

Paper –Marketing Management

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Topic- Family Life Cycle

1. Bachelor Stage- Young and single with few financial burdens. Fashion opinion leaders. Recreation oriented and prefer to buy basic equipment, furniture, cars, equipment for the mating game and love to enjoy their vacations.

2. New married couple- Young with no children, Highest purchase rate and highest average purchase of durables like cars appliances, furniture and enjoy their vacations.

3. Full Nest -I- Youngest child under six. Home purchasing at peak. Liquid assets low. They are interested in new and advertised products. They prefer to buy washers, dryers, TV, baby food, chest rubs and cough medicines, vitamins, dolls, wagons, skates.

4. Full Nest -II- Youngest child six or over. Financial position better. & Less influenced by advertising. They prefer to larger-size packages, multiple units deal many foods, cleaning materials, bicycles, music lessons, pianos.

5. Empty Nest -III- Older married couples with dependent children. Financial position much better. Some children get jobs. They are hard to influence with advertising. High average purchase of durables: new & more tasteful furniture, auto travel, dental services magazines.

6. Empty Nest -I Older married couples with no children living with them & head to household in labour force. Home ownership at peak. Most couples are satisfied with financial position and money saved. They are Interested in travel, recreation, self-education. Make gifts and

contributions but are not interested in new products. They prefer to buy vacations luxuries, home improvements.

7. **Empty Nest -II**-Older married. No children living at home, head of household retired. Drastic cut in income & remain at home. They buy medical appliances, medical-care products.

8.**Solitary Survivor**-In labour force. Income still good but likely to sell home.

9. **Solitary Survivor** Retired, Same medical and product needs as other retired group; drastic cut in income. Special need for attention, affection, and security.