Life- Styles: Relationship with the Buying Behavior and Consumption of individuals.

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Abstract

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

1 Introduction.

The lifestyles and their link with the behaviors of consumption have been one of the aspects that has attracted increased interest in the last few decades in the field of marketing and management.
In both cases, the interest is common and responds to the desire to achieve a deeper knowledge of the consumer and to achieve a more receptive attitude to the messages and products.
The interest for the styles of life is explained by the desire or the need to simplify and clarify, from new perspectives, the complexity of the consumer, trying to fit their products in their lives and that their brands are also the expression of a few styles of life. The acts of buying and consumption as well referred to go beyond their functional dimension and are considered a form of self expression of the individual and of its relationship with the environment. The study of the styles of life adds a cultural dimension to the study of the consumer,
The lifestyles allow a approximation of order to the knowledge of the qualitative consumer, incorporating new dimensions of observation and analysis, offering new ways to classify or segment to the individuals in groups on the basis of a system of comprehensive multidimensional variables that refer to the activities, the centers of interest and concern, the views, values and beliefs, and the significance of all this in the acts of consumption, usually, make reference "the pattern of way to live in the world as an expression of the activities, interests and opinions of the person reflect the person 'as

a whole' interacting with its environment" The origin of the studies on the incidence of the styles of life in the behavior of buying and consumption falls in the years sixty and it is from the decades of the seventies and eighties when they reach a great development in market research.

Max Weber (1864-1920) uses the concept of life-styles to characterize the social status of the group, assuming that the factors are fundamental economic but not decisive to define social groups. Weber stresses the importance that have or may have the cultural factors in the definition of social class and makes a distinction between the concepts of class status and social.

Consumption and lifestyles are two concepts that go hand in hand and which serves to define the social status.

The contributions of Alfred Adler (1870-1937), from its conception of the individual psychology and its main task, centered in the style of life of the individual, they are also revealing to Adler the style of life is a kind of model or construction through which you can find out the development of the individual. This style is form in children through answers to feelings of inferiority and the desire to be or, better said, to be enforced, that is a feeling of superiority.

The style of life is not so much a reality as a kind of model, or construction, which allows you to ascertain the development of the individual and to find the most adequate therapy for psychiatric disorders. Adler uses the concept of life-styles to describe the system of rules of behavior that develops the individual to meet their goals in life. However, it was not until the beginning of the sixties when develop a growing interest in the application of the notion of Lifestyles of the investigation into the behavior of purchase and consumption, the style of life is determined by multiple items, among which are the system of values of the individual, their attitudes, interests, and views, and the types of products they purchase and consume.

Data Mining and Statistical Analysis

In a business context the utility of the result becomes a business result in itself. Therefore what distinguishes data mining from statistical analysis is not the amount of data we analyse or the methods we use but that we integrate what we know about the database, the means of analysis and the business knowledge. To apply a data mining methodology means following an integrated methodological process that involves translating the business needs into a problem which has to be analysed, retrieving the database needed to carry out the analysis,and applying a statistical technique implemented in a computer algorithm with the final aim of achieving important results useful for taking a strategic decision

Data mining is not just about the use of a computer algorithm or a statistical technique; it is a process of business intelligence that can be used together with what is provided by information technology to support company decisions.

Data mining is different from data retrieval because it looks for relations and associations between

1.1 Data mining and statistics

Statistics has always been about creating methods to analyse data. The main difference between statistical methods and machine learning methods is that statistical methods are usually developed in relation to the data being analysed but also according to a conceptual reference paradigm. Although this has made the statistical methods coherent and rigorous, it has also limited their ability to adapt quickly to the new methodologies arising from new information technology and new machine learning applications. Statisticians have recently shown an interest in data mining and this could help its development.

For a long time statisticians saw data mining as a synonymous with 'data fishing', 'data dredging' or 'data snooping'. In all these cases data mining had negative connotations. This idea came about because of two main criticisms.

First, there is not just one theoretical reference model but several models in competition with each other; these models are chosen depending on the data being examined. The criticism of this procedure is that it is always possible to find a model, however complex, which will adapt well to the data. Second, the great amount of data available may lead to non-existent relations being found among the data.

Although these criticisms are worth considering, we shall see that the modern methods of data mining pay great attention to the possibility of generalising results.

This last aspect is one of the characteristics that distinguishes data mining from statistical analysis. Whereas statistical analysis traditionally concerns itself with analysing primary data that has been collected to check specific research hypotheses, data mining can also concern itself with secondary data collected for

other reasons. This is the norm, for example, when analysing company data that comes from a data warehouse. Furthermore, statistical data can be experimental data (perhaps the result of an experiment which randomly allocates all the statistical units to different kinds of treatment), but in data mining the data is typically

observational data there are reasons for believing that data mining is nothing new from a statistical viewpoint. But there are also reasons to support the idea that, because of their nature, statistical methods should be able to study and formalise the methods used in data mining. This means that on one hand we need to look at the problems posed by data mining from a viewpoint of statistics and utility, while on the other hand we need to develop a conceptual paradigm that allows the statisticians to lead the data mining methods back to a scheme of general and coherent analysis.

For data mining to be considered a valid process within a company, it needs to involve at least three different people with strong communication and interactive skills:
– Business experts, to set the objectives and interpret the results of data mining
– Information technology experts, who know about the data and technologies needed
– Experts in statistical methods for the data analysis phase

2 Results.

With this methdology we can find different groups in the population with different lifes tyles or patterns and study their attitudes and buying behavior

The studies on life styles offer new opportunities for the definition and application of segmentation criteria of a market, for the establishment of the positioning of a brand name, for searching for opportunities to launch new products, to the decision-making relating to aspects of presentation, packaging or distribution and, above all, to guide the lines of communication and exploit the motivators more sensitive to the different typologies established of consumers.

One of the criteria most often used to distinguish between segments of consumers that, within its heterogeneity, display attitudes and behaviors homogeneous has traditionally been its grouping under the criteria of social class. It is assumed that the members of the same social class will have a tendency, probably to show purchase behaviors and similar consumer

The complexity and also the richness of the approximation of the consumer from the styles of life lies primarily in the absence of a single model of generation of typologies. To from the observation of different analysis variables are built a few models of life-styles that attempt to show snippets of the lives of the people as if they were a great exercise of reconstruction and simulation, and the relationship between the styles of life and the behavior of consumption is not, however, a causal

relationship perfect. is indicative, indicative of certain patterns of behavior, in the same way that occurs with other segmentations, such as social class, mentioned above.

There are many proposals of typologies of consumers that are based on the definition of life-styles and come from different sources, the research institutes of market have developed typologies own classification, and also have done some advertising agencies. All of them share the consideration that the study of the life-styles may be relevant in the understanding of the behavior of purchase and consumption, the classification of the individuals on the basis of a few styles of life help to show the existence of more frequent behaviors or attitudes more usual -we understand "above average for the population"- by the members of these groups.

The approximation to the lifestyles through the inquiry of the values that govern the conduct of individuals has a special relevance.

In spite of the recognition of the importance of the values, these are not always included as one of the indicators of direct measure of the style of life, and perhaps this is due to the ambiguity of its definition, its generality and the impossibility of its quantification. The measurement of attitudes, on the other hand, shows as the tool more tangible tool to play

In the study of the types of life-styles and the incidence of the values, contributions of professor Shalom H. Schwartz added new light by incorporating -among other things - a new dimension *universalist*

"Specifically, values represent, in the form of conscious goals, responses
to three universal requirements with which individuals and societies
must cope: needs of individuals as biological organisms, requisites of coordinated social interaction, and requirements for the smooth functioning and survival of groups"

3 Conclusion

In the same way that the analysis of the social classes opened up the possibilities for inquiry and approximation to the consumer via the lifestyles, the introduction of these - together with the values - open up new avenues of approach through the detection or observation of the trends and its application

Suggests to marketing in general, to the market research and advertising, multiple scenarios of study and also some new variables. The interests are many: from the analysis of the origin of these tendencies to the identification of the major forces of change - which have their origin in the structural changes of the

Society - which motivate; from the study of the mechanisms of spread until its relationship with the fashion, sometimes confused about with them; from its relationship with the subcultures until the deepening in the debate on the role of the marks as propagators of these trends; from its application to the creation of new creative concepts and forms of expression of the brand until the detection of new media or spaces where display.

So far, these seem to be the foundations that are recieving and redefining the models for the classification of existing consumers.

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