

**"A STUDY ON THE IMPACTS OF LIFESTYLE BRANDING ON BRAND EXPERIENCE AND CUSTOMER RETENTION WITH REFERENCE TO APPLE BRAND IN ERANAD TALUK."**

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**Abstract**

This study examines the life style brand typology and analyses why are they important and how lifestyle brands affect the effectiveness of the brand. This is done by considering two dimensions ;brand experience and customer retention. Apple brand is considered as a reference for measuring the effectiveness of the impact within the Eranad taluk.

The quantitative study was designed promptly with the help of a questionnaire. By the use of simple percentage analysis as a tool for analysis various vital areas like brand experience, satisfaction, customer retention are incorporated in learning the impacts of lifestyle branding. The customers had a positive response towards brand experience but there is no remarkable impact of apple as a lifestyle brand is visible in terms of customer retention in Eranad taluk.

Keywords: Life style , Branding, Customer Retention

**INTRODUCTION**

Consumers pursuit of authenticity is growing and their quest for experiencing the most relevant, original and genuine products and services are increasing. The new customer preferences towards incredible experience have given rise to the concept of lifestyle marketing.

Lifestyle marketing goes beyond the product or service being sold – it is selling an ideal. Simply the brands are marketed in such a way that the customers identify it as a way of life.

This typology of social benefit brands allows the customer to encompass the ideal version of themselves. It successfully creates a sense of community among the admirers of the brand, which is more than brand loyalty. Lifestyle brand follows the marketing technique which allows the brands to position the product and services in such a way that they possess an aspirational, ideal, and aesthetic touch. It is capable of contributing to the lifestyle of those who adopt it.

### **INTERPRETIVE MODEL OF THE LIFESTYLE BRAND**

The core mechanism of lifestyle brand is based on the fact that, in order to represent attributes the brand must have a clear, coherent and original point of view. It has to be based on socially relevant values expressed through an authentic and interesting story telling it has to be explained through a distinguishing manifesto and has to be expressed in a reasonable and consistent manner.

A typical lifestyle brand have a background consisting of it's credo and stories, A manifesto with lifestyle codes and preposition; Expression consisting of brand interaction and communication (Saviolo and Murazza, 2013)

The study focuses on gaining an understanding of the concepts of lifestyle branding, along with examining its impacts on customer satisfaction, brand experience and customer retention. Furthermore by analyzing the impact, it identifies reasons why certain brands are considered as lifestyle brands where some are not. For the purpose of convenience, Apple brand was analyzed as a lifestyle brand. The questionnaire seeks to ensure whether Apple follows the above mentioned components of lifestyle brands.

### **METHODS AND FINDINGS**

The population of the study consists of all the apple users in Eranad taluk, the erstwhile province in the midland area of Malabar, consisting of Malappuram and nearby regions such as Anakkayam, Manjeri, Kondotty, Nilambur, etc in Malappuram district. The sample is limited to 50 respondents selected on a convenient random sampling method. A promptly prepared questionnaire is used to collect first-hand information from the respondents regarding the variables under study. Percentages, ratios, and averages are used as a tool for analysis.

The major findings regarding apple qualifying as a life style brand in Ernad Taluk are as follows:

- 64% of the respondents are fully or partially aware of the brand credo, mythology, stories and anecdotes.
- 80% are aware of the human element in Apple, Steve jobs and 60% agrees on his charismatic significance in popularising the brand.
- 74% considered apple as a status symbol but 36% doesn't believe apple as a superior brand capable of surviving the future competitive environment.

## CONCLUSION

From the findings of the analysis, a significant impact of the lifestyle brand on the customers is visible. The customer satisfaction, Customer identification and association with the brand credo and manifesto inevitably indicate Apple as a successful lifestyle brand. Although a strong impact of Apple as a lifestyle brand cannot be established. Also a strong base in terms of customer retention is also not visible in Eranad taluk.

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