

University Undergraduates Lifestyle Patterns as Factors in the Purchase of Smart Phones.

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Abstract

This study attempted to identify consumer lifestyles categories on the basis of psychographics measures with university undergraduates and the ownership and purchase of smartphones in Nigeria. The study was conducted on 380 undergraduate students of two renowned universities in Nigeria, a private and a public university. Factor analysis using principal component analysis with varimax rotation yielded seven factors namely; Informatics or Information Access/Sharing, Status Symbol-Oriented, Scholarlees/Acada or Academic Oriented, Palees/Peer Group Pressure Oriented, Fashionability/Sociability/Current, Techno-Savvy, and Entertainment/Sports/Infotainment. Lifestyles measures using T-Test Anova showed significant impact in terms of gender classifications and programme levels but no divergence in the interrelatedness of the lifestyle factors. The factors illuminated the undergraduate consumer population psychographic and demographic elements. The study therefore suggested that these factors are critical and salient as the basis for the formulation and implementation of marketing strategies in the sale of products or services.

Keywords: Lifestyles, purchase, psychographics, smartphones, university undergraduates

Introduction

Consumers place a lot of value on products and services that reflect and enhance their lifestyles and this affects their attitude towards the purchase of the products or services. Lifestyle is interrelated with significant sociological or demographic factors and sex, age, religion, and social class. The dynamism associated with the needs and wants of the modern Nigerian undergraduates is ubiquitous in view of the rapid sophistication of the consumer in the face of a very competitive socio-political society, information age, and information economy. These are reflected in the consumers' activities, interests, and opinions that determine the buying behaviour of the consumer and consequently influence the marketing strategy required to satisfy such needs and wants.

The smartphone technology has in recent times, by observation, been on the high demand by Nigerian undergraduates especially. This is probably due to the fact that it has the capabilities and capacities to satisfy their peculiar needs and wants. The smartphone is a mobile telephone device that provides advanced capabilities beyond a typical mobile phone. The smartphone is incredible as it not only performs the function of a normal telephone. It can also be used to access the Internet, play games, including an immense number of applications which make it a gateway to just about anything (Smartphone, 2012).

Lindgreen and Wynstra (2005) point out that consumer differences vary with lifestyles and the purchase decision of a particular good or service can be a good measure of consumer lifestyles and segmentation. The society is prevalent as consumer society, where consumption is the main factor behind lifestyles and culture (Miles 1998). According to Miles (2002), lifestyle is a material expression of a person's identity. The activities, interests, and opinions (AIO) model proposed by Plummer (1974) and psychographics by Demby (1974) (putting together psychology and demographics), provide the measure for investigating consumers lifestyles patterns especially in terms of their purchase behavior and how to meet their demands.

Previous studies in Nigeria have investigated lifestyles of the Nigerian consumer in varying perspectives. Ekwenchi and Ewuzie

(2014) examined the lifestyles of children and the internet using mobile capabilities like the cell phones including the attendant risks. Tade and Aliyu (2011) conducted a study on the lifestyles of "yahoo-boys" or internet fraudsters in Nigeria and noted that their abilities are significantly aided by the use of cell phones.

Empirical study by Folorunso, Vincent, Adekoya, and Ogunde (2010) indicated the usability of mobile phones as a tool for enhancing the accessibility to the internet and internet social networking among undergraduates in Nigeria. Krishnan (2011) confirmed the strong correlation between the lifestyle of the consumers and the brands of products they purchase and use. The study concluded that consumers often choose products, services and activities over others because they are associated with a certain lifestyle. Kucukemiroglu (1997) analyzed consumer lifestyles as a basis for market segmentation along patterns of social beliefs and behaviors, using lifestyle dimensions and ethnocentrism among Turkish consumers in the determination of their purchase decisions.

In line with these studies, this research evaluates consumer lifestyles on the basis of psychographics measures with university undergraduates and the use of smartphones in Nigeria and to identify how lifestyles elements help determine their purchase behaviour of smartphones. This was carried out empirically to generate findings in the direction of the subject matter.

Research Hypotheses

H₀₁: The lifestyle pattern of the male undergraduate does not differ significantly from the female in the ownership of the smartphone.

H₀₂: There is no significant difference among the factors that determine the ownership of the smartphone among university undergraduates.

Theoretical Framework

Consumers' lifestyles patterns can be elucidated using a number of theories and models. Particularly in terms of technology products such as the smartphone, the theory of Diffusion of Innovations (Rogers, 1995), aptly help to explain the conditions that necessitates the rate of adoption of the smartphone as a new

product among the youth undergraduate subculture. The theory emphasized on the role of the opinion leader and information as the likely determinant for the adoption of a new product.

Sahin (2006) expatiates on Roger's diffusion of innovation theory and suggested that it is the most appropriate for investigating the adoption of technology in higher education and educational environments (Medlin, 2001 & Parisot, 1995). Critical elements of the diffusion theory relevant to the present study according to Rogers (2003) include Communication channels which refer to a process in which participants create and share information with one another and the social system which comprises of a set of interrelated units engaged in joint problem solving to accomplish a common goal. The nature of the social system affects individuals' innovativeness, which is the main criterion for categorizing adopters (Rogers, 2003).

The application of the Technology Acceptance Model (TAM) by Davis (1989) relates the issue of perceived usefulness (PU) and perceived ease of use (PEOU) as precursors to peoples' desire to accept or reject a technological phenomenon. PU refers to the degree to which a person believes that using a particular product would enhance his performance of a task. On the other hand, PEOU indicates the extent to which a person is convinced that a product would help him achieve the success of a task with less and costless effort.

Two models of significance to the present study attempts to measure adequately the dimensions of lifestyles. The activities, interests, and opinion (AIO) model by Plummer (1974) and the VAL2 model by SRI (1989). The AIO dimensions serves as a basis for segmentation, targeting and positioning strategies in marketing. Sathish and Rajamohan (2012) took a closer look at the model and opine that Activities indicate how a consumer spends his or her time, Interests are a consumer's preferences or priorities and Opinions are how a consumer feels about a wide variety of events and things. Similarly, Kotler and Armstrong (2008) show that the AIO dimensions include Activities (work, hobbies, shopping, sports, social events), Interests (food, fashion, family, recreation), and Opinions about (themselves, social issues, business, products).

Empirical framework

Lifestyle as a segmentation strategy exists sufficiently in markets and marketing research. Errit, Jöks, Löhmus, and Peling (2012) studied the use of smartphones and the lifestyles of consumers in Tallinn, Estonia, and found a growing rate of smartphones users of 65 percent compared to the world average of 47 percent and therefore recommended it for commuters' use in the city's proposed transport service. The usage of smartphones is prevalent as it is notable that owners use it to read and send emails, listen to music, taking photographs, and for social media activities (Errit, et al, 2012).

Pagalea and Steluta (2012) conducted an online survey among university students and academics in Romania in order to examine their attitude towards the consumption of bio-products in relation to their lifestyle patterns and purchase behaviour. The study using descriptive statistics found that consumers generally exhibited a healthier attitude towards bio-products and in terms of the AIO measure, Interest (family-9.5), Opinion (about themselves-9.3) Activities (work-8.6). The results showed that work scored highest in the AIO categories.

Tade and Aliyu (2011) conducted a study on the lifestyles of university undergraduates who operate as "yahoo-boys" or internet fraudsters in Nigeria. The study involves the use of qualitative research techniques such snowball sampling, indepth interview and focus group comprising of 20 key informants (KIs) who are notably involved in the fraudulent dealings. The study confirmed the use of mobile phones as a good sustenance of the 'yahoo boys' lifestyle.

Honkanen and Mustonen (2007) conducted an empirical analysis of the Finish population based on two nation-wide surveys, Finland 1999 and Finland 2004 with a sample size of 2417 and 3574, and a response rate 61 % and 62 %, respectively. The study identified socio-demographic factors to have more influence more on tourism consumption although lifestyle variables were equally very significant.

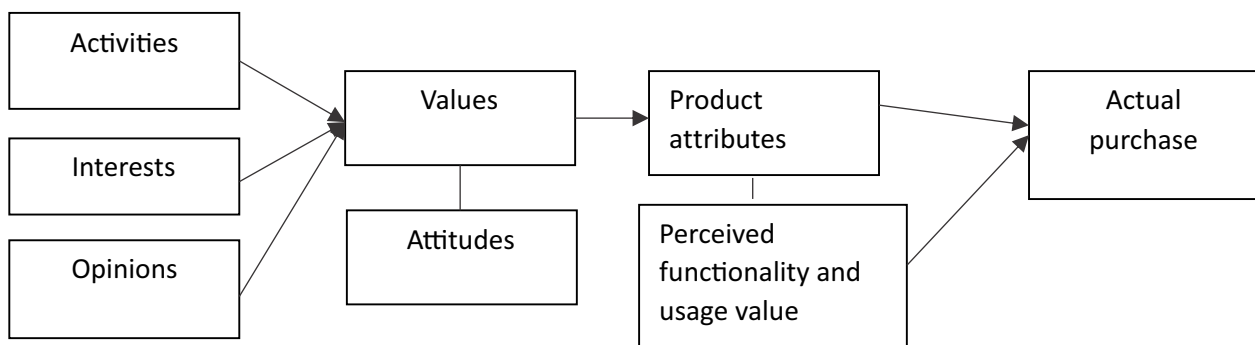
A psychographic analysis of 275 college students was conducted by Goswami (2007) in Kolkata, India on the basis of values they consider important, their activities, interests and opinions. The AIO and LOV scales were used to generate response items with the use of stratified sampling of the students' population. Analysis

was done using principal components analysis with varimax rotation and ANOVA to identify factors that determine the college undergraduates' lifestyles and differences in purchase behavior among the student segments respectively. The results clearly demonstrated the significance of psychographics as determinant of consumer purchase of consumer goods including mobile phones.

Conceptual framework

The consumers' activities, interests and opinions are values they hold dear and define their lifestyles attitudes. The AIO measure is mediated by the product or service attributes which define the utilitarian perception of the consumer to enjoy the benefits of a given product or service. When these are evaluated to yield the expected values associated with the consumer's lifestyle, they result in actual and increased purchase and patronage.

Fig 1.0 Consumers' lifestyles patterns and purchase behavior. Model by authors Consumers' Lifestyles



Consumers would act in response to products features based on their lifestyles pattern. Obviously, the impacts of lifestyle in predicting consumer purchase of products and services is abundant in marketing literature and spares no categories of consumption.

Consumers' way of living is rapidly changing as examined by Errit et al (2012). Changes in lifestyles include the way we work, play and even manage our money. They noted that in the United States, half of adults own a smartphone and the rate of ownership is expanding quickly in every age group (except people aged 65 and older). Attitudes towards the use of smartphones has led to the tagging of some consumers of smartphones as “smartphonatic,” which means someone who changes shopping, banking and payment behaviour after switching to a smartphone (Errit et al, 2012). This indicates the correlation between the use of smartphone and the quality of service rendered by a business.

The acknowledgement of the smartphone capabilities and capacities is granted in view of the fact that in designing and introducing new products, firms often focus on the products' functionality in terms of the specific benefits that the products provide or the specific problems they address such as the tasks that the

smartphones can accomplish (Ziamou & Ratneshwar 2003). Also, consumers' lifestyles define a sense of distinctiveness and are attributable to the value of the product attributes that match their distinctive lifestyles pattern and the consequent purchase behavior (Berger & Health 2007; Ma, Yang, & Murali, 2014).

Lifestyles is synonymous with Self-construal which refers to the perceptions that people have about their thoughts, feelings, and actions in relation to others with differing dimension between the "Independent Self" and the “Interdependent Self” (Markus & Kitayama 1991). The dimension thus creates consumer segments viewed as “Independents” and the “Interdependents” when the self-perception is salient. The Independents see themselves as autonomous and separate from others while the Interdependents view themselves as connected with others and these have been proposed as based on consumers' evaluation of product offerings (Ma, Yang, & Murali, 2014).

Lifestyle is something that is absorbed through the socialization process but still, it can also be chosen, for example through consumption behaviour. According to Miles (2002) lifestyle is a material expression of a person's identity hence provides broader views

about the consumers. The basic premise of lifestyle research is that the more marketers know and understand their customers, the more effectively they can communicate to them and serve them (Kaynak & Kara, 1996).

Feldman and Theilbar (1971) describe lifestyle as portraying characteristics in terms of four main categorizations which are a function of group interactions. Secondly, it lingers through the phases of life and hence allows for effective prediction of consumers behaviour over a consistent life-time. Lifestyle involves a consideration for core interest of consumers in the area of concern for family, social issues, and work within his environment. Lastly, lifestyle is interrelated with salient sociological or demographic variables such as sex, age, religion, social class etc.

Lifestyle is about the definition and discovery of self, as Smith and Kelly (2006) indicate that people are induced to rather search for themselves instead of escaping the everyday life. This is a pattern after Weber's (1922) original concept of the term- 'lifestyle' which he stressed is an embodiment of the structure of the social class conceptualization, which also comprised of hereditary charisma and hierocratic authority.

Consumers' AIO and Values Dimensions in Purchase Behaviour

The dimensions of consumers' **Activities** (work, hobbies, social events, vacation, entertainment, club membership, shopping and sports), **Interests** (family, home, job, fashion, community, recreation, foods, media, and achievements), **Opinions** (themselves, social issues, politics, business, economics, education, products, future, products and culture) and varied constructs of the same variables have been adjudged quite adequate to serve as a good measure for consumers' lifestyle (Plummer, 1974; Pagalea & Steluta, 2012; Sathish & Rajamohan; 2012, Kotler & Armstrong, 2008).

Bennett and Kassarian (1972) have linked lifestyle to aspects of motivation research using methods of cluster analysis and factor analysis to create market segments on the basis of AIO variables including attitudes and demographic variables. Attitude implies that the consumer believes in the product. This is because one can have a belief about a product without an

associated attitude about the product since belief or opinion is an emotionally neutral cognition. Attitudes develops into purchase action in conditions of positive valence and reasonable degree of salience (Bennett & Kassarian, 1972). Attitude is comprised of the cognitive evaluation tendencies which is concern with product evaluation, the affective component concern with the emotional value of the product and the conative component or the intention or action to purchase behavior.

Methodology

A descriptive research design employing a cross-sectional survey of 400 undergraduate students for the purpose of data collection was adopted for this study. The sample population was based on the selection of students of the faculty of business studies from two renowned universities in Nigeria, one public and the other a private university (University of Lagos and Redeemer's University) respectively.

The survey was to get responses from the subjects on how the use of the smartphone has affected their lifestyles in the university. The selection of the sample population involves multi-stage procedure from one of the university to the other and sample elements were selected based on the stratification of the population along the respective undergraduate levels in the university (Year 1 or 100 level – Year 4 or 400 level). The students get admission into these universities from different state backgrounds in the federation and thus reflect a good reflection of the Nigerian undergraduates' consumer. The demographics are therefore robust and sustainable for the study as the combined elements cut across the lower, middle and upper income levels as well as the related social strata in the society.

The study made use of questionnaire as the survey instrument. The instrument measure such items relating to the AIO constructs in the present study and previous studies including *Activities* (Internet activities, chatting/pinging, studies, calls, shopping, games, scheduling, work lifestyle, purchase lifestyle, leisure lifestyle, study/ learning lifestyle). *Interests* measures include (gisting, socializing, music, sports, relationship, and play) and *Opinion* measures in terms of colleagues, friends, shared style, stabilization, and family). Value items were also

included as well as the demographics to make it a complete psychographics study. Respondents indicated their response with scale items on a five-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree). The instrument was generally adapted from previous studies on lifestyles which adopted the scale suggested by Wells and Tigert (1971).

The tested instrument was administered to 400 students (200 in each university). The questionnaire was distributed along the stratified undergraduate levels as indicated above on a multi-stage process by level to level. This is in view of the ubiquitous possession and use of smartphones among undergraduates in Nigeria.

The sample size is reasonably large in view of the number of constructs and therefore ensures communality among the variables of the study (Field, 2009). The administered questionnaire recorded a return rate of 95 percent and all returned copies were edited for correctness for the purpose of data analysis.

The study made use of factor analysis technique by analysing data collected via principal component analysis with varimax rotation which enabled the derivation of the weight or factor score coefficient (Malhotra, 2007). Respondents indicated their responses via the research instrument on a five-point Likert scale with interval ranging from 1 (strongly disagree) to 5 (strongly agree). Field (2009) suggested that another prerequisite for factor analysis is that the variables are measured at an interval level.

Further analysis was conducted on the extracted factors using One-way analysis of

variance (Anova) technique for between subject effects. The objective was to test the demographic variables in terms of the difference in the ownership level between the male and female undergraduate. Secondly, the test considered the level of disparity or divergence among the dimensions of lifestyle based on the seven extracted factors that form the category of the ownership of smartphone among the undergraduate students. The data was analysed using the SPSS.

Results

The results of factor analysis allow for factor interpretation and discussion of findings from the study. Table 1 below provides information on the demographic statistics of the respondents. There are 194 males and 186 females respondents. The respondents age ranges from 13-33 years with the majority of them falling between the age of 18-22 or 70 percent of the sample population of undergraduates. Ownership of the smartphone among the students is tremendous as 325 or 86 percent own the smartphone.

Table 2 below shows reliability tests for the various dimensions of the variables of the study. Sample adequacy was measured using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and yielded a value of 0.81. This is considered as very adequate since values ranging from 0.5 to 1 are considered appropriate for factor analysis, good and great for extraction and reflects little variance among the variables (Malhotra, 2007; Field, 2009).

Table 1: Summary of Demographic Statistics

Criteria	N = 380	Remarks
Sex	M = 194 F = 186	
Age	13-17 = 50 18-22 = 267 23-27 = 58 28-32 = 2 Above 33 = 3	
Levels	100 = 69 200 = 93 300 = 116 400 = 102	
Ownership of Smartphone	Yes = 325 No = 55	

Similarly, Cronbach Alpha coefficient reasonably peaked at 0.84 equally affirming the reliability of the data set for the variables of this study (Nunnally, 1978).

Bartlett's test of Sphericity yielded a Chi-Square value of 1633.07 and significant at 0.000. This is suitable for the procedure of factor analysis with the correlation matrix to check whether the variables do not correlate too highly ($r > 0.8$ or $r < -0.8$) or too lowly ($-0.3 < r < 0.3$) and

to enable for the estimation of the unique contribution of each variable to a factor. In addition, this is necessary to ensure that the variables measure the same underlying construct as the other variables (Field, 2009; Malhotra, 2007). The amount of variance shared between the variables ranges from 37 to 72 percent and also explains the proportion of variance explained by the common factors.

Table 2: Reliability Tests

Test Statistic	Coefficient/Value	Remarks
Conbach Alpha	0.840	
Returned Rate	0.95	
KMO	0.810	
Bartlett's Test of Sphericity	Approx. Chi-Square = 1633.074 df = 378 Sig. = .000	
Range of Communalities	0.37 – 0.72 percent	

Table 3: Eigen Values and Extraction Sums of Square Loadings

Component	Initial Eigenvalues and Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Eigenvalues	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Factor 1	5.524	19.728	19.728	3.533	12.617	12.617
2	3.793	13.547	33.276	2.622	9.366	21.983
3	1.578	5.635	38.910	2.389	8.534	30.517
4	1.360	4.856	43.766	2.146	7.666	38.183
5	1.280	4.571	48.337	2.027	7.238	45.421
6	1.153	4.116	52.454	1.502	5.363	50.784
7	1.021	3.646	56.099	1.488	5.316	56.099

Eigen Values and Extraction Sums of Square Loadings

The determination of factors for the study was based on Eigen values. Eigen values ranging from 1 and above were considered adequate and were extracted for factor analysis with the notion that the longer an eigenvector the more variance it explains and the more significant it is.

Therefore, the factors that explain the highest proportion of variance the variables share are expected to represent the underlying constructs (Field, 2009). The seven factors extracted based on Eigen values therefore

accounted for 56 percent of the total variance.

Rotated Component Matrix

Factor rotation was conducted via varimax rotation. This enabled that the factors are rotated towards some variables and away from some others in order to allow for a proper, easier and simpler interpretation of the factors based on the items that load on them. In addition, it ensures that it minimizes the number of variables with high loading on a single factor and that a factor loads few variables in order to enhance interpretability.

Table 4: Summary of Extracted Factors

Factor	Coefficient	Description
1	0.780	Informatics or Information Access/Sharing
2	0.775	Status Symbol - Oriented
3	0.699	Scholarlees/Acada or Academic-Oriented
4	0.747	Palees /Peer Group Pressure Oriented
5	0.773	Fashionability/Sociability/Current
6	0.792	Techno-Savvy
7	0.759	Entertainment/Sports/ Infotainment

The rotated factor matrix contains the factor coefficients used to interpret the factors. Coefficient with large values indicate that the variable and the factor are closely related (Malhotra, 2007). Variables that load highest on a factor were extracted and those that load lower than 0.5 on a factor were ignored. This resulted in the outcome of seven variables which loaded highest on each of the seven extracted factors as shown on table 4 above.

The results of Independent t-test and One-way Anova test are shown on table 5, 6 and 7. The t-value, F-values and mean square values for the

model and error items are presented for the sake of parsimony. The Independent t-test results indicated a significant difference between male and female (Table 5) undergraduates lifestyles in respect of demographic factors $t = 2.093, 2.114$; $P < .05$. On the other hand, the mean difference among the extracted lifestyle factors (Table 6) showed no significant difference, $F = 1.140$; $p > 0.05$ thus confirming the interdependency of the factors (Malhotra, 2007). A significant difference was noted among the different levels (Table 7), that is the year attained in the four-year programme $F = 2.920$; $p < 0.05$.

Table 5: Independent sample T-Test of Lifestyle Pattern of the Male and Female Undergraduates in the Ownership of the Smartphone.

Source	Standard Error Difference	df	Mean Difference	t	Sig.
Equal variances assumed	.91957	1	1.91957	2.093	.037*
Equal variances not assumed	.90808	1	1.91957	2.114	.036*

Sig. 0.005*

Table 6: Anova Results for Differences among the Factors that Determine the Ownership of the Smartphone among University Undergraduates.

Source	Type III Sum of squares	df	Mean Squares	F	Sig
Corrected model	56.575(a)	1	56.575	1.140	0.287
Error	11459.202		49.607		

Sig. 0.005*

Table 7: Anova Results for Differences among the levels (100-400/Yr 1-4)

Source	Sum of squares	df	Mean Squares	F	Sig
Between Groups	425.809	3	141.936	2.920	.035*
Within Groups	11459.202		48.616		
Total	11704.729				

Sig. 0.005*

Discussions

The study identified university undergraduate lifestyles categories in the use of the smartphone in Nigeria. Factor analysis technique yielded seven dimensions to the demand and use of the smartphone using the psychographic measure of lifestyle. Psychographic measures of lifestyle measured lifestyle on the dimensions of activities, interest, opinion and values. These measures reflect on the outcome of the seven factors emanating from this study. Lifestyles disparity measures through Anova analysis showed significant impact in terms of gender classifications but a more interrelatedness in lifestyle factors.

The factors are relevant with the youth undergraduates' population and their lifestyle with high explanatory coefficient across the psychographic measures/coefficients. The results reveal outstanding factors in terms of Factor 1 (Informatics/Information Access/Sharing), Factor 4 (Peers/Peer Group Pressure Oriented and Factor 6 (Techno-Savvy).

This depicts a proper association with the smartphone by the characteristics and lifestyles of the youth respondents. The results further illuminated particularly the theory of Diffusion of Innovations (Rogers, 1995) in explaining the conditions that necessitates the rate of adoption of the smartphone as a new product among the youth undergraduate subculture. The theory also emphasized on the role of the opinion leader and information as the likely determinant for the adoption of a new product such as the smartphone.

Conclusion

The study has identified seven salient factors that determine the university undergraduate population ownership and use of the smartphone based on psychographic lifestyle measures. The results have helped to indicate that these factors are critical to the university undergraduate ownership and purchase of the smartphone. The result will also help to relate the outcomes to evaluation of the youth's characteristics in the ownership and purchase of a new technology like the smartphone. The study results have salient marketing implications for marketing managers especially in the areas of market segmentation and targeting and also for product development in terms of features and

quality.

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