Chapter-VIII

The Lifestyle Profiles of Selected Consumers

1. The Stay-at-Home Traditionalists
2. The Progressive Providents
3. The Social-Climbers
4. The Security Seekers
5. The Conservatives
6. The Privileged
7. The Independents
In this chapter researchers presents the profiles of each of the seven lifestyles identified earlier. The profiles have been constructed by using only those correlations that were significant at 0.05 level. The description follows the order of the factors—

1. ‘stay-at-home traditionalists’ (factor 1),
2. ‘progressive-providents’ (factor 2),
3. ‘social-climbers’ (factor 3),
4. ‘security-seekers’ (factor 4),
5. ‘conservatives’ (factor 5),
6. ‘privileged’ (factor 6) and
7. ‘independents’ (factor 7).

1. The Stay-at-Home Traditionalists

It has been found that the ‘stay-at-home traditionalists’ believe that the custom of dowry is traditional and cannot be done away with. They are hardworking and disciplined. They feel that women are dependent on men and need the latter’s protection. The ‘stay-at-home traditionalists’ have attachment to their home and family and make an effort to inculcate good habits in their children. They prefer spiritual values to material wealth. They enjoy most of the household tasks and prefer to stay at home rather than going out.

The ‘stay-at-home traditionalists’ are generally married males as well as females, staying in Meerut, Ghaziabad, Bulandshahar, Gautambudh
Nagar & Baghpat Districts. They are well-educated, being graduates or post-graduates, and are engaged in business, service, or profession or are housewives. Their family income ranges between Rs. 14,000 and Rs. 20,000 per month and they are above 19 years of age.

The stay-at-home traditionalists, read newspapers and homemakers magazines but are not likely to subscribe to movie-romance-crime magazines and miscellaneous reading material, including novels and comics. They hardly ever watch TV and, the least of all, beyond 10 p.m.

The stay-at-home traditionalists consider advertising a non-essential activity. However, they view it as a tool of presenting a true product picture and making goods and services available at lower prices.

These people exhibit hardly any interest in shopping; in trying new brands; in consulting their friends on which brands to buy or in buying from reliable stores but they are store-loyal.

Though the stay-at-home traditionalists do not enjoy eating, yet they derive pleasure from cooking. They like to impress their guests with the food they serve. They do not exhibit any significant preference for spices or seasonings or for eating the right type of foods or for taking snacks while watching TV but they do read the nutritional information on the packages and the labels. None of the specified sources of gathering product information, viz., radio, TV, magazines, newspapers, video and movies, is used by such persons for obtaining information on fast foods.
Being well dressed is an important part of the lives of the stay-at-home traditionalists but no preferences have been noticed for fashionable clothes or utilitarian clothes or inexpensive clothes. However, they do not prefer clothes that need no ironing. They prefer movies but not newspapers for information on clothes.

2. The Progressive-Providents

People belonging to the progressive-providents lifestyle make efforts to save money on household expenses. They value education and hold that both men and women should share the household responsibilities. For them, a family is not incomplete without a son and politics is not just a man’s affair. They also do not like to accept dowry in marriage.

These people are mostly males who may be married or unmarried, and generally reside in Ghaziabad District. They are engaged in business and have income between Rs. 5,000 and Rs. 20,000 per month. There is hardly any difference amongst them in so far as education and age are concerned.

The progressive-providents show no discernible interest in any of the listed sources of reading, including newspapers; but are not likely to read professional magazines. They have no liking for watching TV and they rarely watch the morning transmission of the television.

They view advertising as presenting a true product picture and as resulting in better quality of products.
People of this lifestyle have no noteworthy interest in shopping; in trying new brands; in, seeking the advice of their friends on which brands to buy or in buying from a reliable store. However, they are store-loyal.

Furthermore, the progressive providents neither fancy eating nor cooking, but like to impress their guests with the food they serve. They relish food with spices and seasonings and are not discernibly interested in eating the right type of foods. They are inclined to take snacks while watching TV and usually read the nutritional information on the products’ packages. No other specified source of information except video is significant for information on the fast foods.

Dressing up well is an important activity for the progressive providents and they prefer utilitarian clothes to those relating to fashion. The progressive-providents prefer inexpensive clothes in general and may compromise on the quality of clothes for a low price, but they do not fancy clothes that need no ironing. None of the specified sources of information are used by them and least of all radio, for information on clothes.

3. The Social-Climbers

The ‘social-climbers’ have a liking for parties bubbling with people and music and they are involved in many activities outside their homes. For them, children are essential for the survival of a marriage and, thus, social interactions are important.
The ‘social-climbers’ are generally unmarried males, not restricted in residence to any specific area. They are reasonably well-educated being either matriculates or graduates. They are associated with the adolescent age group. Such people cannot be distinguished on the basis of income or occupation.

The ‘social-climbers’ do not appear to spend much time in reading, including newspaper reading, and are not likely to subscribe to homemaker and light-reading magazines. They prefer to watch the morning transmission but do not watch television between 6 and 8 p.m.

They view advertising as helping in raising the people’s standard of living and eventually leading to better products.

They take pleasure in shopping and seek the advice of their friends on which brands to buy but take no discernible interest in trying new brands. They don’t prefer stores that are reliable and are also not store-loyal.

The ‘social-climbers’ are fond of eating but do not enjoy cooking or using food to impress their guests. They do not take a fancy to spices and seasonings and are not even concerned with eating the right type of foods or with the nutritional information on products’ packages and labels. They engage in taking snacks while watching TV, which is also an important source of information on fast foods. They do not use any of the other specified sources of product information.
The social-climbers like to dress up well but show no discernible preferences for good quality or fashionable clothes or for clothes that require no ironing. Television is an important media for choice of clothes as well.

4. **The Security-Seekers**

The ‘security-seekers’ tend to feel the need for security. They seek security in the ownership of accommodation located at or near a big city. They are also out-going and get away from their home occasionally to enjoy their leisure time but they are not as much out-going as the ‘social-climbers’.

Such people are generally unmarried males, residing in Meerut & Ghaziabad Districts. They are not confined to any particular income group, education, or occupation group and are in the age group of 25-35 years.

The security-seekers do not subscribe to the professional and light reading magazines but take interest in fashion magazines. They do not devote much time to watching TV.

Advertising plays an important role in the lives of the security-seekers. They perceive advertising as legitimate business function making products available at cheaper prices, presenting a true product picture, raising the standard of living and being a good source of information. Nevertheless, they feel that advertising is not persuasive.
The security-seekers take interest in shopping, but not in trying new brands, or in seeking the advice of their friends as to which brands they should buy, or patronising the stores that are reliable. Like the social-climbers, the security-seekers are also not store-loyal.

These people are neither fond of eating nor cooking, nor do they serve food to impress their guests. They like to snack while watching TV and do not generally worry about eating the right type of food. Spices and seasonings do not fancy them. They often read the nutritional information on product packages and labels. None of the specified sources are important for obtaining information on fast foods.

The security-seekers like to dress up well but show no preference for fashion or utility. They prefer clothes that are inexpensive and may even compromise on the quality, but do not prefer clothes that require no ironing. They use none of the enumerated sources to obtain information on clothes.

5. The Conservatives

The conservatives feel that marriage is an essential part of one’s life and a woman must have children to be complete. They vote regularly in elections, prefer a job-oriented education to a general education and aspire to stay in independent houses rather than in apartments and flats.

The conservatives are generally males who may be married or unmarried and reside in Bulandshahar & Baghpat Districts. The
‘conservatives’ are matriculates and graduates and have incomes between Rs. 5,000 and Rs. 20,000 per month. They can be students, businessmen, servicemen or housewives by vocation. However, age is not that crucial a factor.

These people do not devote much time to reading including newspapers and hardly subscribe to light reading magazines and miscellaneous reading material like comics and novels. TV viewing also does not attract them and they do not watch late night TV.

To them, advertising results in better products by way of promoting competition. In their view, it presents a true product picture and raises the standard of living. However, the conservatives feel that it is not persuasive.

The conservatives evince interest in shopping, in trying / new brands and seek the advice of friends on which brands to buy. They are not inclined to buy from stores that back up the products guarantee, but are store-loyal like the stay-at-home traditionalists.

The conservatives enjoy eating and cooking but do not like to impress their guests with the food they serve. They relish spicy and seasoned food but do not take snacks while watching TV. They are not concerned with eating the right type of foods or with the nutritional information on packages. None of the specified sources of information on fast foods are important but radio is not popular at all.

Being well dressed is important for the conservatives and they prefer fashionable clothes, irrespective of their price. Generally, they like
to wear good quality clothes. Magazines are important to them though radio and newspapers are not good sources of information on clothes.

6. The Privileged

People belonging to the lifestyle of the privileged consider that the youth of today is less privileged than them.

The privileged are, generally, married males or females staying in Gautam Budh Nagar (Noida) District. They are graduates and belong to the 36 to 50 years age group. Income is not a distinguishing factor.

Though none of the specified sources of reading are important for the privileged, they are least interested in movie, romance and crime magazines. They spend a considerable time watching TV and regularly watch it between 6 and 10 p.m.

They perceive advertising as helping in raising the standard of living and making products available at cheaper prices but they do not view it to be essential.

The privileged enjoy shopping, and trying new brands. These people do not seek the advice of their friends on which brands to buy. They prefer to buy from reliable stores but are not store-loyal.

In so far as their eating habits are concerned, the privileged neither relish eating nor enjoy cooking, and nor do they like to impress their guests with the food they serve. They don’t tickle their palates with
spices and seasonings or take snacks while watching TV. Such people are concerned with eating the right type of foods and often read the nutritional information on packages and labels. None of the specified sources are preferred for information on fast foods by the privileged.

Dressing up well is not important. They like to wear inexpensive fashionable clothes but it is not evident whether they prefer quality to cost or vice versa. These people use none of the specified sources of information for obtaining information on clothes.

7. The Independents

The independents favour the concept of nuclear family and do not like the interference of members of an extended family.

They are mostly married females who show no discernible differences on account of location of residence and education. They may be in business or profession or housewives. They come from lower middle class families and may belong to the above 25 years age group.

The independents do not like to read newspapers or any of the specified sources and are least likely to subscribe to light reading and movie-romance and crime magazines. They like to watch TV in the afternoon but not later than 10 p.m.

They consider that advertising is essential; it reduces prices, results in better products; and is a good source of information.

The independents take no interest in shopping or in trying new brands. They do not care for the advice of their friends on which brands
to buy and do not necessarily purchase from reliable shops. Like the social-climbers, security-seekers and the privileged, they are not store-loyal either.

Like the privileged, the people of the independent lifestyle also are neither fond of eating nor enjoy cooking. They do not like to impress their guests with the food they serve. They relish food with spices and seasonings and show little concern for eating the right type of foods or for reading the nutritional information on the packages. They do not like to take snack while watching TV and use radio for obtaining information on fast foods.

The independents like to dress up well and prefer to have good quality fashionable clothes. They favour clothes that need no ironing but do not use any of the specified sources, for obtaining information on clothes.