

## **Life- Styles: Relationship with the Buying Behavior and Consumption of Individuals.**

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The present paper intends to show some results on the application of a methodology that allows to build the tipology of the lifestyle by means of the combined use of demographic variables (age sex civil status etc.) economic variable partner (revenues expenses in consumptions etc.) and variables of attitude. And to build patterns of general behaviors that has intimate relationship with the buying behavior and consumption of individuals. and the particular differences through analysis of main components and clustering, to classify the 14 year-old population or more, according to lifestyles. The observation of the consumer based on his or her grouping into defined typologies based on life-style leads us to the analysis of multiple variables, among which, notably, are the notions of attitudes and values.

The technology of Data Mining allows to analyze with easiness big volumes of data and to recognize patterns in time and space that will support the taking of decisions in marketing and management The power of these techniques of analysis multivariate will allow the temporary and space comparison of the population's segmentation.

**Key Words:** Life Styles Clustering Data Mining