

Vol 6 Issue 1 Feb 2016

ISSN No : 2230-7850

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

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RNI MAHMUL/2011/38595

ISSN No.2230-7850

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Indian Streams Research Journal

International Recognized Multidisciplinary Research Journal

ISSN: 2230-7850

Impact Factor : 4.1625(UIF)

Volume - 6 | Issue - 1 | Feb - 2016



CONSUMERS SHOPPING LIFE STYLE ADOPTED BY IT & NON IT EMPLOYEES AT BANGALORE, INDIA.



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ABSTRACT

This study emphasizes the purchase intention of the consumers alongside with the consumers lifestyle. Consumers shopping life styles are very crucial to understand, it will keep change always and it is differ from every individuals and groups. This study is carried to identify the consumers life style adopted by the IT and non IT employees at Bengaluru, India. For this purpose sample of 824 respondents (412 IT employees & 412 non IT employees) surveyed with a structured questionnaire.

KEYWORDS – Consumers, Purchase Intention, Lifestyles, Bengaluru.

INTRODUCTION

The marketers can easily understand the purchase intention of the consumers by observing the consumers lifestyle. In general lifestyle used to change over a period of time, hence it needs to be studied very often. Consumers lifestyle has been always an interested and important area in the marketing research. Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self image or self concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class.

The lifestyle concept was introduced by Chime (1958), Rainwater, Coleman and Handel (1959), what's more, Havinhurst and Feigenbaum (1959) as near 1950s, indicating its potential centrality in understanding, clarifying and foreseeing buyer conduct. Moore (1963) proposed still another meaning of way of life to connect theoretical and operational elucidations of the term. The term "life style",



suggests a patterned way of life into which [people] fit various products, events or resources. It suggests that consumer purchasing is an interrelated, patterned phenomenon...products are bought as part of a "life style package".

Lifestyle is an important concept used in segmenting markets and understanding target customers, which is not provided by the study of demographics alone. Many researchers have focused on identifying the lifestyle of the consumers' to have better information about them.

Review of Literature

Consumer life-style analysis information has become a very popular tool in marketing management decision making. The use of values and life-styles as segmentation criteria is continuously increasing in the hopes that it explains more observed consumer behavioral/action variation than pure demographic and/or socio-economic variables. Because consumer values and life-style characteristics do provide a rich view of the market and a more life-like portrait of the consumer, they meet the demands of management practice for increasingly sophisticated and actionable marketing information (Wagner and Weddle, 1995).

It was suggested that consumers' life-style is a function of inherent individual characteristics that are shaped and formed through social interaction as consumers move through the family life-cycle (Hawkins et al 1998). As such, life-style schemes aim at classifying consumers into identifiable market segments with specific life-style patterns, on the basis of numerous scales assessing AIO's (Activities, Interest, and Opinions and VAL's (Values, Attitudes and Life-styles) of consumer groups.

It was also stated that a life-style marketing (psychographics) perspective recognizes that people classify themselves into groups on the basis of the things they like to do, how they like to spend their leisure time, the type of interest they have, and how they choose to spend their disposable income (Zablocki and Kanter 1976). These predispositions, in turn, determine distinct consumer profiles. As a result, consumer life-styles are measured by asking consumers about their activities (work, hobbies, and vocations), interests (family, job, community) and opinions (about themselves, others, and about social issues, politics, business). These AIO questions, in some studies, are of a very general nature; in others at least some of the questions are related to specific products/services (Peter.J et al 2004). For standardized mass consumption products, general types of AIO statements are utilized, whereas for differentiated products/services specific product/service related questions are asked. These choices and differences in consumer behavior consecutively establish opportunities for product differentiation and market segmentation strategies that recognize the potency of a consumer's chosen life-style in determining both the type of products and the specific brands more likely to appeal to a designated life-style segment profile (Solomon et al 1999).

Life-style segmentation, in most cases, follows a post-hoc model. This is explained in the way of consumers first being asked questions about their life-styles and then being grouped on the basis of the similarity of their responses (Peter and Donelley 2003). Life-style research conducted for large populations is rather extensive and expensive, and as a result, this field has been developed to a large extent by commercial market research companies. The most popular application of general life-style pattern is SRI International's VALS program. VALS provides a systematic classification of American adults into several distinct value and life-style patterns (Values, Attitudes, and Life-Styles Program). This program mirrors a certifiable example that clarifies the relationship between identity qualities and purchaser conduct. All in all, VALS utilizes brain research to investigate the progress fundamental shopper inclinations and decisions. VALS not just recognizes contrasts in inspiration, it additionally catches the mental and material requirements on purchaser conduct which may show cross-

cultural/national variations.

Literature on Purchase Intention

Santini et al., (2013) studied about "Background of Purchase Intention of Brazilian Soccer Club Fans". The results demonstrated that there are positive, significant relationships between the following constructs: "psychological attachment" and "emotional attachment"; "psychological attachment" and "loyalty behavior", and "purchase intention"; "brand awareness/association" and "image of the soccer club" and finally; "image of the soccer club" and "purchase intention." The results suggest that having emotional ties is not enough to have a behavioral loyalty which is characterized by a repeated purchase behavior towards certain products or services (Oliver, 1997). Perhaps in a situation where loyalty is not characterized as a positive buying process but is a certain predisposition to favorable buying and attitudes such as is the case of attitudinal loyalty, the hypothesis might be confirmed. In terms of management, the research provided backing for club managers, who are more and more concerned about their own professionalization. It gives them more support for making decisions, since this Background of Purchase Intention of Brazilian Soccer Club Fans paper helped bring about reflection upon several dimension used within the business marketing for the sports ambit which is in need of more research.

Maoyan et al., (2014) stated that "Consumer Purchase Intention Research Based on Social Media Marketing." The results show that social media marketing stimulate external factors and then influence the consumer's inner perception factors; at last, it will affect consumers' purchase intention. Finally, according to the characteristics of the consumer purchase intention based on social media marketing provide decisions and supports for the development of the electronic commerce to provide the reference for the enterprises.

Sajjad Khalouzadeh Mobarakeh and Fariba Rajaei Ghahnavieh (2015) analysed that "The effect of online advertisement on online purchase intention." An empirical investigation of the effect of online advertisement on online purchase intention was conducted. The study indicated the positive relationship between online advertisement and consumers' trust in websites, as well as positive relationship between online advertisement and consumers' attitude toward brand. Our findings also illustrated the positive relationship between consumers' online purchase intention and their trust in websites, as well as their attitude toward brand.

Sadasivan et al., (2011) in his study "Role of Involvement and Loyalty in Predicting Buyer's Purchase Intention towards Private Apparel Brand Extensions." The results that emerge from the study are (i) Involvement play a significant role in the decision making for apparels and influence the brand loyalty. (ii) Consumer's evaluation towards the extension from apparel store brands is influenced by relevance and similarity. Further, the outcome also indicates that consumer's reaction towards the extension product category (non-durable or durable) is influenced by brand association. It is concluded that consumers' level of involvement with the product they intend to buy helps them to make appropriate brand choice and subsequently influence their loyalty attitude. Brand association plays a pivotal role in influencing the purchase intension of consumers for extension proposals.

Hasan et al., (2013) studied on "Iranian consumers' purchase intention toward global brands." This study finds that need for uniqueness in forms attitudes toward foreign products among Iranian consumers. This article provides valuable strategic Recommendations for both Iranian retailers and foreign retailers who plan to enter the Iranian market. Iranian retailers must note that attitudes toward global brand shave a negative effect on perceived quality for the local brand. Considering that positive perceptions of quality were important for the long-term success of a brand, Iranian retailers need to

reshape their consumers' attitudes toward local brands through marketing and promotional campaigns. Although established consumer attitudes are not easy to alter, Iran retailers may benefit from employ in aggressive marketing strategies to improve consumer perception of their brands in terms of quality and emotional appeal. The results indicate that Iranian consumers' need for uniqueness positively influences attitudes toward foreign products. Attitudes toward foreign products positively affect perceived quality for a global brand while this impact is negative in the case of a local brand. Results of this study can be directly or indirectly used as guidelines for manufacturing companies or firms, service, advertising and commerce firms.

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Methodology

The sample (n = 424) was taken from IT and Non IT Executives working at the different part of Bengaluru. In order to test consumer lifestyle, fifty-six Activities, Interest and Opinions (AIO) and Values and Life-Styles (VALS) statements obtained (Orsay Kucukemiroglu et al 2004). Similarly to test purchase intention we used 10 statements after the test of reliability and validity.

Results & Discussion

Percentage analysis showing consumer life style for IT and Non IT Employees

Sno	Consumer Life Style	IT Employees Frequency	Non IT Employees Frequency	IT Employees Percentage	Non IT Employees Percentage
1.	Socially Conscious	23	37	5.6	9.0
2.	Fashion Oriented and Outgoing	49	31	11.9	7.5
3.	Home Oriented	44	42	10.7	10.2
4.	Health Conscious and Leading Active	114	89	27.7	21.6
5.	Economically Conscious	106	126	25.7	30.6
6.	Family Oriented	37	48	9.0	11.7
7.	Independent	39	39	9.5	9.5
	Total	412	412	100.0	100.0

Source: Primary Data

The above table shows that both IT & non IT executives are highly concerned with health conscious and leading active. Next to that, economic conscious are identified as with higher frequency. It clearly exhibits that both group (IT & non IT) employees are highly concerned about health conscious and economic conscious.

Chi-Square showing association between Psychographic and Purchase intention for IT Employees

CONSUMER LIFE STYLE	Category	Purchase Intention				χ^2	Sig.
		Low	Medium	High	Total		
	Socially Conscious	7	10	6	23		
		1.7%	2.4%	1.5%	5.6%		
	Fashion Oriented and Outgoing	23	14	12	49		
		5.6%	3.4%	2.9%	11.9%		
	Home Oriented	26	8	10	44		
		6.3%	1.9%	2.4%	10.7%		
	Health Conscious and Leading Active	15	87	12	114		
		3.6%	21.1%	2.9%	27.7%	196.334	.000
	Economically Conscious	8	17	81	106		
		1.9%	4.1%	19.7%	25.7%		
	Family Oriented	9	21	7	37		
		2.2%	5.1%	1.7%	9.0%		
	Independent	11	8	20	39		
		2.7%	1.9%	4.9%	9.5%		
	Total	99	165	148	412		
		24.0%	40.0%	35.9%	100.0%		

Source: Primary Data

Significant at 1%

The Chi square test was run on a sample of 412 IT executives to test the below hypothesis
 H_0 – There is no association between consumer life style and purchase intention
 H_1 - There is an association between consumer life style and purchase intention

The above table shows that value of ($X^2= 196.334, P= .000$) Hence the P value is significant at 5% level. It is affirm that there is an association between consumer life style and purchase intention.

The table also exhibits low, medium, high score for all the consumer life style. Among these, the Socially Conscious scored as (L-1.7%, M-2.4%, H-1.5%), Fashion Oriented and Outgoing scored as (L-5.6%, M-3.4%, H-2.9%), Home Oriented scored as (L-6.3%, M-1.9%, H-2.4%), Health Conscious and Leading Active scored as (L-3.6%, M-21.1%, H-2.9%), Economically Conscious scored as (L-1.9%, M-4.1%, H-19.7%), Family Oriented scored as (L-2.2%, M-5.1%, H-1.7%), Independent scored as (L-2.7%, M-1.9%, H-4.9%),

The table shows overall score for consumer life style as (L-24.0%, M-40.0%, H-35.9%) and in that Economically Conscious is fell in high with 19.7% and Socially Conscious is fell in low category with 1.7%.

Chi-Square showing association between consumer life style and Purchase intension for Non IT Employees

CONSUMER LIFE STYLE	Category	Purchase Intention				χ^2	Sig.
		Low	Medium	High	Total		
	Socially Conscious	5	18	14	37		
		1.2%	4.4%	3.4%	9.0%		
	Fashion Oriented	9	16	6	31		
	and Outgoing	2.2%	3.9%	1.5%	7.5%		
	Home Oriented	8	18	16	42		
		1.9%	4.4%	3.9%	10.2%		
	Health Conscious and	19	37	33	89		
	Leading Active	4.6%	9.0%	8.0%	21.6%	24.763	.016
	Economically	13	42	71	126		
	Conscious	3.2%	10.2%	17.2%	30.6%		
	Family Oriented	8	20	20	48		
		1.9%	4.9%	4.9%	11.7%		
	Independent	7	21	11	39		
		1.7%	5.1%	2.7%	9.5%		
	Total	69	172	171	412		
		16.7%	41.7%	41.5%	100.0%		

Source: Primary Data

Significant at 5%

The Chi square test was run on a sample of 412 non IT executives to test the below hypothesis.

H₀ – There is no association between consumer life style and purchase intention.

H₁ - There is an association between consumer life style and purchase intention.

The above table shows that value of (X²= 24.763, P= .016) Hence the P value is significant at 5% level. It is affirm that there is an association between psychographic and purchase intention.

The table also exhibits low, medium, high score for all the consumer life style. Among these, the Socially Conscious scored as (L-1.2%, M-4.4%, H-3.4%), Fashion Oriented and Outgoing scored as (L-2.2%, M-3.9%, H-1.5%), Home Oriented scored as (L-1.9%, M-4.4%, H-3.9%), Health Conscious and Leading Active scored as (L-4.6%, M-9.0%, H-8.0%), Economically Conscious scored as (L-3.2%, M-10.2%, H-17.2%), Family Oriented scored as (L-1.9%, M-4.9%, H-4.9%), Independent scored as (L-1.7%, M-5.1%, H-2.7%),

The table shows overall score for consumer life style as (L-16.7%, M-41.7%, H-41.5%) and in that Economically Conscious is fell in high with 17.2% and Socially Conscious is fell in low category with 1.2%.

Discussion

The result shows that both IT and non IT employees are not having social conscious while involving in purchasing. This clearly exhibits that IT & non IT employees purchase intention are having

very poor association with the conscious of society. Further, both the employees groups are highly conscious about the economic value of purchase. Due to plenty of purchase, sufficient knowledge over the product and by other factors consumers are highly educated about the product that they intend to purchase. Hence the consumers are highly concerned about the amount that required to purchase. Next to economic conscious, health conscious and leading activities have high association with the purchase intention of both IT & non IT employees. In the internet era, consumers can learn about anything that they intend to purchase like a real profession in the field. That extent the internet will give the sufficient sources to know about the purchase. In particular, peoples living in urban do have better knowledge over the environment that they are involved in. This study revealed that IT & non IT employees residing at Bengaluru have been influenced by the economic conscious in their purchase intention.

CONCLUSION

Like the early days, still the conscious of economy played a vital role in the purchase intention of the IT and non IT employees. Why because, in the competitive world, employees are need to put high level of effort to earn the money that they deserve, takes time and they have to save some money for their future. So while involving in purchase both the IT & non IT employees are stick to viz economic, health, family, home oriented, independent and socially conscious. Interestingly, social conscious had been had very low association with the purchase intention of IT & non IT employees. Hence this study conclude that economic conscious of the employees have high association (among the six other consciousness of the consumers) with the purchase intention of the IT and non IT employees at Bengaluru.

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