

## ARE YOU PART OF LOHAS CROWD? WHAT IS IT?

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### **ABSTRACT**

*LOHAS, which stands for lifestyles of health and sustainability, is a phrase used by marketers to describe a group of individuals who believe that human health and the health of the earth are intertwined. Those who hold this view are more likely to be fiscally and socially responsible. They are prepared to spend money on locally produced organic food, all-natural cosmetics, clothing, and cleaning products, energy-efficient appliances, preventative healthcare, eco-tourism, and Fairtrade goods. Also, they are ready to give up the income from industries like oil, making them more inclined to undertake "green investments." The way of life draws on the notion of thoughtful and conscientious living.*

**Keywords-** LOHAS, Sustainability, Health, Wellbeing, Lifestyle.

### **Introduction**

LOHAS means for lifestyles of health and sustainability and refers to a community of people who share a cultural mindset. LOHAS, which stands for lifestyles of health and sustainability, is a marketing phrase that refers to a group of individuals who see a connection between their own health and the health of the world. The concept fuels people's economic and social responsibility. They are willing to spend money on locally grown organic produce, all-natural cosmetics, fashion, and home cleaning goods, energy-saving appliances, preventative medicine, eco-tourism, and Fairtrade items. (Choi, S., & Feinberg, R. A. 2021) They are also ready to renounce revenues from industries such as oil, making 'green investments' more possible. The lifestyle is based on the concept of aware and attentive living.

Sociologist Paul Ray recognised the segment as a cultural group in the 1990s. According to a 2019

article published in the Economics of Sustainable Development, it became a consumer group when the Natural Marketing Institute coined the name LOHAS in 2002. LOVOS is a lifestyle of voluntary simplicity that adheres to the less-is-more idea, which is opposed to materialism. According to research published in The Hungarian Journal of Nutrition Marketing in 2015, while the "strongest influence occurs in the food business, the impact has begun to be noticed across industries. As a result, novel items such as banana fibre sanitary pads and diapers, bamboo toothbrushes, mushroom packaging, and cactus leather find a market.

People who lead LOHAS nowadays typically reside in cities, have a higher-than-average salary, and a university degree. While they are involved in the group via social issues and care about the environment, they also practise self-care, which necessitates the usage of high-quality products and services. (Lendvai, M. B., Kovács, I., Balázs, B. F., & Beke, J. 2022) Words like 'clean goods' or 'monthly cleansing' would be associated with them.

Most Indians lack the mental capacity to think in this manner. "Perhaps three or four of the 100 patients I meet fall into this category," says Pune-based pulmonologist Dr Sundeep Salvi, a member of the Doctors for Cleaner Air collective. While it may make a difference in their life, he claims that it is difficult to demonstrate a meaningful health impact since the system does not enable large improvements at the human health level. "Say I have asthma, and I do everything I can to improve my lung health." "However, I step out into a dirty atmosphere with diesel buses on the road," he explains.

**Keywords:** Lohas, Consumers, sustainability, lifestyle

### **Consumers' perception of LOHAS**

The wide range of products available, as well as the development of new product lines and labelling with specific advantages, have all contributed to customer confusion. Consumers' brains have become a jungle of symbols and messages as a result of information overload and attribute overlapping. The consumer may recognise a label on the shelf but not recall the label's name. Many poll participants recognised the essential terms that stand for "organic farming," "fair trade," or "sustainable." However, more than 60% of respondents couldn't name a single brand connected with organic food. Over 80 product, brand, and business names were assigned in total. (Lendvai, M. B., Kovács, I., Balázs, B. F., & Beke, J. 2022)

### **Consumers High Willingness to Change**

With so many items and promotions available, people are increasingly putting their confidence in products and certified labels that depict traits and assured principles that match to their beliefs. Product dependability and adherence to a quality standard are critical components of consumer trust. (Peterson, M., Minton, E. A., Liu, R. L., & Bartholomew, D. E. 2021). Ethical and sustainable sourcing and production practises are becoming increasingly crucial.

According to the poll, 69 percent of respondents would switch brands in favour of an organic product, indicating a larger affinity for organic farming than conventional brand loyalty. Approximately half of those polled would switch retailers in favour of a wider selection of organic items available elsewhere.

Not only is the variety of organic goods available driving this decision. Other topics of social responsibility are also gaining traction. (Lavuri, R., Jabbour, C. J. C., Grebinevych, O., & Roubaud, D. 2022). Three-quarters of participants expect their merchant to sell fair trade items, and more than 90% of consumers would switch brands if it was discovered that the manufacturer violated ethical production principles.

### **Lohas as an Opportunity for all types of Retailers**

Currently, supermarkets are the most often used avenue for purchasing organic items, with 83 percent of respondents purchasing organic goods. Organic food can also be purchased directly from farmers or at the weekly farmers' market. According to our research, farmers, weekly farmer's markets, and convenience food stores have the most potential for future customer change. (Matharu, M., Jain, R., & Kamboj, S. 2020). Discount retailers have a significant potential as well, with 15% of consumers willing to switch from their current organic products shop. One of the most important characteristics for every retail business is accessibility. If the shop is more than 5 kilometres away from the customer's home, 68 percent of customers will not switch. In other words, "reachability triumphs over LOHAS."

### **Value-Consciousness Versus Price-Consciousness**

According to the poll findings, Swiss consumers are substantially more price-conscious than quality-conscious. As retail market competitiveness increases with competitive pricing and products, With a wider number of product options, customers have become more price-sensitive while also becoming more demanding. (Sung, J., & Woo, H. 2019). One important factor is the value for money. An average of 37% of those polled would pay up to a 10% price premium for organic and fair trade items. with another 36% willing to take up to implies a 20% increase in pricing More than 80% of Participants in the survey are willing to pay a premium for ethically produced goods justifiable. The study results also reveal that purchasing organic or fair trade items is not greatly impacted by disposable income. Organic and fair trade items are not just popular among people with a lot of money. (Bogner, F. X. 2018) These items are also appealing to consumers with ordinary or low disposable income. In other ways, it may be stated that LOHAS is not only an issue for the wealthy.

### **Building Consumer Trust**

the responsibility of various stakeholders- To address the question of whether "bio" labels actually offer organically farmed products, the majority of buyers (51%) believe certified organic labels given by appropriate authorities (Kamboj, S., & Matharu, M. 2021) 44 percent and 39 percent of customers, respectively, believe it is the merchants' and manufacturers' obligation and responsibility to take the

required steps to give a guarantee for the items they sell.

### **Trust is Good – Control is Better**

Consumers demand and expect guarantees from recognised institutions, merchants, producers, and any other members of the value chain. Retailers, being the final component of the value chain, may be the first to discover changes in customer behaviour. Almost 90% of participants want shops to ensure that the items given correspond with the stated principles; products that are safe, non-harmful to the environment, and socially justified.

According to the responses of manufacturers and merchants, they generally trust certified labels such as Bio Suisse. (Matharu, M., Jain, R., & Kamboj, S. 2020).

The bulk of the stores polled have their own organic product control system. However, over one-third of the surveyed producers and retailers have not created a control system for suppliers supplying "organic," "fair trade," or "sustainable" products, and around two-thirds do not intend to implement a complete control and penalty mechanism. (Mercade Mele, P., Molina Gomez, J., & Garay, L. 2019) This is explained by the well-organized certification procedure given by organisations such as Bio Suisse, as well as the fact that significant merchants in Switzerland already employ an in-house control system for their private brands.

Given the growing label diversity and consumer knowledge of LOHAS, it is reasonable to question, "Is this enough?" Consumers do not always distinguish between the roles and responsibilities of producers, merchants, and institutions in the value chain.

The price, value, and qualities of the finished product at the moment of sale at the retail store are what matter to the consumer. Food crises in the past demonstrate the extent of reputation harm that may be inflicted by corporations who fail to deliver on their promises. This necessitates an effective control system and risk management from the producer and retailer. (Sahadev, S., Muralidharan, S., & Singh, P. 2022)

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