Chapter-VI

Advertising and Consumer's Lifestyle

1. Lifestyle and Perception of Advertising
2. Lifestyle and Print Media
3. Lifestyle and TV Viewing
4. Relationship Between Buyers' Lifestyle and Advertising Media
In this chapter we investigate the importance assigned to advertising as a source of information and persuasion by middle-class consumers and identifies the media habits and preferences of the respondents belonging to the seven lifestyles observed. It further attempts to ascertain if there is a significant relationship between lifestyles and reading habits, TV viewing and media preferences of consumer’s of fast food and clothes.

1. **Lifestyle and Perception of Advertising**

The influence of advertising on the respondents belonging to the various lifestyles was investigated. Their opinion was sought on whether they agreed or disagreed with the following statements about advertising, on a ask Likert scale.

1. ‘Advertising is essential’
2. ‘It results in lower prices’
3. ‘It is persuasive’
4. ‘It presents a true product picture’
5. ‘It helps raise standard of living’
6. ‘It results in better products’; and
7. ‘It is a good source of information’.

The correlations with the total score for each of these dimensions and lifestyles are presented in Table 6.1.
Table 6.1
Inter-Correlation Between Lifestyles and Perception of Advertising

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Advertising Essential</th>
<th>It Results in Lower Prices</th>
<th>It is Persuasive</th>
<th>Presents a True Product Picture</th>
<th>Raises Standard of Living</th>
<th>Results in Better Products</th>
<th>Good Source of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-</td>
<td>-0.09*</td>
<td>0.16**</td>
<td>0.07</td>
<td>0.21**</td>
<td>0.07</td>
<td>-0.01</td>
<td>-0.02</td>
</tr>
<tr>
<td></td>
<td>Proxidents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>-0.05</td>
<td>0.07</td>
<td>0.08</td>
<td>0.24**</td>
<td>0.03</td>
<td>0.11*</td>
<td>-0.04</td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td>0.03</td>
<td>-0.01</td>
<td>-0.03</td>
<td>0.03</td>
<td>0.17**</td>
<td>0.09*</td>
<td>-0.04</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td>0.10*</td>
<td>0.13**</td>
<td>-0.12**</td>
<td>0.22**</td>
<td></td>
<td>0.10*</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td>-0.02</td>
<td>0.08</td>
<td>-0.09*</td>
<td>0.09**</td>
<td>0.09**</td>
<td>0.16**</td>
<td>0.04</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td>-0.12*</td>
<td>0.09*</td>
<td>0.06</td>
<td>0.12**</td>
<td>-0.03</td>
<td></td>
<td>0.01</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td>0.09*</td>
<td>0.11*</td>
<td>-0.03</td>
<td>0.08</td>
<td>0.09*</td>
<td></td>
<td>0.21**</td>
</tr>
</tbody>
</table>

N = 436

** P < 0.01
* P < 0.05
As shown in the Table, the correlations between the respondents of various lifestyles regarding the meaning and importance assigned to advertising are significant.

1.1. ‘Stay-at-home Traditionalists’ and Perception of Advertising

The people represented by the ‘stay-at-home traditionalists’ (factor 1) lifestyle are significantly and positively correlated with two statements: ‘advertising results in lower prices’ and ‘advertising presents a true product picture’. They correlate significantly and negatively with the statement, ‘advertising is essential’.

This suggests that for the ‘stay-at-home traditionalists’ advertising offers two main advantages: firstly, by promoting competition it reduces the prices, and secondly, by advertising, the potential consumers can get a fairly good idea about the product and how it can be used. Moreover, advertising creates more confidence in the product, its attributes and uses and thus, enables them to make a better choice. However, they do not consider it quite essential,

1.2. ‘Progressive Providents’ and Perception of Advertising

In the case of the ‘progressive providents’ lifestyle (factor 2), there is a significant and positive con-elation with the statements that advertising presents a true product picture and that it results in better products. Thus, the ‘progressive providents’ agree that advertising serves two main
purposes: one, that it presents a true product picture, and two, that it
enables them to go in for better products because of the continuous effort
of the marketer to capture a larger share of the market by outperforming
competition. Thus, they feel that advertising is more utilitarian since it
helps them to get more value for their money even if it does not reduce
prices.

1.3. The ‘Social-climbers’ and Perception of Advertising

For the ‘social-climbers’ (factor 3), the correlation was found to be
significant and positive with the statements that advertising raises the
standard of living and that it results in better products. They, therefore,
opine that advertising provides information on new products and status
symbols, the possession of which makes them more socially acceptable
than others. It also means that it provides them with opportunities to
emulate the lifestyles that are portrayed in the advertisements. They believe
that advertising results in products with better attributes.

1.4. The ‘Security-seekers’ and Perception of Advertising

The ‘security-seekers’ (factor 4) have shown significant and positive
correlations with the following statements: 1. ‘It results in lower prices’.
2. ‘It presents a true product picture’. 3. ‘It raises the standard of living’.
4. It is essential’; 5. ‘It results in better products’; and 6. It is a good
source of information. A significant and negative correlation was observed
for the statement, ‘advertising is persuasive’.
Thus, the respondents belonging to the lifestyle of the ‘security-seekers’ consider advertising to be essential because it offers a number of advantages to them. It leads to a reduction in the prices of goods and an improvement in their quality by promoting competition and increasing the scale of production. It is also a good source of information, and it successfully portrays a true-to-life picture of the products, making it easier for them to take purchase decisions. By making a large variety of products available to the consumer, advertising also helps raise the standard of living. They, however, seem to feel that advertising is not persuasive as it cannot force them to buy products they do not want.

Therefore, advertising influences the ‘security-seekers’ to a great extent. It appears to provide post-purchase reinforcement and increase their confidence in purchase by furnishing information on products and services but does not induce them to make immediate purchases as it is not considered persuasive.

1.5. The ‘Conservatives’ and Perception of Advertising

The ‘conservatives’ (factor 5) correlate significantly and positively with three statements: 1. ‘Advertising presents a true product picture’; 2. ‘It results in better products’; and 3. It raises the standard of living. A significant and negative correlation has been observed for the statement ‘it is persuasive’. 

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Thus, the ‘conservatives’ opine that advertising is an aid to the purchase decisions since it not only results in products of better quality and improved features but also presents a true product picture. It, therefore, reduces the need to go to the store just to see what the product is like. It helps them raise their standard of living by informing them about new products and services but does not persuade them enough to make immediate purchases.

1.6. The ‘Privileged’ and Perception of Advertising

The respondents belonging to the ‘privileged’ lifestyle correlate significantly and positively with the statements ‘advertising helps to raise the standard of living’ and ‘it results in lower prices’, and they correlate significantly and negatively with the statement that ‘advertising is essential’.

This signifies that the ‘privileged’ agree that even though advertising helps in raising the standard of living by providing a larger variety of products at lower prices, it is not essential and can be done away with. They appear to agree that the resources spent on advertising can be put to better and other productive uses. They are, ‘thus, not likely to be positively influenced by advertising to a great extent.

1.7. The ‘Independents’ and Perception of Advertising

The ‘independents’ correlate significantly and positively with the following statements: 1. ‘Advertising results in better products’; 2. ‘It is
By implication, those belonging to the ‘independent’ lifestyle group consider that advertising is important, it brings a reduction in the prices of products by increasing competition and improving and the scale of production, it makes a larger variety of products and services available at a better quality because manufacturers and marketers make an effort to retain and increase their market shares. They opine that it is a good and a credible source of information. They, thus, seem to assign a considerable importance and credibility to advertising.

**A Composite View on Lifestyle and Perception of Advertising**

From the above, it can be inferred that the “security-seekers” and ‘independents’ consider it to be essential but the ‘stay-at-home traditionalists’ and the ‘privileged’ do not consider it to be essential. The ‘stay-at-home traditionalists’, the ‘security-seekers’ and the ‘independents’ feel that advertising makes products and services available at lower prices bringing in more value for money. The ‘security-seekers’ and the ‘conservatives’ opine that advertising is not persuasive and therefore, it cannot compel purchases of products which may not otherwise be required by an individual. The ‘stay-at-home traditionalists’, the ‘progressive providents’ the ‘security-seekers’ and the ‘conservatives’ believe that it presents a true product picture. Thus, amongst these lifestyles, the
credibility of advertising is high. This means that they can be greatly influenced through the medium of advertising. The ‘social-climbers’, the ‘security-seekers’, the ‘conservatives’, the ‘privileged’ and the ‘independents’ opine that advertising helps in raising the standard of living. They look at advertising as a source of information regarding new products, new product attributes and new uses. The ‘progressive providents’, the ‘social-climbers’, the ‘security-seekers’, the ‘conservatives’, and the ‘independents’ feel that advertising results in better products. They are, thus, likely to go in more for products that are advertised as compared to those that are not well advertised. The ‘security-seekers’ and the ‘independents’ view advertising as a good source of information. They are likely to refer to advertising for information about a product or service.

Thus people from different lifestyles assign different significance to advertising and vary in their expectations from advertisements. This signifies that the marketers need to use different appeals to attract members of different lifestyles. At the same time, the messages would have to be attention-getting as well as informative in order to be effective. The findings are in agreement with the conclusions drawn by Bums and Foxman. They emphasise that the role that advertising can play will vary with different lifestyle segments. They have suggested that the high-time-committed, low-money working wife segment would be the greatest user
of advertising, while the low-time committed, low-money-working wife segment would rely least on advertising.

2. **Lifestyle and Print Media**

In order to ascertain whether there were any differences in the reading habits of the respondents belonging to different lifestyles in Meerut Division, data was collected on the type of reading material they subscribed to.

For this purpose, the reading material was classified into - newspapers, light reading materials, fashion magazines, movie-romance and crime magazines, home-makers magazines, professional magazines, and any others like comics and novels.

The Pearson product moment correlations were calculated to study the relationship of each of these reading materials with the seven lifestyle factors. The results are presented in Table 6.2.
**Table 6.2**

Inter-Correlation Between Lifestyles and Reading Habits

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-alists</td>
<td>0.20**</td>
<td>0.04</td>
<td>-0.13**</td>
<td>0.15**</td>
<td>0.04</td>
<td>-0.19**</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>0.02</td>
<td>-0.06</td>
<td>0.06</td>
<td>0.08</td>
<td>-0.02</td>
<td>-0.13**</td>
<td>-0.07</td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td>-0.08</td>
<td>-0.14**</td>
<td>0.07</td>
<td>0.06</td>
<td>-0.15**</td>
<td>-0.03</td>
<td>-0.01</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td>-0.15</td>
<td>-0.13**</td>
<td>0.10*</td>
<td>0.07</td>
<td>0.04</td>
<td>-0.10*</td>
<td>0.06</td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td>-0.01</td>
<td>-0.19**</td>
<td>0.07</td>
<td>0.03</td>
<td>0.04</td>
<td>-0.04</td>
<td>-0.12*</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td>-0.08</td>
<td>0.04</td>
<td>0.06</td>
<td>-0.15**</td>
<td>0.05</td>
<td>-0.03</td>
<td>0.01</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td>-0.03</td>
<td>-0.10*</td>
<td>0.01</td>
<td>-0.11*</td>
<td>0.02</td>
<td></td>
<td>-0.04</td>
</tr>
</tbody>
</table>

N = 436

** P < 0.01

* P < 0.05
**Newspapers**

As shown in the Table, the correlation with reading of newspapers was significant and positive with the lifestyle of the ‘stay-at-home traditionalists’. Thus, the ‘stay-at-home traditionalists’ appear to read newspapers regularly.

**Light Reading Magazines**

The correlations between light reading magazines and lifestyle factors showed that the preference for light reading magazines had a significant and negative correlation with the following lifestyles: the ‘social-climbers’ (factor 3), ‘security-seekers’ (factor 4), ‘conservatives’ (factor 5), and the ‘independents’ (factor 7).

This implies that the respondents belonging to the ‘social-climber’ or ‘security-seeker’ or ‘conservative’ or the ‘independent’ lifestyle are least likely to use this particular reading source.

**Fashion Magazines**

As far as reading fashion magazines is concerned, it was found that it was significantly and positively correlated with only the ‘security-seekers’ lifestyle. Thus, with the exception of the ‘security-seekers’, no other lifestyles are significantly associated with reading the fashion magazines.

**Movie, Romance and Crime Magazines**

Readership in this category of magazines was found to be significantly and positively correlated with none of the lifestyles.
Correlation with reading the movie, romance and crime magazines was found to be significantly negative with three lifestyles: the ‘stay-at-home traditionalists’, ‘privileged’ and the ‘independents’. Thus, the people represented by the above three lifestyles are least likely to read such magazines.

**Home-makers’ Magazines**

It was found that there was a positive correlation between the readership of home-makers magazines and the lifestyle of the ‘stay-at-home traditionalists’. There was a significant and negative correlation with the lifestyle of the ‘social-climbers’.

This implies that while the ‘stay-at-home traditionalists’ are more likely to read the home-makers magazines because they are more home loving, the ‘social-climbers’ are not likely to read them as they are more outgoing and less likely to spend much time at home. This also suggests that ‘social-climbers’ are less home-oriented while the ‘stay-at-home traditionalists’ are more home-oriented.

**Professional Magazines**

The analysis showed that the reading of professional magazines recorded a significant and negative correlation for the lifestyles of the ‘progressive providents’, and the ‘security-seekers’.

This implies that the respondents belonging to the lifestyles of the ‘progressive providents’ and the ‘security-seekers’ are least likely to subscribe to the professional
**Miscellaneous Print Media**

The readership statistics for the category of ‘any other reading materials’ like novels, comics etc., revealed a significant and a negative correlation with the following lifestyles: the ‘stay-at-home traditionalists’ and the ‘conservatives’.

Thus, the ‘stay-at-home traditionalists’ and the ‘conservatives’ are not likely to subscribe to this category of print media.

**A Composite View on Lifestyle and their Preference for Print Media**

The following conclusions emerge from the above. The ‘stay-at-home traditionalists’ seem to be regular readers of newspapers and home-makers magazines. They are, however, least likely to read the movie, romance and crime magazines or any other material like comics and novels for which they have reported a significant negative correlation. Thus, the people belonging to this lifestyle seem to be spending a considerable time reading newspapers and home-makers magazines. Both these sources fulfil their need of keeping them well-informed about the happenings around them and provide them with ideas for making their homes more comfortable since they spend a considerable time at home.

The ‘progressive providents’ do not appear to like reading. They are least likely to read the professional magazines and do not seem to be having any discernible positive inclination towards reading home-makers
magazines, light-reading magazines or other reading material like novels and comics etc. Thus the ‘progressive providents’ do not appear to be avid readers.

The ‘social-climbers’ also do not subscribe to light-reading or home-makers magazines. They do not appear to take any noticeable interest in reading fashion magazines, newspapers, movie, romance and crime magazines or professional magazines.

The ‘security-seekers’ prefer reading the fashion magazines. They are least likely to subscribe to the light-reading magazines and the professional magazines. None of the other sources appear to be significant for them.

The ‘conservatives’ are least likely to subscribe to light-reading magazines, and other material like comics and novels. No significant correlation has emerged for the remaining sources.

The ‘privileged’ are least likely to subscribe to the film, romance and crime magazines. They do not have any significant interest in reading newspapers, fashion magazines, home-makers magazines and other material like novels and comics.

The people belonging to the ‘independent’ lifestyle are also not noticeably attracted to any particular reading source and are least likely to prefer light reading magazines and reading the movie, romance and crime magazines. Surprisingly, they do not have any significant interest in reading fashion magazines or home-makers magazines either.
There is, thus, a variation in the reading habits of the people belonging to different lifestyles. This implies that the people belonging to different lifestyles shall have to be approached differently through the print media. While those belonging to a particular lifestyle prefer a specific media, people from other lifestyles may not prefer it. Inspite of these findings, it has been seen that in general, people belonging to the various lifestyles do not seem to be devoting much time to reading. Thus, reading does not appear to be a popular past time.

3. **Lifestyle and TV-Viewing**

An effort was also made to ascertain whether there were any differences in the TV-viewing habits of the seven-lifestyle factors.

For this purpose, the TV-viewing time was classified into morning transmission, afternoon transmission and evening transmission. The evening transmission was further sub-divided into three time zones: (a) 6 to 8 p.m. (b) 8 to 10 p.m.; and (c) after 10 p.m.

The Pearsonian product moment correlations for the above are presented in Table 6.3.
### Table 6.3
Inter-Correlation Between Lifestyles and T.V. Transmission

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Watching Morning transmission</th>
<th>Watching Afternoon transmission</th>
<th>6 to 8</th>
<th>8 to 10 p.m.</th>
<th>After 10 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home</td>
<td>0.07</td>
<td>0.01</td>
<td>-0.01</td>
<td>0.01</td>
<td>-0.16**</td>
</tr>
<tr>
<td></td>
<td>Tradition-alists</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>-0.15**</td>
<td>-0.01</td>
<td>0.08</td>
<td>0.05</td>
<td>-0.04</td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td>0.09*</td>
<td>0.01</td>
<td>-0.13**</td>
<td>-0.04</td>
<td>-0.07</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td>-0.03</td>
<td>0.00</td>
<td>-0.08</td>
<td>-0.02</td>
<td>0.05</td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td>0.04</td>
<td>-0.02</td>
<td>0.03</td>
<td>0.00</td>
<td>-0.09*</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td>0.05</td>
<td>0.02</td>
<td>0.09*</td>
<td>0.09*</td>
<td>-0.03</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td>0.05</td>
<td>0.09*</td>
<td>-0.01</td>
<td>0.00</td>
<td>-0.08</td>
</tr>
</tbody>
</table>

N = 436  
** P < 0.01  
* P < 0.05
The Table shows that the ‘stay-at-home traditionalists’ report significant and positive correlations for watching morning transmission or for watching afternoon transmission. A significant and negative correlation was found for the after 10 p.m. slot. It thus, seems that the respondents belonging to this lifestyle are least likely to watch TV later than 10 p.m.

The respondents belonging to the ‘progressive providents’ lifestyle have reported a significant and negative correlation for watching morning transmission. No significant correlations were found for watching afternoon transmission, evening transmission from 6 to 8 p.m. and evening transmission later than 10 p.m. Thus, the ‘progressive providents’ don’t seem to watch breakfast transmission.

The ‘social-climbers’ have reported a significant and positive correlation, for watching the morning transmission and a significant and negative correlation for watching the evening transmission between 6 and 8 p.m. Thus, though the ‘social-climbers’ appear to watch the morning transmission, they are not likely to watch TV between 6 and 8 p.m. as this is likely to be the time when they socialise.

The ‘security-seekers’ have not shown any significant correlation for watching the morning transmission, and the evening transmission from 6 to 8 p.m. and 8 to 10 p.m. These respondents, thus, do not seem to attach much significance to watching TV.

The respondents belonging to the ‘conservative’ lifestyle have shown a significant and negative correlation for watching the evening transmission ‘later than 10 p.m. This indicates that the ‘conservatives’ are not likely to watch TV after 10 p.m.
The people belonging to the ‘privileged’ lifestyle have reported a significant and positive correlation for watching the evening transmission until 10 p.m. They are more likely to watch TV during the evening from 6 to 10 p.m. Thus, respondents belonging to this lifestyle appear to be devoting considerable time to watching TV.

The ‘independents’ have also reported a significant and positive correlation for watching the afternoon transmission. This indicates that those belonging to this lifestyle are likely to watch the afternoon transmission. No correlation has emerged for watching TV between 8 p.m. and 10 p.m. Since the respondents belonging to this lifestyle have been found to be mostly women, it seems that they are able to watch TV only when the other members of their families - the children and the husband are not at home. Once they all come back home, they seem to find little or no time to watch TV regularly.

**A Composite View on Lifestyle and TV-Viewing**

The following conclusions emerge from the analysis: The ‘stay-at-home traditionalists’ are least likely to be late night TV enthusiasts. The ‘progressive providents’ are least likely to watch the morning transmission. The ‘social climbers’ are most likely to watch the morning transmission but are least likely to watch TV between 6 and 8 p.m. The respondents belonging to the ‘security-seekers’ lifestyle seem to be having no significant preference for watching TV in general. The ‘conservatives’ do not seem to be fond of watching TV either and are least likely to watch TV later than 10 p.m.
The ‘privileged’ seem to be spending comparatively more time watching TV, especially between 6 and 10 p.m. They, thus, consider TV as information and entertainment.

People belonging to the ‘independent’ lifestyle are more likely to watch the afternoon transmission regularly.

Thus, people belonging to different lifestyles are likely to watch TV at different times. The above findings should be kept in mind while communicating with them effectively as it would reduce, to some extent, the waste in the marketing communication effort.

4. **Relationship Between Buyers’ Lifestyle and Advertising Media**

In order to identify the relationship of lifestyles to the sources of information used for the purchase of fast food and clothes, the respondents were asked to rank the following media in their order of importance. A 7-point scale was used starting with 1 for the most important media, 2 for the lesser important media and so on till all the media were ranked on this scale. The various media listed for this purpose were (a) radio; (b) direct mail; (c) newspapers; (d) television; (e) magazines; (f) video; and (g) movies.

4.1. **Lifestyle and Advertising Media for Fast Food**

The frequencies and percentages of the ranks assigned to the various media as sources of information for the purchase of fast food are presented in Table 6.4.
Table 6.4
Media Preference for Fast Food: Frequencies and Percentages

<table>
<thead>
<tr>
<th>Media</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
</tr>
<tr>
<td>Radio</td>
<td>39</td>
<td>9</td>
<td>70</td>
<td>16</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>22</td>
<td>5</td>
<td>40</td>
<td>9</td>
</tr>
<tr>
<td>Newspapers</td>
<td>97</td>
<td>22</td>
<td>93</td>
<td>21</td>
</tr>
<tr>
<td>TV</td>
<td>168</td>
<td>39</td>
<td>28</td>
<td>17</td>
</tr>
<tr>
<td>Magazines</td>
<td>67</td>
<td>15</td>
<td>93</td>
<td>21</td>
</tr>
<tr>
<td>Video</td>
<td>21</td>
<td>5</td>
<td>47</td>
<td>11</td>
</tr>
<tr>
<td>Movies</td>
<td>22</td>
<td>5</td>
<td>16</td>
<td>4</td>
</tr>
</tbody>
</table>
As revealed by the Table, three media emerge as the most important sources for information on fast food: TV, newspapers, and magazines, since they have recorded the maximum first preferences. Taken together, these three media account for 76 per cent of the first ranks assigned by the respondents. Direct mail, video and movies seem to be the least important media as a source of information for fast foods.

The Pearsonian product moment correlations presented in Table 6.5 assess the relationship between lifestyles and choice of media for fast food and show that none of these sources seem to be significant for the ‘stay-at-home traditionalists’. The respondents belonging to the ‘progressive provident’ lifestyle have not reported any significant correlation for radio, newspapers, TV, movies and magazines. However, there is a significant and positive correlation for video. Thus, the respondents belonging to this lifestyle are most likely to use video as a source of information for fast food.

The ‘social-climbers’ have reported a significant and positive correlation for TV. Correlations for other sources like newspapers and movies etc. are not significant. Thus, TV is likely to provide information on fast food for the people belonging to the lifestyle of the ‘social-climbers’.

The ‘security-seekers’ have not reported any significant correlation for any of the above sources of information.
Table 6.5
Inter-Correlation Between Lifestyles and Media for Fast Food

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Radio</th>
<th>Direct Mail</th>
<th>Newspapers</th>
<th>TV</th>
<th>Magazines</th>
<th>Video</th>
<th>Movies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-alists</td>
<td>0.02</td>
<td>0.04</td>
<td>0.03</td>
<td>-0.01</td>
<td>-0.02</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>-0.07</td>
<td>0.00</td>
<td>-0.06</td>
<td>0.04</td>
<td>-0.13*</td>
<td>0.13*</td>
<td>-0.03</td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td>-0.02</td>
<td>-0.06</td>
<td>0.09*</td>
<td>-0.01</td>
<td>0.01</td>
<td>0.05</td>
<td>-0.05</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td>-0.02</td>
<td>-0.06</td>
<td>-0.02</td>
<td>0.03</td>
<td></td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td>-0.14*</td>
<td>-0.01</td>
<td>-0.00</td>
<td>0.00</td>
<td>0.04</td>
<td>0.05</td>
<td>0.07</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td>0.01</td>
<td>-0.07</td>
<td>-0.01</td>
<td>0.06</td>
<td>0.01</td>
<td>-0.03</td>
<td>0.05</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td>0.09*</td>
<td>-0.15</td>
<td>0.08</td>
<td>0.03</td>
<td>-0.08</td>
<td>-0.07</td>
<td>-0.01</td>
</tr>
</tbody>
</table>

** P < 0.01  * P < 0.05
Those belonging to the ‘conservative’ lifestyle have reported a significant and negative correlation for radio. The correlation for movies and video, etc., was not significant. They are thus, not likely to obtain information on fast food from radio.

The consumers belonging to the ‘privileged’ lifestyle have reported no significant correlation for any of the specified sources. These people are not likely to use the above sources for information on fast food.

The people belonging to the ‘independents’ lifestyle show a significant and positive correlation for radio only. This implies that out of the specified sources, only radio is likely to be used for information on fast food by the ‘independents’.

A Composite View on Buyers’ Lifestyle and Advertising Media for Fast-Food

The above analysis shows that for information on fast food, radio seems to be the most popular source of information with the ‘independents’ and the least popular with the ‘conservatives’. Direct mail, newspapers, magazines and movies do not seem to be favoured as source of information by people belonging to any lifestyle. TV appears to be a significant source of information for the ‘social-climbers’. Video is likely to have a significant and positive influence on those belonging to the ‘progressive providents’ lifestyle.

While percentages indicated that newspaper, TV, and magazines are three most important sources of information on fast food, people from
different lifestyles have shown preference for radio, TV and video as sources of information for fast foods. This indicates preference for audio-visual and audio media in contrast to print media. A generalised media approach to advertise these products may result in not reaching some respondents at all. Therefore, further research needs to be conducted in this area to point out more significant sources of product information for people from the various lifestyles.

4.2. **Lifestyle and Advertising Media for Clothes**

The frequencies and percentages of respondents assigning different ranks to the various media are shown in Table 6.6.
<table>
<thead>
<tr>
<th>Media</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>26</td>
<td>6</td>
<td>32</td>
<td>7</td>
<td>56</td>
<td>13</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>13</td>
<td>3</td>
<td>27</td>
<td>6</td>
<td>37</td>
<td>8</td>
</tr>
<tr>
<td>Newspapers</td>
<td>80</td>
<td>18</td>
<td>73</td>
<td>17</td>
<td>68</td>
<td>16</td>
</tr>
<tr>
<td>TV</td>
<td>115</td>
<td>26</td>
<td>70</td>
<td>16</td>
<td>78</td>
<td>18</td>
</tr>
<tr>
<td>Magazines</td>
<td>148</td>
<td>34</td>
<td>105</td>
<td>24</td>
<td>66</td>
<td>15</td>
</tr>
<tr>
<td>Video</td>
<td>22</td>
<td>5</td>
<td>69</td>
<td>16</td>
<td>79</td>
<td>18</td>
</tr>
<tr>
<td>Movies</td>
<td>32</td>
<td>7</td>
<td>60</td>
<td>14</td>
<td>51</td>
<td>12</td>
</tr>
</tbody>
</table>

Table 6.6

Media Preference for Cloths: Frequencies and Percentages
As shown in the Table, the three most important sources of information for purchasing clothes are magazines, TV and newspapers. Direct mail and video are the least important sources for obtaining information regarding clothes. The Pearsonian product moment correlations for the various media and lifestyles are presented in Table 6.7.

As revealed by the Table, the ‘stay-at-home traditionalists’ correlate significantly and positively with movies and significantly and negatively with newspapers. Thus, while these respondents are likely to be inspired by movies, they are least likely to be influenced by newspapers for purchases of clothes.

The ‘progressive providents’ have reported a significant and negative correlation for radio. Thus, people belonging to this lifestyle are least likely to use radio as a source of information on clothes.

The consumers belonging to the ‘social-climbers’ lifestyle have reported a significant and positive correlation for TV and a significant and negative correlation for movies. This implies that the ‘social-climbers’ are most likely to use TV as a source of information for shopping of clothes and are least likely to use movies for this purpose.

The ‘security-seekers’ have shown no significant correlation for any of the media listed here. Thus, none of these sources appear to be of significance for the respondents belonging to this style of life.

The ‘conservatives’ have shown a significant and positive correlation for magazines and a significant and negative correlation for newspapers
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Media</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-alists</td>
<td></td>
<td>0.00</td>
<td>-0.02</td>
<td>-0.18**</td>
<td>-0.03</td>
<td>0.04</td>
<td>-0.02</td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td></td>
<td>-0.09*</td>
<td>0.01</td>
<td>-0.08</td>
<td>0.08</td>
<td>0.04</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td></td>
<td>0.06</td>
<td>-0.02</td>
<td>0.10*</td>
<td>-0.06</td>
<td>-0.03</td>
<td>-0.13*</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td></td>
<td>0.00</td>
<td>-0.01</td>
<td>-0.05</td>
<td>0.08</td>
<td></td>
<td>-0.01</td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td></td>
<td>-0.09*</td>
<td>-0.02</td>
<td>-0.10*</td>
<td>0.00</td>
<td>0.13*</td>
<td>-0.01</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td></td>
<td>-0.02</td>
<td>-0.01</td>
<td>-0.04</td>
<td>0.08</td>
<td>0.06</td>
<td>0.05</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td></td>
<td>0.03</td>
<td>-0.12</td>
<td>-0.06</td>
<td>0.01</td>
<td>0.02</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**P < 0.01  *P < 0.05
and radio. Thus, they are most likely to seek information on clothes from magazines and are least likely to use newspapers and radio for this purpose.

None of the correlations for respondents belonging to the ‘privileged’ lifestyle for radio, direct mail, newspapers, TV, magazines, video and movies are significant. They are, thus, not likely to use any of these sources of information for purchase of clothes.

None of the above sources seem to play a discernible role as a source of information for the respondents belonging to the lifestyle of the ‘independents’.

A Composite View on Buyers’ Lifestyle and Advertising Media for Clothes

Thus, significant differences have been found amongst lifestyles on account of choice of sources of information for shopping of clothes. More specifically, the ‘progressive providents’ and the ‘conservatives’ are not likely to use radio for information on clothes. It is not a significant source for the remaining lifestyles: so is the case with direct mail, which is not a significant source of information for people belonging to any of the lifestyle. Pamphlets and personal letters or post cards are thus likely to be wasted communications for people belonging to all lifestyles. Newspapers are also least likely to be used for information on clothes by the ‘stay-at-home traditionalists’ and ‘conservatives’. Incidentally, they were amongst the lifestyles reporting a significant and regular newspaper
reading habit. TV appears to be an important source of information on clothes for the ‘social-climbers’. Magazines are likely to be important for the ‘conservatives’. Video does not appear to be a significant source of information for clothes for people from any of the lifestyle groups. Movies seem to be significant for the ‘stay-at-home traditionalists’. The ‘social-climbers’ on the other hand, are least likely to be influenced by movies regarding clothes shopping. The ‘independents’ are not likely to use any of the above sources. There is, thus, a need to identify the information sources used by them.

From the above, it follows that while magazines, TV and newspapers have generally emerged to be three important sources of information, correlations with lifestyles bring out magazines, television and movies as significant sources of information for different lifestyles.

The above findings show that people belonging to different lifestyles differ in the media used for obtaining information on fast food and clothes.

Thus, media communications - the message, the appeals and media scheduling must consider their target audiences. This is in conformity with the views of Reynolds, Crask and Wells who found that differences exist in the attitude patterns of media exposure and use of cosmetic products between traditional women and modern ones, and between working and non-working women within each group. Lastovick, Murry, Msthales and others have also used lifestyle analysis to define target
audiences of mass media campaigns and to specify message content according to different lifestyles. In a study of the media habits of do-it-Yourselfers, Bush, Menon and Smart found differences in media-usage habits in each of the media vehicle investigated. Yet another study by Day et.al., also revealed that media habits varied considerably within the elderly population.

The above differences call for a need to appraise the media used for selecting products and brands. An effort has also to be made to identify the other sources of information used by the consumers.