

3-1-2001

가족의 구매의사결정에서 성별역할관념론과 자원이론에 대한 연구

석후 강

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

## Recommended Citation

강, 석후 (2001) "가족의 구매의사결정에서 성별역할관념론과 자원이론에 대한 연구," *Asia Marketing Journal*: Vol. 3 : Iss. 1 , Article 1.

Available at: <https://doi.org/10.53728/2765-6500.1055>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

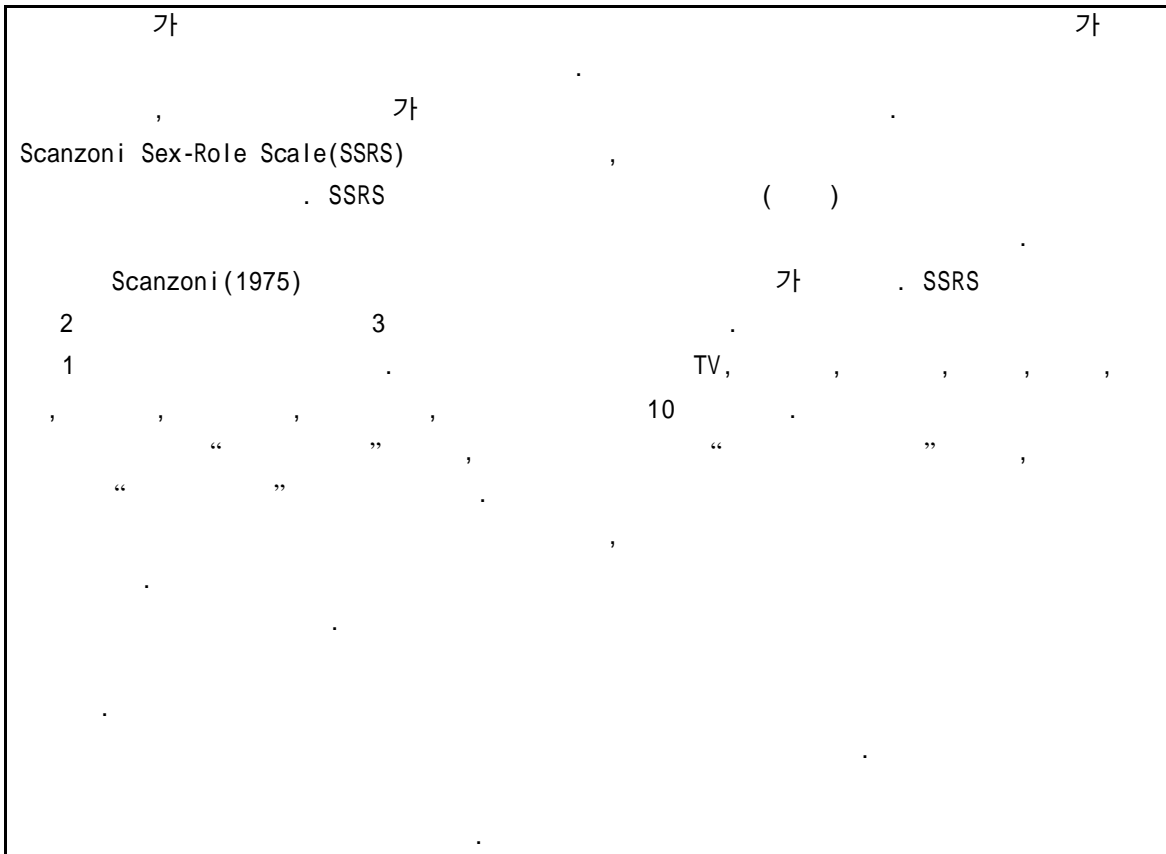
가

\*

# Sex-Role Ideology and The Theory of Resources in Family Purchase Decision Making

( )

[shkang@hanyang.ac.kr](mailto:shkang@hanyang.ac.kr)



\* : 01. 06 : 01. 08  
1999

1.

가 .  
 1970 1980 .  
 가 .  
 ( ), ( ), ( )  
 가 .  
 “가 ” 가 , 가 (Moore-Shay and Wilkie 1988).  
 가 가 가 . 가 가  
 2 가 . , 가 , 가 (Wilkes 1971).  
 가 , 가 (Davis 1976).  
 가  
 (Roberts 1984). , 가  
 , 가  
 가 . ,  
 가 가 . 가  
 . 가  
 가 가  
 , 가  
 . 가 가 ,  
 가 가 (e.g.,  
 Qualls 1987; Jenkins 1979).  
 1990 가  
 가 . IMF 가  
 가 ( 2001). 가 가  
 가  
 가  
 . , 가  
 가  
 . 가

2.

가 3 가 , 가  
가 가?  
(Qualls 1987).  
가

2.1. 가

가 (1)  
, (2) , (3) 가  
가 . 가

2.1.1.

가 .  
가 , 가  
(Gender Differentiation), (The Division of Labor by Sex),  
(Sex Role Ideology Theory) .  
(Gender Differentiation, Holter 1970) (Sex  
Stratification, Nielsen 1978)  
가 . Scanzoni(1975)  
“ ”  
. 가 가  
가 (Qualls 1987).  
가 Kenkel(1961) “ ” “ ”  
“ ”  
, 가 ,  
, . Davis(1976)  
가  
“ ” “ ”  
. Scanzoni and Fox (1980)가 Qualls (1987)가  
가  
. Myers and Reynolds  
(1967) 가 가  
, 가 가

, 가  
(Sex Role Ideology)  
“ ” (Holter 1970)  
(Nielsen 1978), (Webster and Rice  
1996, Qualls 1987)

“ ” (Osmond and  
Martin 1975).

가  
(Tomeh 1978; Scanzoni and Fox 1980).  
Qualls(1987) 가

가 (Filiatrault and Ritchie 1980).  
Osmond-Martin Sex Role Attitude Scale Qualls(1982) (1)

가  
(2) , (3)  
. Schaninger, Buss and Grover(1982) Scanzoni Sex Role Scale(1975)  
가

. Kang(1991)  
SSRS  
가  
Kim and Zhou(1993) Scanzoni(1975) Sex Role Attitude Scale  
가 가

Qualls(1987) 3 , (1) Bem Sex Role Inventory, (2) Osmond and Martin  
Sex Role Attitude Scale, (3) Scanzoni Sex Role Scale(SSRS) 가

가  
. Qualls(1987) SSRS 가  
가 SSRS

### 2.1.2. (Resource Theory)

가 가  
Blood and Wolfe(1960)  
. Blood and Wolfe(1960)

가 가 (Dahl

1968). , , , , , , , 가  
, , , , , , , 가  
가  
Rodman(1967) 4 , , , , , , , 가  
“ ” Rodman  
, , , , , , , 가 가 가  
가  
(Rodman 1967).  
Rodman(1970; 1972) “ ” “ ”  
(1) 가  
, (2)  
(Rodman 1972).  
(Burr, Ahern and Knowles  
1977). , 가  
Rodman  
McDonald(1980) 1970 1979 가  
가 가 가  
(Kim and Lee 1989; Ericksen, Yancy, and  
Ericksen 1979; Roper and Labeff 1977).  
가  
Kang(1991)  
가  
Paug(1986) 가 , , , 가  
Conklin(1979; 1988)  
가  
Churchil Hansen(1974)  
Rigaux-Bricmont(1978)  
가  
Spiro(1983) 가  
가  
2001. 03. 가 5

(Safilios-Rothschild 1967),  
Doig 1981)

(Buric and Zecevic 1967)

(Cabrejos

Lesser(1972)

가  
가  
(inconclusive)

. Kandel

Kang(1991) 가

### 3. 가

#### 3.1.

Qualls(1987) 가

. Blood Wolfe(1960)

가

가

가

가

가

가

가

가

가

가

(Cunningham and Green 1974;

Davis and Rigaux 1974; Green and Cunningham 1975).

(1991)

가

가

가

Schaninger, Buss Grover(1982) 가

가

가  
Schaninger, Buss and Grover 1982; Qualls 1987).

(Rosen and Granbois 1983;

가

가

가

가

가

. 1999

167,555

1998

3.9% 가 ( 1999). 가 60% 10  
43% 가 . 가 가  
가 가 . 가  
가 가 .

H1a: 가

H1b: 가

H1c: 가

H2a: 가

H2b: 가

H3a: 가

H3b: 가

H3c: 가 가

H4a: 가

H4b: 가

### 3.2. 가

#### 3.2.1.

Scanzoni (1970, pp.147-148)

“ 가  
 , 가 .”

(power) 가  
 . Dahl (1968) 가  
(influence) ,  
(Blood and Wolfe 1960; Safilios-Rothschild 1967).





(Sander, Salmi, and Tozier 1973)  
Tansuhaj; 1988)

(Moschis 1987; Foxman and

가

가

H6a: 가 ( )

H6b: 가 ( )

#### 4.

##### 4.1.

“ (perceived relative influence)  
 . Kang(1991) Jenkins(1980) Park and Iyer(1981)  
 “ 가 가 ( ) (impact)  
 ”  
 가 가 ( , , ) “  
 ” Likert 3  
 5 “ ” “ 가 ” (Davis  
 1976). 가 가 2  
 가 가 가  
 가 “ ”(constant sum scale)가  
 (Kang 1991; Qualls 1987; Burns and Hopper 1986; Burns and deVere  
 1981; Qualls 1981; Filiatrault and Ritchie 1980; Burns and Granbois 1980; Jenkins  
 1979; 1978). 가 , , 3  
 가  
 가 가  
 100%가  
 Kang(1991) “ ” 가  
 (1)가 3  
 (2) (Jenkins 1978; Burns and deVere 1981; Burns and  
 Hopper 1986). “ ”

4.2.

4.2.1. 가

가 , 가 . 가  
 1 가 . 가  
 . 가  
 (e.g., Filiatrault and Ritchie 1980; Mehrotra and Torges 1976; Jenkins 1979; Szybillo and Sosanie 1978; Swinyard and Sim 1987; Nelson 1979). 가  
 2 가 가 , 3 가  
 (Davis 1976). ,  
 (Foxman and Tansuhaj 1988).  
 가  
 (Davis 1976; Schaninger, Buss, and Grover 1982). 가  
 (Davis 1970; Davis and Rigaux 1974; Burns and Hopper 1986). 가 .

가 가 가 가  
 .  
 A 가 가 80%  
 20% 가 . 가  
 가 . 가 가  
 ( ) 100%가 . 가  
 30% 70% 가  
 24%(0.8x0.30) 6%(0.2x0.3)  
 B 가 80% 20% ( )  
 ) 0% 가 . A 가 B 가  
 A 가  
 가

4.2.2.

Scanzoni (1975) Sex Role Scale(SSRS)  
 . SSRS 21 5 ( ) (Scanzoni  
 1975; Qualls 1987). , (TW), (SA),  
 (TH), (IE) (PHA; problematic husband alterations)

. SSRS < 1> .

< 1> Scanzoni Sex Role Scale

		가	
Traditional Wife(TW)	8	40	24
Wife Self-Actualization(SA)	4	20	12
Problematic Husband Alterations(PHA)	5	25	15
Institutionalized Equality(IE)	2	10	6
Traditional Husband(TH)	2	10	6
	21	105	63

: (reverse scored) ( SA  
 , PHA )

SSRS Likert 5 , 5-“ ”, 4-“ ”, 3-“ ”, 2-“ ”, 1-“ ” . SSRS 가  
 . Tomeh(1978) SSRS 0.85 . Schaninger,  
 Buss, and Grover(1982) SSRS 가 4  
 Cronbach 0.63 0.87  
 . Qualls(1987) SSRS 0.88 , ,  
 , (concurrent) ,

SSRS 2  
 . Osgood, May, and Miron(1975)가  
 가 .

4.2.3.

가  
 (Scanzoni 1970; Davis 1976).  
 가  
 (Conklin 1979, 1988; Paug 1986; Rigaux-Bricmont 1978; Churchil and Hansen  
 1974) 가 , , 가  
 가  
 가

4.2.4.

가  
 2001. 03. 가 11

1 5 가  
 , 가  
 400 14  
 386 가  
 가  
 가  
 TV,  
 10  
 43.8 , 가 40.0 , 234  
 , 가 38 , 가

4.2.5.

SSRS ( )

가  
 ( )가 ( )  
 )  
 가

(e.g., Churchil and Hansen 1974; Ferber and Lee 1974; Mehrotra and Torges 1976; Rigaux-Bricmont 1978; Jenkins 1979; Beutler and Sahlberg 1980; Filiatrault and Ritchie 1980; Kourilsky and Murray 1981; Miller 1984; DeMaris and Leslie 1984; Morgan 1985, Kang 1991).

$$HPI = \alpha_0 + \alpha_1 TW + \alpha_2 SA + \alpha_3 PHA + \alpha_4 EDHUS + \alpha_5 INHUS + \dots \quad (I)$$

$$WPI = \alpha_0 + \alpha_1 TW + \alpha_2 SA + \alpha_3 PHA + \alpha_4 EDWIF + \alpha_5 INWIF + \dots \quad (II)$$

HPI =	,	WPI =	,
TW =	,	SA =	,
PHA =	,	EDHUS =	,
EDWIF =	,	INHUS =	,
INWIF =	,	$\varepsilon =$	.

(I)

(II)

4.2.6.

Scanzoni (1975)

(SSRS)

2

3

Scanzoni

correlation) Varimax Communalities SMC (squared multiple correlation) < 2>

(TWJ) 0.33 12 (cross loading) 1 0.33 (TWK)

(Scanzoni 1975; Qualls 1987; Kang 1991; 1999) 가 TWL, TWA, TWB

(TWA), (TWB) (TWL),

가 , 가 ,

(SACS, SAES, SAIS, SAHS) (TWL, TWA, TWB) 가

2 (THG THA) 2 2 (0.3)

(Kang 1991, 1999) 3 ( ) (IE)

IMF

가

가 가

Scanzoni (1975)

< 2> SSRS

	1	2
TWG: 가		0.630
TWD:		0.627
TWF: 가		0.441
TWL: 가 , 가	0.668	
SAC: 가 가	0.566	
SAE: 가	0.459	
TWA: 가	0.404	
TWB: 가	0.379	
SAI: 가	0.370	
SAH: 가	0.331	
TWJ:		
TWK: 가		
Cronbach -	2.44 78.9% 0.66	0.65 21.1% 0.66
	1	
IEB: 가 가 , , 가	0.741	
IEC: 가 가	0.702	
PHAD: 가	0.548	
PHAH:	0.427	

PHAF:	0.420	
PHAE:	0.393	
PHAI: 가 가 가 가	0.347	
THA:		
THG: 가		
Cronbach -	2.10 100% 0.71	

5.

5.1.

가  
< 4>  
F (4.50) =0.05 (R<sup>2</sup>) 5.9%  
가 (TV)  
(TW) (PHA) (β)  
=0.05 ( =0.05/2, t  
) (TW)  
가 4.03  
가  
가  
F 3.42 =0.05 R<sup>2</sup>  
4.7% (TW) ( )가 (-3.95)  
가  
F  
2.93 =0.05 , R<sup>2</sup> 4.0%  
(SA) 가 (5.31) , 가



F 4.11 =0.05

6%

PHA

( )가  
PHA

(4.96) , =0.05

가

가 가

가

( =-5.77)

F 2.06 PHA

-8.01

가

(TW)

( =-2.96)

( =5.37)

F (2.64) =0.05 , (R<sup>2</sup>) 3.7%

F (3.85 3.48) =0.05 R<sup>2</sup>

5.2% 4.8%  
가

(SA)

(8.98)가,

PHA

(-11.37)가

$\alpha=0.05$

(SA)

(PHA)

가

(Kenkel 1961; Davis 1976)

가

(SA)

(PHA)

$\alpha=0.05$

(SA =-6.04)

PHA ( =7.62)

가

(Davis and Rigaux 1974; Kang 1991)

(SA) ( =6.19)  
 가 (PHA)  
 ( =-8.11) 가 (F=1.37)  
 (TW =3.72)  
 가 ( =6.89)  
 ( =-6.21) 가 F  
 (SA) ( =6.89)  
 (PHA) ( =-6.21) F 3.50  $\alpha=0.05$   
 $R^2$  4.9% (TW) ( =4.18)  
 (TW) 가 F 2.43 ( =-4.17)  
 $R^2$  3.5% 가 (SA) 가  $\alpha=0.05$   
 ( =-4.67) 가 가  
 ( =-5.82) 가 (F=1.32)  
 ( =5.84) 가 가  
 F 4.16  $\alpha=0.05$  ,  $R^2$  5.3%  
 (TW) TW  
 ( =1.80) 가 F 5.79  $\alpha=0.05$   
 ,  $R^2$  7.4% (PHA) 가  
 ( =6.76)  
 F 6.29 ,  $R^2$  8.0%  
 (SA) ( =-3.48)  
 가  
 F 1.97  $\alpha=0.10$  ,  $R^2$  2.6%  
 (SA) ( =5.30)  
 Kang(1991)  
 . Kang(1991)

가

가

가

가

5.2.

가

가

<

-4>

9

F

R<sup>2</sup>

(TV)

(INHUS)

( =0.02)

가

(EDWIF)

( =-1.96)

(INWIF)

(

=0.02)

(EDHUS)

( =-1.78)

( =0.01)

( =-1.74)

( )

( =-0.87)

( =0.01)

가

(EDWIF)

( =-1.58)

α=0.10

가

( =-

1.46)

F

1.97

α=0.10

, R<sup>2</sup> 2.8%

(INHUS)

( =0.01)

TV

(EDHUS)

( =-2.29)

(INHUS)

( =0.01)

$F = 4.05$   $\alpha=0.05$   
 $R^2 = 5.2\%$  ( $p = 0.01$ )  
 TV  
 $F = 2.77$   $\alpha=0.05$   
 $R^2 = 3.7\%$  ( $p = 0.02$ )  
 $F = 2.14$   $\alpha=0.10$   
 $R^2 = 2.8\%$  ( $p = 0.01$ )

### 5.3. 가

가 < 5> . < 5>  
 (TW) 가 (H1a, H1b, H1c)  
 가 H1a TV, , H1b TV  
 H1c 가  
 가 (PHA) 가 가  
 가 H2a H2b  
 가 (H2a).  
 가 (H2b).  
 가

&lt; 4 &gt;

			Beta	t	F	R <sup>2</sup>
TV		TW	4.03	2.16 <sup>a</sup>	4.50 <sup>a</sup>	0.059
		PHA	5.91	2.43 <sup>a</sup>		
		TW	-3.95	-2.15 <sup>b</sup>	3.42 <sup>a</sup>	0.046
		INHUS	0.02	3.81 <sup>a</sup>	3.33 <sup>a</sup>	0.045
		SA	5.31	2.79 <sup>a</sup>	2.93 <sup>a</sup>	0.040
		EDWIF	-1.96	-2.38 <sup>b</sup>		
		INWIF	0.02	4.54 <sup>a</sup>	5.33 <sup>a</sup>	0.070
		PHA	4.96	2.21 <sup>b</sup>	4.11 <sup>a</sup>	0.060
		EDHUS	-1.78	-2.44 <sup>a</sup>		
		PHA	-5.77	-2.03 <sup>b</sup>	1.33	0.019
		INHUS	0.01	3.06 <sup>a</sup>	2.67 <sup>a</sup>	0.037
		PHA	-8.01	-2.84 <sup>a</sup>	2.06 <sup>b</sup>	0.029
		TW	-2.96	-1.95 <sup>b</sup>	2.64 <sup>a</sup>	0.037
		PHA	5.37	2.43 <sup>a</sup>		
		EDWIF	-1.74	-2.31 <sup>a</sup>		
		EDWIF	-0.87	-2.04 <sup>b</sup>	4.34 <sup>a</sup>	0.059
		INWIF	0.01	2.57 <sup>a</sup>		
		SA	8.98	3.20 <sup>a</sup>	3.85 <sup>a</sup>	0.052
		PHA	-11.37	-4.02 <sup>a</sup>		
		SA	-6.04	-2.78 <sup>a</sup>	3.48 <sup>a</sup>	0.048
		PHA	7.62	3.49 <sup>a</sup>		
		EDWIF	-1.58	-2.12 <sup>b</sup>		
		SA	6.19	2.21 <sup>b</sup>	2.66 <sup>a</sup>	0.039
		PHA	-8.11	-2.80 <sup>a</sup>		
		EDWIF	-1.46	-2.26 <sup>a</sup>	2.48 <sup>a</sup>	0.036
		TW	3.72	2.15 <sup>b</sup>	1.37	0.020
		INHUS	0.01	2.74 <sup>a</sup>	1.97 <sup>b</sup>	0.028
		SA	6.89	2.39 <sup>a</sup>	1.72	0.025
		PHA	-6.21	-2.20 <sup>a</sup>		
		SA	7.23	2.41 <sup>a</sup>	1.79	0.026
		PHA	-6.98	2.28 <sup>a</sup>		
		TW	4.18	2.08 <sup>b</sup>	3.50 <sup>a</sup>	0.049
		EDHUS	-2.29	-2.62 <sup>a</sup>		
		TW	-4.17	-2.57 <sup>a</sup>	3.96 <sup>a</sup>	0.055
		INHUS	0.01	2.32 <sup>a</sup>		
		SA	-4.67	-2.11 <sup>b</sup>	2.43 <sup>a</sup>	0.035
		PHA	-5.82	-2.05 <sup>b</sup>	1.63	0.024

		INHUS	0.01	3.51 <sup>a</sup>	4.05 <sup>a</sup>	0.052
		SA	5.84	1.97 <sup>b</sup>	1.32	0.018
		TW	1.80	3.08 <sup>a</sup>	4.16 <sup>a</sup>	0.053
		INWIF	0.01	2.64 <sup>a</sup>		
		PHA	6.76	2.97 <sup>a</sup>	5.79 <sup>a</sup>	0.074
		SA	-3.48	-1.98 <sup>b</sup>	6.29 <sup>a</sup>	0.080
		PHA	-4.79	-2.61 <sup>a</sup>		
		INHUS	0.02	3.48 <sup>a</sup>	2.77 <sup>a</sup>	0.037
		SA	5.30	2.70 <sup>a</sup>	1.97 <sup>b</sup>	0.026
		INWIF	0.01	2.90 <sup>a</sup>	2.14 <sup>b</sup>	0.028

t<sup>a</sup>: p<0.05/2( ) , <sup>b</sup>: p<0.10/2( ) , F<sup>a</sup>: p<0.05 , <sup>b</sup>: p<0.10

TW= , SA= , PHA= ,  
 EDHUS= , EDWIF= , INHUS= , INWIF=

TV

(H4b),  
 (H4a).  
 가 H2a H2b H4a H4b ,  
 (H2a)  
 (H2b) , (H4b)  
 (H4a)  
 (PHA)

가

가

가 ( )

TV

(SA)  
 (H3a) , , , ,  
 (H3b).  
 (H3a) (H3b)  
 (H3b)

(SA)  
(H3c). 가 H1b, H3c, H4a, H4b  
가

가 가

가 H1c, H2a, H2b, H3a, H3b  
(TW SA) (PHA)

가

가 ( )  
가 < 5>

(H5a). TV, ,  
(H5b)

Safilios-Rothschild(1969)  
(Safilios-Rothschild 1967), (Buric and  
Zecevic 1967), (Cabrejos Doig 1981)

가 H6a H6b  
< 5>

가

가 Kang(1991)

가 H5a H5b  
Rodman(1967)  
Rodman(1967)

가

&lt; 5&gt; 가

가			가	가	$\beta$	가
H1a	TV	TW			4.03 <sup>a</sup>	/
		TW			3.72 <sup>b</sup>	/
		TW			4.18 <sup>b</sup>	/
H1b	TV	TW			-3.95 <sup>b</sup>	/
		TW			-4.17 <sup>a</sup>	/
H1c		TW			-2.96 <sup>b</sup>	/
H2a		PHA			-8.01 <sup>a</sup>	/
		PHA			-11.49 <sup>a</sup>	/
		PHA			-8.10 <sup>a</sup>	/
		PHA			-6.21 <sup>a</sup>	/
		PHA			-6.98 <sup>a</sup>	/
H2b		PHA			5.37 <sup>a</sup>	/
		PHA			7.62 <sup>a</sup>	/
		PHA			-5.82 <sup>a</sup>	/
H3a	TV	SA			5.31 <sup>a</sup>	/
		SA			-6.04 <sup>a</sup>	/
		SA			5.84 <sup>b</sup>	/
		SA			5.30 <sup>a</sup>	/
H3b		SA			8.98 <sup>a</sup>	/
		SA			6.19 <sup>a</sup>	/
		SA			6.89 <sup>a</sup>	/
		SA			7.23 <sup>a</sup>	/
		SA			-4.67 <sup>a</sup>	/
H3c		SA			-3.48 <sup>b</sup>	/
H4a		PHA			-5.77 <sup>a</sup>	/
		PHA			-4.79 <sup>a</sup>	/
H4b	TV	PHA			5.91 <sup>a</sup>	/
		PHA			4.96 <sup>a</sup>	/
		PHA			6.76 <sup>a</sup>	/
H5a		EDHUS			-1.78 <sup>a</sup>	/
		EDHUS			-2.29 <sup>a</sup>	/
H5b	TV	EDWIF			-1.96 <sup>b</sup>	/
		EDWIF			-1.74 <sup>a</sup>	/
		EDWIF			-1.58 <sup>b</sup>	/



H6a	TV	INHUS			0.02 <sup>a</sup>	/
		INHUS			0.01 <sup>a</sup>	/
		INHUS			0.01 <sup>a</sup>	/
		INHUS			0.01 <sup>a</sup>	/
		INHUS			0.01 <sup>a</sup>	/
		INHUS			0.02 <sup>a</sup>	/
H6b		EDWIF			-0.87 <sup>b</sup>	/
		EDWIF			-1.46 <sup>a</sup>	/
	TV	INWIF			0.02 <sup>a</sup>	/
		INWIF			0.01 <sup>a</sup>	/
		INWIF			0.01 <sup>a</sup>	/
		INWIF			0.01 <sup>a</sup>	/

t<sup>a</sup>:  $\alpha=0.05/2$  ( ), t<sup>b</sup>:  $\alpha=0.10/2$  ( )

: TW= , SA= , PHA=  
 , EDHUS= , EDWIF= , INHUS= , INWIF=

가 H6a H6b TV  
 Rodman(1967) “ ”

가 .

6.

가 가

가  
 Scanzoni Sex-Role Scale(1975)

SSRS 2 3  
 Scanzoni (1975)  
 Scanzoni (1975) 1  
 2 가  
 1 SSRS  
 가 가  
 가 가

“ ” , “ ” , “ ”



&lt; &gt;

- (1999), “ Scanzoni ,” *Hanyang Business Review*, 11 , , 157-169.
- (1991), “가 . ,”
- (1999),
- (1993), “ 가 - ,”
- (1984), “ 가 ,”
- (2001), “20-30 ‘ ’ ,” (7 4 ), p. 9.
- Beutler, Ivan F. and Kristine M. Sahlberg (1980), “Spending Plans and the Family Managerial Decision Process,” *Advanced Consumer Research*, 7, 480-485.
- Blood, Robert O. and Donald M. Wolfe (1960), *Husband and Wife: the Dynamics of Married Living*, Glencoe, Illinois: The Free Press.
- Buric, Olivera and Andjelka Zecevic (1967), “Family Authority, Marital Satisfaction and the Social Network in Yugoslavia,” *Journal of Marriage and the Family*, 29 (May), 325-336.
- Burns, Alvin C. and Donald H. Granbois (1980), “Advancing the Study of Family Purchase Decision Making,” *Advances in Consumer Research*, 7, 221-226.
- \_\_\_\_\_ and Jo Anne Hopper (1986), “An Analysis of the Presence, Stability and Antecedents of Husband and Wife Purchase Decision Making Influence Assessment Agreement and Disagreement,” *Advances in Consumer Research*, 13, 175-180.
- \_\_\_\_\_ and Stephen P. deVere (1981), “Four Situations and Their Perceived Effects on Husband and Wife Purchase Decision Making,” *Advances in Consumer Research*, 8, 736-741.
- Burr, W. R., L. Ahern and E. Knowles (1977), “An Empirical Test of Rodman’s Theory of Resources in Cultural Context,” *Journal of Marriage and the Family*, 39 (August), 505-514.
- Cabrejos Doig, Belisario Gerardo (1981), “Family Role Structure: A Comparative Analysis Between the U.S.A. and Colombia,” Doctoral Dissertation, University of Georgia.
- Churchil, Gilbert A., Jr. and Robert A. Hansen (1974), “An Empirical Examination of Some Husband-Wife Decision Making Propositions,” in *1974 Combined Proceedings*, ed. Ronald C. Curhan, Chicago: American Marketing Association, 67-76.
- Conklin, George H. (1988), “The Influence of Economic Development on Patterns of Conjugal Power and Extended Family Residence in India,” *Journal of Comparative Family Studies*, 14 (summer), 188-205.
- \_\_\_\_\_ (1979), “Cultural Determinants of Power for Women within the Family: A Neglected Aspect of Family Research,” *Journal of Comparative Family Studies*, 10, 33-53.
- Cunningham, Isabella C. M. and Robert T. Green (1974), “Purchasing Roles in the U.S. Family, 1955 and 1973,” *Journal of Marketing*, 38 (October), 61-64.
- Dahl, Robert A. (1968), “Power,” *International Encyclopedia of the Social Sciences*, 12, 405-415.
- Davis, Harry L. (1976), “Measurement of Husband-Wife Influence in Consumer Decision Process,” *Journal of Marketing Research*, 8 (August), 305-312.
- \_\_\_\_\_ (1970), “Dimensions of Marital Roles in Consumer Decision Making,” *Journal of Marketing Research*, 7 (May), 168-177.

- \_\_\_\_\_ and Benny P. Rigaux (1974), "Perceptions of Marital Roles in Decision Processes," *Journal of Consumer Research*, 1 (June), 51-62.
- DeMaris, Alfred and Gerald R. Leslie (1984), "Cohabitation with the Future Spouse: Its Influence upon Marital Satisfaction and Communication," *Journal of Marriage and the Family*, 46 (February), 77-84.
- Ericksen, J., W. Yancy, and E. Ericksen (1979), "The Division of Family Role," *Journal of Marriage and the Family*, 41 (May), 301-313.
- Ferber, Robert and Lucy Chao Lee (1974), "Husband-Wife Influence in Family Purchasing Behavior," *Journal of Consumer Research*, 1 (June), 43-50.
- Filiatrault, Pierre and J. R. Brent Ritchie (1980), "Joint Purchasing Decisions: A Comparison on Influence Structure in Family and Couple Decision Making Units," *Journal of Consumer Research*, 7 (September), 131-140.
- Fox G. L. (1973), "Another Look at the Comparative Resource Model: Assessing the Balance of Power in Turkish Families," *Journal of Marriage and the Family*, 35 (November): 718-730.
- Foxman, Ellen R. and Patriya S. Tansuhaj (1988), "Adolescents' and Mothers' Perceptions of Relative Influence in Family Purchase Decisions: Patterns of Agreement and Disagreement," *Advance in Consumer Research*, 15, 449-453.
- Green Robert T. and Isabella C. M. Cuningham (1975), "Feminine Role Perception and Family Purchasing Decision," *Journal of Marketing Research*, 12 (August), 325-332.
- Hill, Reuben (1970), *Family Development in Three Generations*, Cambridge, Massachusetts: Schenkman Publishing Company, Inc.
- \_\_\_\_\_ and Howard Becker (1955), eds. *Family, Marriage and Parenthood*, Boston: D. C. Heath.
- Holter, H. (1970), *Sex Roles and Social Structure*, Oslo: Universitetsforlaget.
- Jenkins, Roger (1978), "Minimizing Bias in the Measurement of Spousal Influence in Family Decision Making by Self-Report Methods," *Research Frontiers in Marketing: Dialogues and Directions, 1978 Educator's Proceedings*, ed. Sabhash C. Jain, 238-243.
- \_\_\_\_\_ (1979), "The Influence of Children in Family Decision-Making: Parents' Perceptions," *Advances in Consumer Research*, 6, 413-418.
- \_\_\_\_\_ (1980), "Contributions of Theory to the Study of Family Decision Making," *Advances in Consumer Research*, 7, 207-211.
- Kandel, Denise B. and Gerald S. Lesser (1972), "Marital Decision Making in America and Danish Urban Families: A Research Notes," *Journal of Marriage and the Family*, 32 (February), 134-138.
- Kang, Suk-Hou ( 1989a), "Family Purchase Decision Making: A Conceptual Development," *Journal of Consumer Research*, 16 (October), 245-296.
- \_\_\_\_\_ (1989b), "Gender-Role Orientation and the Theory of Resources in Family Purchase Decision Making," *Journal of Consumer Research*, 16 (August), 333-368.
- \_\_\_\_\_ (1991), "Family Decision Making in Korea: An Empirical Study on the Newly Forming Family," *Journal of Consumer Research*, 18 (October), 245-296.
- Kenkel, William F. (1961), "Sex of Observer and Spousal Roles in Decision-Making," *Marriage and Family Living*, 23 (May), 185-186.
- Kim, Chankon and Hanjoon Lee (1989), "Sex Role Attitudes of Spouses and Task Sharing Behavior," *Advances in Consumer Research*, 16, 671-679.
- Kim, Chankon and Lianxi Zhou (1993), "An Investigation of Ethnicity and Sex-Role Attitudes as Factors Influencing Household Financial Task Sharing Behavior," *Advances in Consumer Research*, 20, 52-58.
- Kourilsky, Marilyn and Trudy Murray (1981), "The Use of Economic Reasoning to Increase Satisfaction with Family Decision Making," *Journal of Consumer Research*, 8 (September), 183-188.

- McDonald, Gerald W. (1980), Family Power: The Assessment of a Decade of Theory and Research, 1970-1979," *Journal of Marriage and the Family*, 42 (November), 841-854.
- McNeal, James U. (1969), "An Exploratory Study of the Consumer Behavior of Children," in *Dimensions of Consumer Behavior*, ed. James U. McNeal, New York: Appleton-Century-Crofts, 255-275.
- Mehrotra, Sunil and Sandra Torges (1976), "Determinants of Children's Influence on Mother's Buying Behavior," *Advances in Consumer Research*, 4, 56-60.
- Miller, Karen A. (1984), "The Effects of Industrialization on Men's Attitudes Toward the Extended Family and Women's Rights: A Cross-National Study," *Journal of Marriage and the Family*, 46 (February), 153-160.
- Misher, Elliot G. and Nancy E. Waxler (1968), *Interaction in Families*, New York: John Wiley and Sons, Inc.
- Morgan, James N (1985), "Comparing Static and Dynamic Estimates of Behavioral Responses to Changes in Family Composition or Income," *Journal of Consumer Research*, 12 (June), 83-89.
- Moschis, George P. (1987), *Consumer Socialization: A Life-Cycle Perspective*, Lexington, Massachusetts: Lexington Books, 244.
- \_\_\_\_\_ and Roy L. Moore (1979), "Decision Making Among the Young: A Socialization Perspective," *Journal of Consumer Research*, 6 (September), 101-112.
- Myers, J. and W. H. Reynolds (1967), *Consumer Behavior and Marketing Management*, Boston: Houghton-Mifflin.
- Moore-Shay, Elizabeth and William L. Wilkie (1988), "Recent Development in Research on Family Decisions," *Advanced in Consumer Research*, 15, 454-460.
- Nelson, James E. (1979), "Children as Information Sources in the Family Decision to Eat Out," *Advances in Consumer Research*, 6, 419-423.
- Nielsen, J. M. (1978), *Sex in Society: Perspective on Stratification*, Belmont, California: Wadsworth Publishing Company.
- Osmond, Marie W. and Patricia Y. Martin (1975), "Sex and Sexism: A Comparison of Male and Female Sex Role Attitudes," *Journal of Marriage and the Family*, 37 (February), 146-154.
- Osgood, Cornelius (1951), *The Koreans and Their Culture*, New York: The Ronald Press Company.
- \_\_\_\_\_, C. E., W. H. May, and M. S. Miron (1975), *Cross Cultural Universals of Affective Meanings*, University of Illinois Press.
- Park and Easwar Iyer (1981), "An Examination of the Response Pattern in Family Decision Making," in *the Changing Marketing Environment: New Theories and Applications*, series no. 47, eds. Kenneth Bernhart and Ira Dolich, Chicago: American Marketing Association, 146-149.
- Paug, Ronald (1986), "Analyzing the Household Purchasing Process for Cable Television: Selected Variables and Hypothesized Relationships," Doctoral Dissertation, Michigan State University.
- Qualls, William J. (1987), "Household Decision Behavior: The Impact of Husbands' and Wives' Sex Role Orientation," *Journal of Consumer Research*, 14 (September), 264-279.
- \_\_\_\_\_ (1982), "Changing Sex Roles: Its Impact upon Family Decision Making," *Advances in Consumer Research*, 9, 267-270.
- \_\_\_\_\_ (1981), "Sex Roles, Husband-Wife Influence, and Family Decision Behavior," *Advances In Consumer Behavior*, 11, 270-275.
- Rigaux-Bricmont, Benny (1978), "Explaining the Marital Influence in Family Economic Decision-Making," in *Proceedings of the American Marketing Association Educator's Conference*, series no. 43, 126-129
- Roberts, Mary Lou (1984), "Gender Differences and Household Decision-Making: Needed Conceptual and Methodological Developments," *Advances in Consumer Research*, 11, 296-278.

- Rodman, Hyman (1967), "Marital Power in France, Greece, Yugoslavia, and the United States: A Cross-National Discussion" *Journal of Marriage and the Family*, 29 (May), 320-324.
- \_\_\_\_ (1970), *Marital Power and the Theory of Resources in Cultural Context*, Detroit: Merrill-Parlmer Institute.
- \_\_\_\_ (1972), "Marital Power and the Theory of Resources in a Cross Cultural Context," *Journal of Comparative Family Studies*, 3 (Spring) 50-67.
- Roper, S. and E. Labeff (1977), "Sex Roles and Feminism Revisited: An Intergenerational Attitude Comparison," *Journal of Marriage and the Family*, 39 (November), 113-119.
- Rosen, Dennis and Donald Granbois (1983), "Determinants of Role Structure in Family Financial Management," *Journal of Consumer Research*, 10 (September), 253-258.
- Sanders, Josephine R., A. Coskum Salmi, and Enid F. Tozier (1973), "Congruence and Conflict in Buying Decisions of Mothers and Daughters," *Journal of Retailing*, 49 (Fall), 3-18.
- Safilios-Rothschild, Constantina (1967), "A Comparison of Power Structure and Marital Satisfaction in Urban Greek and French Families," *Journal of Marriage and the Family*, 29 (May), 345-352.
- Scanzoni, John (1975), *Sex Roles, Life Styles and Childbearing: Changing Patterns in Marriage and the Family*, New York: The Free Press.
- \_\_\_\_ (1970), *Opportunity and the Family*, New York: The Free Press.
- \_\_\_\_ and G. L. Fox (1980), "Sex Roles, Family and Society," *Journal of Marriage and the Family*, 42 (November): 743-756.
- Schaninger, Charles M., W. Christian Buss, and Rajiv Grover (1982), "The Effect of Sex Roles on Family Economic Handling and Decision Influence," in *An Assessment of Marketing Thought and Practice*, ed. Bruce J. Walker, Chicago: American Marketing Association, 43-47.
- Spiro, Rosann L. (1983), "Persuasion in Family Decision-Making," *Journal of Consumer Research*, 9 (March), 393-402.
- Swinyard, William R. and Cheng Peng Sim (1987), "Perception of Children's Influence on Family Decision Processes," *The Journal of Consumer Marketing*, 4 (Winter), 25-38.
- Szybillo, George J. and Arlene Sosanie (1978), "Family Decision Making: Husband, Wife and Children." *Advances in Consumer Research*, 4, 46-49.
- Tomeh, Aida K. (1978), "Sex Role Orientation: An Analysis of Structural and Attitudinal Predictors," *Journal of Marriage and the Family*, 40 (May), 341-354.
- Ward, Scott and Daniel Wackman (1972), "Children's Purchase Influence Attempts and Parental Yielding," *Journal of Marketing Research*, 9 (August), 233-277.
- Walters, James and Lynda Henly Walters (1980), "Parent-Child Relationships: A Review, 1970-1979," *Journal of Marriage and the Family*, 42 (November), 807-822.
- Webster, Cynthia and Samantha Rce(1996), "Equity Theory and the Power Structure in a Marital Relationship", *Advances in Consumer Research*, 23, 491-497.
- Wilkes, Robert E. (1971), "A Study of the Role of Husband and Wives in the Decision Process of Selected Negro Families Purchasing Major Household Durable Goods," Doctoral Dissertation, University of Alabama.