Chapter - VI

SUMMARY AND CONCLUSION
“As we advance in life, we learn the limits of our abilities”.

- Sigmund Freud

The goal of psychographics is to provide quantitative measures of consumer lifestyle in a way that will assist and manages in segmenting the market place; positioning products and developing the markets mix strategies. Because of this highly applied purpose, the socio-cultural influences on consumer choice to be included in psychographic inventory, as the practical application of the behavioural and social science to marketing research.

Thus, consumer’s reflections on A IOs and needs are a good source for an understanding of consumer behavior. Lifestyle marketing as a discipline, primarily makes a reasonable deep understanding of the consumers and market segment. Marketing capitalizes on this understanding to reach them and present a product in a way that appeals to the A IO of the target market which enhances the market value of the offered product.

In this study, a humble attempt is made to identify the consumer lifestyle groups and establish relationship between lifestyles and products (personal care and household products). Lifestyle matrix describing the consumer profiles, A IOs and brand decision is highlighted in this chapter. The marketing implications of lifestyles and the consequent impact on marketing strategies are presented.

**Personal Care Products:**

In the present day society, people appear to associate social status with the acquisition of personal care products more than their general needs. This concern is a direct outcome of the material prosperity of society. Status is announced through various symbols like garments and use of lifestyle products. Thus, different people perceive the role of personal care products with different intention and motives these are presented in the following.
The results of usage brand of Toilet Soaps ranks Lifebouy (13.33%) as most popular brand followed by Mysore Sandal (11.78%), Lux (11.11%) and Santoor (9.51%) as third popular brands. The income-wise results concluded that a high majority in the lower income category use Lifebouy (23.30%) besides it the next two popular brands Santoor (19.42%), Hamam (12.62%) and, Mysore Sandal (7.7%). In the middle income, Mysore Sandal (14.63%), Lux and Lifebouy (13.66%) soap is identified as the brand with highest usership next to by Rexona (9.76%), Cinthol (12.20%) and Santoor (7.80%). In upper income group, Lux (11.27%), Mysore Sandal (10.56%), both Cinthol and Liril (8.45%) are identified as the most popularly used brands.

The secondary buying motives among the three income groups shows that a majority chose the soaps on the basis of brand image (25.11%), followed by advertisements (14.67%) and usage loyalty (16.44%). The income group wise result indicates pricing (25.24%), brand image (17.48%), usage loyalty (16.50%) and advertisement (11.65%) as prominent buying motive for the lower income group. The brand reputation (27.80%), usage loyalty (17.56%) and advertisements (17.07%) are found to be major influencers in middle income group. For the upper income group, the major influencing factors identified are brand reputation (26.76%), new brand image (15.49%), usage loyalty (14.79%) and advertisements (13.38%) of the brands in the market.

The results of generic influencing factors show that high preference is given for fragrance of the soap (34.22%), the second for the usage life (19.78%) while the third for the attributes of skin purification and beauty (18.89%). The income-wise results finds that in lower income group, the highest preference is attributed to usage life (33.98%) of the soap, next the soap’s fragrance (28.16%) and the third for the attributes of both herbal value and skin purification (14.56%). In middle income group, similar such preferences are identified but with a different order. The highest preference is attributed to the soap’s fragrance (29.27%), followed by long usage life (23.41%) and skin purification (18.05%). In upper income group, high preference is attributed to soap’s fragrance (45.77%) next to it skin purification (23.24%) and the third for soaps with herbal values (16.90%).
The rating for the usage brands of soaps reveals the fact that they are equal by deemed as good (42.22%) and also best (42.67%). Among the income groups, it is concluded that lower and middle income groups similarly rate their usage brands of soaps as good while in upper income they are rated as the best.

The result for brand change concludes that majority are not willing for a brand change (46%). It is concluded that lower income indications for a change of soap brand are significant (33.98%). In middle income, the change of the brand (39.51%) and continuation of usage brand is found in similar. However, in upper income the change of soap brand is highly favored (43.33%).

Brand usage for Tooth-paste ranks Colgate (22.67%) as the most popular brand while the second being the Close-up (21.33%). However, Close-up brand is very closely followed by Pepsodent (18.22%) and Prudent (8.22%) with small margin of differences. Income-wise results, shows that lower income group, Colgate (27.18%) is the most popular followed by Pepsodent (16.50%) and then the Close-up (13.59%). In the middle income group, Colgate (21.95%) has the highest brand usership, next, to it Pepsodent (19.02%), Close-up (17.07%) and Prudent (12.20%) are followed. Regarding upper income, similar brands are used but they are different in their preferences. Close-up (33.10%) is dominant user brand followed by Colgate (20.42%), Pepsodent (18.31%), Promise (10.56%) and Prudent (6.34%) brands.

The secondary buying motives for the toothpaste among the three income groups indicate brand image (17.56%), both earlier usership and price are equally preferred (16.22%), quality (14.67%) and advertisement (13.33%) as major motives. The lowest influenced factors were window display and package.

A high majority in lower income group base their brand choice on price factor (26.21%), usage loyalty (17.48%) and new brand (13.59%). The middle income group considered earlier usership (21.46%) as the major determinant. Quality (19.51%) and brand reputation (17.07%) are considering as second and third dominating factors influencing the brand choice. A divergent trend is observed in upper income group as compared with middle income group. The brand reputation
(24.65%) is stated to be dominant influencing factor while price (21.83%) advertisement (14.79%) were both considered as second and third major influencers and followed by quality (9.86%).

The generic influencing factor for the toothpaste reveals that high preference is given for sparking teeth (20.22%) followed by a strong flavour (19.33%) and germs killer (17.11%).

The lower income group is induced to buy such toothpaste brands which could act as a germ killer (26.21%). The second important benefit sought was prevention of tooth decay (16.50%) and the third was strong teeth (15.53%). The middle income respondents sought the benefit of sparking teeth (25.85%), strong flavoured (17.07%) toothpaste and those with the contents of germs killer (15.61%). The upper income category reveals a different trend as compared to other income group. The most dominant attributes are strong flavoured toothpaste (26.76%), and those with the contents of mouthwash (17.61%) and whiter teeth (20.42%).

The overall rating of the toothpaste brands is found to be good (39.56%). Income wise results revealed that the rating on the chosen brand in lower income category is rated as good (47.57%). In the case of middle income, the users’ brands are rated as good (40%) while in upper income it is rated as the best (45.07%). Therefore, it is clearly concluded that rating for the chosen brands of the toothpaste is found in different patterns among the income groups.

A high majority are willing for a brand change (43.78%) of toothpaste and a moderate proportion do not wish to change (40.89%). The lower and middle income groups are not inclined for a change. However, a high majority in upper income prefers to have a change (59.86%) in their usage brands.

The usage brands of Shampoos among the income categories ranks Clinic Plus (21.56%) as the most popularly used brand, the second dominant brand is Sunsilk (14.44%) and third Palmolive (13.56%) shampoos. In lower income group, Sunsilk (30.10%) ranks first with highest usership followed by Clinic Plus (24.27%) and Meera (11.65%) brands. For the middle income group, Clinic Plus (23.41%)
dominates with the highest usership next to that the second and third popular brands Meera (14.63%) and Sunsilk (12.20%). In upper income new Palmolive (23.57%) shampoo ranks as most popular brand followed by Pantene (19.29%) and Clinic Plus (17.14%) were second and third popular brands of shampoo.

The secondary buying motives for Shampoos among the three income groups finds advertisement (24.22%) as the influencing motive for the purchase of shampoos. The second and third major motives are price (14%) and brand image (13.11%) of shampoos. Conclusions drawn in each income group indicates advertisement (32.04%), price (18.45%) and new brands image (15.53%) of shampoos as the major motives in lower income group. The middle income group attributed highest importance to advertisements (23.41%) and followed by natural extract (17.07%) and both price and user loyalty (14.63%) of shampoo brands. Finally in upper income group brand image (22.86%), advertisements (20%) and new brand image (12.14%) are identified as major influencer for brand choice. Interestingly it is found that all the influencing motives identified in these income groups are common except that they differ in the order of preference.

The generic influencing factors indicate the cosmetic value (21.33%) of the shampoo is highly preferred. Both anti-dandruff and perfume value (18%) of shampoos as the second preferred motives. In the third preference, is for the shampoos for natural herbs (17.11%) and healthy hair (16%) are influencing factors of shampoo brands.

The income-wise result concludes that in lower income category the highest preference was attributed to such shampoo brands which were primarily meant to work as anti-dandruff (29.13%). The second and third preferred motives were cosmic value (23.30%) and perfume (17.48%) of the shampoo. Considerable preference is also shown for attractive perfumed Shampoos which highlighted the cosmetic attributes for shiny and bouncy hair. The middle income group highly preferred shampoos which contained natural herbs (24.39%) to be free from harmful chemical. The second and third preferred motives are cosmetic (19.51%) and both perfumed value and anti-dandruff (18%) of the shampoos. The upper income group preferred shampoos which ensured a healthy hair besides the cosmetic attributes. They
preferred such shampoo which strengthens the roots of the hair and provide nourishment (22.86%) for a silky and lustrous hair. The least preferred was the shampoos with features of natural herbs and anti-dandruff formulation.

A high majority rated their usage brands of shampoos as good (40%) and followed closely with the best (38.89%). The lower and upper income groups revealed similar opinion on rating of their usage brands as the best (44%), while the middle income group rated them as good (47.80%).

The overall results of propensity for change of shampoos concluded with the indications for using the same brand (51.33%). However, there are also who prefer a change (39.11%) in their shampoo brand. In the lower and upper income group, continuation of the usage brand is indicated where as in the middle income group a change of brand is highly favored (44.88%).

The usage brands of Hair Oil among the income categories ranks Parachute (29.56%) as the most popularly used brand, the second dominant brand is Nava rathan (18%) and third Aswini(15.33%) hair oil. Interestingly it is found that among all income group respondents are favoured to use the same brands but they differ in the order of preference. The highest usership of Parachute is in lower (27.18%), Middle (28.78%) and upper income group (32.39%) respectively; next to it in lower income Nava rathan (18.45%) hair oil and Aswini (10.68%). In middle income group Navarathan (20.49%) and Aswini (16.10%) where as in the case of upper income group Aswini (17.61%) and Nava rathan (14.08%) are the popularly used brand of hair oil. The brand Kesiven (9.86%) hair oil has the considerable usership among all brands and others are insignificant in all income groups.

The secondary buying motives for hair oil among the three income groups finds advertisement (20.22%) as the highest influencing motive for the purchase of hair oil brands. The second highest motives with equal proportion are price and natural extracts (17%). The third influencing motive is brand reputation (13.56%). Conclusions drawn in each income group indicates price (29.13%), advertisement (22.33%) and natural extracts (11.65%) of hair oil as the major motives in lower income group. The middle income group attributed highest importance to
advertisements (20.98%) followed by both usage loyalty and price (16.59%) of brands. Finally in upper income group natural extracts (25%) followed by both brand image and advertisements (17.86%) and usage loyalty (10.71%) are identified as major influencer for brand choice.

The generic influencing factors indicate the healthy hair (39.11%) and prevention of hair fall (16.44%) are dominant influencers and followed by natural herbs (13.56%) and perfume value (11.56%) of hair oils. The income-wise result concludes that in lower income category the highest preference was attributed to such hair oil brands which were primarily meant to grow healthy hair (49.51%). The second and third preferred motives were perfume (16.50%) and herbal value (10.68%) of the hair oil. The middle income group highly preferred hair oil which contained natural herbs to be free from harmful and healthy growth (33.17%). The second and third preferred motives are hair fall (20%) and natural herbs value (14.63%) of the oil brands. The upper income group preferred hair oil brands which ensured a healthy hair (40.14%). They preferred hair oil brands which strengthens the roots of the hair and prevent the hair fall (18.31%) by provide nourishment and natural herbs (14.08%). The least preferred was the oils with features of cosmic (8%) and perfume (%6) in this income group.

A high majority rated their usage brands of hair oil as good (38.22%) and followed closely with the best (35.56%). The lower and middle income groups revealed similar opinions on rating their usage brand. They rated their chosen brand of hair oil as good (43.90%), while the upper income group rated them as best (38.73%).

The overall results of propensity for change of hair oil concluded with the indications for using same brand (49.11%). In the lower (51.46%) and upper income group (65.49%) wants to continue the usage of same brand is indicated, where as in middle income groups (45.37%) a change of brand is highly favored.

The results of usage brand of Talcum Powder ranks Ponds (21.56%) as most popular brand followed by Eva (14.44%) and both Santoor, Denim brands (12.89%) equally. The income wise results concluded that a high majority in the lower income
category use Eva (30.10%) besides ponds (24.27%) and Santoor (11.65%). In the middle income Ponds (23.41%), Santoor (14.63%), Eva (12.20%) and Chital (11.22%) powders are identified as the brand with highest usership. In upper income group Denim (21.13%) is identified as major used brand and followed by Axe (19.01%) and Ponds (16.90%) brands.

The secondary buying motives among the three income groups shows that a majority chose the powder on the basis of freshness and fragrance (20.22%) and followed by early usership (19.33%) of brand and its price (17.33%). The income group wise result indicates fragrant (29.13%) and price (19.42%) of the brand as prominent buying motive for the lower income group. In middle income group prominent buying motive is price (25.37%), it is followed by fragrance (20.98%) and early usership (15.61%). For the upper income group, the major influencing factors identified are brand early usership (26.06%), brand image (22.54%) and usage loyalty (14.08%) of the powder brands in the market.

The results of generic influencing factors show that high preference is given for fragrance (28%) of the powder, the second for the cosmic value (19.33%) and third for regular usage (15.11%). The income-wise results find that in lower income group, the highest preference is attributed to fragrance (27.18%) and it is followed by luxurious (19.42%) and cosmic value (18.45%) of the powder. In middle income group, similar such preferences are identified but with a different order. The highest preference is attributed to the powders fragrance (28.29%), followed by cosmic value (17.56%) and long usage life (14.63%). In upper income group, high preference is attributed to powder fragrance and freshness (28.17%) next to its both cosmic values and regular use (22.54%). The third influencing factor in this income group is observed as herbal value (13.38%).

The rating for the usage brands of talcum powder among all income groups reveals that majority of the respondents deemed as good (45.33%). Among the income groups, it is concluded that lower and middle income groups similarly rate their usage brands of powders as good (48%) while in upper income they are rated as the best (43.66%).
The result for brand change concludes that majority are not willing for a brand change (46.22%). It is concluded in that lower income indications for a change of powder brands are significant (53.40%). In middle income, the change (45.85%) and continuation (42.44%) of usage brand is found with difference to two percent. However, in upper income the change of powder brand is not highly favoured (62.68%).

The results of usage brand for After-shave lotions amongst the three income groups reveals Old Spice (22.67%) having a highest proportion of user ship. This is followed by the second and third popularly used brands Denim (16.89%), Park Avenue (12.67%). The conclusions drawn under each income groups indicate that lower income group rank Old Spice (26.21%) with the highest user ship followed by Park Avenue (20.39%) and Denim (15.53%). For middle income group, Old Spice (20%) is the popular brand with highest user ship followed by Denim (17%) and Palmolive (12.68%). For upper income group, Old Spice (23.94%) has the highest brand user ship next to Nivea (12%), Denim (17.61%) and Park Avenue (10.56%).

The secondary buying motives show the price (24.22%) as a dominant motive in the brand-choice of after-shave lotion. The second major motive considered is the brand (14.44%) reputation while advertisement (12.44%) is found to be the third influencing motive.

The income wise results, finds the price (36.89%) as a dominant motive for the brand choice of after-shave lotion (23.41%) for both lower and middle income groups. The second and third influencing motives are window display (10%) and advertisements 12.62. For middle income, advertisements (12.20%), and brand reputation (13.66%) are the second and third dominant motives influencing the purchase decision. But in upper income group, brand reputation (21.13%) is considered as a dominant motive followed by price (16.20%), early usership (14%) and advertisement (12.68%).

The generic influencing factors reveal a high preference for the antiseptic value (33.78%) of the after-shave lotion followed by its fragrance (15.78%), and the smoothness (19.33%) of the skin. Results under each income groups indicated the
antiseptic property (34.95%, 32.68% and 34.51% respectively) as predominant reason for its use. The other important reasons were its fragrance, and the function of smoothness of the skin is seen common among all the three income groups.

The rating for the chosen brands of after-shave lotion is found to be best (40.89%) and for a considerable portion it opinioned as good (36.22%). It is concluded that except upper income group show a similar rating for their chosen brands of after-shave lotion as best (52.43% and 39.51%) while the upper income group rate their brands as good (45.07%).

The propensity for brand change indicates that a high majority are not willing for a brand change (62.22%) of shave lotion. However, those who prefer to change (27.11%) the brand of shave lotion are also identified. Conclusion arrived under each income group reveals that a high majority of all income groups were not willing for a brand change (in lower 59.22%, middle 56.59 and upper income group 72.54%). However, this trend is dominant in upper income group rather than the middle and lower income group.

The results of usage brand for Deodorant amongst the three income groups reveals Rexona (24.40%) having a highest proportion of usership. This is followed by the second and third popularly used brands are Denim (21.11%), Eva (10.44%). The conclusions drawn under each income groups indicate that lower income group rank Rexona (34.95%) with the highest user ship followed by Park Avenue (14.56%), and both Denim and Spinz (8.74%). For middle income group Denim (27.80%) is the popular brand with highest user ship followed by Rexona (24.88%), Eva (15.12%), Axe (6.34%) and Spinz (5.85%). For upper income group Denim (20.42%) has the highest brand user ship next to both Rexona and Yardley London (16.20%) and it is followed by Park Avenue (10.56%).

The secondary buying motives show the price (25.78%) as a dominant motive in the brand choice of deodorant. The second major motive considered is the advertisement (20.22%) while brand reputation (17.56%) is found to be the third influencing motive.
The income-wise analysis results that the price as a dominant motive for the brand choice of deodorant for both lower (29.13%) and middle income groups (27.32%). The second and third influencing motives are advertisements (25.24%) and brand reputation (17.48%). For middle income group price is the dominant factor followed by natural extract (18.54%), advertisements (17.07%), and brand reputation (12.68%) act as other dominant motives influencing the purchase decision. But in upper income group brand reputation (24.65%) is considered as a dominant motive followed by both price and advertisement (21.13%).

The generic influencing factors reveal a high preference for the both fragrance and usage loyalty (25.78%) of the deodorant followed by its freshness (13.78%), luxurious (11.11%) body grooming and the smoothness of the skin. Results under lower income group indicated the attribute of fragrance (36.89%) as predominant reason for its use and followed by freshness (16.50%) and luxurious (14.56%). The other important reasons were its usage loyalty in both lower (24.39%) and middle income group (37.32%) and followed its fragrance (23.41% and 21.13%) of the deodorants.

The rating for the chosen brands of deodorant is found to be good (38.44%) and for a considerable portion it opinioned as best (32%). It is concluded that upper income groups rated as for their chosen brands of deodorant as best (41.55%) and middle income group have rated as good (46.34%), while the lower income group rate their brands as average (43.69%).

The propensity for brand change indicates that a high majority are not willing for a brand change (44.67%) of Deodorant. However, those who prefer to change (35.78%) the brand of deodorant are also identified. In middle (45.37%) and lower income group (44.66%) wants to use the same brand. Conclusion arrived under each income group reveals that a high majority of all income groups were not willing for a brand change. However, this trend is not dominant in upper income group (15.49%) rather than the middle (45.37%) and lower income group (44.66%).

The results of the usage brands of Readymade Garments among all the income categories ranks Peter England (18.44%) as the most popularly used brand followed
by the second highest user brands Liberty (13.78%). The third popularly used brand is S’Kumar (13.56%). The income-wise conclusions reveals that in lower income group, the most popularly used brand of readymade garments is S’Kumar (28.16%) followed by Peter England (13.59%) and Liberty (12.62%) as second and third largely used brand. In case of middle income, Peter England (20.98%) is identified as the highest user brand followed by Liberty (17.56%) and Duke (11.22%). In upper income group, a different trend is indicated. Peter England (18.31%) brand of readymades is very popular while Park Avenue (16.90%) and both Arrow and New Port (11.27%) are found as next popularly used brands.

The secondary buying motive shows advertisement (22.22%) as a dominant motive in the brand choice of garments. The second and third major motive considered is the fashion (19.78%) and quality (17.78%) of the readymade garments.

The generic influencing factors conclude that fashionable (24.89%) garments are highly preferred while the second and third major benefits sought are noted as long usage (17.33%) and comfortable (15.11%). The other important benefits include high quality (12.89%) and price (10.22%) of the garments. For income groups the readymade are sought to enhance their fashions. For the lower income group, long usage and reasonable variety are important considerations. In middle income, long usage and moderately priced garments are highly preferred while the upper income group prefer highly priced garments which fashionable and also ensure comfortableness (26.06%).

The overall rating for the readymade garments is found to be good (43.78%). Income-wise it can be concluded that lower (53.40%) and middle (46.83%) income groups rate their garments as good while upper income respondents rate them as best (35.92%). Very less respondents were felt dissatisfied (9.15%) with their chosen brands of garments in upper income group.

A high majority are not willing for a change (45.56%) of garments brand. However, those who prefer a change (32.67%) in their garment brands are also said to be significant. A high majority in lower income group is in favour of a change (61.17%) and this is significantly less in upper income group (13.38%).

Among the various usage brands of the *Health Drinks*, Boost (24.22%) is ranked as the most popular brand. The second and third major brands are Horlick (23.11%) and Complan (19.33%). Apart from these, the only other brand with considerable preference is Bournvita (9.78%). Income-wise, usage brands ranks, Boost (35.92%) as dominantly used brand and followed by Horlicks (24.27%) and Complan (14.56%) in the lower income group. In the middle income group also ranks the same brands but their order of preference differs. The highest brand usership is for Horlicks (28.78%) followed by Boost (22.44%) and Complan(19.51%). For upper income group, Complain (22.54%) is seen as most popular brand followed by Boost (18.31%) and Horlicks (14.08%).

The secondary buying motives among all the three income groups reveal that children’s choice is predominant (30%) in the brand choice decision. As the second and third motives are usage loyalty (24.44%) and doctors’ advice (20.44%) influence the brand choice. The brand reputation (11.33%) is found to have a considerable influence. The income group wise results revealed that children’s choice is very much dominant for all the income groups (40.74%, 26.83% and 26.76 respectively). The other motives i.e. advertisements and usage loyalty are also found to be common but only the difference is their order of consideration. Brand reputation (11.33%), advertisement (7.33%) and price (6.44%) do not show much consideration as every brand of health drink contained the ingredients for physical and mental development of the children.

The generic influencing factors that a high majority believe healthy growth (23.11%) as a major benefit from the health drinks. The second and third important motives are energetic (22.22%) and activeness (20.22%) and other influencers are sharpening the children’s memory and fatigue removing (10.67%). The results under each income groups shows that lower income respondents seek the benefit of energy (33.01%) from these health drinks followed by healthy growth (18.45%) and taste (14.56%) of the health drinks. The benefit of activeness (26.34%) healthy growth (24.88%) and energy (20%) as sought in middle income group. In upper income group, primary consider is for healthy growth (23.94%) while fatigue removing (19.01%) and energetic (17.61%) are found with considerable influence.
The overall rating of health drinks brands in usage are rated as good (44.67%) as well as average (25.33%). The income groups differ on the rating of the health drink brands. All the income groups are rated their chosen brands of health drinks as good while majority of middle income group rated as average (30.24%) than other income groups. A considerable proportion is found dissatisfied (11.65%) and average (29.13%) with their usage brands in lower income group.

The propensity for brand change reveals among all responds willingness for a brand change for the health drinks. However, a considerable portion does not prefer a change (58.67%) in their health drink brands. The conclusion arrived under each income group convey different patterns. The indications for change (29.76%) of brand appear to be high particularly in the case of middle income category than that of other. The lower and upper income group is in favour of continuing the same brand in usage.

**House-hold Products:**

Generally consumers have high involvement in the case of durable products as they are bought infrequently and under significant brand difference. The decision to purchase a consumer durable results in the establishment of a long-lasting bond between the buyer and the product. The product becomes part of the household and continues to exhibit itself as a reflecting of the lifestyle of the household. Consumers in the process of selection and purchases characteristically compare on such bases as suitability, quality, price, style and so on.

The results of *Television* usage brands showed L G (16%) television as the most popular brand, Sony (12.44%) and Samsung (11.33%) as second and third major brands. Income-wise results revealed that in lower income group, Sansui 20.39 has the highest user ship followed by Samsung (16.50%) and Akai (14.56%). Regarding the middle income group, L G (21.46%) is very popularly owned next to Onida (14.63%), Samsung (11.22%) and Sony (10.24%). In upper income group, Sony (23.24%) is the dominant brand in use. The second and third popularly used brands are L G (13.38%) and Onida (11.22%) and BPL (8.45%).
The secondary buying motives reveal brand-reputation (22.44%) as a major influencer in the purchase decision of Televisions. The second and third major motives considered are the price (17.78%) and dealer’s reputation (13.56%) of the Television, while other important motives include advertisements (11.78%) styling features (10.67%) and foreign collaborations (7.56%). The income group-wise results indicate the influence of price (26.21%) to be a dominant role in the purchase decision for lower income group. Besides price, advertisement and brand reputation (14.56%), consumer credit (13.59%) facility of the televisions are major considerations. The middle income group deemed brand reputation (23.90%) as the highest influencing factor next to styling / features (12.68%) and price (20%). Similarly in upper income group, brand reputation (20.06%) is a dominant factor, and followed by both styling and the dealer’s reputation (16.90%) are said to be second major influencers. Foreign collaboration (14.79 %) is the third buying motive of the television brands in this income group.

The generic influencing factors reveal that entertainment (41.78%) is a dominant factor. Television is stated to be enhancing the general knowledge of the users and is also deemed as a necessary item in their day-to-day life. The income-wise results conclude that Televisions are highly preferred for their entertainment value besides its educational value (17.78%). This pattern of preference is said to be common among all the income groups. Beside these factors, Television is also deemed as a necessary (16.44%) household product.

Regarding the rating of the brand in usage a high majority rates their brands of Television as good; (42.67%) and followed by the best (40.22%). A considerable percent deem their brands as average (13.11%). It is conducted that all lower, middle and upper income groups rate their user brands of Televisions as good whereas the lower income respondents rate them as average (14.56%) is considerably high.

The propensity for brand changes results in favour of change of brand (26%) and also continuation of the same brand (62.67%) of Television. These who remain undecided about the change (11.33%) of brand are found insignificant. Income group-wise results reveal that in all income groups is not favour of a change in their
usage brands of Televisions. However those who are willing for a change and favouring the same brands in usage differ with a narrow gap. Those in favour of a change of Television brands are found high in middle income group.

The usage brands of Refrigerators among the three income group identify Whirlpool (15.11%) as the most popular brand next to Kelvinator (12.67%) and Allwyn (11.33%). The other brands with considerable preference are L G (9.78%), Electrolux (8.89%) and both B P L and Voltas (8.67%). In lower income, Allwyn (25.24%) is dominantly used brand and followed by Whirlpool (15.53%) and Godrej (12.62%). Indicated in middle income group, the highest usership is Kelvinator (14.15%) followed by Whirlpool (13.66%) and Voltas (12.20%). In upper income group, L G (16.90%) is dominant next to Whirlpool (16.90%), Kelvinator (11.97%) and Electrolux (9.86%) brands of refrigerators.

The secondary buying motives for purchase of Refrigerators reveal brand reputation (23.56%) as a major influencing motive. The second major motive is considered to be price (17.78%) while the third is the styling/look (13.11%) consideration. In lower income, price (26.21%) is a dominant influencer in the purchase decision followed by advertisement (14.56%), both brand reputation and consumer credit facility (13.59%). For middle income, brand reputation (23.90%) is found to be a major motive next to price (20%) considerations and styling/look (12.68%). The brand reputation (30.28%) is highly considered in upper income group followed by latest brand (14.79%), both styling and advertisements (14.08%). The middle and upper income groups consider brand reputation while the price is a major consideration for in lower income in the choice of refrigerator brands.

The results of generic influencing factors indicate high preference for storage value (38.89%) of the refrigerators. As a second major benefit, refrigerators are deemed as an essential item (21.33%) for a household. Its economical value (16.44%), cooling uses (14.44%) and a status symbol (8.89%) are other important generic factors identified. In lower income, storage values (43.69%) are highly considered besides treating it as a status symbol (18.45%) and also considering its economical value (20.39%). The middle income group also highly considered the storage value (41.46%) besides its economical value (20%) apart from treating it as an
essential item (15.61%). The upper income group deemed it as an essential item (43.66%), they also consider its storage value (31.69%) and cooling functions (14.08%). The upper income consider Refrigerator to be an essential item while the lower and middle income groups show high consideration for its storage value.

The rating for the usage brands of refrigerator is found to be good (45.78%) and also as best (37.33%). In lower and upper income groups their brands of refrigerator are rated as best (48%) while in middle income it is rated as good (56.10%). No one among the income groups is dissatisfied with their chosen brands of refrigerators.

The propensity for brand changes indicates a high majority who do not prefer a change (62%) of refrigerator brand. Those for a change (27.33%) and undecided (10.67%) are insignificant. It is identified that in all income groups do not prefer a change of their refrigerator brands. However, in middle income category, a change (30.24%) is a dominant indication. In the case of lower income group those who undecided (15.53%) seem to be considerable high as compared to upper and middle income groups.

The result of usage brand for the *Air-conditioner* ranks LG brand (20.43%) as most popular with highest usership. The second major brand is Kelvinator (14.35%) and the third highest usership for Allwyn (10%). The other brands in usage are BPL Onida and Electrolux (7.39%) are same usership. In the lower income group, Videocon (23.26%) is found popularly used brand and followed by BPL, Kelvinator and Voltas (13.95%) having similar usership. The middle income respondents showed highest brand usage for LG (25.33%) next to it Kelvinator (16%) and Allwyn (12%). A Combination of old and new brands are found in upper income group. The LG brand (22.32%) has the highest usership followed by Kelvinator (13.39%), Electrolux (11.61%) and BPL (9.82%). It is found that the dominant used brand in both middle and upper income group is LG and commonly used brand of Air-conditioner in all income groups is Kelvinator.

The secondary buying motives found the brand reputation (22.17%) of the *Air-conditioner* as most dominant motive in purchase decision. The second major
influencer is price (14.78%) and both warranty and new brand (13.04%) preferences as third major influencer. The other considerations include credit facility (11.30%) and look and styling (10%) features etc. For the lower income group, price (30.23%) is considered as major motive in the brand choice decision and followed by credit facility (25.58%) and brand reputation (18.60%). The middle income respondents preferred brand reputation (21.33%) to be dominant, followed by credit facility (20%) of the product and its price (17.33%). In the case of upper income, a different set of influencers were indicated. The brand reputation (24.11%) and latest brand (19.64%) are major determinants of the brand choice besides styling/look (17.86%) and warranty (12.50%).

The results of generic influencing factors indicate as power saving (26.52%), symbol of status (21.74%) and star rating (15.65%) are the major influencers of Air-conditioner brands. Its economical value in the long run of its usage is also considered as a major factor. Also favoured are its operational advantages and its luxurious status since it involves a higher investment. The conclusion in lower income group reveals that high influence is as status symbol (44.19%) considered besides it as cooling item (37.21%). Similarly in the middle income group, influenced to purchase Air-conditioners based on states symbol (29.33%) and power saving (22.67%) benefits are considered with highest priority. The upper income group deemed Air-conditioners with minimum power consumption (36.61%) is considered as dominate influencer. Besides this, they are influenced by the Air-conditioners are as an essential home appliance (22.32%) and its star rating (18.75%):

The aggregate rating of usage brand for Air-conditioners indicates as best (49.57%) and followed by good (33.91%). There are no dissatisfied consumers except middle income group. The result under each income group found a similar rating except in lower income group. Middle (64%) and upper (49%) income groups rated their user brands of Air-conditioners to be best. Very less had stated dissatisfaction with the usage brands in middle income group only.

Regarding the propensity for brand change, it is concluded that a high majority are not willing for change (58.26%) of a brand. Those who do not prefer a change in their brands are high in lower income (69.77%) and those undecided are found low
(17.83%). The lower income group does not favour a change of Air-conditioner brand. However, those willing for change (29.46%) are considerable high in upper income group than other groups.

The result of usage brand for *Washing Machine* ranks Videocon (33.91%) brand as most popular with highest usership. The second major brand BPL (21.30%) is very close to the third highest usership i.e. Siemens (14.78%). The other brands in usage are Electrolux (10.43%), Samsung (8.70%), L G (5.65%) and Whirlpool (5.22%). In the lower income group, Videocon (62.79%) is found popular followed by BPL (18.60%) and Electrolux (13.95%). The middle income respondents showed highest brand usage for Videocon (45.33%) next to BPL (20%) and Siemens (12%). A Combination of old and new brands are found in upper income group. The BPL (21.31%) brand has the highest usership followed by Siemens (20.49%), Videocon (13.93%) and Samsung (11.48%).

The secondary buying motives found the styling/features (24.78%) of the washing machines as most dominant motive in purchase decision. The second major influencer is brand image/popularity (19.57%) and warranty (18.26%) as third major influencer. The other considerations include price (11.74%), advertisements (10%), latest brand (5.65%) and consumer credit (6.52%) etc. For the lower income group, warranty (32.56%), appearance/feature (16.28%) value and price (13.90%) are considered as major influencers in the brand choice decision. The middle income respondents preferred both price and styling/features (22.67%) of the washing machine to be dominant motives apart form advertisements (14.67%) and warranty (16%) of the product. In the case of upper income, a different set of influencers were indicated. The brand reputation and styling/features (29.46%) are both major determinants of the brand choice besides warranty (14.29%) and advertisements (6.25%).

The results of generic influencing factors indicate washing machines as essential (29.13%) home appliances. Very close to it, are attributes time and labour saving (34.35%) benefits on using washing machines. Its economical value (20.87%) in the long run of its usage is also considered as a major factor. Also favoured are its operational advantages (11.30%) and its luxurious status (4.35%) since it involves a
higher investment. The conclusion in lower income group reveals that time and labour saving (58.14%) is highly considered besides its economical value (18.60%) and operational benefits (13.95%). Similarly in the middle income group, time and labour saving (48%) deemed as dominant influencer. The other influencing factors for this brand choice are both economical value and as an essential home appliance (18.67%) are considerable priorities. The upper income group deemed washing machines as an essential (47.32%) home appliance. Besides this, they are influenced with its economical (23.21%), time and labour saving (16.07%) benefits.

The aggregate rating of usage brand for washing machines indicates as best (52.17%) and followed by good (36.52%). There are no dissatisfied consumers. The result under each income group found a similar rating. All income groups related their user brands of Washing Machines to be best (lower 55.81%, middle 54.67% and upper incomer group 49.11%). No one had stated dissatisfaction with the usage brands of Washing Machines.

Regarding the propensity for brand change, it is concluded that a high majority are not willing for change (73.91%) of a brand. Those who do not prefer a change (12.61%) in their brands and those undecided (13.48%) are found insignificant. The lower income group does not favour a change washing machine brands. However, those willing for change are considerable high in middle income group than in lower and upper income group.

The usage brands for *Mixes* among three income groups ranks Butterfly (21.11%) mixes as the most popular brand and is closely followed by Kanchan (17.11%). The third highest usership is for Anjali (14.22%) and Kenstar (10.67%) brands. The other preferred brands are Maharaja (9.33%), Jaipan (8.22%) and Johnson (6%). The lower income group highly considers Anjali (30.10%) as most popular followed by Butterfly (26.21%) and Kenstar (11.65%). For middle income, Kanchan (22.93%) is dominantly used brand followed by Butterfly (19.02%), Kenstor (12.68%) mixes. However, in upper income a different pattern of usership is found. The Butterfly (20.42%) is found as most popular followed by Maharaja (17.61%), Kanchan (16.90%) and Jaipan (11.97%) brand mixes.
The results of secondary buying motives identify brand image/popularity (22%) to be predominant motive in brand choice decision. This is closely followed by the price (20.67%) as second major influencer and warranty (17.56%) as third major determinant. The other dominant motives are both styling feature and latest brand (13.56%). In the lower income group, price (33.01%) is highly considered influencing motive followed by warranty (27.18%) and brand reputation (21.36%). In middle income, the major influencing motives are brand pricing (26.34%) and styling/features (20.49%) of the mixes. Next to it is warranty (16.10%) and brand reputation (14.15%). A different set of major influencing motives are found in case of upper income group. The brand image/popularity (33.80%) is considered dominant apart from latest brand (26.06%) of the product and warranty (12.68%).

The result of generic influencing factors for mixes reveal highest preference attributed to the issue of time saving (35.11%) on using of this home appliances. The multiple uses (25.11%) for preparing a variety of tasty foods and drinks is highly considered as the second major benefit. This appliance is very much considered as an essential item (24.67%) for the housewives in every day life. For the lower income group, the benefit of multiple uses (34.95%) of the mixes show high preference next to it attributes of time saving (27.18%) and easy method (16.50%) of handling. In case of middle income group, time saving (40.49%) is high by considered besides it multiple functions (26.83%) and as an essential item (19.51%). The upper income group considers mixes as essential (40.85%) home appliances for ideal housewives. They also prefer to save time (33.10%) and benefit from its multiple functions (15.49%).

The aggregated result of rating is for the usage brands of mixes are indicated as good (40%) and followed by best (35.33%). The Lower (47.57%) and middle income (43.90%) groups rate user brands of mixes as good while the upper income group rate them as best (52.11%). Those dissatisfied are found to be very meager in all the three income groups.

Regarding the brand change, willingness for a change of the mixe brand is low (21.56%). The middle income group in particular does not prefer a change (58.05%)
for the mixes brand than the lower and upper income group. However, a change (24.65%) is highly favoured in the upper income group.

The usage brand of Pressure Cookers identifies Prestige (23.33%) as the most popularly used brand followed by the second and third popular brands Hawkins (15.33%) and Panasonic (15.11%). The other important brands in usage are Kanchan (11.56%), Majestic (9.78%) and Melton (7.33%). In the lower income group, Kanchan (34.95%) pressure cooker is most popular brand used next to both United and Prestige (16.50%) and other brands are followed by Hawkins (8.746) and Philips (6.80%). In middle income group, Prestige (30.73%) has the highest usership followed by Hawkins (17.07%) and Panasonic (12.20%) are as popular brands. The upper income group also prefers similar brands i.e. Panasonic (30.28%) as popular brand followed by both Hawkins and Prestige (17.61%) next to these Melton (14.08%).

The secondary buying motives for choosing the brands of pressure cookers indicate both brand image, styling/features (24.22%) are as predominant. The advertisement (15.33%) as important influencing motive is indicated to be in second position. The influence of price (14.89%) factor in the brand choice decision is also indicated third motive. The lower income group, highly consider brand image/popularity (28.16%) as major influencer besides price (22.33%) and styling (15.53%) of the product. For the middle income group also brand image/popularity (25.37%) is said to be dominant motive in the brand choice decision. The other reasons considered are styling (22.93%) of the product and the price (18.05%). In upper income group different factors are influenced brand style (32.39%) is the dominant motive and followed by brand reputation (19.72 %) and the influence of advertisements (17.61%).

The generic influencing factors conclude time savings (26%) as the most prominent benefit ensured by the cooker brands. The pressure cookers are also considered for its easy handling (24%) and as an essential item (18.67%) for an ideal housewife. The other motives identified are fuel saving (14.44%) and its multiple uses (10%). In the lower income group, the motive of easy cooking (38.83%) dominates apart from time saving (23.30%) and fuel saving (17.48%) motives. The
middle income group attributes highest preference for time saving (27.32%) and then
to easy cooking (21.95%) for avoiding strain and the motive of fuel saving (16.10%).
In upper income group dominant influencing factors of cooker is as an essential item
(31.69%), followed by time saving (26.06%) and easy cooking (16.20%). These
income groups highly consider the pressure cooker to be an essential home appliance
having experienced its benefits since a long period. They also consider the benefits of
time saving and easy cooking as in other income groups.

The rating for usage of pressure cookers as is found good (44.22%) and
followed as best (34.89%). The Lower income group rates their brands as best
(44.66%) while the middle (49.76%) and upper income (46.48%) groups rated them
as good. Those not satisfied with their brands are very low in middle income group
rather than lower and upper income groups.

The aggregate results of brand change show that a high majority are not willing
for a brand change (62.22%) of pressure cookers. However, considerable portions are
in favour of change (27.11%) in their brands. It is concluded that upper income group
is not particular for a brand change (72.54%) of pressure cookers than those in middle
(56.59%) and lower (59.22%) income groups. However in middle income those
favouring a change (32.68%) are found significant. The change of brand is found to
be considerable high in middle income group only.

The usage brand for Two-wheeler identifies Bajaj Kawasaki (20.22%) as the
most popular vehicle. This is closely followed by Hero Honda (18.22%) with next
highest usership. The third popular brand is Suzuki (15.56%), Bajaj Chetak
(13.78%), Yamaha (11.56%) and L M L (11.11%). The income-wise usage brand of
two-wheelers concludes that in lower income group, Chetak (28.16%) is found to be
popular after LML (23.30%) and Suzuki (14.56%). For middle income group, Bajaj
Kawasaki (25.37%) is considered to be popular after Suzuki (17.07%), Hero Honda
(15.61%) and LML and Chatak (13.66%) brands of two-wheelers. A different
preference is observed in upper income group. The most popular two-wheeler is Hero
Honda (29.58%) followed by Yamaha (20.42%) and Kinetic Honda (17.61%).
The result of the secondary buying motives indicates mileage (20.89%) as predominant consideration besides its look/style (16.67%) and comfortableness (14.67%) of the vehicle. Other motives identified are low maintenance (9.56%), credit facility (10%), advertisement (7.11%) etc. In the lower income group, credit facility (25.24%) had a high consideration followed by mileage (18.45%), look/stylish (17.48%) and price (13.59%) of the vehicle. The highest in middle income group is for the mileage (27.32%) of the vehicle followed by resale value (19.02%) and look/stylish (12.20%) of the vehicle. However, in case of upper income group their preference is different. The highest preference is for comfortableness (30.28%) of the vehicle, next to look/stylish (22.54%) and the advertisements (14.08%) of the vehicle as second and third influencing motives. The other motives are also identified as considerable influence as mileage (13.38%) and low maintenance of the two-wheeler brands.

The aggregate results of generic influencing factors conclude that the highest preference is attributed to fuel consciousness (24.67%). The concerns for the fuel consumption and the mileage the vehicle could deliver are high. The second important benefit sought is the comfortableness (20%) the vehicle could provide while the third preference is for pickup/performance (17.56%) of the vehicle. In lower income group, fuel consciousness (33.98%) is found dominant followed by long-life (16.50%), price conciseness (15.53%) and pickup/performance (11.65%). Similarly fuel consciousness (25.37%) is also the most preferred aspect in middle income group after comfortableness (23.41%) and suitability of the family (13.66%). However, it is quite different in upper income group. They attribute highest preference to pickup/performance (31.69%) and then for comfortable (26.06%) of the vehicle and fuel consciousness (16.90%).

The aggregate result of rating for usage brand indicates rating their brands as good (40.67%) and surprisingly, equal proportion of respondents rated as average and best (24.67%). The ratings in lower income group consider their vehicle brands to be average (33.98%) while middle (44.88%) and upper (44.37%) income respondents deemed them as good. The respondents are not satisfied (10.67%) are in low among all income groups.
The propensity for brand change of the two-wheelers found that majority are not willing for a brand change (56%) of the vehicle while a considerable portion prefers a change (31.11%) in the vehicle brand. Those undecided whether to change or continue the same brand of vehicle in use are found insignificant (12.89%). A high majority in lower (37.86%) and upper income (33.80%) groups are willing for a change of brand than middle income group. The middle income group however prefers to continue the same (60%) in their two-wheeler brands.

The usage brands of Vacuum Cleaners among the three income group identify Eureka-forbs (25.65%) as the most popular brand next to L G (22.17%) and Samsung (16.09%). The other brands with considerable preference are Hitachi (14.35%), T C L (9.13%) and Siemens (7.83%). In lower income, Forbs (30.23%) is dominantly used brand and followed by Samsung (27.91%). Where as similar brands are indicated as dominant in middle income group. The highest usership is Forbs (26.67%) followed by Samsung (20%), L G (14.67%), Hitachi (10.67%) and Siemens (10.67%). In upper income group, L G (31.25%) is dominant next to Forbs (23.21%), Hitachi (16.96%) and T C L (12.50%) brands of Vacuum Cleaner.

The secondary buying motives for purchase of Vacuum Cleaner reveal brand that look/styling (23.04%) features as a major influencing motive. The second major motive is considered to be price (20%) while the third is the latest brand (16.52%) and brand reputation (14.35%) consideration. In lower income, price (34.88%) is a dominant influencer in the purchase decision followed by styling/look (20.93%), both advertisement and warranty (13.95%). For middle income, price (37.33%) is to be a major motive next to latest brand (12%) and warranty (17.33%). The styling/look (33.93%) of brands is highly considered in upper income group followed by latest brand and dealers reputation (9.82%).

The aggregate results of generic influencing factors indicated for vacuum cleaner deemed as an essential item (26.96%) and easy to clean (24.35%) are given high preference. As a third major benefit, of vacuum cleaners for health care (19.13%) and it is a status symbol (14.78%) for household. In lower income group respondents are considering it for easy clean (37.21%) and as a status symbol (30.33%). The middle income group also highly considered it as an essential item
(28%) and followed easy clean (20%) and health care (18.67%). The upper income group deemed it as an essential item (33.04%), they also consider its health care (25%), easy cleaning (22.32%) functions. The other influencing factors consider Vacuum Cleaner to save time (10.71%) and as the stats symbol consideration for its purchase decision.

The rating for the usage brands of Vacuum Cleaner is found to be best (43.04%) and followed by as good (29.13%). Among all income group respondents are rated their brand as best (44.19%, 49.33 and 38.39 respectively). Dissatisfied with their chosen brands are insignificant (7.83%).

The propensity for brand changes indicates a high majority who do not prefer a change (58.70%) of vacuumed cleaner brand. In case of upper income group those who favour a change (32.14%) seem to be considerably high as compared to lower and middle income group and undecided are insignificant (15.22%).

The usage brands for Water Filters among three income groups ranks Ganga (24.22%) water filters as the most popular brand and is closely followed by Geetha (22.22%) filters. The third highest usership is for Butterfly (19.33%) brand. Interestingly it is found that all the income groups are indentified as they are all using similar set of water filter brands but their preferences are differ. The lower income group is highly considers Ganga (35.92%) as most popular followed by Butterfly (14.56%) and Geetha (24.27%). In middle income group Geetha (26.83%) is dominantly used brand and followed by Ganga (22.44%) and Butterfly (19.51%). However, in upper income a different pattern of usership is found. The Butterfly (22.54%) is found as most popular followed by Ganga (18.31%) and Aqagard water filters (21.13%).

The aggregate results of secondary buying motives identify brand image/popularity (24.67%) to be predominant brand choice decision. This is closely followed by the usage loyalty (20.22%) as second major influencer, price (17.78%) as third major determinant. The other motives are Doctors advice (14%), dealer's influence (13.33%) and advertisements (10%). In the lower income group, usage loyalty (33.98%) is highly considered influencing motive followed by dealers' advice.
(27.18%) and price (15.53%). In middle income, the major influencing motives are brand reputation (27.32%), pricing (26.34%) and brand usage loyalty (14.63%) of the water filters. A different set of major influencing motives are found in case of upper income group. The brand image/popularity (33.10%) is considered as dominant motive apart from doctors’ advice (26.06%), and usage loyalty (18.31%) on use of water filter.

The aggregate results of generic influencing factors for water filters reveal highest preference deemed as an essential item (32.22%) of home appliances followed by hygiene water (22.22%) and to get good healthy water (16.89%). This appliance is very much considered as an essential item for the household purpose in every day life. For the lower income group, the benefit of hygiene water (33.01%) show high preference next to as an essential item (18.45%) and to ensure good health (14.56%). In case of middle income group also preferred it as an essential item (39.02%) and to ensure health (17.07%) and hygiene water (20%). The other influences of the water filter are fatigue removal (8.78%) and to get tasty (7.32%) of the water. The upper income group considers water filters as essential home appliances (32.39%) for ideal household purpose. They also prefer the hygiene water (17.61%) and good health (18.31%).

The aggregate result of rating for the usage brand of water filters are indicated as good (42.22%). The upper (56.34%) and middle (41.95%) income groups rate their user brands of water filters as good, while the lower income group rate them as best (41.75%). Those dissatisfied are found to be very meager in all the three income groups.

Regarding the brand change, willingness for a change of the water filter brand is low (40.89%) than using the same brand (43.56%). The lower income groups in particular do not prefer a change (64.08%) for the water filter brand than the middle income (50.73%) group. However, a change (66.90%) is highly favoured in the upper income group but in middle income respondents undecided are considerably high (17.56%).
Consumer Choice Determinants for Lifestyle Products:

Consumers are influenced by a wide range of factors and not just those relating to the obvious features of the product. Some of these may represent a direct influence while others seem to be less tangible factors from which patterns of buying habits and their behaviour may also be inferred. Such diverse influences on the consumers may include the store most preferred, dynamics of reference group, accompanying persons, media, information search etc. This behaviour is found always purposive to gain appropriate knowledge about products, brands, and so on. The combination and integration of such information enables to facilitate their own criteria in the choice making decision for most purchases. Therefore, an examination of such aspects becomes essential for the study to group their behaviour under a particular lifestyle pattern.

The inferences drawn from the purchase habit for personal care products conclude that nearest market (53.40%) is highly preferred than the local dealers (16.53%) and super markets (11.65%) for the low income group. The middle income group prefers both the nearest (33.77%) as well as super markets (28.78%) while the upper income groups highly prefer the super markets (56.34%).

The price perceptions for personal care products conclude that lower income group favours moderate (46.60%) and low priced (21.36%) products. The middle income group favour prices which are above the moderate (41.95%) level and to some extent high priced (22.93%) products. The upper income respondent's group favours very high priced (46.48%) products and also highly priced (30.99%) products for the personal care products.

Regarding the influencing members, it is found that similarity exists among all the income groups. The family members (38.83%, 53.17% and 57.75% respectively) are found to be the main influencers. Apart from this, self-decisions (28.16%, 17.56% and 18.31%) are also considered to be significant while friends and colleagues remain as the third major influencers.
Regarding the *advertisement awareness* relating to the products is in usage, it is found that all income groups had viewed them by change while those who could not recall (18%) them are found in middle income group.

Similar opinions regarding the *media influence* is revealed among all the income groups. Television and print media is found to be the most dominant (60%), media influencer find a place as second dominant influencer in the purchase decision for personal care products. Next to these influencers the window display and to some extent cinema-advertisements.

The respondents among all income groups made direct purchases (80.58%, 71.22% and 85.21% respectively) of personal care products. The *search effort* is insignificant in the purchase decisions. However, to some extend the middle (18.05%) and lower (9.71%) income groups around two dealers in their search effort to choose their desired products. *Accompanying persons for shopping* of personal care products, a high majority do shopping for personal care products with family members (52.43%, 53.17% and 60.56% respectively in all income groups) as their companions and at times with their friends and colleagues since they feel convenient during certain hours.

The purchase habit for the household product reveals that *nearest stores* and local nearby dealers are popular among the lower income group as their stores preference. The middle income group preferred agencies and local dealers while in upper income authorized showrooms and local dealers are popularly chosen for the purchase of household products.

The *price perceptions* of the households indicate a high majority among the lower income who favour the moderate level (47.57%) prices, while some other for low (24.27%) level prices. In the case of middle income, prices above the moderate level (41.95%) and high level (25.85%) of prices were highly favoured. The upper income group, high preference for very high (55.63%) prices relatively to the high prices (26.76%).
The most influencing members in the purchase decision of lower income group include friends/colleagues (33.98%) and family members (22.33%) play a major role as influencers for brand choice. In the case of middle income, family members (40.49%), self-decisions (19.02%) dominate and to a considerable extent their friends and colleagues (17.56%). But in case of upper income, the family members (75.35%) are the only members who play a dominant role as influencers of brand choice for household products.

Regarding the advertisement awareness for household products it is found of them advertisements. However to a considerable extent, those who could not recall and who were aware by a chance are also found in these results.

Regarding the media influences it is found that Television is dominant among all the groups (42.72%, 57.56%, and 65.49 respectively). The second major influencer is said to be the print media through the magazines and newspapers the window display could influence the lower income group in particular than the middle income group. However, it is insignificant in upper income group.
Conservatives Lifestyle Group:

Generally conservative are the age group of 25-34 and 35-44 years and their monthly income ranges below Rs.6,500/-. They are mostly engaged as Clerks, Senior Assistants, Junior Supervisor, Superintendents etc. The Family life cycle mostly constitutes couples with adults and couple with children.

Their major activities include watching Television programs as a major source of entertainment. They feel like doing more work and so desire for more perks. The conservatives think of switching over to another organization from the existing in order to gain better benefits. At times, they also intend to have some creative work in their jobs. Practically they are easy going with job and generally accept fewer risks. They also intend to develop public relations and watching different television programs.

Conservatives, usually dress for comfort and not for fashion. They are not in tune with the fashion trends. They partly agree to some new job demands. They usually spare less time with their family members. However in times of need they work for home repairs and improvement projects. They are likely to agree for the improvement of office automation, which will in turn, ensures better services.

Conservatives are simple in general and mostly lead quitter lifestyle. They except decline in ethics and values in younger generations. Their highest concern is for their children’s education and employment. Price of the products is a matter in their purchases. They strongly advocate that woman should be employed that they can support the financial position in their family. They are most likely to accept advice on new products / brands from their friends and colleagues.
Moderates Lifestyle Group:

Generally moderates are aged mostly in the group below 24 and 25-34 years. Their monthly median income is around Rs.8,750/-. They are mostly engaged as Section Officers / Supervisors / Jr. Executives. The Family life cycle mostly constitutes couples with children and couples with adults.

Moderates strongly advocate for autonomy in their job activities. Moderates are mostly hard workers and do more work. They pay interest in creativeness for their activities. They are highly habituated for reading newspapers and magazines in order to known what is going on. They are also more interested in advance training in their jobs. Generally, they watch different Television programes.

Moderates strongly support office automation and better services. They are interested in view changes in the work and are likely to accept challenging task in their jobs. They are ready to accept accountability in jobs. They enjoy domestic tourism and pilgrimages. They spare some time for home improvement projects.

Moderates are against old institutions and outdated courses. They do not support outdated teaching and examination methods. They are partly against privatization of Universities. They generally oppose student’s involvement in politics. Price of the products does not matter much in their purchases. They feel more self-confident then most of their friends.
Experimentalist Lifestyle Group:

These are mostly in the age group of 25-34 and 35-44 years. Their monthly median income is Rs.13,500/-. They are generally employed as Section Officers/Supervisors/Middle level Executives. The family life cycle mainly constitute couples with children and couples with teenagers.

Experimentalists are habituated with reading newspapers and a variety of magazines to know how the things are going on in the World. They are for more autonomy in their job activities. They mostly participate in parties, dinners, and club activities, as socializing activity is important for them. They seek creativeness in their work and change to meet the new demands. Generally, they do more work and are very active. They also hold club membership and they feel their participation makes them to get out of the stress from work pressure and also for entertainment. They feel trying new things is enjoyable for them.

Experimentalists are very much interested to travel abroad to spend some time. They also enjoy domestic tourism and pilgrimages. They enjoy new food varieties in the restaurants. Experimentalists strongly support office automation and often think of new changes in the work. They always go for latest dress in the market and feel happier to look modern in their dressing style.

For the experimentalists, they think higher education needs to be costly. They are totally against continuing old institutions and courses. They oppose student's politics in educational institutions. They believe more in new technology and globalization with the hope that they will ensure a more comfortable life with innovative products. Price of the products does not matter much in their shopping activities. They partly support the women's priority in employment and are also of the opinion that women should take up jobs for additional household income.
**A I O's Matrices:**

*Conservatives:* The correlation matrix among the dominant factors of *activities* reveals that the constructs are positively correlated. A highly significant correlation exists between the sources of entertainment and intention to develop public relations and watching different Television programs. Similarly the construct easy going job with no risk and source of entertainment reveals a high significance while several other facts indicate with high correlation and a few indicating overlap of correlation. The correlation matrix relating to dominant factors of *interest* finds that constructs are positively correlated. Indications of highly correlated factors are also observed in the construct. They highly correlated factor is between dress for comfort and leisure work at home. The Inter-correlations among the dominant factors of *opinions* reveal the factors to be significant and positively correlated. The construct showing the highest correlation relates to concern about children education and employment with expecting decline in ethics and values in younger generations. The first two rows indicate highly correlated constructs. On the whole, the constructs reveal a significant correlation among all the A I O facts but with a variation in their degree of association.

*Moderate:* The inter-correlation matrix relating to the dominant factors of *activities* reveals that all the constructs are positively correlated. The highest correlation exists between the construct dislike for superior’s interference and watching Television Programs. A high set of correlations exists in the first row. The correlation matrix relating to *interest* points out that all the constructs are positively correlated. The construct with highest correlation exists between need for office automation and for the accountability in jobs now a day. The first two rows indicate a similar pattern of correlations. The correlation matrix relating to items of *opinion* reveals that constructs are positively correlated. The highest correlation observed is between disbanding of old fashion institutions and students to be kept away from politics. The values among the first row indicate a high correlation. On the whole, the analysis of A I O’s reveals significant positive correlation among the various constructs but with a variation in their degree of association.
Experimentalists: The inter-correlation matrix among the dominant factors of activities for experimentalists finds that all the constructs are found positively correlated. The highest correlation is observed between the habit of reading newspapers and magazines and the club as place for entertainment and relaxation. High sets of correlations are observed in the first row. Similarly, the constructs for interest also indicate positive correlation. The highest is found between the desire to visit a foreign city and enjoying new food varieties in the restaurants. The first two rows indicate almost a similar pattern of correlation. The inter-correlation matrixes of opinion points out of all the constructs are positively correlated. The highest correlated construct is between costly higher education and keeping students away from politics. The first two rows are found to be highly correlated constructs. On the whole, the analysis reveals a significant positive correlation among all the factors but with a variation in their degree of association.
Life style Variables and product variables of Personal Care Products:

**Conservatives:** The correlation coefficient of the life style variables concerning to AIO's and product variables in the conservative life style group was made to assess the influence of product variables upon the life style variables. The result indicates existences of positive correlation for all the products, but with a variation in their level. Except the product variables i.e., packages, natural herbs and window display for PCP₁ PCP₂ and PCP₃ respectively all the remaining variables revealed significant correlations. Similarly except for PCP₅ the doctor's advice and for PCP₆ readymade garments, the latest companies and also advertisements all other variables revealed significant correlation's. Almost all the cross-variables revealed significant correlations. Almost all the cross-variables indicated the correlations above their respective average levels. On the whole it is found that positive correlation exists among all the product variables relating to lifestyle variables.

**Moderates:** The correlation coefficient of lifestyle variables and product variables in moderates' lifestyle group for the personal care products. It is also observed that positive correlation's exists but with the variation in their level. Except, the product variables price and window display for PCP₁ price package and display for PCP₂ all other variables showed significant correlations. For all these six products the relation between cross-variables are found to be above the respective average levels. Therefore it is said that positive correlation's exists among all the product variables and the lifestyle variables.

**Experimentalist:** The correlation coefficient of the lifestyle variables concerning to AIO's and product variables among the experimentalists lifestyle group reveals that positive correlation exists among the variables. The correlation for the majority of the cross variable point out a high level above their respective averages. However, except the product variables, price for PCP₁ PCP₂ all the other variables revealed significant positive correlations. For all these nine products the correlations are said to be above their respective average levels. Hence it is said that correlation exists for the cross-variables of the lifestyle and product variables.
Lifestyle variables and product variables of House Hold Products:

*Conservatives:* The correlation coefficients for lifestyle variables and the product variables relate to the conservatives lifestyle group for the nine household products. Majority of the product variables holds positive holds positive correlations. Except the variable, price for HHP₁ and HHP₅ similarly for HHP₂ dealer’s reputation, all the other remaining variables revealed positive correlations. Majority of the variables for HHP₃, HHP₄, HHP₆, HHP₇, HHP₈ and HHP₉ are found to hold positive correlations and also indicated almost above the average correlations. Almost all the nine product correlations are found above their averages respectively. Hence, it is concluded that a majority of related variables are found significantly correlated amount the household products.

*Moderates:* The results indicate majority of variables positively significant and also above the average correlation. Except for the product variables dealer’s reputation and location for HHP₁ and latest brand and dealer’s advice for HHP₅ all the remaining variables for the nine products revealed positive correlations. Hence, it is concluded that almost all the variables, among these products are found positively related.

*Experimentalist:* The results of correlation’s coefficients for the lifestyle and product variables concerning to the experimentalists lifestyle group revealed majority variables related positively for the nine household products. In all these products a high majority of the variables are found above the average and said to be related positively. Except the product variables, location of dealer, exchange offer and advertisements for HHP₁ and brand reputation for HHP₂ Warranty for HHP₃ all the remaining variables for the nine products were found positively correlated.
MARKETING IMPLICATIONS OF LIFESTYLE PRODUCTS

The product perceptions, which are portrayed through the lifestyle segments, can be useful inputs to the marketers who target to reach the potential consumers. Through perfect prediction is not possible. Yet a reliable and in-depth understanding of current AIO's can provide some important insights to predict better their behaviour. Therefore, the markets have opportunities to formulate strategies to develop new product benefits, unique ingredients, position new products, media and advertising strategies etc.

The following are some of the marketers concerning to lifestyle marketing arrived from the results of this study. These are presented product wise for personal care and household items.

**Toilet Soaps:** The marketers of soaps can respond to the potential consumers on the basis of consumer lifestyle and their product perceptions. The conservative's highest preference is attributed to the usage life of the soap, its fragrance and both herbal and skin purification values. The moderates preferred attractive fragrance, skin care and its usage life. The experimentalists also sought soap's fragrance, for luxurious brands and its soft lather. These attributes under each lifestyle group, provides some basic information about their perceptions on the soap products and needs to be focused in their marketing strategies to reach the potential consumers.

**Tooth Pastes:** It can be suggested that market for toothpaste can be meaningfully segmented on the basis of lifestyle groups and their perceived motives. The conservatives choose such toothpaste brands which primarily protects the teeth from the germs, built strong teeth and contains herbal ingredients. The moderates seeks for whitening their teeth, prefer strong flavours and protection from the germs. The experimentalists preferred toothpaste which have a strong flavour, ensure white and sparkling teeth and with the contents of mouth wash.

Therefore, the implication for marketers is the need to focus on whom best it can protect from the germs, ensure strong, white and sparkling teeth and also with long lasting mouthwash.
**Shampoos:** The major motives considered for shampoos under each group life style can provide some useful insights for the marketers in reaching the potential segments. The conservatives primarily meant shampoos to work as anti dandruff, ensure perfumed and cosmetics value. For the moderates, natural herbs showed high preference next to cosmetic and perfumed value. The experiments sought healthy, silky and lustrous hair and also preferred shampoos with some medical value. All these preferences can provide the marketers to workout and keep close to potential segments while marketing the shampoo products.

**Hair oil:** The major motives considered for hair oil under each group life style can provide some useful insights for the marketers in reaching the potential segments and to take the strategies. The conservatives primarily meant hair oil to work as protean for health hair, ensure perfumed and herbal values. For the moderates, natural herbs showed high preference next to cosmetic and perfumed value. The experiments sought strong and healthy hair and also preferred hair oil with some medical value. All these preferences can provide the marketers to workout and keep close to potential segments while marketing the hair oil products.

**Talcum Powder:** The marketers of powders can respond to the potential consumers on the basis of consumer lifestyle and their product perceptions. The conservative’s highest preference is attributed to the usage talcum powder based its freshness and fragrance values. The moderates preferred attractive fragrance, skin care and its usage life. The experimentalists also sought powder fragrance, freshness for body grooming for skin purification and avid body odor. These attributes under each lifestyle group, provides some basic information about their perceptions on the talcum powder products and needs to be focused in their marketing strategies to reach the potential consumers.

**After shave lotions:** The perceptions reflected from the consumer lifestyle groups show that the conservatives highly prefer shave lotions which provide antiseptic value besides smooth and soft skin and attractive fragrance. The moderates also considered mainly its antiseptic property, attractive fragrance and for softness of the skin. The experimentalists were no different with them in their preferences. They considered
antiseptic value, freshness and attractive fragrance. Therefore, antiseptic, attractive fragrance and attributes of freshness and smoothness are highly preferred factors to be focused to reach the potential consumers.

**Deodorant:** The perceptions reflected from the consumer lifestyle groups show that the conservatives highly prefer deodorant which provides fragrance value besides smooth and soft skin. The moderates also considered mainly its attractive fragrance attribute and for softness of the skin. The experimentalists were no different with them in their preferences. They considered medical value, freshness and attractive fragrance. Therefore, ingredient of medical value, attractive fragrance and attributes of freshness and smoothness are highly preferred factors to be focused to reach the potential consumers in market.

**Readymade Garments:** The results from the study on readymade garments show different set of preferences under each lifestyle group. The highly preferred benefits for the conservatives are fashionable items, long usage and a reasonable variety of qualities. For the moderates major motives include fashionable garments, long usage and moderately price items. The experimentalist's strongly favoured fine quality, highly fashionable and comfortably good fit garments. Hence, the marketers for ready made garments can consider reasonable and high fashionable garments, moderately priced, long usage and fine quality to reach the potential consumers segments more effectively.

**Health Drinks:** The marketers of health-drink products can consider the major influencing motives while planning to reach the potential consumers in various segments. The conservatives sought activeness, healthy growth and fatigue removing benefits of the health drinks. For the moderates, they considered the health drinks to develop mental and physical growth and keep the children often active. A similar such motives were also held by the experimentalists. Therefore, the marketers need to focus more on health aspects, fatigue removing, ingredients for physical and mental growth of children in reaching out to the segments of health drink users.
**Televisions:** The conservatives deemed the televisions mainly for its entertainment value. They also think in terms of enhancing their general knowledge and television as a useful educational media. The moderates as well as the experimentalists also shared similar beliefs. Therefore, the study reveals common preferences, but they differ in the order of preference. Television is seen as an entertainment media to the entire family members many a times and also serves as a major source of knowledge and education. These perceptions resulted from the study on televisions can be of some use in classifying the viewers.

**Refrigerators:** The marketers of refrigerators can find the major influencing motives useful for reaching the potential segments. The study revealed that conservatives preferred refrigerators for its storage value, deemed it as a status symbol and also sought its highest economical value. The moderates preferred it for its storage, and economical value besides treating it as an essential item for house keeping purpose. For the experimentalists, refrigerators were deemed to be an essential household items besides considering the advantages of storage and cooling factions. Therefore, the motives of storage and economical value of the refrigerators and its essential need for good housekeeping purpose be focused through various means of advertising to influence the un-reached segments.

**Air-conditioner:** The marketers of air conditioner can be provided with some important insights from the influencing motives of the consumer lifestyle group. These marketers may note that conservatives preferred power saving in use of air conditioner and avoid problems of maintenance. The moderates reveal similar preferences and also considered it to be a luxurious appliance. The experimentalists however consider it to be an essential home appliance besides its economical and operational merits. These results provided a better understanding of the consumer’s perceptions to the marketers for their implications.

**Washing Machines:** The marketers of washing machines can be provided with some important insights from the influencing motives of the consumer lifestyle group. These marketers may note that conservatives preferred washing to save time and avoid problems of servant maids besides it high economical utility and functional merits. The moderates reveal similar preferences and also considered it to be a
luxurious appliance. The experimentalists however consider it to be an essential home appliance besides its economical and operational merits. These results provided a better understanding of the consumer’s perceptions to the marketers.

*Mixes:* The analysis of the perceptions and lifestyle groups for this product that conservatives deem mixes as a multipurpose home appliance in preparing a variety of foods and refreshments. They also preferred them to save time and for handling it without strain and risk. However the moderates preferred to the aspects of time saving, multiple uses in every day kitchen activities and opined them to be an essential item of home appliances, while the experimentalist, deemed them to be primarily an essential item first and later to its time saving and multiple functions. Therefore, the multipurpose advantages, time saving factors for the women’s and its easy operations which avoid strain and risk can useful insights for the marketers to reach the other consumer segments.

*Pressure Cookers:* In case of pressure cookers, the consumer lifestyles and their product perceptions revealed that conservatives highly consider them as appliances for easy cooking, time and fuel saving motives. The moderates mainly sought this item to save time and treated them as necessary appliances and to avoid strain and risk. The experimentalist revealed similar preference for its utility. These common perceptions can be influenced on the consumers through different means of advertising.

*Two-wheelers:* The results of the analysis on two-wheelers identify conservatives to be fuel conscious, prefer vehicles which could give a long life, good looking and suitable to their family needs. The moderates have a different set of preferences. They too consider the aspects of fuel consumption/mileage; comfortableness, resale value and stylist look of the vehicle. The experimentalists show which preference for comfortableness then for stylish features and fuel consumptions/mileage factors. Finally, these consumers can be meaningfully segmented as fuel consciousness, stylish consciousness and family need consciousness.
**Vacuum Cleaner:** The marketers of vacuum cleaner can be provided with some important insights from the influencing motives of the consumer lifestyle group. These marketers may note that conservatives preferred vacuum cleaner to save time and avoid problems of servant maids besides to maintain hygiene environment. The moderates reveal similar preferences and also considered it to be a luxurious appliance and it high economical utility and functional merits. The experimentalists however consider it to be an essential home appliance besides its economical and operational merits. These results provided a better understanding of the consumer’s perceptions to the marketers.

**Water Filter:** The analyses of the perceptions and lifestyle groups for water filter that conservatives deem water filters as a purposeful home appliance for getting hygiene drinking water. They also preferred them to ensure good health and avoid problem of unpleasant water. However, the moderates preferred water filter in the aspects of fatigue remove and sharp memory by using hygiene water. While the experimentalist, deemed them to be primarily an essential item of home appliances. Therefore, the multipurpose advantages, health-protecting factors for the users can useful insights for the marketers.

To sum up, an understanding of different lifestyle segment representing different pattern of needs for the consumptions of products and services can provide the marketers with a more complete profile of the target market for a product. The information gathered through the analysis of this study can be useful to the marketers to make efforts in developing strategies to position new products, repositioning existing products improving products or services to better meet segment needs, recognizing important influencing factors in a give market, designing advertising messages, sales and promotional appeal, appropriate media selection and so on. Finally, it is said that this approach by incorporating lifestyle characteristic the markets can market their products, which portray a style of life sought by the potential new users.