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(Rahul Agarwal)
Scholar
MARKETERS in India are under increasing pressure to become more and more competitive. The USP no longer holds ground as the advantages occurring to a brand from product and price features are getting quickly neutralised. Besides, marketers cannot normally serve all the customers in the market as they may be too many, or too widely scattered and too heterogeneous to be effectively served. In this era of mass production and customisation, the marketers have to divide the market into distinct and meaningful segments and evaluate, select and concentrate on those segments that can be served effectively.

Lifestyle analysis is an important tool for market segmentation. It helps marketers and advertisers in an effective analysis of marketing and advertising efforts in terms of product planning, evolving communication and promotion strategies, designing distribution channels and product pricing.

This research work is designed to provide a basic framework for lifestyle analysis. It also demonstrates the application of the analysis in devising marketing and advertising strategies. Further, two lifestyle-sensitive product categories, viz., fast food and clothes have been taken to illustrate the application of lifestyle marketing. The research work elaborates the significance of lifestyles as an important way of studying and profiling a market.
The research work has been organised in nine chapters.

Chapter one provides the theoretical backdrop to the concept of lifestyle and lifestyle marketing. Criteria to identify the lifestyle & objectives of the study are explain in this chapter.

Chapter two discusses the concept as used in marketing literature in India and abroad. Specifically, studies demographic, socio-cultural and economic factors. Studies on the concept and measurement of lifestyle. Studies on lifestyles and consumer behaviour.

Chapter three in this chapter research methodology and consumer lifestyle are explain identifies the lifestyles prevailing amongst the middle-class from a sample of 436 respondents and briefly introduces the seven major lifestyles.

Chapter four examines the impact of significant demographic variables on consumers lifestyle. These variables include: marital status, sex, age and location of residence. Chapter five discusses the impact of income, education and occupation on consumer lifestyle.

Chapter six examines the relationship between lifestyle and the perceptions relating to the functions of advertising, media preferences of the different lifestyle groups as also the media preferences for each of the two product categories.

Chapter seven identifies the purchase behaviour of consumers belonging to seven lifestyles in terms of interest in shopping, brand-
loyalty and store-loyalty etc., and discusses the purchase dimensions for fast food and clothes.

Chapter eight gives a detailed description of the seven lifestyle profiles of selected consumers.

Chapter nine discusses the implications of consumers’ lifestyle profiling for advertising and marketing.

(Rahul Agarwal)

Scholar