



Recent Trends of the Sustainable Development

ISBN 978-81-950837-2-6

Dr. Danish Raka
Chief Editor

Mrs. Meenakshi Shekhawat
Co-Editor

Dr. Diga J. Mara
Co-Editor

Edited Reference Book

ISBN 978-81-939083-4-1

RECENT TRENDS OF THE SUSTAINABLE DEVELOPMENT

|| Dr. Danish Raka
Chief Editor

Mrs. Meenakshi Shekhawat
Co-Editor

Dr. Diga J. Mara
Co-Editor

Edition I
May 17, 2023

Publisher
Solana Publications
D 32, O.I.D.C, Ringwada, Daman 396210
E mail – solanpublications@gmail.com

Print
Solana Printing Press
D 32, O.I.D.C, Ringwada, Daman 396210

Rs. 378/-

Contents

1	Role of IT in Indian Economy	Prof. Sumitra Sen	4
2	Recent Trends in Indian Economy System	Dr. M.P. Rakhunde	8
3	EDUCATION A STUDY	Dr. Ved Patki	11
4	DEVELOPMENTS AND TRENDS IN INDIAN ECONOMY	Dr. Danish Raka	17
5	Indian Economy: A Challenge	Dr. Veera Mandavkar	20
6	RECENT TRENDS OF THE SUSTAINABLE DEVELOPMENT	Dr. Meenakshi Shekhawat	25
7	Indian Economy Growth Vs Slowdown	Prf. S.Y. Lakhadiwe	31
8	Recent Trends in India	Prof. N.V. Narule	34
9	Poultry Farms in India	Dr. Suraj Deshmukh	38
10	INFLUENCE OF CHILDREN ON FAMILY PURCHASE DECISION MAKING	Prof. Sakharam Sangle	42
11	CHALLENGES IN COMMERCE, ECONOMICS AND MANAGEMENT	Dr. Sharayu Bonde	48
12	RECENT EDUCATION: OPPORTUNITIES AND CHALLENGES	Dr. Pavan Mandavkar	52
13	Role of E-Commerce	Dr. K.R. Nemade	56
14	Recent trend in Indian Economy: Industrial Sector	Prof. Rahul Sinha	60
15	IMPACT OF CASHLESS ECONOMY	Dr. Pandurang Ingle	62
16	ANALYSIS OF GOODS CREDIT-DEBIT AND BALANCE	Prof. Jawahar Bodulwar	66
17	Very Recent Trends In Indian Economy	Dr. Dasharath Chavhan	71
18	Indian's Recent Agricultural Development	Prof. Dr .Prachi Bonde	74
19	Role of Agriculture in National Economy	Prof. Rupesh Atram	77
20	E-COMMERCE AND BUSINESS	Prof. Snehal Khandekar	79
21	New Technologies: A Review	Prof. Prashant Jawade	85
22	GST AND ITS IMPACT	Prof. Sheetal Raut	91
23	Public Service Sector in India	Dr. Ganesh Laybar	94
24	GROWTH RATE & STATISTICS OF INDIAN ECONOMY	Prof. R.M. Wath	98

INFLUENCE OF CHILDREN ON FAMILY PURCHASE DECISION MAKING

Prof. Sakharam Sangle

Assistant Professor

Indira Mahavidyalaya, Kalamb, Dist. Yavatmal

ABSTRACT

In the last two decades since Sheth's (1974) pioneering work on family purchasing decisions, the family's impact on consumer behaviour has often been overlooked. However, family decision-making is gaining in attention as it increasingly recognizes the extent to which each individual in the family influences the consumer activities of this primary social group.

This article examines the impact children have on the decision-making process of family consumers. The unique approach is to examine the buying influence both from the perspective of the child and the parent. High and low participation products were considered as well as children's age and gender, family structure, family decision-making and a variety of demographic factors.

The paper concludes with a brief examination of the social and ethical implications of this work given the conflicting evidence from other studies conducted to assess the economic benefits associated with advertising. Finally, some suggestions for future research will be made.

INTRODUCTION

Parents and children were asked to rate the influence of children and children to assess their own impact on the buying process. Responses to these questions The foundations for studying how families buy products and services were set out in 1974 by Sheth in the essay "A Family Purchasing Theory." It took some time for consumer decision making research to recognize the family as a key consumer group. A major obstacle to this metamorphosis was the recognition that family decision types, processes and determinants are not just an aggregation of individual buying behaviour. In the past, the focus of consumer research in the family has been on the dyadic relationship between husband and wife, and the impact that children have on family purchasing decisions has been largely ignored. Earlier Family Purchase Surveys have also measured largely abstract concepts such as power and influence rather than focusing on the tangible consumer behaviour of family members in purchasing decision-making processes.

More recently, a transition can be seen away from the dyadic definition of the family, towards consideration of multiple participant decision making. Whereas earlier studies on family decision making only really examined spousal interaction (Davis 1976, Burns 1977, McDonald 1980), greater importance is now being placed on the role and impact of children in decisions (Belch, Belch and Sciglimpaglia 1980, Moschis and Mitchell 1986, Foxman and Tansuhaj 1988). However, the triadic (multi-adic) interaction of mother, father and children in family decision making is still a relatively unexplored area, and the research that has been carried out has developed adhoc with limited attempts made to integrate concepts.

Decision-making activity involving the purchase of goods and services within a family appears to be more of an outcome of group decision making than ever before (Burns, 1992). Such decision-making activity typically involves several family members who play a variety of roles in the process. Furthermore, evidence is building that children play a much greater role in the family decision-making process than has been predicted by previous studies.