

An Exploratory Study on the Spending Pattern of DINK (Double Income No Kids) Community from India

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Abstract:

Dual income, no kids (DINK) is a phrase for a household in which there are two incomes and no children. In India, the number of DINK couples is now slowly increasing. It has been observed that around 65% of newly married couples don't prefer to go for a child (Investopedia 2021). This research paper is a humble attempt to understand the psyche of the DINK community from Pune region. The research paper aims to throw light on changing cultural and social framework of family structure in 21st century and its impact on the spending pattern. The paper will also assess the uniqueness in spending pattern of DINK. The research methodology intended to include discussions along with interviews by developing a structured questionnaire which would also result in comparative analysis. DINK could be potential targets for the marketers for niche products and services. There is lot of scope for this target audience for promoting expensive cars, vacations and many. By analysing various articles related to DINK, the paper concluded with common trends of spending pattern by the DINK community, their characteristics as well as gaps in research with potential directions for future DINK research in India.

Keywords: *DINK, spending pattern, segmentation, social frame work, Indian culture*

1. Introduction:

India has been a country with a very traditional *MINDSET*, wherein children are considered as the gift of God. The concept of Family is very deep rooted and having maximum children is the only purpose of marriage. Women were answerable to the family as well as society for not having kids even after two to three years of marriage. Remaining childless was a social stigma. Childless women were often banned from social and religious gatherings and were ridiculed (Abu Hasan Sarkar, Ruma Dey and Nilanjana S.Gupta 2017). A couple of decades before, parenthood was a mandate and not a choice. Having no children would give birth to serious issues like divorce, extra marital affair, polygamy (Bhaskar S.,Hoksbergen RAC.,Bar AV., Mothiram S., Laak JT 2015).The social and cultural consequences may be a factor for this (Van Balen F., Bos H. M. W 2009). In absence of a child woman is considered incomplete or a failure (World Health Organization. 2010).Fertility is linked with economic, religious, education, governmental, social aspects (Jitender Saroha 2018).

If one studies the trend of last two decades the reality differs. India has progressed in fields of education as well as technology by leaps and bounds. This has made women equipped with higher education which has totally changed their mind-set and approach towards marriage. The marriage age has gone up, there is element of choice than chance, shared responsibility and many new dimensions have developed. With passage of more time, the cult DINK which is a differential mind-set is getting a dominant position in our family frame work. The concept being of recent origin there is no sufficient data available which is a major research gap identified. The decision to remain DINK is highly personal while some couples are not ready for the responsibility, few fear of financial crisis while some may worry about physical condition after giving birth (Colive 2018). Given the need, this study is carried out to fulfil two main purposes. First, to thoroughly understand the psychological, personal and social attributes of the DINK and highlight the striking features.

Second to assess the spending pattern exhibited by the DINK community which would strengthen the paradigm shift in social as well as cultural framework of Indian family layout.

2. Review of Literature:

First we selected existing literature review papers on NPD (New Product Development). However the concept is still at nascent stage hence it is difficult to get enough data or previous studies. DINK is an acronym for “Dual Income, No Kids.” Marketers coined the term in the 1980s to describe childless couples. DINKs are quickly becoming one of the fastest-growing demographics that marketers are targeting. With no kids and higher-than-normal household incomes, DINKs tend to have money to spare, and that could mean more plant sales for you (Brian Sparks 2016). Dual (or Double) Income, No Kids (DINK) denotes a household consisting of two working adults with no children (American Marketing Association). Philip Kotler of North-western University proposes dividing the DINKS segment into upper class (U-DINKS) and lower class (L-DINKS) (all Business)

DINK appeared in Europe and America in the 1960s and was introduced into China in the 1980s. Now more than 40 years later, the first DINK have entered middle age. At present, China's "DINK group" is growing, with more than 600000 people. With the enrichment of material life, the satisfaction of spiritual life and the yearning for freedom, contemporary youth's acceptance of DINK family has also increased. This shows that in the future, there will be more and more DINK family elderly (Che Wenfeng, Li Bingkun 2021). Though in India, the number of DINK is less, still slowly, it's getting prominent segment of society.

Marriage has turned into co-living today. Co-living is based on the 3Cs principle, which is a major unique selling point for the target population – Convenience, Community and Collaboration. The Knight Frank research also portrays a global scenario for the same. India being a country with strong traditional background also has accepted these 3 C's to a large extent. The real estate industry, institutional investors and major corporate players are embracing this sector as the growth potential. The 3C framework affects the spending pattern of the DINK community under consideration. (Knight Frank Research Report 2019).

“Never before in recorded history—not in the Great Depression, not in the eighteenth and nineteenth centuries, and not in ancient times—has fertility been so low for whole societies as it is now in the industrialized world” (Davis 1986:48). Two decades after Davis made this statement, fertility rates have continued to drop and currently reside at 2.47 births per woman, the lowest they have ever been (World Bank 2012).(ALLYSON HENDRYX KORB 2012).

Education also plays a part in this social shift. In a study of states' education levels, it was found that in “states with high shares of college-educated adults, men and women marry 60 at older ages, indicating that highly educated individuals marry and thus, have children later in life” (Cohn 2009). For women, over the past three decades their aggressive consumption of educational opportunities have made them, for the first time ever, the majority of both college graduates and those who have some college education but not a degree (Cohn and Fry 2010). Similarly, women have increasingly been taking advantage of new professional opportunities, with women making up almost half of the workforce in the United States in 2009 (Cohn and Fry 2010).

Modern medical technologies, also known as New Reproductive Technologies (NRTs), are also revolutionizing the family structure across the globe for those who can afford it. NRTs such as surrogate motherhood, artificial insemination, in vitro fertilization (IVF) and combinations thereof, are creating new roles and relationships that would not exist without them. Case in point, during in vitro fertilization, three different types of “mothers” can be identified: a legal mother, a genetic mother, and a birth mother. In this situation, it becomes difficult to distinguish who the real mother is; is it the biological mother, as historically defined, or is it the woman who has chosen the child to be conceived, carried and birthed so she can raise him or her into adulthood? In this sense, NRTs call into question the supposedly “inviolable chain of events linking marriage, sex, conception, pregnancy, gestation, parenthood, and childbearing” (Ragoné 1994). This population market segment is often targeted by marketers due to its higher percentage of discretionary income.

Given the existing scenario we have developed the following objectives for our systematic literature review:

- To understand the scholarly contributions to DINK as upcoming market segments well as research dimensions by previous DINK researchers
- To categorize different perspectives relevant to DINK research
- To identify potential research gaps and propose future research directions for DINK segment

3. Research Methodology:

According to Porter et Al (2002), one of the lacunas of a typical literature review is that it considers only a limited number of scholarly articles and therefore is unable to offer a comprehensive picture of research context being reviewed. Research profiling allows researchers to consider a wide variety of articles and the selection can be specific to a particular term, title, and keyword. Experts analyse bibliographic sources or topic is considered for review to understand the various research dimensions. It helps to explore the research patterns in the existing body of knowledge. Research profiling however not an alternative to the traditional literature review (Porter et al; 2002). It augments traditional review approaches to provide better understanding of the concept (Choi et al; 2011). Here, we have used text mining as in order to select the relevant data.

Data Preparation:

Various types of raw data was used for research profiling including the limited articles related to DINK. Abstracts serve as data for text mining can be identified by defining keywords. Scientific databases as well as Google Scholar were used for finding relevant articles.

Purpose and objectives:

The central idea of the research of was a DINK community. Their life style the DINK and analyzing the way they invest their earnings. Considering central idea the objective of the research was to understand what makes an individual to be a dink and the spending pattern of DINK community. Researchers have aimed to explore peculiarly the personal, social and psychological factors of DINK and its effect on their unique Spending pattern by applying correlation and regression techniques. The quantitative method is applied for the research as researcher view that quantitative methods provides data based outcomes which is more appealing for this research study.

Research objective:

To analyze the most preferred unique spending pattern or attribute as per personal, social & psychological factors of DINK.

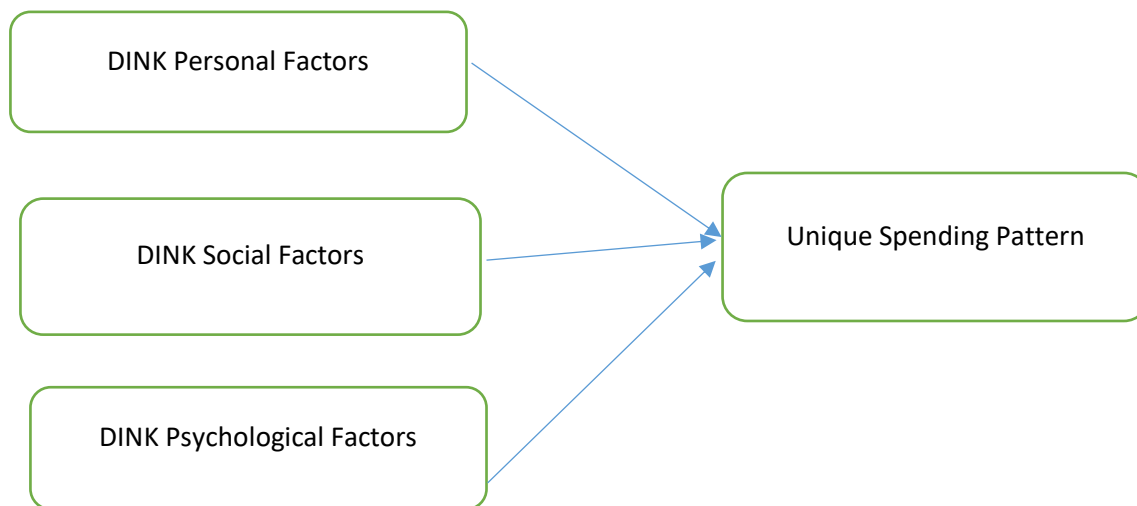
Research Gap:

Systematic literature review reflects the DINK and their spending pattern phenomena is less explored. The dearth of literature on DINK community made researcher to choose this study. Only a few studies have been considered or available for examining the DINK community and their spending pattern. So the researcher has leveraged an advantage to contribute the present study as a model for examining DINK and their unique spending pattern.

Research Question:

- 1) In what way social factors such as carrier & sexually oriented DINK invest or prefer their unique spending pattern?
- 2) Which attribute (travel, real -estate, luxury goods, precious metals, education, skill upgradation) effects more in unique spending pattern of psychological factors of DINK such as emotional stress, parents differences, solitude upbringing and other couple parents struggle for children?
- 3) What personal factors such as me time, sexual pleasure, physical aesthetics or carrier influence on DINK spending pattern or investments?

Research framework:



Questionnaire designing & measurement

Construct definition:

The main objective of research was to analyze the most preferred unique spending pattern or attribute as per personal, social & psychological factors of DINK. Researchers have opined that quantitative research methods provide data-based outcomes which are more convincing than qualitative ones. Therefore, a quantitative research design has been adopted for the present study. A rigorous and stepwise process was adopted for developing survey instrument.

A conceptual term that elaborates a theoretical phenomenon in terms of object and attribute component is known as a construct. The first step in developing a survey instrument is providing the conceptual definition of the construct. Actual use has been measured by both objective and subjective measures. The item generation has been treated as primary step in the process of developing a survey instrument. The item generation for measuring a construct can be done through qualitative interviews, literature review and exploratory surveys.

Factor	Definition of the Construct
Psychological	Include factors as the particular background of an individual's life and living
Personal	Factors that contribute to the development of personality, and the etiology of mental and behavioural disorder.
Social	Include the factors which affect the life style

The study developed a self-administered survey. The data was collected through online survey. The systematic process of literature review is used to design the questionnaire. Items were generated through literature. Reliability analysis test was applied to validate the questionnaire. The study used the pre-testing of the attributes of the items generated through literature review. Pre-testing was conducted with 10 participants. The participants were asked to identify the items that measure the constructs of the study. After confirmation of the participants the self-administered survey was initiated by the researcher. The questionnaire consisted of 21 items with 4 constructs.

Hypothesis

On the basis of literature review, the following hypothesis were developed.

H1: Personal factors of DINK has a very strong effect on their unique spending pattern.

H2: Psychological factors of DINK is positively related to unique spending pattern.

H3: There is significant positive correlation between social factors of DINK and their spending pattern

Sampling

Literature review confirmed that majority of respondents belong to urban area. The majority of respondents are in the age group of 30-40. The sample size for the study was 100 respondents. The snowball sampling technique (Give reference of study from lit review) was used for collecting the data. Though a snowball sampling technique was used by researcher to collect the data, certain qualifiers were used in designing the questionnaire.

Method of data Analysis

The literature review shows the various techniques were used to analyze the data. Considering the study emphasis on effect of DINK on their consumption, investment or spending pattern, the researcher used the Regression analysis technique. The results are discussed in next section.

4. Data Analysis and Results:

Table 1: Demographics of the Sample

Sr. No	Respondent Characteristics		Frequency	Percentage
1.	Gender	Male	31	31
		Female	69	69
		Education		
2.	Education	UG	26	26
		PG	74	74
		3.	Age	25-30
31-35	41			41
36-40	44			44

Table 2: Cronbach Alpha: Reliability Statistics

Sr. No	Factor	Items	Cronbach Alpha	Consistency/Level of Reliability
1	Psychological	my emotional stress of my childhood made me to be a DINK	.87	Excellent
		Family clashes or my parents' differences forced me to be a DINK.		
		My upbringing in solitude and busy earning working parents made my mindset to be a DINK		
		After seeing other to struggle after having children's made me to be a dink		

2	Personal	I would like to be a DINK as our personal me time and sexual pleasure with each other may hamper	.94	Excellent
		I feel my Physic may get affected postpartum (postpartum is post-delivery) (for female in terms of physical aesthetics and for male in terms of sexual pleasure) which influenced me to be a DINK		
		I feel It is better to spend on self rather than on Kids in terms of medical expenses		
		I feel career is more focused by a DINK		
3	Social	I feel to have children is expected as a social norm	.70	Good
		I got support from my parents on my decision		
		I decided to be a dink as families are more prone to male successor generation		

Psychological Factors & Unique Spending Pattern

Table 3: ANOVA results on emotional stress of childhood of DINK

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.516	9	6.391	10.368	<.001 ^b
	Residual	55.474	90	0.616		
	Total	112.99	99			

Table 4: ANOVA results on parents struggle experienced by DINK

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.518	9	7.724	4.887	<.001 ^b
	Residual	140.664	89	1.58		
	Total	210.182	98			

Table 5: ANOVA results on upbringing in solitude and busy, earning ,working parents of DINK

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.335	9	8.482	4.934	<.001 ^b
	Residual	154.705	90	1.719		
	Total	231.04	99			

Table 6: ANOVA results on family clashes and parent’s differences lead to DINK.

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.129	9	8.792	9.394	<.001 ^b
	Residual	84.231	90	0.936		
	Total	163.36	99			

The significance F value (p=.00) which is less than .005 shows that the hypothesis is accepted. There is a significant linear relationship exists between psychological factors and unique spending pattern of DINK.

Table 7: P Value Statics on psychological factors and spending pattern

Sr. No	Unique Spending pattern Items	Psychological Factors			
		my emotional stress of my childhood made me to be a DINK	Family clashes or my parents’ differences forced me to be a DINK.	My upbringing in solitude and busy earning working parents made my mindset to be a DINK	After seeing other to struggle after having children’s made me to be a dink
1	I love to travel around the world foreign vacations, Globe tootler	.22*	.10*	.11*	.41*
2	I like to invest in real estate	.00***	.01**	.05**	.02**
3	I want to experience the luxury of life on High end cars	.02**	.10*	.49*	.07*
4	I would like to take first mover advantage in market for each luxurious product	.22*	.45*	.19*	.46*
5	I would like to invest in precious metals (gold, silver, platinum, diamond etc.)	.15*	.05**	.08*	.00***
6	I would like to invest on my education	.13*	.03**	.00***	.55
7	I would like to work for societal cause (charity for NGO, Donation to temples, Poor education, Food donation, Orphanage, Old age homes	.31*	.71	.42	.18*
8	I would like to spend on clothing	.94	.98	.95	.87
9	I would like to spend on upgradation of my skill sets	.92	.15*	.05**	.36*

P>0.005*** p>0.05** p>0.5*

Looking at the p value of each unique spending pattern predictor, it is seen that the psychological attribute emotional stress of childhood DINK prefer to invest in real estate ($p=0.00$) predominantly, following with luxury of life ($p=.02$), specifically, High end cars. The attributes such as spending on clothes and upgradation of skills are seen as of no importance to emotional stress childhood DINK. Another psychological attribute of family clashes or parents differences of DINK lay them to emphasize on investing in real estate ($p=.01$), precious metals (gold, silver, platinum etc.), ($p=.05$). Family clashes or parents differences of DINK avoids them to spend or invest in charity or donation. Psychology as upbringing in solitude or their busy earning parents DINK focus to spend on education ($p=.00$), and real estate ($p=.05$). This psychological attribute of solitude shows DINK as least concerned about spending on clothing. The next psychological item of seeing others to struggle after child makes DINK to follow their investment or spending on precious metals ($p=.00$), real estate ($p=.02$), and no preference to expenditure on clothing.

The psychological factors of DINK reflects their unique spending pattern predictors' predominantly real estate which may be a psychological satisfaction for DINK to secure the present and future. Investment in precious metals bring them the luxury of life with future security. Investment in education shows their psychology to keep self-upgraded along with best fit for the job.

Personal Factors & Unique Spending Pattern

Table 8: Anova results on career focused DINK

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.830	10	15.383	18.837	<.001 ^b
	Residual	72.680	89	.817		
	Total	226.510	99			

Table 9: Anova results on physical aesthetics concerned DINK

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.268	10	6.327	6.114	<.001 ^b
	Residual	92.092	89	1.035		
	Total	155.360	99			

Table 10: Anova results on self-obsessed as better to spend on self than kids

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.199	10	11.320	9.250	<.001 ^b
	Residual	108.911	89	1.224		
	Total	222.110	99			

Table 11: Anova results on self-care DINK who seek for personal me time and sexual pleasure DINK

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.149	10	9.315	8.887	<.001 ^b
	Residual	93.291	89	1.048		
	Total	186.440	99			

The significance F value (p=.00) which is less than .005 shows that the hypothesis is accepted. There is a significant linear relationship exists between personal factors and unique spending pattern of DINK.

Table 12: Value Statics on personal factors and spending pattern

Sr. No	Unique Spending pattern Items	Personal Factors			
		I feel career is more focused by a DINK	I feel my Physic may get affected postpartum (postpartum is post-delivery) (for female in terms of physical aesthetic and for male in terms of sexual pleasure) which influenced me to be a DINK	I feel it is better to spend on self rather than on Kids in terms of medical expenses	I would like to be a DINK as our personal me time and sexual pleasure with each other may hamper
1	I love to travel around the world foreign vacations, Globe tootler	.022*	.13*	.19*	.38*
2	I like to invest in real estate	.19*	.94	.12*	.07*
3	I want to experience the luxury of life on High end cars	.00***	.06*	.00***	.00***
4	I would like to take first mover advantage in market for each luxurious product	.00***	.00***	.00***	.02**
5	I would like to invest in precious metals (gold, silver, platinum, diamond etc.)	.01**	.49*	.73	.67
6	I would like to invest on my education	.22*	.64	.05**	.12*
7	I would like to work for societal cause (charity for NGO, Donation to temples, Poor education, Food donation, Orphanage, Old age homes	.07*	.05**	.93	.37*
8	I would like to spend on clothing	.11*	.90	.52	.96
9	I would like to spend on upgradation of my skill sets	.47*	.43*	.00***	.00***

P>0.005*** p>0.05** p>0.5*

The personal attributes of carrier focused DINK shows unique spending pattern predominantly towards experience of luxury life on high end cars (p=.00) and first mover advantage in market for each luxurious product (p=.00). The physical aesthetics DINK prefer to take first mover advantage in market for each product (p=.00) following to spend on charity and societal cause (p=.05). Another personal attribute as self-obsessed (spending on self than kids) DINK emphasize on the same attribute as first mover advantage in market for each product (p=.00) and experience of luxury of life through spending on high end cars (p=.00). These factors seems to be prominent irrespective of any personal attribute. Self-care DINK who needs personal me time and looking for unhampered sexual pleasure preferably spend on

high end luxury cars (p=.00), first mover advantage (p=.00) and focus to invest in upgradation of skills (P=.00). These personal attributes shows DINK as least concerned about spending on clothing.

The personal factors of DINK reflects their unique spending pattern predictors’ predominantly on luxury to experience high end cars and taking first mover advantage in market for each luxurious product. Along with luxury, investment on upgradation of skills reflects them to keep self-upgraded to keep best fit for the job.

Social Factors & Unique Spending Pattern

Table 13: ANOVA results on DINK social factor to have child is a social norm.

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.004	9	6.000	5.480	<.001 ^b
	Residual	98.556	90	1.095		
	Total	152.560	99			

Table 14: ANOVA results on DINK social factor as families are more prone to male successor generation as a social norm.

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.028	9	9.559	9.058	<.001 ^b
	Residual	94.972	90	1.055		
	Total	181.000	99			

Table 15: ANOVA results on DINK social factor as to remain DINK is due to support from parents

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.861	9	9.985	8.716	<.001 ^b
	Residual	103.099	90	1.146		
	Total	192.960	99			

The significance F value (p<=.001) which is less than .005 shows that the hypothesis is accepted. There is a significant linear relationship exists between social factors and unique spending pattern of DINK.

Table 16: Value statistics on social factors and spending pattern

Sr. No	Unique Spending pattern Items	Social Factors		
		I feel to have children is expected as a social norm	I decided to be a dink as families are more prone to male successor generation	I got support from my parents on my decision
1	I love to travel around the world foreign vacations, Globe tootler	.45*	.19*	.00***
2	I like to invest in real estate	.28*	.69	.00***
3	I want to experience the luxury of life on High end cars	.38*	.00***	.09*

4	I would like to take first mover advantage in market for each luxurious product	.34*	.07*	.00***
5	I would like to invest in precious metals (gold, silver, platinum, diamond etc.)	.06*	.37*	.22*
6	I would like to invest on my education	.17*	.00***	.55
7	I would like to work for societal cause (charity for NGO, Donation to temples, Poor education, Food donation, Orphanage, Old age homes	.14*	.17*	.00***
8	I would like to spend on clothing	.53	.71	.11*
9	I would like to spend on upgradation of my skill sets	.00***	.56	.13*

P>0.005*** p>0.05** p>0.5*

The social attributes of considering children as a social norm DINK shows unique spending pattern predominantly towards upgradation of skills (p=.00). The DINK who decided to be a DINK due to families' preference to male successor prioritize on spending their money towards luxury of life with an experience of high end cars. They desire to invest on education (p=.00). Another social attribute of DINK who gets support from parents to be a DINK prominently shows their spending's on foreign vacations (p=.00), real estate (p=.00), first mover advantage for each product (p=.00), along with charity (p=.00) for NGO, Donation to temples, Poor education, Food donation, Orphanage, Old age homes. These social attributes shows DINK as least concerned about spending on clothing. The social factors of DINK reflects their unique spending pattern predictors' predominantly on luxury to experience high end cars, foreign vacations, donation to charity and upgradation of skills.

5. Discussion and Conclusion:

The below factors are reflected through statistical results.

a. Psychological Factors:

It is observed that the following parameters dominate the unique spending pattern of DINK in psychological factors: real estate, precious metals, education. The DINK prefer real estate as one of the strong spending avenue with an objective to safe guard their future as well as take care of the old age. Here, would like to highlight the typical Indian culture which considers the son in the family as the one who would look after his parents in old age. This possibility will not exist in case of DINK hence they may invest in real estate on top priority.

Another unique spending area shown by DINK is precious metals. It is rightly said that Diamonds are woman's best friend, so this becomes female centric purchase which has snob value too. In Maslow's Need Hierarchy theory it could be taken attaining highest satisfaction level. It is also an investment to secure their future. Their standard of living goes up as well as their social status is enhanced.

The third attribute that can be highlighted is pursuing further education for career upgradation. This is again preferred for spending by the DINK. This will open promotion as well as other work opportunities. Education is the best investment for future as well as for betterment of current role. Since they belong to DINK segment, time is not a constraint as they do not have to invest time in children.

The psychological factors show low concern of DINK towards spending on enhancing their physical image.

b. Personal Factors:

In personal factors the luxury of life is dominant one. The ways and means of DINK community to achieve the luxury of life varies around self-care, high end cars and first mover advantage. The high end cars are purchased by this DINK community as a prime indicator of luxury of life. This makes them different from others. Since no responsibility of child, his/her expenses on education, upbringing the DINK segment can easily afford the high end cars. This also marks their status symbol. Luxury cars also highlight the self-care attribute of the DINK. This community are very careful about their long term wellbeing. The car companies can specially target this ever increasing segment of DINK. This cult is ready to spend for their comfort.

The attributes which shape up the personal factor are personal growth which is directly associated with self-care. The DINK community does not consider their career as a separate factor. It is a vital part of their very own existence. Therefore, these DINK people are seen gaining new skills constantly. They always want to be updated and upgraded when it comes to their career. So they do not give a second thought in spending on skill development which will give them career enhancement. And for all the activities for personal as well as career growth, the DINK cult has lots of “Me time” since they do not have to shoulder the responsibility of child/ children. Therefore, self-care which also includes career care is important for DINK.

All these aspects boil down to the concept of first mover advantage. The DINK cult having lots of time in hand is always ready to experiment with new products or services. They do not mind trying out new technology even if it comes at a cost as it is vital aspect of self-care. The first mover advantage also gives luxury of life to the DINK. So organizations before launching their products for the niche segment should consider the DINK community. The segmentation dynamics will change henceforth with addition of DINK.

c. Social Factors:

Social factors play a vital role in a country like India. Having a child especially a male child is a must yet in many families. Indian society has norms which are very unique. For this kind of a social infrastructure couples remaining DINK is a very modern approach. The people who choose to remain DINK are against all these social beliefs and do not consider having children as a social norm. Hence they spend on upgradation of skills in a major way. Every individual seeks love, respect from the society but the DINK community try to gain the same by buying high end cars. They have a separate status quo on possessing these high end cars. And in order to make them capable of doing so, the DINK believe in constant self-upgradation.

The DINK do not believe in typical Indian customs wherein the male successor is important for the family to go ahead. For them luxury of life is above all social norms and hence their spending is seen on high end cars.

The main reasons which have come up that motivate the couples to remain DINK are sufficient me time and strong family support. It is observed from the research that, the couples which receive the family support have a wide range of investments in various avenues like foreign vacations, real estate as well as charity. This is added advantage for couples which have family support in their DINK decision as this relates to the upbringing of them. When one is born and brought up in a decent, modern, social environment, it has direct impact on the bold decision making. The couples go beyond the typical social norms only because of strong family support which develops an emotional attachment and out of humanity, research shows that such couples go for charity. This is entirely out of social concern which reflects a strong bonding with family as well as society. The couples which decide to remain DINK somewhere are aware about their upbringing and how unconditionally their family supported them going against the typical social framework. Hence, this sense of belongingness makes them do some charity for the society. Again affordability is not an issue at all as they do not have children expenses.

6. Future Scope of Study:

The DINK community has got a GLOBAL recognition. As evidence, we can point out a fluid lifestyle, typical of post-modernity, which values freedom to follow unconventional paths. They will always seek for first mover advantage in

niche segment. Social organizations can build a network platform for the elderly of DINK family to communicate. Everyone has similar experience and situation, so they will understand each other. DINK tourism can be an acceptable segment for travel and tourism organisations. The Insurance companies can also target them specially. Commercial insurance is a good supplement to social insurance. Tourism, insurance and DINK preferably can be the major areas of future research.

7. Conclusion:

A DINK household is one in which a couple or both partners work, and no children live at home. This lifestyle has become increasingly common in recent years as a growing number of women have entered the workforce, and couples have delayed starting a family. This exploratory study focused on various personal, psychological as well as social factors which affect the spending pattern of DINK. The further analysis of different attributes of each factor shows the two dominant areas where majority of DINK would like to spend on high end cars as they feel luxury of life is vital for them. They also feel by achieving luxury of life they are caring for themselves. So self-care is related to luxury of life. By purchasing high end cars they are also investing money for betterment of future. The people in DINK segment have given lots of importance to self-care. Females want to be in shape and also remain in shape for ever to enjoy the luxurious female centric health or beauty products. If they would have had kids the time allotted for self-care would never be got by them. The females by staying in shape consider as a status quo. The DINK community over a period of time have developed their own, unique culture which is reflected in their spending pattern. Marketers will soon have to consider them as a separate target audience when it comes to niche products.

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