

PERCEPTIONS OF MARITAL ROLES IN BASIC COMMODITY GROUPS PURCHASE DECISION-MAKING

*Irina Kancheva, University of Economics, Varna, Bulgaria
Georgi Marinov, University of Economics, Varna, Bulgaria*

ABSTRACT: Family plays a primary role in the demand formation in consumer markets worldwide. It is the field where a wide variety of consumer decisions are made every day. Family decision-making is a complex process in which multiple individuals combine their personal needs, wants and resources in order to reach a satisfactory outcome. The development of the social system leads to modifications of the known behavioral patterns of the family as a consumption unit. This paper is aimed at present-day Bulgarian family marital role structure. The distribution of roles between spouses was examined across 22 commodity groups using a convenience sample of 215 respondents.

Keywords: Marital Roles, Relative Influence, Family Purchase Decision, Family Decision-Making

JEL Codes: D03, D12, J12, R22