Absolutely, lifestyle and values play significant roles in shaping consumer behavior. Here's a deeper look at each:

**Lifestyle**: Lifestyle refers to the way individuals live their lives, including their activities, interests, opinions, and overall pattern of living. It encompasses how people spend their time, the activities they engage in, and the choices they make regarding leisure, work, and social interactions. Lifestyle factors are influenced by various elements, including:

1. **Time Constraints**: Individuals' lifestyles are often influenced by time constraints, such as work schedules, family obligations, and personal commitments. Time constraints can impact how people allocate their time to different activities and influence their purchasing decisions, such as opting for convenient or time-saving products and services.
2. **Money Constraints**: Financial considerations also play a significant role in shaping lifestyle choices. People's lifestyles are often constrained by their economic circumstances, including income level, budgetary constraints, and financial priorities. Money constraints can influence spending habits, preferences for affordable products or services, and decisions related to saving or budgeting.

**Values**: Values are deeply held beliefs and principles that guide individuals' attitudes, behaviors, and decision-making processes.