

Abstract

The study on "Role of women in Durable Goods Decision - making : Cross Cultural" has divided the studied cultural group into 6 groups, namely Thai - Buddhist group and Thai - Muslim group in the dominant Thai - Buddhist province, Thai - Buddhist group and Thai - Muslim group in the dominant Thai - Muslim province, and Thai - Buddhist group and Thai - Muslim group in the mixed - religious province. Then personal and economic factors were studied in each cultural group.

The results of the study revealed that the factors and the cultural groups were related especially factors on income, education, age, occupation, and living together period in the group of living together more than 11 years. It also showed either Thai - Buddhist group or Thai - Muslim group if they lived in the same cultural province, their role of decision - making would be in the same direction. However, the role of women durable goods decision - making in each cultural group was in the same pattern, that is the couple consulted each other first, then made the decision.

At the end, the report indicated slightly differences in the significance of the input variables on each group of the product. The significance of the 10 input variables were put almost in the same rank of the sequence for the decision - making on both 2 groups of product in each cultural group.