

Research Paper



INFLUENCE OF LIFE STYLE ON CONSUMPTION OF COSMETICS BY WOMEN CONSUMERS

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ABSTRACT

Lifestyle is the living pattern in a society. Lifestyle is concerned with qualities or ingredients which are unique and which describe the style of life of certain culture or group and distinguish it from others. It is made up of values and personality which are reflected in activity, interest and attitude towards many factors around the environment of the individuals. Life Style is an important component of Psychographics which consists of Attitude, Personal Values and Personality. The objective of this Research Paper is to study the influence of Lifestyle on the Consumption of Cosmetics among women consumers. Primary data were collected from 900 sample consumers from the study area. Various dimensions of Life Style are checked with Structural Equation Modelling and the influence of Life Style on consumption of cosmetics is measured by correlation. The result indicated that there is a high positive relationship between Life Style and Cosmetics Consumption.

KEY WORDS: *Life Style, Psychographics, Cosmetics, Consumption, Marketing*

INTRODUCTION

Cosmetics are products people use to cleanse or change the look of the face or the body. The U.S. Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions.”, Cosmetics have a significant and automatic effect on judgements of attractiveness. Even more importantly, cosmetics or makeup provides additional facial stimuli that influences more long-term, deliberative judgements on social factors such as trustworthiness. Women who wear makeup are perceived as more attractive and competent than those who do not wearing.

Psychographics refers to any form of measurement or analysis of the consumer’s mind that pinpoints how one thinks, feels-and reacts (Nelson, 1969). Operationally, psychographic research can be defined as quantitative research that differs from demographics and is intended to locate consumers in a psychological dimension (Wells & Tigert, 1971). Sommers and Barnes (2004), state, “psychographics is used in marketing as a synonym for those variables that include lifestyle and values” According to Yu (2011), individual lifestyle is a set of behaviors reflecting individual psychological

concerns (internal beliefs) and sociological consequences (external stimuli). Most specifically, psychographics seeks to describe the human characteristics of consumers that may have a bearing on their response to products, packaging, advertising, and public relations efforts. Such variables may span a spectrum from self-concept and lifestyle to attitudes, interests and opinions, as well as perceptions of product attributes”(Demby, 1974). Life Style is an important constituent element of the term Psychographics which takes into account the mental status as well as external environmental situation of the consumers. Lifestyle has different dimensions indicating the different activities, interests and opinions of cosmetic women consumers. Consumption experience includes brand, loyalty, shopping and usage experiences of consumers using cosmetics. There are many factors influencing the women consumers in the consumption of cosmetics. Of these, Life Style being the most important factor is considered for the present study. Life Style is represented by the Activities, Interests and Opinion of the customers for whom the study is done. Life Style is measured in terms of either AIO Statements or VALS Statements. For Indian conditions, AIO Statements are preferred to measure the Life Style of customers.



OBJECTIVES OF THE STUDY

The objectives of the study are

1. To analyse the AIO statements to measure the Life Style of women cosmetic consumers
2. To analyse the consumption experiences of women cosmetic consumers
3. To ascertain the influence of Life Style on the consumption of cosmetics by women consumers

METHODOLOGY

The method of study adopted is descriptive, where an attempt was made to define a situation as it is. Both Primary and Secondary Data were used for the study. Direct Personal Investigation was employed to collect primary data from the sample women consumers.

SAMPLING DESIGN

The sampling Frame for the Study constitute all the women consumers residing in the Study area. The Sampling Unit is the woman consumer who uses cosmetics and who resides in the study area and who is above 18 years of age. The Sample Size is determined at 900 Women Cosmetic Consumers although the minimum sample size was fixed by Power Analysis. The process of selecting the samples of 900 women consumers is given in Table 1. Simple Random Sampling was adopted for selecting Municipalities, Panchayaths and Wards while Non-Probability Sampling method was adopted for selecting the samples of the final Women Cosmetic consumers in the households.

STATISTICAL DESIGN

The Statistical tools used for analysis include Structural Equation Model, Regression Coefficient and Karl Pearson's Correlation.

GEOGRAPHICAL AREA

The Kochi Corporation, selected Municipalities out of a total of 13 and Grama Panchayaths out of a total of 84 in Ernakulam District in Kerala constitute the study area from where 900 samples were collected.

RESULTS

1. Life Style is represented by the Activities, Interests and Opinions of women consumers. They are divided into 7 dimensions. Structural Equation Model is used to test the hypothesis

H1: Economically Conscious has significant effect on Life style

H2: Home-oriented has significant effect on Life style

H3: Fashion-oriented & Outgoing has significant effect on Life style

H4: Health-conscious & leading Active Daily life has significant effect on Life style

H5: Socially conscious has significant effect on Life style

H6: Family-oriented has significant effect on Life style

H7: Independent has significant effect on Life style

The model fit indices for CFA for Life Style is given in the Table 2.

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. The Regression Coefficients are presented in Table 3.

H1: Economically Conscious has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Economically Conscious had a significant

influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.997, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H1 is accepted and concludes that Economically Conscious has significant effect on Life style

H2: Home-oriented has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Home-oriented had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.994, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H2 is accepted and concludes that Home-oriented has significant effect on Life style

H3: Fashion-oriented & Outgoing has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Fashion-oriented & Outgoing had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.593, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H3 is accepted and concludes that Fashion-oriented & Outgoing has significant effect on Life style.

H4: Health-conscious & leading Active Daily life has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Health-conscious & leading Active Daily life had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.579, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H4 is accepted and concludes that Health-conscious & leading Active Daily Life has significant effect on Life style.

H5: Socially conscious has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Socially conscious had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.577, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H5 is accepted and concludes that Socially conscious has significant effect on Life style

H6: Family-oriented has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Family-oriented had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.822, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H6 is accepted and concludes that Family-oriented has significant effect on Life style

H7: Independent has significant effect on Life style

The results exhibited in Table 3 revealed that the regulatory construct Independent had a significant influence on Lifestyle as the standardised direct effect of this construct on Lifestyle was 0.580, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H7 is accepted and concludes that Independent has significant effect on Life style

2. Consumption experience has also 6 dimensions. Structural Equation Model is used to identify whether the Constructs Choice of brand, Place of buying, Frequency of use, Factors for selection, Amount spent and Usage experience leads to Consumption experience.

H1: Choice of brand leads to Consumption Experience

H2: Place of buying leads to Consumption Experience

H3: Frequency of use leads to Consumption Experience
 H4: Factors for selection leads to Consumption Experience
 H5: Amount spent leads to Consumption Experience
 H6: Usage experience leads to Consumption Experience

The model fit Indices for CFA for Consumption experience is given in the Table 4

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. The Regression Coefficients of Consumption are presented in Table 5

H₁: Choice of brand leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Choice of brand had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 1.001, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H₁ is accepted and concludes that Choice of brand leads to Consumption experience.

H₂: Place of buying leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Place of buying had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.988, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H₂ is accepted and concludes that Place of buying leads to Consumption experience.

H₃: Frequency of use leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Frequency of use had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.976, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H₃ is accepted and concludes that Frequency of use leads to Consumption experience.

H₄: Factors for selection leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Factors for selection had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.345, which is less than the recommended value of 0.4. So the hypothesis H₄ is rejected and concludes that Factors for selection does not leads to Consumption experience.

H₅: Amount spent leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Amount spent had no significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.910, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H₅ is accepted and concludes that Amount spent leads to Consumption experience.

H₆: Usage experience leads to Consumption Experience

The results exhibited in Table 5 revealed that the regulatory construct Usage experience had a significant influence on Consumption experience as the standardised direct effect of this construct on Consumption experience was 0.990, which is greater than the recommended value of 0.4 (p value was significant). So the hypothesis H₆ is accepted and concludes that Usage experience leads to Consumption experience.

3. Finally it is necessary to check whether the Life Style has a significant influence on the consumption experience of Women Cosmetic Consumers. For this it is essential to test the following hypotheses:

- i. Sub-hypothesis 1: Dimension 1 influences the Consumption Experience
- ii. Sub-hypothesis 2: Dimension 2 influences the Consumption Experience
- iii. Sub-hypothesis 3: Dimension 3 influences the Consumption Experience
- iv. Sub-hypothesis 4: Dimension 4 influences the Consumption Experience
- v. Sub-hypothesis 5: Dimension 5 influences the Consumption Experience
- vi. Sub-hypothesis 6: Dimension 6 influences the Consumption Experience
- vii. Sub-hypothesis 7: Dimension 7 influences the Consumption Experience

Correlation was seen as appropriate to analyze the relationship between the two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing. Pearson Correlation is used to identify the relationship between various dimension of the Life Style and consumption experience. In other words Pearson Correlation is used to test the hypotheses given above and the result is exhibited in the Table 6

From Table 6 it is observed that the correlation between various dimension of the Life Style and consumption experience are greater than 0.5 and the p value is significant. Hence it is concluded that there exists a positive relationship between Life Style and consumption experience as shown in Table 7.

Thus the results show that

1. All the 7 dimensions have significant effect on the Life Style of women cosmetic consumers
2. All the 6 dimensions except one have significant effect on the consumption experiences of women cosmetic consumers
3. There exists a positive relationship between various dimension of the Life Style and consumption experience and hence Life Style significantly influences the cosmetic consumption experiences of women consumers

SUGGESTIONS

1. Life Style market segmentation can help the marketers to design their marketing strategies in accordance with the changing pattern of Life Style of consumers
2. Relationship between Life Style and products or services can be ascertained and accordingly communication mix can be planned effectively
3. Life Style based marketing can reduce marketing cost and higher profits can be ensured for the marketer

CONCLUSION

In the modern marketing technology, Life Style occupies a unique position in ascertaining the changing needs and aspirations of consumers. It is very essential for the marketers to pinpoint the target audience for their products and services. The consumption pattern and behaviour of consumers become crucial in adjusting the marketing strategy and Life Style plays a prominent role in this strategy making process.

FIGURES, TABLES AND REFERENCES

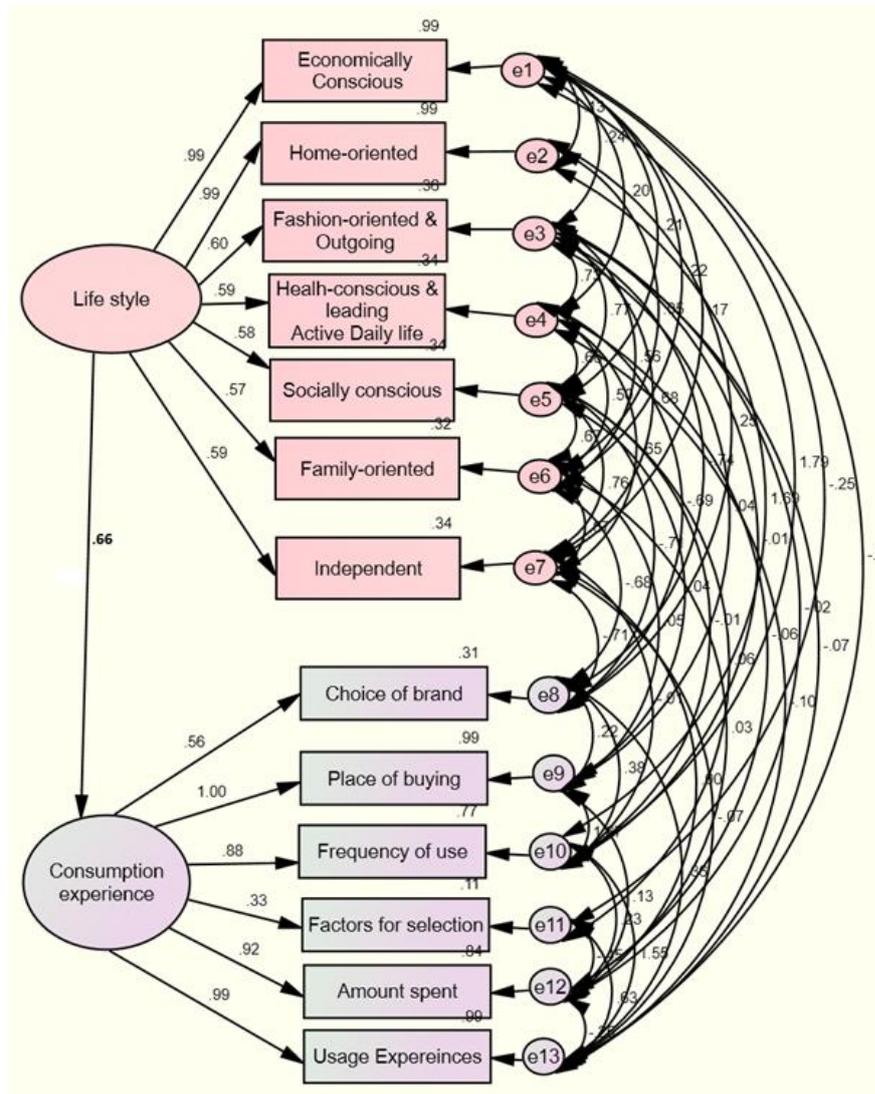


Table 1 : Selection of Samples

Nature of Administration	No.of Corpn/ Municipality/ G. Panchayath	Number Selected	No. of Wards Selected	Households per Ward	No. of Households visited
Corporation	1	1	50	6	300
Municipality	13	10	3	10	300
Grama Panchayath	84	50	2	3	300

Table 2 : Model fit Indices for CFA - Life Style

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Life style	10.375	4	.035	2.594	.990	.948	.988	.971	.992	.016	.434

Table 3 :The Regression Coefficients -Life style

Path	Estimate	Critical Ratio (CR)	P	Variance explained	Rank
Economically Conscious → Lifestyle	0.997	97.349	<0.001	99.4	1
Home-oriented → Lifestyle	0.994	86.947	<0.001	98.7	2
Fashion-oriented & Outgoing → Lifestyle	0.593	20.434	<0.001	35.2	4
Health-conscious & leading ADL → Lifestyle	0.579	19.796	<0.001	33.5	6
Socially conscious → Lifestyle	0.577	19.706	<0.001	33.3	7
Family-oriented → Lifestyle	0.822	34.830	<0.001	67.5	3
Independent → Lifestyle	0.580	19.481	<0.001	33.6	5

Table 4 : Model fit Indices for CFA – Consumption Experience

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Consumption Experience	7.599	5	.180	1.520	.997	.988	.987	.987	.996	.407	.024

Table 5 : The Regression Coefficients –Consumption Experience

Path	Estimate	Critical Ratio (CR)	P	Variance explained
Choice of brand → Consumption experience	1.001	113.831	<0.001	100.30
Place of buying → Consumption experience	0.988	76.522	<0.001	97.60
Frequency of use → Consumption experience	0.976	66.051	<0.001	95.20
Factors for selection → Consumption experience	0.345	10.775	<0.001	11.90
Amount spent → Consumption experience	0.910	45.749	<0.001	82.70
Usage experience → Consumption experience	0.990	79.267	<0.001	98.00

Table 6 : Correlation between various dimensions of the Life Style and Consumption Experience

Variable	Correlation	Lower bound	Upper bound	Z	p
Consumption Experience-Economically Conscious	0.973	0.972	0.974	126.330	<0.001
Consumption Experience-Home-oriented	0.975	0.974	0.976	131.489	<0.001
Consumption Experience-Fashion-oriented & Outgoing	0.977	0.976	0.978	137.298	<0.001
Consumption Experience-Health-conscious & leading Active Daily life	0.962	0.960	0.964	105.578	<0.001
Consumption Experience-Socially conscious	0.984	0.983	0.985	165.502	<0.001
Consumption Experience-Family-oriented	0.976	0.975	0.977	134.304	<0.001
Consumption Experience-Independent	0.959	0.957	0.961	101.402	<0.001

Table 7 : Correlation

Variable	Correlation	Lower bound	Upper bound	Z	p
Consumption Experience-Life style	0.977	0.976	0.978	137.298	<0.001

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