Chapter-II

Review of Literature

1. Studies on Demographic, Socio-Cultural and Economic Factors
2. Studies on the Concept and Measurement of Lifestyle
3. Studies on Psychographics, Lifestyle and Consumer Behaviour
4. Studies on Lifestyle of Indian Consumers
Researches conducted on lifestyles can be classified into four sections, one, dealing with the factors related to the demographics, socio-cultural and economic status of consumers and their consumption behaviour; two, those devoted to the concept of lifestyle and its measurement, three, those relating to psychographics and lifestyle profiles, and four, the studies that have been conducted in India.

While only a brief reference has been made for studies under the first section since they are confined to measuring the “impact of individual demographic, social, cultural and economic factors or different aspects of consumer behaviour, studies under the remaining sections are reviewed and analysed in detail.

1. **Studies on Demographic, Socio-Cultural and Economic Factors**

These studies deal with the various demographic, social, cultural and economic factors that influence the consumer behaviour. Significant studies that have been reported include studies on social class and income as indicators of consumer credit behaviour,¹ a comparison of social class and income as correlates of buying behaviour,² social class and lifecycles

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as predictors of shopping behaviour, the continuing significance of social class to marketing, changes in life status and consumer preferences and satisfaction, the importance of life cycle concept in marketing research, correlation of cultural values with consumer behaviour, the effects of culture and socio-economic factors on the performance of global brand image strategies, effects of group influence on consumer brand preferences, influence of reference groups on product and brand purchase


decisions, the influence of familial and peer-based reference groups on consumer purchase decisions.  

A number of research studies have also been reported on the role of child in family decision-making, purchasing roles in the US family, the impact of husband-wife sex-role orientation on household decision behaviour, adolescent influence in family decision-making, expenditures and consumption of convenience products and services by working wives, and the strategies used by working and non-working wives to reduce time pressure.

Landori\textsuperscript{18} has studied the relationship between the purchase intentions of consumers, self-concept, and ideal self-concept. Sirgy\textsuperscript{19} has critically reviewed the role of self-concept in consumer behaviour.

Cole and Balasubramanian\textsuperscript{20} have analysed the implications for public policy in relation to the age differences in consumer’s search for information while Holbrook and Schindler\textsuperscript{21} have studied the role of age, sex and attitude towards the past for predicting the consumers aesthetic tastes for cultural products.

Thus, a review of the literature reveals that a number of studies have emphasised the importance of culture, demographics, social class, reference groups, family, learning, childhood socialisation, values, personality, self-concept and attitudes on consumer behaviour. Though each of these factors influences lifestyles, these studies have not considered the impact of these factors from the lifestyle point of view. They, thus, suffer from the limitation of using demographics or other socio-cultural

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factors alone for consumer analysis as against lifestyles, which provide a richer description of the consumers. There is, therefore, a need to correlate these variables with lifestyles and study their relationship with them.

2. Studies on the Concept and Measurement of Lifestyle

Five major studies have been undertaken so far which focus on the concept and measurement of lifestyles.

(i) Study on the Role of Lifestyle and AIO Research Methodology: In the study by Berkman and Gilson,²² the researchers first defined the term lifestyle, stressed the importance of the concept and the activities, interests and opinions (AIO) research methodology, and then applied the methodology to create heavy user profiles for beer, eye make-up and bank credit cards. They concluded that the lifestyle concept occupied a strategic position in the area of research on consumer behaviour.

(ii) Study on Systematic Lifestyle Concept: The study conducted by Bushman,²³ suggested that there was a considerable power in systematically studying the comprehensiveness of lifestyles for segmenting markets for new products. The study sought to examine as to what was wrong with using demographics alone for market segmentation.

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Bushman used the term ‘systematic’ to convey a more comprehensive and methodical consideration of the multi-dimensional nature of lifestyles than what was implied by the activities — interests and opinions, methodology. The term ‘systematic lifestyle analysis’ was defined as “a multi-dimensional systems approach using quantified measures in an attempt to describe and understand market segments, their attitudes and their patterns of living, their personal values, personality traits and decision sets or environment related to the resolution of consumer desires.” He felt that the customer environment had a number of facets and each of these could be methodically studied. The study advocated quantified analysis in preference to qualitative analysis.

According to this approach, lifestyle analysis involves a two-dimensional continuum. One, the specificity of lifestyle questions, and two, the comprehensiveness or scope of the inquiry. The specificity of the questions could be described at three points along the continuum: lifestyles as related to questions and specific product features of a brand, questions about product categories and general issues not related to products, like, those dealing with politics, vacations, hobbies, social issues etc. Regardless of the level of specificity, Likert’s scales are usually the primary mode for ascertaining lifestyles.

The term ‘comprehensiveness’ was used to mean the completeness of the scope in the analysis of lifestyles and could be defined along four points on the continuum :—
(a) Personal variables which are studied in order to assess the personal make-up of the individual, devoid of his or her situation, resulting in personality and demographic profiles and frequently involves depth interviewing.

(b) Situational variables as they focus on certain settings, like the home, office, shopping centre or the social situation. The research techniques used include usage profiling, scenario testing and marketing-factor-sensitivity testing.

(c) Functional variables which describe how consumers satisfy their desires and solve problems. The techniques used are benefit segmentation, value segmentation and need deficiency analysis.

(d) Global variables, which are the most inclusive or exhaustive in character and usually, involve societal and environmental issues.

According to the researcher, this is a hierarchical dimension and, therefore, each succeeding point on the dimension may include the variables from the preceding point. He advocates that the specificity and the comprehensiveness continuums be jointly considered in a two dimensional taxonomy which defines the lifestyle concept. The research, however, states that frequently, only portions of the specificity continuum and comprehensiveness continuum are used for practical reasons.
(iii) Study on Lifestyle Segmentation with Tailored Interviewing: Another study\textsuperscript{24} presented a tailored-interviewing procedure for lifestyle segmentation that reduces the drawbacks of higher cost and lower quality of lengthy lifestyle questionnaires. The procedure advocated by Kamakura and Wedel assumes that a lifestyle measurement instrument has already been designed. A classification of a sample of consumers into lifestyle segments is obtained using a latent class model. With these segments, the tailored interview procedure classifies consumers into the same segments in future. The procedure minimises the error of misclassification and decreases the interview costs by using only a fraction of the items for each respondent.

The authors tested the empirical application of the procedure on a questionnaire designed to assess lifestyles related to consumption of fashion in Brazil. The data were obtained from 800 completed personal interviews through a quota sample defined on the basis of socio-economic class and place of residence. Of these 800 interviews, 700 cases were randomly selected to calibrate the latent class model and identify the lifestyle segments and 100 cases were retained as a holdout sample to validate the tailored interview procedure.

The latent class model was applied to the seven nominal demographic items and 66 ordinal lifestyle items for two through eight

segments. The eight-class solution had one small segment that had a profile similar to that of another segment. The decrease in the ICOMP criterion relevant to the seven-segment solution was very small. Therefore, the seven-segment solution was used and each segment was interpreted in terms of demographic variables and lifestyle patterns.

The tailored interviewing procedure was applied to the rest of 100 respondents. The results of the tailored interview procedure were compared to both a procedure that uses the same fixed number of items obtained from a stepwise discriminant analysis of the calibration sample and random item selection as a benchmark.

The results showed that the allocations to segments based on the tailored interviews agreed with the classification based on the complete interview in 73 per cent of the holdout respondents, while using only 22 per cent of all the questions in a traditional lifestyle battery. Thus, the researchers felt that by shortening of the questionnaire, the tailored interviewing approach “lends itself to administration of telephone interviews, which provides a further substantial reduction of the incurred costs of data collection over traditional personal or written interviews.”

However, this technique still requires the full interview of a representative sample of consumer for the prior identification of lifestyle segments and item calibration. Inspite of this, it can lead to a more effective usage of interviewing time in situations in which a typology of
lifestyle segments is first determined and then used in several subsequent studies.

(iv) Study on Post-Structuralist Lifestyle Analysis: In this study, Holt has made an effort to establish that “the personality or values lifestyle analysis and object signification research have become less useful in the post-modern era.” He has developed an alternative post-structuralist approach for analysing lifestyles. This view emphasises that “meanings are significantly constituted by the ways in which people act in particular social contexts”, that “meanings do not exist separate from history” and that the “meaning of any particular object or activity is inherently unstable and contingent since it is dependent on which meaningful linkages are made.”

He conducted an “interpretative study to explore empirically whether post-structuralist lifestyle analysis can capture more nuanced differences in consumption patterns than the personality or values and object signification approaches”. Ethnographic interviewing was used to find out their recent consumption experiences.

The interview was conducted in June 1993 with three adults who were selected randomly from the telephone book in Centre Country in Pennsylvania. The data so collected were supplemented with “observations

made during the interviews (e.g., home and landscaping, furniture and interior decor, collections and hobby materials)”. The interview covered “consumption categories frequently associated with lifestyle — food, clothing, home decor, and furnishings, music, television and movies, reading, the arts, sports and hobbies”. For each category, a wide range of questions was used to extract a rich and comprehensive description of the informant’s tastes and actions. A few questions solicited discussion of “how consumption varied across different situations”. A couple of weeks after the interview, a 32 question VALS survey was also administered.

The research emphasised that there was a need to study “collective consumption patterns” rather than individuals. It recommended that methodologically, “to study lifestyles as social constructions requires applying at least one of the following research designs: longitudinal study of the process through which lifestyles change overtime ..., historical studies that race the cultural genealogy of particular lifestyles ..., or comparative studies that use contrasting cases to illuminate the particular social conditions constitutive of a particular lifestyle”.

3. **Studies on Psychographics, Lifestyle and Consumer Behaviour**

The studies reviewed in this section predominantly concentrated on building up consumer profiles for specific products and brands and in this process, distinguished between the heavy users and light users for the
products or brands or identified similarities and differences in users and non-users of certain products.

(i) **Study on the Feminine Lifestyle** : A study by Reynolds, Crask and Wells\(^26\) presented the results of a nation-wide survey of American females conducted to examine lifestyle differences of women who preferred modern orientation and those who preferred traditional orientation.

For this purpose, a 19-page questionnaire was mailed to 2000 women in 1975. A filter question in the beginning categorised the female respondents into traditional or modern. They were then matched with their demographic profiles.

The study pointed out that the younger, better educated, working women with higher income had changed much. The modern and traditionals had emerged as occupants of different behaviours, attitudes and lifestyles. These differences were further reinforced by their working status.

Data was also collected on the activities, interests, and opinions, and the product use and media on the six point Likert scale. Chi-square was used to determine the statistical significance of the differences.

The study revealed that there were differences between modern and traditionalists for roles and attitudes towards home, work and family.

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Both working and non-working traditionals agreed more that the father should be the master of the house and that a woman’s place was in the home than did their modern counterparts. However, modern women had more liberal views towards life, events and situations, had more self-confidence, and were more positive towards travel and mobility. They were found to be financially optimistic but careful spenders, pragmatic about major purchases, such as automobiles, were very much interested in personal appearances and identified themselves with a youthful and fashionable lifestyle. The study showed that while modern women wanted to look attractive to males, the traditionalists wanted to look attractive with reference to other women and that although modern women appeared to be less satisfied with their current situation in life as compared to the traditionalists, they were more optimistic about the future.

After examining the case of personal grooming cosmetics, like, eye makeup, hair spray, lipsticks, etc., the research concluded that the interplay of motives and lifestyles resulted in different purchasing behaviour by the modern and the traditional women for various items and, therefore, the marketers must decide as to whom they were going to address themselves to and whether they need to reposition their brand or to create a new brand. In areas where no behavioural differences for product purchases existed, the marketers needed to focus on their promotional program.
(ii) **Study on Lifestyle Segmentation in Apparel Marketing:**

Richard and Sturman\(^\text{27}\) successfully applied lifestyle segmentation techniques to Warner Slimwears brassieres branded apparel.

The researchers held group sessions to develop a battery of 92 attitude need statements in a range of areas including social, work and family relationships, importance of clothes and fashions, shopping preferences, etc. The various statements were factor analysed to form a variety of sub-factors. Five consumer segments were identified as being of interest. These were ‘conservatives’, ‘brand conscious’, ‘home or price oriented’, ‘fashionable’ and ‘outgoing’. The selection was made keeping in mind the size and importance of bra needs, satisfaction of the segments and the share and image of the company. A sample of 1000 urban women in areas that had a median household income of at least US $ 15,000 was selected. The women of 18-59 years of age who purchased bras in specific outlets were included.

The study found that each lifestyle segment differed significantly from others with respect to bra-styles and preferences. The company was able to identify three segments for its brand — the ‘conservatives’, the ‘brand conscious’, and the ‘home or price oriented’. Out of these, the first two were the traditionals and the third one was a new opportunity area for the brand.

Accordingly, the customer advertising and sales promotion were developed to take advantage of the particular lifestyle and product preferences of these individual target segments resulting in the successful marketing of these bras for the specific segments.

(iii) **Study on Lifestyle Determinants of Women’s Food Shopping Behaviour**: In a study by Roberts and Wortzel\(^\text{28}\) on the new lifestyle determinants of women’s food shopping behaviour, the range of factors that were linked to food shopping and preparation styles were identified and their ramifications for marketing strategy were explored. The study considered the specific attitude variables along with generalised lifestyle variables.

The questionnaire sought information on the role orientation, meal-preparation styles, food-shopping goals and behaviour and demographics. Separate split half, varimax factor analysis was conducted on each of the four groups. The role orientation items resulted in two groups with traditional orientation and contemporary orientation. The food preparation items led to 5 factors: ‘joy of cooking’, ‘service role’, ‘anti-cooking’, ‘sensory orientation’ and ‘food is fuel’. The shopping goal items resulted in 3 factors: ‘concern for time’, ‘concern for price’ and ‘concern for quality’. The factor analysis of food shopping variables brought three\(^\text{28}\).

factors: ‘preplanning’, ‘price minimisation’ and ‘empirical’. After this, bivariate and multivariate analysis was conducted to find out various relationships. Pearson’s coefficient of correlation was computed for this purpose.

It was found that the women oriented towards traditional lifestyles correlated highly with the ‘service role’ and ‘food is fuel’. They cooked because they felt it was their responsibility to provide satisfying and nutritious meals for their families. On the other hand, those having a contemporary lifestyle had a high positive correlation with ‘anti-cooking’ and ‘joy of cooking’. This was because they did not feel obliged ‘to cook’ but enjoyed it when they did it. The traditional women were found to be more concerned with providing high quality food for their family with little concern for time involved in shopping and meal preparation. The contemporary women, however, appeared to be more concerned with time saving. It was also found that ‘joy of cooking’ was positively correlated with ‘concern for time’ and negatively with ‘concern for quality’. The ‘food is fuel’ was found to be not correlated with shopping strategies and behaviour.

The study concluded that food preparation styles contributed more to an explanation of general shopping patterns as compared to the role orientations. It emphasised that a significant amount of the variance in food shopping goals and behaviour remain unexplained because
the full range of possibilities of food preparation styles could not be covered, as this required a further investigation of family structure and behaviour.

(iv) Study on Senior Citizen Market: Day,²⁹ concerned themselves with finding out whether there was an empirical support for a segmentation approach within the elderly cohort and whether there appeared to be distinct segments within the cohort. The psychographic variables were used in investigating whether senior citizens appeared to comprise one or more markets. The geographically matched quota sample consisted of 111 married female respondents over 65 who were not working outside the home. The 137 AIO items deemed relevant to this investigation were factor analysed and reduced to 21. Cluster analysis was performed on these twenty-one psychographic variables resulting in two primary clusters which could be further sub-divided into two groups: the self-sufficient segment which consisted of ‘active integrated’ and ‘disengaged integrated’ and the persuadable segment which consisted of ‘passive dependent’ and ‘defended constricted’.

The study found that among the four sub-groups, there were marked differences such that senior citizens could not be viewed as comprising one market and that the profiles of the four segments suggested

segmentation approach to advertising with implications for both creative and media strategy.

The study revealed that since the media habits varied considerably within the elderly population and that distinctly different lifestyle groups existed amongst them, there was need to tailor the creative strategy to the needs and characteristics of these segments. It emphasised that lifestyle segmentation approach yielded meaningful guidelines in designing media and creative strategies in reaching the elderly markets.

(v) Study on the Use of Advertising by Working Women: Burns and Foxman\textsuperscript{30} sought to alert the advertising researchers to the need for research on the effects of a married woman’s working status on her use of advertising when making her purchase decisions.

The study used a self-administered questionnaire and a sample of 176 married women. The a-priori model was tested with path analysis where the various hypothesised relationships were cast into a series of simultaneous linear equations whose coefficients were estimated with ordinary least-squares procedures.

The study revealed no direct effect of the married woman’s work week length on advertising usage but revealed that perceived role - load rather than working status was a more appropriate indicator of a woman’s


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use of advertising as a time-saving information procurement strategy. It showed that time commitment aspect increased role-load and subsequently the married woman’s reliance on advertising information sources but the money factor increased the family income level, which decreased the use of advertising.

The study suggested that both factors be separated into high and low categories, which could be used to identify at least four market segments of married working women. It was expected 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.

Furthermore, it emphasised that there was need to understand how role-load, family income and various demographic variables interact to affect a person’s use of advertising as an information source.

(vi) Study on Consumption Meanings and the Juggling Lifestyle: In the study conducted by Thompson, the meanings held by consumption experiences for professional working mothers having the juggling lifestyle were explored. The study used the hermeneutics approach and purposive sampling criteria to select participants. The criteria was that each participant be employed in a professional occupation, belong to

the baby boom generation and live in a two-income household. Seven participants were selected and their demographic profile constructed. The study described an etic model after presenting the emic account linking the consumer perceptions to a broader system of cultural narratives and psychosocial structures. The interviews revealed that the working mothers participating in the study; were situated in a similar set of cultural circumstances, shared a common set of life concerns and were socialised in a common set of cultural beliefs and images about gender and motherhood.

The study revealed that the meanings and experiences of participants toward time included organising activities to be more efficient, forming and adhering to routines and habits, feeling the stress of trying to fit in everything that needed to be done and pervasive feelings of fatigue. They were thus found to be making efforts towards staying on schedule. The research revealed that the concern with speed and expediency of action was described as “thoroughly interwoven into their daily experiences” and that a conflict existed between working outside the home and devoting time to children. Their consumption choices were found to function as symbols of maternal devotion and indicated that their juggling lifestyle provided unique benefits to their children.

The study further revealed that the metaphors of juggling, balancing and ‘fitting it all in’ expressed a broader life project of negotiating an
endless array of competing demands, obligations, personal perceptions and cultural ideals. Despite the stresses and self-doubts that it afforded, their juggling lifestyle was ‘invigorating’, providing feelings of accomplishment and a sense of constructing a satisfying life history. The study highlighted that each participant sought to construct an acceptable balance between self-directed accomplishments and extending care to their families. For these participants, a deeper meaning of utilitarian, task-oriented consumption was extending care to their families and creating a support network of reliable products and services that also served their own needs.

The study also advocated that different relationships are likely to emerge across diverse gender settings and changed social conditions are likely to influence long-standing cultural conceptions of manhood and fatherhood.

The study has, however, failed to specify the number and kinds of people sharing a characteristic but makes an effort to gain access to cultural categories and assumptions according to which one construes the world. It thus goes a step further from identifying lifestyles and as a matter of fact begins after the identification has been completed.

4. Studies on Lifestyle of Indian Consumers

In India, a number of studies have been undertaken to identify the impact of various demographic factors like income, occupation, age, etc.
on consumer behaviour, but, very few researches have made an effort to study the lifestyles of Indian consumers.

(i) **Study on Interrelationship between Religiosity, Caste-Prejudice, Conservatism and Lifestyle**: Deepa Kapoor\(^{32}\) studied the interrelationship between religiosity, caste-prejudice, conservatism and lifestyles in four faith groups: Hinduism, Islam, Sikhism, and Christianity. The researcher felt that an individual’s stable and persistent beliefs and ideologies - social, economic, political and religious further influenced the fountainhead of the individual’s repertoire -his style of life -. The study measured the scores obtained by the subjects on the ten Adlerian lifestyles - the ‘normal coping’ lifestyle, the ‘individualistic’ lifestyle, the ‘exploitative’ lifestyle, the ‘pampered-spoilt’ lifestyle, the ‘defiant-resistive’ lifestyle, the ‘domineering-authoritarian’ lifestyle, the ‘conforming’ lifestyle, the ‘escapist’ lifestyle, the ‘one-upmanship; lifestyle and the ‘evasive-ignoring’ lifestyle.

Deepa took a sample of 160 men and women in the age group of 35 to 45 years. Each faith group consisted of 40 subjects - 20 males and 20 females. All the subjects were employed in the government, private or public sector.

An ‘overall factor analysis based on two normal samples and four clinical samples was conducted. This analysis extracted five main factors:

\(^{32}\) Deepa, Kapoor, “Religiosity, Caste-Prejudice, Conservatism and Lifestyle in Four Faith Groups : A Psychometric Study”, Project Report, 1985, Delhi University, Department of Psychology.
the ‘aggressive-domineering’ lifestyle, the ‘conforming’ lifestyle, the ‘defensive-withdrawal’ lifestyle, the ‘amoral-sociopathy’ lifestyle and the ‘resistive-defiant’ lifestyle.

The study suggested that religiosity had a lasting influence on the development and maintenance of caste-prejudice and conservatism. It showed that the four faith groups differed from each other or religiosity, caste-prejudice, conservatism and lifestyles. The researcher applied t-test to determine if significant differences existed on any of the chosen variables between males and females. It was found that, on the whole, women were more religiosity-oriented than men.

(ii) Study on Personality Association for Various Brands of Jeans: A study was conducted on the personality building manoeuvres of the manufacturers of major labels of jeans like Levi-Strauss, Lee, Pepe, Lee Cooper, Dtipont, and Flying Machine. A series of focus group interviews were conducted among the target audience of jeans makers. The study revealed the images and personalities that consumers associated with different brands.

Four groups of eight persons each belonging to the following segments were selected for the purpose of data collection: boys between 15 and 18 years; girls between 15 and 18 years; men between 21 and 35 years; and women between 21 and 35 years.

In addition, respondents belonging to families with a household monthly income of over Rs. 5,000, wearing jeans at least twice a week, and

possessing at least one of the specified brands of jeans were the other criteria employed for selection of subjects. All respondents were chosen Districts of Meerut Division being screened by a specially-designed recruitment questionnaire. Each focus group discussion lasted for one and half-hours.

The study revealed that different brands associated with different personalities. For example, Levi’s was associated with males/females in the age group of 15-40 years belonging to the upper crust, which were trendy, smart, and individualist and having a lavish lifestyle. The personifications included Brian Lara, Tom Cruise, Raveena Tandon, and Akshay Kumar. Lee Cooper associated with males/females, who were assertive but not aggressive and in the age group of 20-35 years. They were found to be risk takers, sporty, tough and individualists. The personifications included Govinda, Chunky Pandey, Sunny Deol and Rajni Kant. Jordache and Pepe jeans were found to have an unclear brand personality. Lee was represented by males who were “macho, anti-establishment, outdoorsy,” in the age group of 20-30 years, wild and aggressive. Personifications were found to be unclear.

The findings indicated the existence of four major groups of buyers of jeans: ‘Achievers’, appearance conscious’, fashion followers’, and convenience seekers’.

The conclusions of the study reinforced the jeans makers’ belief that customers bonded psychologically with their jeans. USPs like quality and price were insignificant when compared to emotional factors like confidence-enhancement and belonging. The study emphasised that only
those jeans brands which managed their personifications constantly, modifying them to conform to the ever-changing aspirations of their target customers were likely to emerge winners.

However, the study used a small sample size and relied on the outcome of focus group discussions only.

(iii) **Study on Change in Indian Consumers**: Another study was conducted to provide an understanding of the changes in personality traits, family relationships, personal goals, and attitudes to advertising and favoured products among Indian consumers aged between 15 and 45.\(^{34}\)

Different criteria were used for selecting the participants. The criteria for men were monthly household income of over Rs. 10,000; executive/professional/ entrepreneur; travels on business; owns car/house/air-conditioner/washing machine; socialises or entertains frequently. Criteria for women included: monthly household income of over Rs. 10,000; eats out; goes for holidays with family; owns washing machine/air-conditioner/microwave oven/vacuum-cleaner. For boys and girls, the criteria were a monthly household income of over Rs. 15,000; eats out; visit discotheque/club at least twice a month; studies in college.

Six focus group discussions were conducted, each group consisting of eight participants. Focus group discussions for men and women were conducted in Bombay and Delhi. The focus group discussion for boys was held in Bombay while that for girls was held in Delhi.

The study described the new Indian customer as “neither belonging to SEC A1 nor a tight-fisted traditionalist nor the affluent sophisticated but to Generation-I: a new unpredictable, value conscious, anti-traditional kind of customer”. The study described the man, woman, boy and girl as follows:

The Generation-I man as “an inveterate experimenter who does not believe in sticking to tried-and-tested brands. His shopping list was crammed with products that allowed him to create a good impression”, like Louis Phillipe shirts, Timex watches, LML Vespa, Brut, Brylcream, etc. The Generation-I boy as “conservative, career-minded and serious about the future, he is clear about the twin goals of money and status, he rates peer approval as the most important input of his buying decisions and he hates hardsell”. The Generation-I woman as “liberated, hard working and pumped up with self-esteem, she values gadgets that help her save time. She buys products only if they make her better off than her mother; books and personal grooming are high on her agenda.... Being well dressed is a priority.... Many Generation-I women are overstressed, thanks to the complex pressures of juggling household chores, children’s homework, and, often, a job. Few have the leisure to watch their favourite programmes on TV. She measures durability, easy maintenance, technology and a well known brand name against the price to determine the value of a product”. The Generation-I girl is “packed with family values but eager to make a mark in the world, she is the person who stacks new products
on the shelves but distrusts advertising because of its hype.... Though she buys products for herself, peer approval is a key to the brands that she will finally pick”.

The findings of the above study suggested that, customers could not be segmented in conventional terms. Only their buying behaviour linked different groups of customers. Brand loyalty was dead and the consumer would switch to the brand that provided the highest value to him and providing value for money was vital for a product to succeed. There were no product categories and each product was tested empirically by the customer before a decision was made to purchase or reject it. The customer would not just choose from available products, if his demands were not met, he would either improvise or buy them from abroad.

The study suggested the following marketing implications of the findings: the product should be packed with as many benefits as possible and USP should best be forgotten. Further, time saving should be made a central product feature; and a good product should not be priced too low. Only credible advertising should be used, hardsell and exaggerated claims should be avoided; and the marketer should never offer discounts as they lower value. They should make an effort to provide more for the same price. The marketer should take the product to the customer instead of waiting for her to come to it; and use the retailing experience effectively because the customer likes shopping. It further stressed that to be successful, the product must be in consonance with the beliefs of the customers; it should be positioned as one which makes the customer feel
that she’s better off, and it should appeal to the consumer’s sense of self-presentation and quality of life.

The study concluded that the change process was likely to be violent and explosive, in the near future, forcing the consumer to go through a continuous series of changes resulting in different clusters of consumer attitudes. This indicated a need to address each segment differently. Only by constantly mapping mindshifts a company could stay on the I-way.

(iv) **Study on Status Symbols for Indian Men**: In a study on status symbols for the Indian male, a list of 30 status symbols was prepared. It included services and products that appeared to be all kinds of lifestyle indicators but ignored fantasy symbols.

The research surveyed 623 adult males in Delhi, Mumbai, Chennai and Calcutta, all with at least one car at their disposal (whether owned or not). In each metro, the ‘target sample’ of 150 males was balanced to ensure that there were two salaried men for each self-employed respondent. Each respondent was asked to pick 10 status symbols that he considered the most powerful of the lot, and rank them. Points were awarded in reverse order. Then for each symbol, national power scores were calculated by taking an average across all metros, weighted by the actual proportion of males who had cars in the four cities. Similarly, separate power scores were calculated for each metro and for each of the four demographic segments as well, since perceptions are known to vary by age and income.

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In order to get a precise idea of what people had in mind when they ranked symbols, the respondents were asked to name one status connotating brand for each symbol on their list. The data was used to arrive at ‘prestige shares’, denoting the percentage of mentions for assorted brands.

As compared to the survey done in 1994, this survey found that cars, which ranked number one earlier, were displaced by home location; the top ten status symbols in their order of ranking were home location; car, educational degree, farm house or beach house/orchard, cellphone, club membership, holiday abroad, job/business, child’s school/college, and credit card;

The next twenty status symbols included flying first class, apparel, five-star dining, second car, laptop computer, air-conditioner, health club, paintings/antiques, colour TV, Internet connection, cordless phone, CD/Hi-fi system, wrist watch, refrigerator, satellite TV, wife’s job or business, liquor, washing machine, VCP/VCR, and male toiletry.

The study also found differences in the rankings of status symbols in the four metros. It identified four segments: the ‘Getting There’ segment consisting of males up to 40 years old and earning less than Rs. 15,000 a month; the ‘Yuppie’ consisting of males up to 40 years old and earning Rs. 15,000 or more a month; the ‘Won’t Be’ consisting of males over 40 years old and earning less than Rs. 15,000 a month, the ‘Already Arrived’ consisting of males over 40 years and earning Rs. 15,000 or more a month.

The study concluded that the objects of desire whose, status power had increased were home location, educational degree, farm house/beach
house, cellphone, holiday abroad, job/business, second car, laptop computer, paintings/antiques, Internet connection and wife’s job. The status power of the following symbols was found to have decreased, viz., car, club membership, child’s school or college, credit card, flying first class, apparel, dining at five-star hotels, air conditioner, health club, colour TV, cordless phone, CD/Hi-fi system, wrist watch, refrigerator, satellite TV, liquor, washing machine, VCP/VCR, and male toiletries.

The study was confined to products or services that could be classified as status symbols for males only. The age categorisation was too broad (less than 40 or more than: 40) and so was the income per month (two categories were considered one below Rs. 15,000 and second above Rs. 15,000 per month). Besides, the prestige shares at the bottom of the table were not accurate because of fewer overall mention for weaker symbols.

The focus of the above studies has been on different aspects of lifestyles and lifestyle analysis for specific products and brands. While numerous researches were found relating to studies on lifestyles abroad, the topic appeared to be under researched in India. It was felt, that a more comprehensive study in this field was required here.

Accordingly, an effort has been made in the present study to find out whether different lifestyle groups existed amongst the middle class population in India and whether any significant differences existed amongst these groups so as to warrant different marketing and media communication strategies. It is hoped that the conclusions emerging from the study would be useful to Indian marketers and advertisers.