

# CRASH OF LIFESTYLE ON PRODUCT LIKING OF CONSUMER BEHAVIOUR

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## ABSTRACT

*This study emphasizes the importance of lifestyle and its influence on the consumer's purchase behavior. The main purpose of this study is to empirically examine the association between the consumers' general life styles and their consumption pattern. AIO measure was used to identify the lifestyle dimensions of the consumers. The study confirmed that there was a significant association between the lifestyle of the consumers and the Products of products used by them. From the study it was concluded that consumers often choose products, services and activities over other because they are associated with a certain lifestyle. The products are the buildings blocks of lifestyle, marketers should therefore, have a complete idea of these changing lifestyles so as to segment them and position their products successfully*

*Due to fast movement of technology it is requisite to find the change in the lifestyle of consumers. In the present research it has been endeavored to illustrate lifestyle of the Consumers changes due to some of the factors, such age, education, social class, income and some others factors. It has been seen that some the factors has major role in the changing of Consumer behaviors. The following research help to know the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favorite programs attributes preferred by the consumers and significant changes have been observed.*

*Keywords: Lifestyle, purchase decision, Product choice behavior*

## INTRODUCTION

Buying Behaviour is the decision processes and acts of people involved in buying and using products. Need to understand the concept is-

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- The changing factors in our society.

The Lifestyle of individuals has always been of great interest to marketers. They deal with everyday behaviorally oriented facets of people as well as their feelings, attitudes, interests and opinion. A lifestyle marketing perspective recognizes that people sort themselves into groups on

the basis of the things they like to do, how they like to spend their leisure time and how they choose to spend their disposable income.

In this era of competition, understanding the consumer's lifestyle is necessity for the marketers. Lifestyle is the way a person lives including the person's individual attitude to the world. Market is known for setting the trends and people follow it with full enthusiasm. Especially in India, Lifestyle depends on person's background, family, education, and nature of the work. These days a lot of researches are being carried out to improve the standard of living especially in the metros. Websites have sprung up to good people to try out new lifestyle techniques. Consumer needs and preferences are changing, given change the factors like demographics and lifestyles. These changes can become great business opportunities for alert marketers and threats for marketers who fail to adapt. It is very essential to know how Consumers behave in modern marketing field. Consumer behavior is also influenced by personality, socio-demographic characteristics, and lifestyle. Consumer buying Behavior helps to students understand the internal variables like motivation, personality, perception, learning, and attitude, and external variables like reference groups, family, social class, and, culture, and their influence on consumer decision-making process. The term consumer buying behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of products/services that are required for satisfying their needs. Consumer behavior focuses how individual decision processes varied during spend of their resources (Time, Money and efforts) on consumption related items. Consumer behavior has changed drastically post liberalization of the markets. Today, Traditional methods of purchasing goods and services have been changing. Consumers are relying on online order. Many peoples have replaced their daily newspaper and collecting the information through other resources. Student can access the universities related information by online facilities rather relying mailed catalog send by the universities.

Consumer s Consumer behaviour is influenced by four major factors:

- 1) Cultural,
- 2) Social,
- 3) Personal,
- 4) Psychological.

These factors cause consumers to develop product and Product preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their crash is essential as marketing mix strategies can be developed to appeal to the preferences of the target market. When purchasing any product, a consumer goes through a decision process.

This process consists of up to five stages:

**Stage 1: problem recognition,**

**Stage 2: information search,**

**Stage 3: evaluation of alternatives,**

**Stage 4: purchase decision**

**Stage 5: post purchase behaviour.**

**Problem Recognition** (awareness of need)--difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.

### **Information search**

o Internal search, memory.

o External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is

o Chinese food

o Indian food

o burger king

o Klondike kates etc

**Evaluation of Alternatives**--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.

**Purchase decision**--Choose buying alternative, includes product, package, store, method of purchase etc.

**Purchase**--May differ from decision, time lapse between 4 & 5, product availability.

Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

The length of this decision process will vary. A consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of

the buying decision behaviour. Consumer s Consumer behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer.

**INDIAN CONSUMER DURABLE INDUSTRY**

Lifestyle is being increasingly used in different industries such as professional service consultations, alcoholic beverages, apparel marketing, and credit cards users. More over various lifestyle studies of women have been conducted. This study aims to investigate empirically the influence of lifestyle of the buying behavior of respondents while making a purchase decision. This is also essential to know that, how durable products are affected by change of lifestyle of the consumers. Here, very significant questions rose, what is lifestyle? And how it changes with time? And what are factors which are responsible for affecting lifestyle?The consumer durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The consumer durable industry can be broadly classified into two segments: consumer electronics and consumer appliances: Consumer Appliances can further divide into Consumer electronic, White Goods and Brown goods and.

Indian consumer Durable Industry

<b>Consumer durables</b>		
<b>White goods</b>	<b>Brown goods</b>	<b>Electronic goods</b>
<ul style="list-style-type: none"> <li>• Refrigerators</li> <li>• Washing Machine</li> <li>• Air –conditioner</li> <li>• Speaker and Audio Equipments</li> </ul>	<ul style="list-style-type: none"> <li>• Mixer</li> <li>• Grinder</li> <li>• Micro wave oven</li> <li>• Iron</li> <li>• Electric Fan</li> <li>• Cooking Range</li> <li>• Chimney</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile phone</li> <li>• Television</li> <li>• DCD Player</li> <li>• VCD Player</li> <li>• MP3 player</li> </ul>

The distinguished classifications of brown goods vs. white goods have direct crashin the service/maintenance areas for the products of these classes. Generally, high-end technical skills are applicable in repairing the complex electronic circuits based brown goods, whereas it requires practical application specialized knowledge in servicing the white goods. The mechanics for the brown goods show reluctance in taking up the maintenance assignments for the white goods.

## **OBJECTIVES**

1. To analyze the lifestyle changes with demography.
2. To analyze the behavior of consumer changes with the influence of media.

## **RESEARCH METHODOLOGY**

### **Conceptual Framework**

To investigate the underlying dimensions of the lifestyle followed by the consumers the AIO measure proposed by Plummer was used. These dimensions were further analyzed to segment the consumers into different clusters. The behavior exhibited by these different clusters in terms of Product choice, information source influence, was examined.

### **Hypothesis Development**

According to Boyd and Levy, "Everyone's life has a style of some kind and he wishes to develop it, sustain it, show it and make it a coherent and visible thing that other people can recognize". Because of the coherence and visibility of lifestyles, those who share them are likely to react similarly to the marketing communication to buy the same or similar product. Ch. Sandage, Fryburger and Kim Rotzoll in their study found that to identify more meaningful segments in the market, consumers are grouped according to clusters of attitudes, values and behavior patterns they hold in common. Such descriptions are referred to as "lifestyles. Life style segmentation approach clusters people only in terms of the subjects' responses to the life style questions. It does not assume that the members of any target consumer group are all similar. Taking into consideration the aforesaid arguments, the first hypothesis for the study was framed.

Hypothesis 1 : People differ in their lifestyle and hence can be grouped into segments.

Hypothesis 2 : People belonging to lifestyle segments differ in their demographics

In a consumption environment, a person chooses a product or a Product, which indicates a maximum possibility of the definition or elaboration of his life styleidentity. Alternatively, a person makes a choice in a consumption environment in order to define or actualize his life style, identify it through the products or Products chosen. It can be assumed that the individual's consumption behavior can be predicted from an understanding of how he represents his world to himself, if the details of his life style system are known. Liu used lifestyle measures to make prediction of consumer behavior.Hu examined the influence of lifestyle on the spending decision patterns of college goers. Therefore it is evident that different lifestyle would generate distinct

preferences and behavior when making purchase decisions. The aforesaid arguments lead to the formulation of the third hypothesis

Hypothesis 3 : The Product choice behavior exhibited by lifestyle segments are different.

## **CONCLUSION**

The responsibility of producers to take into account the needs of not only urban consumer's lifestyle but look the change in rural consumer's lifestyle also, because consumer is basic foundation of every business. This is fact that today consumers look, think, prefer and buys the products according to his lifestyle and it becomes opportunity to marketers to fine tune their marketing offers and achieve high level of consumer acceptance and satisfaction. The emergence of urban and rural market with availability of many durable brands from inside and outside the nation impels us to measure the impact on change in lifestyle of Indian consumers. According to the study it clear that-

- It is clear from the results that the advertisement has major influence on the purchase decision of the durable products. The young age people decision for purchasing consumer durable products is not affected by advertisement. This is also true fact that there is no relationship between age the buying those goods which give value for money.
- The awareness of consumers depends on age. The young and middle age group awareness about television and washing machine brand is high as compared to old age group of the people. Thus it can be concluded that there is change in the awareness, promotional media lifestyle depends on age in taking the decision to purchase consumer durable. But this change is seen specific age group of the people like among young and middle age person. Here it is recommended that the marketers must focus more to middle young age and middle age group of consumer trough use of media.
- The post graduate and graduate classes of people have opinion that it not right to come on conclusion that purchasing foreign goods puts Indian jobless but none graduate differ in the opinion. There is significant conclusion drawn for selecting the place to purchase consumer durable products. The post graduate and graduate people prefer to purchase consumer durable from either direct from the company or authorized dealer store but non graduate purchase the durable goods from either retail store or other place.
- To prove the relationship for brand preference affect the purchase behavior of consumers it can be concluded that different class of the people prefer to purchase those durable goods which suits to their social class.

- It is also found that people prefer to purchase durable goods because of status symbol. Higher class and upper middle class and middle group of society like to purchase durable due to status symbol. While lower middle class and lower class to purchase for convenience reason and sometimes other reason also.

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