

VALUE PERCEPTIONS AND VALUE ORIENTATIONS AMONG YOUNG ADULT CONSUMERS IN BANGALORE, INDIA

NITHILA VINCENT

Associate Professor, Department of Commerce, Christ University, Bangalore, Karnataka, India

ABSTRACT

Values are commonly regarded as the most deeply rooted, abstract formulations of how and why consumers behave as they do. Values exert a major influence on the consumer's decision making in any situation where a conflict of choice exists. This paper throws insight upon the value perceptions and value orientations of young adult consumers in Bangalore, India. The variables under study are ten values adapted from Kahle's List of Values- LOV (1983). The total sample for the present study is 1478 respondents who are young adults in the age group 18-25 years residing in Bangalore, India. The paper also analyses the influence of gender and regional background on the value orientations of young adult consumers. Information regarding the personal values that are important to the target market, which influences their purchase behaviour, would be valuable to the manufacturers and the marketers in the product design, development, positioning and advertisement decisions.

KEYWORDS: Psychographics, Values, Young Adults, Consumer Behaviour