

The way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behaviour of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behaviour of the consumers. The present study is based on the perceptions, buying behaviour and satisfaction of the consumers in Indian market. The Indian consumers are noted for the high degree of value orientation. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products. Consumer behaviour is complex and very often not considered rational. The recent trends which are found in the Indian market are celebrity influence, online shopping, freebies and popularity of eco-friendly products.

This thesis seeks to investigate young men's understanding of masculinity as part of their own developing identities, and how this may be related to wider constructions of masculinity in the media, with particular reference to lifestyle magazines aimed at men. The increased popularity of men's magazines since the mid-1990s is examined, and the genre itself analysed both within a context of previous studies into male representations in the media, and against a backdrop of the more established, equivalent line of research into women's magazines. Notions of gender identity are brought under scrutiny, as the concept of masculinity is explored in terms of 'performances' linked to gender, sexuality and societal expectations. A discussion of recent 'creative' research projects introduces the original methodology undertaken as part of this study. Young, predominantly male readers of men's magazines were encouraged to produce 'scripts' – which consisted of an illustrated front cover and contents listing – detailing an imagined lifestyle magazine of their own.

In continuation, this research paper also goes in depth and talk about increasing penetration of lifestyle products within consumers. To successfully launch lifestyle products, first it is important to know how aware consumers are towards such products. This paper talks about how to position male lifestyle magazines that would act as a medium of communication between current lifestyle and desired lifestyle. A relationship is hypothesized between young men's apparently heightened interest in forms of gossip surrounding media celebrities, and an increasing awareness of their own sense of masculinity as something that is personally constructed and purveyed. It is suggested that new men's lifestyle magazines, with their frequent demonstrations of 'ironic performances' and 'edited personalities', both facilitate and reflect this process.

Keywords: masculinity, gender identity, lifestyle magazines, personalities