Chapter VII

Consumer's Lifestyle and Buying Behaviour Regarding Fast Food & Clothing

1. Consumer's Lifestyle and Buying Behaviour
2. Consumer's Lifestyle and Purchase of Fast Foods
3. Consumer's Lifestyle and Purchase of Clothing
In this chapter, scholars identify the important dimensions of the purchase behaviour of respondents belonging to the different lifestyles. It focuses on their general buying behaviour; and also their activities, interests and opinions related to the purchase of fast foods and the clothes.

1. **Consumer's Lifestyle and Buying Behaviour**

The general buying behaviour has been studied in relation to the following aspects:

(a) Interest in shopping

(b) Interest in trying new brands

(c) Seeking friends’ advice on choice of brands

(d) Preference for stores that back up the product’s guarantee

(e) Store-loyalty.

For this purpose, the Pearsonian product moment correlations were computed between the various AIO statements on purchase behaviour and lifestyles.

The results of each of these aspects are shown in Table 7.1 and are described in the following paragraphs.

1.1. **Interest in Shopping**

In order to identify the interest of people belonging to different lifestyles in shopping, the respondents were asked to specify their agreement or disagreement with the statement, ‘I love shopping’, on the 5-point Likert scale,
Table 7.1
Inter-Correlation Between Lifestyles and Their Purchase Behaviour

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Statement</th>
<th>( \xi )</th>
<th>( \xi' )</th>
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</thead>
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<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-alists</td>
<td>0.02</td>
<td>-0.01</td>
<td>0.07</td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>0.03</td>
<td>0.04</td>
<td>0.01</td>
</tr>
<tr>
<td>3.</td>
<td>Social-climbers</td>
<td>0.20**</td>
<td>0.07</td>
<td>0.16**</td>
</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
<td>0.14**</td>
<td>0.05</td>
<td>0.02</td>
</tr>
<tr>
<td>5.</td>
<td>Conservatives</td>
<td>-0.13**</td>
<td>0.14**</td>
<td>0.09*</td>
</tr>
<tr>
<td>6.</td>
<td>Privileged</td>
<td>-0.10</td>
<td>0.14**</td>
<td>0.02</td>
</tr>
<tr>
<td>7.</td>
<td>Independents</td>
<td>0.07</td>
<td>0.03</td>
<td>0.04</td>
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</tbody>
</table>

** \( P < 0.01 \)       * \( P < 0.05 \)

**Key to Statements:**
1. 'I love shopping'.
2. 'I often a new brand just to see what it is like'.
3. 'I often seek advice from my friends concerning which brand to buy'.
4. 'I buy from stores I can count on to back up the product's guarantee'.
5. 'Once I have made a choice on which store to buy, I keep on buying ordinarily from that store'.
While as many as 170 respondents (43.5 per cent) strongly disagreed, 98 respondents (22.4 per cent) disagreed somewhat, 50 (11.5 per cent) were indifferent, 72 (16.5 per cent) agreed somewhat and 26 (6 per cent) strongly agreed with the statement that they loved shopping. In other words, 60 per cent respondents revealed that they disliked shopping, 22.5 per cent revealed that they liked to shop and 11.5 per cent were indifferent towards it.

The relationship between interest in shopping and the seven-lifestyle factors is summarised in terms of the con-elation coefficients, which are presented in Table 7.1.

The Table shows a significant and positive correlation between interest in shopping and four lifestyles - the ‘social-climbers’ (factor 3), the ‘security-seekers’ (factor 4), the ‘conservatives’ (factor 5), and the ‘privileged’ (factor 6).

This implies that the respondents belonging to the lifestyles of the ‘social-climbers’, ‘security-seekers’, ‘conservatives’ and the ‘privileged’ like to shop. They are, thus, likely to often visit the market place and window shop more frequently to compare products and prices before making purchases. The ‘stay-at-home traditionalists’, the ‘progressive providents’ and the ‘independents’ on the other hand, show no significant interest in shopping.
1.2. Interest in Trying New Brands

The respondents were asked to give their agreement or disagreement on the statement: ‘I often buy a new brand just to see what it is like’. It was felt that those who agreed with the statement were also those who indulged in trying new brands.

The frequencies showed that 17 respondents (3.9 per cent) strongly disagreed, 27 (6.2 per cent) disagreed somewhat, 72 (16.5 per cent) were indifferent, 236 (54.1 per cent) agreed somewhat and 84 (19.3 per cent) strongly agreed with the statement.

Thus, as many as 73.4 per cent respondents agreed that they were not loyal to their brand and switched over to try new brands. This implies that the people of middle-class in Delhi are often likely to try new brands. The correlation coefficients were computed to identify the specific lifestyles associated with new brand trial. The results are shown in Table 7.1.

The Table reveals that two lifestyles are significantly associated with this statement: the ‘conservatives’ (factor 5) and the ‘privileged’ (factor 6). The ‘stay-at-home traditionalists’ (factor 1), the ‘progressive providents’ (factor 2), the ‘social climbers’ (factor 3), the ‘security-seekers’ (factor 4) and the ‘independents’ (factor 7) exhibit no significant interest in trying new brands.

The ‘conservatives’ and the ‘privileged’ are more likely to try new brands. The demographics indicate that the ‘conservatives’ belong to the lower-income and middle-income groups.
It appears that the ‘conservatives’ try new brands in order to buy cheaper substitutes of the existing brands that provide them more value for money spent. There are, thus, differences in the likelihood of trying new brands or brand-loyalty amongst different lifestyles. These results coincide with those of a research by Anderson wherein differences were found in brand-loyalty amongst working and non-working women. He found that working women were more brand-loyal than their non-working counterparts.

### 1.3. Seeking Friends’ Advice on Choice of Brands

In order to ascertain whether respondents sought the opinion of their friends on brands bought by them, they were asked to specify whether they agreed or disagreed with the statement: ‘I often seek advice from my friends concerning which brand to buy’.

Out of the 436 respondents, 48 (11 per cent) disagreed strongly, 117 (27 per cent) disagreed somewhat, 68 (15 per cent) were indifferent, 143 (32 per cent) agreed somewhat and 60 (14 per cent) agreed strongly with the above statement. In other words, 46 per cent respondents agreed that they sought the advice of their friends on which brands to buy.

In an effort to find out whether this behaviour was peculiar to any particular lifestyle(s), the product moment correlations were computed for this statement and the seven-lifestyle factors. The results are presented in Table 7.1.
The Table shows that the correlation between this statement is significant and positive in the case of two lifestyles only, the ‘social-climbers’ (factor 3) and the ‘conservatives’ (factor 5).

This signifies that people belonging to the lifestyle of the ‘social-climbers’ are most likely to seek the advice of their friends on various brands. Their decision is thus, influenced by the satisfaction or dissatisfaction of their friends with a brand. These findings support the earlier findings on media habits for the ‘social-climbers’ wherein none of the listed visual, audio-visual and audio media seemed to be significant as a source of information on products and brands (see chapter 6). Thus, these people assign a considerable importance to the opinions of their friends and peer group. This further strengthens the belief that they are likely to purchase only those products that are accepted in their social circle.

Similarly, the ‘conservatives’ also consider the opinions of their friends on various brands important. Their decisions on which brands to buy are likely to be influenced by the word-of-mouth opinions that they get from their peers. They are, therefore, likely to seek the opinions of their friends before trying new brands.

The findings suggest that word-of-mouth is an important source of information and a major influencer in motivating the ‘social-climbers’ and the ‘conservatives’ in choosing which brands to buy.
1.4. Preference for Reliable Stores

In order to ascertain whether the middle-class respondents of Meerut Division purchase from reliable stores, they were asked to give their opinion on the statement: ‘I buy from stores I can count on to back up the product’s guarantee’.

The survey revealed that 34 (8 per cent) respondents strongly disagreed, 118 (27 per cent) disagreed somewhat, 63 (14 per cent) were indifferent, 178 (41 per cent) agreed somewhat and 43 (10 per cent) agreed strongly with this statement. In other words, while for 35 per cent respondents it was not essential that the stores visited by them guarantee the quality or price of the products sold, as many as 51 per cent respondents agreed that they preferred to shop from stores which provided a guarantee on the wares sold by them.

In order to ascertain whether this trait had any relationship with the lifestyles, the correlation coefficients were computed and these are presented in Table 7.1.

The Table reveals that the relationship is significant and positive in the case of the ‘privileged’ lifestyle only.

Thus, the respondents belonging to the ‘privileged’ lifestyle are likely to buy products that are reliable and from shops which can provide a guarantee for them. They are not likely to buy from unreliable shops and are less likely to visit unfamiliar stores for purchases.
1.5. Store-loyalty

In order to ascertain whether the respondents of middle-class of Meerut Division preferred to purchase from the same stores regularly, they were asked to state their agreement or disagreement with the statement: ‘Once I have made a choice on which store to buy, I keep on buying ordinarily from that store’.

It was found that 25 respondents (6 per cent) disagreed strongly, 74 (17 per cent) disagreed somewhat, 47 (11 per cent) were indifferent, 208 (48 per cent) agreed somewhat and 82 (18 per cent) strongly agreed with it. This shows that as many as 23 per cent respondents did not buy regularly from the same stores and 67 per cent respondents agreed that they were loyal to the stores from which they bought. The correlation coefficients for this statement and the seven lifestyles are shown in Table 7.1.

The Table reveals that the relationship is not significant in the case of the ‘privileged’, the ‘independents’, the ‘social-climbers’, the security-seekers’ and the ‘conservatives’. The correlation is significant and positive for the ‘stay-at-home traditionalists’, the ‘progressive providents’ and the ‘conservatives’.

Thus, the people belonging to the lifestyle of the ‘stay-at-home traditionalists’ the ‘progressive providents’ and the ‘conservatives’ are likely to be store-loyal. It seems that the retailers provide them with
certain services like quality assurance, reasonable prices or discounts, courteous and prompt service, which discourage them from trying new stores.

**A Composite View on Lifestyle and Purchase Behaviour**

The following conclusions emerge from these findings. The ‘stay-at-home traditionalists’ and the ‘progressive providents’ appear to have no significant interest in shopping or trying new brands or seeking the advice of their friends on which brands to buy or on preference for reliable stores. They are, however, significantly store-loyal. This implies that the retailer plays an important role in the purchases made by people belonging to the above two lifestyles.

The ‘social-climbers’ like to shop and frequently seek the advice of their friends regarding which brands to buy. They show no significant interest in trying new brands or in patronising reliable stores or being store-loyal either.

The ‘security-seekers’ appear to like shopping but show no significant interest in trying new brands or in patronising reliable stores or being store-loyal.

The ‘conservatives’ love to shop and try new brands. They also appear to seek advice on brands from their friends and are significantly store-loyal; but they show no noticeable preference for stores that back up their products’ guarantee.
The ‘privileged’ seem to like shopping, trying new brands and patronising reliable shops or stores; but they show no significant preference for the advice of friends on which brands to buy or on being store-loyal.

Surprisingly, the ‘independents’ who are mostly women, show no significant interest in shopping, new-brand-trial, seeking advice of friends on choice of brands or store-loyalty. Since they have been associated with making purchase decisions for the family, there is a need for studying their purchase behaviour more closely.

Thus, we find that the respondents of different lifestyles have different interests in shopping. They also differ amongst themselves on trying a new brand that appears in the market, the importance they assign to the opinions of friends on brands and the extent of store-loyalty. These differences indicate that word-of-mouth is an important factor inducing new brand trial and that the retailers play an important role in encouraging store-loyalty. We now examine the purchase behaviour of consumers belonging to the various lifestyles related to three lifestyle sensitive products, viz., furniture, fast food and clothes.

2. Consumers' Lifestyle and Purchase of Fast Foods

A study of the eating habits was undertaken with a view to identifying whether the middle-class consumers favour consumption of fast food items or not. For this purpose, their interest in eating and cooking, spices and seasonings and concern with nutrition and eating the right
type of foods was studied. Their opinions were sought on whether they impressed their guests with the food they served and whether they liked to snack while watching TV.

It was felt that an interest in eating and a significant correlation with snacking while watching TV will identify respondents who are likely to be heavy consumers of food including fast food items. Furthermore, those who preferred spices and those seasonings and whose concern with eating the right types of foods was low expected to be more inclined to eating out.

The results of the analysis in terms of correlation coefficients are presented in Table 7.2.
### Table 7.2
Inter-Correlation Between Lifestyles and Eating Habits

<table>
<thead>
<tr>
<th>S.No.</th>
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<tbody>
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<td>2.</td>
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<td>3.</td>
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<td>7.</td>
<td>Independents</td>
<td>0.01</td>
</tr>
</tbody>
</table>

** P < 0.01  * P < 0.05

**Key to Statements:**
1. 'I love to eat'.
2. 'I love to cook.'
3. 'I like to impress my guests with the food I serve'.
4. 'I relish food with spices and seasonings'.
5. 'I usually do not worry about eating the right types of foods'.
6. 'I like to snack while watching TV'.
7. 'I usually read the nutrition information on packages'.** P < 0.01  * P < 0.05
2.1. Pleasure of Eating

In order to investigate the interest of respondents in eating, they were asked to give their opinion on the statement, ‘I love to eat’.

The survey found that 24 respondents (6 per cent) disagreed, 27 respondents (6 per cent) were indifferent and 385 (88 per cent) respondents agreed with the statement. Thus, a majority of the respondents agreed that they were fond of eating.

The Table 7.2 reveals that there is a significant and positive correlation of the statement for the lifestyles of the ‘conservatives’ and the ‘social climbers’.

Therefore, the ‘conservatives’ and the ‘social climbers’, appear to be fond of eating. They are, thus, likely to eat more frequently, try new and varied food items and are also likely to be frequent consumers of fast food items.

2.2. Pleasure of Cooking

People who are fond of eating can satisfy their appetite for good food either by cooking it themselves or by buying it from outside. In the case where the respondents prefer to cook themselves, the frequency of eating out is likely to reduce. They were, thus, asked to give their views on the statement, ‘I love to cook’.

The results revealed that only a small percentage of respondents showed their dislike for cooking and another 6 per cent were indifferent.
A majority constituting at least 90 per cent of the respondents agreed that they enjoyed cooking.

The correlation coefficients presented in Table 7.3 indicate a significant and positive relation of the statement with the ‘stay-at-home traditionalists’ and the ‘conservatives’.

Thus, respondents belonging to the lifestyles of the ‘stay-at-home traditionalists’ and the ‘conservatives’ appear to take a keen interest in cooking. They tend to cook most of the items at home and are less likely to go out to eat.

2.3. Desire for Impressing Guests

Since the survey found that most respondents agreed that they loved to eat, an effort was made to find out whether good food was meant for personal enjoyment or whether it was also to be shared with guests and used to impress them. The respondents were, thus, asked to give their opinion on the statement, ‘I like to impress my guests with the food I serve’.

The results showed that only 10 per cent respondents disagreed with the statement and 14 per cent respondents were indifferent to it. The rest of the 76 per cent respondents agreed that they liked to impress their guests with the food they served. This meant, amongst other things, that the unexpected arrival of guests would entail purchases of ready-to-eat food from restaurants and fast food eating places, purchase of semi-
finished or half-cooked recipes and the consumption of greater variety of food.

The coefficients of correlation (Table 7.3) revealed that this relationship was significant and positive for the ‘stay-at-home traditionalists’; and the ‘progressive providents’ but the relationship of the statement was found to be significantly negative with the lifestyle of the ‘security-seekers’. Surprisingly, no correlation, with this statement, positive or negative, appeared for people belonging to the lifestyle of ‘social climbers’.

Thus, while the ‘stay-at-home traditionalists’ and the ‘progressive providents’ are most likely to use food to impress guests and as a consequence likely to purchase food items from outside to supplement their own cooking, the ‘security seekers’ are least likely to use food as a means of impressing guests.

2.4. **Liking for Spices and Seasonings**

In order to identify the preference of the respondents for spices and seasonings, they were asked to give their opinion on the statement, ‘I relish food with spices and seasonings’.

As many as 168 respondents (38 per cent) disagreed, 55 respondents (12 per cent) were indifferent and 214 respondents (50 per cent) agreed with the above statement. Thus, a large number of respondents agreed that they enjoyed food with spices and seasonings.
The correlation coefficients presented in Table 7.3 show that the preference for spicy food was particularly significant in the case of respondents belonging to the ‘independent’ and the ‘conservative’ lifestyles. The ‘progressive providents’ correlate significantly and negatively with the statement.

Therefore, respondents belonging to the lifestyle of ‘independents’ and ‘conservatives’ show a discernible preference for spicy food. For them, taste appears to be an important criterion in selecting eatables.

2.5. Concern for Right Type of Food

It was felt that persons who were overly concerned with eating nutritious food are less likely to eat out and tend to avoid fast food items. In order to find out the interest in eating nutritious food, the respondents were asked to give their views on the statement, ‘I usually do not worry about eating the right types of foods’.

The survey showed that 21 per cent respondents agreed that they were worried about eating the right types of foods, 12 per cent were indifferent, and a large majority of 67 per cent respondents agreed that they usually did not worry about eating the right kind of foods. They were, thus, neither concerned with nutrition nor with body weight, and were likely to be more liberal consumers of fast food items.

The correlation coefficients presented in Table 7.2 reveal that there is a significant and positive correlation for the respondents belonging to
the lifestyle of the ‘conservatives’, the ‘security-seekers’ and the ‘progressive providents’. The correlation for the ‘stay-at-home traditionalists’ was found to be significant and negative. The correlations were not significant for the remaining lifestyles.

This signifies that the ‘conservatives’, the ‘security-seekers’ and the ‘progressive providents’ do not appear to worry about eating the right types of foods. They are not concerned with the nutritional content nor do they appear to be strict weight watchers. They are, thus, likely to eat out more frequently and consume fast food items more regularly.

The ‘stay-at-home traditionalists’ on the other hand, are concerned with nutrition. They avoid foods that are harmful for their health, and are thus, likely to consume fast food items rarely.

2.6. Taking Snacks While Watching Television

In order to ascertain whether the respondents preferred to eat at regular meal times or liked to snack in between especially while watching TV, they were asked to give their opinion on the statement, ‘I like to snack while watching TV.

The survey has revealed that only 59 per cent disagreed with the statement and another 6 per cent were indifferent. As many as 35 per cent of the respondents agreed that they liked to take snacks while watching TV. This meant that eating was not restricted to three meals a day, it was more frequent, entailing use of snack and fast food items. The responses to this statement support the findings for the statement, ‘I love to eat’.

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The correlation coefficients presented in Table 7.3 indicate a significant and positive relationship with four lifestyles: the ‘progressive providents’, the ‘social climbers’, the ‘security-seekers’ and the ‘conservatives’. There is a significant and negative correlation for the ‘stay-at-home traditionalists’ and the ‘independents’. The correlation for the ‘privileged’ is not significant.

This implies that the ‘progressive providents’, the ‘social climbers’, the ‘security-seekers’ and the ‘conservatives’ are likely to be more frequent consumers of snack items and fast food items.

The ‘stay-at-home traditionalists’ and the ‘independents’, however, seem not to like to snack while watching TV. They are, thus, likely to be less interested in the consumption of snack and fast food items and are more likely to be health and weight conscious.

**2.7. Concern for Nutritional Information on Packages**

In order to identify the concern for information on nutritional contents of food items on the packages, the respondents were asked to give their views on the statement, ‘I usually read the nutrition information on packages’.

While 18 per cent respondents disagreed with the statement and another 8 per cent were indifferent, 74 per cent respondents agreed that they scanned the nutrition information given on packages.
The correlation coefficients show that the concern for nutrition information is significant amongst the ‘stay-at-home traditionalists’, the ‘security-seekers’, the ‘privileged’ and the ‘progressive providents’.

Surprisingly, the interest in reading nutritional information on packages was not significant for the ‘independents’ though they were found not to favour taking snacks while watching TV.

**A Composite View on Lifestyle and Eating Habits**

Thus, the ‘stay-at-home traditionalists’ are not particularly fond of eating but enjoy cooking. They use food as a means to impress their guests and are likely to cook it by themselves rather than buy it from outside. They do not significantly prefer food with spices and seasonings but worry about eating the right kind of foods. They generally do not like to snack while watching TV and are concerned about the nutritional information on packages, which they appear to read regularly. The respondents belonging to this lifestyle are, therefore, not likely to use fast food items bought from outside frequently.

The ‘progressive providents’ also do not seem to take pleasure in eating or cooking. They, however, like to impress their guests with the food they serve, and are likely to purchase food from outside for their guests. They do not seem to relish food with spices and seasonings and their concern for eating the right types of foods is significant. They like to take snacks while watching TV and are likely to consume more fast
food items that are ready-to-eat. Inspite of all this, they are concerned about nutritional information on packages and read it regularly. It is, thus, likely that they prefer such snack items which are low on calories and fat and high on nutrition.

The ‘social climbers’ are fond of eating. They do not like to impress their guests with the food they serve. They do not have any preference for spices and seasonings nor do they seem to be significantly concerned about eating the right type of foods. They like to snack while watching TV, and do not generally read the nutritional information on packages and labels. Thus, the respondents belonging to this lifestyle are also likely to eat out frequently and to consume fast food items. Since their concern for low calories or nutrition is not discernible, they are likely to prefer taste to nutrition in the food items they choose to consume.

The ‘security-seekers’ display no significant interest in eating or cooking. They do not like to impress their guests with the food they serve and therefore, they are not likely to make any efforts to serve special food items for their guests whether cooked by them or brought from outside. They display no significant interest in food with spices and seasonings but they do not worry about eating the right kind of food. They like to snack while watching TV, and are also concerned about reading the nutritional information on packages. They are, thus, likely to be influenced by this information but usually do not appear to worry about nutrition in choosing food items.
The ‘conservatives’ are fond of eating and cooking. They display no significant interest in impressing their guests with the food they serve but prefer food with spices and seasonings. They are concerned about eating the right type of foods. They like to snack while watching TV but do not appear to regularly read the nutritional information on packages. The findings suggest that while they are concerned about nutrition from the food they cook, they do not attach importance to the nutritional contents of the food they purchase or consume from outside.

The ‘privileged’ are neither fond of eating nor do they seem to take pleasure in cooking to any noticeable extent. No significant correlations have emerged to show that they like to impress their guests with the food they serve or that they prefer food with spices and seasonings or that they are concerned with eating the right kind of foods or that they prefer to take snacks while watching TV. They have, however, been found to read the nutritional information on packages. It appears that these people do not devote much significance to eating as such.

The ‘independents’ do not show any discernible preference for eating or for cooking. They like to have food with spices and seasonings. Though their concern with eating the right type of foods is not very noteworthy, yet they do not like to snack while watching TV. Their concern for nutritional information on packages is not apparent. A good taste, therefore, is likely to be more important than the nutritional content for people belonging to this lifestyle.
3. Consumer's Lifestyle and Purchase of Clothing

It was assumed that the way an individual dresses up is likely to reflect his or her lifestyle. An effort was made to identify if there were any peculiarities regarding choice of clothes significantly associated with a particular lifestyle. The respondents were asked to give their agreement or disagreement on the following statements:

1. ‘Being well-dressed is an important part of my life’.
2. ‘I wear clothes I like even if they are not in fashion’.
3. ‘I wear clothes that are in fashion but are not very expensive’.
4. ‘I wear clothes that are inexpensive even if they are not going to last long’.
5. ‘I would like to have clothes that need no ironing’.

The responses to each of the above statements were correlated with the seven- lifestyle factors. The results have been presented in Table 7.3.
### Table 7.3
Inter-Correlation Between Lifestyles and Clothing

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lifestyles</th>
<th>Statement</th>
<th>(\beta)</th>
<th>(\gamma)</th>
<th>(\xi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Stay-at-Home Tradition-alists</td>
<td>0.13**</td>
<td>0.01</td>
<td>-0.05**</td>
<td>0.01</td>
</tr>
<tr>
<td>2.</td>
<td>Progressive Providents</td>
<td>0.11*</td>
<td>0.11**</td>
<td>-0.11*</td>
<td>0.17**</td>
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<td>3.</td>
<td>Social-climbers</td>
<td>0.14**</td>
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<td>-0.02</td>
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</tr>
<tr>
<td>4.</td>
<td>Security-seekers</td>
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<td>5.</td>
<td>Conservatives</td>
<td>0.14**</td>
<td>-0.02</td>
<td>0.21**</td>
<td>-0.02</td>
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<tr>
<td>6.</td>
<td>Privileged</td>
<td>0.01</td>
<td>-0.09*</td>
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<td>7.</td>
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</tbody>
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** P < 0.01  * P < 0.05

**Key to Statements:**
1. ‘Being well-dressed is an important part of my life’.
2. ‘I wear clothes I like even if they are not in fashion’.
3. ‘I wear clothes that are in fashion but are not very expensive’.
4. ‘I wear clothes that are inexpensive even if they are not going to last long’.
5. ‘I would like to have clothes that need no ironing’.


3.1. Importance of Being Well-Dressed

For the purpose of identifying the respondents for whom dressing up was an important activity, their agreement or disagreement on the statement, ‘Being well-dressed is an important part of my life’ was sought.

The results showed that out of a total of 436 respondents, 7 per cent disagreed and another 6 per cent were indifferent but the vast majority, consisting of nearly 87 per cent respondents, agreed that they liked to dress-up well.

In order to identify whether any significant differences existed amongst respondents belonging to different lifestyles the Pearsonian product moment correlations were computed. These are presented in Table 7.4. The results show that there is a significant and positive correlation between being well dressed and the ‘stay-at-home traditionalists’, the ‘progressive providents’, the ‘social climbers’, the ‘security-seekers’, the ‘conservatives’ and the ‘independents’. It is not significant for those belonging to the ‘privileged’ lifestyle.

Thus, for people belonging to almost all lifestyles except the ‘privileged’, dressing-up well was found to be an important activity indicating that they were likely to spend a substantial part of their resources on shopping for clothes.

3.2. Preference for Fashion Vs Utility

In order to apprise the marketers about whether these consumers like to dress-up in fashion or according to their own tastes and preferences,
the respondents were asked to give their opinion on the statement, ‘I wear clothes I like, even if they are not in fashion’. It was expected that the respondents correlating positively with the above statement would not be fashion-conscious. They would dress-up according to their own preferences in clothes that were tailored specifically for them in contrast to ready-made clothes.

Approximately 9 per cent respondents were found to be indifferent and another 15 per cent respondents disagreed with the statement, but a majority, aggregating 76 per cent preferred to wear clothes that they liked irrespective of the fact that they were not in fashion. Thus, only approximately 15 per cent respondents were found to be fashion-sensitive.

Table 7.3 indicates that there is a significant and positive correlation for the respondents belonging to the ‘progressive providents’ lifestyle. The correlation for the respondents belonging to the lifestyle of the ‘privileged’ is significant and negative. This signifies that the respondents belonging to the ‘progressive providents’ lifestyle are most likely to wear clothes that they like rather than wear those that are in fashion. The ‘privileged’, on the other hand, are more fashion conscious.

3.3. Preference for Inexpensive Fashionable Clothes

In order to ascertain whether price was a good consideration in purchasing fashion clothes, the respondents were asked to give their agreement or disagreement with the statement ‘I wear clothes that are in fashion but are not very expensive’.
The survey found that a majority consisting of at least 78 per cent agreed, 14 per cent disagreed and 8 per cent were indifferent towards the statement. People agreeing, preferred to wear fashionable but inexpensive clothes.

As shown in Table 7.3, a significant and positive correlation existed for the ‘privileged’, ‘conservative’, and the ‘independent’ lifestyles. The ‘progressive providents’ showed a significant and negative correlation with the above statement.

The results imply that the respondents belonging to the ‘privileged’, the ‘conservative’, and the ‘independent’ lifestyles are most likely to wear clothes that are in fashion but are not very costly.

The ‘progressive providents’ who like to wear clothes of their own choice appear not to favour fashionable clothes even if they are inexpensive.

3.4. **Cost Versus Quality**

The respondents were asked to give their opinion on preference for purchasing inexpensive clothes, general, by specifying their agreement or disagreement with the statement ‘I wear clothes that are inexpensive even if they are not going to last long’.

It was found that inspite of the preference for low-priced fashion clothes there was an overall preference for good quality clothes. Approximately 69 per cent respondents disagreed, 9 per cent respondents were indifferent and 22 per cent agreed with the statement that they
preferred to wear clothes that were inexpensive even if they were not
going to last long.

The Table 7.3 shows a significant and positive correlation for the
respondents belonging to the ‘progressive and providents’ and the ‘security-
seekers’ lifestyles.

Thus, the ‘progressive providents’ and the ‘security-seekers’ are
most likely to shop for clothes that are inexpensive. The fact that they are
not going to last long or are going to be of a poor quality does not seem
to deter them.

3.5. Requirement of Ironing

In view of the rising costs of getting clothes ironed from dhobis
and laundrettes and an increasing number of women going to work outside
their homes, it was felt that there might be some preference for low-
maintenance, iron-free clothes. Accordingly, the respondents were asked
to give their opinion on the statement ‘I would like to have clothes that
need no ironing’.

The survey found that the opinion on the statement was somewhat
divided. While 13 per cent respondents were found to be indifferent, 44
per cent respondents disagreed and 43 per cent respondents agreed that
they would like to have clothes that need no ironing.

The Table 7.3, however, indicates a significant and positive
correlation for the ‘independents’ and a significant negative correlation
for the ‘stay-at-home traditionalists’
This implies that the ‘stay-at-home traditionalists’ are least likely to prefer clothes that require no ironing. This appears to be true since these people are home-oriented and can devote sufficient time to such chores. The ‘independents’ on the other hand, are most likely to prefer clothes that require no ironing. It shall be appropriate to mention here that people belonging to the ‘independent’ lifestyle are mostly women (see chapter 3) who are likely to be ironing clothes regularly for the members of their family. They would, then, welcome clothes that require no ironing.

A Composite View on Lifestyles and Clothing

The following points emerge from the above analysis:

The ‘stay-at-home traditionalists’ agree that being well dressed is important for them but they do not seem to prefer clothes that need no ironing. The respondents belonging to the ‘progressive provident’ lifestyle also prefer to be well dressed but not necessarily in fashionable clothes. They do not like wearing fashionable clothes even if they are inexpensive. In general, they are more likely to buy clothes that are inexpensive even if they are not of good quality. They do not seem to be having any significant preference for clothes that need no ironing.

The ‘social climbers’ certainly believe that being well dressed is important for them though no significant preferences have emerged for fashionable clothes or clothes that do not require any ironing.
The ‘security-seekers’ like to dress up well. They seem to have a preference for inexpensive clothes even if they may not last long. They exhibit no significant preference for clothes that require no ironing.

The ‘conservatives’ also like to dress up well and preferably according to fashion, they favour inexpensive fashionable clothes.

The ‘privileged’ do not seem to attach much significance to being well dressed but are fashion conscious. Like the ‘conservatives’, they prefer inexpensive fashionable clothes.

The ‘independents’ generally prefer to dress up well, and favour low-price inexpensive fashionable clothes. They have a significant preference for clothes requiring no ironing.

It is evident from the above that people from the various lifestyles differ in their attitudes towards dressing-up. They vary in whether they favour fashionable clothes of a good quality, or fashionable clothes that are inexpensive. There are some that may compromise on the quality of clothes in favour of price and some that would prefer low-maintenance clothes requiring no ironing.

The findings on purchase behaviour pertaining to fast food and clothes, suggest that people ‘belonging to different lifestyles differ in their purchase behaviour related to the above mentioned two products. By implication then, purchase behaviour is lifestyle and product specific.