

**A study on Lifestyle segmentation approach towards smartphones**Richa Pandit¹, Devina Upadhyay²,¹Faculty of Marketing, Shri Chimanbhai Patel Institute of Management,²Faculty of Statistics, Shri Chimanbhai Patel Institute of Management,

Abstract —Now a days usage of smartphones are increasing day by day. There are different reasons behind increasing usage of smartphones. In our study we have tried to find out the factors affecting with preference towards smartphones. According to how one lives we can decide the segmentation of that individual. In our study to reach the conclusion we have contacted 210 people who are using smartphones. We have asked questions to the respondents related to lifestyle segmentation approach towards smartphones and on the basis of responses received we can say that smartphones are very important to show the status and lifestyle of the individual. The important factors which affect the usage of smart phones are technology and features, influence by friends/ relatives and lifestyle of the individual.

Smart phones are available in all the price category in market. Age wise and gender wise there is no significant difference in preference towards smartphones but Income wise there is a significant difference in the preference towards the smart phones. Most of the people are using smart phones to stay connected with social media, to check emails and to play games

Keywords: segmentation, social media, lifestyle, preference, smartphones, status.

I. INTRODUCTION

A smartphone is a mobile phone built on a mobile operating system, with more advanced computing capability and connectivity than a feature phone. The first smartphones combined the functions of a personal digital assistant (PDA) with a mobile phone. Later models added the functionality of portable media players, low-end compact digital cameras, pocket video cameras, and GPS navigation units to form one multi-use device. Many modern smartphones also include high resolution touch-screens and web browsers that display standard web pages as well as mobile optimized sites. High-speed data access is provided by Wi-Fi and mobile broadband. In recent years, the rapid developments of mobile app markets and of mobile commerce have been drivers of smartphone adoption.

A. Life style segmentation

Lifestyle segmentation" has been a useful concept for marketing and advertising planning purposes (Wells and Tigert, 1977; Kaynak and Kara, 1996). Lifestyle, of course, has been defined simply as "how one lives". In marketing, "lifestyle", however, describes the behaviour of individuals, a small group of interacting people, and large groups of people (e.g. market segments) acting as potential consumers. Thus, the concept of the lifestyle represents a set of ideas quite distinct from that of personality. The lifestyle relates to the economic level at which people live, how they spend their money, and how they allocate their time (Anderson and Golden, 1984).

According to "Peter Newton and Denny Meyer", (2013), Lifestyle segmentation (LSS) has emerged from the marketing and communications fields of research as a means by which the behaviour change programs of governments might be better targeted, whether transmissive or transformative in nature. Lifestyle refers to a distinctive pattern of a person's social life that straddles notions of individual identity, on the one hand, and community/sociality, on the other, —embodying notions of choice and self-actualisation alongside opportunities for collectively and attachment (Evans and Jackson, 2007).

II. RESEARCH METHODOLOGY

We have prepared question to collect the data and in our study we have considered 210 respondents who are using smart phones. We have used non probability convenience sampling to reach the respondents. Our objectives of the study and tools used to fulfil all objectives are as follows:

Table 1 Research objectives

Objectives	Tools	
To study lifestyle segmentation of Smartphones users	Descriptive Statistics	Mean
To identify factors affecting preference towards Smartphones	Factor Analysis	
To study the consumer preference towards Smart phones	Anova Test • Age • Income • Education	Mann-Whitney U - Test • Gender

To study Multiple Activities performed on Smartphone	Graphical Representation	
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III DATA ANALYSIS AND INTERPRETATION

To study the life style segmentation of smart phone users we have used descriptive statistics

Table 2 *Results for agreement of statements*

Sr. No.	Statement	Mean Value
1	My Smart phone dictates what style I have	1.88
2	I use Smart phone to express my lifestyle	1.98
3	If you have to get ahead, you have to move ahead with technology	2.22
4	Having Hi-Tech Smart phone represents status in the society	2.34
5	It is important for me to have an Smartphone	2.5
6	Too much usage of Smart phones makes me bored	2.86

Interpretation:-

The results suggest that, respondents were not agree with the statement that too much usage of smart phones make them bored. Respondents were agree with the statement that smartphone dictates their style. Respondents were agree with all the reasons of using smart phone like to express their life style, they want to go ahead with the technology and to show status in society also smartphones are important.

To identify factors affecting preference of Smart phones we have used factor analysis.

Table 3 *Results of Factor Analysis*

Factor	Statement	Value
Technology and features	I buy the Smart-phone with the basic feature	0.773
	I prefer the Smartphone with the latest Technology	0.540
	I never pay attention to Smartphone ad's in TV and Technology Magazines	0.689
	I prefer to spend lot of Money on Smartphone	0.584
Influence	I used to buy phone which my friends/ relatives are using	0.813
	I used to change my phone frequently	0.648
Lifestyle	I'd spend money on Smartphone before I'd spend on other things	0.750
	I like to use smartphone to show my status	0.824

Interpretation:-

Factor Analysis is useful for data reduction. Factor 1 is named as technology and features in which the statements depicting customer's preference towards the purchase of smartphone based on advertisement, Latest Technology, its features and money spent on it are being grouped. Factor 2 is named as INFLUENCE in which the statements depicts that the people are using smartphones because their friends or relatives are using smartphones. Factor 3 is named as LIFESTYLE in which the statements depicts that people are using smart phones to show their status.

To study the Consumer preference towards Smart phones, we have used anova and mannwhitney u test

H0: Age wise / Gender wise / Income wise / Education wise, there is no significant difference in preference towards Smartphone's.

H1: Age wise / Gender wise / Income wise / Education wise, there is a significant difference in preference towards Smartphones.

Table 4 *Results of ANOVA & MANN-WHITNEY U - Test*

Dependent Preference	Independent	Significance Value
	Age	0.07
	Income	0.03
	Occupation	0.40
	Gender	0.37

Interpretation:-

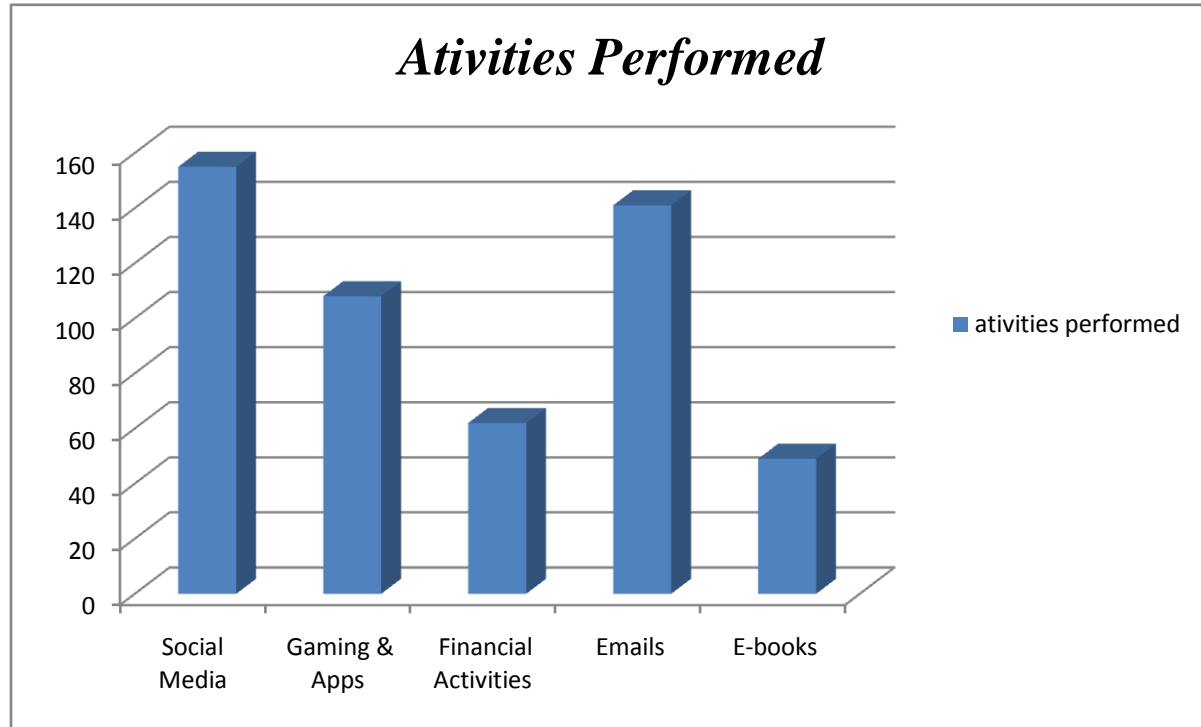
The significance value depicted in the above table concludes that Age Occupation and Gender exert no difference in the Consumer preference towards the smartphones where as income is having significance value 0.03 which is lesser than 0.05 that stipulates the result that income wise there is significance difference in consumer preference towards smartphones.

To study Multiple Activities performed on Smartphone we have used graphical presentation.

Table 5 Results for different activities performed

Activities	Total respondents
Social Media	155
Gaming & Apps	108
Financial Activities	62
Emails	141
E-Books	49

Figure 1 Graphical representation of activities performed



Interpretation:-

On the basis of above graph we can say that most of the respondents were using smart phones for social media, to check emails and to play games while very few respondents were interested in financial activities and e books.

IV CONCLUSION:

Now a days smartphones are very important to show the status and lifestyle of the individual. The important factors affect the preference of smart phones are technology and features, influence by friends/relatives and lifestyle.

Smart phones are available in all the price category in market. Agewise and genderwise there is no significant difference in preference towards smartphones but Income wise there is a significant difference in the preference towards the smart phones. Most of the people are using smart phones to stay connected with social media, to check emails and to play games.

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