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 SYNOPSIS
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Introduction

In the context of the changing environment in India and as a result of liberalization of the Indian economy, entry of multinational companies and the globalization of market, the Indian marketer is being pressurized into become more and more competitive every day. All scenario of marketing has been change including advertising. 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 knowledge and demanding.

In addition, changes are taking place in the technology as well as the basic values of people. The values are learned because of interaction with certain institutions of which family, religion, school and peer groups play an important role. The family no longer exercises the same influence as it used to do in instilling values in their children, the influence of institutionalized 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 morale, greater youth orientation, all these are influencing as if they did never before. Knowledge of different lifestyle provides the marketers with a new way of learning about their markets and the way in which they can be supplied with products that are most acceptable to them. Analysis of consumer’s lifestyle helps advertising
to integrate more effectively its products and services into an existing way of life and make them appear natural and necessary there.

However, a through understanding of the consumer’s lifestyle concept can equip the marketer with a tool that enables him to increase his profitability, reduce risk of product failure and place him in a better position as compared to his competitors.

**Justification of the Study**

A study of consumer’s life style and effect of marketing and product advertising strategy on it can make successful any product. Because it helps the copywriter and artist to have a better idea of the type of the person he is trying to communicate with. Analysis of consumer’s lifestyle also helps in finding way of increasing the new product’s productivity, thereby adding to the contribution to profit made by the product. This happens because products and services derived from life styling have a built-in market orientation. Presently Fast Food and Clothing industry is increasing day by day. New companies are coming to India for its operations including McDonalds, Pizza Hut, TNZ, Peter England and many more. For better market analysis of different Consumer’s Life Style is very necessary. Basis on it, a company can make better strategy for their products.
Objectives of the Study

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

1. To study and analyse the consumer’s lifestyle.
2. To study the impact of advertising and marketing strategies on consumer's lifestyle.
3. To study the lifestyle prevailing amongst the middle class consumers.
4. To analyse the influence of income, education and occupation on consumer’s lifestyle.
5. 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.
6. To identify the purchasing behavior of people belonging to the different lifestyle in terms of shopping, brand loyalty and store loyalty etc.
7. To analyse the purchasing dimension and effect of marketing strategy for Fast food and Clothing.
CHAPTERISATION

Ch. 1 Introduction

1. Concept of Lifestyle Marketing
2. Concept of Lifestyle
3. Relationship Between Lifestyle and the Consumer Decision Process
4. Factors Influencing Lifestyle
5. Missions of Lifestyle Marketing
6. Criteria to Identify the Lifestyle
7. Objectives of the Study

Ch. 2 Review of Literature

1. Studies on Demographic, Socio-Cultural and Economic Factors
2. Studies on the Concept and Measurement of Lifestyle
3. Studies on Psychographics, Lifestyle and Consumer Behaviour
4. Studies on Lifestyle of Indian Consumers

Ch. 3 Research Methodology & Consumer's Lifestyle

1. Purpose of the Study
2. Research Methodology
3. Consumers' Lifestyle Factors
4. Hypothesis
**Ch. 4**  Impact of Marital Status, Sex, Age and Residence on Consumers' Lifestyle

1. Marital Status and Lifestyle of Consumers
2. Sex and Lifestyle of Consumers
3. Age and Lifestyle of Consumers
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**Ch. 5**  Impact of Education, Income and Occupation on Consumers' Lifestyle

1. Education and Lifestyle of Consumers
2. Income and Lifestyle of Consumers
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**Ch. 6**  Advertising and Consumers' Lifestyles

1. Lifestyle and Perception of Advertising
2. Lifestyle and Print Media
3. Lifestyle and TV Viewing
4. Relationship Between Buyers' Lifestyle and Advertising Media

**Ch. 7**  Consumers’ Lifestyle and Buying Behaviour Regarding Fast Food & Clothing

1. Consumers' Lifestyle and Buying Behaviour
2. Consumers' Lifestyle and Purchase of Fast Foods
3. Consumers Lifestyle and Purchase of Clothing
Ch. 8 The Lifestyle Profiles of Selected Consumers

1. The Stay-at-Home Traditionalists
2. The Progressive Providents
3. The Social-Climbers
4. The Security Seekers
5. The Conservatives
6. The Privileged
7. The Independents

Ch. 9 Consumers' Lifestyle: Implications for Marketing & Advertising

1. Consumers' Lifestyle & Marketing
2. Consumers' Lifestyle & Advertising
3. Conclusion & Suggestions