

AN EXPLORATORY STUDY ON THE FACTORS PERSUADING THE LIFESTYLE CONSUMPTION AMONG THE YOUTH

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The purpose of this paper is to investigate the different factors influencing lifestyle consumption among Indian youth. Lifestyle of an individual is how an individual expresses his/her feelings, attitudes, interests and opinions. The study aims to identify the factors that influence the purchase decision of the youth. Data using the survey method was adopted to obtain materialistic behaviour, brand cognizance, attitude towards lifestyle products, and buying intention from youth in a metropolitan city – Bangalore, between January and May 2020. Pre-established Likert scale – Degree of acceptance were used to design the 300 self-administered questionnaires. The Simple random approach was adopted with a brief orientation on the study to complete the questionnaire. The relationship was examined using exploratory factor analysis and the structural equation modelling of partial least square. From the study, the factors of shopping goods influencing the lifestyle of youth in India were listed: Product Benefits, Product Components, Product Appearance, Price Discount, Payment-easiness, Brand image, and Brand Value. All these factors have an impact on the purchase decision of youth while purchasing shopping goods. Lifestyle dependence induces the youth to aspire and buy shopping goods for their way of living satisfaction, requiring benefits, marketers, and academicians to develop lifestyle related products for approval of lifestyle patterns and stimulating purchase decisions of youth. This study offers practical insights for the shopping goods service providers, retail stores, and the academic research community to deliberately develop lifestyle-based products that initiate among the youth, the process of decision making during the purchase of shopping goods. The different lifestyle patterns enable us to understand the buying behavior of youth which has an influence on the social behavior thereby impacting the youth's way of life. As very little research has been done on youth lifestyle in India, this study is an original work in Indian youth as a case study. Youth in India have lifestyle patterns based on their preferences and likings towards the offerings by the marketer. Additionally, the importance of price discounts as a factor to influence purchase decisions has been emphasized in this study.

Keywords: *Attitude; Consumer buying behaviour; Online buying; Young India*