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## **Marital roles in market decision-taking**

**Abstract.** There were 38 decisions examined and classified into four role-structure categories used to formulate answers for questions being objectives of the research. The research on marital roles in market decisions taking allows to assess evolution of both products and services “gender”, that is to identify the ultimate addressee of the market communication and the decision-maker who is managing expenses of households. The author observed the regularities of the feminization of male decisions, as well as masculinization of a few feminine decisions. Simultaneously there is disappearing of the so-called patriarchal syndrome and the reinforcement of matriarchal syndrome and the strong tendency in gaining autonomy of the majority of decisions.

**Key words:** consumer behaviour of household, marital roles, households’ decision making, family decision making, gender aspects of decision making