www.irbas.academyirmbr.com July 2016
International Review of Basic and Applied Sciences Vol. 4 Issue.7

Impact of Gender on Family Buying Decision

NAEEM AKHTAR
Lecturer; Department of Management Sciences
University of Education Lahore, Okara Campus, Pakistan
E-mail: naeem_akhtar46@hotmail.com

MUHAMMAD SOHAIL AMIN
MBA; Department of Management Sciences
University of Okara (Punjab), Pakistan.
E-mail: sohailamin816@gmail.com

ALI RAZA
MBA; Department of Management Sciences
University of Okara (Punjab), Pakistan.
E-mail: 4brother.15@gmail.com

FAROOQ NAWAZ
MBA student; Department of Management Sciences,
COMSATS Institute of Information Technology, Sahiwal, Pakistan
E-mail: farooq_6552@yahoo.com

HAFIZ MUHAMMAD AZEEM AKHTAR
BS (Mechanical Technology); Department of Applied Technology
Institute of Southern Punjab, Multan, Pakistan.
E-mail: hafizazeem75@gmail.com

MUHAMMAD ZEESHAN YOUSAF
MBA; Department of Management Sciences
University of Okara (Punjab), Pakistan.
E-mail: zeeshanyousaf2014@outlook.com

Abstract

The present study goal has been done to investigate the influence of gender by family buying decision making in garments. Therefore, to achieve this goal through previous studies identify the factors involved in the issue. The study population included all parents that with their gender and the number of sample is selected is 100. Data collection tool is questionnaire that the question are based on a liker scale of five options. The finding of the research article investigates that there is strong positive relationship between economic, socio culture and family buying decision. All the results of independent variable are significant and effect the dependent variable. Due to lack of resources the main focus is only married persons but in future whole research model can investigates on every family member and sibling's effect can also find.

Key Words: *Economic, Socio Culture, Demographic, Family Buying Decision.*

Introduction

In This study makes the marketers involve the group of people make up market because the marketers having the interest of demographic environment. The demographic differentiates by age, sex, life style, education, geographic and others. Today the consumer decision making is more important and play a vital role in business which purchase the goods and services and the business is earn profit and growth and the consumer is to create the demand and satisfy the needs of products and service which the consumer behavior is determine influences the demographic environment. (Potgieter, 2013) In this some family members not be ignored like a children. They influenced the family decision making and play a vital role for purchasing the products the researcher is analysis the process of consumer decision making. (Amir Ishaque, 2014) demographic variable is base for segmentation of customer group consumer behavior is directly and indirectly involve in finding, purchasing, of products and services to satisfy their needs and help to locate targeted market (Alooma & Lawan, 2005)in this research shows the life style like a life insurance, death risk and accidents claims and other insurance instruments pension payments mortgage which we contact the insurance companies. This project is long term they can b payment in finance for government and private. They pass the case in legal and to maintain the rules of law and corporation that are the focus in this research (Marijana & Ćurak, 2013).

The characteristics is the consumer is right way of the right tools for exploring and analysis. The demographic is brand the brand influenced the product and independent of the products. There are two types of perceptions implicit or explicit in which information is commercial and non-commercial (media, distribution channels, words of mouth) (Kharbat, 2013) the researcher is adopted the fundamental demographic variables to predict the decision making style of the general retail shops. (Makgosa, 2014) Different products is for different people and international brand is for gain the consumer acceptances in fashion level of brands. The researcher is following the top or middle class consumer buying decision and undetermined the economic change. (Rajput, 2012) When the family life is changed due to the change period of time and Approximately 30 years' family life changed in Europe and the continuous changed in west. The types of family focusing on the characteristics and different attributes (Tinson, 2008).

The researcher consider the family buying decision depends on the corporate of the failure spouses. There are three distinctive feature. First is use the modeled preferences. Second is use the income transfer of the spouses and the third the researcher is assume the family members? In this predict the income of family and making the family buying decision and the each spouses the income to pay use the personal expenditures and determine the interaction of other spouses (Woolley, 2014)in this research shows the family is difficult of define as well as the roles. Which the family purchased products and its impact of consumer decision making. Family's categories in relation of blood, marriage, and living together. Which the members towards religion, political and economic in the personal ambitions and each member is purchasing the products like a children's start the influence of family buying decision and this function is vary from culture to culture. Family function is four types (support, emotional support, family lifestyle and socialization (Virmani, 2013).

Different product for different people. In the western trends females influence the upper and middle class consumer buying behavior large extent. In this research the Indian customer has the openly environment in the perspective of experiments and there is major increase in disposable income but they have joined the labor markets. (Rajput, 2012) In this the researcher show the complex process is the family unit is major making decision. In this research the two major problems existing in this research first, in family units is focused in husband and wife is rejected the children decision making. Second, the researcher is reject the facts the sequence of events that family decision making. The researcher is mainly focused on one particular decision and little information explaining the how decision was research (Palan, 1994). The researcher is show the research personality is the most heavily customer behavior. The person concentrated on the personality is influence the social and environment result.in this physical aspects or not the individual is different to the others but also in personality concepts family buying decision. In he or she

purchase influence the personality types (Sarker, 2013). In the different stages impact of the family dynamics the role of children (awareness, interest, desire, and actual buy. Aida) the family consists on national and regional culture. The families differ in two categories collectivistic and individualism culture. In the previous generations today children's have autonomy and diction making power by the children various products category and stages decision making process. The term "Pester power" refers to children's ability to their parents purchasing items and not otherwise buy (Mahima, 2008). In the global markets is the great challenge for marketers, retailors, and suppliers but currently, many fashion under the globalization to gain a larger market not only in the region, but also in the highly potential. In past two decades the marketer's opportunity in china global markets attempted in various ways. (Harden, 2012) The research is notice the turn to protect the environment in different ways for instance, waste of management, energy savings, sustainable use of the grounds. The purpose of this research uncover the buying profile (Ajaya Joshi, 2010) in the midst of these rapid physical, emotional, and social changes, adult standards and the need for parental guidance. (Howard, 2004) Ethics is the study relevant and current in the business field for quite a while. Growing social and political debate of subject in late. Business ethics and consumer buying behavior caught my interest while doing a project. During the last year the topic has also been brought up the media. (Seppänen, 2013). In past 10 years from now more and more business world become .in this the people have a basic needs, wants, desire and taste is not matter where they live this point is directly Americans. General situation look in the world. The impact on advertisement has directly diversification on the culture. Our personal and professional life is influence the culture. Culture means our norms, attitude, beliefs do not see the same perspectives. Most of the foreign companies is developed and sell the products in other countries through the languages, culture, lifestyle, and values of where we targeted the countries. (Delphine, 2010). "Behavior is a mirror in which everyone shows their image" this study shows that when we determine the individual critical situation on the influence the consumer buying behavior with in the specific situation that they would make the buying choice. Today the consumer and marketers furthered understood the impulse buying behavior needs. This study buying behavior results between various shopping situations and individual variables both external factors and individual should be investigate (Jenny, 2012).

Problem Statement

Considering the companies has invest the money in different product lines and the customer is purchases the one or more products we face the problem that its fact and we do not know the why and what the customer is buying the products? This research tell the why and what the consumer have a friendly and positively attitude. (Ryan, 2014) the major problem is the cross-cultural consumer and different people for different countries is to examine what is purchase the products and the consumer is different decision making styles and clarify factors are affected (Zhang, 2012) Different environment have to create the different culture. Different living style, different kinds of reaction and different ways of being in this we use a lot of travelling we can saw in the different areas in interesting marketing, communication refers to everything is different. Our culture is impact on our advertisement in which the people think and we can be advertised we can change the people thinking through the advertisements. Culture has impact on the personal and professional life and we do not see the cultural perspectives. The consumer behavior is completely different to the others (Delphine 2010). The consumer current affairs state and desired state Is totally difference between when he making the decision process. The consumer is aim the ideal state is called goal. A problem is two different categories to solve through the need first is Need Recognitions: when the consumer of quality without the purchase can be move to downward person actual state. Opportunity Recognition: when the consumer can be move to upward with ideal state and he describe the quality products. NEED is two types first is BIOGENIC and second is Psychogenic Needs. Biogenic need is basic need like water, cloth, shelter, and food and other when he get the basic need and take to create the improve our self like he want the power, status and affiliation theses needs are psychogenic needs in which we added in our culture. In this way the consumer is satisfy through our cultural environment, experiences and history that a need. When the consumer is satisfy the needs is called wants. A problem recognized the internal and external stimuli based on need. An internal stimuli is hunger thrust and household on other

hand a problem can be external stimuli. Sometimes problems is naturally. When the consumer is rigid the current state and we make the new ideal state and in this he find the problem which he faces the problem occurs. The marketers find the problem through the primary and secondary demand. The primary demand is when the consumer is use the products to create he aim and solve the problem fulfill the need and secondary demand is more applicable in this case (Kokoi, 2011).
"This study is investigates the impact on gender by family decision buying behavior"

Research Objectives

- To explore the relationship between demographic and family buying decision.
- To determine the relationship between the economic and family buying decision.
- To describe the relationship between the socio-culture and family buying decision.

Research Question

- What is the relationship between demographic and family buying decision?
- What is the relationship between with economic and family buying decision?
- What is the relationship between the socio-culture and family buying decision?

Significance of the study

This study will help to the future researcher how demographic, economic and socio-culture will effect to the family buying decision. This research helps them to understand buying decision processing different circumstances.

Literature Review

Demographic

The customer needs and wants is different while they purchasing the products and the buying decision is different. While the demographic factors are effect to the families and family buying decisions for examples the children demand on parents while they purchasing the products desired. This study purpose is investigate to the little customer demographic factors of the family. In this study the factors use like age, gender, income, lifestyle and occupation of parents and family type. The result show the demographic factors is effect to the income of parents. (Jain, 2015)The activity of marketing specialized is retailing. All of the objective the efforts of marketing is reach the consumer end and the reasonable price of the products and the services to their needs which they easily affordable. The important factor is the age of the demographic factors among the people 25-44 age groups and increase of their age (East 1995). According the (Mendes 1989) these marketers which can attain the competitive advantage and their marketers understand the effect the demographic trends changing. According to Volle (2001) the mostly determine the loyalty of store chain. (Iqbal, 2013)This paper is describe the gender, age, education, attributes of the consumer buying behavior. Therefore the marketers is needs to the information about all the consumer which they understand the behavior. If the demographic factors to determine the perception of the consumer brand a researcher was conducted the 1067 respondents. The opinions of men and women did not differ the decision domestic and foreign brand age groups and education levels and found the brand decision behavior is significant differences. The consumer older than 50 years of age. The data was collected January 2013 with a questionnaire and use the scale of -2 absolutely disagree to +2 absolutely agree. This research population is 14 years of age and older consumer. (Lucia & Vilcekova, 2013)The study is describe the consumer effects to the demographic characteristics and influence the buying. The date were obtained the 400 copies of questionnaire in the market places, super markets and high traffic points and use the sampling technique and use the regression method 88% of was combination of consumer

demographic features and significant influences on impulse buying. The predictor variables through education was insignificants and significant between male and female. (Ekeng, 2012)The previous studies have investigate the decision making of home buyers worldwide and limited understanding the purchase behavior. The data collection method use through the mail survey in this research. The questionnaire is developed the previous study especially in Wuhan residents and the total 478 questionnaire was returned. The data collected the principal analysis logistic regression, multivariate analysis of variance and multiple linear regression in SPSS. The list of attributes housing products use the 33 and 10 service quality attributes of housing providers. The two housing attributes influenced the purchase decisions. The housing purchasing decision demographic variables significantly influenced. The study is improved the home buyers decision making in china. (Zeng, 2013) In this previous research is important consumer has suggested the origin of the country their purchasing decision making process. The durable products is automobiles, electricity and apparel the country of origin has been heavily criticized in the items of method. In addition this study also all of identify the products attributes that the single customer features and attributes utilization and importance will have upon. A structured survey was developed and administered to respondents in four countries following. (Forbes, 2008) The family factors affecting the purchasing behavior one of the social factors is most important factor giving the direction of purchasing decisions. Why the present study is limited the reason that the children is the direct consumer of food and it have the important consumption expenditure of families. And the under age (8 years old) is for the study is considered the purchasing decisions. The purchasing decisions is the qualitative data with two possibilities it can be independent variables that have the potential affecting the dependent variables. (Ercan, 2010) In this study is investigates the differences between individualism and collectivism consumer behavior and its relation. The differences between individualism and collectivist consumer and how influences the purchasing decisions based on the sample of the 211 respondents rom individualism and collectivist backgrounds. (Nayeem, 2012) The aim of the study is identified the factors of the consumer is purchasing decisions in retailing business. This study is based upon the products and services from Bangkok pet retailers. This is the quantitative research uses the structured questionnaire to collect the data from 400 consumers products and services from retailers. The researcher analyzes data variables percentages, frequencies, means, standard deviationist-test, and ANOVA. The study is independent variables including demographic factors and consumer behavior factors. The consumer decision making is the dependent variable retailing business. (chaipradermsak, 2007) This thesis is considers of family decision making of models, and their intergenerational justice. The distinctive features has three model. First is the sympathy preferences using the modelled? Second is the transfer between spouses are made in income. Third is the interdependence between family members is resolved in two ways. First, family members behavior as given they maximize their own wellbeing. Second, family members have rational conjectures (Woolley, 1990).

Economic

In this study the aged of the children is 10-12 the different stages purchasing decisions the effect of the child's involvement. The researcher have a 101 GB data of the different families is based and findings of the children clothes and school packed lunches including the final stages. (Tinson, 2002)The researcher is the primary purpose of the predictor the empirical on teen and influence the family decision making and its predictor's influence the structure equation modeling (SEM) is employed to test the conceptual model. The data is find suggest the peers, shopping and the internet are significant the predictors. This study is significant as great contemporary research, in which the researcher role of factors impact teen influence the family and the problem of construct validity of key measure. (Yajulu & Medury, 2013) In this study the factors fact the children choice and relative influence the family buying decisions the variables (family variables, individual features of the children, individual features of the parents). This study was partially test the model and the children choice of influence strategy relationship among family socialization, power structure. At this result shows moderate support to the hypothesized relationship. (Yeqing & Bao, 2001) The researcher have a lot of interest to analyzing the purchase behavior of consumer the great importance of consumer behavior and marketers. This research to determine the factors create cognitive in consumer

buying decision making among to have purchase the consumer goods in the city area. Some of these family status, religious, values, customs, beliefs etc. in this research to identify the problem and to find out the solutions. (Sharma, 2014) In this study examines the children of the parents purchase the decision making in the developing country of Malaysia and examine the types of products, requested the children and the tactics. In this research shows the findings there is no difference between boys and girls to influence their parental purchase. In this research, implications these findings for marketing strategies are discussed and directions for future research. (Philemon & Oyewole, 2010) In this paper discussed the some important issues considering when the family decision making and in include the different family members and influence the decision making process at the different stages. These families and household make the real estate market and little information in the real estate impact on the family behavior and this research is clarify some of these issues by analyzing and expending of the findings from the market literature (Levy, 2000). The research paper is shows the relationship between population and economic growth. The researcher is determine the two theory first is population growth stimulates the economic growth and second theory is view population growth is a factor in economic growth. The study used the annual time series data for the period of 1963 to 2009 and the technique auto regression estimation. The results indicates the economic and growth are both positively correlated and increase in population impact positively to the economic growth (Thuku, 2013).

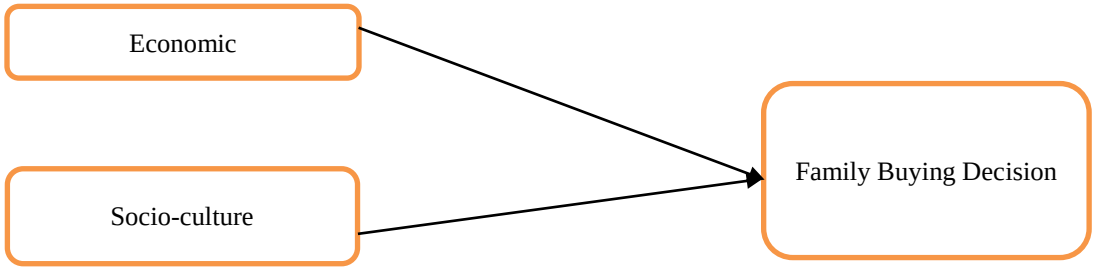
Socio-Culture

The research is conduct and this research purpose to examine the university student's lifestyle, money attitude, personal value and their purchase decisions. The collect method was used primary data from the 10 universities in the Taiwan. The total questionnaires were distributed 500 and 449 validity questionnaire were collected. The researcher use the regression analysis hypotheses.

The findings are listed as follows: (1) Lifestyle has positive influence on purchase decisions. (2) Achievement has a positive influence on purchase decision. (3) The interaction of lifestyle and achievement has a positive influence on purchase decision. (4) Personal value has a positive influence the purchase decision. (Lin, 2012) In this paper shows that the most important factors of sale and profit of the business is the factors that they are consumer. The study aim the buying behavior of Pakistan consumer and identify the factors to determine. The study is conducted the sample on 393 young students belonging to different colleges and universities of Pakistan. These youngsters and concluded that there is a significant and positive relationship between the two factors and purchase intention. This study is contribute the theory and practices with an increased which are strong determinants of their purchase intentions. (Gillani, 2012) This study is examine factors thought to influence the consumer purchase decision making include individual and collectivist consumer and the other person at the time. The data is collected in four countries.

The USA, Australia, Singapore, Malaysia. This result shows that the consumer are differentially influence the other purchase situations and these can be explained by culture. (Julie & Anne, 2008) This study takes to examine the children influencing in family decision making in Iran. The researcher is developed the model of children influence, social power theory. Social power appears consumer socialization theory in explaining consumer knowledge and skills. This research was conducted in 2013 and is descriptive of survey type. The data is collected from 385 families conducted both parents and children in 2 schools. The parents perceived their children influential using positive and negative ways (Shahrokh, 2014) the purpose of this study is to explain the influence the family structure on consumer decision making style within the Muslim country. This paper determine the how and why husbands/wives with culture and Islamic norms decision making styles on religion, and family structure served to develop conceptual arguments. Demonstration of CDMS and family structure useful of the both researchers and marketing practitioners. (Lotfizadeh, 2013).

Research Model



Hypothesis

H1: there is positive relationship between socio culture and family buying decision.
H2: there is positive relationship between economic and family buying decision**.**

Methodology

This research is describe the basic research plan. In this way the researcher while the study has been conducted and the researcher is used the method of questionnaire. The nature of the study is descriptive through the survey. The research is the impact of the gender by family buying decision making the researcher is choose the sector of garments and the geographical area is Okara, Pakistan.

Research Design

Research design means the method and procedure for conducted the research is particular study. The researcher is focus the problem under consideration through data collection and analysis of data to make the important and research design and many aspects to be include. The research design is classified under the three titles.

(1)Exploratory
(2)Explanatory
(3)Descriptive

The descriptive study is designed to depict the participants in an accurate way. More simply put descriptive research is all about describing people who take part in the study. The researcher is describe the past research through the survey of simple questionnaire and the research is useful in the development of data is gathering instruments like questionnaire. Descriptive research mean through which opinion, attitude, suggestions and other data can be obtained. The research objective is to impact of gender by family decision making.

Population

It is incumbent on the research to clearly be identify the population. Population is entire the groups of people, events and the researcher is wishes to investigate but the researcher is to investigate the group of people during the current study.

Sampling techniques

Sampling is the process of selecting a number of elements from the population. Probability sampling techniques the researcher is use the simple random sampling techniques but the other sampling techniques is the stratified sampling and multi-stage sampling.

Sample size

The researcher is conducted the research through the sample size is 100 respondents couples 50(husbands and wives).

Research instruments

The research is used the instruments through the questionnaire but the other instruments is interviews, face to face interviews, observation, check list and other documents.

Data collection

In this paper the researcher is collected the through the survey and use the scale of likert scale. The Likert scale have a five points. (1) Strongly agree (2) agree (3) neutral (4) disagree (5) strongly disagree.

Reliability

The value of Chronbach Alpha over all the variables is 0.955 and 3 items which clearly indicates that the results are reliable. The reliability indicates shows.

Reliability Statistics

Cronbach's Alpha	N of Items
.955	3

Correlations

		Family buying decision	Socio culture	economic
Family buying decision	Pearson Correlation	1	.862**	.866**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Socio culture	Pearson Correlation	.862**	1	.963**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
economic	Pearson Correlation	.866**	.963**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation is the technique which measure the strength of association between among variable. The above results indicates that there is strong positive and significant relationship between social culture and family

buying decision (r=.862, p<0.01). These results proved first hypothesis H1 that is there is strong positive and significant relationship between social culture and family buying decision.

The positive results indicates that there is strong positive and significant relationship between economic and family buying decision (r=.866, p<0.0.1). These results proved first hypothesis H2 that is there is strong positive and significant relationship between economic and family buying decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873[a]	.762	.757	.32235

a. Predictors: (Constant), economic, socio culture

The model shows that the correlation between the independent and dependent variables represented as R is 0.873. The coefficient of determination that the show how the variables are deviated from the straight line which has the value of 0.192 represented as R square. The adjusted R square value is 0.155.

Anova[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.193	2	16.097	154.912	.000[a]
	Residual	10.079	97	.104		
	Total	42.273	99			

a. Predictors: (Constant), economic, socio culture

b. Dependent Variable: family buying decision

H1: Attitude towards using socio culture has a significant impact student performance. Significant of ANOVA model is less than .01 that show that the results are significant. Means of square is less which indicates the respondent response is error free against question of hypothesis H1. The F value is high in model 1 which also helps to shows perfect significant of study so H1 is accepted and proved through ANOVA.

H2: economic has significant impact on family buying decision. Significant of ANOVA model is less than .01 in H2 that also show that the results are significant. Means of square is little bit higher which indicates the respondent's response is having some reasonable error against question of hypothesis H2. The F value is low in model 2 which also shows significant of study so H2 is accepted and proved through ANOVA.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.689	.211		3.270	.001
	Socio culture	.278	.132	.384	2.099	.038
	economic	.441	.162	.497	2.712	.008

a. Dependent Variable: family buying decision

According to statistical analysis in this section the results indicates that demographic, socio culture and economic has been influential on family buying decision and there is a positive relationship between family buying decisions in the context of the research study sector.

Conclusion

In this research some people are use the internet and these family do not purchase the products online. The company introduce the product on the multimedia and encourage to purchase the products. When the salaried families went to purchase the garments and they do not decide to choose the garments due to children favorite's icons and himself. some families have done to purchase the garments. In this research paper families face the problem of demographic area and do not decide his children and teenager what he wants and in this socio culture and economic have a positive relationship for the family buying decision. Results of this study are useful for all those business that are using web base business or provide information of their products through multimedia. If the people are not their customers but they are future customers.

Future Recommendation

This research is lemmatize due to lack of resources and time. Future research can be conducted with a great sample. Research can be conducted on specific types of products and different types of age group and geographic locations. The same research model can be applied on different geographical location.

Acknowledgment

I dedicated my work to my beloved Parents and wife. I am really thankful to honorable professor Mr. Naeem Akhtar for their cooperation because without their help I am unable to complete my work. Mr. Umair, Mr. Fazal ur Rehman, Mr. Mian Umair Shouqat, Mr. Zulfiqar Majeed,Mr Ahmad Rasheed and Mr. Abid Saddique thanks for your prayrs and support.

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