (mean 19.60) among the female respondents. The mean scores are found to be more or less equal in respect of savings per month and the present savings habit with the money at disposal. The scores are found to be high (20.30) among the professional respondents and 19.64 for those who live along with their children. The respondents whose family is headed by their daughters, the mean score found to be high (19.56). The mean scores are found to be high (20.76) for the respondents who retire less than 5 years from the job. Regards the present employment status the mean scores are found to be high (20.22) for the full-time employed retirees because their role involve the tasks that affect the final buying decisions.

It is seen from the above table that there is a significant difference in the average score among the involvement in decision making and the personal factors such as education, kind of living arrangement, years since retired from job, and the present employment status. Hence, the null hypothesis is rejected. But in the case of the head of the households and savings per month the hypothesis is accepted since there is no significant difference in the average involvement score.

The paired t-test result shows that the average score of involvement in decision making does not vary with gender. Hence, the null hypothesis is accepted.

### **5.11 INVOLVEMENT IN DECISION MAKING – PURCHASE OF DURABLE GOODS**

Descriptive analysis is used to find the mean ratings for the various stages of decision making process. Ratings were assigned for each factors, namely 1 for “never”, 2 for “rarely”, 3 for “occasionally”, 4 for “most of the time” and 5 for “all time”. Thus the rating indicates higher the value, more is the involvement.

The table below identifies the respondent’s involvement in decision making towards the purchase of durable goods.

**Table 5.11 - Descriptive Statistics – Involvement in Purchase of Durable goods**

<b>Stages</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>S.D</b>
Initial Stage	375	1.00	5.00	3.8827	1.1339
Evaluation of information	375	1.00	5.00	3.7173	1.1632
Information collection	375	1.00	5.00	3.6747	1.1403
Financing the product	375	1.00	5.00	3.6800	1.3057
Final decision	375	1.00	5.00	3.8720	1.2081

**Source: Computed**

Regarding the involvement in purchase of durable goods, initial stage is rated with a mean rank of 3.8827 and the lowest rate of 3.6747 is given for the information collection. it is found that the S.D Value is low for initial stage, which implies that the respondents involve in the decision of purchase of durable goods in the initial stages.

## 5.12 PERSONAL FACTORS VS INVOLVEMENT IN DECISION MAKING – PURCHASE OF DURABLE GOODS

The retirees involvement is also expected to be higher for the family products that involve substantial financial outlays for the durable goods such as TV's, cars etc. Although joint decisions are more dynamic and complex than individual decisions, the role of retirees in decision making should not be ignored.

The significant difference if any, in the involvement in decision making based on the personal factors is analyzed in the following ANOVA table.

A paired t-test is applied to test the differences, if any in respect of gender.

**H<sub>0</sub>:** “The average score for the involvement in decision making with regards to purchase of durable goods do not vary significantly with the selected personal factors”.

**Table 5.12 - Personal Factors Vs Involvement in Decision Making – Purchase of Durable Goods**

Personal Factors	Particulars	Involvement in Decision making – Purchase of Durable goods			t	F	Sig
		Mean	S.D	No.			
Gender	Male	18.73	5.25	271	0.582		Ns
	Female	19.08	4.90	104			
Educational Qualification	Up to School Level	17.42	5.28	102		7.277	**
	Graduation	18.39	4.96	142			
	Post Graduation	20.23	4.91	71			
	Professional	20.58	4.90	60			
Kind of living arrangement	Living with children	19.36	5.02	76		4.850	**
	Living with spouse	19.04	4.78	73			
	Living with family (children & spouse)	19.01	4.74	201			
	Living alone	15.12	7.99	25			



Personal Factors	Particulars	Involvement in Decision making – Purchase of Durable goods			t	F	Sig
		Mean	S.D	No.			
Head of household	Myself	19.22	4.88	238		2.569	*
	Spouse	18.62	4.67	50			
	Son	17.49	6.22	70			
	Daughter	21.67	2.65	9			
	Son-in-law	16.88	5.54	8			
Savings per month	Below Rs.5000	17.78	5.07	153		5.772	**
	Rs.5001- Rs.10000	19.06	4.96	117			
	Rs.10001 - Rs.20000	18.90	6.14	42			
	Above Rs.20000	20.89	4.35	63			
Years since retired from job	Less than 5 years	19.93	4.64	145		5.741	**
	5-10 years	18.79	4.45	125			
	11-15 years	17.90	6.07	52			
	More than 15 years	16.79	6.29	53			
Present employment status	Not Employed	18.54	5.07	199		2.825	Ns
	Part-time Employed	18.12	5.31	67			
	Full-time Employed	19.78	5.13	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	19.89	4.88	62		1.801	Ns
	Medium [40%-70% of money at disposal]	18.79	4.98	170			
	Low [<40% of money at disposal]	18.41	5.43	143			
<b>Total</b>		<b>18.83</b>	<b>5.15</b>	<b>375</b>			

Ns - Not significant \* - significant at 5% level \*\* - Significant at 1% level

It is evident from the above table that the average score of involvement in decision making is found to be high among the female respondents (19.08), since they are seen to be more involved in purchasing than men. The respondents who have professional education (20.58), who are living with children (19.36), score the highest. The scores are found to be high (21.67) for the respondents family headed by their daughters. The average score is high (20.89) for those who save above Rs.20, 000 per month after retirement. The mean score is found to be high (19.93) for the retirees who retire less than 5 years from the job. Regards to the present employment status and the present savings habits the mean score is found to be high (19.78) for the full time employed retirees and 20.79 for saving high i.e. more than 70 per cent of money their disposal.

It is clear from the ANOVA results that there is a significant difference in the involvement in decision making based on the personal factors, namely, education, kind of living arrangement, head of households, savings per month, and years since retired from job. Hence, the null hypothesis is rejected. However in the case of the present employment status and present savings habit the results shows that there is no significant difference in the average involvement score. Hence, the null hypothesis is accepted.

The t-test result shows that there is no significant difference in the average involvement score among the gender. Hence, the null hypothesis is accepted.

It is concluded that due to the financial risk associated with these types of products, the family members prefer the influence of elders in making a decision.

### **5.13 INVOLVEMENT IN DECISION MAKING – PURCHASE OF NON DURABLE GOODS**

Descriptive analysis is used to find the mean ratings for the various stages of decision making process. Ratings were assigned for each factors, namely 1 for “never”, 2 for “rarely”, 3 for “occasionally”, 4 for “most of the time” and 5 for “all time”. Thus the ratings will indicate higher the value, more is the involvement.

The table below identifies the respondents involvement in decision making towards the purchase of non-durable goods.

**Table 5.13 - Descriptive Statistics – Involvement in Purchase of Non-Durable Goods**

<b>Stages</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>S.D</b>
Initial Stage	375	1.00	5.00	3.6640	1.2450
Evaluation of information	375	1.00	5.00	3.5173	1.2320
Information collection	375	1.00	5.00	3.5627	1.2563
Financing the product	375	1.00	5.00	3.4853	1.3421
Final decision	375	1.00	5.00	3.6507	1.3074

**Source: Computed**

It is noted that regarding the involvement in the purchase of non-durable goods, all the stages, namely, initial stage (3.6640), final decision (3.6507), information collection (3.5627), evaluation of information (3.5173) and financing the product (3.4853), the mean scores are found to be more or less the same level ranging between 3 and 4 i.e. between occasionally and most of the times.

#### **5.14 PERSONAL FACTORS VS INVOLVEMENT IN DECISION MAKING – PURCHASE OF NON-DURABLE GOODS**

ANOVA and t-test is applied with the null hypothesis to find the difference in the involvement in decision making among the selected personal factors

**H<sub>0</sub>:** “The average score for the involvement in decision making with regards to purchase of non-durable goods do not vary significantly with the selected personal factors”.

**Table 5 .14 - Personal Factors Vs Involvement in Decision Making – Purchase of Non-Durable Goods**

Personal factors	Particulars	Involvement in Decision making – Purchase of non-durable goods			t	F	Sig
		Mean	S.D	No.			
Gender	Male	17.52	5.80	271	1.972		*
	Female	18.82	5.44	104			
Educational Qualification	Up to School Level	16.77	5.74	102		7.271	**
	Graduation	17.08	5.78	142			
	Post Graduation	18.93	5.15	71			
	Professional	20.42	5.33	60			
Kind of living arrangement	Living with children	18.03	5.62	76		2.206	Ns
	Living with spouse	17.77	5.33	73			
	Living with family (children & spouse)	18.21	5.39	201			
	Living alone	15.12	8.70	25			
Head of household	Myself	18.24	5.55	238		1.946	Ns
	Spouse	18.50	5.32	50			
	Son	16.44	6.28	70			
	Daughter	18.33	4.56	9			
	Son-in-law	15.25	7.74	8			
Savings per month	Below Rs.5000	16.84	5.92	153		6.295	**
	Rs.5001-Rs.10000	17.99	4.98	117			
	Rs.10001 - Rs.20000	17.50	6.40	42			
	Above Rs.20000	20.46	5.37	63			
Years since retired from job	Less than 5 years	18.60	5.04	145		2.004	Ns
	5-10 years	17.83	5.59	125			
	11-15 years	17.46	6.58	52			
	More than 15 years	16.43	6.69	53			

Personal factors	Particulars	Involvement in Decision making – Purchase of non-durable goods			t	F	Sig
		Mean	S.D	No.			
Present employment status	Not Employed	17.68	5.69	199		1.230	Ns
	Part-time Employed	17.34	5.63	67			
	Full-time Employed	18.58	5.84	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	18.61	6.20	62		2.254	Ns
	Medium [40%-70% of money at disposal]	18.27	5.03	170			
	Low [<40% of money at disposal]	17.10	6.22	143			
<b>Total</b>		<b>17.88</b>	<b>5.72</b>	<b>375</b>			

**Ns - Not significant \* - Significant at 5% level \*\* - Significant at 1% level**

It is evident from the above table that the average score is found to be high (18.82) among the female respondents. The respondent with professional qualification scores the highest (20.58). The mean scores are found to be high among the respondents, who are living with their children (19.36), whose family are headed by their daughters (21.67), saving is above Rs.20,000 per month (20.46), retired less than 5 years from the job (19.93). There is no much variation in the average score among the present employment status and present saving habits.

It is seen from the ANOVA table that there is a significant difference in the involvement score based on the personal factors, namely, education and savings per month after retirement. Hence, the null hypothesis is rejected. The mean scores do not vary with the factors such as kind of living arrangement, head of households, years since retired from job, present employment status and the present saving habits. Hence, the null hypothesis is accepted.

The paired t-test result shows that there is a significant difference among gender and the involvement score. Hence, the null hypothesis is rejected at 5% level of significance.

It is noted that the retirees exercise quite strong influence on family decision making process in connection with purchase of non-durable goods, particularly in case of products relevant to them.

### 5.15 PERSONAL FACTORS VS OVERALL SCORE ON INVOLVEMENT IN DECISION MAKING

The following ANOVA table explains the significant difference if any, in respect of the overall score on involvement in decision making based on the selected personal factors.

Employing t-test, the relationship is tested with a null hypothesis for the overall score on involvement in decision making.

**H<sub>0</sub>:** “The average overall score on involvement in decision making do not vary significantly among the selected personal factors”.

**Table 5 .15 - Personal Factors Vs Overall Score on Involvement in Decision Making**

Personal factors	Particulars	Overall score on Involvement in Decision making			t	F	Sig
		Mean	S.D	No.			
Gender	Male	94.16	20.19	271	.002		Ns
	Female	94.15	20.17	104			
Educational Qualification	Up to School Level	87.00	20.84	102		7.539	**
	Graduation	94.60	19.21	142			
	Post Graduation	98.54	18.87	71			
	Professional	100.10	19.49	60			
Kind of living arrangement	Living with children	93.17	20.03	76		7.479	**
	Living with spouse	96.11	18.54	73			
	Living with family (children & spouse)	96.00	16.57	201			
	Living alone	76.68	37.38	25			

Personal factors	Particulars	Overall score on Involvement in Decision making			t	F	Sig
		Mean	S.D	No.			
Head of household	Myself	96.24	19.59	238		2.975	*
	Spouse	93.22	17.15	50			
	Son	88.63	22.98	70			
	Daughter	98.67	15.33	9			
	Son-in-law	81.25	22.54	8			
Savings per month	Below Rs.5000	88.78	19.68	153		7.585	**
	Rs.5001- Rs.10000	97.08	16.87	117			
	Rs.10001 - Rs.20000	94.69	25.24	42			
	Above Rs.20000	101.44	20.16	63			
Years since retired from job	Less than 5 years	101.07	16.67	145		11.067	**
	5-10 years	91.88	18.79	125			
	11-15 years	87.56	23.19	52			
	More than 15 years	87.09	23.31	53			
Present employment status	Not Employed	93.11	19.24	199		2.016	Ns
	Part-time Employed	92.06	19.77	67			
	Full-time Employed	97.36	21.79	109			
present savings habit with the money at your disposal	High [>70% of money at disposal]	99.11	20.57	62		3.897	*
	Medium [40%-70% of money at disposal]	95.04	19.15	170			
	Low [<40% of money at disposal]	90.96	20.74	143			
<b>Total</b>		<b>94.16</b>	<b>20.16</b>	<b>375</b>			

**Ns - Not significant \* - Significant at 5% level \*\* - Significant at 1% level**

It is seen from the above table that the mean score is found to be more or less equal among the gender of the respondents. The average score is found to be high (100.10) among the professional as the education affects the values of the retirees towards society. The mean scores are found to be high among the respondents, living

with spouse (96.11), family headed by their daughters 9101.44), saving Rs.20, 000 per month after retirement (101.44), retired less than 5 years from the job (101.07). In case of present employment status and the present savings habit the mean score are found to be high (97.36) among the full time employed respondents and (99.11) for those who save high i.e. more than 70 per cent of money at their disposal.

The ANOVA result shows that there is a significant difference in the overall involvement score based on the personal factors, namely, education, kind of living arrangement, head of household, savings per month, years since retired from job and the present savings habit. Hence, the null hypothesis is rejected. But in the case of present employment status the null hypothesis framed is accepted since there is no significant difference in the overall involvement score.

The paired t-test result shows that there is no significant difference among the gender and overall involvement score. Hence, the hypothesis is accepted.

It is concluded that the retired households have a powerful role in family decision making, very often they initiate potential purchases. They are the greater degree initiators rather than influencers in their family purchase decision.