

Journal of Industrial Strategic Management

Providing marketing strategies based on the model and indicators of international life style and type of consumer decision making case study : Consumers of cosmetic products

seyed Mohammad-Taghi Hossaini Kia a , Vahid-Reza Mirabi *b¹

a Educated in PHD in marketing management , Central Tehran Branch, Islamic Azad university, Tehran, Iran.
b Department of Business Management, Central Tehran Branch, Islamic Azad university, Tehran, Iran.

CHRONICLE

Abstract

Article history:

Received: 05/10/2019

Received in revised:

06/02/2020

Accepted:

Keywords:

* Marketing strategies,
*international life styles
*type of consumer
*decision making,
*Consumers of cosmetic
products

This study aimed to provide marketing strategies based on the model and indicators of international life style and types of purchase decision making. Methodology of the research is descriptive-survey and it targeted to be applied research. Data were collected by both primary and secondary styles. Considering krejcie and Morgan's table, statistical sample included 384 questionnaires for unlimited population which were performed on each cluster. Sampling was executed by clustering method. Data were analyzed by Lisrel and SPSS software and accordingly it was concluded that all international life styles were detected among consumers of cosmetic products. The score and type of buying decision of each style include: consumers with strivers' life style (rank one and complex purchase decision making), consumers with achievers' life style (rank two and complex purchase decision making), consumers with adapters' life style (rank three and complex purchase decision making), consumers with traditional lifestyle (rank four and complex purchase decision making) and consumers with pressured life style (rank five and complex purchase decision making).

© All rights reserved

* Corresponding author.Tel:

Email address: vrmirabi@yahoo.com

1-Introduction

Many researches indicated that one main factor in providing marketing strategy is identifying consumer behaviors (SRI,2016). The important method for understanding consumer behavior is studying consumer's lifestyles (due to the stability and uniqueness) and types of purchase decision (Wells, W & et al, 2017). To answer the question why companies provide marketing strategies based on consumer behavior, researches illustrated that providing marketing strategies based on consumer behavior can provide better knowledge and information about consumption behavior of customers through which target markets can be segment or clustered, therefor needs and wishes of different segment of target market can be met based on each segment's life style (Solomon & et al , 2006). It needs to be mentioned that without market studies and marketing research, causes of consumer purchase behavior remain unclear because what consumer buy and the reason, number, type and place of purchase are happening in consumer's mind first(Quester & et al, 2017) . Studies pertinent to consumer behavior perform research on all mental, emotional and physical actions that people apply in selecting, purchasing, using and throwing away products and services that they use for meeting their needs and wishes (Mowen,& et al,1988).

So understanding consumer behavior and customers themselves is not possible without identifying the life style and type of purchase decision (Harcar,& et al,2008)

Customers may express their needs and wishes in one way but act differently so the main step for figuring customers' behavior out is identifying their life style and type of purchase decision (Yasin & et

al,2016).

Today consumer behavior studies and mainly consumer lifestyle and purchase decision of each style have become very important. The marketing manager needs to take target markets into consideration and find rational response for consuming behavior. Study on Iranian people life styles illustrated that there are many unhealthy consuming behaviors which can be amended by researches in marketing and market in case of their consuming behavior and their lifestyle. Today, governments are assigning high amount of budget on research about consuming behavior towards various products particularly products that are harmful in terms of sanitation and products that are destructive for the culture; based upon which they can correct consuming behavior of their society.

Life style is a way of living that explains how people consume their time and resources (activities), what they value (benefits and interests) and how they think of themselves and the world around them (beliefs) (Xu & et al, 2010).

Method of measuring life style is called psychometrics (Lin &Chen,2009) which is based on descriptive psychosis (Paco, A, & et al,2008). Many researches indicated that in order to correct people consuming behavior, their life style and purchase decision type need to be accepted as main factors. Since each person has a stable and unique lifestyle, life style is a very important factor for identifying behavior of consumer (Zaichkowsky, 2017). And successful companies in the world can provide marketing strategies based on consumer life styles and their purchase decision type, thus they have better understanding of customers and they can meet needs and wishes of different segments of the market based on each life style.

This study aimed at providing marketing strategies based on the model and indicators of international life style and type of consumer decision making. So in order to provide marketing strategies, first the model and indicators of international life style of cosmetic customers were identified then purchase decision of each life style was studied.

2-Literature review

Life style, for the first time, was introduced by Max Weber. In 1843, Lize represented “values and life style” for marketing course (Xu & et al, 2010).

lifestyle is basically how a person lives . It is how a person enacts her or his self-concept, and is determined by past experiences, innate characteristics, and current situation. One’s lifestyle influences all aspects of consumption behavior and is a function of inherent individual characteristics that have been shaped and formed through social interaction as the person has evolved through the life cycle.(M. J. Dutta & et al,2002)

2-1- Measurement of Lifestyle

Attempts to develop quantitative measures of lifestyle were initially referred to as psychographics. In fact, the terms psychographics and lifestyle are frequently used interchangeably.(E. H. Demby, 1994)

Psychographics or lifestyle studies typically include the following:

- **Attitudes** —evaluative statements about other people, places, ideas, products, and so forth.
- **Values** —widely held beliefs about what is acceptable or desirable.
- **Activities and interests** —no occupational behaviors to which consumers devote time and effort, such as hobbies, sports, public service, and church.

- **Demographics** —age, education, income, occupation, family structure, ethnic background, gender, and geographic location.
- **Media patterns** —the specific media the consumers utilize.
- **Usage rates** —measurements of consumption within a specific product category; often consumers are categorized as heavy, medium, or light users or as nonusers. (F. W. Gilbert & et al, 1995)

While specific lifestyle studies are useful, many firms have found general lifestyle studies to be of great value also. four popular general systems are described next.

(D. B. Holt & et al ,1997)

Based on four popular life styles explained by VALS ‘ AIO‘ Monitor mind base‘ Global scan, consumer life style is measurable when it is assessed by descriptive psychics measurements (Paco, A, & et al,2008). In this study, we provided marketing strategies based on the model and indicators of international life style and type of consumer decision making.

International life style marketing asserts that if there is the same life style in the world, marketers can provide uniform marketing strategies for all target markets or all people with the same life style. Accordingly, Global Advertisement Agency put a lot effort by BSBW Company to set model and indicators which is called international life style. This system is based on 15000 consumers from 12 countries including, Australia, Canada, Colombia, Finland, France, Germany, Honk-Cong, Indonesia, Mexico, England, United State, and Venezuela. This system consists of 250 attitudes and values which deal with the time put on media and people preferences besides demographic features.

BSBW combined consumer life style and purchase data and introduced five segments for global life style which is explained comprehensively in table number 1.

Table 1.international life style

<i>Description</i>	<i>International Life styles</i>
<i>This international life style includes young generation who are steeping forward to success. They pass stressful days and strive so hard to make achievements. They suffer from burden of their goals; they are materialistic and seeking joy and insisting on satisfying their needs as soon as possible. They have rare energy and money and they are seeking for comfort all the time.</i>	Strivers
<i>People who belong to this life style are older than strivers so they are one step ahead of them and they have fortune. They are moving toward success. They feel confident and belong to opinion leaders group considering their health and balance, they have particular life style. They have standards for food, drink cloths. Image and position are important to them; although they are older than strivers they are youth oriented and imply their values to the community.</i>	achievers
<i>Pressured people belong to low level social category and they struggles for almost all aspects of life. People of all age groups could be pressured however most of them are women. Pressure of group suffer from family issues and cope with economic problems made them not to enjoy their life.</i>	pressured
<i>Adapters' life style is mainly related to elderly who respect new ideas while do not ignore their standards. They welcome any activities that fulfill their lives and are interesting to them. They are barely impressed by a new product.</i>	Adapters
<i>Traditional type of people follows traditional values and cultures. They are committed to traditions and values. Traditional style of eating, thinking and... they believe what they had experienced is actually flawless.</i>	traditional

Source: Hawkins, Del & et al, 2004-(Global Lifestyle Segments, Roper Starch Worldwide)

2-2 - consumer decision making

Schiffman and Kanuk (2016) defined decision making as selecting one way out of two or more alternatives. Consumer is passed

through 5 stages which are provided in figure 1. Solomon introduced a three steps continuum for making purchase decision which is in table number 2 (Lin & et al, 2009).

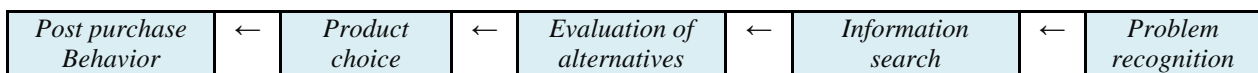


Figure 1. steps of consumer decision making-Source: (Cotler & et al, 2006)

2-2-1- Types of consumer Decision making

Types of problem solving are in tables 2 .

Table 2.Types of problem solving

<i>Nominal or habitual decision making</i>	<i>Limited problem solving</i>	<i>Extended problem solving</i>
<i>Low involvement with purchase and the product Consumer makes no decision and purchase happens automatically Products in low price</i>		<i>High involvement with buying and products. Products and brands in high price</i>

<i>High repeat purchase</i>		<i>low repeat purchase</i>	
<i>Low involvement</i>		<i>High involvement</i>	
<i>Buyer is acquainted with commercial name of product</i>		<i>Buyer is not acquainted with commercial name of product</i>	
<i>less thoughts, less researches, less time for purchasing the product because buyer has product experience</i>		<i>Many thoughts, many researches, much time for purchasing the product because buyer has no product experience so he/she has to pass through all five steps of purchase</i>	

Source: (Solomon & et al, ,2006)

2-2-2- involvements continuum of each types of decision making

involvements continuum of each types of decision making are in Figure 2 .

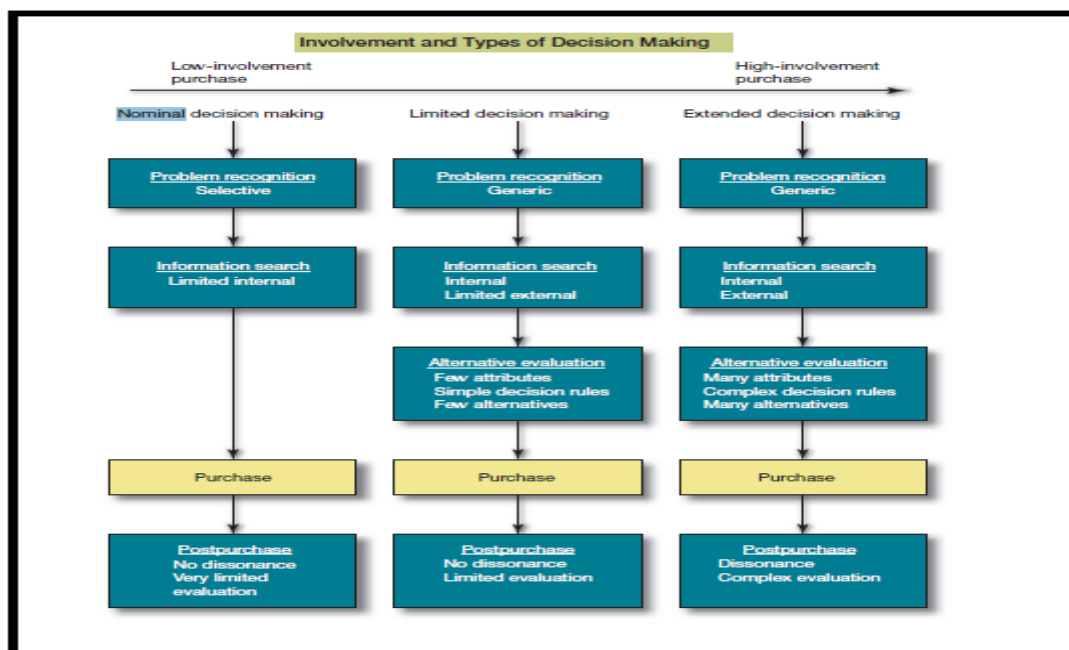


Figure 2 involvements and Types of Decision making- Source: (Bettman, Luce & et al, 1997)

2-3 literature review

In table 3, literature review of this research is represented.

Table 3. literature review

Executed life style models	researcher	year	Case study	Relationship type	Study results
AIO life style	Gonzales and Be	2002	United state	Positive	approved
Vals life style	Solomon	2006	United state	Positive	approved
Yankelovich Mon base life style	Yankelovich	1971	United state	Positive	approved
Global scan life s	BSBW compan	2016	12 countries	Positive	approved
PRIZM life styl	Claritas compa	2012	United state	Positive	approved
Bourdieu model style	Bourdieu	2006	France	Positive	approved
Graert lf	Graert	2004	Europe	Positive	approved

2-4 - conceptual model

As indicated in the model (figure 3), international life style variables (strivers, achiever, traditional, pressured, adapters) were developed by BSBW company as independent variables which

have the impact on final dependent variables. And eventually, hypotheses were designed based on model.

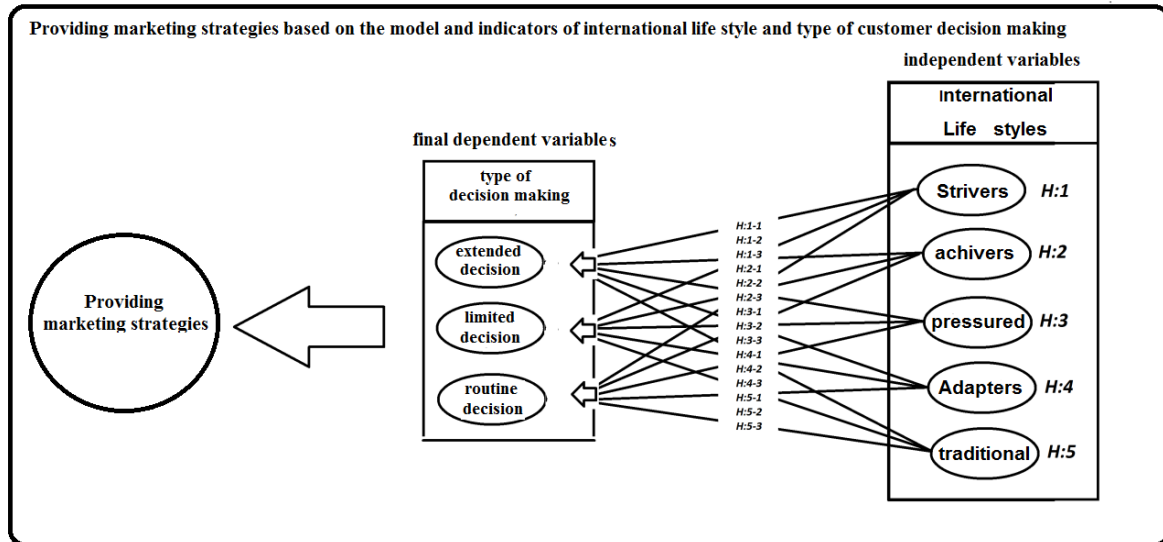


Figure 4. conceptual model

3- Research method

Methodology of the research was descriptive-survey and it targeted to be applied research.

3-1- data collection methods

a- Primary method: in this method, in order to collect data standard questionnaire was used which is based on combination of international life style and purchase decision making.

b- Secondary method: this method includes papers, books, thesis, published statistics and ...

A- Statistical population: statistical population included women as cosmetic brands consumers in Tehran city who go for purchasing cosmetic brands.

B- Sample volume: Population of this research is considered as the limitless population. Based on Krejcie and Morgan table, 384 questionnaires were analyzed. However in order to identify international life style and purchase decision of women, 384 questionnaire were designated for each cluster so 1920 questionnaires were analyzed totally.

3-3 sampling method

Cluster sampling was used as sampling method. Accordingly, Tehran city was divided into five clusters including north, south, east, west and center. From each cluster, one cosmetic store was selected. Then in different times of days, questionnaires were distributed among women who came to the store.

3-4 validity and reliability of the research

a-Research validity

In this study, in order to design the questionnaire, standard international life style questionnaire was used which its validity has been approved already.

This questionnaire was tested on 15000 consumers from 12 countries including, Australia, Canada, Colombia, Finland, France, Germany, Honk-Cong, Indonesia, Mexico, England, United State, and Venezuela. This system included 250 part related to attitude and value which was

based on time on media and people preferences besides demographic features. In order to make more confidence, five marketing informants approved the questionnaire's validity. In addition, for measuring validity of questionnaire questions factorial validity was also used. Results indicated that all questions had significant factorial validity and variables with higher factorial validity are higher than 0/3 or 0/5.

b-Research reliability

a- Reliability of the questionnaire is not acceptable. H_0 : Alpha < 0.7

b- Reliability of the questionnaire is acceptable. H_1 : Alpha ≥ 0.7

According to table 4, all aspects of identifying international life style and purchase decision type had alpha coefficient higher than 88% which is very great outcome so coefficient had acceptable reliability.

Table 4. Reliability of questionnaire and Chronbach's alpha based on questionnaire's aspects

<i>Chronbach's alpha coefficients</i>	<i>Question numbers</i>	<i>questionnaires</i>	<i>Research variables</i>
0/88	1-6	35	<i>Strivers' consumer life style</i>
0/91	7-12	35	<i>Achievers' consumer life style</i>
0/83	13-18	35	<i>Pressured consumer life style</i>
0/87	19-24	35	<i>Adapters' consumer life style</i>
0/89	25-30	35	<i>Traditionalism's consumer life style</i>
0/88	31-35	35	<i>Extended purchase decision making</i>
0/86	36-40	35	<i>Limited purchase decision making</i>
0/92	41-45	35	<i>Routine purchase decision making</i>

4-Analyzing research data

4-1-The demographic characteristics of sample

In table 5, results of descriptive statistics related to education, marital status, income, job, and age are provided.

Table 5. The demographic characteristics of sample

Education: results of descriptive test showed that out of 1920 respondent, 374 were under diploma, 680 women had diploma, 270 women had associate degree, 480 women had bachelor degree, 130 women had master degree and 13 women had PHD.
Marital status: descriptive test indicated that from 1920 women 872 were single and 1048 were married.
Income: descriptive test indicated that from 1920 women, 570 women income was under 100 million Rial, 823 had income 100-200 million Rial, 180 had 20-30 million Rial, 120 had 300-400 million Rial and 17 had income above 400 million Rial, 210 were unemployed and family dependent.
Occupation: descriptive test showed that from 1920 women 189 were self-employed, 320 were employed in governmental organizations, and 210 were unemployed and family dependent.
Age: descriptive test indicated that from 1920 women 374 were 14-18, 560 were 19-23, 270 were 24-28, 466 were 29-33, 130 were 34-38, 120 were above 39.

4-2 Inferential statistic

4-2-1 data normality test (Kolmogorov-Smirnov)

Researches are performed based on structure model and normality of data. Thus, normality test was conducted first.

Data normality was performed by Kolmogorov–Smirnov test. According to table 6, all variables are higher than 0/05 which indicates that statistical population has normal distribution. And parametric test are conductible.

H₀: Probablaity distribution of observations is normal

H₁: Probability distribution of observations is not normal

Table 6. results of data normality (Kolmogorov–Smirnov (*K-S*) test)

<i>Results</i>	<i>Degree of freedom</i>	<i>Level of significance</i>	<i>Research variables</i>
<i>Normal</i>	<i>530</i>	<i>0/156</i>	<i>Strivers' consumer life style</i>
<i>Normal</i>	<i>530</i>	<i>0/169</i>	<i>Achievers' consumer life style</i>
<i>Normal</i>	<i>530</i>	<i>0/095</i>	<i>Pressured consumer life style</i>
<i>Normal</i>	<i>530</i>	<i>0/092</i>	<i>Adapters' consumer life style</i>
<i>Normal</i>	<i>530</i>	<i>0/090</i>	<i>Traditionalism's consumer life style</i>
<i>Normal</i>	<i>530</i>	<i>0/095</i>	<i>Extended purchase decision making</i>
<i>Normal</i>	<i>530</i>	<i>0/092</i>	<i>Limited purchase decision making</i>
<i>Normal</i>	<i>530</i>	<i>0/090</i>	<i>Routine purchase decision making</i>

4-2-2 KMO and Bartletts' Test

Exploratory Factor Analysis was conducted for all variables by SPSS and Lisrel software. According to table 7, KMO for all variables was higher than 0/5 so it

means that sampling was right. And level of significance for Bartletts test was 0/000 which indicates that factorial model was approved for all variables.

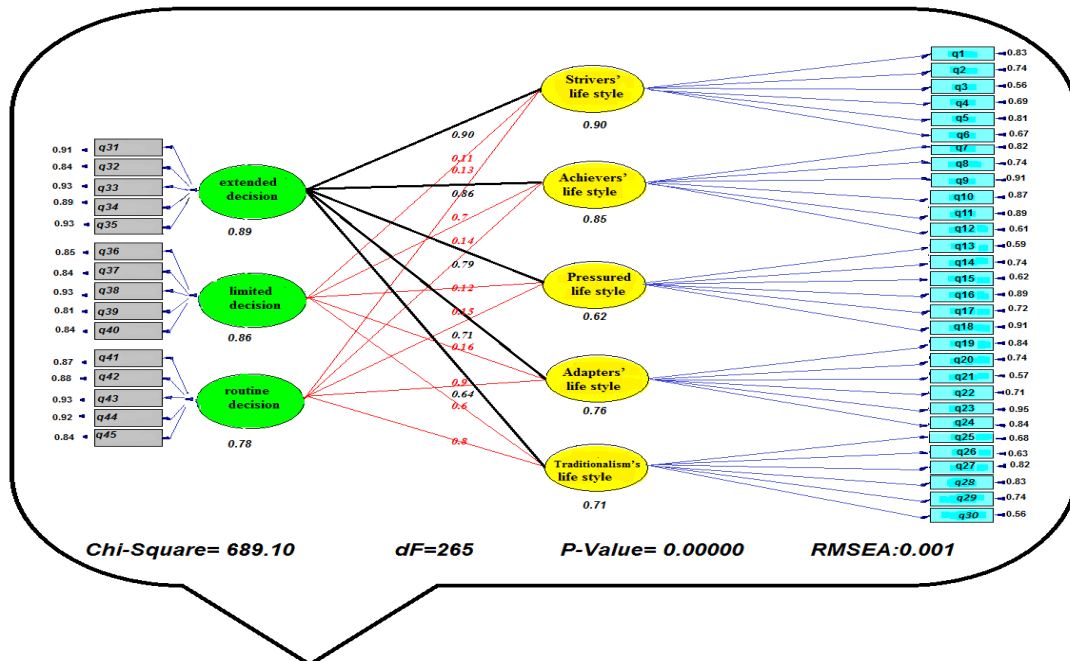
Table 7. Results of KMO and Bartletts' Test for all variables

explained variance	Bartletts' Test			KMO	variables
	Sig	df	Chi-square		
50/365	0/000	10	541/613	0/77	Strivers' life style
56/914	0/000	6	406/414	0/741	Achievers' life style
76/271	0/000	3	561/015	0/725	Pressured consumer life style
62/275	0/000	3	237/436	0/669	Adapters' life style
54/12	0/000	6	196/618	0/69	Traditionalism's life style
82/214	0/000	1	248/045	0/65	Extended purchase decision
50/593	0/000	6	86/622	0/69	Limited purchase decision
51/506	0/000	3	339/578	0/612	Routine purchase decision

4-2-3- Confirmation of the Model

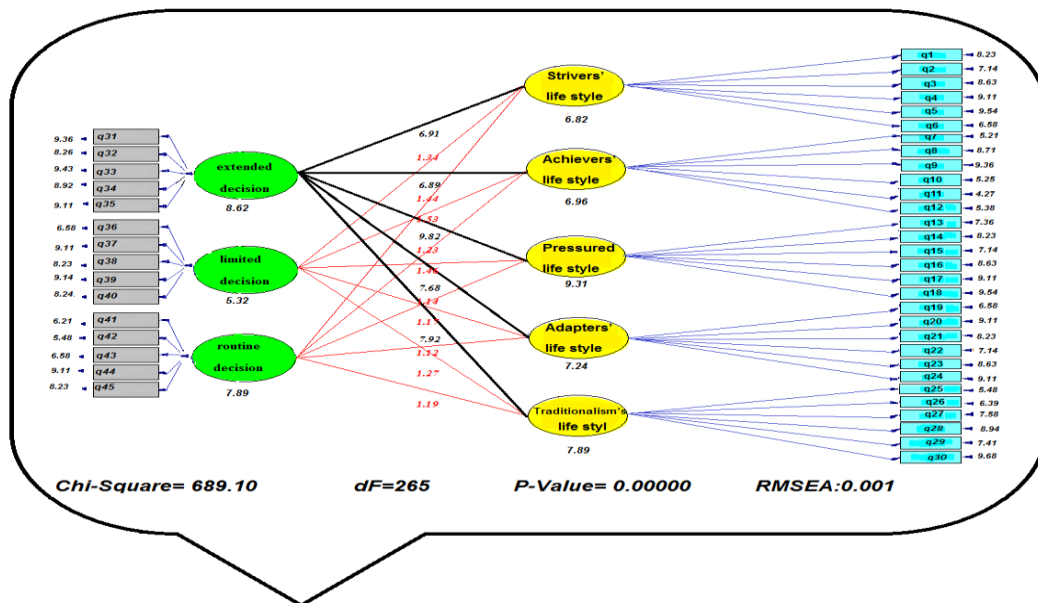
In this study, confidence level is 95% with 5% error, so positive path coefficient with T statistic higher than 1/96 is considered significant. And the hypothesis is approved.

(Chen 2016). Results of hypotheses test is in table 9. In addition software results related to hypotheses test are in two forms. Figure 4, indicates factorial loading values (path coefficients). Figure 5, shows t.



model and indicators Of international lifestyle

Figure 4.values of calculated factorial loading by Lisrel software (output of lisrel)



model and indicators Of international lifestyle

Figure 5.values of calculated t by Lisrel software(output of lisrel)

4-2-4 - Examining Model Fitness

Based on table 8, comparing results showed that all fit indicators of provided model were in acceptable domain. So data suitability with models was

acceptable. Final model fitting was approved for all variables.

Table 8. Assessment of fitness indicators

<i>CFI</i>	<i>NNFI</i>	<i>NFI</i>	<i>AGFI</i>	<i>GFI</i>	<i>RMSEA</i>	χ^2/df	<i>Indicators</i>
> 0.9	> 0.9	> 0.9	> 0.9	> 0.9	< 0.1	< 5	accepted domain
\	\	\	\	\	0/058	3.841	Reported Value

4-2-5 Hypotheses testing

In table 9, results of hypotheses test is explained

Table 9, research hypotheses test

<i>purchase decision type for each life style</i>	<i>results</i>	<i>Significant level</i>	<i>path coefficient</i>	<i>Hypotheses</i>	
	Approved	6.82	0.90	Among cosmetic brands' consumers with strivers life style are identifiable.	1
Extended Purchase Decision		6.91	0.90	Consumer with strivers' life style use extended purchase decision making	1-1
-----	Rejected	1.34	0.11	Consumer with strivers' life style use limited purchase decision making	1-2
-----		1.44	0.13	Consumer with strivers' life style use routine purchase decision making	1-3
		6.96	0.85	Among cosmetic brands consumers with achievers life style are identifiable.	2
Extended purchase decision		6.89	0.86	Consumer with achievers' life style use extended purchase decision making	2-1
		1.53	0.7	Consumer with achievers' life style use limited purchase decision making	2-2
		1.23	0.14	Consumer with achievers' life style use routine purchase decision making	2-3
		9.31	0.62	Among cosmetic brands consumers with pressured life style are identifiable.	3
Extended Purchase Decision		1.46	0.12	Consumer with pressured life style use extended purchase decision making	3-1
		1.14	0.15	Consumer with pressured life style use limited purchase decision making	3-2
		9.82	0.79	Consumer with pressured life style use routine purchase decision making	3-3
		7.24	0.76	Among cosmetic brands consumers with adapter's life style are identifiable.	4
Extended Purchase Decision		1.17	0.16	Consumer with adapters' life style use extended purchase decision making	4-1
		7.68	0.71	Consumer with adapters' life style use limited purchase decision making in purchase	4-2
		1.12	0.9	Consumer with adapters' life style use routine purchase decision making	4-3
		7.89	0.71	Among cosmetic brands, consumers with traditional life style are identifiable.	5
Extended Purchase Decision		1.27	0.6	Consumer with traditional life style use extended purchase decision making	5-1
-----		1.19	0.8	Consumer with traditional life style use limited purchase decision making	5-2
-----		7.92	0.64	Consumer with traditional life style use routine purchase decision making	5-3

Condition of approving hypotheses in significance : { $x > 1.96$, $x < -1.96$ }

4-2-6 Ranking effective variables in the research

Considering table 10, level of significance is lower than 0/05 so variables' ranking is significant. Accordingly, in table 11, cosmetic consumers were

identified by international life styles of and they were ranked.

Table 10. results related to significance of variables ranking through Friedman test

<i>Test result</i>	<i>Level of significance</i>	<i>Degree of freedom</i>	<i>Sample numbers</i>	<i>Friedman test statistic (Chi square)</i>
<i>Rejecting null hypothesis</i>	<i>.....</i>	<i>9</i>	<i>1920</i>	<i>755.846</i>

Table 11. ranking international life style through Friedman test

<i>Priority</i>	<i>Ranking mean</i>	<i>life style variables</i>
<i>1</i>	<i>3.95</i>	<i>Strivers' consumer life style</i>
<i>2</i>	<i>3.90</i>	<i>Achievers' consumer life style</i>
<i>5</i>	<i>2.12</i>	<i>Pressured consumer life style</i>
<i>3</i>	<i>2.86</i>	<i>Adapters' consumer life style</i>
<i>4</i>	<i>2.28</i>	<i>Traditionalism's consumer life style</i>

5- Research Findings

Data were analyzed by Lisrel and SPSS software and results are as follow:

5-1- Results of step one- identifying international life styles among cosmetic consumers

In this research, level of confidence was considered by 95% which means level of error was 5% so it was considered as normal, coefficients were positive and t statistic was higher than 1/96. So the pertinent hypotheses were approved. According to table 13, all coefficients were positive and t statistic was higher than 1/96 so all hypotheses related to identifying international life styles among cosmetic consumers were approved. Results included: strivers life style (6/82 as t statistic), achievers life style (6/96 as t statistic), adapters life style (9/31 as t statistic), traditional life style (7/24 as t statistic), and pressured life style (7/89 as t statistic).

5-2 Step two results: Ranking identified life styles

When international life styles were identified, they were ranked by Friedman

test. Results included: strivers life style (average rating was 3,95, rank 1), achievers life style (average rating 3,90-rank 2), adapters life style (average rating 865, rank 3), traditional life style (average rating 28, rank 4), pressured life style (average rating 2,12-rank 5).

5-3 results of step three- type of buyer decision for each international life style

Strivers consumer life style (rank 1, and purchase decision was almost complex or extended),

Achievers consumer life style (rank 2, purchase decision was almost complex or extended)

Adapters consumer life style (rank 3, and purchase decision was almost complex or extended)

Traditional consumer life style (rank 4 and purchase decision was almost complex or extended)

Pressured consumer life style (rank 5, and purchase decision was almost complex or extended)

6-Discussion and conclusion

Based on figure 6, all aspects of this research results were similar to Japan, United States and England and also results were similar to average of the results in other 12 countries including countries including Australia, Canada, Colombia, Finland, France, Germany, Honk-Cong, Indonesia, Mexico, England, United State, and Venezuela. So that: **A-** in spite of

geographical, cultural and other differences, all same international life styles were identified in 13 countries (Iran is included). **B-** In 13 countries, results of ranking international life style were the same and they consisted of: strivers styles (rank 1), achievers (rank 2), adapters (rank 3), and traditional (rank 4), and pressured (rank 5).

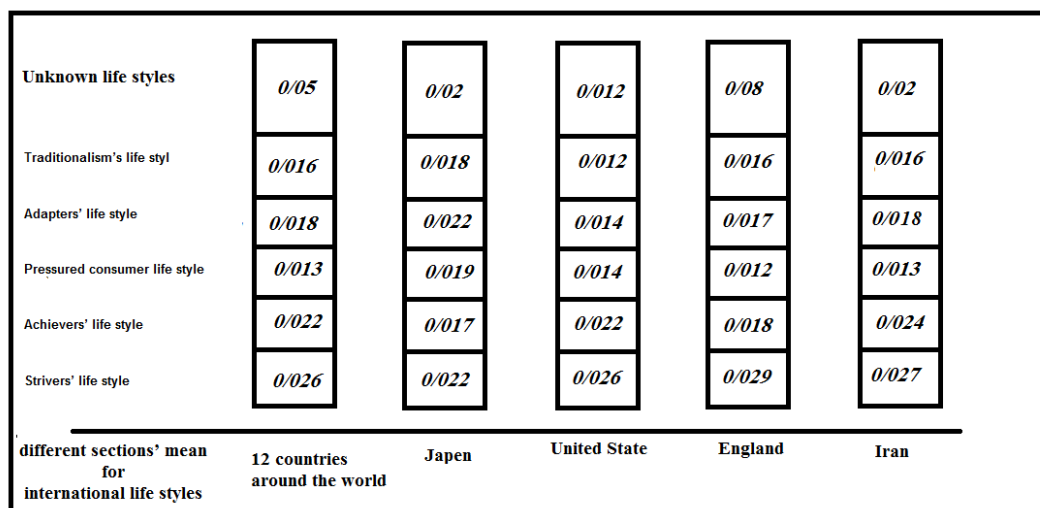


Figure 6. Comparing market segments based on international life styles

source:(Hawkins,Del & et al,2004)

6-2- Results of this research indicated that all identified styles had high involvement in purchasing cosmetic brands and used extended purchase decision.

6-3 Results of descriptive statistics: it illustrated that in women who are purchasing cosmetic brands, all international life styles were identified. And these styles were observed in all regions and clusters of Tehran and all groups including age, income, job, education, marital status are involved.

6-4 Since life style is unique and stable for each person; it might be very important factor for target markets segmentation.

6-5 In spite of geographical, cultural, and other differences, women's life style in Iran is similar to other 12 countries around the world. And companies can proceed for exporting products, and advertising based on the same international life style and they can export products which are based on outsider

women's life style so they can meet needs and wishes of different market segments.

6-6 According to identified life styles and their ranking, it was clarified which life style is more common in consumer of cosmetic brands, in which geographical regions and clusters they are distributed, and what their status considering age, income, job, education, marital status are, so based upon them appropriate marketing strategies were provided in order to increase sell and target market share, or correct and balance consuming behavior; and finally remove harmful and unhealthy demands.

6-7 According to identifying life style of cosmetic brands consumers and ranking them, type of each life style purchase decision, rate of using cosmetic brands in clusters, rate of using cosmetic brands according to descriptive statistics (age, income, education,

and marital status), similar marketing strategy can be developed for each cluster.

6-8 Results of many researches showed that providing marketing strategies based on consumer behavior and particularly consumer life style (which is unique and stable for every person), provides better outcomes for developing marketing strategies rather than other variables.

References

- 1-Assael, H. (1998), *Consumer Behavior and Marketing Action*, 6th edition, South Western College Publishing, Cincinnati, OHIO.
- 45 No. 1/2, 2011, pp. 153-162-Beatty, S. E. Homer, P. M. & Kahle L. R. (1988). Problems with 4-3-Bettman, Luce, and Payne, "Constructive Consumer Choice"; and R. Lawson, "Consumer Decision Making within a Goal-Driven Framework," *Psychology & Marketing*, August 1997, pp. 427-49.
- 4- Chen, T. (2008). "Online impulse buying and product involvement", *communication of the IBIMA*, 5, pp. 74-81
- 5-D. B. Holt, "Poststructuralist Lifestyle Analysis," *Journal of Consumer Research*, March 1997, pp. 326-50. Alternative lifestyle systems are also described in C. Walker and E. Moses, "The Age of Self-Navigation," *American Demographics*, September 1996, pp. 36-42; and P. H. Ray, "The Emerging Culture," *American Demographics*, February 1997, pp. 29-56
- 6-E. H. Demby, "Psychographics Revisited," *Marketing Research*, Spring 1994, pp. 26-30.
- 7-F. W. Gilbert and W. E. Warren, "Psychographic Constructs and Demographic Segments," *Psychology & Marketing*, May 1995, pp. 223-37.
- 8-Harcar, T. a. & Kaynak, E. (2008). Life-style Orientation of Rural US and Canadian Consumers :Are Regio-Centric Standardized Marketing Strategies Feasible?. *Asia Pacific Journal of Marketing*-
- 9- Hawkins, Del, Bes Roger, Coney Kenneth , (2006), *Consumer Behavior Implication for Marketing strategy*, 10th edition, McGraw - Hill.
- 10- Huang, M. H. (2016). "Flow, enduring and situational involvement in the web environment tripartite", *Second Order Examination, Psychology and Marketing*, 23 (5), pp. 384-411.
- 11- H-Y.(2016). External validity of market segmentation methods, *European Journal of Marketing*, Vol.
- 12- Kotler, Philip, (2016), *Marketing Management*, Upper Saddle River, NJ: Prentice Hall. 12
- 13 -Xu, X-L & Ren, L-CH.(2010). The influence of Values and Lifestyle on purchasing Behavior of Consumers -A Research in Mobile Phone Market, *IEEE*
- 14-M. J. Dutta-Bergman and W. D. Wells, "The Values and Lifestyles of Idiocentrics and Allocentrics in an Individualistic Culture," *Journal of Consumer Psychology* 12, no. 3 (2002), pp. 231-42.
- 15- Mowen, John C. Beyond, (1988), *Consumer Decision Making*, *Journal Of Consumer Marketing* 5, Winter, pp. 15-25.
- 16-Lin, C. (2012). Segmentation Customer Brand Preference: Demographic or Psychographic. *Journal of Product & Brand Management*, 11(4), 249-268.
- 17-Paco, A., & Raposo, M. (2008). "Green" segmentation: an application to the Portuguese consumer market. *Marketing Intelligence & Planning*, 27(3), 364-379.
- 18- Quester, P. & Lim, A. (2017). "Product involvement/brand loyalty: Is there a link", *Journal of Product and Brand Management*, 12 (1), pp. 22-38.
- 19- SRI International. (2016). Values and lifestyles psychographic segmentation. Available
- 20- <http://www.sric-bi.com-VALS>.
- 21-VALS in International Marketing Research:(2017), An Example from an Application of the Empirical Mirror Technique. *Advances in Consumer Research*, 15, 375-380.9
- 22- Wells, W. D., & Tigert, D. J. (2017). Activities, interests and opinions. *Journal of Advertising Research*, 11(4), 27-35

- 23-. Wiersema, f, (2003) , Winning in smart markets, slon management. Rewview , summer , 2003
24. Wolfgang Hardle , Homburg , University of Berlin, May , 2003
- 25-. Wood,lisa,(2000),"Brands and brand equity: definition and management", Management Decision,vol.39,no9,pp.662-669.
26. -Xu, X-L&Ren, L-CH.(2010). The influence of Values and Lifestyle and Logistics, 20 (4), 433-454.
- 27- Yoo,B,Douthu, N, (2017),"Developing and valuing a consumer based overall brand equity sale for Americans and Koreans:An extension of Aakers and kellers conceptualization", paper presented at 1997 AMA summer Educators,chi cago.
- 28-Yoo,B,Donthu,D.and Lee,s,(2015),"An Examination of selected marketing Mix Elements and Brand Equity",Journal of The Academy of Marketing science,vol.22, No.2,pp.195-211
- 29- Yoo,B,Douthu, N, (2017). Activities, interests and opinions. Journal of Advertising Research, 11(4), 27-35.
- 30 -Yoo,B,Donthu,D.and Lee,s, (2017), Identification international lifestyle and the type of buying decisions Technique. Advances in Consumer Research ,15, 375-380..
- 31 -Yoo,Boonghee and Naveen Donthu,(2012),"Testing Cross – Cultural invariance of the brand equity Creation process" ,Journal of product and brand Management,Vol.11,No.6
- 32 -Yu,ting& et all,(2001)"the contribution of emotional satisfaction to costomer loyalty " ,International Journal of Service Industry Management,vol.12,no.3,pp.234-250.
- 33 -Yasin.M.N&M.N.Noor & o.Mohamad:(2016), "Does image of country origin matter to brand equity" .J of product and brand management 1601- 2007.
- 34 -Zeithaml,V.A(2008),"Consumer perceptions of price, quality,and value: a means- end model and synthesis of evidence", Journal of Marketing,vol.52,No.3,pp.2
- 35-Zaichkowsky, J. L. (2017). "Conceptualizing involvement", Journal of Advertising, 15 (2), pp.22
- 36-Zibaro E. Milliman. " Using Background Music to Affect the Behavior of supermarket shoppers," Journal of Marketing 42 (summer 2009
- 37-Zivak, E. Milliman, " The influence of . Background Music on the Behavior of Restaurant Patrons," Journal of Consumer Resarch 13 (September 2015.
- 38-Zetik A. Feinberg, "Credit Cards as Spending Facilitating Stimuli" A Conditioning Perspective, "Journal of Consumer Resarch 13 (December 2013
-