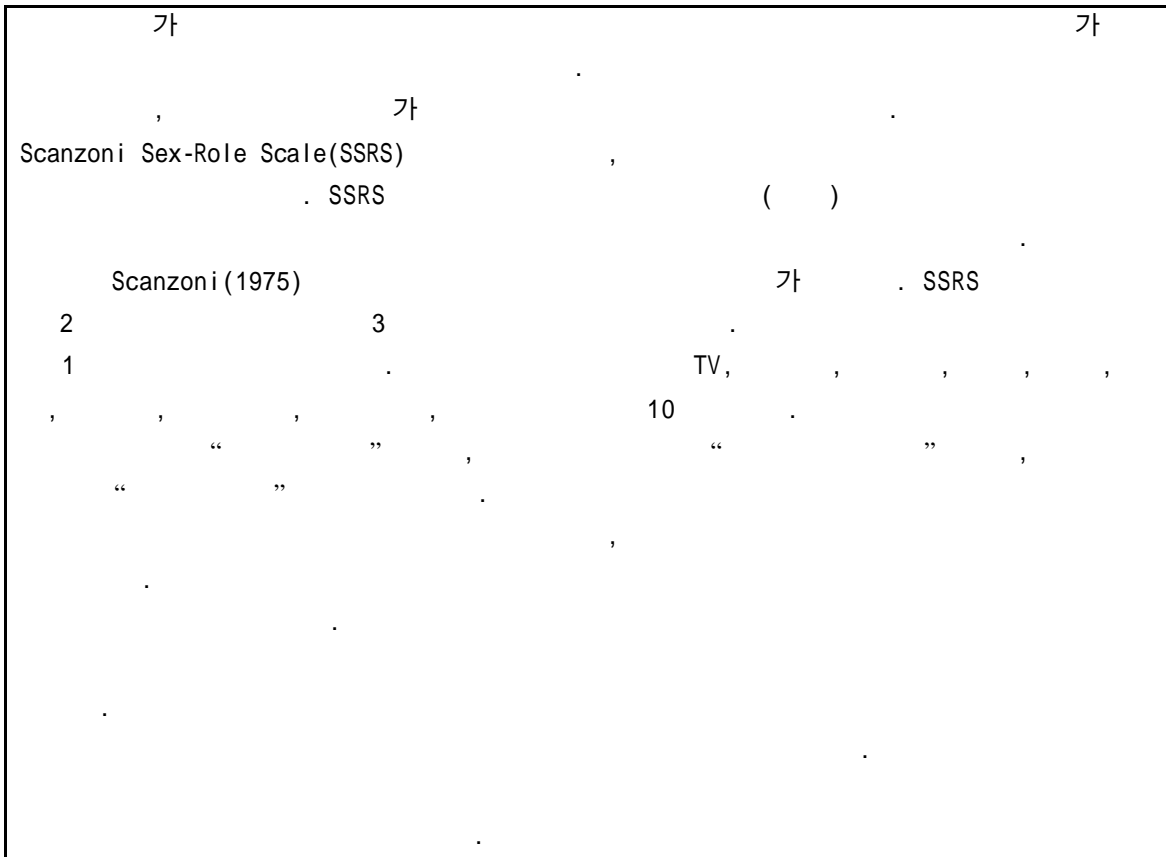


가

\*

# 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 (e.g.,  
 Qualls 1987; Jenkins 1979).  
 1990 가  
 가 . IMF 가  
 가 ( 2001). 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) “ ” “ ”  
“ ”  
Davis(1976) 가 ,  
가  
“ ” “ ”  
Scanzoni and Fox (1980)가 Qualls (1987)가  
가  
Myers and Reynolds  
(1967) 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  
 Churchill 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;  
(1991) 가

Davis and Rigaux 1974; Green and Cunningham 1975).

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).

(Misher and Waxler 1968).

가 . 가

가 가 . ,

가 가 .

가 가

Rodman(1967)

(Kang 1991).

, (1984) 가 ,

, 가

(1993)

, 가 , 가 , ,

, 가 , , 가

2 가 가 . ,

(Fox 1973). , Hill(1970) (mating-gradient tendency)

가 ,

(Hill and Becker 1955).

가 .

H5a: 가

H5b: 가

### 3.3.

1960 가

. 1960 (Walters and Walters

1980). 1970 가 가

Jenkins(1979) -- , 가 ,

, , -- .

Jenkins(1979) (McNeal 1969; Ward and Wackman 1972; Mehrotra and Torges 1976; Moschis and Moore 1979; Swinyard and Sim 1987). McNeal (1969)

(Jenkins 1979; Swinyard and Sim 1987). 가



(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  
 ( ) 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  
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  
 ,  $R^2$  7.4% F 5.79  $\alpha=0.05$   
 (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
		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

Scanzoni Sex-Role Scale(1975)

SSRS

2

3

Scanzoni (1975)

Scanzoni (1975)

1

2

가 .

1

SSRS

가

가

가 가

가

“ ” , “ ” , “ ”



가 ” . Kang(1991) 가 ,  
 가 가 ,  
 가 가 .  
 “ ” “ ”  
 가 .  
 가 .  
 ,  
 .  
 .  
 ,  
 .  
 Rodman(1967)  
 가 가 .  
 가 가 가  
 가 가  
 가 가  
 가 가 가  
 가 가 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.