

# **CONSUMER BEHAVIOR, WITH THE INFUSION OF LUXURY AND TECHNOLOGY: A RESEARCH ON CHANGING CONSUMER LIFESTYLE**

Khurram Shehzad Aslam\*

Abid Imam\*\*

Prof. Dr. Hazoor Muhammad Sabir\*\*\*

## Abstract

*The fundamental objective of this research is to determine, the fusion of Technology with modern day luxury lifestyle of consumers, based upon an unsought product; relatively new to its potential customers. This research reveals the current market situation and standard of living among the population belonging to higher income group living in the Faisalabad, Pakistan. This research identifies the trends, values, demographic attributes, buying patterns of the local population and helps to make a dynamic framework for new companies offering a specialty product and how they can differentiate their product on the basis of demographic and consumption patterns.*

The product which was selected and hence used to conduct the research was

“ROBOTIC MASSAGE SYSTEM” The research was conducted in the Faisalabad, Pakistan.

It's the third largest city of Pakistan and economic hub of the region. The research results revealed that the people belonging to higher income group preferred to use these massage systems over massage therapists and rated these products as necessity over other options like superfluous, show off, and total luxury. They preferred prestige, the latest high-end technology and above all its usability and functionality while purchasing luxury products.

Keywords: Consumer Behavior, Luxury Perception, Infusion of Technology, Marketing new products.

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\* IT Manager, Government College University Faisalabad, Pakistan.

\*\*MBA/MS Scholar Business Administration, Government College University Faisalabad, Pakistan.

\*\*\*Principal, College of Business Administration, Government College University Faisalabad, Pakistan.

## INTRODUCTION

### PRODUCT INFORMATION:

After all day fatigue and hectic work schedule there is nothing quite like sitting down in your living room and enjoying your favorite HD movie or high quality sound tracks as you wind up for the night.

Of course this experience could be wonderful if you have someone giving you a back massage, but if that person is unavailable due to your single status or very much tired like you then you are definitely in need of these new-fangled advance technology massage systems. So why not enjoy the best of both words with this robotic massage chair.

### Country Background

Regardless of worldwide economic recession due to Iraq and Afghan war the growth rate of Pakistan was recorded as the second as the second fastest growing economy in south Asia and the fifth fastest growing economy of entire Asia. Pakistan's GDP stretched to 3.04% in 2010/11 fiscal year. Chronologically from 1952 to 2013, the growth rate of Pakistan was averaging around 5.0000 was reported as it soars to 10.2200% in June of 1954 and a record low of -1.8000 Percent in June of 1952. The growth rate (GDP) contributes with a combined number of variations in the measures of the services yielded by the economy. The economy of Pakistan has experienced decades of internal political conflicts in the past, rapidly multiplying population, combined levels of FDI foreign direct investment, and a hefty, existing aggression with neighbouring country India. Government policies approved by the IMF, supported by access to the foreign market and foreign investment has resulted in generating a microeconomic recovery in the past few years, 58% and 67.7% increased growth rate were achieved that year. (pakistan/gdp-growth, 2012).

Leading sectors in which highest growth recorded were agricultural sector with the highest growth rate respectively over the year. The production of automotive industries also helped increase in manufacturing. The major crops of Pakistan are wheat, cotton rice and sugar cane, whereas the wheat and rice are leading crops. 34% of the total population in Pakistan are living below the poverty line regardless of this fact Pakistan exports were around \$10 billion on commodities. 30% of national internal spending is contributed by the 10% of the population belongs to the elite class. In 2025 it has expected that the population will be increased to 350 million and Pakistan already stands as the 7th largest population in the world and it stands in 4th position in Asia. Globalization will result in emerging of managerial and professional class in the future and this will result in giving birth of the elite consumer in the next generation.

This study is constructed on three major pillars; primarily we will define three major augmented derivatives against the RBV resource based view from relevant to luxury. Next in order, we will highlight the conclusion extracted from a qualitative analysis conducted in Faisalabad. At last stage we will sum up the major augmentations of this conducted research and will define the forthcoming implications.

## CONCEPTUAL FRAMEWORK

Three main interrelating aspects were discovered to define Luxury brand such as marketing, economical and psychological by the research of academic literature.

- The theory of leisure class was first presented by the web link in social, economic context after analyzing luxury products in a social, economic aspect, "The Leisure class Theory" (Vigneron and Johnson, 1999). In current days the effect of pricing strategy on the exclusively on luxury good has currently focused on economic theories. Luxury is strongly related with "Immense" or "Exclusive pricing". The interrelation among price and exclusivity Groth and Mc Daniel (1993) evolved the absolute value operator, is a product of total of genuine totalitarian value of the product and value premium. For unsought items it includes, aesthetic design, service outperformance and quality of the product etc. Advertisement and promotional campaigns are motivational factors for consumption; of luxury goods and add value, selection which acts as a motivational factor. Global markets have witnessed a considerable growth for luxury products in the 10 years since 2005.
- Social and behavioural influences factors like individual factors e.g. interpersonal and intrapersonal factors like emotions and feelings regarding luxury brand consumption elaborates luxury from luxury goods usage with the motivation based on external or indigenous aspects like notions, predominance, consents which activates luxury brand usage(Groth and McDaniel, 1993) Luxury products are mainly used either for social acknowledgements, higher social status and to build a substantial positive impression in society(Vickers and Renand, 2003; Vigneron and Johnson, 1999; Mason, 1992; Novak and MacEvoy, 1990; Brinberg and Plimpton, 1986) or for self pleasures attainment. Current studies have elaborated that the luxury brand enthrall "sentimental values in relation to their practical usage and more likely to deliver augmented ethreal privileges (Vigneron and Johnson, 1999). Dubois and Laurent have already probed the attachment of sentimental benefit as the pivotal feature of luxury items. According to them, most of the luxury items consumers attest to voluptuous intentions. The primary purpose of luxury item's acquisition is to feed one's appetite for self pleasure.
- Prior research on marketing regarding luxury brands are established on psychological and economic theories. They base fundamental on the contrast between luxury and non-luxury items, along with a description of impressive features that can incorporate luxury. A 3D model was developed by Recently, Vickers and Renand (2003) characterizing luxury items from non luxury items comprising denotation.

The product characters that could determine an existing dilemma or avert a prospect one like to distinguish quality, fortitude and durability, impudence is elucidated as "Functionalism". Features that could assimilate luscious enjoyment and voluptuary consumption, such a accustomed and personalized design, including some extravagance and with a touch of aesthetics and the magnificence of earlier times. Indicative interaction indicate product peripheral affiliated with status, self augmentation, and associative members like eminent names or famous craftsmen's style. Dubois, Laurent and Czellar (2001) carried out the most significant study to elucidate conceptions on a hybridized cultural level. In western Europe, they conducted a dynamic intercultural qualitative and quantitative research and concluded it with a definition of research as an amalgamation of six basic components: Price, Superflousness (Extravagance), Quality (Attributes), Uniqueness (extraordinariness), Aesthatic (exquisite) and Personal history (self antiquity).

In spite of a prompt growth of the luxury goods market and diverse aggregate knowledge, there is no concurrence of what determines a true luxury product or brand (Vigneron and Johnson, 2004; Vickers and Ron and, 2003; Dubois and Duquesne, 1993), however the hypothesis by Dubois, Laurent and Czellar is deemed the most authentic one internationally (Dubois, Laurent and Czellar, 2001). The results, based on ground realities of intercultural consumer studies presents six major characteristics of luxury

Table1: Six important characteristics of luxury presented by Dubois, Laurent and Czellar (2001)

• Superior quality	Extraordinary contents, tenderness of the components and fineness, inventiveness
• Sky-high price	Ritzy, aristocratic and high pricing.
• Rarity	Limited distribution, specific number, customized.
• Extravagance & Multi delightedness	Price of artistry, exquisiteness and fantasy
• Genealogical heritage and exclusive personal history	Ancestral history, culture and customs inherited to generations
• Lavishness	Luxuries & super abundance.

Evidently a very limited research has been conducted in this area, specifically very limited research has been conducted on this field of study in Pakistan, so the objective of this study is to verify that weather the six identified elements of luxury can stimulate luxury item consumers in Pakistan also or the consumer behavior towards luxury brands and products is different than those living in Europe elucidated by Dubois, Laurent and Czellar (2001)

## RESEARCH METHODOLOGY OBJECTIVES

The comprehensive determinants are

To determine the consumer behavior for use of massage systems domestically and in at work place.

These determinants have been subdivided into following sub objectives:

- 1) To probe how these robotic massage systems are being used in homes
- 2) To figure out prerogative and advertising platforms that can help a great deal in order to launch this unsought product in the local market.

We have unfolded supplementary areas under each objective.

- 1) To study the consumer behavior patterns of existing users and their product usage in their domestic settings  
This determinant would help greatly to probe the objectives behind the purchase of Massage systems of household and at the workplace. This research will help to determine That what is the dominant consumer behavior that the consumer keeps in their mind while making a decision to buy these Advance technology massage systems over conventional systems.
- 2) To determine consumer behavior towards advanced technology, Robotic Massage Systems. It is to be noted that the gold of this research has been minorly altered. The purpose of this slight alteration in objective is to explore new horizons for the actual usage of this product. This will greatly help to identify which income group of people is more likely to purchase these Hi-tech massage systems. This study will immensely determine that in what number consumers tends to buy there unsought products and are they also ready to buy later its upgraded versions?.

#### SAMPLING AND PROCEDURE

The survey involved a sample size of 40 individuals, both male and female professionals in and around the vicinity of Faisalabad. The target population consisted of forty Men and Women residing in Faisalabad

The target audience was selected according to the monthly income which fall in the category of High income group. The sampling technique which was used to analyze the research results was “non probability, random sampling”, along with “snowball sampling technique.

Handheld computers were used to show documentaries of the products for a deeper insight. The percentage of response from the target audience was around ninety nine percent.

#### INSTRUMENT DESIGN

It was made sure while developing the instrument that the maximal amount of information could be collected from the target population consisting consumer behavior and other behavioral patterns while they opt to purchase Hi-tech luxury massage systems over conventional massage systems and the product's value which a customer has in mind.

[The questions used in the questionnaires were measured through five options to measure correct value of every behavior and situation regarding a potential or existing consumer behavior. The target audience were being provided by close assistance to help them have a better understanding regarding the study and the survey.

#### PREPARATION FOR MEASUREMENT

Bipolar scale, psychometric scale, and Rating scale are used to construct the instrument of this research, the instrument also included the rating scales along with open ended questions.

It was crucial that by integrating all these above mentioned scales the correct consumer behavior would be measured according to the selected product for the study.

#### CALIBRATING CONSUMER 'S BEHAVOIR

The number of dependents and independent variables regarding consumer behavior were thirteen.

- Age
- Literacy status
- Employment
- Income
- Hours at work
- Origin

Selection or choice while acquiring luxury items  
(Product's value to the consumer, BRAND name, COMPANY name)  
Perception regarding hi-tech massage systems.  
Value for the user  
Health concerns and complications  
Massage therapy  
Indulgence level with the product.

## RESERVATIONS OF THE RESEARCH

The reservations of this research can characterize the following heads.

First reservation is associated with the limited time and budget available for this research, this research was centralized solely to the Rich population of the Faisalabad with people belonging to higher income group whose possess a history and familiarity with the use of exclusive Luxury products. This research was only focused within the vicinity of Faisalabad.

Second reservation was the use of non-probability sampling methods in order to interview the selected target audience, overall due to some social constraints the female response rate was very low.

The third major limitation was that the research was limited in and around the vicinity of Faisalabad, thus it was hard to include the people belonging to other ethnicity living in the country like people belonging to other provinces like Sindh, Baluchistan, KPK, and Kashmir.

### Results and findings

Due to the preliminary nature of this research in Pakistan, in this specialized field of study very small research has been conducted before in Pakistan.

Simple correlation analysis was used and all the dependent variables and all independent variables were interrelated among each other to check the significance level of the elements affecting in this research.

Age, literacy status, Employment, Income, Hours at work, Origin, Selection or choice while acquiring luxury items, (Product's value to the consumer, BRAND name, COMPANY name), Perception regarding hi-tech massage systems, Value for the user, Health concerns and complications, Massage therapy, Indulgence level with the product.

Educational status: At 0.05 levels the correlation is significantly Positive. The level of significance has a positive influence on value consideration. It is 34%, it means the more a person is more educated he/she goes for value in that luxury item than other factors.

Price consideration: At 0.05 levels the correlation is significantly negative. The level of significance has a negative influence with Age. It is 42.3%. Monthly income has also a negative significance with price consideration. Which is -35.5%.

Income: At 0.05 levels the correlation is significantly negative. The level of significance has a negative influence with Age. It is 42.1% negatively significant with the level of awareness of body massage systems.

Value while purchasing: At 0.05 levels the correlation is positive significant. The level of significance has a positive influence with the problem solving of the muscular issues. It is 33.6% positively correlated with the value while purchasing.

Use of robotic massage systems: At 0.05 level correlation is positively significant. The level of significance has a positive influence with how positive the respondents have rated the usefulness of the massage system. It is 43.3% positively correlated with the usefulness of massage systems.

Can they fix muscular issues: At 0.05 levels the correlation is significantly positive. The level of significance has a positive influence with how positive the respondents are satisfied with this kind of luxury product. It is 41.7% positively correlated.

Rate robotic massage system: At 0.05 levels the correlation is significantly positive. The level of significance has a positive influence with how positive the respondents agreed that they use the luxury massage systems. It was 47.3%

## CONCLUSION

The research results gave a clear insight regarding the consumer behavior while acquiring luxury products and provided a solid ground on their buying patterns of people belonging to a high income group, thus this research would pave a way to create a dynamic roadmap for the marketing campaigns of the luxury brands intend to launch their products in the local market.

According to the research results people are very much rational while making buying decisions before making a purchase for these insights Hi-tech luxury massage systems, they prefer its useful functionality and see high value in its practical usability. Apparently these kind of high-tech gadgets have a high potential in the local market if targeted with accurate marketing mix.

This study proves that these hi-tech massage systems have quite a reasonable demand in the local market and the consumer behavioral pattern shows, that people tends to opt higher standard of living through inducting these hi-tech massage systems to add Luxury and comfort in their lives.

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Correlations

		Age	Gender (male/ Female)	Value consideration	Income(m onthly)	Primary Purchaser	Educational Status	Price Considerat ion	Daily Working Hours	Brand Name	What You Value While Purchasing	Aware Of massaging system	How often Go to massage	Ever Used Robotic System	Can they Fix Muscular Issues	Rate Robotic System	Listen Music To Feel Calm	Satisfied with product
Age	Pearson Correlation	1	-.102	-.101	.052	-.145	-.236	-.423(**)	.077	-.049	-.215	-.025	.047	-.222	-.101	-.241	.117	-.083
	Sig. (2-tailed)		.532	.537	.751	.372	.142	.006	.635	.766	.183	.876	.771	.169	.537	.134	.471	.611
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Gender (male/ Female)	Pearson Correlation	-.102	1	-.125	-.186	.146	.160	.167	.154	.110	-.097	.297	.228	.040	.038	-.127	-.145	-.282
	Sig. (2-tailed)	.532		.443	.249	.368	.325	.304	.344	.500	.552	.063	.156	.808	.816	.433	.373	.078
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Value consideration	Pearson Correlation	-.101	-.125	1	.242	.155	.340(*)	-.040	-.119	-.226	-.302	-.258	-.291	-.105	-.458(**)	.119	-.024	-.205
	Sig. (2-tailed)	.537	.443		.132	.341	.032	.808	.464	.160	.058	.109	.069	.517	.003	.463	.884	.204
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Income(monthly)	Pearson Correlation	.052	-.186	.242	1	.276	.233	-.355(*)	.119	.309	.053	-.421(**)	-.156	-.107	-.094	.080	-.157	.042
	Sig. (2-tailed)	.751	.249	.132		.085	.147	.025	.465	.052	.747	.007	.335	.510	.564	.623	.332	.796
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Primary Purchaser	Pearson Correlation	-.145	.146	.155	.276	1	.268	-.075	.042	.285	.097	-.055	-.026	-.126	-.031	.021	-.092	.107
	Sig. (2-tailed)	.372	.368	.341	.085		.095	.644	.798	.075	.550	.738	.876	.440	.850	.899	.573	.511
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Educational Status	Pearson Correlation	-.236	.160	.340(*)	.233	.268	1	.144	.115	.218	-.106	-.446(**)	.120	-.086	-.316(*)	.207	-.100	-.263
	Sig. (2-tailed)	.142	.325	.032	.147	.095		.375	.479	.176	.514	.004	.462	.600	.047	.201	.539	.101
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Price Consideration	Pearson Correlation	-.423(**)	.167	-.040	-.355(*)	-.075	.144	1	-.123	-.123	.159	.086	.105	.142	.134	.152	.144	-.029
	Sig. (2-tailed)	.006	.304	.808	.025	.644	.375		.450	.449	.327	.598	.520	.381	.411	.349	.374	.859
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Daily Working Hours	Pearson Correlation	.077	.154	-.119	.119	.042	.115	-.123	1	.178	-.037	.079	.114	.064	.082	-.109	.041	-.027
	Sig. (2-tailed)	.635	.344	.464	.465	.798	.479	.450		.273	.819	.627	.485	.694	.615	.503	.800	.870
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Brand Name	Pearson Correlation	-.049	.110	-.226	.309	.285	.218	-.123	.178	1	.060	.071	.161	.036	-.135	.017	-.257	.037
	Sig. (2-tailed)	.766	.500	.160	.052	.075	.176	.449	.273		.713	.663	.321	.825	.408	.919	.109	.823
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
What You Value While Purchasing	Pearson Correlation	-.215	-.097	-.302	.053	.097	-.106	.159	-.037	.060	1	-.113	.126	.150	.336(*)	-.028	-.082	.271
	Sig. (2-tailed)	.183	.552	.058	.747	.550	.514	.327	.819	.713		.488	.438	.356	.034	.862	.614	.091
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Aware Of massaging system	Pearson Correlation	-.025	.297	-.258	-.421(**)	-.055	-.446(**)	.086	.079	.071	-.113	1	.300	.134	.290	-.211	-.006	.269
	Sig. (2-tailed)	.876	.063	.109	.007	.738	.004	.598	.627	.663	.488		.060	.411	.069	.191	.971	.093
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
How often Go to massage	Pearson Correlation	.047	.228	-.291	-.156	-.026	.120	.105	.114	.161	.126	.300	1	.170	.230	-.162	-.171	.060
	Sig. (2-tailed)	.771	.156	.069	.335	.876	.462	.520	.485	.321	.438	.060		.294	.153	.318	.290	.713
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Ever Used Robotic System	Pearson Correlation	-.222	.040	-.105	-.107	-.126	-.086	.142	.064	.036	.150	.134	.170	1	-.021	.473(**)	-.053	.178
	Sig. (2-tailed)	.169	.808	.517	.510	.440	.600	.381	.694	.825	.356	.411	.294		.895	.002	.747	.273
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Can they Fix Muscular Issues	Pearson Correlation	-.101	.038	-.458(**)	-.094	-.031	-.316(*)	.134	.082	-.135	.336(*)	.290	.230	-.021	1	-.181	-.126	.417(**)
	Sig. (2-tailed)	.537	.816	.003	.564	.850	.047	.411	.615	.408	.034	.069	.153	.895		.264	.439	.007
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Rate Robotic System	Pearson Correlation	-.241	-.127	.119	.080	.021	.207	.152	-.109	.017	-.028	-.211	-.162	.473(**)	-.181	1	.194	-.013
	Sig. (2-tailed)	.134	.433	.463	.623	.899	.201	.349	.503	.919	.862	.191	.318	.002	.264		.230	.935
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Listen Music To Feel Calm	Pearson Correlation	.117	-.145	-.024	-.157	-.092	-.100	.144	.041	-.257	-.082	-.006	-.171	-.053	-.126	.194	1	.059
	Sig. (2-tailed)	.471	.373	.884	.332	.573	.539	.374	.800	.109	.614	.971	.290	.747	.439	.230		.718
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40

Satisfied with product	Pearson Correlation	-.083	-.282	-.205	.042	.107	-.263	-.029	-.027	.037	.271	.269	.060	.178	.417(**)	-.013	.059	1
	Sig. (2-tailed)	.611	.078	.204	.796	.511	.101	.859	.870	.823	.091	.093	.713	.273	.007	.935	.718	
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40