

**THE ROLE OF FAMILY INFLUENCE IN BUYING HANDICRAFTS PRODUCTS****Dr. Manjusmita Dash****Faculty, Dept Of business Administration,****Utkal University, Vani Vihar,BBSR-4,Odisha****ABSTRACT**

*The family is may be the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. Each family member may strongly believe that he or she exert a great deal of influence in some decision and little in others, independent of their influence of other family members (Bernhardt,1974).The purpose of this research is to determine the effect of families in decision making process for several important products. Most of the findings of the study support the normal behavior of Indian families. The purpose of this report is to discuss the role of the family in consumer behavior.*

**INRODUCTION**

Family is the most influential group for the consumer. The family members can strongly influence buyer behavior. Family habits generally have a strong influence on the consumer buying behavior. As the fundamental social unit, the family's influence of consumer behavior is most important and fundamental. Family acts as a purchasing unit and may be supplying needs of perhaps two or more generations. In Indian families, the parents not only look after the needs of their children but also of their grand-children. Indian families as a purchasing unit are fundamentally different from their wester counterpart. In an Indian family, grandfather who is not a bread earner can decide on how his grandchildren be brought up. The mother-in-law can decide on behalf of the housewife. One's attitude towards materials' possession and thrift are shaped by the family. The family makes the children adopt particular form of purchasing behavior. Marital status influences the consumers. A buyer's cultural characteristics, including values ,perceptions, preferences, and behavior learned through family or other key institutions, is the most fundamental determinant of a person's wants or behavior. The purchasing behaviours of married people are different from those of the unmarried people. Among the married people, the influence of spouse on buying behavior is

significant. It is observed during the pilot survey that most of the handicraft items are chosen and purchased by the women of the family.

## REVIEW OF LITERATURE

In view of the importance of the handicrafts in our economy and society, various aspects of handicrafts, such as, sociological, economic, technical, cultural, artistic and aesthetic aspects have been studied by a number of scholars. However, studies in different aspects of handicraft in the state of Orissa are limited. The current problems in the handicraft industry, particularly in the rapidly changing conditions in Orissa, call for a fresh look. The present study is a humble attempt to do this. Before it is done, a review of existing literature is presented below.

In order to discuss about the family involvement in buying crafts items, we have presented some literatures on this context. That influence consumers affective reactions, cognitions and consumption behaviours. Slama and Tashchian,(1985)state that family life cycle acts as a summary variable capturing the combined effects of income, age and important events in life like marriage, birth of children, retirement and of spouse. They add that different stages of family life cycle will be involved in purchasing different types of products which has a greater impact on our buying behavior.

Gupta and Pal, (2001) marketers are very keen to know the influence of husband or wife in family decision making. Most studies classify family consumption decisions as a) husband dominated b) wife dominated) syneratic and d)autonomic. Research dominated also showed that domination is fluid and likely to shift based on certain dimension as variation of product or service, variation of family role structure orientation and the specific stage of decision making process.

Hawkins, Best, Coney, Mookerjee,(2007)many family purchases are inherently emotional and affect the relationship between the family members. The processes families use to make purchases decisions and the outcomes of those processes have important effects on the well-being of the individual family members and the family itself. So family decision making involves the buying behavior which is the consideration of questions such as who buys, who decides and who uses. Sometimes buyer has to take the decision alone.

## OBJECTIVE OF THE STUDY

The main objective of this article is to study among all the members in the family, spouse tend to influence the buying decisions for handicrafts in the family.

## RESEARCH METHODOLOGY

For the present investigation, Orissa, which is a state of India, is purposively selected, mainly because of the striking selection of decorative and utilitarian art and craft and special creative and imaginative craftsmanship's of Odisha. The present research has been conducted for four handicraft items, i.e. 1. Stone Carving, 2. Applique 3. Filigree 4. Pattachitra.

The required data for the present study have been collected mainly from primary sources. Primary data have been collected through the "Survey Method" with the help of structured questionnaires. We have designed two types of questionnaires; one for customers and second for artisans. We have divided the sample customers in two parts; rural and urban. The proposed sample size was 1000 for customers, out of which 900 valid questionnaires have been received.

## IMPULSE BUYING

Ramesh Kumar, (2006) Impulse buying is any purchase not planned by the consumer. It is to be noted that not "unplanned" aspect of the purchase will be oriented towards the urge to gratify an impulse where the consumer has brought the product (or the brand) without planning to buy it. It is the intention to act suddenly which may be a marked deviation from the regular behavior the shopper intended to exhibit. Most of the times, people buy handicraft items by seeing it either in exhibitions or in local shops. So, here they buy it on its own or with somebody of the family with them. Mostly, after seeing the item they feel the need for it. So, at that point, they purchase that item. Here table 1.1 and chart 1A present the importance of impulse for buying handicrafts items on the basis of locality and income groups. In view of this, we have analyzed most of the people would tend to go for impulse buying of handicrafts items.

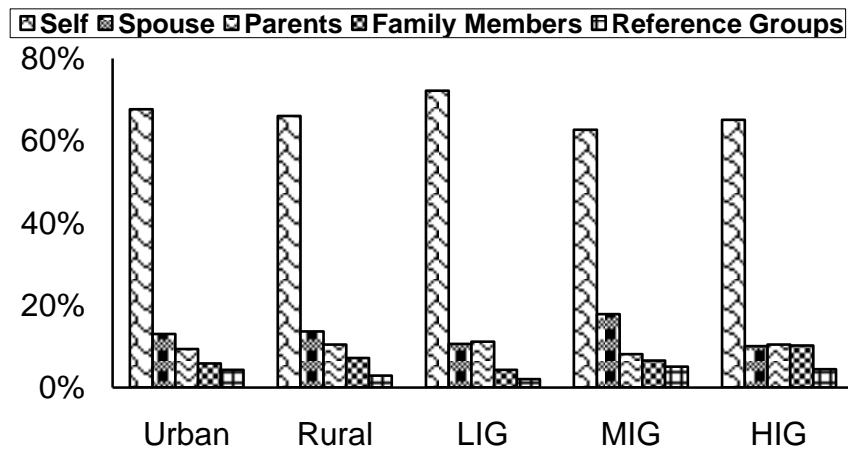
The person who influences the buyer decisions may be different from the person who takes buying decision. Hence, an attempt is made to know the person who actually takes buying decisions to purchase handicrafts. Table 1.1 shows the persons influencing the buying decisions in handicrafts. According to the locality both in rural and urban areas the mean is high having 67.59% and 65.96% ( $\pm 1.636$ ) respectively for self. According to the income groups also the self has got high percentage with high mean value. In case of LIG, MIG, HIG, the mean value is 72.10%

( $\pm 1.367$ ), 62.61% ( $\pm 1.657$ ), 65.00% ( $\pm 2.191$ ) respectively. As many as 66.91% ( $\pm 0.973$ ) respondents have said that they themselves take the decisions to buy handicrafts while 13.26% ( $\pm 0.685$ ) of respondents have expressed that their spouses take the decision. 9.77% ( $\pm 0.670$ ) have mentioned that their parents take the decisions and 3.69% ( $\pm 0.365$ ) of respondents make their purchase by the reference groups. The remaining 6.36% ( $\pm 0.513$ ) have stated that other members of their family take the decision to buy handicrafts.

Table 1.1 : % influence of family members on purchase of handicraft items.

	Locality		Income Groups			Total
	Urban	Rural	LIG	MIG	HIG	
Self	67.59%	65.96%	72.10%	62.61%	65.00%	66.91
	$\pm 1.19$	$\pm 1.636$	$\pm 1.367$	$\pm 1.657$	$\pm 2.191$	$\pm 0.973$
Spouse	12.99%	13.64%	10.53%	17.83%	10.00%	13.26
	$\pm 0.854$	$\pm 1.13$	$\pm 0.795$	$\pm 1.404$	$\pm 1.116$	$\pm 0.685$
Parents	9.32%	10.40%	11.11%	8.06%	10.40%	9.77
	$\pm 0.767$	$\pm 1.197$	$\pm 1.205$	$\pm 0.930$	$\pm 1.382$	$\pm 0.670$
Family Members	5.79%	7.16%	4.25%	6.49%	10.16%	6.36
	$\pm 0.591$	$\pm 0.912$	$\pm 0.612$	$\pm 0.878$	$\pm 1.360$	$\pm 0.513$
Reference Group	4.30%	2.84%	2.01%	5.01%	4.44%	3.69
	$\pm 0.508$	$\pm 0.508$	$\pm 0.397$	$\pm 0.742$	$\pm 0.709$	$\pm 0.365$

Chart 1A:



Area wise and Income wise responses on impulse buying

Therefore, it can be concluded from the above that a majority of the respondents have expressed that they themselves take the decision to buy handicrafts. The person who influences the buyer decisions may be different from the person who takes buying decision. Hence, an attempt is made to know the person who actually takes buying decisions to purchase handicrafts. Table 1.1 shows the persons influencing the buying decisions in handicrafts. According to the locality both in rural and urban areas the mean is high having 67.59% and 65.96% ( $\pm 1.636$ ) respectively for self. According to the income groups also the self has got high percentage with high mean value. In case of LIG, MIG, HIG, the mean value is 72.10% ( $\pm 1.367$ ), 62.61% ( $\pm 1.657$ ), 65.00% ( $\pm 2.191$ ) respectively. As many as 66.91% ( $\pm 0.973$ ) respondents have said that they themselves take the decisions to buy handicrafts while 13.26% ( $\pm 0.685$ ) of respondents have expressed that their spouses take the decision. 9.77% ( $\pm 0.670$ ) have mentioned that their parents take the decisions and 3.69% ( $\pm 0.365$ ) of respondents make their purchase by the reference groups. The remaining 6.36% ( $\pm 0.513$ ) have stated that other members of their family take the decision to buy handicrafts.

### SPOUSE VS OTHERS

The wife has traditionally acted as the family's main purchasing agent. This is changing with the increased number of working wives and the husbands doing more family shopping. In case of expensive products and services, husbands and wives engage in more joint decision-making. The marketer needs to determine which member normally has the greater influence in choosing various products. In case of purchasing of any handicraft item, influence of spouse is important than other

family members. Here among all the members in the family, spouse would tend to more influence the buying decisions for handicrafts in the family than others.

Table 1.2: Responses on influence of family members on purchase of handicraft items.

Sources	Locality			Income Group			
	Urban	Rural	Total	LIG	MIG	HIG	Total
Spouse	14.27% (102)	24.86% (132)	26.06% (234)	16.46% (78)	20.36% (102)	19.93% (54)	26.6% (234)
Self	60.56% (433)	52.54% (279)	<b>79.3%</b> <b>(712)</b>	58.65% (278)	57.29% (287)	54.24% (147)	<b>79.29%</b> <b>(712)</b>
Parents	15.94% (114)	14.12% (75)	21.05% (189)	15.22% (72)	14.91% (75)	15.56% (42)	21.05% (189)
Children							
Others	9.23% (66)	9.47% (45)	12.36% (111)	9.49% (45)	7.78% (39)	9.96% (27)	12.36% (111)
Total	715	531		474	501	271	

From above table, the purchaser himself influences the buying decision most. This is the person who influences the buying decision may be different from the person who takes buying decision. Most of the times, people buy handicraft items by seeing it either in exhibitions or in local shops. So, here they buy it on their own or with somebody of the family with them. Mostly, after seeing the item they feel the need for it and purchase that item. Most of the buyers of handicrafts are influenced by their spouses, parents, children's and other family members (in the order of their importance in influencing).

## CONCLUSION

Mostly, after seeing the item they feel the need for it and purchase that item. Therefore, it can be concluded from the above that a majority of the respondents have expressed that they themselves take the decision to buy handicrafts. The marketer needs to determine which member normally has the greater influence in choosing various products. In case of purchasing of any handicraft item, the purchaser himself influences the buying decision most. This is followed by the influence by the spouse, parents and others, in that order. Family is the most influential group for the consumer. The family members can strongly influence buyer behavior. It can be distinguished between two families in the buyer's life. One is the buyer's parents who make up the family of orientation. From parents a person acquires an orientation toward religion, politics, and economics and a sense of personal ambition, self-worth, and love. The other is the family of procreation-the buyer's spouse and children-exert a more direct influence on everyday buying behavior. Marketers are interested in the roles and relative influence of the husband, wife, and children on the purchase of a large variety of products and services.

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