



# FATHERLY BEHAVIORS QUAL INSIGHTS

By:  
**Rifat Sabzwari**

“Parents ought to provide a platform for family articulation, physical/mental stimulations. It helps in building social and emotional connection within the family and others.”

Looking at a country like Pakistan, where family system works as a foundation, the importance of parents cannot be ignored. We can see that the cultural values are such that families tend to hold strong values and ideals on which a foundation, laid by parents, is developed.

Due to the outcome of their multidimensional role, in particular invoke a strong emotional connect. This connect is due to the different and at times diversified roles that fathers play within the family.

The positioning of fathers in a family can be seen through different angles, they play multidimensional role & it keeps on changing based on different needs / situations.

Fathers are mostly looked upon as pillars of support, those who hold the foundation of the house together. Looking at a child's perspective, fathers may not create a strong hold for emotional connect; however, they tend to create a rational outlook to the relation.

## Disclaimer

*This write up contains pictures of adult and children, the agency has taken consent of these individuals to use their pictures. These are the property of the agency.*



Children look upon fathers for rational / material for advice, different purchases made or for



that matter to be made, recalling antics at school, permissions for general outings, typical transportation services (pick and drop to be more precise). Mothers hold the closer bond, clearly evident from small things such as pampering the child, confiding with them, projecting the feeling of love and care, guiding them and emitting vibes that are more open and friendly for the child. Clearly, though fathers understand and relate to values like love, care, concern, monitoring, advice, etc. If you look at the closeness maintained with mothers it's a complete different story all together. This is simply because the needs set towards father is different from the needs set towards mothers.

“Looking at the role of the father we can understand that a father is”

- **A Financial Security Provider**  
**Is a very prominent role**

He is the one who is bringing money and products hence proves to be the chief earner of the household!

- **Is An Eye Keeper**  
**He monitors indirectly**

He is the protector of the family and so at times he even acts like an eye keeper on different activities performed by the children in the family. He is the one who sets benchmarks on how the family is about to move in different spheres!

- **A Guardian**  
**He protects & investigates**

Families look up to fathers for shelter and security since they are responsible for bringing bread and butter and deal with all outdoor activities. He is believed to be a shield of security for the family.

- **A Reformer & An Instructor**  
**He helps in shaping behaviors & studies**

Children tend to look at fathers more so with a didactic and moralistic attitude because for them they are not only the heads of the family but someone who has the authority and command to nurture and educate the child.

Even under these points we cannot, however, ignore his role on an emotional scale.

**A**s he is also a source of delight, happiness and enjoyment for the family for he is the pillar that keeps them bonded and united together.



# FATHER AS A SHOPPER



Another role of the father is noted as that of a shopper. The positioning of fathers as shopper is highly significant within the family mainly because:

**Firstly** His role is predefined within the family value system as the main wage earner (where male is exposed and responsible for outdoor activities than female)

**Secondly** This segment is time pressed they have less time to stimulate within the family and especially children hence buying stuff for children is seen as a very easy and approachable method of communicating emotions. (love, care, happiness)

**Thirdly** Fathers also believe that because of their intrinsic personality weakness they are not much expressive (as females) hence purchasing products are seen as a channel to show love and care.

**Fourthly** Children expect certain eating /playing items like burgers, confectionery, ice cream etc when fathers arrive home from work. Hence they don't want to disappoint them.

“Fathers want to communicate their love, happiness, care & enjoyment to their children through products. They want them to get recognized, avoid inferiority complex within children & get accepted under normal circumstances”

For Feedback Contact Us:

e-Mail: [ask.consumerics@fourcg.com](mailto:ask.consumerics@fourcg.com)

Postal Address: N-193, Block-2, P.E.C.H.S, Karachi - 75400

Pakistan

Lahore:

Regional Office:

263-N, Model Town Ext. Lahore,  
Pakistan. Tel: +92 42 35161171

Fax: +92 42 35177634

Islamabad:

Regional Office:

House # 863, Street 89, 1-8/4,  
Islamabad, Pakistan

Tel: +92 51 4341044