

A COMPARATIVE STUDY OF LIFESTYLE OF URBAN AND RURAL YOUTH AND ITS IMPACT ON BUYING BEHAVIOUR

Dr. Swamynathan C

M.Com. M.Phil., MBA, MFM, ICWAI-Inter, Ph.D
Assistant Professor in Commerce
Government First Grade College, Malleshwaram, Bangalore

Abstract: *Consumer behaviour is one of the most dynamic and challenging issues for every marketer. The behavioural aspect of the consumer poses lot of threat and challenges for the survival of business in the competitive world. The changing behavioural aspect of the consumers also creates many innovative opportunities to the marketer. Every decision of the consumer is highly influenced by his/her behaviour. The changing lifestyle has added the challenges to the marketer in understanding the needs of the youth due to ever changing tastes and preferences. The demographic profile of the youth also influences the lifestyle and in turn has its impact on their buying decisions. The present study is focused on the issues of lifestyle of youth and the way in which it impacts the buying behaviour. The study is conducted among the Urban and Rural youth in Bangalore Districts. The respondents' lifestyle is evaluated using one of the Psychographic Test, that is Activities, Interest and Opinion. The analysis of the study revealed that there is a difference the lifestyle of Urban and Rural youth due to cultural, socio-economic and technological factors, this has warranted the marketer to differentiate the Urban and Rural population and accordingly devise the marketing strategies for Urban and Rural youth segment.*

Key Words: *Buying Behavior, Buying Process, Lifestyle, Rural Youth, Urban Youth, Youth,*

INTRODUCTION

Marketing is continuous process which commences with identifying the needs of the consumer and ends with fulfilling such needs of the consumer. When everything revolves round the consumer, then the study of consumer behaviour becomes a necessity in the present competitive business world. A consumer makes a choice in a consumer oriented market in order to define or actualize his life style, identify it through the products or brands chosen. A marketer of late spends crores of rupees and invests too much time on market research to identify and predict the changing youth behaviour.

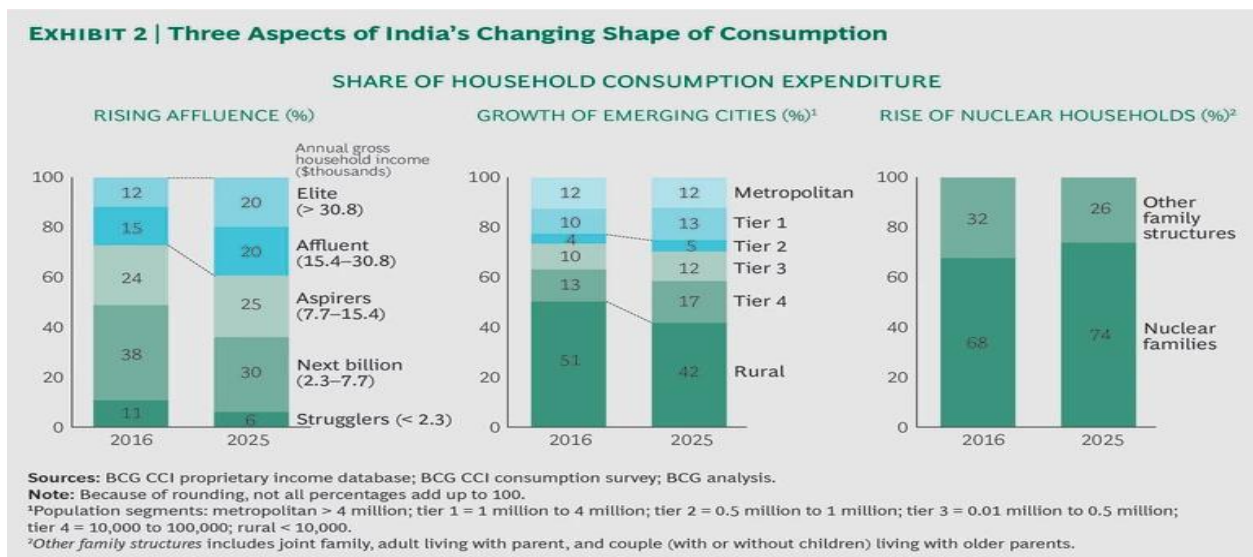
Indian youth are a powerful segment in the market who directs the manufacturer to make what they want. Rural areas are scattered and it is next to impossible to ensure the availability of a brand all over the country. It is a fact that consumers in India are flourishing, but at the same time, Indian Consumer has his roots steeped into his traditions.

To understand the buying behaviour, the marketer needs to evaluate various factors which influence the behavioural aspects of the consumers. Consumer behaviour is a part of the human behaviour which enables them to take several decisions in day to day life. In such decision making process, any decision taken either to buy or not to buy a product is referred to as Consumer buying behaviour.

AN OVERVIEW OF INDIAN CONSUMERS

India as a country has its own long history in terms of culture, religion, democracy, traditions etc. India is said to be a country of multicultural. It is because of long history of many years. At different times, different rulers ruled our country. Further, at the same time there had been different rules in different parts of India. In olden days, the means of transport and communication were very poor; large numbers of languages, systems, habits etc. are followed. These facts of history made India a multicultural nation. But now, thanks to the Liberalization, Privatization and Globalization of Indian Economy in the year 1991 and followed by many revolutionary measures taken by various governments in Indian has brought tremendous changes in the economy.

Figure No.1
India’s Changing Shape of Consumption



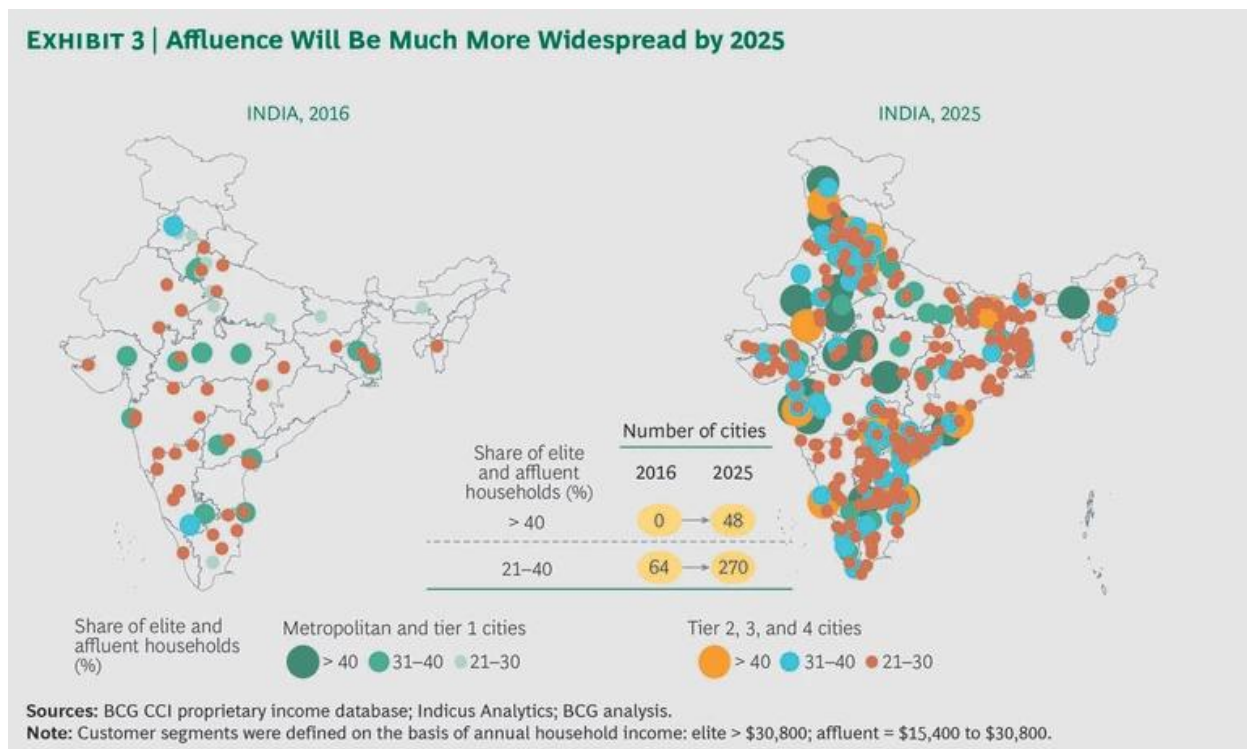
Source: BCG CCI – Proprietary Income Database; Analysis. The New Indian: The Many Facets of a Changing Consumer, March 2017

As per the study conducted by the BCG, of late the companies need to focus on three aspects of India’s fast growing consumer market namely Rising affluence, Unique pattern of urbanization, and Shifts in family structures (Figure No.1).

The study found that in the year 2012 India’s income pyramid was transforming itself into a *Diamond* as household incomes grew. It also found that with regard to the amount of spending, the Elite and Affluent category of consumers will become the largest segment by the year 2025, accounting to 40 per cent of the entire consumption compared with 27 per cent in the year 2016. Under this category of the consumers, Urban Elite and Affluent will contribute to most of the growth in India. By the year 2025, Urbanites who are rich will comprise of one-third of total consumption. The proportion of the Next Billion and Strugglers category of consumers would reduce from 49 per cent in 2016 to 36 per cent in the year 2025.

Urbanization is increasing in India rapidly. Most of the lands which were once used for cultivation are becoming residential and commercial establishments. Around 40 per cent of India’s population will be residing in urban areas by the year 2025, and these city dwellers will account for more than 60 per cent of the consumption. Most of this growth will take place in small emerging cities as shown in (Figure No.2). With respect to the amount of spending, emerging cities will be fastest compared to the cities which were already developed. With the rising affluence, consumption expenditures is expected to rise by nearly 14 per cent a year, while consumer spending in India’s biggest cities are expected to rise at around 12 per cent only.

Figure No.2
Emerging Cities in India



Source: BCG CCI – Proprietary Income Database; Analysis. The New Indian: The Many Facets of a Changing Consumer, March, 2017.

Consumers in emerging cities behave differently compared to the dwellers of a developed city. They have a strong value for money, possess local cultural affinity, and have a more conservative financial outlook. Consumers in the emerging cities have more purchasing aspirations but are often constrained by product availability.

In India, with regard to the family structure, HUF is gradually phasing out giving way to nuclear families. The proportion of nuclear families has reached to 70 per cent in the last two decades and it is estimated to increase to 74 per cent by the year 2025. As the nuclear families spend 20 per cent to 30 per cent more compared to the joint families, these changes are significant for the marketers to widen their market base.

In the nuclear families, the decision makers are the younger generation who are more optimistic than those in joint families. Consumption decisions are based more on lifestyle considerations than on the need for functional purposes.

In the present day's competitive world, due to changing lifestyle and buying behaviour of every consumer, every marketer has lot of challenges to understand and fulfill the needs of the consumers in general and youth in particular. The increasing number of nuclear families has increased the demand for consumer durable goods. The marketers have to take the changing lifestyle and increasing number of nuclear families as a golden opportunity to market the products in an innovative manner in substantial quantity. Behavioural aspect of the consumers gives the opportunity for offering quality products whereas the nuclear family increases the demands in quantity.

YOUTH AS A CONSUMER

As per the National Youth Policy (NYP) 2014, around thirty three crore population in India are in the age group of 15-29 years. The youth in this age group form a major portion of market in India. Every marketer must understand the psychology of this youth segment, so that they can be a successful marketer in the days to come in the competitive economy. Marketers promote products with adult appeals to kids who are growing up earlier. Also, marketers have become increasingly interested in children as consumers. This has an impact on the ever-increasing volume of advertisements targeted at children.

Family's communication pattern has become more open and democratic. Parents pay more attention to their children. Children have become 'Dream children' and 'Trophy children' holding a special status in the family.

The National Youth Policy 2014 proposed a holistic 'Vision' for the youth of India which states that "To empower youth of the country to achieve their full potential, and through the Youth make India find its rightful place among different Nations of the World". The NYP-2014 has defined 'youth' as people in the age-group of 15-29 years.

A substantial percentage of youth population attains financial independence around the age of twenty five years. The youth who are less than twenty five years old mostly depend upon their parents for financial assistance. But the present youth segment is unique in terms of its sheer size, consumption of products/services, intellectual ability, purchasing power, trend setting capability and positive attitude towards modern technology etc. Youth are capable of influencing the consumption at even household level. Hence, the marketers and retailers have a daunting task ahead of them in targeting and tracking the unique set of young consumers for their products and services. Understanding the youth in terms of their perceptions and decision making styles is of utmost importance to the present marketer.

CHARACTERISTICS OF YOUTH AS A CONSUMER

The parents usually influence their children's consumption till the children attain the age of twelve as they are still growing - up and till this age the children can only request parents for the products they need. This stage marks the development of cognitive and social dimensions within the adolescents. The adolescents cross this phase and they get into the stage of young adults who then becomes capable of framing their own lifestyle. Young adults possess greater financial independence and gain competence in buying products. They are not burdened by commitments which in turn provide them greater freedom and flexibility. Young consumers go in for the purchase of a variety of goods and services. The young consumer segment has an immense impact on marketers and retailers. This generation is known for their love for shopping. The immense love for shopping and the spending power act as perfect catalysts that trigger these youngsters to purchase and consume a wide variety of products existing in the market. Majority of spending is directed towards entertainment, travel and food. Young women go in for the purchase of cosmetics, clothes, beauty products and jewels whereas young men prefer jeans, sports items, music gadgets and motorcycles. They desire to hang out with their friends, colleagues or relatives to enjoy the life. Among all the reference groups, friends have the most influence on youth. Parents also influence them up to an extent. The youngsters do not merely regard shopping as a simple act of purchasing. Rather shopping is considered as a chain of activities comprising of socialization, discussion and gaining knowledge regarding newly launched products and brands, comparison of product features and price ranges and finally concluding the whole experience with the purchase of a particular product after intense scrutiny related to its price, features, utilitarian, esteem value etc.

Youngsters exhibit their attachment towards materialistic values and possession. Younger generations are more self- conscious and always seek self – identity in the society. They choose those products which ensure them the acceptance among the peer group and friends. Digital media has offered a perfect platform for the younger generation to connect with each other, thereby enabling this generation to explore the world. The preferences of young consumers' changes quite often that, it makes it even more difficult to identify and understand their needs. The youngsters are described as hard-to please and hard nuts to crack. Hard sales and traditional marketing strategies could be rendered ineffective in influencing the youth.

The above stated characteristics of young consumers show that the youth are a highly powerful segment which influences the marketers. Hence, there is a need for conducting continuous research focusing on the youth as such efforts would offer guidelines to marketers and retailers in tailoring their marketing strategies to effectively target and serve these young consumers.

PSYCHOGRAPHIC ANALYSIS

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles, and is valuable in the field of marketing. Psychographic profile refers to the complete profile of a person or group's psychographic make-up. Psychographic profiles are often used by the marketer in market segmentation as well as in advertising. Some categories of psychographic tests used in market segmentation include AIO, VALS and LOV.

The purpose of psychographics is for better understanding, and of course more accurate prediction of consumer buying behaviour. It is a major method for identifying the behavioural reasons both person and situation centered for purchasing personal care items and durable items.

ACTIVITIES, INTERESTS AND OPINIONS (AIO)

AIO refers to measure of Activities, Interests and Opinions of consumer as stated by Peter & Olson. Activities are the actions comprising of work, hobbies, social events, vacation, entertainment, sports, shopping etc. Interest is the level of involvement of an individual relating to a particular aspect. Opinions are descriptive faith and belief about oneself, society, business, economics, products, culture etc. In the AIO- Psychographic test, the respondents were presented with lengthy Interview schedules designed in such a way to evaluate the respondents' AIO relating to the structured statements. There are various statements used by the researchers.

CONSUMER BUYING PROCESS

Every consumer while purchasing any product goes through a series of stages in decision making process. This process is time tested and has been used by several researcher to understand the ultimate consumer buying behaviour. These five different states of buying process are used in this study to understand the buying behaviour of youth under study. The five different states include, Need recognition, Information search, Evaluation of alternatives, Purchase decision and Post purchase behaviour.

REVIEW OF LITERATURE

Hundal B.S (2001)¹, examined the role of family members in purchase decisions of durable goods such as Fridge, TV, Air-Coolers and Washing Machines. It is found that the product selecting decisions in rural families were mostly made by spouses together but they were highly influenced by their children.

Bidyut Jyoti Bhattacharjee & Dibyojyoti Bhattacharjee (2005)², highlighted that packaging is considered as a necessary part of the product. Hence customer of backward areas finds packaging as value addition.

Mahavir Sehrawet & Subhash C Kundu (2007)³, found that rural consumers are more critical about packaging as they strongly consider that it contributes to misleading buyers and is also an environmental hazard.

Patkar Vilasini G. & Kaptan Sanjay S (2010)⁴, stated that the Rural reconstruction is an important task before the economic planners of India. Rural India has to be brought at par with Urban India. It is stated that to achieve this objective the companies, non government organizations, educated people and the government should act as a Social Change Agent.

Vikas Shrotriya (2010)⁵, expressed that Ruralisation of Indian marketing is an unavoidable phenomenon and the trend has already established in India. Rural markets are no more rural from the viewpoint of the taste and choice of consumers, especially after the introduction of global brands. As far as consumption is concerned, rural markets have a vast potential compared to their urban counterparts.

Arvind Kumar Mishra & Pallavi (2010)⁶, found that the Indian rural market is full of opportunities and has seen impressive growth in recent years. A boom is being witnessed in the rural markets and a large untapped market exists there. Companies have to ascertain the needs of those consumers and explore the potential of rural markets with appropriate marketing strategies.

Jagwinder Singh (2011)⁷, showed that no significant difference could be observed between rural and urban consumers in terms of their timing of purchase, buying the same brand of other durable items, number of items and duration of planning before buying.

Ratna Kishore & Namburu (2011)⁸, found that the growing agricultural prosperity, the increased mobility of the farmer, frequent visit to hometown of "Non-resident rural" workers have created an urban-thinking rural class with different attitudes towards earnings, savings and consumption.

Samuel Craig C & Susan P. Douglas (2011)⁹, identified key strategic imperatives that need to be considered by firms from developed countries in designing successful strategies to reach and tap the vast potential of rural consumers in emerging markets.

Srivastava & Kumar (2013)¹⁰, exhibited that the purchasing decision for FMCG products in rural market is influenced by the growing awareness and brand consciousness among people across various socio-economic classes.

Sulekha & Kiran (2013)¹¹, opined that Rural consumers' incomes are rising and now they are more willing to buy products which improve their lifestyle. It is suggested to the marketers that, they have to devise unique marketing strategies exclusively to target rural consumers.

Amit Mookerjee (2013)¹², stated that the most critical need is to understand values, needs, aspirations, social norms and realities, nature and pace of change to develop effective competitive strategies to address rural consumers, especially its middle class.

Gyan Prakash & Pramod Pathak (2014)¹³, enumerated that the price, brand name, quality, availability, packaging etc are the important factors influencing the rural consumers' purchase decisions.

Amreek Singh & Vakil Singh (2014)¹⁴, identified eight factors viz., Price, Quality, Warranty, Advertisement, Brand, Friend's recommendations, Family members recommendation and Packaging which rural consumers consider while making purchase decisions. It was also found that factors that affect rural consumers vary with age and income and found increasing with age and income.

Mohd. Azhar Suharwardi & Iqbal Ahmad Hakim (2014)¹⁵, found that just like everything else in India, rural India too is changing. Education, access to technologies, and a progressively increasing purchasing power is the new face of rural India. While such changes uncover new opportunities for marketers, these also lead to new challenges, which so often accompany change.

The analysis of all the above literature revealed that, though many studies have been conducted on consumer behaviour in general, a specific study on the lifestyle of the youth in particular and the impact of the buying behaviour with reference to Urban and Rural Youth was not found. Hence this study identified a gap "Lifestyle of the Urban and Rural Youth and its impact on Buying Behaviour" and the same has been taken up as the title of the study.

STATEMENT OF THE PROBLEM

Consumer behaviour is a complex, dynamic, multi-dimensional process and all marketing decisions are based on assumptions about Consumer behaviour. To understand the likes and dislikes of consumers, extensive consumer research studies were conducted among various segments of the consumers worldwide.

Development of science and technology has made today's innovation to become obsolete tomorrow. The tastes and preferences of the consumers are also changing at a rapid rate. The marketers are finding it difficult to cope up with the changing need of the customers. These changes in the expectations of the consumers are due to many reasons, but one of the main reasons is changing lifestyle. Lifestyle changes are more seen among the youth than the younger children and old age people.

NEED FOR THE STUDY

The lifestyle of younger generation not only influences their individual buying behaviour, but also it influences the family buying behaviour. As a marketer, one has to understand the changing needs of the customers and produce goods and services accordingly. Of late, it is seen that the children and the youngsters in the family influences a lot of buying decisions in the family. Due to increasing influence of youth in buying process, the manufacturers need to understand the changing needs of the customers in general and youth in particular.

OBJECTIVES OF THE STUDY

1. To study the theoretical framework of Lifestyle of Youth.
2. To analyse the impact of lifestyle of youth on buying behaviour.
3. To study the relationship between Lifestyle of Urban and Rural Youth and its Impact on Buying Behaviour.

SCOPE OF THE STUDY

The study is based on the changing lifestyle of the youth and its impact on buying behaviour. Lifestyle of an individual may influence many things in life, but in the present study, its impact on buying behaviour only is studied. Hence the scope is restricted only to study the cause and effect relationship of consumer buying behaviour in relation to the lifestyle of youth.

The scope of the study is confined to understanding the perceptions and decision making styles of youth aged between 15-29 years. The study was confined to certain selected areas of Bangalore Urban and Rural Districts.

HYPOTHESIS

H0: There is no significant difference in the Lifestyle and Buying Behaviour of Youth with respect to Location.

H1: There is a significant difference in the Lifestyle and Buying Behaviour of Youth with respect to Location.

RESEARCH METHODOLOGY

A systematic and organized methodology is followed for the research. Based on an in-depth discussion, exhaustive literature review, statement of the problem, scope of the study etc., the objectives of the study have been chalked out. The primary data is collected as specified in the sampling design. An Empirical study is applied to the present research. The Empirical evidence required for the study is collected through the primary data using Interview Schedule as a tool. The sampling unit of the study is the youth who fall under the age group of 15-29. The data so collected has been analyzed using appropriate statistical tools.

SAMPLING TECHNIQUE

- a. **Population:** The population of the study consists of all the youth who are in the age group between 15 to 29 Years in Bangalore Urban and Rural locations.
- b. **Sample Size:** Sample size is 200. 100 Respondents of Bangalore Urban and Bangalore Rural Districts each.
- c. **Sampling Method:** The sample was drawn from the Bangalore Urban and Rural population. As the population is too huge in the youth segment, convenience sampling method was used.
- d. **Sampling Plan.**

Respondents based on Location and Gender

Gender	Urban	Rural	Total
Male	68	55	123
Female	32	45	77
Total	100	100	200

DATA COLLECTION

For the purpose of the study, both primary and secondary data were used. The primary data constitutes the responses of the youth who are the sample unit of the study. Convenience sampling method was adopted to collect the data. The primary data was collected through a structured Interview Schedule. All the questions were closed ended. Secondary sources of data constituted the Published articles, Research Papers, Census Survey, Published General Reports, Sources through related websites etc.

APPLICATION OF STATISTICAL TOOLS

The statistical tool used for measuring the responses and variables includes Psychographic analysis (AIO), Consumer Buying Behaviour, Likert's Five Points Scale. For the analysis of the primary data, suitable statistical tools like Mean, Standard Deviation, t - Test, Correlation and Regression analysis were used. From each analysis, inferences were drawn to understand the relationship between the lifestyle of the urban and rural youth and the buying behaviour as per the specified objectives of the study.

LIMITATIONS OF THE STUDY

- a. The geographical limitation may influence the generalization of the outcome as the study is limited to selected Urban and Rural areas around Bangalore only.
- b. The respondents' proportion of Male and Female is not equal due to the application of convenient sampling method.
- c. As the study is based on primary data, bias in the primary data might affect the outcome of the study.

RESULTS AND DISCUSSION

Lifestyle of Youth and its Impact on Buying Behaviour based on the Location

Location		N	Mean	Std. Dev	t-test	Sig.	Results of H0
Activities	Bangalore Urban	100	3.65	0.366	-3.96	0.00**	Rejected
	Bangalore Rural	100	3.79	0.404			
Interest	Bangalore Urban	100	3.87	0.280	2.86	0.00**	Rejected
	Bangalore Rural	100	3.78	0.504			
Opinion	Bangalore Urban	100	3.68	0.450	-1.42	0.16	Accepted
	Bangalore Rural	100	3.74	0.614			
Need Recognition	Bangalore Urban	100	3.33	0.446	2.21	0.03*	Rejected
	Bangalore Rural	100	3.23	0.650			
Information Search	Bangalore Urban	100	3.79	0.374	5.06	0.00**	Rejected
	Bangalore Rural	100	3.59	0.538			
Evaluation of Alternatives	Bangalore Urban	100	3.97	0.451	5.51	0.00**	Rejected
	Bangalore Rural	100	3.72	0.582			
Purchase Decision	Bangalore Urban	100	3.39	0.625	-1.68	0.09	Accepted
	Bangalore Rural	100	3.50	0.766			
Post Purchase Evaluation	Bangalore Urban	100	3.60	0.745	0.54	0.59	Accepted
	Bangalore Rural	100	3.57	0.660			

**1%, *5% level of significant

I. Lifestyle and location of the youth

a. In case of *Activities* construct, Rural respondents has highest mean of 3.79 whereas Urban respondents have the lowest mean of 3.65. An analysis of the above table shows that the T value is - 3.96 and Sig value is 0.00. Since the significance value is less than 0.05, the mean difference existing for this parameter is significant at 5% level and hence, null hypothesis is rejected.

b. In case of *Interest* construct the Urban respondents has highest mean of 3.87 compared to their counterpart in Rural, who have the lowest mean of 3.78. An analysis of the above table shows that the T value is 2.86 and Sig value is 0.00. Since the significance value is less than 0.05, the mean difference existing for this parameter is significant at 5% level and hence null hypothesis is rejected.

c. In case of *Opinion* construct, Rural respondents have the highest mean of 3.74 while the Urban respondents have the lowest mean of 3.68. An analysis of the above table shows that the T value is - 1.42 and Sig value is 0.16. Since the significance value is more than 0.05, the mean difference existing for this parameter is not significant at 5% level and hence, null hypothesis is accepted.

Relating to the Constructs *Activities* and *Interest*, the null hypothesis is rejected and it shows that there is a significant difference in the lifestyle of Urban and Rural Youth. It can be inferred from the analysis that the Urban and Rural youth differ in their lifestyle. The lifestyle constructs relating to *Activities* and *Interest* has to be considered separately for Urban and Rural consumers. However, in terms of *Opinion* Construct, null hypothesis is accepted and it shows that there is no significant difference in the lifestyle of Urban and Rural Youth. From the analysis it can be inferred that in the *Opinion* Construct, there is no difference among the urban and rural youth.

The overall analysis of the data relating to Psychographic Test reveals that the construct *Interest* has played a major role in analyzing the lifestyle of youth compared to other two constructs *Activity* and *Opinion*. AIO is considered as one of the best technique to test the Psychology of an individual. Consumer behaviour being perception oriented, AIO test will enable the marketer to understand the consumers well.

II. Buying Behaviour and location of the youth

a. In case *Need Recognition*, the Urban respondents have the highest mean of 3.33 compared to Rural respondents who have the lowest mean of 3.23. An analysis of the table shows that the T value is 2.21 and Sig value is 0.03. Since the significance value is less than 0.05, the mean difference existing for this parameter is significant at 5% level and hence, null hypothesis is rejected.

b. In case of *Information Search* process of buying, the Urban respondents have the highest mean of 3.79 whereas the Rural respondents have the lowest mean of 3.59. An analysis of the table shows that the T value is 5.06 and Sig value is 0.00.

Since the significance value is less than 0.05, the mean difference existing for this parameter is significant at 5% level and hence, null hypothesis is rejected.

c. In case of *Evaluation of Alternatives* process, the Urban respondents have the highest mean of 3.97 while the Rural respondents has lowest mean of 3.72. An analysis of the table shows that the T value is 5.51 and Sig value is 0.00. Since the significance value is less than 0.05, the mean difference existing for this parameter is significant at 5% level and hence, null hypothesis is rejected.

d. In case of the buying process of *Purchase Decision*, Rural respondents have the highest mean of 3.50 whereas the Urban respondents have the lowest mean of 3.39. An analysis of the above table shows that the T value is -1.68 and Sig value is 0.09. Since the significance value is more than 0.05, the mean difference existing for this parameter is not significant at 5% level and hence, null hypothesis is accepted.

e. In case of the last buying process of *Post Purchase Evaluation*, Urban respondents have the highest mean of 3.60. Rural respondents have the lowest mean score of 3.57. An analysis of the table shows out that the T value is 0.54 and Sig value is 0.59. Since the significance value is more than 0.05, the mean difference existing for this parameter is not significant at 5% level and hence, null hypothesis is accepted.

In case of buying behaviour of the youth, null hypothesis is rejected in the first three buying processes. It shows that in these processes namely, *Need Recognition*, *Information Search* and *Evaluation of Alternatives* there is a significant difference in the buying behaviour of Urban and Rural Youth. However in the other two last processes namely, *Purchase Decision* and *Post Purchase Evaluation*, null hypothesis is accepted and it denotes that there is no significant difference in the buying behaviour of urban and rural youth. From the analysis it can be inferred that there is a difference in the buying behaviour between Urban and Rural youth in the buying behaviour. This is mainly due to the differences in the Cultural, Social, Economical and Technological factors in Urban and Rural locations.

SUGGESTIONS

The following are some of the important suggestions, the study makes to the marketer for enabling the marketer to devise the marketing strategies.

1. The marketer has to concentrate on the products that are bought by the youth due to their habits and societal image.
2. Marketers can target the rural market also at par with an urban market as it has good potential.
3. The marketer needs to keep change the strategies to suit the changing lifestyle of youth.
4. Electronic communication sounds better than any other medium of marketing communication. The marketer needs to concentrate more on electronic modes of advertisements and promotions.
5. The present day youth is highly informative and choose the best among the available in the competitive market. Marketers hence need to take precautions while offering the products and services to the youth segment.
6. The marketer needs to concentrate on the Lifestyle of youth as the lifestyle very much influences the buying behaviour.
7. The marketer needs to devise separate strategies to target the Urban and Rural Youth as there is a significant difference in the lifestyle and buying behaviour of Urban and Rural Youth.

CONCLUSION

The statistical analysis of all the constructs showed that in case of most of the constructs, null hypothesis is rejected. Hence it can be concluded that there is significant difference in lifestyle and buying behaviour of youth with respect to location that is Urban and Rural. The Urban and Rural differentiation, hence need to be done in the Indian Market. The technological advancement, societal awareness, multiple employment opportunities etc has made the Urban respondents differing themselves from their rural counterpart.

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