

Be Understand the Lifestyle Before Making the Marketing Strategies (Survey of People Who are Prefer on Local Brand)

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Abstract

Although many lifestyle studies have revealed AIO (Activity, Interest and Opinion) and relate it to psychological factors, the results are still in condition, and this means that no single model can be generalized to different objects and settings. This study aims to explore lifestyle segmentation based on AIO and relate it to demographic factors on different objects and settings, namely traditional foods market in Indonesia. The sample consists of 140 people who prefer to traditional food in Surakarta-Indonesia. Furthermore, the data were analyzed by using hierarchical clusters in an attempt to explain the profile of the segmentation formed. The results indicate that there are five segments formed, namely (1) Active Family Values, (2) Educated Liberals, (3) Conservative Quiet Lifers, (4) Success Driven Extroverts, (5) Social Strivers. Moreover this findings can be used by marketers in considering their strategies related to segment target appropriately.

Keywords: market segmentation, demographic factor, lifestyle, AIO, traditional food.

1. INTRODUCTION

Lifestyle segmentation becomes an interesting issue to study because there are differences in lifestyle variables used by researchers (see Segal & Giacobbe, 1994; Tam & Tai, 1998; Orth, 2004; Wall & Mitchell, 2005). This difference is due to the different schemes of the lifestyle used, such as: VALS (Values and Lifestyles), AIO (Activities, Interests and Opinions), LOV (Value List) to FRL (Lifestyle Related Lifestyle). This condition has an impact on the divergence of the findings of lifestyle concepts, where each concept is only able to describe the objects and research settings are observed only. So, this becomes an obstacle, if it will apply on different objects and settings (see Vyncke, 2002; Ma, 2004; Reid et al., 2005; Kucukemiroglu et al., 2006; Baharun et al., 2009; Nie & Zepeda, 2011).

In Indonesia, research on lifestyle requires a relatively large attention from marketing researchers. It is necessary to understand the behavior of market segments in reacting to marketing strategies. For marketers, understanding of the lifestyle segmentation can determine the effective and efficient of marketing strategy according to the target market segment served. This study focuses on lifestyle research issues in an effort to answer the phenomena and developments that are happening in Indonesia. The results of pilot study have been conducted to identify some relevant lifestyle variables that are relevant to the social demographic condition of society in Indonesia, especially Surakarta or has known as Kota Solo, which is one of the famous heritage city which is identical with indigenous culture of Indonesia.

This research focuses on the lifestyle of people in Solo-Indonesia, which is relatively heterogeneous in terms of lifestyle. This can be known from the way people in expressing their daily lives in terms of activities, interests, and opinions about their activities everyday. This will form lifestyle groups, and each will differ in terms of profile and needs.

In fact many previous studies have revealed lifestyle segmentation and linked it to demographic factors (see Plummer, 1964; Bakewell & Mitchell, 2003; Bellman, 2009; Drake-Bridges & Burgess, 2010). However, the results obtained still indicate the inconsistency of the results, especially in terms of the segment groups formed. This is likely due to the different characteristics of segments in terms of culture, as well as other environmental factors that shape behavior. These conditions provide an opportunity for this research to explain the lifestyle segmentation of the people of Solo-Indonesia, with all the uniqueness of different communities. This study aims to determine the segments formed in Solo, which in turn is linked with demographic factors. This is intended to provide comprehensive descriptions of the segment profile based on demographic conditions.

2. THEORETICAL FRAMEWORK

Smith (1956) introduced the concept of market segmentation, which is the process of dividing the entire market into several homogeneous groups with an interest in the product or the same service, need or desire. Psychographic segmentation first introduced by Demby (1974) by combining psychology and demographics to determine the behavior of consumers and to develop strategies for advertising. Psychographic segmentation includes lifestyle, lifestyle concepts at the core of the psychographic segmentation (Vyncke, 2002; Fisher & Dube, 2005, Gupta, 2010; Hyllegard et al, 2011).

2.1. AIO Approach

Plummer (1974) defines the lifestyle is the way of life of an individual who is known by how people spend their time (activities), what they consider important in their lives (interest) and what they think about the world around them (opinion). Activities are manifest action from: work, hobbies, social events, vacation, entertainment, club membership, community, shopping, sports. Interest are manifest from: family, home, work, community, recreation, fashion, food, media. Opinion are manifest from: themselves, social issues, politics, business, economics, education, products.

2.2. RVS (Rokeach Value Survey) Approach

Lifestyle segmentation have rapid development, many instruments lifestyle that has been made, particularly with the approach of the concept of "value" (Ma, 2004). Important instrument for measuring value is Rokeach Value Survey (RVS) (Rokeach, 1973) which consists of 18 grades: A comfortable life; An exciting life; A sense of accomplishment; A world at peace; A world of beauty; Equality; Family security; Freedom; Happiness; Inner harmony; Mature love; National security; Pleasure; Salvation; Self-respect; Social recognition; True friendship; Wisdom.

Table 1. Rokeach Value Survey

<i>Value</i>	<i>Explanation</i>
<i>A comfortable life</i>	A prosperous life
<i>An exciting life</i>	Vigorously active life
<i>A sense of accomplishment</i>	Contributing constantly
<i>A world at peace</i>	Free from wars and problems
<i>A world of beauty</i>	The beauty of nature and art
<i>Equality</i>	Brotherhood, equal opportunities for all
<i>Family security</i>	Keeping loved ones
<i>Freedom</i>	Freedom, free to choose
<i>Happiness</i>	Satisfied
<i>Inner harmony</i>	Free from inner conflict
<i>Mature love</i>	Physical and spiritual needs
<i>National security</i>	Protection from attacks
<i>Pleasure</i>	Nice relaxed life
<i>Salvation</i>	Safety, long life
<i>Self-respect</i>	Pride
<i>Social recognition</i>	Respect, admire
<i>True friendship</i>	Close friend
<i>Wisdom</i>	Understanding life maturely

Source: Rokeach (1973)

2.3. LOV (List of Values) Approach

The instruments are shorter and more easily expressed by Kahle (1983) that the List of Values (LOV), which consists of nine grades: Self-respect, Security, Warm relationships with others, Self fulfillment, A sense of accomplishment, Being respected, A sense of belonging, Fun and enjoyment, excitement.

Table 2. List of Values

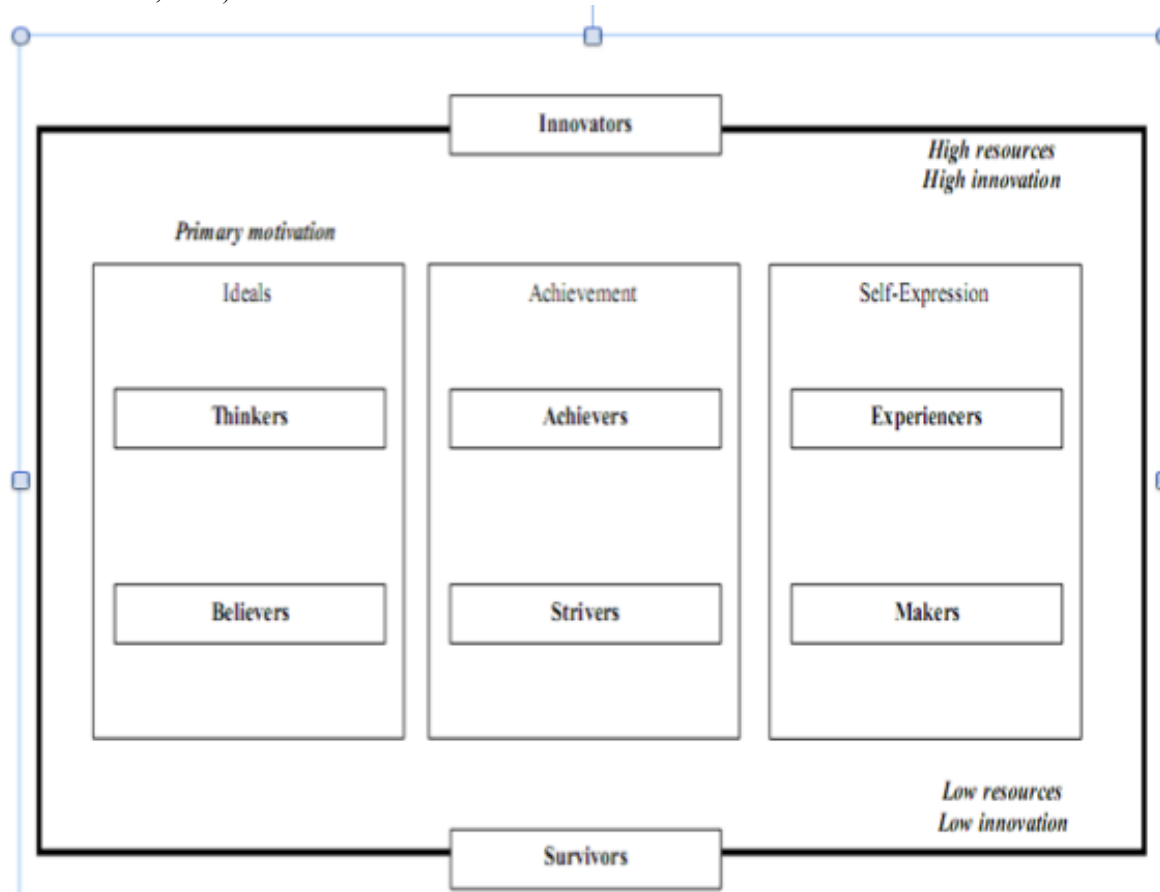
<i>Value</i>	<i>Explanation</i>
<i>Self-respect</i>	Proud of yourself and confident
<i>Security</i>	Feel safe and protected from dangers and attacks
<i>Warm relationships with others</i>	A close friendship and intimate friend
<i>Self fulfillment</i>	Find peace of mind and utilize talent well
<i>A sense of accomplishment</i>	Successfully with what is desired
<i>Being respected</i>	Admired by others and receive recognition
<i>A sense of belonging</i>	Acceptable and required by family, friends, and groups
<i>Fun and enjoyment</i>	Live a comfortable and happy
<i>Excitement</i>	Life is full of challenges and passion

Source: Kahle (1996)

2.4. VALS (Value and Lifestyle Approach)

Values and Lifestyle (VALS) is a lifestyle research instruments developed at SRI International by Mitchell

(Mitchell, 1983), which is described as the first theory is based on psychographic system to incorporate social values of society are the main driving force of their lives. In 1989, VALS redefined to maximize its ability to predict consumer behavior. A team of experts from SRI International, Stanford, the University city, and the University of California, Berkeley, stipulate that consumers should be segmented on the basis of personality traits rather than the social values that change from time to time, on the basis of the birth VALS 2 (Urbonavicius and Kasnauskiene, 2005).



Source: SRI (2006)

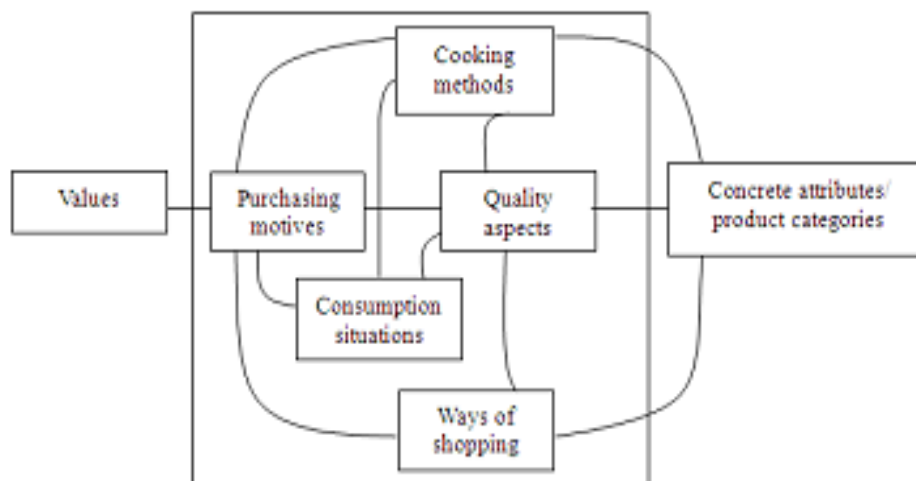
Figure 1: The frame of VALS

VALS 2 identifies eight US consumer segments based on two factors, the first is a consumer of resources, namely: Income; Education; Self-confidence; Health; Eagerness to buy; Intelligence; Energy level. Furthermore, the second is the consumer's self-orientations or what motivates them. Dimensional self-orientations in vals 2 has three levels, namely the principle-oriented, status-oriented and action-oriented. Consumers with a principle-oriented rather than based on the intellectual aspects of the feelings or opinions of others. Consumers with status-oriented ie those whose views are based on the actions and opinions of others who are trying to win the approval of others. Consumers with action-oriented wishes to engage in social action and a wide range of activities that have an impact on the world, including in the sense of self or others.

In 2003 VALS 2 is developed further and returned to its original name VALS. The author changed the names of some of the segments, but in terms of methodology and the overall concept no major changes are made. VALS basic assumption is that people express their personality through their behavior (Urbonavicius and Kasnauskiene, 2005). VALS placing adult consumers became one of the eight segments based on their responses to the questionnaire VALS. The main dimensions of the frame segmentation are the basic motivation (Hanspal, 2001).

2.5 FRL (Food Related Lifestyle)

Based on the means-end chain theory Brunso and colleagues from the center of MAPP in Denmark, managed to develop an instrument lifestyle associated with food are suitable for use in cross-country, namely Food Related Lifestyle (FRL), which is focused on the selection of food in general (Fang et al., 2009).



Source: Brunso and Grunert (1998)

Figure 2: Structures model for food-related lifestyles

FRL models introduced by Brunso and Grunert (1998). Covers 23 dimensions in five domains are interrelated. Each dimension includes three questions, so there were 69 questions in total. Five domains namely: Way of shopping; Quality aspects; Cooking methods; Consumption situations; Purchasing motives. Way of shopping there are six dimensions include: The importance of product information, attitude toward advertising, joy of shopping, specialty shopping, price criterion, shopping list. Quality aspects there are six dimensions include: Health, price-quality relationship, novelty, organic products, tastiness, freshness. Cooking methods ada six dimensions include: Involvement with cooking, looking for new ways, convenience, family involvement, spontaneity, woman's task. Consumption Situations there are two dimensions include: Snacks versus meals and social events. Purchasing motives there are three dimensions include: Self-fulfillment, security and social relationships.

RESEARCH METHODS

The data of this study was collected by survey technique using questionnaire. A sample of 140 people was taken using the convenience sampling technique of people who has the preference for buying traditional food as local brand in Solo-Indonesia. The questionnaire contains list of questions to the respondent and the respondent chooses from multiple answers that are given. Alternative answer of respondents conducted by using 5 likert scale, 1: strongly disagree to 5: strongly agree. The execution is done on the three biggest mall in Solo, choice of the mall because the peoples in Solo spending free time at the mall (Haryanto, 2014; Setiawan & Haryanto, 2014). Number of questionnaires distributed equally for a month, so it can be used represent the individual character of the peoples in solo. Furthermore, the data was analyzed using hierarchical cluster analysis.

3. RESULTS AND DISCUSSION

The Findings of research indicate that there are 5 lifestyle segments that are formed, namely segment 1 which is called actives family value (25%), next cluster is Segment 2 also called the educated Liberals, (20.7%) followed by Segment 3 is also called the Conservative Quiet Life or Conservative Quiet Lifers (15.7%), Segment 4 is also called the Extrovert-Based Success or Success Driven Extroverts (20.7%), and the last segment is Segment 5 also called the Social Striker or Social Strivers (17.9%) (See Figure 3 and Table 3).

3.1. The Segment 1 (25%)

Segmen 1 is called Active Family Values. The Active Family Value Segment is the segment of the consumer who love the likes of comfortable product (M6), likes healthy food (M9), likes good food (M8), people who are concerned with the surrounding community (M2), people who are family-minded (M1), people who want to succeed in careers (M4). In this segment people are very concerned about families, as well as people close to them who are considered like their own family (see Figure 3).

In segment 1, most dominant males, with married status mostly single, they are between the ages of 16-35 years, the current education is strata 1, the employment of private employees, and the average monthly income is 1,000,000-1,900,000 IDR (see Table 4).

In determining the choice of a thing, the person in this segment prefers a choice that suits his or her family compared to himself. In this segment also think about health, especially choose to eat healthy food. For them

besides the food is good, the food must also be healthy. In choosing a restaurant that sells traditional food, then people in this segment will try to choose a comfortable restaurant, especially convenient for his family.

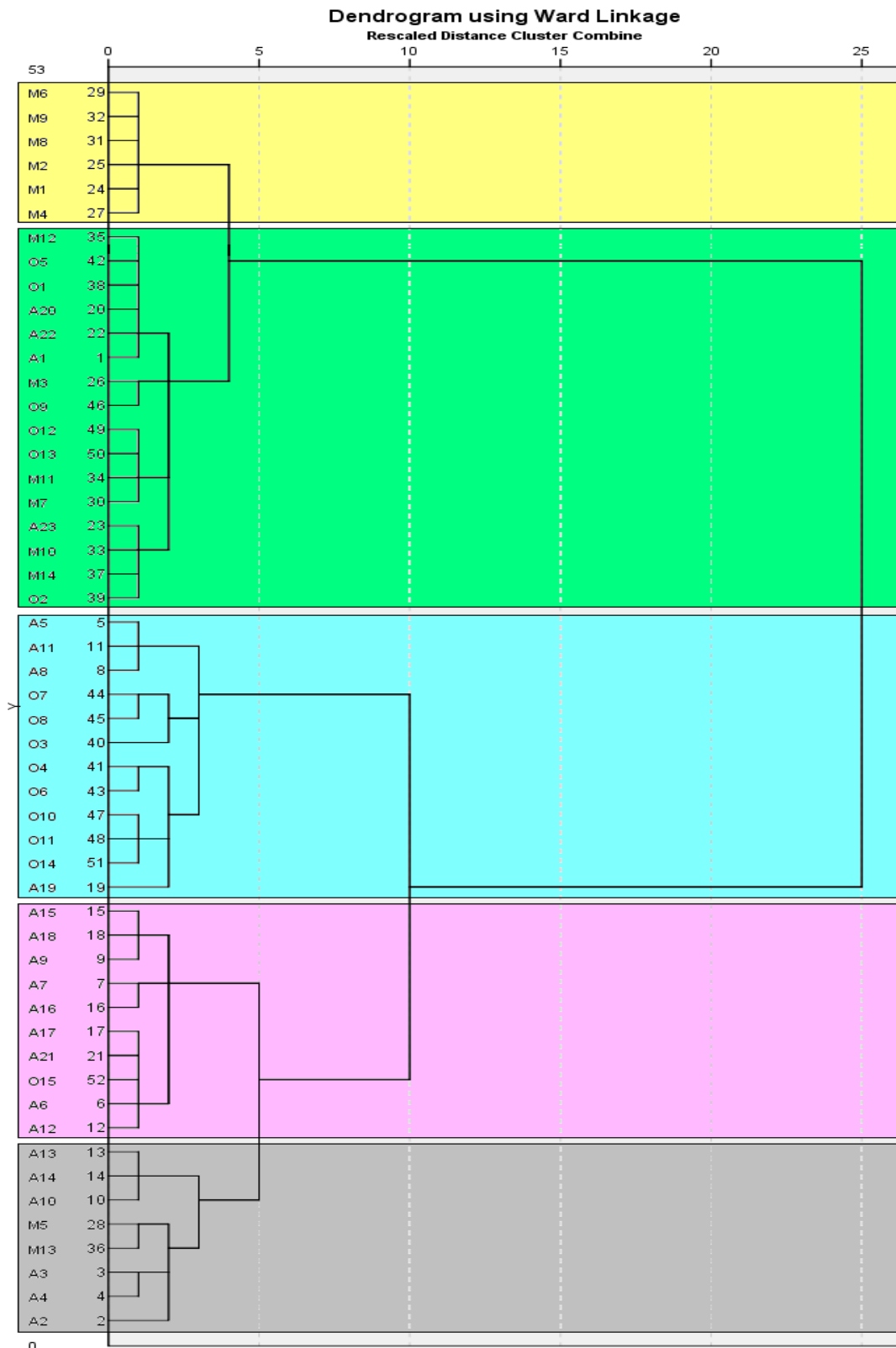


Figure 3. Dendrogram

In addition, people in this segment will try to find healthy traditional food. Restaurant entrepreneurs who sell traditional foods that want to target this segment should make the place and the atmosphere of a cozy restaurant for the family and in selling food other than the food should be good, the food must be healthy.

Table 3. Number of Respondents Each Cluster

Cluster Name	Quantity	Percentage
Cluster 1	35	25%
Cluster 2	29	20.7%
Cluster 3	22	15.7%
Cluster 4	29	20.7%
Cluster 5	25	17.9%
Total	140	100%

3.2. The Segment 2 (20.7%)

Segment 2 is called the educated Liberals. This segment is characterized by an individual who loves his work (M12), is passionate about working (O5), has strong stance (O1), part of his time to do the main tasks (A20), part time to gather with family (A22), part time to work (A1), wanting higher education (M3), people who concentrate on education (O9), simple people (O12), casual people (O13), like people who have the same thinking (M11), like products with discount (M7), part of the time to hang out with friends (A23), likes unique stuff (M10), likes to keep up with technological developments (M14), people who want something (O2) (see Figure 3).

In segment 2, the male is the gender that dominates the cluster, the marital status is single, aged between 16-25 years, the current education is senior high school, various other occupations ranging from workers in the informal sector, to drivers, small workers, and others, and the average monthly income is less than 1,000,000 IDR.

The educated Liberals are complex individuals with different interests and open to change. They are generally satisfied, and feel able to control their lives, so people in this segment tend to be simple and relaxed. Typical of this segment are people with higher education, who spend most of their time working.

People in this segment like to follow the development of technology, but it also likes new things, including things that are unique and interesting. In choosing a product, the discounted product becomes one of the considerations. In choosing a meal in a restaurant that sells traditional food, people in this segment want traditional food of a different kind than others, in addition to the discounts a restaurant is given to consideration in choosing the restaurant.

Restaurant entrepreneurs who sell traditional food intending to target this segment must present a traditional food menu that is different from others, perhaps with a unique display or presentation, or a variety of different traditional food menus. Restaurant entrepreneurs can also use a discount strategy or promo to capture people in this segment.

Table 4. Demographic Details on each Segment

Demographic		Segment 1		Segment 2		Segment 3		Segment 4		Segment 5	
		total	%	Total	%	Total	%	Total	%	Total	%
Gender	Male	19	13.6%	19	13.6%	0	0%	5	3.6%	6	4.3%
	Female	16	11.4%	10	7.1%	22	15.7%	24	17.1%	19	13.6%
Status	single	18	12.9%	24	17.1%	19	13.6%	23	16.4%	7	5%
	Married	17	12.1%	5	3.6%	3	2.1%	6	4.3%	18	12.9%
Age (years)	16-25	14	10%	22	15.7%	18	12.9%	24	17.1%	8	5.7%
	26-35	14	10%	5	3.6%	3	2.1%	3	2.1%	5	3.6%
	36-45	5	3.6%	1	0.7%	1	0.7%	1	0.7%	7	5%
	46-55	2	1.5%	1	0.7%	0	0%	1	0.7%	4	2.9%
	56-65	0	0%	0	0%	0	0%	0	0%	1	0.7%
education	Senior	7	5%	12	8.6%	8	5.7%	8	5.7%	13	9.3%
	Bachelor	6	4.3%	1	0.7%	3	2.1%	5	3.6%	5	3.6%
occupation	S1	20	14.3%	16	11.4%	11	7.9%	15	10.7%	7	5%
	S2	2	1.4%	0	0%	0	0%	1	0.7%	0	0%
	college	8	5.7%	4	2.9%	5	3.6%	9	6.4%	2	1.4%
	business	7	5%	1	0.7%	5	3.6%	1	0.7%	4	2.9%
	Govrn. Empl.	5	3.6%	1	0.7%	0	0%	5	3.6%	5	3.6%
	Private Empl.	10	7.1%	8	5.7%	6	4.3%	8	5.7%	7	5%
Income (000.000)	Others	5	3.6%	15	10.7%	6	4.3%	6	4.3%	7	5%
	<1.0 IDR	5	3.6%	11	7.8%	5	3.6%	16	11.4%	8	5%
	1.0-1.9 IDR	11	7.8%	8	5.7%	8	5.7%	5	3.6%	7	5.7%
	2.0-2.9 IDR	5	3.6%	5	3.6%	4	2.9%	1	0.7%	6	4.3%
	3.0-3.9 IDR	5	3.6%	1	0.7%	1	0.7%	4	2.9%	2	1.4%
	4.0-5.0 IDR	4	2.9%	3	2.1%	0	0%	2	1.4%	2	1.4%
>5.0 IDR	5	3.6%	1	0.7%	4	2.9%	1	0.7%	0	0%	

3.3. The Segment 3 (15.7%)

The segment 3 is called the Conservative Quiet Life or Conservative Quiet Lifers, (Todd, et al, 1998). The Conservative Quiet Life Segment is a segment of a consumer of items: part of the time to watch gossip (A5), part of the time to gossip (A11), part of the time to watch soap operas (A8), people who are concerned about political issues (O7), people who are concerned about economic problems (O8), spoiled people (O3), people who do not really want to pursue something (O4), people who do not like to take risks (O6), people are indifferent in choosing products (O10), people which is too fond of something (O11), lazy guy (O14), part of his time to play the game (A19) (see Figure 3).

In segment 3, dominated by female, even all cluster members, marital status is single, aged between 16-25 years old, current education is senior high school, private worker and others such as shop assistant, sales girl, and others, and the average monthly income is between 1,000,000-1,900,000 IDR.

In this segment they are passive individuals, can be seen with his attitude that does not like to take risks, not too keen to pursue something, and cue in choosing a product, so like the ordinary thing or simple.

People in this segment usually spend a lot of time at home, for example like housewives, workers who have a lot of free time, and people are still unemployed. To spend more time watching television like soap operas, gossip, and gossiping and tend to be lazy and spoiled.

In choosing foods in restaurants that sell traditional food, people in this segment tend to choose common food, like traditional food in general, which has no variety. Restaurant entrepreneurs who sell traditional food intending to target this segment should only sell the original traditional food menu, which is not the result of development so the menu is still conservative.

3.4. The Segment 4 (20.7%)

The Segment 4 is called Extrovert-Based Success or Success Driven Extroverts (Todd, et al, 1998). The Extrovert-Based Success Segment is a segment of a consumer of items: part of the time for sleep (A15), part time to eat (A18), part time to watch comedy show (A9), part time to watch sporting events (A7) me for sport (A16), some time to read (A17), part of the time to discuss with group (A21), diligent person (O15), part time to watch news show (A6), part time to engage in community activities or social (A12).

In segment 4, dominated by female, marital status is single, aged between 16-25 years, current education is strata 1, most are still in college, and some others have worked included in other category, monthly rate is between 1,000,000 IDR and less.

People in this segment tend to be active, diligent, and self-sufficient. They are motivated by success, not only in their careers, but also socially, so often engage in community or social activities and discuss with the group. Eating with friends is an important part of Extrovert-Based Social Life. People in this segment live regularly in eating and sleeping and are interested in sports and entertainment.

In choosing a restaurant that sells traditional food, people in this segment will choose a cozy restaurant to hang out with their friends, so they can chat or socialize with their group or community smoothly. Restaurant entrepreneurs who sell traditional food intending to target this segment should make it a comfortable place to gather, provide spacious seating, and create an atmosphere that makes people resist to linger in the restaurant.

3.5. The Segment 5 (17.9%)

The Segment 5 is called the Social Striker or Social Strivers (Todd, et al, 1998). The Social Fighting Segment is a segment of a consumer of items: part of the time to go to a restaurant or cafe (A13), part of the time to go to a mall or retail outlet (A14), part of the time to watch a movie at the cinema (A10) branded (M5), likes to keep up with fashion trends (M13), some time to shop (A3), part time to go on vacation (A4), part of the time to do housework (A2).

In segment 5, dominated by female, marital status is married, aged 16-25 years, current education is senior high school, employment status of private employee and others, and the average monthly allowance is between 1,000,000-1,900,000 IDR.

People in this segment are people who care about the opinions and approvals of others. They believe that things change too quickly, so they like to keep up with the fashion fads. People in this segment also like and enjoy shopping, they are aware of something that concerns appearance, and also like with branded products.

In choosing a restaurant that sells traditional food, then people in this segment tend to pay attention to the look of the restaurant or the food served. The restaurant selected is also a well-known restaurant, and has a good reputation. Restaurant entrepreneurs who sell traditional food intending to target this segment must design the restaurant with an interesting concept, as well as doing a good marketing to make the restaurant more popular in the wider community.

4. CONCLUSION

This study has important implications for researches and practitioners. First of all, for researches this study

providing an understanding of how the lifestyle segment, especially research on topic segmentation is still a rarely relative researched in Indonesia. For practitioners especially marketers to implementing marketing strategies further by knowing the five segments formed from people who prefer on traditional foods in Solo.

Marketer who target active family values segment should be concerned about the lifestyle of people who are concerned with the family and health as a priority. It can be manifested by make the place and the atmosphere family-friendly restaurant and in selling food, the food must be healthy.

Marketer who target educated liberals segment should pay attention on the lifestyle of people who are concerned with innovation and unique things as well as discounts or promos as a priority. It can be manifested by present a traditional food menu is different from others, perhaps with a display or presentation unique, or variations of different traditional food menu. Marketer can also use the restaurant discount or promo strategy to attract people in this segment.

Marketer who target conservative quiet lifers segment should pay attention to the lifestyle of people who are more conservative, so the simplicity or authenticity of the product to be a priority. It can be manifested by only sell traditional food menu is original, with minimal variation.

Marketer who target success driven extroverts segment should pay attention to the lifestyle of people who love to socialize with friends, groups, and communities as a priority. It can be manifested by create a comfortable place to gather, provide spacious seating, as well as create an atmosphere that makes people spent a long time in the restaurant.

Marketer who target social strivers segment should consider the lifestyle of people who are concerned with prestige as a priority. It can be manifested by have to design the restaurant with an interesting concept, and do good marketing that the more famous restaurant in the wider community, so that attract consumers in this segment.

5. LIMITATIONS

The study was conducted in Solo are likely to have uniqueness in the different cultural aspects from other areas are expected to have an impact on the segmentation of different profiles. Further study is expected to test the concept designed in this study on the object and a different setting. Through this way is expected to generalize the theory conceptualized.

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