

IMPACT OF LIFESTYLE ON BRAND PREFERENCE OF BUYER BEHAVIOUR A CASE STUDY OF UTTARAKHAND

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ABSTRACT

Due to fast movement of technology it is requisite to find the change in the lifestyle of consumers. In the present research it has been endeavored to illustrate lifestyle of the buyers changes due to some of the factors, such age, education, social class, income and some others factors. It has been seen that some the factors has major role in the changing of buyer behaviors. The following research help to know the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favorite programs attributes preferred by the consumers and significant changes have been observed.

INTRODUCTION

In this era of competition, understanding the consumer's lifestyle is necessity for the marketers. Lifestyle is the way a person lives including the person's individual attitude to the world. Market is known for setting the trends and people follow it with full enthusiasm. Especially in India, Lifestyle depends on person's background, family, education, and nature of the work. These days a lot of researches are being carried out to improve the standard of living especially in the metros. Websites have sprung up to good people to try out new lifestyle techniques. Consumer needs and preferences are changing, given change the factors like demographics and lifestyles. These changes can become great business opportunities for alert marketers and threats for marketers who fail to adapt. It is very essential to know how buyers behave in modern marketing field. Buyer behavior is also influenced by personality, socio-demographic characteristics, and lifestyle. Consumer buying Behavior helps to students understand the internal variables like motivation, personality, perception, learning, and attitude, and external variables like reference groups, family, social class, and, culture, and their influence on consumer decision-making process. The term consumer buying behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of products/services that are required for satisfying their needs. Buyer behavior focuses how individual decision processes varied during spend of their resources (Time, Money and efforts) on consumption related items. Buyer behavior has changed drastically post liberalization of the markets. Today, Traditional methods of purchasing goods and services have been changing. Buyers are relying on online order. Many peoples have replaced their daily newspaper and collecting the information through other resources. Student can access the universities related information by online facilities rather relying mailed catalog send by the universities. If people want to sell their old

computers, machines, T.V. or any durable goods. There is no need to advertise this information in local newspapers. People in the world differ in various ways during the purchase or use of the products/services. The activities of the people during obtaining, consuming, and disposing of product and services varied from person to person. In a very simple ways, it can be stated that why people buy? What they buy? And where they buy? Are the important questions which required to study? Since people differ in culture, society, income, demography, psychology and their psychographs in Indian continent. Therefore, it is very essential to understand changing lifestyle of the buyer behaviors.

Indian consumer durable Industry: Lifestyle is being increasingly used in different industries such as professional service consultations, alcoholic beverages, apparel marketing, and credit cards users. More over various lifestyle studies of women have been conducted. This study aims to investigate empirically the influence of lifestyle of the buying behavior of respondents while making a purchase decision. This is also essential to know that, how durable products are affected by change of lifestyle of the consumers. Here, very significant questions rose, what is lifestyle? And how it changes with time? And what are factors which are responsible for affecting lifestyle?The consumer durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The consumer durable industry can be broadly classified into two segments: consumer electronics and consumer appliances: Consumer Appliances can further divide into Consumer electronic, White Goods and Brown goods and.

Indian consumer Durable Industry

Consumer durables		
White goods	Brown goods	Electronic goods
<ul style="list-style-type: none"> • Refrigerators • Washing Machine • Air-conditioner • Speaker and Audio Equipments 	<ul style="list-style-type: none"> • Mixer • Grinder • Micro wave oven • Iron • Electric Fan • Cooking Range • Chimney 	<ul style="list-style-type: none"> • Mobile phone • Television • DCD Player • VCD Player • MP3 player

The distinguished classifications of brown goods vs. white goods have direct impact in the service/maintenance areas for the products of these classes. Generally, high-end technical skills are applicable in repairing the complex electronic circuits based brown goods, whereas it requires practical application specialized knowledge in servicing the white goods. The mechanics for the brown goods show reluctance in taking up the maintenance assignments for the white goods.

Changing Trends in Lifestyle of Indian people in purchasing durables goods: Indian consumer markets are raising the peaks of country's economic booms. It is driven young people whose disposable income has been improved and availability of easy finance options keep durables goods no away middles class young. The Indian markets, with market size of US\$ 20.28 billion dollars in 2008-08, have grown with rate 7.1% during previous.

India officially classified its people in five classes, based on annual household income of people: These are lower income group; three middle income groups; higher income group. It projected that household income of the Indian people in metro cities will rise at rate of 10% annually over next eight years which likely to increase spending on durables. With emergence of new concepts regarding finance options like quick and easy loan, zero squared monthly installment (EMI) charges, loan through credit card, loan over phone, It has become easy path for afford on durables goods.

LITERATURE REVIEW

India is one of the fastest growing markets of the world. The potential not only lies in the urban India but in the rural India too (Joginder Singh, 2011). The study has been carried out to differentiate the buying behavior of rural households from that of urban households. Three durable goods from three different product categories; Television (entertainment product), Refrigerator (home appliance), and an Automobile (two wheeler, motorcycle and car/jeep) have been selected for study. The overall conclusion was that there was no significant differences could be observed between rural and urban consumers in terms of their; timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying.

A study on consumer behavior of woman with special reference to durable goods in Coimbatore city has been conducted in Tamil Nadu. The researcher concluded the result that education plays an important role in shopping behavior and higher income group respondents shop as and when they like. Family influences on consumer's behavior have a greater extent while purchasing the branded products (Dr. S. Sarvana 2010). The following research states that majority of the respondents prefer to purchase products from departmental store rather than any other shop.

This paper specifies and estimates a dynamic model of consumer preferences for new durable goods with persistent heterogamous consumer tastes, rational expectations about future products and repeat purchases over time (Oksana Mont , Kate Power, 2010). Most new consumer durable goods, particularly consumer electronics, are characterized by relatively high initial prices followed by rapid declines in prices and improvement in quality. The evolving nature of attributes suggests the importance of modeling dynamics in estimating consumer preferences. We estimate the model on the digital camcorder industry using a panel data set on price, sales and characteristics.

In a research entitled "Marketing of electronic products in India with special reference to computer and television industries", electronic product is looked upon by most people almost as a natural phenomenon beyond people's control. Many people have accepted marketing of electronic products as their career and electronic products have greater effect an society (Bansh. Hari, 2002). Attitude of people towards marketing is positive and marketing of electronic products powerful enough to promote consumers cultures & value.

The world of today is changing fast. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling (Luh, Ding-Bang, 2000). India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social & economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that

the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers.

People from same subculture, social class, and occupation may lead quite different lifestyles (Philip Kotler and Kevin Lane Keller, 2006). Lifestyle is the persons' pattern of living in the world as expressed in activities, interests, and opinions. Lifestyle portrays the "whole person" interacting with his or her environment. Lifestyle helps marketers to classify products according to the activities interest, and opinion. Since most of customer is achievement- oriented. Therefore the marketers may aim the brand more clearly at the achiever lifestyle.

Empirical evidence from the automobile industry suggests that cars are experience goods: consumers do not have complete information about some characteristics of cars, and can only learn about them after buying and trying them out (G. Martin Paredes, 2006). This would explain the significant dispersion of customer loyalty among car brands. It was proposed that a dynamic model to study markets for durable experience goods where trade in used goods is allowed and experience is idiosyncratic.

The study about "effect of creative and innovative marketing strategies on buying process of consumers of electronic Goods" resulted that the ultimate user of a product or a service are consumers (Shishupal Singh Bhadu and Prangya Priyadarshani Harsha, 2010). This paper is an attempt to elaborate the various factors that influences buying decision process of consumers and the effect of marketing strategies on their buying behavior. The findings of the result help marketers to understand the effect of innovative marketing strategies in framing marketing policies for the global consumer of their global product.

With a new durable goods appearing, the price of old type tends to decrease and the performance of the new type tends to be improved (Gautam Gowrisankaran, HEC Montr'eal, Marc Rysman, 2009). Thus consumers with purchasing desire have two choices of buying a new one or the old one. A discrete time Markov decision process model is presented first with the consumer reserve prices to different durable generations as states, whose objective is to maximize consumer's purchasing value. The higher the reserve price, the more probable the consumer purchases the product in a higher price. With a new durable goods appearing, the price of old type tends to decrease and the performance of the new type tends to be improved (Ovidiu I. Moisescu, Babes-Bolyai, 2008).

The firm's position on the market is determined by the value offered by selling its products or offering its services, the public relations depending on the customers' perception of the value of the product or service offered to them, and the position occupied in relation to the competitors is determined by the level of the product's prices and advantages offered by the competition (Junxiu Jia Rong Du Qiying Hu, 2007). The price and the value-price ratio are two fundamental variables of which the firm's survival depends in the competitive environment.

TV and advertising together present a lethal combination and has become an integral part of modern society (Junxiu Jia Rong Du Qiying Hu, 2007). It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. The

girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. The parent's choice and advice was important in their purchase decision.

Institute of Developing Economies, There is a difference in development processes between China and India. Although the Chinese and Indian electrical and electronics industries were both in technological backwardness, it is known that the Chinese local firms have, in comparison with the Indian local firms, grown remarkably through fierce competition among themselves (Giuseppe Bertola, Luigi Guiso, Luigi Pistaferri, 2005). In the present study it had been taken up the Chinese and Indian TV markets as a representative product in the industries and investigates the subject of competition as a driver in the promotion of local industrial development.

The influence of gender, age, education, and income on the likelihood to purchase over the Internet is empirically examined (Andrew Caplin, John Leahv, 2004). Findings show that these variables significantly influence the likelihood to purchase over the Internet and can be used to profile, segment, and target markets and develop public policies to bridge the digital divide.

Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set (Syed H. Akhter, 2002). Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. This paper tries to reveal, on one hand, the importance of unaided brand awareness when it comes to consumers' buying decision and, on the other hand, the importance of aided brand awareness when assessing the perceived risk associated with the purchase.

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The world of today is changing fast. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling (Luh, Ding-Bang, 2000). India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social & economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers.

OBJECTIVES

1. To analyze the lifestyle changes with demography.
2. To analyze the behavior of consumer changes with the influence of media.

HYPOTHESIS

H1: People belonging to different demographics segment differ in their lifestyle.

H2: Brand preferences affect purchase behaviour of consumers.

RESEARCH METHODOLOGY

Sample design: The present study is descriptive in nature and shall adopt the survey method. A structured non disguised questionnaire has been used to collect information. Efforts shall be made to collect all the published information through available reference materials. The details regarding changes on different parameters have been evaluated by considering one of durables component like Television.

Sample size and Technique: The data for the study shall be collected through a survey of people residing in Haridwar. The collected data will be selected by random sampling and clustered sampling method. The questionnaire shall be administered to total 200 consumers from Haridwar region because the changes in consumption pattern can be significantly marked with diverse habits in these areas being near to National capital region.

Since these regions are marked with diversity in the context of language, income level, life styles and economic growth. This heterogeneity holds many implications to the policy makers especially to those who want to study the use of funds for marketing implications so the selection of these areas will represent a true perspective for the proposed study for understanding the buyer behaviour of Uttarakhand state.

Tools Of Data Collection And Analysis: The primary data will be collected through questionnaires. A structured questionnaire will be designed to find out responses from consumers and retailers. The sources of secondary data will include Internet, magazines, journals and books from various concerning libraries and inputs from point of purchase centers like malls located in Haridwar. The classification of the data has been done according to the attributes of the sample. Appropriate Statistical tools chi square technique has been used to analyze the data with the help of SPSS software.

Cronbach's Alpha –**Table 1.** Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.702	.753	26

The table1 illustrate that the Cronbach's Alpha value is .702 which illustrates that the questionnaire is reliable to ask.

H0: There is no significant relationship between gender and insist on Specific Brand by consumers for consumer durable at every purchase.

H1: There is significant relationship between gender and insist on Specific Brand by consumers for consumer durable at every purchase.

Table 2

			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Gender	Male	Count	58	145	68	87	54	412
		% Gender	14.1%	35.2%	16.5%	21.1%	13.1%	100.0%
		% I insist on Specific Brand	87.9%	69.7%	68.0%	53.7%	84.4%	68.7%
	Female	Count	8	63	32	75	10	188
		% Gender	4.3%	33.5%	17.0%	39.9%	5.3%	100.0%
		% I insist on Specific Brand	12.1%	30.3%	32.0%	46.3%	15.6%	31.3%
Total		Count	66	208	100	162	64	600
		% Gender	11.0%	34.7%	16.7%	27.0%	10.7%	100.0%
		% I insist on Specific Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.646(a)	4	.000
Likelihood Ratio	37.671	4	.000

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.05.

Inference: From the cross table value it can be deduce that 68.7% male and 31.3% are female. Out of this gender percentage value maximum 34.7% gender are having positive response that they insist on specific brand to purchase durable products after every purchase of the durables products. In the present the calculated chi- square value for the data table is 35.464 is greater than the table value 9. 49 at 4 degree of freedom at 5% level of significance. It means null hypothesis is rejected. There is significant relationship between gender and insist on Specific Brand by consumers for consumer durable at every purchase. This means there is relationship between genders and insist specific brand after every purchase.

H0: There is no significance relationship between gender and place of purchasing consumer durables.

H1: There is significance relationship between gender and place of purchasing consumer durables.

Table 3

							Total	
		Shopping mall	Authorized dealer store	Retail Store	Direct from company	Others		
Gender	Male	Count	39	157	105	21	90	412
		% Gender	9.5%	38.1%	25.5%	5.1%	21.8%	100.0%
		% Place selection for goods	62.9%	67.7%	68.6%	84.0%	70.3%	68.7%
	Female	Count	23	75	48	4	38	188
		% Gender	12.2%	39.9%	25.5%	2.1%	20.2%	100.0%
		%Place selection for goods	37.1%	32.3%	31.4%	16.0%	29.7%	31.3%
Total		Count	62	232	153	25	128	600
		% Gender	10.3%	38.7%	25.5%	4.2%	21.3%	100.0%
		% Place selection for goods	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.957(a)	4	.412
Likelihood Ratio	4.286	4	.369

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.83.

Inference: The present table value elicit that total 68.7% are male and 31.3% are female. Maximum 38.7% respondents purchase the durable products from authorized dealer store and 25.5% are from retail store. In the present the calculated chi- square value for the data table is 3.957 is lesser than the table value 9.49 at 4 degree of freedom at 5% level of significance. It means null hypothesis is accepted. There is no significant relationship between gender and place of purchasing consumer durables. This means there is no relationship between genders and place of purchasing consumer durables.

H0: There is no significance relationship between Age and advertisement of durable goods has major influences on purchases decision.

H1: There is significance relationship between Age and advertisement of durable goods has major influences on purchases decision.

Table 4

The advertisement of durable has major influences on purchases decision		15-30 years	30-45 Years	45-60 Years	60 Years & above	Total
Strongly Agree	Count	11	4	5	5	25
	% The impact of Ads on decision	44.0%	16.0%	20.0%	20.0%	100.0%
Agree	% Age	4.5%	3.2%	3.0%	7.8%	4.2%
	Count	68	37	18	9	132
Neither Agree nor Disagree	% The impact of Ads on decision	51.5%	28.0%	13.6%	6.8%	100.0%
	% Age	28.1%	29.4%	10.7%	14.1%	22.0%
Disagree	Count	99	38	71	22	230
	% The impact of Ads on decision	43.0%	16.5%	30.9%	9.6%	100.0%
Strongly Disagree	% Age	40.9%	30.2%	42.3%	34.4%	38.3%
	Count	39	38	60	4	141
Total	% The impact of Ads on decision	27.7%	27.0%	42.6%	2.8%	100.0%
	% Age	16.1%	30.2%	35.7%	6.3%	23.5%
Total	Count	25	9	14	24	72
	% The impact of Ads on decision	34.7%	12.5%	19.4%	33.3%	100.0%
Total	% Age	10.3%	7.1%	8.3%	37.5%	12.0%
	Count	242	126	168	64	600
Total	% The impact of Ads on decision	40.3%	21.0%	28.0%	10.7%	100.0%
	% Age	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	91.668(a)	12	.000
Likelihood Ratio	83.882	12	.000

a 1 cells (5.0%) have expected count less than 5. The minimum expected count is 2.67.

Inference: From the table no.3 it is appeared that the maximum responses shown by the consumers group are involved in the range of 15-30 years and 45-60 years. 38.3% respondents have neutral opinion that advertisement has any influence on the purchase decision of consumer durables. In the present the calculated chi- square value for the data table is 91.668 greater than the table value 21.03 at 12 degree of freedom at 5% level of significance. It means null hypothesis is rejected. There is no significance relationship between Age and advertisement of durable has major influences on purchases decision. There is significance relationship between Age and advertisement of durable has major influences on purchases decision.

H0: There is no significant relationship between Age and awareness of TV brands.

H1: There is significance relationship between Age and awareness of TV brands.

Table 5

		Age				Total
Awareness of TV Brand		15-30 years	30-45 Years	45-60 Years	60 Years & above	Total
		Less Aware	Count	45	19	30
	% Awareness of Brand TV	44.1%	18.6%	29.4%	7.8%	100.0%
Moderately Aware	Count	87	28	41	8	164
	% Awareness of Brand	53.0%	17.1%	25.0%	4.9%	100.0%
Aware	Count	59	36	37	12	144
	% Awareness of Brand	41.0%	25.0%	25.7%	8.3%	100.0%
Strongly Aware	Count	51	43	60	36	190
	% Awareness of Brand	26.8%	22.6%	31.6%	18.9%	100.0%
Total	Count	242	126	168	64	600
	% Awareness of Brand	40.3%	21.0%	28.0%	10.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.946(a)	9	.000
Likelihood Ratio	38.651	9	.000

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.88.

Inference: From the table no.5 it is appeared that the maximum responses shown by the consumers group are involved in the range of 15-30 years and 45-60 years. Maximum 48.1% respondents have moderately aware group who are about aware of all types of maximum TV brand. The calculated chi- square value for the data table is 91.108 greater than the table value 21.03 at 12 degree of freedom at 5% level of significance. It is true that here there no risk in rejection of null hypothesis because of 0% asymptotic value. We therefore find for support for research alternative hypothesis, and can conclude that age groups do match with the opinion of awareness of TV brand.

H0: There is no significance relationship between Education and place of buying durables products.

H1: There is significance relationship between Education and place of buying durables Products.

Table 6

Place of Purchasing durable goods		Education					Total
		None graduate	Graduate	Post Graduate	Professional	Others	
Shopping mall	Count	8	5	4	2	43	62
	% buying durables goods	12.9%	8.1%	6.5%	3.2%	69.4%	100.0%
	% Education	10.5%	4.1%	2.0%	1.8%	47.8%	10.3%
Authorized dealer store	Count	22	51	101	43	15	232
	% buying durables goods	9.5%	22.0%	43.5%	18.5%	6.5%	100.0%
	% Education	28.9%	41.8%	51.0%	37.7%	16.7%	38.7%
Retail Store	Count	29	47	48	5	24	153
	% buying durables goods	19.0%	30.7%	31.4%	3.3%	15.7%	100.0%
	% Education	38.2%	38.5%	24.2%	4.4%	26.7%	25.5%
Direct from company	Count	4	0	16	1	4	25
	% buying durables goods	16.0%	.0%	64.0%	4.0%	16.0%	100.0%
	% Education	5.3%	.0%	8.1%	.9%	4.4%	4.2%
Others	Count	13	19	29	63	4	128
	% buying durables goods	10.2%	14.8%	22.7%	49.2%	3.1%	100.0%
	% Education	17.1%	15.6%	14.6%	55.3%	4.4%	21.3%
Total	Count	76	122	198	114	90	600
	% buying durables goods	12.7%	20.3%	33.0%	19.0%	15.0%	100.0%
	% Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	298.121(a)	16	.000
Likelihood Ratio	256.567	16	.000

Inference: In the table no.6 it is revealed that there is much more concurrence among the educated and non-educated and professional consumers in selection of place for the purchase of durable goods. Maximum consumers believe to purchase of durable goods from either from authorized dealer store and retail store in the state. The calculated chi- square test value is 298.121 greater than the critical table value 29.30 at 16 degree of freedom at 5% level of significance. It means null hypothesis is rejected and alternative hypothesis is accepted. There is significant relationship between Education and place of buying durables Products.

H0: There is no significance relationship between social class and the cause of purchasing popular consumer durable brands.

H1: There is significance relationship between social class and the cause of purchasing popular consumer durable brands.

Table 7

cause to purchase durables goods		Higher Class	Upper-middle Class	Middle	Lower - middle class	Lower class	Total
Reliability	Count	0	4	32	15	3	54
	% cause of purchase brands	.0%	7.4%	59.3%	27.8%	5.6%	100.0%
	% Social Class	.0%	2.7%	11.8%	14.4%	12.5%	9.0%
Brand Image	Count	2	17	50	9	5	83
	% cause of purchase brands	2.4%	20.5%	60.2%	10.8%	6.0%	100.0%
	% Social Class	4.0%	11.3%	18.4%	8.7%	20.8%	13.8%
Status Symbol	Count	34	37	119	25	8	223
	% cause of purchase brands	15.2%	16.6%	53.4%	11.2%	3.6%	100.0%
	% Social Class	68.0%	24.7%	43.8%	24.0%	33.3%	37.2%
Convenience	Count	1	32	32	29	4	98
	% cause of purchase brands	1.0%	32.7%	32.7%	29.6%	4.1%	100.0%
	% Social Class	2.0%	21.3%	11.8%	27.9%	16.7%	16.3%
All of These	Count	13	60	39	26	4	142
	% cause of purchase brands	9.2%	42.3%	27.5%	18.3%	2.8%	100.0%
	% Social Class	26.0%	40.0%	14.3%	25.0%	16.7%	23.7%
Total	Count	50	150	272	104	24	600
	% cause of purchase brands	8.3%	25.0%	45.3%	17.3%	4.0%	100.0%
	% Social Class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	103.672(a)	16	.000
Likelihood Ratio	111.354	16	.000

a 4 cells (16.0%) have expected count less than 5. The minimum expected count is 2.16.

Inference: From the table no.7 it is appeared that the maximum respondents shown by the consumers group are upper class, upper middle class, middle class and lower middle and lower class. From cross table it vindicate that comparatively 40% middle consumers are purchasing the goods due status symbol as compared to upper middle class and upper class. This difference is comparatively higher in with respect to lower middle class and lower. The calculated chi- square test is also justifying the results which are showing 91.108 greater than the critical table value 21.03 at 12 degree of freedom at 5% level of significance. It is also verified by our asymptotic sig. value (0%). So we can reject the null hypothesis. We therefore find for support for rejection of null hypothesis, and can conclude that there is significant relationship between social class and cause of purchasing durable brand. The different class choice is different in purchasing consumer durables.

CONCLUSION

the responsibility of producers to take into account the needs of not only urban consumer’s lifestyle but look the change in rural consumer’s lifestyle also, because consumer is basic foundation of every business. This is fact that today consumers look, think, prefer and buys the products according to his lifestyle and it becomes opportunity to marketers to fine tune their marketing offers and achieve high level of consumer acceptance and satisfaction. The emergence of urban and rural market with availability of many durable brands from inside and outside the nation impels us to measure the impact on change in lifestyle of Indian consumers. According to the study it clear that-

- The consumers insist on specific brand after every purchase of consumer durable products. It is also found that male domination is high as compared to female domination.
- It is clear from the results that the advertisement has major influence on the purchase decision of the durable products. The young age people decision for purchasing consumer durable products is not affected by advertisement. This is also true fact that there is no relationship between age the buying those goods which give value for money.
- The awareness of consumers depends on age. The young and middle age group awareness about television and washing machine brand is high as compared to old age group of the people. Thus it can be concluded that there is change in the awareness, promotional media lifestyle depends on age in taking the decision to purchase consumer durable. But this change is seen specific age group of the people like among young and middle age person. Here it is recommended that the marketers must focus more to middle young age and middle age group of consumer through use of media.
- The post graduate and graduate classes of people have opinion that it not right to come on conclusion that purchasing foreign goods puts Indian jobless but none graduate differ in the opinion. There is significant conclusion drawn for selecting the place to purchase consumer durable products. The post graduate and graduate people prefer to purchase consumer durable from either direct from the company or authorized dealer store but non graduate purchase the durable goods from either retail store or other place.
- To prove the relationship for brand preference affect the purchase behavior of consumers it can be concluded that different class of the people prefer to purchase those durable goods which suits to their social class.
- It is also found that people prefer to purchase durable goods because of status symbol. Higher class and upper middle class and middle group of society like to purchase to durable due to status symbol. While lower middle class and lower class to purchase for convenience reason and sometimes other reason also.
- If we compare the maximum class difference using the durable goods, it is found that higher class, upper-middle class and middle is using durable goods due durability, status symbol while lower middle and lower class is using the durable goods high quality.
- From the research analysis it can be conclude that Indian consumers shows dissent opinion that we should avoid purchasing foreign goods specially upper middle class, middle class lower middle class while lower class have favour to Indian durable goods. Besides higher class and upper- middle class all other class disagree that they like to purchase foreign goods of current time and status.
- It is also seen that the awareness about the durable goods among higher class, upper-middle class and middle class is high as compared to lower middle class. The selection for place for durable goods is authorized dealers and retail store is popular among all the society.

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