

- the skyscraper – it is the graphical advertisement element in the form of vertical banner placed on top of one of the side page columns;
- the service sponsoring and placing the logo of the sponsor in the page heading beside the name of the web site, the permanent sponsored box on all web site's pages – on top of the right column; the content of the box is negotiated – for example information about the sponsor, placing the sponsored articles or PR information or preparing the competition;
- the toplayer – it is the animation in the Flash format which uses the moving graphical elements in any configurations and the sound effects; the issuing time of each parts of the advertisement and the frequency of displays for the singular user are settled individually for the campaign's needs;
- the watermark – while entering a web site the users have still contact with the advertisement shown in the background of the read text which guarantees high effectiveness.

The development of the shown forms is connected with the development of the computer graphics and the wide spectrum of solutions which is allowed by the computer technology. It also is the answer for the diverse advertisers' needs. The prices of these forms oscillate between tens (ex. the sponsored link) and thousands zlotys (the sponsored chat) and because of the still high number of the receivers they do not belong to over high and their effectiveness in the different internauts' segments can be recognised as high. However the internet advertisement is still the supportive advertising of the TV and it is highly used mainly by telecommunication, insurance and computer firms. The synergy of the promotion activity in that scope puts the internet as the media on the farther place despite the big possibilities standing in front of that medium.

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LIFESTYLE AS AN ELEMENT OF MARKET RESEARCH REGARDING ENTERPRISES

Abstract: The paper describes the role of lifestyles in market research. The author draws attention to the social nature of lifestyles resulting from its cultural, social and economic context which develops the theory of the establishment of lifestyles in the area of consumption in developed industrial societies. It also outlines the division of lifestyles in the European market. This paper also focuses on chosen methods of research with regard to lifestyles and the associated style of consumption.

Key words: consumption, lifestyle, consumption style, consumption behaviour

1. Concept of lifestyle

The concept of lifestyle has existed in sociology for a long time. Max Weber and George Simmel were the first to develop this theory. Max Weber diagnosed lifestyles as a symbolically important choice of behaviour and moral code, which designates the position according to social prestige (mainly indicated by consumption). A given lifestyle is firstly an indicator of social status in the modern society, followed by that of professional status, but above all, an indicator of class and social level. A lifestyle is the requirement of a status group with regard to recognizing individuals as members of the group in question. These requirements can be symbolic in the defined forms of

adhering to norms, behaviour, attitude to goods and consumption as publicly expressed. The groups tend to monopolize these forms and requirements and thanks to that, they can be distinguished from other groups. The comparison between the lifestyles of individuals and that of other similar group members can result in the homogenization of groups.¹ According to G.Simmel, the stylization of life is the search for original expression as an element of identification. Style means a collective category, thus a person must make a compromise between individual specifics and the general collective traits. A lifestyle acts as an intermediary between the individual and social identification. Through the means of stylization of life the individual secures his/her identification, which features fragility, temporariness and problematic situations. Lifestyle according to G.Simmel, means a subjective compromise between the personal definition of the word "I" on the one hand, and the social side of life that is capable of sanctions on the other hand.²

The concept of lifestyle was developed in the 1980s by Pierre Bourdieu, for whom lifestyle was a form of "practice and deeds", or in other words, it most often presents itself in ways of behaviour, personal furnishing of a house, relationships with partners, preferences regarding official areas of culture, media and leisure time. A lifestyle is the result of processing resources (in the form of economic, cultural and social capital) by the means of "Habitus", which refers to an individual form of competence, motivation, normative acquaintance and standards of assessment. A lifestyle is a word that belongs to modern class relations in a developing consumption society, where the fight for economic position and authority takes place on the one hand, while there is a fight for the cultural good and symbols on the other hand. A lifestyle is a general term that refers to most social communities.³ A completely different view of lifestyles was presented by Hartmut Lüdtke,⁴ who regarded lifestyles as an original structure and form of household, whose subject is defined by trial and error, by learning and comparing with other organizational structures of life that form a collective and which are divided by a similar system of social classification. A lifestyle is a typical pattern that is played out in a household i.e. individuals identify themselves with such patterns by the domestic appliances installed, the chosen style of decoration, the form of media used, taste preferences in many areas: behaviour during leisure time, hobbies, preferences with regard to listening and reading, participation in cultural life, preferences of clothes, preferences in preparing meals etc. A lifestyle acts as an intermediary in the construction of social identification for individuals.

The concept of lifestyle in the post-industrial society has taken on particular meaning with relation to the individualization of forms of social life, in which social changes (such as roles and norms) lose significance in the description of a society and the subjective configuration of factors starts to dominate (e.g. education, competence, knowledge, motivation, tastes etc.), which all combine to create a lifestyle. The concept of a lifestyle focuses on cultural and social factors within itself. This is reflected in the definition provided by Andrzej Siciński, who defines a lifestyle as a collection of everyday forms of behaviour (the manner of reaction, activity in life), which is specific for a given community or individual. The specificity of human behaviour results from the differentiated range and form, motivation of such behaviour (associated meaning and value), while also the functioning of aspects that are the results, aims or instruments of such behaviour.⁵ A lifestyle fulfills the function of indication in society, and is the expressive word of social inequality as much as it is the symbolic

¹ M. Weber, *Wirtschaft und Gesellschaft*, Bd. II, 4. Aufl. Tübingen 1964, page 534 and the following pages.

² G. Simmel, *Filozofia pieniądza*, (The Philosophy of Money) Wydawnictwo Fundacji Humaniora, Poznań 1997.

³ P. Bourdieu, *Die feinen Unterschiede*, 3. Aufl. Frankfurt am Main 1984.

⁴ H. Lüdtke, *Kulturelle und soziale Dimensionen des modernen Lebensstils*. H.R. Vetter (Hrsg.) *Muster moderner Lebensführung*. Verlag Deutscher Jugendinstitut, München 1991, pages 135-136.

⁵ A. Siciński, *Styl życia. Kultura. Wybór*. Wyd. IFiS PAN, Warszawa 2002, pages 22-23.

indication of direction of life for individuals. Empirical research of social inequality over the past 10 years has shown counteracting dynamics of individualism and pluralism in lifestyles.¹

In marketing, a lifestyle refers to consumer behaviour that is reflected in the manner of spending money and leisure time, while also referring to the attitudes and values with which these ways of behaviour are associated.² The concept of lifestyle offers a method of understanding the everyday needs and wishes of consumers and is the method whereby a product or a service can be ranked with regard to the area of its usefulness in achieving the intended lifestyle by the individual, or in other words, it allows for the definition of the influence that the lifestyle of consumers has on the type of products bought and the associated trademarks.

The defined lifestyle fulfills various social functions. First of all, it enables the identification of individuals within a group. Secondly, it ensures the feeling of sensibility of behaviour in everyday life, ensuring the acceptance of given social activities. Thirdly, it ensures the durability of a group and its constance by assuring it of individuality within a wider community. Fourthly, a lifestyle has a significant influence on the behaviour of an individual by defining among other things, consumption activities.

Let us take a closer look at the fourth function. Under the influence of changes in lifestyles, the consumption behaviour of individuals also changes. S.J.N Sneth and S.P.A. Sethi in their research on consumer behaviour put forward the notion that an individual shows a tendency towards constant change in his/her consumer behaviour. This tendency of changing is conditioned by the presence of specific variables such as the following:³

- cultural style of life,
- existence of influential spiritual leaders,
- frequency of communication in the process of adapting technology to a given cultural area.

The cultural style of life consists of a defined range of ideas, role models or values associated with culture that define the framework and conditions of choice with regard to the activities aimed at by the individual in question. Cultural resources with relation to consumption present an excessive amount of variables and lead to its modification. In modern society expanded abilities of perception, intellect and imagination on the part of a human being have led to the fact that remaining within one style of consumption would be considered as a restriction on the development of the personality. The cultural style of life is the realization of a specific variant that is a combination of elements from the chosen resources, which is presented by culture to its full extent.⁴ As a result of cultural richness and its variation, the cultural lifestyle experiences constant change. With relation to this fact, the cultural lifestyle conditions the speed of introducing innovations as regards consumer behaviour.

Spiritual leadership refers to small social groups, in which the leaders are seen as role models that enforce specific ways of behaviour. In accordance with this view, in order to successfully introduce innovations on the consumer market it is important to find the people who are seen as spiritual leaders in the first stage, so as to try and convince them of the need for change in the second stage (in traditional societies that are less pluralist, finding such people would be easier than in developed societies that have a pluralist nature).

¹ H. Lüdtke, *Lebensstile: Formen der Wechselwirkung zwischen Konsum und Sozialstruktur*, R.Eisendle, E.Miklautz (Hrsg.), *Produktkulturen: Dynamik und Bedeutungswandel des Konsum*, Verlag Campus, Frankfurt am Mein 1992, page 140.

² M.Solomon, G.Barnossy, S. Askegaard, *Konsumentenverhalten, Der europäische Markt*, Person Studium, München 2001, page 457.

³ S.J.N. Sneth, S.P.A. Sethi: *A theory of cross-cultural buyer behaviour* [w:] A.G. Wodside, S.J.N. Sneth, P.D. Benneth (red.): *Consumer and industrial buying behaviour*. New York 1977.

⁴ M. Czerwiński: *Profile kultury (Profiles of Culture)*. Publishing House Wiedza Powszechna, Warszawa 1980, page 114.

The systems of communication also have an influence on the pace of introducing innovation on the consumer market, which can involve distortion of transmissions. J.N. Sneth and S.P.A. Sethi state that the efficiency of communication is conditioned by the system of upbringing in a given society.

The value of the model presented by Sneth and Sethi in the case of research on consumer behaviour is significant due to the possibility of using the comparative analysis of styles and patterns of consumption that are evident in different cultures (e.g. it was applied as a comparative analysis between consumer behaviour of people in America and those of Europe¹).

The concept of a lifestyle is associated with the sphere of consumption in a manifold way. First of all, in market research a lifestyle is an important variable that characterizes specific homogenous layers in market segmentation. A lifestyle serves to explain patterns of consumption. Secondly, a lifestyle in the case of research on inequalities involving social class and layers is an important variable apart from professions, position in the workplace and incomes as a means of explaining the differences between particularly big social groups. In this case consumer behaviour is a significant variable that defines a lifestyle. Thirdly, a lifestyle is a factor that shapes and forms consumption. It has an important impact on the patterns of consumer behaviour (interaction, artifacts), subjective features (attitude, conviction, knowledge about values, mentality), features of social position (religion, family structure, role with regard to gender, age).

2. Typology of lifestyles

Sociologists in the course of running empirical research on the styles of consumption try to construct a model of typology as regards consumption styles, by designating a range of consumer behavioural traits with relation to members of the various social communities. H. Lüdtké, while in the course of analyzing the process of purchasing basic domestic appliances in Germany (televisions, irons and cars), in which the choice depended on a combination of factors such as: finance, planning and using, came up with three models of consumption styles as follows:

1. Aesthetic/expressive model with a dominance of "the high-life" trend of modern society, which exists among young people that come from the middle class and which features a domination of males (observations are made of spontaneity of purchases, individuals making purchases of items that their acquaintances had already had in their possession);
2. model of discursive decisions relating to purchases where mutual decision making on purchases is in evidence with regard to all the members of the household in question and the acquisition of information concerning the commercial goods in numerous specialized shops. This model is witnessed among older people that occupy the lower positions of the middle class where there is a dominance of males;
3. model of economic criteria, in which the economic trend of profitability dominates (observations are made of the influence of prices, financial conditions, impact of consumer tests that are published in the press relating to consumption that focuses on consumer behaviour).
4. Functional model, in which consumers are characterized by the lack of clearly defined expectations with relation to consumer goods, simple choices, acquiring information about commercial goods in one specialized shop alone. This phenomenon occurs among older people who have a relatively low professional status.
5. The "image" model with relation to goods, whereby the consumers while making purchases pay attention to the well known trademark and the degree of technical innovations regarding the goods

¹ G. Katona, B. Strumpel, E. Zahn: Zwei Wege zur Prosperität. Dusseldorf, Econ Verlag, Wien 1971.

on sale. This model is common with young people, who present high levels of education and professional status.¹

The concept of consumption styles has serious importance for both the theory and practices of research on the consumer market. Firstly, it could constitute the basis for dividing the consumer market into various segments, while secondly, consumption style is one of the more significant motivators of consumer behaviour. It therefore constitutes an important variable that serves to explain consumer behaviour.

The establishment of a single market in the European Union has enabled the free flow of goods, capital and people and consequently led to the phenomenon of the unification of the consumer market. It is possible with a great deal of certainty to put forward the theory of similarity in the case of consumption of goods and services of large social groups within EU member states despite the fact that there are differences between them in terms of economics, demographics, while also social and cultural structures. This similarity of consumption is influenced by lifestyles and values. In the research on lifestyles within EU member states, 16 European socio-styles were distinguished that matched 6 main groups of people. In the research carried out in 1993, the following results were attained:²

1. socio-ambitious, which includes the following:

- young working class who in their view are excluded by society and who are also attempting to integrate with society through the means of earning money and consumption (the so-called "Rocky") – 13.5%.
- hedonistic young people that like to impress, while also having modest earnings and a keen interest on external appearance (the so-called dandies) - 6.6%.
- spendthrift, educated and ambitious "young lions" that aim to attain leadership in a society taken over by rivalry (the so-called entrepreneurs) – 4.9%.

2. socio-contestants, which include the following:

- young, critical, attempting to revolutionize society (protesters) – 1.9%.
- young, wealthy, extremely tolerant that aim towards social justice (pioneers) – 6.5%.

3. socio-dreamers, including the following:

- sentimental, romantic people who form family households and strive to ensure a calm and safe life for their families (romantics) - 7.8%.
- tolerant young married couples from the suburbs that strive towards a calm and safe life filled with sport and entertainment ("Squadra") - 7.2%.

4. socio-belligerents that include the following:

- tolerant, conservative, middle-aged people that strive towards orderly social progress (scouts) – 5.5%.
- organizers of social life who take over the leadership of social activities (citizens) - 5.3%.

5. socio-notable, that includes:

- calm and religious citizens that strive to ensure the calm future for their children (moralists) - 7.2%.
- extremely intolerant puritans that strive towards control over society (severe) - 4.6%.
- ultra-conservative "pillars of society" (earthlings) – 5.8%.

6. socio-retiring that includes:

¹ H. Lüdike: Konsum und Lebensstile [w:] D. Rosenkranz (hrsg.), Konsum; soziologische, ökonomische und psychologische Perspektiven. Verlag Leske + Budrich, Opladen 2000, pages 128-131.

² C. Pinson, A. Jolibert, Zachowanie konsumenta – przegląd aktualnych koncepcji i zagadnień (Consumer behaviour- survey of current concepts and issues) M.Lambkin, G.Foxal, F. van Raaij, B.Heilbrunn, Zachowania konsumenta. Koncepcje i badania europejskie, (Consumer behaviour. European concepts and research) Wyd. Naukowe PWN, Warszawa 2001, pages 38-39.

- pensioners and housewives who are either threatened or rejected by the growing complex of society while they search for protection ("Olvidado") - 4.1%.
- frustrated technical workers that try to maintain their own identity (firemen) - 5.8%.
- small town xenophobia that tries to receive help by way of protection (protectors) - 8.5%.
- careful groups of people - 4.8%.

Each of the lifestyles distinguished features specific manners of consumer behaviour and ways of acquiring defined consumer goods.

The models of euro-styles are not completely helpful in the area of explaining the phenomenon of consumption in Europe as it is difficult to refer to a common European identity as of now. There are both cultural and social differences between the particular communities of the EU member states. We can however, utilize these groupings for the purposes of marketing practices where it is necessary to have an acquaintance of the European market, in order to produce and sell the standard goods that are produced for people inhabiting the regions of the EU.

3. Research model of the AIO lifestyle

For the purposes of market research, many models that analyze lifestyles have been constructed, including the Banning model, the VALS model (Values and Lifestyles), the SINUS-Milieu model and the RISC model (Research Institute on Social Change).¹ However, with the aim of analyzing the factors influencing lifestyles in mind, it would seem that the most useful model is the one that operates as an interaction between factors known as the AIO model. This model was constructed by W.D.Wells and D.J.Tiger, in which A-signifies activity, which is a visible factor just like viewing shop windows, doing shopping in a particular shop and informing the neighbours about the new service. Even though these activities are usually noticeable the motives behind them are rarely the subject of dimensions. The letter I stands for business interests, which in the case of a premises, is the source of excitement that is accompanied by a continuation of a given activity, whereas the letter O stands for opinion and refers to a verbal or written description, interpretation, evaluation of knowledge about the intentions of other people, predictions of future events, alternative solutions and assessment of negative or positive consequences of specific activities. The AIO research model constitutes 300 statements that are grouped into 6 main topics: everyday activity, media interest, the art of demographic culture, clothes, cosmetics of a demographic household; demographic opinions of general interest; maintaining the use of demographic media; products which are purchased and demographically consumed, while also demographic variables. The association of demographic variables with the structures of behaviour such as activity, business interests and opinion enables the detailed analysis of consumers as regards consumer behaviour.² Demographic factors (age, gender, profession), economic factors (income, access to consumer goods), social factors (social value, social norms, membership of a group) and psychological factors (individual values, personality) all have an influence on the relation between the lifestyle and consumption. Not only do the factors described and lifestyle defined have an impact on the course of making a purchase, but also recognition, expectations with regard to the symbolic and utility attributes of products, as well as the type of market approach and interaction are equally important. The effects of analyzing mutual relations between lifestyles and consumption are in actual

¹ T.Banning, *Lebensstilorientierte Marketingtheorie: Analyse und Weiterentwicklung modelltheoretischen und methodischen Ansätze der Lebensstil Forschung im Marketing*, Physica - Verlag, Heilderberg 1987, A.Mitchell, *The Nine American Lifestyles*, New York 1984, B.B. Flaig, Th. Meyer, J.Uelzthöffer, *Alltagsästhetik und politische Kultur. Zur ästhetischen Dimension politischer Bildung und politischer Kommunikation*, Dietz Verlag, Berlin 1993, M.Solomon, G.Barnossy, S. Askegaard, *Konsumentenverhalten*, as already given, pages 465-471.

² W.D. Wells, D.J.Tiger, *Activities, Interests and Opinions*, *Journal of Advertising Research*, 1971, no. 4, pages 27-35, quoted M.Reeb, *Lebensstilanalysen in der strategischen Marktforschung*, Deutscher Universität Verlag, Wiesbaden 1998, pages 17-18.

fact consumption styles. Styles of consumption are a part of lifestyles as they refer to the maintenance of purchases and use of particular consumer goods.¹

A consumption style is closely connected with values. The gap between the style of consumption that is realized in society and the recognized and desired values decides about the choice of a given style of consumption. This choice is dictated by a system of values, which can be forced on an individual by a group or it can be part of the system of values in the case of such an individual.

A style of consumption can be formed individually when an individual consciously restricts his/her consumer behaviour and behaves in accordance with a specific pattern on the consumer market by imitating extraordinary members of a society (e.g. young people frequently imitate their music idols). However, it is rather seldom that an individual would form his/her own style of communication. Most often, this style is received by an individual from the group of which he/she is a member. Hartmunt Lüdtkke states that an individual adjusts his/her lifestyle, which is an incidental lifestyle of a household to which he/she belongs and the lifestyle of the chosen group in question. This resembles the memory of a collection of patterns of acquaintance and behaviour from the past and a code of social communication in the process of market exchange.²

Conclusion

Knowledge of consumption styles is utilized for the purposes of researching the consumer market. Styles of consumption directly influence the success of sales in the case of a given product. The area of manifesting preferences that are included in styles of consumption is the marketplace. The connection with consumer behaviour is visible and is possible to describe and measure, while also grasp from a dynamic point of view with relation to market trends. The association of consumption styles with the market allows for the division of the market into segments and the analysis of consumer behaviour in particular market segments.

However, there are problems with the use of lifestyles in marketing activity, as styles of consumption are susceptible to rapid changes in the modern consumption society. The processes associated with globalization are highly influential here and in turn, the cultural diffusion that goes with it. Thus, basing a marketing strategy on knowledge gained about the range of lifestyles is quite risky. Due to this fact, in the case of market segmentation it is necessary to draw attention to other factors, namely the social class/layer structure, cultural patterns, social values etc.

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