

# The Effects of Lifestyle, Risk Perception and Gender Role to the Consumer Behavior

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## ABSTRACT

In the age of information, the traditional camera can no longer satisfy customers' needs. Therefore, the digital cameras with smaller size, more convenience, stronger functions, neat appearance and compatibility with pc are more favorable by the consumers. There is a risk perception to the customers when they are purchasing information product with short product-life, high uncertainty, and complex functions. The effects of gender role to the consumer behavior have not been noticed by the researchers as much as lifestyle and risk perception. Consequently, the purpose of this research is to investigate the effects of lifestyle, risk perception and gender role to the consumer behavior. The sample includes the people above the age of 18 with education levels such as high school, vocational school, college, and graduate school. It also includes other consumers with a variety of backgrounds. In addition, this study uses the cities with the population ratio greater than 4.0% as the survey areas, and adopts quota sampling method based on the population ratio to determine the sample sizes for each city. It conducts the questionnaire survey with the convenience sampling method between October 15th, 2002 to January 15th, 2003, and testifies the main effects and interactive effects among variables based on 435 valid returned surveys. We find that consumers with different lifestyles have different effects on the consumer's behavior, consumers with different risk perception have significant difference in information search and purchasing channels, consumers with different gender also have different effects on their behaviors. There's an interactive effect on information search between gender role and life style. There's also an interactive effect on need identification and information search between gender role and risk perception. This research confirms the hypothesis proposed by previous researchers and proves that life style and risk perception have effects on consumers' behaviors. Besides, it also proves the propositions, which is gender role has some effects on consumers' behaviors.

Keywords : Lifestyle ; Risk Perception ; Gender Role ; Consumer Behavior

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