



Review paper

# Life Style Dimensions and Brand Preference of Consumers -A Study with Reference to Durable Products in Cuddalore District

Dr. K. Arivazhagan \*<sup>1</sup>

<sup>1</sup> Assistant Professor, PG & Research Department of Commerce, Government Arts College Chidambaram-608102, Tamil Nadu, India

KEYWORDS	ABSTRACT
Globalization Privatization Customers Consumers Statistically Independent Variables Cuddalore District	Life style of consumers depends on the product needs and preference patterns of consumers of durable products in the world. Life style is not an independent phenomenon but it depends upon the demographic characteristic of consumers. Life style changes over the time and it made deep in roads in any marketing areas globally. The globalization and privatization of Indian economy brought a tide of western life style and attitudinal changes among the consumers. The international brands are now competing with indigenous local brands simultaneously increased more expectation from consumers. The rapid changes in the customers psychology is completely based on the volume of brand over choice. The consumers are battled with the availability of similar brands and confused by the offers and gifts offered to them during the purchase of durable products. The present life style is responsible for the heavy competition among the marketers. Planning their strategies economy and attract them magnetically through celebrities.

## 1. Introduction

Jagadeesh (2013) result showed that advertising and word of mouth publicity are the major source of awareness creation among the mobile phone users. It is concluded that marketers need to study the consumer behaviour that helps them for better positioning of their products and develop effective marketing strategies.

Shahzaad Khan, and Sobia Rohi, (2013) concluded that youth's brand choice is driven by a number of factors like price, quality, family and friends' recommendations, brand image, celebrity endorsement, promotion effectiveness, features, user-friendliness, stylish appearance, innovative features and post-purchase services. Results revealed that the brand choice of youths appears to be influenced largely by the quality, brand image and recommendations by family and friends. Marketers need to consider and prioritize these three main factors, especially when targeting the younger consumers.

Neema Negi and Naveen Kumar Pandey (2013) found out that the factors which influence more is the long battery backup among 20-25 years of age only 24% considers mobile as a status symbol they don't care about battery backup for them the appearance is more important. Comparatively girls also prefer long battery backup phones and family income above Rs. 35000 have bought leading brand in the market or prefers multimedia smart phones. Rest goes for other cheap brands like zen, karbonn, micromax and lemon.



\*Corresponding author: K. Arivazhagan

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Nabaz T. Khayyar & Almas Heshmati (2013) suggested that an initiative to regularly reassess-service quality to meet customer expectations and provide satisfaction and the quality of the services is not monitored by the government, and a proper regulatory policy needs to be developed. Regulation of the market in the region will encourage firms to build and maintain a competitive advantage, achieve higher customer satisfaction, and improve service quality. It is concluded that Korek is the preferred service among the available services. To attract more customers, Asia cell should address the weak points of its service such as network quality and available features.

Parveen Kumari, Satinder Kumar (2013) found out that technical features are most considered attributes of mobile phone followed by looks, image and resource, entertainment, basic attributes, storage, display, way entertainment, user friendly and weight. Technical attributes includes Internet/GPRS, Huge Memory, Sending & receiving e-mail, strong battery back-up, operating system, video-calling facility and multi-window. Looks encompasses shape, size, colour, touch-screen, screen size and social media application. Image with resource involves Dual sim, Wi-fi and Brand Image. Entertainment attributes incorporates Bluetooth, MP3 player and playing games. Basic attributes includes communication and design and appearance. Storage and display attributes contains video-recorder, sophisticated and good audio-video quality. Way entertainment attributes embraces camera and FM-radio. User friendly attributes includes Key pad and as a modem.

Repallli Vinod and Pandurangarao D(2014) suggested that solar battery charging system has to be introduced. The cell phone manufacturers should provide a mechanism to protect cell phones from thefts. It is concluded that Samsung has occupied first position in the market with the share of 33.05%, while Nokia ranked second, other (HTC, Hawaii, Apple, etc.,) ranked third and so on. On the other side of the service, majority of the respondents chosen Airtel Service and followed by Idea, Uninor and so on.

Noureen Akhtar, Samreen Saleem, Sadia Qamar, Muhammad Iqbal, Asma Shaheen, Tahir Mahmood, (2014) concluded that the students give significant importance to the design of the mobile while buying one so the companies should pay considerable attention towards the design of their mobile phones that are to be launched in future.

Maheswari V. (2015) suggested that mobile phone features like e-mail, mobile banking, online payment and voice chatting was used by the respondents very limited only because of non availability of these features at the respondents' mobile handset. Hence, companies should try to extend these features at affordable prices at their mobile handsets. It is concluded that small local players like micromax, karbonn, lava, lemon, spice and a like will have to quickly rethink their product, marketing and service strategy fresh according to the small towns like Chidambaram.

## 2. Gaps in the literature

After reviewing the national and international literature pertaining to life style dimensions and brand preferences, the researcher classified two unaddressed issues those remain unassured. These gaps are listed below:

1. How many life style dimensions exist among the consumers of durable products?
2. What sort of relationship exists between life style dimensions and brand preference of durable consumers?

These two gaps are mentioned in the present paper.

## 3. Objectives of the Study

1. To find the dimensions of life style of durable consumers
2. To measure the factors of brand preference o consumers
3. To analyze the relationship between life style dimension and brand preference of consumers of durable products.

## 4. Hypothesis

There is no relationship between life style dimension and brand preference of consumers of durable products.

## 5. Methodology

The study is based on both primary and secondary data. Primary data is obtained from customers of cellular phones in Cuddalore District through the structured questionnaire. It consists of both demographic variables in the optional type and five point Likert's scale for satisfaction of Cellular phones.

### 5.1 Pilot Study

In order to find the reliability of the questionnaire, the researcher collected 60 samples from different parts of Cuddalore District and applied Corn Bach alpha method, the value obtained is 0.811 which is above the bench value of 0.75. This implies that the questionnaire is highly reliable and suitable for main study.

### 5.2 Main Study

The researcher collected 171 responses from the customers of Cellular phones. The researcher has taken special care to collect the responses from both rural and urban customers in Cuddalore district. The researcher applied convenient sampling method to collect the responses. Hence the sample size of the research is 171.

### 5.3 Data Analysis

The researcher used exploratory factor analysis to identify the factors of customer satisfaction and subsequently used linear Multiple regression analysis for the estimation of influence of demographic variables over the factors of customers satisfaction.

## 6. Analysis and Discussion

In this section, the researcher applied exploratory factor analysis by principal component method on 33 variables of life style perception. The following results are obtained,

**Table 1** Factors of Life style

Factors	Corn Bach Alpha	Individual Variance
1. Brand consumers	0.910	9.428
2. Perceived prestige	0.894	8.144
3. Luxiourious	0.888	7.217
4. Quality seeking	0.872	6.114
5. Gregarioious Approach	0.851	5.007
6. Innovative nature	0.844	4.124
7. Tech savvy	0.831	3.199
8. Price Conscious	0.827	2.942
9. Care less buying	0.811	2.512
10. Mechanical approach	0.800	2.444

From the above table, it is found that the 33 variables can reduced into ten predominant factors with Corn Bach Alpha ranging from 0.860 to 0.911 and individual variance ranging from 2.444% to 9.428%. This is statistically significant at 5 percent level. All these 10 factors reveal the existing life style perception of durable product consumers in Cuddalore district. These factors already exist among the consumers, therefore they can be considered as independent variables, the total average score of brand preference variables is considered as dependent factor. The relationship between life style dimensions and brand preference of durable product consumers is established through linear multiple regression analysis. The results are clearly segregated below:

**Table 2** Regression analysis for life style and brand preference

Factors	B-value	t-value	Sig.	R <sup>2</sup> value	F-value	Sig.
1. Brand consumers	0.911	5.24	0.000	0.572	5.113	0.000
2. Perceived prestige	0.901	5.121	0.000			
3. Luxiourious	0.894	4.992	0.000			
4. Quality seeking	0.888	4.547	0.000			
5. Gregarioious approach	0.812	4.118	0.000			
6. Innovative nature	0.795	3.919	0.000			
7. Tech savvy	0.782	3.811	0.000			
8. Price Conscious	0.777	3.721	0.000			
9. Care less buying	0.741	3.614	0.000			
10. Mechanical approach	0.738	3.529	0.000			

From the above regression analysis, it is found that the  $r^2$ value = 0.572,  $f$ -value = 5.113,  $p$ =0.000 are statistically significant at five percent level, this implies the 10 factors of life style perception significantly influence brand preference of durable consumers. They create 57.2 percent variance over the brand

preference. Among these 10 factors the most influencing factor is brand consumer and the least influencing one is mechanical appraisal of durable consumers in Cuddalore district.

## 7. Findings and Conclusion

The empirical analysis revealed that the durable consumers in Cuddalore district are highly brand conscious, among them some significant amount of durable consumers buy the product mechanically for their needs. The brand consciousness of durable consumers motivate them for the purchase of meticulous brands in the --- --. Quality and price of the durable product have mediocre influence over their brand choice behavior. It is concluded that the, marketers introduce the durable products based on the needs of the consumer and their present day existing life style situations.

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