IMPACT OF ADVERTISING AND MARKETING STRATEGIES ON CONSUMER'S LIFESTYLE WITH SPL. REFERENCE TO FAST FOOD AND CLOTHING INDUSTRY (A STUDY OF MEERUT DIVISION)

A SUMMARY
SUBMITTED FOR THE AWARD OF Ph.D. DEGREE IN COMMERCE AND BUSINESS ADMINISTRATION TO C.C.S. UNIVERSITY, MEERUT

Supervisor :
Dr. R. K. Singhal
Reader,
Faculty of Commerce & Business Administration
D. N. College, Meerut (U.P.)

Research Scholar :
Rahul Agarwal
M.Com.,
359, Brahampuri, Meerut

2012
Introduction

In the context of the changing environment in India and as a result of liberalization of the Indian economy, entry of multinational corporations, and the globalization of markets, the Indian marketer is being, pressurized into becoming more and more competitive every day. Prior to this, he was operating in a sheltered market. The focus of his effort was on production; he used only very elementary marketing skills.

This scenario has now changed. The shackles have been removed. As a result, the industrial activity is increasing, per capita income is rising and the consumers are becoming more and more knowledgeable and demanding.

Further, the entry of well-known multinational brands into the country is forcing Indian enterprises to emphasize on quality. The advantages that occur to a brand from price and product features are getting quickly neutralised.

In addition, changes are taking place in the technology as well as the basic values of the people. The values are learned as a result of interactions with certain institutions of which family, religion, school and peer groups play an important part. The family no longer exercises the same influence as it used to do in instilling values in their children, the influence of institutionalised religion has declined; school begins at an early age and even the teaching styles are also changing. Reduced workweeks, trend towards life simplification, changes in morals,
greater youth orientation, all these are influencing lifestyles like they did never before.

Knowledge of lifestyles provides the marketers with a new way of learning about their markets and the ways in which they can be supplied with products that are most acceptable to them.

Lifestyling a market gives information on the rewards people seek in their activities and interests and a notion of the number and types of roles in which the consumers see themselves. In this process, the product developer does not see his market as an outsider, but in fact, becomes more of a member of it.

It helps advertising to integrate more effectively its products and services into an existing way of life and make them appear natural and necessary there. A study of the lifestyles of a market helps the copywriter or artist to have a better idea of the type of person he is trying to communicate with. This has implications for the setting of the advertising, the type and appearance of the characters, the nature of music and artwork, etc. It provides insights into the basic tone of voice for the advertisement, that is, whether the tone should be serious or humorous, authoritative or co-operative, contemporary or traditional.

**Concept of Lifestyle Marketing**

It is a strategy for the understanding of a market in terms of its most meaningful, recurrent patterns of activities and attitudes and then tailoring products and services and their promotional strategies to fit these patterns.
The use of this approach encourages the “existing markets to reveal latent needs that are not yet being served and brings to lore, ways and means through which the existing needs may be satisfied, more meaningfully. Furthermore, lifestyle marketing also allows disclosure of similar needs in adjacent markets, and enables new markets to be seen in the light of their familiarity to the existing markets

**Concept of Lifestyle**

Broadly speaking, a family or individual’s characteristic manner of living is called its lifestyle. Max Weber originally used the term ‘lifestyle’ in 1963. He defined lifestyle patterns as a ‘systems concept’ and referred to it as a distinctive mode of living in its aggregate and broadest sense. According to him, lifestyle embodies “patterns that develop and emerge from the dynamics of living in a society”.

The concept of lifestyle has resulted from a “merging of the objectivity of the personality inventory” (Trait-Factor theory) with the rich consumer-oriented descriptive detail of the quantitative motivation, research investigation or the psychoanalytic theory.

**Missions of Lifestyle Marketing**

The marketers may employ lifestyle marketing to accomplish three main purposes. These are listed below:—

1. To bail out an existing product which is selling below its forecast potential or, whose life cycle is on the down side with sales steadily on decline. This results in extending the life cycle of such products.
2. To bring in new profits requiring the developer to create a range of related new product opportunities for sale in an existing or similar market. This results in vertical and horizontal line extensions.

3. To generate numerous product opportunities in vaguely defined areas of general interest with many apparent possibilities.

Criteria to Identify the Lifestyle

Not all lifestyles are of interest to the marketer. There are six criteria that help identify such lifestyles. These are as follows:

1. They must exist in the real world. These lifestyles should be observable and predictably be expected to continue to exist tomorrow.

2. They must be reasonably discreet. The component roles in the lifestyles must be closely interrelated to one another, yet they should be perceptibly different in kind from all other lifestyles, i.e., the amount of overlap between them should be small.

3. They must be commercialisable in the sense that they should involve heavy use of products and services so that they offer a major market opportunity to the developer.

4. They must be meaningfully repetitive, so that successive product use or re-use is motivated and encouraged. This would ensure a continuous demand for goods and services.

5. They must be quantifiable, in terms of numbers, so that the percentage of heavy users, low users and non-users can be identified.
6. They must be commonly advertisable to. They must accept same advertising appeals, the same rank order of benefits and use the same media of advertising.

It is only when the above criteria are fulfilled that the advertisers and marketers would be able to utilise them for making an action plan to reap maximum benefits. Before we move on to the research methodology used here for the identification of lifestyles, let us take a look at the studies conducted in India and abroad for identifying the lifestyles of the consumers.

**Objectives of the Study**

The study has been conducted with the following objectives in view:

To study and analyse the consumer's lifestyle. To study the impact of advertising and marketing strategies on consumer's lifestyle. To study the lifestyle prevailing amongst the middle class consumers. To analyse the influence of income, education and occupation on consumer's lifestyle. To examine the relationship between lifestyle and the perceptions relating to the function of advertising, media preferences of the different lifestyle of consumer's groups. To identify the purchasing behavior of people belonging to the different lifestyle in terms of shopping, brand loyalty and store loyalty etc. To analyse the purchasing dimension and effect of marketing strategy for Fast foods and Clothing products.
Purpose of the Study

The present study seeks to identify certain significant activities, interests, and opinions of the middle-class consumers living Meerut Devision and through this, to identify distinct lifestyles. The study is confined to middle-class consumers because they comprise the largest buying segment and because their aspirations to move upward are significantly reflected in their consumption behaviour. Furthermore, it endeavours to discover whether the different lifestyles prefer different kinds of media and exhibit different purchase behaviour; whether they differ in their perception about advertising and whether there are any significant differences in the lifestyles of the middle-class based on sex, marital status, age, location of residence, income, education, and occupation.

It also seeks to explain the media habits and purchase behaviour pertaining to two products, namely, fast food and clothes. These products have been selected because they reflect the individual’s lifestyles more evidently.

Research Methodology

Properly conducted research is a valuable tool for the top management in making critical decisions good research reduces the uncertainty which necessitaes the importance of describing the research methodology here. This study sought to explore the “Impact of advertising and marketing strategies on consumers' lifestyle with special reference to fast food and clothing industry”. It is a diagnostic-cum-descriptive study.
The study is based on the collection of primary as well as secondary data. The analysis and interpretation of data is supplemented with the information available from published and unpublished sources.

(i) The Questionnaire: A structured non-disguised questionnaire was prepared for the purpose of collecting the necessary information. A pilot study was conducted by taking a sample of 25 respondents from District Meerut who were interviewed. Based on the feedback received from the pilot study, some of the questionnaire were deleted and a few were modified.

(ii) Data Collection: The data collected through personal interviews over a period of twelve months, ending June 2010.

(iii) Sample Profile: A non-probability quota-cum-convenience sample was taken for the study. It consisted of 436 middle-class people of Meerut Division, who were at least of 12 years of age. For purpose of ‘middle-class’, it was premised that the respondent belonged to family having income from Rs. 5,000 per month to Rs. 40,000 per month. In order to make the sample representative enough, it was ensured that sufficient number of respondents belonged to each of the five District of Meerut Division i.e., District Meerut, Ghaziabad, Bulandshahar, Gautam Budh Nagar & Baghpat.

(iv) Analysis of the Data: In order to identify the prominent lifestyles of middle-class people in the districts of Meerut Division the 64 AIO (activities, interests and opinions) statements of the general type
(related to issues like routine, education, job, marriage, dowry, politics etc.) were first subjected to item analysis.

**Consumer's Lifestyle Factors**

Seven life styles factors represent the prominent lifestyles of the middle-class in five districts of Meerut division. Thus, there are differences in consumers on the basis of their activities, interests, opinions and attitudes resulting in different lifestyles. These findings are in consonance with the findings of earlier researches, which indicate that people differ in their lifestyles. For example, Plummer found that people using credit cards indicated an upper socio-economic, urban-suburban lifestyle, which was different from the lifestyle of those who did not use credit cards. Reynolds, Crask, and Williams found that modern and traditional women emerged as occupants of different behaviours, attitudes and lifestyles. Richard and Sturman identified different lifestyle segments for Warner’s Slimwearsapparels. Recent researches on senior citizens and affluent markets have found different lifestyles existing amongst each of these segments. Thus, all consumers of a product are not identical, they differ in their activities, interests and opinions, belong to different lifestyles and are likely to have different preferences and exhibit different purchase behaviour.

**Marital Status and Lifestyle of Consumers**

Thus, there are significant differences in the lifestyle of the middle-class respondents on account of whether they are married or not. Thus, marital status influences, to a significant extent, the lifestyle of the middle-class respondents of Meerut Division.
Sex and Lifestyle of Consumers

It has been found that males are more likely to seek house-ownership and prefer social interaction and living in urban settlements. They seem to agree that marriage cannot be done away with and that procreation is essential for its survival. Being more ‘others-oriented’ they are likely to be comparatively more active information-seekers and information-givers and give importance to the opinions of their peer group.

Age and Lifestyle of Consumers

The findings are in agreement with the conclusions of an earlier study by Moschis and Churchill on age and advertising. It stressed that the effectiveness of marketing communication would differ according to the age and social class of the adolescent consumers. The study revealed that interaction of socio-economic status with age affected the adolescents’ attitudes towards advertising. Younger lower class adolescents held more favourable attitudes towards advertising than their middle-class counterparts. While the attitudes of middle-class adolescents towards advertising remained relatively stable as they aged, those of lower class adolescents tended to decline. The findings suggested that message content emphasising the expressive aspects of consumption might be relatively appealing to younger lower class and older middle-class teenagers than to younger middle class and older lower class adolescents.

Location of Residence and Lifestyle of Consumer

The study indicated that if the sample was representative, individuals who had recently undergone a long distance move when compared to
local movers and non-movers were likely to be above average in present purchasing power, above average in potential growth in purchasing power, important customers for particular products and services including major durables and household furnishing and undertook considerable brand and store-switching in the course of the move. He emphasised that measurement of geographic mobility should be used in future analysis of consumer markets to describe both the positions in lifestyle at any point in time and changes in lifestyle overtime.

**Education and Lifestyle of Consumers**

The analysis shows that people from different educational backgrounds are likely to have different lifestyles.

Thus, while identical appeals could be used to tap the middle-class people, who are literate and well qualified, different appeals shall have to be designed for the highly qualified groups. In fact, they are the ones who tend to keep the traditions alive and are also not necessarily socially active. The media used to reach them is also likely to be different as compared to that used for the literates and well qualified.

**Income and Lifestyle of Consumers**

The findings indicate that income does influence lifestyles. The findings are in line with the earlier findings in a study conducted by Schaningir. He examined the relative effectiveness of social class and income as well as their combination over a wide range of consumption areas. The study emphasised that the role of income was likely to vary in
significance in accordance with the type of product or service under study and also according to differences in lifestyles. Income was found to be superior to social class for major appliances, soft drinks, mixers and alcoholic beverages. The combination of income and social class was found to be superior for make-up and clothing, automobile and TV ownership.

**Occupation and Lifestyle of Consumers**

The ‘independents’ also differ significantly on the occupational status. They are most likely to be represented by those who are in business or in professions or are housewives. It seems that these people desire to maintain their own identities and find it difficult to cope up with the strains of staying together in a joint family. The students and those who are in service are least likely to belong to this lifestyle. Thus, the difference in the occupational status is expected to induce an individual to belong to a different lifestyle.

**Lifestyle and Perception of Advertising**

The influence of advertising on the respondents belonging to the various lifestyles was investigated. Their opinion was sought on whether they agreed or disagreed with the following statements about advertising, on a Likert scale.

1. ‘Advertising is essential’
2. ‘It results in lower prices’
3. ‘It is persuasive’
4. ‘It presents a true product picture’
5. ‘It helps raise standard of living’
6. ‘It results in better products’; and
7. ‘It is a good source of information’.

The correlations with the total score for each of these dimensions and lifestyles are presented the correlations between the respondents of various lifestyles regarding the meaning and importance assigned to advertising are significant.

Thus people from different lifestyles assign different significance to advertising and vary in their expectations from advertisements. This signifies that the marketers need to use different appeals to attract members of different lifestyles. At the same time, the messages would have to be attention-getting as well as informative in order to be effective. The findings are in agreement with the conclusions drawn by Bums and Foxman. They emphasise that the role that advertising can play will vary with different lifestyle segments. They have suggested that the high-time-committed, low-money working wife segment would be the greatest user of advertising, while the low-time committed, low-money-working wife segment would rely least on advertising.

**Lifestyle and Print Media**

In order to ascertain whether there were any differences in the reading habits of the respondents belonging to different lifestyles in the districts of Meerut Division, data was collected on the type of reading material they subscribed to.
For this purpose, the reading material was classified into newspapers, light reading materials, fashion magazines, movie-romance and crime magazines, home-makers magazines, professional magazines, and any others like comics and novels.

The Pearson product moment correlations were calculated to study the relationship of each of these reading materials with the seven lifestyle factors.

**Lifestyle and TV-Viewing**

An effort was also made to ascertain whether there were any differences in the TV-viewing habits of the seven-lifestyle factors. For this purpose, the TV-viewing time was classified into morning transmission, afternoon transmission and evening transmission. The evening transmission was further sub-divided into three time zones: (a) 6 to 8 p.m. (b) 8 to 10 p.m.; and (c) after 10 p.m.

The Pearsonian product moment correlations are presented people belonging to different lifestyles are likely to watch TV at different times. The findings should be kept in mind while communicating with them effectively as it would reduce, to some extent, the waste in the marketing communication effort.

**Relationship Between Buyers’ Lifestyle and Advertising Media**

In order to identify the relationship of lifestyle to the sources of information used for the purchase of fast foods and clothes, the respondents were asked to rank the following media in their order of importance. A
7-point scale was used starting with 1 for the most important media, 2 for the lesser important media and so on till all the media were ranked on this scale. The various media listed for this purpose were (a) radio; (b) direct mail; (c) newspapers; (d) television; (e) magazines; (f) video; and (g) movies.

**Lifestyle and Advertising Media for Clothes**

The frequencies and percentages of respondents assigning different ranks to the various media are, the three most important sources of information for purchasing clothes are magazines, TV and newspapers. Direct mail and video are the least important sources for obtaining information regarding clothes.

**Consumers' Lifestyle and Buying Behaviour**

The general buying behaviour has been studied in relation to the following aspects:

(a) Interest in shopping
(b) Interest in trying new brands
(c) Seeking friends’ advice on choice of brands
(d) Preference for stores that back up the product’s guarantee and
(e) Store-loyalty.

For this purpose, the Pearsonian product moment correlations were computed between the various AIO statements on purchase behaviour and lifestyles.
Thus, we find that the respondents of different lifestyles have different interests in shopping. They also differ amongst themselves on trying a new brand that appears in the market, the importance they assign to the opinions of friends on brands and the extent of store-loyalty. These differences indicate that word-of-mouth is an important factor inducing new brand trial and that the retailers play an important role in encouraging store-loyalty. We now examine the purchase behaviour of consumers belonging to the various lifestyles related to two lifestyle sensitive products, viz., fast foods and clothes.

**Consumers' Lifestyle and Purchase of Fast Foods**

A study of the eating habits was undertaken with a view to identifying whether the middle-class consumers favour consumption of fast food items or not. For this purpose, their interest in eating and cooking, spices and seasonings and concern with nutrition and eating the right type of foods was studied. Their opinions were sought on whether they impressed their guests with the food they served and whether they liked to snack while watching TV.

It was felt that an interest in eating and a significant correlation with snacking while watching TV will identify respondents who are likely to be heavy consumers of food including fast food items. Furthermore, those who preferred spices and those seasonings and whose concern with eating the right types of foods was low expected to be more inclined to eating out.
Thus, the ‘stay-at-home traditionalists’ are not particularly fond of eating but enjoy cooking. They use food as a means to impress their guests and are likely to cook it by themselves rather than buy it from outside. The ‘progressive providents’ also do not seem to take pleasure in eating or cooking. They, however, like to impress their guests with the food they serve, and are likely to purchase food from outside for their guests. They do not seem to relish food with spices and seasonings and their concern for eating the right types of foods is significant. They like to take snacks while watching TV and are likely to consume more fast food items that are ready-to-eat. The ‘social climbers’ are fond of eating. They do not like to impress their guests with the food they serve. They do not have any preference for spices and seasonings nor do they seem to be significantly concerned about eating the right type of foods. The ‘security-seekers’ display no significant interest in eating or cooking. They do not like to impress their guests with the food they serve and therefore, they are not likely to make any efforts to serve special food items for their guests whether cooked by them or brought from outside.

The ‘conservatives’ are fond of eating and cooking. They display no significant interest in impressing their guests with the food they serve but prefer food with spices and seasonings. They are concerned about eating the right type of foods. The ‘privileged’ are neither fond of eating nor do they seem to take pleasure in cooking to any noticeable extent. The ‘independents’ do not show any discernible preference for eating or
for cooking. They like to have food with spices and seasonings. Though their concern with eating the right type of foods is not very noteworthy, yet they do not like to snack while watching TV. Their concern for nutritional information on packages is not apparent. A good taste, therefore, is likely to be more important than the nutritional content for people belonging to this lifestyle.

**Consumer's Lifestyle and Purchase of Clothing**

It was assumed that the way an individual dresses up is likely to reflect his or her lifestyle. An effort was made to identify if there were any peculiarities regarding choice of clothes significantly associated with a particular lifestyle. The respondents were asked to give their agreement or disagreement on the following statements:

1. ‘Being well-dressed is an important part of my life’.
2. ‘I wear clothes I like even if they are not in fashion’.
3. ‘I wear clothes that are in fashion but are not very expensive’.
4. ‘I wear clothes that are inexpensive even if they are not going to last long’.
5. ‘I would like to have clothes that need no ironing’.

The responses to each of the above statements were correlated with the seven- lifestyle factors.

The ‘stay-at-home traditionalists’ agree that being well dressed is important for them but they do not seem to prefer clothes that need no ironing. The respondents belonging to the ‘progressive provident’ lifestyle
also prefer to be well dressed but not necessarily in fashionable clothes. They do not like wearing fashionable clothes even if they are inexpensive.

The ‘social climbers’ certainly believe that being well dressed is important for them though no significant preferences have emerged for fashionable clothes or clothes that do not require any ironing. The ‘security-seekers’ like to dress up well. They seem to have a preference for inexpensive clothes even if they may not last long.

1. Consumers' Lifestyle and Marketing

The Marketers must not view the middle-class in Meerut Division as an amorphous mass - there are segments with distinctive preferences and purchase patterns. Seven significant lifestyle have been identified by the study and these differ in their perceptions about advertising, media habits and purchase behaviour. A study of the lifestyles will provide need-based market segmentation, leading to the development of products and services that appear natural and necessary there.

Market Segments for Clothes

The marketers of clothes would find their market divided into the following segments: buyers who prefer utilitarian clothes; those who prefer fashionable clothes; those who prefer good quality clothes of their own choice and those who prefer inexpensive clothes irrespective of the quality. The segment preferring fashionable clothes is further divided into two sub-segments consisting of those who prefer inexpensive fashionable clothes and those who prefer fashionable clothes irrespective of the price.
Similarly, there are people who prefer low maintenance clothes and those who do not. Thus, the marketer must decide whether he has to tap the fashion-conscious, utility-conscious, quality-conscious or the price-conscious consumers. The fabric quality, designs, colours, and styles shall differ according to the segments that the marketers wish to approach.

**Market Segments for Fast Foods**

In the case of fast food also, consumers can be classified into those who prefer taste and those who prefer the nutritional contents. Besides this, there are people who prefer to take snack while watching TV and those who do not. While the former are likely to tempt their appetites by seeking greater variety in fast food and ready-to-eat products which are delectable, the latter need to be motivated to eat more frequently or to use snacks while watching TV. They could be encouraged to go in for more frequent smaller meals than three large meals as a way to healthier life. Lifestyle segments that do not like to go out for shopping could be tapped by providing free home deliveries.

**Product and Product Features**

Flowing from the existence of segments and sub-segments are the implications for product design and features. The segment which the marketer chooses the style, quality of material used and price of clothes for marketing clothes. The textile-designers as well as the manufacturers of fabrics may consider designing textiles and fabrics, which may not require ironing. The taste, the nutritional contents and the variety of fast
foods that are made available to the consumers shall also vary with the lifestyle the marketer of fast food wishes to cater to.

**Brand Loyalty**

Lifestyles have been found to differ on trying new brands. While those who are not associated with trying new brands like the ‘stay-at-home traditionalists’, ‘progressive providents’, and ‘security-seekers’, are brand loyal the ‘conservatives’ and ‘privileged’ like to try new brands. The marketers can use promotional appeals and discount’ schemes to either motivate the customers who are not brand loyal to remain loyal or to use these tools to attract the brand switchers towards their ‘brands. Thus, brand loyalty still exists amongst certain segments and is not dead. Such segments are likely to motivate the marketers towards relationship building and success in retaining customers.

**Favourable Word-of-Mouth**

In addition to the above, there are lifestyles which seek the advice of friends on which brands to buy (‘social climbers’ and ‘conservatives’) and there are people (‘social climbers’) who prefer to buy only those brands which are recommended by their peers. Accordingly, the other sources of information are not going to be popular with such people. Therefore, in order to attract sales from these segments, the marketers would do well to identify opinion leaders from amongst those who like to try new brands and motivate them to spread a favourable word-of-mouth for their brands to supplement their selling efforts.
Package Design and Labelling

The findings also have implications for package design and labelling. The consumers belonging to the lifestyles of the ‘stay-at-home traditionalists’ ‘privileged’ and ‘security-seekers’ carefully read nutritional information on packages. Moreover, those concerned with eating the right type of foods are also likely to be attracted by the nutritional contents. These must be appropriately displayed on the package. Need for home delivery services is also likely to influence the package design and technology especially in case of eatables.

Retail Outlets: Display and Promotional Tools

People belonging to the different lifestyles vary in their interest in shopping. The ‘social climbers’, security-seekers’, ‘.conservatives’ and the ‘privileged’ enjoy shopping. They tend to shop more frequently, visit a variety of stores, and exhibitions to compare products, quality, style, colours and prices before making the final choice. They are, thus, active information seekers.

Store Loyalty

While only the people from the ‘privileged’ lifestyles were/found to prefer stores that back up their products’ guarantee, people from other lifestyles have shown no such preferences. The marketers must address themselves to questions like what other factors are important in choosing stores, and whether store layout is really important.

Furthermore, people from three lifestyles were found to be store loyal - the ‘stay-at-home traditionalists’, the ‘progressive providents’ and the ‘conservatives’. The marketer must, therefore, choose retail outlets
which encourage store loyalty with the help of promotional schemes, sufficient stocks and retailer services so that a regular customer inflow is assured.

2. Consumers' Lifestyle and Advertising

**Newspapers**

An analysis of the reading habits of people has revealed that contrary to the general belief, newspaper reading is not a universal habit. Furthermore, the survey of media habits of the consumers has shown that newspapers are an important source of information for all the two products chosen: it may be used by people for information on fast foods and clothing. Thus, only branded products can be advertised effectively in the newspapers. The marketers must ascertain the role newspapers can play in advertising their brands.

**Magazines**

Differences have also been noticed among lifestyles on the kinds of magazines they refer to. The ‘independents’ for example, are likely to subscribe to homemakers magazines, but the ‘social climbers’ are least likely to use them. The ‘security-seekers’ prefer to use fashion magazines while people from other lifestyles have not shown any significant preferences for these magazines. Thus, while people from a particular lifestyle may subscribe to a particular kind of magazine, people from other lifestyles may not use them at all.

The marketer should, therefore, decide which print media vehicle to use after deciding upon which lifestyle he intends to approach and what their reading preferences are.
**Television**

People from different lifestyles vary in the amount of time they devote to watching television. While the ‘security-seekers’ and the ‘progressive providents’ appear to show no significant interest in watching television, those belonging to the ‘privileged’ lifestyle spend a considerable time in watching TV. Thus, the exposure to the marketer’s messages will greatly depend upon how much time is spent in watching TV by the respondents belonging to a particular lifestyle.

This fact signifies that the importance assigned to print and audio-visual media is different and while choosing the ad-media, the marketers must weigh and measure the peculiarities of preferences for each media.

**Advertising Media for Fast Food**

The people belonging to different lifestyles were found to prefer audio-visual media like television and video for obtaining information on fast foods. In print media, none of the three sources - newspapers, magazines and direct mail - seem to be popular but radio appears to be popular for those belonging to the ‘independent’ lifestyle. Thus, TV, video and radio emerge as significant media for advertising fast foods.

**Advertising Media for Clothes**

Lifestyles differ on the media used by them for obtaining information on clothes. While the ‘social-climbers’ seem to prefer television, the ‘conservatives’ fancy magazines and the ‘stay-at-home traditionalists’ prefer movies. Radio, direct mail, newspapers etc. are not significant sources of
information for people belonging to any of the lifestyles. Thus, television, magazines and movies are by far the most significant advertising media for clothes.

**Advertising Media Scheduling**

People belonging to different lifestyles also vary in so far as the time for watching the television is concerned. While the ‘social-climbers’ prefer to watch the breakfast TV, the ‘independents’ prefer to watch the afternoon transmission. Furthermore, the ‘privileged’ prefer to watch the evening transmission from 6 p.m. to 10 p.m., and the ‘conservatives’ are not likely to watch TV beyond 10 p.m. Thus, the marketer ought to identify the time slots popular with his target audience, in order to reach them more effectively.

**Advertising Design and Creativity**

People belonging to different lifestyles tend to assign different roles to advertising. While the ‘security-seekers’ and the ‘independents’ consider it to be essential, the ‘stay-at-home traditionalists’ and the ‘privileged’ consider that it is not essential and can be done away with. Those belonging to the ‘progressive providents’, ‘social-climbers’, ‘conservatives’ and the ‘independents’ lifestyle feel that advertising has a significant role to play in their lives as it helps to provide better products at lower prices and helps to raise the standard of living. However, only the ‘security-seekers’ and the ‘independents’ view it as a good source of information.

**Price Differentiation**

People belonging to different lifestyles also differ in the importance they assign to saving money on household expenses. The progressive
providers for example are more economy conscious. The service marketer can, thus, use price discrimination to reap more profits. He can successfully use different price levels to attract customers from different segments by introducing varying service levels for the different prices.

**Service Delivery**

The people belonging to different lifestyles also differ in their interest in shopping. While the ‘social-climbers’, ‘conservatives’, and ‘security-seekers’ enjoy shopping, the ‘stay-at-home traditionalists’, and the ‘progressive providents’ exhibit no interest in shopping. Thus, the service marketer can approach such segments by reaching them through free home delivery services, providing convenient locations, or mobile units, telemarketing and other direct marketing strategies.

**Conclusion**

Thus, the understanding of lifestyles has important implications for market segmentation, developing product features, packaging and labelling, store selection and for promotional decisions, including holding of exhibitions, and displays. It helps define the target audience for personal and mass communication efforts, in developing advertising message and creative strategies, media selection, and media scheduling.

Since the lifestyles are product specific, and they are also likely to change in response to the changes in the external and internal stimuli the marketers and advertisers would have to continuously monitor them to remain relevant to their customers and ensure their own survival in the wake of greater need for attracting and retaining customers.