

Consumer Shopping Lifestyle Analysis on Buying Decisions

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Abstract

This study aims to clarify how consumers lifestyle influences on their buying decisions. More specifically, we aimed to determine consumer's preference of products is based on product, price and brand of the products and whether consumers' demographic variables such as age, and gender, influence their decision. It is necessary to segment people based on their lifestyle and to develop marketing strategies that influence Mongolian consumers' decision-making process. Researchers spread out a thousand surveys to the participants and eight hundred eighty-eight questionnaires were analyzed using SPSS 28 and Smart PLS 4. The findings indicate that consumers' shopping orientations have a significant impact on their buying behavior, and demographic variables such as age and gender strongly influence purchasing decisions. Specifically, male consumers prioritize product quality, while females are more price-conscious when making purchases.

Keywords: consumer lifestyle, brand-oriented, price-oriented, quality-oriented, buying decision

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1. Introduction

Studying consumer lifestyles is crucial in the field of marketing, as it significantly contributes to gaining consumer insight and understanding their purchasing behavior, thereby playing a pivotal role in improving marketing strategies. Lifestyle has been an interesting topic studied by scholars in many fields, including sociology, anthropology, psychology, philosophy, marketing, and human geography (Jansen, 2011).

In marketing, Lazer (1963) is first introduced with the introduction of the lifestyle concept. He defined lifestyle as a systematic concept that portrays the characteristic life patterns of particular social groups and people. Since then, scholars have conducted extensive research on lifestyle, exploring its various facets and applications. Consumer shopping lifestyle has become a vital area of interest for marketers and researchers in recent years. Understanding how consumers shop and make purchasing decisions is essential for businesses to develop effective marketing strategies and create products that meet the needs of their target market. Consumer shopping lifestyle is particularly important in today's fast-paced and rapidly changing retail environment, where consumers have a wide range of shopping options, and competition for their attention and loyalty is fierce.

The importance of studying consumer shopping lifestyle lies in its potential to provide valuable insights into the behavior and preferences of consumers. By examining the factors that influence consumers' shopping behavior, researchers can gain a deeper understanding of the motivations and drivers behind consumer choices. This knowledge can then be used to develop targeted marketing campaigns and product offerings that resonate with consumers and meet their needs. One key aspect of the consumer shopping lifestyle is shopping orientation (Hassan, Y., Muhammad, N.M., & Bakar, H.A. 2010), which refers to the way consumers approach the shopping process. Shopping orientation can be influenced by a variety of factors, including personal values, social norms, and situational factors such as time constraints or product features. Research has shown that consumers' shopping orientation can have a significant impact on their overall lifestyle and behavior, including their consumption patterns and purchasing decisions. (Howell, 1979; Lumpkin & Greenberg, 1982)

Through this research, we try to find out how consumers lifestyle influences on their buying decisions. Also, we aimed to determine consumer's preference of products is based on product, price and brand of the products and whether consumers' demographic variables such as age, and gender, influence their decision. By gaining insights into the factors that influence consumers' shopping behavior and shopping lifestyle, businesses can develop more effective marketing strategies and create products that meet the needs of their target market. Ultimately, this knowledge can help to drive business growth and enhance consumer satisfaction and loyalty.

2. Literature Review

The definition of lifestyle has evolved, and historically, it was often associated with the social status of a particular group (Coreil et al. 1985). In other words, the way people lived, including their behaviors and choices, was thought to be largely determined by their position in society. However, today, lifestyle is recognized as a much broader concept that encompasses a wide range of factors beyond just social status. It is now understood to be influenced by a variety of individual and societal factors, such as opinions, motivations and beliefs (Ganzeboom 1988).

The notion of lifestyle was initially introduced to the realm of marketing by Laser (1963), who brought attention to the significance of understanding consumer behavior based on their living style. Following this, Anderson and Golden (1984), along with Plummer (1974), conducted extensive research to further explore the impact of lifestyle on consumer behavior.

The concept of lifestyle has been widely used in studies of consumer behavior due to its ability to provide insights into the differences among various types of consumer behavior and their relationships to product brands. It is considered a crucial concept for classifying consumers based on their values, attitudes, and behaviors related to their daily lives. Lifestyle can help marketers better understand their target audience's needs, preferences, and motivations and develop effective marketing strategies accordingly. By analyzing lifestyle patterns, marketers can identify the most relevant product benefits and features to communicate to different consumer segments and create personalized marketing messages that resonate with their values and interests. Therefore, lifestyle is regarded as a valuable concept in consumer behavior research and marketing practice.

Ganzeboom's definition (1988) of lifestyle includes not only observable behaviors and patterns of consumption but also underlying opinions and motivations, such as beliefs, interests, and attitudes. In other words, lifestyle encompasses not only the way people live but also their values, aspirations, and worldviews that shape their choices and behaviors.

Munters' conceptualization (1992) of lifestyle and lifestyle expressions provides a helpful distinction between the internal and external aspects of lifestyle. He defines lifestyle as an individual's opinions, motivations, or orientations, which are often related to various fields of life, such as family, work, leisure, consumption, and housing.

Lifestyle is an important factor that influences consumer purchase decisions. Consumers tend to choose products and brands that align with their lifestyles and reflect their values, beliefs, and aspirations (Tetty Herawaty 2019). Lifestyle can affect various aspects of consumer behavior, including product preferences, brand loyalty, purchase frequency, and willingness to pay.

2.1 Consumer Shopping Lifestyle

Moreover, lifestyle and purchasing decisions are closely linked, as consumers tend to choose products and brands that reflect their lifestyles and values. Lifestyle can influence the way consumers evaluate and choose products, as well as the frequency and amount of their purchases. Dan Jong and Bongsoon Cho (2000) examined the lifestyle of individuals who make online purchases based on Mowen's (1987) assertion that lifestyle is characterized by how people allocate their time and money. They identified three lifestyle groups among online shoppers: price-oriented, time-oriented, and internet-oriented.

Whereas Maney and Mathews (2000) used a psychographic approach to define consumers' lifestyles, which they based on their shopping behaviors and preferences. They categorized consumers into three lifestyle groups: product-oriented, price-oriented, and brand-oriented. Consumer behavior is influenced by a variety of factors, including price, brand, and product quality. While some consumers prioritize price when making a purchase, others are willing to pay more for a well-known brand.

From the perspective of customers, the price of a product or service represents a sacrifice or exchange made in order to obtain the desired item (Zeithaml, 1988). According to Bei and Chiao (2001), the price of a product or service is defined as what the customer must give up or sacrifice in order to acquire it. Meanwhile, Kotler and Armstrong (2012) describe price as the specific amount of money charged by the seller in exchange for the product or service being offered. Zechmeister et al. (1997) suggest that a customer's perception of a product's price can significantly impact their decision to purchase the product. Price is one of the most influential factors in purchase intention and decision (Shakil, A. S. 2020; Levrini, and Mirela 2021; Zhao et al. 2021).

The brand is a concrete representation of a set of meanings, values, attributes, and experiences associated with a product or service. It is identified and symbolized by a name, logo, and visual language that fully define its unique identity (Diallo M.F., Burt S., Sparks L, 2015). According to Aaker (2009) a brand should be viewed as a visual symbol that represents a product or service and communicates its unique set of values and characteristics. This symbol serves as a tangible connection between the consumer and the brand, allowing them to derive perceived value and understand the specific attributes that distinguish the brand from others in the market.

Consumers' attitude toward brand will have a significant influence on their purchase intention. (Na Young Jung and Yoo-Kyoung Seock, 2016). According to Shahid R et al (2021) there is a strong positive relationship between brand equity and consumer purchase intention. A well-recognized brand can play a significant role in

influencing consumer behavior and purchase decisions. (Porter, S. S., & Claycomb, C. 1997)

Product quality refers to the characteristics or attributes of a product or service that determine its ability to satisfy the needs, expectations, and requirements of customers. (Ndukwe, 2011). According to Garvin (1987) identified eight key attributes of product quality, including performance, features, conformance, reliability, durability, serviceability, aesthetics, and customer-perceived quality.

Previous research findings on the relationship between perceived product quality and purchase intentions have been inconsistent. Some studies, such as those conducted by Carman (1990), Boulding et al. (1993), and Zeithaml et al. (1996), have reported a direct and positive impact of perceived product quality on purchase intentions. There is an indirect influence between perceived product quality and purchase intentions as well (Llusar J et al. 2001).

Product price, quality, and brand directly or indirectly affect purchase intention and decision. And these are also reflected in the buyer's lifestyle, daily behavior and opinion. This study has adopted the theory of planned behavior (TPB) as the theoretical framework to guide its investigation. Numerous studies have found the theory of planned behavior (TPB) to be a comprehensive and effective framework for understanding the factors that influence customers' purchase intentions. (Lama, A. 2017) The primary objective of the theory of planned behavior (TPB), which was developed by social psychologist Icek Ajzen (1991) aims to provide a comprehensive understanding the factors that influence individuals' intentions. This theory suggests that certain factors can impact customer behavior when making purchasing decisions. These factors may influence customers in a specific way, leading them to prioritize certain aspects of the product, such as price, quality, and brand.

The following hypotheses were developed using the TPB theory and a literature review.

Overall, it is expected that:

H1: Consumer lifestyle has a positive influence on their buying decision

H2: Female consumers are more likely to pay attention to product price than man consumers

H3: Male consumers are more likely to pay attention to brand names than female consumers

H4: Young consumers are more likely to pay attention to the product price

H5: Young consumers are less likely to pay attention to brand name

The proposed theoretical model for this research study is shown in Figure 1. This model framework includes the consumer lifestyle construct, which includes product-oriented, price-oriented, and brand-oriented lifestyles, as well as consumer buying decisions.

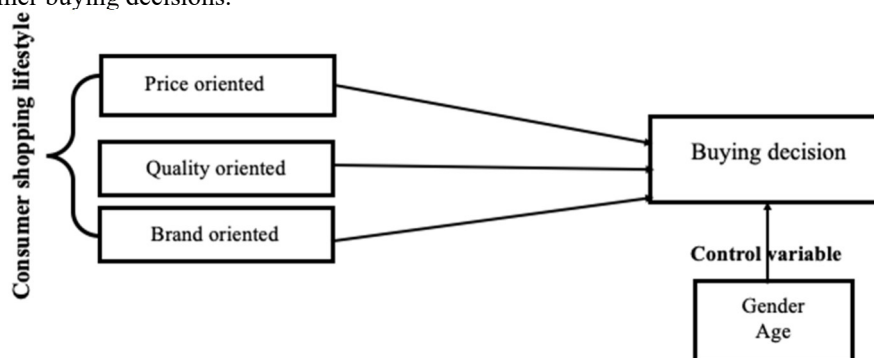


Figure1. Research model

3. Research Methodology

3.1 Sample

A questionnaire-based survey was used to collect data from Ulaanbaatar city in this empirical study. For this study, we distributed the survey questionnaire to 1000 people, but the survey questionnaire of 888 people who could process the results of the study were used for further research analysis. Therefore, response rate of the survey was 88.8% shown in table 1.

Table 1. Response rate

Descriptions	Number and percentage
Sample size	1000
Surveys returned	888
Raw response rate	88.8%
Incomplete questionnaires	122
Percent number unusable	11.2%
Net number usable	888

Following the purpose of this research, the respondents with close gender ratio were selected and divided into 2 different age categories: 15-30 and 31-50 years old. Among all the participants, 52% of the total respondents

were male and 48% were female. In terms of education, 47.6% of the respondents had a university diploma and 44.5% had 10 years of education. In the case of household income, 43% of the participants were 1-2 million tugrug which equals approximately 300-600USD, and 34.1% of the participants were up to 1 million tugrug which equals approximately 300USD.

Table 2. Demographic profile of participants

Variable	Data	Number	Percentage
Gender	Male	462	52%
	Female	426	48%
Age	18-30	400	45%
	31-50	488	55%
Household Income	Up to 1 million	303	34.1%
	1-2 million	382	43%
	2-4 million	147	16.6%
	4-6million	31	3.5%
	More than 6 million	25	2.8%
Education	Middle school	62	7.0%
	High school	395	44.5%
	University	423	47.6%
	Graduate	8	0.9%

3.2 Measurements

A team of experts from the National University of Mongolia pre-tested the questionnaire to check for validity and reliability and to see if the participants could understand the questions. The final version of the survey was modified in response to the comments. We choose shopping goods in our study. Shopping goods are products that consumers want to compare in terms of product, price, and brand. There are two sections to the questionnaire. The first section included the demographic data of respondents. A total of twenty-one questions in the second part included topics like consumer shopping orientation and buying decisions. Eighteen items on a Likert scale, with 1 being strongly opposed, 3 being neutral, and 5 being strongly agree, were used to evaluate four constructs. The research model makes use of conceptual scales from earlier investigations.

4. Results and Discussion

4.1 Data Analysis Procedure

To analyze the data, the IBM SPSS 28 and Smart PLS 4 social science statistical software packages were employed (Ringle et al. 2012). For hypothesis testing, Smart PLS 4 was used, whereas SPSS 28 was used for descriptive analysis and data screening. Smart PLS 4 has various advantages over standard SEM techniques, making it an excellent choice for our study (Bontis et al. 2007). The inner (structural) model and the outer (measurement model) model of Smart PLS-4 route models have two linear equations (Figure 2).

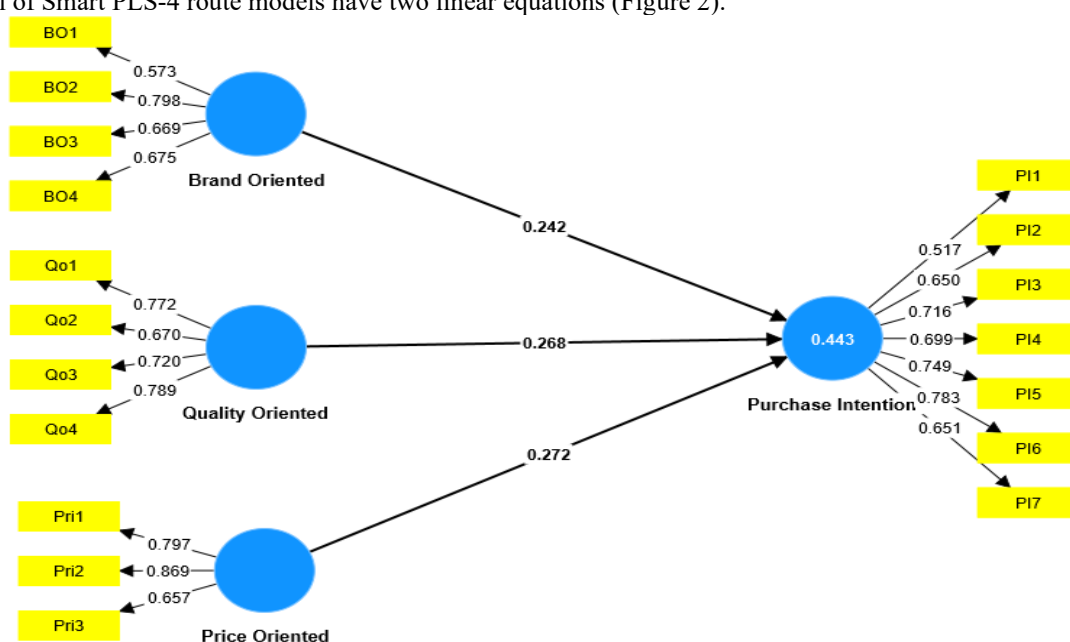


Figure 2. Smart-PLS beta-test results

4.2 Measurement Model

Composite reliability (CR) is a term used to describe internal consistency. Calculations included Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR). Calculations included Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR).

The CR values were more than the minimum requirement of 0.70, ranging from 0.776 to 0.859 (see Table 2). The measurements' Cronbach's alpha was higher than 0.723. The measures revealed a high degree of reliability based on these CR and Cronbach's alpha values. As a result, the internal consistency of the measurements for each construct was clear (Hair et al., 2014). As a consequence, construct validity was evaluated. Given the current study's factor loadings, the AVE values were significantly above Hair et al. (2014)'s proposed threshold.50, indicating that all of the measures had excellent convergent validity. Since Cronbach's alpha and the composite reliability are both over 0.6, Table 2 demonstrates the data's dependability (Eisingerich and Rubera 2010).

The present study met this condition because all of the AVE above the squared correlation, hence validating the discriminant validity. Details of the outputs of the measurement model are shown in Tables 2 and 3.

Table 2. Measurement model (Cronbach's Alpha, CR and AVE)

Constructs	Cronbach's Alpha	CR	AVE	Brand oriented	Price oriented	Quality oriented	Purchase Intention
Brand oriented	0.725	0.776	0.567	0.683			
Price oriented	0.772	0.820	0.607	0.600	0.779		
Quality oriented	0.723	0.827	0.546	0.656	0.506	0.685	
Purchase Intention	0.808	0.859	0.570	0.581	0.553	0.564	0.739

4.3 Structural Model

To test the level of significance of path coefficients, we employed bootstrapping with 1000 re-samples. The indirect relationship between the independent and dependent variables is the subject of the study. The variables are indirectly associated if the t-value is greater than 1.96. Table 3 displays the results of hypothesis testing and the Smart PLS 4 structural model. The results demonstrate that BO-PI (6.214), QO-PI (7.002), and PO-PI (7.421) all exceed 1.96. Empirical evidence back up the given conceptual model. In this research, the path analysis confirms all hypotheses. Table 4 summarizes the outcomes of the hypothesis testing.

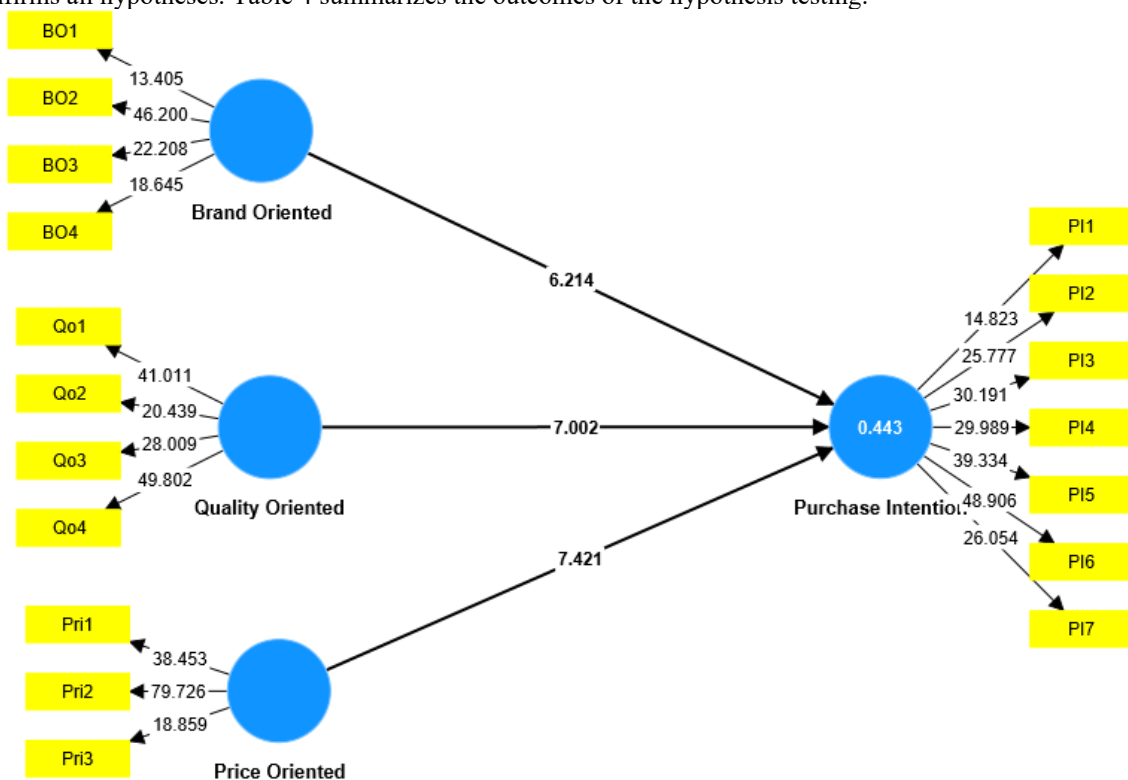


Figure 3. Smart-PLS t-test results

Table 3. Path coefficient of the structural model, direct and total effects of constructs

	Original sample (O)	Sample mean (M)	Standard deviation	T-statistics	P-value	
Dependent: Purchase Intention						
Brand Oriented	0.242	0.243	0.039	6.214	0.000***	
Price Oriented	0.272	0.273	0.037	7.421	0.000***	
Quality Oriented	0.268	0.268	0.038	7.002	0.000***	
R2						0.611
R2 adjustment						0.609

(Note: * $p < .05$, ** $p < .01$, *** $p < .001$, significance levels are two-tailed).

Table 4. Relationship between consumer shopping orientation and consumer gender

	Sex	Mean	Standard Division	F value	Sig
Price oriented consumers	Male	3.356	0.755	3.785	0.05**
	Female	3.547	0.691		
Quality oriented consumers	Male	3.052	0.843	0.472	0.492
	Female	3.136	0.788		
Brand oriented consumers	Male	3.350	0.817	3.092	0.00***
	Female	3.103	0.689		

We hypothesize gender plays an important role in the influence of shopping orientation on consumer buying decisions. Product price is an important criterion for price-oriented consumers when choosing products. It shows that female consumers more likely to pay attention to product price when they make purchase decision (p-value < 0.05 . as F value=3.785 M(male)=3.356 and M(female)=3.547). Female consumers spend more time shopping compared to male consumers, which helps them to accurately compare product prices, so research shows that they look at prices more than male consumers. Therefore, hypothesis 2 is supported. Furthermore, the brand name is more important for brand-oriented people when choosing products. It shows that male consumers are more likely to make a purchase decision based on Brand name (p-value < 0.01 . as F value=3.092 M(male)=3.350 and M(female)=3.103). Male consumers do not spend as much time shopping as female consumers, so for them, the brand name is an immediate expression of quality. Therefore, hypothesis 3 is supported.

Table 5. Relationship between consumer shopping orientation and consumer age

	Age	Mean	Standard Division	F value	Sig
Brand-oriented consumers	15-25	3.409	0.651	14.756	0.00***
	26-40	3.502	0.781		
Price-oriented consumers	15-25	3.107	0.755	3.926	0.04**
	26-40	3.082	0.860		
Quality-oriented consumers	15-25	3.278	0.689	0.139	0.216
	26-40	3.272	0.810		

We hypothesize age plays an important role in the influence of shopping orientation on consumer buying decisions. In the case of brand-oriented consumers, it shows that middle-aged consumers have a strong influence on buying decisions than young consumers (15-25) consumer (p-value < 0.00 . as F value=14.756 M(young)=3.409 and M(middle)=3.502). Therefore, hypothesis 4 is supported. In the case of price-oriented consumers, young consumers are more likely to pay attention to product price than middle-aged consumers (p-value < 0.05 . as F value=3.926 M(young)=3.107 and M(middle)=3.082). Therefore, hypothesis 5 is supported.

5. Discussion and implications

5.1 General discussion

The results of the study show that the lifestyle of Mongolian people has a positive effect on buying decision. It also appears that consumer demographic variables have a strong influence on the relationship between lifestyle and product purchase decisions. Results show that, female consumers have more likely to pay attention on product price, but male consumer have more likely to pay attention on product's brand name. Moreover, in the case of consumer age, young consumers more likely to pay attention on product price, however middle-aged consumers (26-40) more likely to pay attention on product brand name.

The study's findings reveal that the purchasing decisions of Mongolian individuals are positively influenced by their lifestyle. Furthermore, the results suggest that consumer demographics play a significant role in the

relationship between lifestyle and product purchasing decisions. Specifically, the data indicates that female consumers tend to pay more attention to product prices, whereas male consumers are more focused on brand names. Additionally, young consumers demonstrate a greater tendency to consider product prices when making purchasing decisions, while middle-aged individuals (aged 26-40) are more likely to prioritize brand names.

A quality-oriented consumer is someone who places a high value on the quality of products when making purchasing decisions. This type of consumer is willing to pay a premium price for products that are of higher quality and are less concerned about the price. Companies that target quality-oriented consumers may focus on producing high-quality products, providing excellent customer service, and emphasizing the quality of their materials and manufacturing processes in their marketing efforts.

A price-oriented consumer is someone who prioritizes the price of products when making purchasing decisions. This type of consumer is more concerned about getting the best possible deal and is willing to compromise on the quality of the product to save money. They may also compare prices across different retailers and brands to find the best value for their money. Companies that target price-oriented consumers may focus on offering low prices, running frequent promotions and sales, and emphasizing the affordability of their products in their marketing efforts.

A brand-oriented consumer is someone who values a brand's reputation and image when making purchasing decisions. This type of consumer is willing to pay a premium price for products associated with a specific brand, regardless of the product's quality or price. Brand-oriented consumers often seek out popular and well-known brands, as they perceive these products to be of higher status and quality. Companies that target brand-oriented consumers may focus on building and maintaining a strong brand reputation, offering products that align with their brand values and image, and engaging with consumers through advertising, social media, and other marketing channels to build brand loyalty.

5.2 Practical Implications

This study is helped to understanding the lifestyle of Mongolian people, and several theoretical implications can be drawn from it.

First, Understanding Consumer Behavior: Consumer shopping lifestyle can provide valuable insights into consumer behavior, preferences, and needs. It helps businesses to understand how and why consumers shop, what motivates them to purchase certain products, and what factors influence their purchasing decisions.

Second, Developing Marketing Strategies: By understanding the shopping lifestyle of their target audience, businesses can develop marketing strategies that are tailored to the specific needs and preferences of their customers. This can include targeted advertising campaigns, product design, packaging, and pricing strategies.

Third, Improving Customer Satisfaction: By catering to the shopping lifestyle of their customers, businesses can improve customer satisfaction and loyalty. Customers are more likely to return to businesses that provide a shopping experience that aligns with their lifestyle preferences and values.

Last, Driving Sales: Shopping lifestyle can also impact purchasing behavior. For example, consumers with a high shopping lifestyle may be more likely to make impulse purchases or be influenced by in-store promotions. Understanding these behaviors can help businesses to drive sales and increase revenue.

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