A STUDY ON VALS FOR BUYING INTENSION AT LIFESTYLE SHOWROOMS

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ABSTRACT

The business environment today is cutthroat, with product names competing not only with those of other manufacturers, but also with generics and private label options. The rapid evolution of private label goods in recent years has given retailers more influence over the supply chain than manufacturers. A private label product is one that bears the store's own label and is offered exclusively there. (retailer). You may also hear the term "private label" or "store brand" used interchangeably. Private labeling is a prevalent practice among today's retail conglomerates. Fast-moving consumer goods (FMCG) and generics are common examples of products that heavily rely on private label because consumers rarely give much thought to the brand name when making purchases. Customers who buy this private name tend to be price-conscious shoppers who aren't particularly loyal to any particular brand. As a result, private label poses a danger to the market share of FMCG manufacturers of national brands.

This study aims to find out the relationship and A Study on VALS for Buying Intension at Lifestyle Showrooms in Chennai. For that purpose, the independent variables are VALS and its sub variables are Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers, Survivors and Dependent variables are Buying Intension and its sub variables are Price, Promotional offer, Impact of staff Behaviour, Influence of Window Display, Proximity, Hedonic Feelings, Having Credit Card, Shopping with Peers. This study is descriptive in nature and the data will be collected by using questionnaire by 392 Life Showroom Customers in Chennai. For Correlation and Regression analysis will be Customers to conduct the analysis in this study. From the findings of this research we concluded there is a positive relationship and significant influence towards the VALS on Buying Intension at Lifestyle Showrooms in Chennai.

KEY WORDS: Lifestyle Showrooms, VALS, Buying Intension

1. INTRODUCTION:

1.1 SHOPPING MALL:

A "Lifestyle Showrooms" is a type of retail establishment that features innovative and thought-provoking products and services. These mall-spanning department stores have become increasingly popular in recent years, and they serve as a neutral ground where art, culture, and business can freely mix. In 1999, Lifestyle International (P) Ltd. launched its first Lifestyle shop in India, and in just over a decade, the company has risen to prominence as one of the premier retail brands in India.

The Landmark Group, of which it is a component, is a retail and hospitality conglomerate headquartered in Dubai and worth several billion dollars. Lifestyle is marketed to its target demographic as a hip, young, and exciting retail establishment where customers can relax and have fun. Each Lifestyle store is an all-in-one destination where customers can find a curated selection of top national and foreign brands across several departments, including Apparel, Footwear, Children's Wear, Beauty, and Accessories

In 2005, Lifestyle opened Home Centre, a dedicated, specialty retail location for homeowners looking to make repairs or updates to their homes. Household Centre is a one-stop shop for high-quality, uniquely designed furniture, household ware, and soft furnishings. In order to give customers a clear mental image of how a given piece of furniture would appear in their own homes, furniture shops use one-of-a-kind 'concept' rooms as the showcase model.

In 2014, the Great Places to Work Institute and the Retail Association of India named the company the best retail employer in India because of its dedication to "people first" policies that allow employees to develop professionally in an atmosphere that fosters creativity, teamwork, and personal growth.

1.2 VALUE AND LIFE STYLE (VALS):

Psychographic variables, such as values and lifestyles, have proven to be of great relevance in consumer behavior research, particularly for market segmentation, as they help to identify distinct types of consumers who make up the various groups the firm must satisfy. The analysis of consumer behavior from demographic characteristics, which appears to be inadequate for the prediction of individuals' purchasing behavior, has been finished through the study of these variables over the past few years.

The significance that people attach to various aspects of their lives and environments is reflected in their values and ways of living. They are the standards by which people choose and defend their behaviors, as defined by Keller and K. K. Lane (1993). Because of this, one's beliefs and way of life shape one's decision making, one's actions, and one's perspective on things and the ways in which others behave. Take into account that, conceptually speaking, values and beliefs are both mental images that affect a wide range of specific attitudes that, in turn, influence how a person reacts to a specific situation.

1.3 BUYING INTENSION:

Private labeling, also known as private branding, is a method in which manufacturers or wholesalers sell their goods directly to retailers under their own brand names. Private label is synonymous with shop brand, own label, and private label. Customers typically have a negative impression of private name products and assume they are of lower quality. According to J. J. Cronin Jr. and M. K. Brady (2000), a number of factors contribute:

- Simple and usually unappealing, the packing does not stand out.

- The prices are significantly lower than those of more well-known national brands.

- Reduced options for consumers. The failure of stores to promote their own wares.

- Customers are accustomed to purchasing products bearing well-known national brands and are therefore hesitant to attempt less familiar private label options.

- In some niches, Private Label does not have a favorable reputation. When compared to the value of goods with well-known national brands, consumers' personal brands are not seen as valuable.

Consumers' evaluations of the mental associations with a company already exist. Experience or word-of-mouth recommendations from friends, family, or the media can serve as inspiration for the following: Acknowledgment, Favor, and Friendship Loyalty. The term "perceived quality" refers to a consumer's opinion of a product or service's relative excellence in meeting its needs. What this means is that perceived quality is the consumer's impression of the brand's total excellence. Meanwhile, as stated by, perceived quality is the degree to which a customer views a product as being better to others in terms of how well it performs a given function.

Consumers' valuations and feelings about the reasonableness, acceptability, and justifiability of the seller's asking price and how it stacks up against competitors' prices make up price impression. A. Parasuraman, V. A. Zeithaml(1998) According to the theory of price perception, consumers derive significant meaning from and are completely informed by price information. In this study, we employ research-based factors such as product price accessibility, price suitability in light of product quality,

price competitiveness, and price suitability in light of product benefits. A product's value is determined by how much the buyer values the product in comparison to the cost and the other alternatives. How much something is worth depends on how much people believe it is worth, which in turn depends on how much it costs both monetarily and otherwise and how high they rate its excellence. Emotional Value, Social Value, Quality Performance Value, and Price / Value of Money were the indicators used in this investigation.

According to, a consumer's intention to purchase a particular brand or product. To rephrase, "purchase intention" refers to the desire and purpose customers have to make a purchase of a specific product or brand. Explain that the term "consumer purchase intention" refers to the likelihood that a person will make a future purchase of a product that has been promoted to them. Indicators in this study are based on research from the transactional, reference, preferential, and exploratory perspectives.

2. REVIEW OF LITERATURE:

The term "novelty" was first defined by **K. Kapferer (2008).** The ability of the recommendation system to educate its users and help them discover novel, applicable products is what the 'novelty' notion refers to. In light of this, Pursel et al. (2016) differentiated novelty from serendipity on the grounds that the former only encompassed the concept of "new," while the latter included not only the "new" but also the "something wonderful" notion. According to research by Nilashi et al. (2016), recommender systems do not benefit from the introduction of new information.

The average pairwise dissimilarity between the products that are suggested is a common definition of diversity in the literature. As an extension of the aforementioned idea, **Zeithaml and K. L. Graham (1893)** proposed that "diversity" is the system's ability to present as many unique items as possible to the populace as a whole. Furthermore, "diversity" indicates the degree of variation in the suggested group. Using an item-based accuracy assessment metric is inappropriate when evaluating a pre-made set of suggestions. According to research, users' dissatisfaction with the recommendation system can be attributed to its lack of variety (**Bilan, Y., 2013**). It has been found that object variety has a significant impact on how well recommender systems are received by their intended audiences.

The conventional model of the product life cycle (**X. Bian and L. Moutinho, 2011**) is widely accepted in marketing literature to define the various phases of innovation acceptance, and this theoretical method is consistent with this model. (**Lamb, Hair & McDaniel, 2005**). As the adoption of an innovation expands, competition and consumer habits shift, according to this market model. This is therefore only accepted by innovators in the stage of a product's introduction, while early adopters and the early majority participate in the stage of the product's growth.

3. Research Methodology

3.1 Research Design:

The study uses a specific research methodology with the end outcome in mind. The study employs a descriptive research strategy adopted by the scholar. Descriptive research seeks to provide an in-depth account of some aspect of a person's or group's identity. The current state of affairs is explained by the study's methodology. The purpose of this research was to examine the impact of VALS on shopper intent at lifestyle showrooms in Chennai, with a focus on shopping centers. This research reports on the current status of VALS for predicting future purchases at Chennai's Lifestyle Showrooms.

Objectives of the Study:

➢ To study the Buying Intension of Lifestyle Showroom in Chennai.

➢ To know the difference of opinion towards VALS on Buying Intension among the Lifestyle Showroom in Chennai.

➢ To develop the model that represents the VALS on Buying Intension among the Lifestyle Showroom in Chennai**.**

Hypotheses of the Study:

➢ There is no significant difference towards VALS of Lifestyle Showroom in Chennai with respect to demographic profile.

➢ There is no significant difference towards Buying Intension among the Lifestyle Showroom in Chennai with respect to demographic profile.

➢ There is no influence of VALS and Buying Intension.

Figure 1: Framework of the research
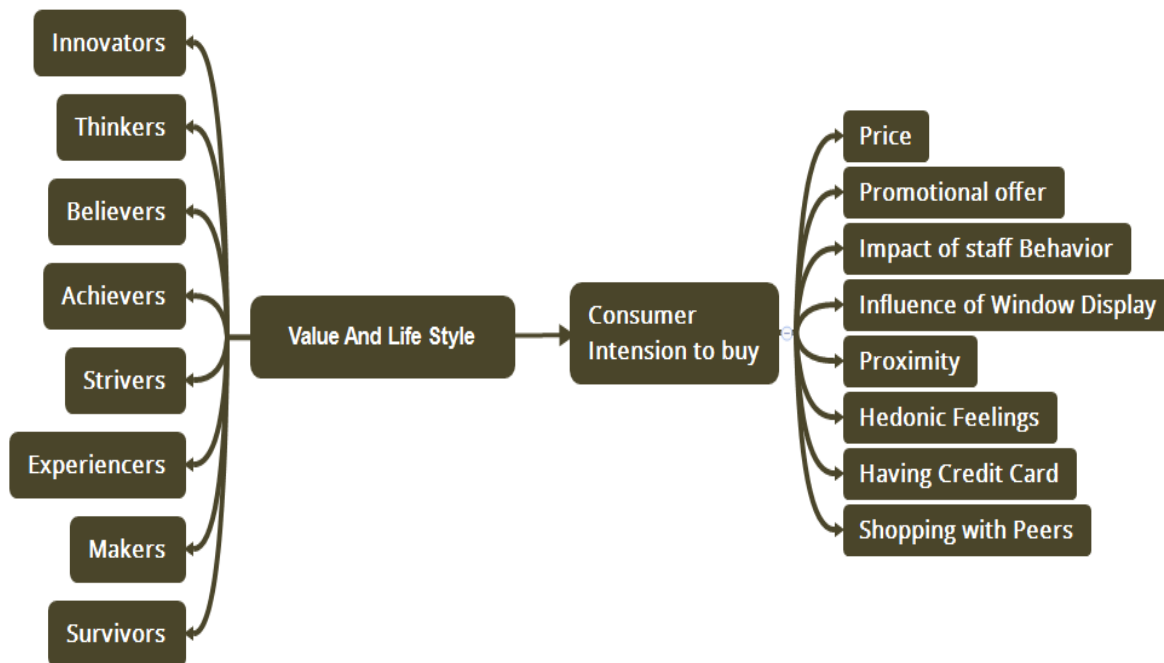
3.2 Data Collection:

The researcher used a thorough questionnaire to gather original information from the target population, the customers. The survey consists of three parts, the first of which is a demographic assessment of the staff. In the second, we cover VALS, and in the third, we cover BI.

3.3 Reliability Analysis:

The above mentioned variables' dependability was also calculated using reliability analysis. According to Cronbach's alpha, a reliability coefficient between 0.80 and 0.85 is considered adequate; however, a value of 0.70 or higher is preferred.

Table 1: Reliability Analysis

S.No.	Variable	Item	Cronbach's Alpha
I	VALS	32	0.85
II	Buying Intension	27	0.80

3.4 Sampling Technique:

The recipients of the surveys in the Customer Study were selected at random using the sample process probability model. This method of collecting data is both easy and inexpensive. The plan used an inclusive approach to introducing itself to competent Lifestyle Showrooms. In order to ensure the

existence of Lifestyle Showrooms in Chennai, an inspection procedure was devised for the purposes of this study.

3.5 Sample Size:

In total, 416 surveys were sent out. There were 401 responses to the survey. Fifteen of the surveys were never returned. The majority (392) of the 401 questionnaires we got were valid; the other nine contained significant errors. Consequently, there were 392 total samples taken.

3.6 Data Analysis:

When trying to pinpoint the external factors that contributed to a final outcome, route analysis is a useful tool. In this method, VALS is considered to be a separate number. The probability of making a purchase depends on a number of other factors.

4. RESEARCH ANALYSIS
4.1 CORRELATION ANALYSIS
Table 2: Inter Relationship between VALS and Buying Intension Factors

Factors	CI_PR	CI_PO	CI_SB	CI_WD	CI_PX	CI_HF	CI_HC	CI_SP
VALS_In	0.438 0.001**	0.378 0.001**	0.322 0.001**	0.427 0.001**	0.378 0.001**	0.364 0.001**	0.438 0.001**	0.368 0.001**
VALS_Th	0.368 0.001**	0.317 0.001**	0.397 0.001**	0.368 0.001**	0.320 0.001**	0.406 0.001**	0.366 0.001**	0.310 0.001**

VALS_Be	0.371 0.001**	0.291 0.001**	0.399 0.001**	0.372 0.001**	0.294 0.001**	0.410 0.001**	0.369 0.001**	0.284 0.001**
VALS_Ac	0.438 0.001**	0.378 0.001**	0.322 0.001**	0.427 0.001**	0.378 0.001**	0.364 0.001**	0.438 0.001**	0.368 0.001**
VALS_St	0.379 0.001**	0.355 0.001**	0.385 0.001**	0.352 0.001**	0.385 0.001**	0.395 0.001**	0.277 0.001**	0.409 0.001**
VALS_Ex	0.382 0.001**	0.287 0.001**	0.393 0.001**	0.282 0.001**	0.393 0.001**	0.442 0.001**	0.333 0.001**	0.462 0.001**
VALS_Ma	0.421 0.001**	0.311 0.001**	0.444 0.001**	0.302 0.001**	0.444 0.001**	0.374 0.001**	0.354 0.001**	0.379 0.001**
VALS_Su	0.376 0.001**	0.347 0.001**	0.381 0.001**	0.346 0.001**	0.381 0.001**	0.375 0.001**	0.277 0.001**	0.387 0.001**

NS Not Significant; * Significant at 0.05 level; ** Significant at 0.01 level

Null hypothesis H_o = There is no significant relationship between the factors of VALS and Buying Intension.

Alternate hypothesis H_1 = There is a significant relationship between the factors VALS and Buying Intension.

To put the stated hypothesis to the proof, The Pearson correlation test was performed on 378 customers to determine the connection between the variables VALS and Buying Intention. According to the table, the strength of the connection between the factors of VALS and Buying Intention is extremely coefficient with each other. It also demonstrated that none of the factors are unrelated to one another. The above table plainly shows that the P values for all variables are significant at 1%. As a result, it is concluded that there is a substantial relationship between the VALS and Buying Intention factors. **W. B. Dodds, K. Monroe, and D. Grewal (1991)** found a similar result, and the table's results supported the views of various authors who conducted research in the VALS and Buying Intention area with respect to various respondents such as academicians, workers, and others.

4.2 ANOVA BETWEEN DEMOGRAPHIC PROFILE AND ORGANIZATIONAL CLIMATE

Table 3: Results of descriptive statistics of Buying Intension based on age

Age		CI_PR	CI_PO	CI_SB	CI_WD	CI_PX	CI_HF	CI_HC	CI_SP	Overall CI
Up to25 81	Mean	3.27	3.05	3.41	3.36	3.23	3.26	3.84	3.33	3.27
	SD	1.05	1.04	0.948	0.943	0.964	0.929	1.06	1.13	0.898
25-40 143	Mean	3.12	2.83	3.31	3.34	3.06	3.13	3.73	3.27	3.15
	SD	0.841	0.892	0.885	0.798	0.780	0.877	0.792	0.950	0.758
40-55	Mean	3.02	2.92	3.31	3.17	3.12	3.12	2.74	3.26	3.13

112	SD	0.707	0.755	0.765	0.804	0.665	0.734	0.795	0.902	0.641
Above 55 56	Mean	2.80	2.63	3.01	2.96	2.83	2.85	2.67	2.83	2.85
	SD	0.839	0.979	0.915	0.752	0.891	0.870	0.989	1.07	0.821
Total 392	**Mean**	**3.076**	**2.875**	**3.290**	**3.239**	**3.078**	**3.113**	**2.675**	**3.216**	**3.127**
	SD	**0.860**	**0.905**	**0.874**	**0.833**	**0.812**	**0.853**	**0.895**	**1.002**	**0.774**

Source: primary data

M-Mean; **SD**-standard deviation;

CI_PR – Price;

CI_PO - Promotional offer;

CI_SB - Impact of staff Behaviour;

CI_WD - Influence of Window Display;

CI_PX - Proximity;

CI_HF – Hedonic Feelings;

CI_HC – Having Credit Card;

CI_SP - Shopping with Peers

CI - Buying Intension

Table 4: Results of one way ANOVA of Buying Intension

S.No.	Buying Intension	F	p	DMRT
1	Price	2.95	0.035*	1>2>3>4
2	Promotional offer	2.01	0.115	--------
3	Impact of staff Behaviour	2.05	0.051*	1>2>3>4
4	Influence of Window Display	3.72	0.013*	1>2>3>4
5	Proximity	2.09	0.104	--------
6	Hedonic Feelings	2.26	0.053*	1>2>3>4
7	Having Credit Card	2.76	0.008	1>2>3>4
8	Shopping with Peers	2.63	0.052*	1>2>3>4
9	Overall Buying Intension	2.73	0.046*	1>2>3>4

Source: primary data

NS - Not Significant;   * Significant at 0.05 level;   ** Significant at 0.01 level

The table 3 and 4 shows the results of descriptive and inferential statistics in relation to Buying Intension on age groups of Buying Customers. This Buying Intension comprises seven sub dimensions. They are 'Price', 'Promotional offer' and 'Impact of staff Behaviour', 'Influence of Window Display', 'Proximity', 'Proximity', 'Hedonic Feelings', 'Having Credit Card', 'Shopping with Peers'. These Eight sub dimensions are statistically treated with 'Age' the demographic profile. The Buying Customers are 392; they are grouped into four distinct age groups such as 'Up to25' with 81 Customers, '25-40' years with 143 Customers, '40-55' years with 112 Customers and 'Above 55' years with 56 Customers. Majority of the Buying Customers falls under the age group 25-40.

The total mean for all four age categories for the subdimension 'Price' of Buying Intention is 3.076a. The mean shows the trend's positivity toward the 'Price' of Buying Intention. The mean of the age category over 55 is 2.80, which is in the negative zone of the scale. The total standard deviation is 0.860. This number is less than one, indicating that there are fewer deviations from the 'Price' of Buying Intention. At the same time, the age group Up to 25 years is 3.27, which falls within the scale's favorable zone. At the 0.035 percent threshold of significance, the F- ratio of 2.95 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The total mean for all four age categories for the subdimension 'Promotional offer' of Buying Intention is 2.875. The mean shows the trend's positivity toward the 'Promotional offer' of Buying Intention. The mean of the age group over 55 is 2.63, which is in the negative zone of the measure. The total standard deviation is 0.905. This number is less than one, indicating that there are fewer deviations from the 'Promotional offer' of Buying Intention. At the same time, the age category Up to 25 years is 3.05, which falls within the scale's positive zone. The F- ratio of 2.01 is not statistically significant. The p value indicates that there is no significant variation in Buying Intention towards 'Promotional offer'.

The overall mean for all four age groups is 3.290 in the subdimension 'Impact of Staff Behavior' of Buying Intention. The mean shows the trend's positivity toward the 'Impact of Staff Behavior' of Buying Intention. The mean of the age group over 55 is 3.01, which is in the negative zone of the measure. The total standard deviation is 0.874. This number is less than one, indicating that there are fewer deviations from the 'Impact of Staff Behavior' of Buying Intention. At the same time, the age group Up to 25 years is 3.41, which falls within the scale's favorable zone. At the 0.051 percent threshold of significance, the F- ratio of 2.05 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The total mean for all four age categories for the subdimension 'Influence of Window Display' of Buying Intention is 3.239. The mean shows the trend's positivity toward the 'Influence of Window Display' of Buying Intention. The mean of the age category over 55 is 2.96, which is in the negative zone of the scale. The total standard deviation is 0.833. This number is less than one, indicating that there are fewer deviations from the 'Influence of Window Display' of Buying Intention. At the same time, the age group Up to 25 years is 3.36, which falls within the scale's favorable zone. At the 0.013

percent threshold of significance, the F- ratio of 3.72 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The total mean for all four age categories for the subdimension 'Proximity' of Buying Intention is 3.078. The mean shows the trend's positivity towards the 'Proximity' of Buying Intention. The mean of the age group over 55 is 2.83, which is in the negative zone of the measure. The total standard deviation is 0.812. This number is less than one, indicating that there are fewer deviations from the 'Proximity' of Buying Intention. At the same time, the age group Up to 25 years is 3.23, which falls within the scale's favorable zone. The F- ratio of 2.09 is not statistically significant. The p value indicates that there is no statistically significant variation in 'Proximity' of Buying Intention.

The total mean for all four age categories for the subdimension 'Hedonic Feelings' of Buying Intention is 3.113. The mean shows the trend's positivity toward the 'Hedonic Feelings' of Buying Intention. The mean of the age group over 55 is 2.85, which is in the negative zone of the measure. The total standard deviation is 0.853. This number is less than one, indicating that there are fewer deviations from the 'Hedonic Feelings' of Buying Intention. At the same time, the age group Up to 25 years is 3.26, which falls within the scale's favorable zone. At the 0.053 percent threshold of significance, the F- ratio of 2.26 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The total mean for all four age categories for the subdimension 'Having Credit Card' of Buying Intention is 3.113. The mean shows the trend's positivity towards the 'Having Credit Card' of Buying Intention. The mean of the age group over 55 is 2.85, which is in the negative zone of the measure. The total standard deviation is 0.853. This number is less than one, indicating that there are fewer deviations from the 'Having Credit Card' of Buying Intention. At the same time, the age group Up to 25 years is 3.26, which falls within the scale's favorable zone. At the 0.053 percent threshold of significance, the F- ratio of 2.26 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The total mean for all four age categories for the subdimension 'Shopping with Peers' of Buying Intention is 2.675. The mean shows the trend's positivity toward the 'Shopping with Peers' of Buying Intention. The mean of the age group over 55 is 2.67, which is in the negative zone of the measure. The total standard deviation is 0.895. This number is less than one, indicating that there are fewer deviations from the 'Shopping with Peers' of Buying Intention. At the same time, the age group Up to 25 years is 3.84, which falls within the scale's favorable zone. At the 0.008 percent threshold of significance, the F- ratio of 2.76 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. The DMRT results show that the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55.

The overall mean of Buying Intention for all four age categories is 3.127. The mean shows the trend's positivity toward the overall Buying Intention. The mean of the age group over 55 is 2.85, which is in the negative zone of the measure. The total standard deviation is 0.774. This number is less than one, indicating that there are fewer deviations from the overall Buying Intention. At the same time, the age group Up to 25 years is 3.27, which falls within the scale's favorable zone. At the 0.046 percent threshold of significance, the F- ratio of 2.73 is significant. Because there are substantial differences between the four age groups, a post hoc test is unavoidable. According to the DMRT results, the view of Buying Customers under the Age group Up to 25 is more positive than the Age group 25-40, which is more positive than the respondents 40-55, who are more positive than the Age group Above 55. Butcher and Houston (1994) found similar results. However, the authors Schulte, M., Ostroff, C., Svetlana, S., and Kinicki S.A. (2009) found no significant difference in Overall Buying Intention based on Customer Age Groups.

According to the findings, the age categories Up to 25 and 25-40 years are more positive than the other two age groups of Buying Customers. It is true that the age group over 55 has a lower level of optimism. Buying Customers differ in their age group in terms of 'Price', 'Promotional Offer', 'Impact of Staff Behavior', 'Influence of Window Display', 'Proximity', 'Hedonic Feelings', 'Having Credit Card', 'Shopping with Peers' of Buying Intention. Butcher and Houston (1994) found a similar result. The findings also revealed a significant variation in overall purchasing intentions between age groups. Arnetz, B.B., Lucas, T., and Arnetz, J.E. (2011) found a similar result as Robinson, D. L., and Wallace, A. M. (2005). However, the author Neal, A., West, M. A., and Patterson, M. G. (2004) found that there is no significant difference in Buying Intention based on Customer Age Groups

5. SUGGESTIONS:

- Since the definition of impulse purchasing is "making a decision on the spur of the moment due to arousal of emotions," it stands to reason that marketers should employ a variety of

strategies designed to pique the interest and enthusiasm of their target demographics in order to encourage spontaneous purchases.

- Marketers should pay close attention to how happy impulse consumers are with their purchases. Even though consumers often make rash purchases on the spur of the moment, it is important to leave a good impression so that they will want to return for more. The degree of customer satisfaction can be gauged by sending out post-purchase surveys, which marketers should do.

6. CONCLUSION:

Discovering the impact of VALS on purchasing intent among Chennai residents shopping at life showrooms is a novel contribution to the literature. This is in line with **Keller and K. K. Lane, (1993),** Many times, customers don't realize or can't recall the actual cost of a product or service. Instead, they attach significance to prices, keeping only the terms "cheap" and "expensive" in memory. The true value of a thing is the sum of money required to acquire it. What we call "psychological price" refers to how customers feel about a product's value in their minds. According to the findings of this research, customers' perceptions of prices are reasonable given the costs they'd have to bear. Considering the fact that private label goods are necessities, their prices are much more reasonable for budget-conscious shoppers. It has been claimed that perceived value is the single most important indicator for predicting whether or not a customer will make a purchase, and it is widely regarded as one of the most effective methods for differentiating one's offerings from those of competitors. A consumer's desire to buy can be affected by their opinion of the price. Perceived value has a positive and significant impact on purchase intention based on value and Life Style, as shown by the findings of this study.

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