Data analysis can be described as the process by which the raw data that is collected using questionnaires is converted into useful information for drawing inferences about the market situation that is being studied. Data analysis may be broadly categorized into the following three types:

- **Univariate data analysis**: using a single variable at a time. Each question on the questionnaire, was a variable under consideration for the study. The data tabulation of each variable may be considered as univariate analysis using measures like frequencies, counts and percentages etc. Data analysis techniques have to be kept in mind during the preparation and finalization of questionnaires so as to be able to understand the scales in which information will have to be collected that can thereafter be processed by suitable statistical techniques for deriving conclusions (Nargundkar 2010). Univariate analysis provides useful information regarding the responses received on each variable considered for a study. Chapter 3 of the report has illustrated the use of univariate analysis extensively on the demographic variables of the research work.

- **Bivariate data analysis** involves analyzing two variables simultaneously. Two different questions on the questionnaire normally represent two variables that may be analyzed together and hence come under the purview of bivariate analysis. Cross tabulation of at least two variables are the simplest form of bivariate analysis that is commonly used in data analysis. Cross tabulation of data provides an easy way of noticing the pattern in the data received from the study. Although cross tabulation can be done with any two variables, only those cross tabulations that have theoretical and practical relevance have been done in the data analysis of this study. Care and judgement was exercised in choosing the relevant and appropriate sets of variables for bivariate analysis, keeping in view the scope of the present research and the objectives taken up for the work to derive meaningful insights.

- **Multivariate data analysis** involving three or more variables at a time often uses sophisticated statistical tools like factor analysis, cluster analysis, correlation, discriminant analysis, simple regression and multiple regression etc. Advanced management research techniques used for multivariate data analysis help in deriving valuable information to aid market segmentation, understanding consumer behaviour patterns and nuances that may not become evident through either the univariate or bivariate data analysis. To understand the
attitude, perception and aspiration of the target group considered for the study, multivariate data analysis has been used wherever appropriate and the interpretations of the outcome are provided. Some of the multivariate data analysis has been conducted in the present study using the ‘Statistical Package for Social Sciences’ (SPSS) version 20. The data was processed using techniques like factor analysis, cluster analysis, discriminant analysis etc. Correlation and regression were also used to empirically formulate four research models from the study that are useful for understanding the conspicuous consumption behaviour of lifestyle products and services for status indication.

The first section of the data analysis for the study will illustrate the reliability and validity of the study. The reliability statistics are illustrated first, for all the metric scales used in the study. Thereafter the validity of the work will be discussed using the results of factor analysis. The data analysis conducted for deriving the information for the objectives proposed for the study is highlighted in the subsequent sections of the chapter. The research models derived from the research work is highlighted towards the end of the chapter and their relevance discussed for the study of conspicuous consumption for status indication.

5.1 Reliability Statistics:

The reliabilities of all the metric scales used in the study have been determined by calculating the Cronbach’s alpha value. The reliability of a scale is considered to be good if the Cronbach’s alpha value exceeds 0.60 (Malhotra 2008; Nargundkar 2010). Thus the scales which report a Cronbach’s alpha value of greater than 0.60 are considered to be reliable.

The Likert scales used for the study were the ‘Status Orientation’ (SO) scale (Mai & Tambyah 2011), the materialism scale (Richins & Dawson 1992) and the status consumption (SC) scale (Eastman et al. 1999). The scale items were subject to reliability analysis in SPSS version 20 and the Cronbach’s alpha value was requested for the thirty three items used in the study. The ‘status orientation’ scale had ten statements, while the status consumption (SC) scale possessed five statements. The materialism scale contained eighteen items. The responses were collected using the five point Likert scale. The results of the Cronbach’s alpha are shown for all the three scales taken together (with thirty three statements), as well as for each of the scales separately.
• **Cronbach’s Alpha:**

The Reliability statistics for all the thirty three scale items used for the study are given in Table 5.1 that indicates a Cronbach’s alpha value of 0.848.

Table 5.1: Reliability Statistics for all the scales.

<table>
<thead>
<tr>
<th>All Scales Combined (Status Orientation, Status Consumption &amp; Materialism)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>0.848</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha value of 0.848 as can be seen from the reliability statistics in Table 5.1 is much higher than 0.60, thus proving that the reliability of the scale used in the study. It may therefore be stated that the metric scales used for the study are very reliable. The reliability statistics of the SO scale, the SC scale and the materialism scale are given in Table 5.2, Table 5.3 and Table 5.4 respectively.

• The Status Orientation (SO) scale: The status orientation scale contained ten statements that measured the level of traditional and modern status orientations of the respondents. The value of Cronbach’s alpha is given in Table 5.2.

Table 5.2: Reliability statistics for the SO scale.

<table>
<thead>
<tr>
<th>Status Orientation Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>0.702</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha for the status orientation scale is found to be 0.702, that may be considered to be quite higher than 0.60, thus proving the reliability of the scale. It may hence be stated that the status orientation scale used for the study is very reliable.
The Status Consumption (SC) scale: The status consumption scale contained five statements that measured the level of status consumption among the respondents. The Cronbach’s alpha value for the status consumption scale is given in Table 5.3.

Table 5.3: Reliability statistics for the SC scale.

<table>
<thead>
<tr>
<th>Status Consumption Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.723</td>
</tr>
</tbody>
</table>

The reliability for the status consumption scale has a Cronbach’s alpha value of 0.723 which is much higher than 0.60. Since the Cronbach’s alpha value of the five item status consumption scale is very high, hence it may be stated that the status consumption scale of the study is very reliable.

The Materialism Scale: The status orientation scale contained eighteen statements that measured the level of materialism among the respondents. The reliability statistics of the scale can be found in Table 5.4 that shows the Cronbach’s alpha value and the number of scale items.

Table 5.4: Reliability statistics for the materialism scale.

<table>
<thead>
<tr>
<th>Materialism Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.789</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha for the materialism scale containing eighteen items has been found to be 0.789, which may be considered much greater than the value of 0.60 (the acceptable level for reliability), thus proving the reliability of the scale. Thus it may be concluded that the materialism scale used for the study is very reliable.
The reliability of the study was aided by the use of structured questions using the five point Liker scale. The use of structured questions having structured answer options ensured reliability. The questionnaire was divided into three parts and information for the study of the construct was collected systematically using relevant questions. The empirical measure (the Cronbach’s value) of the reliabilities of the three scales used in the study indicate their utility for future youth and consumer studies across the country and the world. Hence the reliability of the scales may be considered to be one of the important contributions from the study.

5.2 Validity of the study:

The validity of the study is an important aspect of the work and the hence checking for both the content and construct validity was required.

- Construct validity: Through the review of literature it was found that since the time of Veblen (1899) conspicuous consumption was considered to be a consumption phenomenon that was motivated by considerations for signaling status. Research work across the last few decades also point to the purpose of conspicuous consumption to be dominated by the levels of materialism and status orientation among consumption. Hence for the purpose of the study, the scales of status consumption, materialism and status orientation have been used. Also since conspicuous consumption involves the use of items that can be used to indicate the status of their possessor so a list of lifestyle products (and services) have been used to gather the perceptions of the youth respondents towards the status indicative aspects of the item(s). Since brand symbolism is has been considered to be an important aspect of CC, hence for the list of the lifestyle items used for the study, questions were kept pertaining to the importance of brand names, price and situational factor of use of the products and services. The demographic variables of the respondents finally provide the nuances of the youth respondents and complete the requirements for the study. Thus the construct validity of the study is thus achieved.

- Content Validity: The content of the constructs were chosen from the literature review done for the study. To ensure that content validity was met, the scales used for the study are drawn from similar works in the field of conspicuous consumption for status indication purpose done across the world. The content of the status orientation scale was
considered to be appropriate in an emerging market context like Indian as the scale was found to have yielded high reliability by Mai & Tambyah (2011). The status consumption scale (Eastman et al. 1999) was found to contain all the aspects that are considered important for status consumption. The statements were also found to be easy to understand when they were pretested among youth belonging to 18-25 years in the city. The materialism scale (Richins & Dawson 1992) used for the study was found to contain statements that covered all aspects of materialism as a personality trait like the concern for success, centrality and happiness. The lifestyle products and services were finalized after discussing the relevance of the list from a comprehensive list accommodating both products and services, with several groups of young people in the age group of 18-25 years residing in the city.

- Convergent & Discriminant Validity: Factor analysis was used to determine the scale items that converged on a factor with similar factor loadings. The statements within a factor proved the convergent validity of the study while the statements found in different factors provided the proof for the discriminant validity of the study. The forthcoming section illustrates the factors that were derived from the study by using factor analysis. The factors derived from the study are also an important contribution from the study as they provide a comprehensive grouping of homogeneous variables within factors thus proving the convergent validity of variables measuring similar attitudes and perceptions. The factors derived from the study may be used in future consumer research studies and may be considered to be an important contribution of the study.

- Factor Analysis:
Factor analysis of the data has been done to derive factors that are important for understanding the conspicuous consumption of lifestyle products and services for status. Eight factors have been selected that have Eigen values exceeding 1. Eigen values measure the amount of variance. Prior to the extraction of factors, each variable is assumed to have an Eigen value of 1. Hence when factors have to be extracted, the factors that have Eigen values greater than 1 are selected to indicate that they contain a greater variance than that contained in each variable (Malhotra 2008). The scree plot available in the SPSS may also be utilized to understand the factors and
their respective Eigen values. The appropriateness of the factor analysis is interpreted from the KMO & Bartlett’s test of sphericity as shown in Table 5.5. The KMO measure of sampling adequacy is 0.767 and the Bartlett’s test of sphericity indicate that factor analysis done for the study is valid.

Table 5.5: KMO & Bartlett’s Test of Sphericity.

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th>
<th>0.767</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>8533.773</td>
</tr>
<tr>
<td>Df</td>
<td>528</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 5.6 illustrates the list of the eight factors derived from the factor analysis along with their Eigen values, the percentage of their variances and the cumulative percentage of variance. The eight factors extracted by factor analysis possessing Eigen values greater than 1, explain about 61.1% of the total variance. Factor analysis has been able to reduce the thirty three variables used in the study to a set of eight underlying factors.

Table 5.6: Summary of the factors.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Factor</th>
<th>Eigen Value</th>
<th>% Variance</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conspicuous Consumption Inclination (CCI).</td>
<td>6.892</td>
<td>20.866</td>
<td>20.87</td>
</tr>
<tr>
<td>2</td>
<td>Aim for Riches (AIR)</td>
<td>2.991</td>
<td>9.064</td>
<td>29.93</td>
</tr>
<tr>
<td>3</td>
<td>Affinity for materialism (AFM)</td>
<td>2.387</td>
<td>7.235</td>
<td>37.17</td>
</tr>
<tr>
<td>4</td>
<td>Conservative Outlook (CO)</td>
<td>2.103</td>
<td>6.373</td>
<td>43.54</td>
</tr>
<tr>
<td>5</td>
<td>Status Products Purchase Inclination (SPPI)</td>
<td>1.681</td>
<td>5.093</td>
<td>48.63</td>
</tr>
<tr>
<td>6</td>
<td>Social Welfare Consciousness (SWC)</td>
<td>1.574</td>
<td>4.769</td>
<td>53.40</td>
</tr>
<tr>
<td>7</td>
<td>Need for prestigious product (NPP)</td>
<td>1.411</td>
<td>4.277</td>
<td>57.25</td>
</tr>
<tr>
<td>8</td>
<td>Contentment with Possessions (CWP)</td>
<td>1.270</td>
<td>3.849</td>
<td>61.10</td>
</tr>
</tbody>
</table>
The eight factors that were extracted were subjectively interpreted and named basis the component statements contained within the factor. The factor loadings of the statements within a factor were utilized to determine the use of the factor and suitable names were subsequently given. The factors extracted are:

i. The first factor has been named as the ‘Conspicuous Consumption Inclination’ (CCI). It has an Eigen value of 6.892, which is the highest among all the factors extracted from the study. The factor explains about 20.866 per cent of the variance.

ii. The second factor has been named as ‘Aim for Riches’ (AIR) with an Eigen value of 2.991 that explains approximately 9.064 per cent of the variance.

iii. The third factor has been given the name, ‘Affinity for materialism’ (AFM) having an Eigen value of 2.387 that explains about 7.235 per cent of the variance.

iv. The fourth factor extracted from the study has an Eigen value of 2.103 with approximately 6.373 per cent variance and has been named as ‘Conservative Outlook’ (CO).

v. The ‘Status Products Purchase Inclination’ (SPPI) is the fifth factor derived from the study with an Eigen value of 1.681 explaining about 5.093 per cent of the variance.

vi. ‘Social Welfare Consciousness’ (SWC) is the sixth factor, that has an Eigen value of 1.574 with a variance of 4.769 per cent.

vii. The seventh factor of the study is the ‘Need for prestigious product’ (NPP) that has an Eigen value of 1.411 with 4.277 per cent of variance.

viii. The eighth factor of the study has been named as ‘Contentment with Possessions’ (CWP), which has an Eigen value of 1.270 with a variance of 3.849 per cent.

Thus the factors derived from the study illustrate the convergent validity of the by observing that scale items that are similar have converged within a factor and have been interpreted basis the factor loadings from the rotated component matrix of factor analysis. The factor loadings of each of the statements helped in discriminating them to form different factors. Statements with similar factor loadings converging on a factor helped in interpreting the usage of the factor and also helped in naming the factor subsequently. The existence of eight different factors provide the basis of proving the discriminant validity of the study.
The variables comprising the derived factors are described next. The pattern of responses received on the component statements of the factors are highlighted thereafter.

- **Factor 1 - Conspicuous Consumption Inclination (CCI):**

The Table 5.7 illustrates the component variables of the first factor in descending order of the factor loadings. The table also illustrates the CCI statements, their mean ratings, the standard deviation, and the factor loadings. The factor has been named as ‘Conspicuous Consumption Inclination' (CCI) since the component variables measure consumer perception and attitudes regarding buying, owning and possessing things for impressing people and signal status. Factor loadings of the statements were examined from the rotated factor matrix. The Cronbach’s alpha value for the CCI scale with seven items is 0.828 which indicates that the scale is very reliable and can be used for consumer research studies in the future.

Table 5.7: Factor Loadings of the first factor - Conspicuous Consumption Inclination (CCI).

<table>
<thead>
<tr>
<th>Conspicuous Consumption Inclination Scale Items (Cronbach’s Alpha=0.828)</th>
<th>Mean</th>
<th>S.D</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Buying things gives me a lot of pleasure.</td>
<td>3.356</td>
<td>0.943</td>
<td>0.740</td>
</tr>
<tr>
<td>2. I enjoy spending money on things that aren’t practical.</td>
<td>2.985</td>
<td>1.087</td>
<td>0.681</td>
</tr>
<tr>
<td>3. I like a lot of luxury in my life.</td>
<td>3.453</td>
<td>0.965</td>
<td>0.674</td>
</tr>
<tr>
<td>4. I like to own things that impress people.</td>
<td>3.346</td>
<td>0.977</td>
<td>0.603</td>
</tr>
<tr>
<td>5. Some of the most important achievements in life include acquiring material things.</td>
<td>3.493</td>
<td>0.889</td>
<td>0.597</td>
</tr>
<tr>
<td>6. I admire people who own expensive homes, cars &amp; clothes.</td>
<td>3.456</td>
<td>0.936</td>
<td>0.591</td>
</tr>
<tr>
<td>7. I am interested in new products with status.</td>
<td>3.290</td>
<td>1.159</td>
<td>0.552</td>
</tr>
</tbody>
</table>

The responses received from the respondents on the statements making up the CCI factor are described next:
i. **Buying things gives me a lot of pleasure:** The variable that measures the pleasure in buying things has the highest factor loading within the CCI factor. Over half of the respondents (around 51.8%) have agreed to the statement, while around five per cent have expressed their strong agreement. Thus around fifty seven per cent of the respondents have indicated their pleasure in buying things. Around twenty per cent of the respondents have a neutral opinion to the statement, while about twenty three per cent of the respondents have disagreed with the statement.

ii. **I enjoy spending money on things that aren’t practical:** The statement measures the attitude of respondents towards the enjoyment felt in spending on impractical things. Around forty-three per cent of the respondents have agreed to the statement, while one per cent strongly agreed. Hence around forty four per cent of the total respondents declare that they enjoy spending money on impractical things. Close to about twenty six per cent of the respondents are neutral to the statement while about ten per cent disagree. Thus most of the respondents have reported their enjoyment in spending money on things that are not practical.

iii. **I like a lot of luxury in my life:** The third highest factor loading is found for the statement that measures the respondents’ liking for luxury in their lives. Majority of the urban Indian youth respondents, to the extent of around sixty three per cent, have stated that they like a lot of luxury in their lives. Around seventeen per cent of the respondents have indicated their neutral opinion on the issue while close to about eighteen per cent of those who were sampled disagreed with the statement.

iv. **I like to own things that impress people:** The fourth statement of the CCI factor is about finding the attitude of respondents towards their interest to own that could impress people. Majority of the respondents (about 53.2%) have expressed their agreement while around 3.8 per cent have strongly agreed to the statement. Around 23.2 per cent of the respondents are neutral towards the statement. Close to about twenty per cent of the
respondents have disagreed. Thus most of the urban Indian youth respondents have indicated their liking to own things that impress people.

v. **Some of the most important achievements in life include acquiring material things:** The fifth statement of the CCI factor measures the perception of the urban Indian youth towards considering acquisition of material objects being an important aspect of life’s achievement. Close to sixty per cent of the respondents have agreed to the statement while almost about five per cent have strongly agreed. Around twenty per cent of the respondents are neutral to the statement while only about three per cent reported disagreement. Hence it may be concluded that majority of the respondents, to the extent of sixty five per cent actually consider acquisition of material things to be one of the most important achievements in life.

vi. **I admire people who own expensive homes, cars & clothes:** Around sixty five per cent have expressed their agreement that they admired people who owned expensive homes, cars and clothes. Sixteen per cent of the respondents have indicated their neutral opinion on the matter while around seventeen per cent of them have disagreed with the statement. The majority of the urban Indian youth respondents are thus found to admire people owning expensive conspicuous items like homes, cars and clothes.

vii. **I am interested in new products with status:** The last variable of the CCI factors is a statement from the *status consumption* scale. The statement is about finding the interest of respondents towards status products. More than fifty eight per cent of the respondents have agreed with the statement, while around eight per cent have disagreed. Around nineteen per cent of the respondents have been found to have a neutral opinion on the issue. Thus majority of the urban Indian youth respondents were found to be interested in new products having status value.

The *CCI* factor indicates that conspicuous consumption inclination of an individual may be gauged by understanding the attitude of the person towards having a pleasure in buying things, enjoyment achieved in spending on impractical things, liking a lot of luxury in life, liking to own
things that impress people, considering acquisition of material objects to be an important aspect of achievements made in life, admiration for people who owned conspicuous items like cars, homes and clothes and having an interest towards new products that may have status appeal.

It may be seen that the factor named CCI has been able to illustrate the variables that was considered theoretically to be essential for conspicuous consumption.

- **Factor 2 - Aim for Riches (AIR):**

The variables comprising the AIR factor are detailed in Table 5.8 with the variables under the first column on the left side, followed by the mean ratings of the component statements to be found under the second column. The third column shows the standard deviations of the statements while the factor loadings can be found under the fourth column.

<table>
<thead>
<tr>
<th>Aim for Riches (AIR) Scale Items (Cronbach’s Alpha=0.805)</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would try to learn things that will help me earn a higher income.</td>
<td>4.023</td>
<td>0.798</td>
<td>0.753</td>
</tr>
<tr>
<td>2. I admire people who have a wide relationship network, especially with important people.</td>
<td>3.845</td>
<td>0.833</td>
<td>0.708</td>
</tr>
<tr>
<td>3. I would make a considerable effort to obtain luxury products and services.</td>
<td>3.668</td>
<td>0.969</td>
<td>0.700</td>
</tr>
<tr>
<td>4. I admire people who have abilities to earn high incomes.</td>
<td>3.646</td>
<td>0.941</td>
<td>0.647</td>
</tr>
<tr>
<td>5. Striving to become a rich person would be one of the important goals in life.</td>
<td>3.596</td>
<td>0.929</td>
<td>0.601</td>
</tr>
</tbody>
</table>

The five statements of the ‘AIR’ factor as shown in Table 5.8 are the statements belonging to the ‘modern status orientation’ (MSO) scale (Mai & Tambyah 2011). Thus the Aim for Riches factor
is a combination of all the modern status orientation (MSO) variables. The Cronbach’s alpha for the ‘AIR’ factor is 0.805 hence the scale may be considered as highly reliable. This is an important contribution from the study.

The *Aim for Riches (AIR)* factor reveals that the effort in trying to learn things that would help in earning higher incomes is one of the most important aspect of trying to be rich followed by the admiration for people who have a wide relationship network with important people. Making a considerable effort to obtain luxury products, admiration for people with abilities to earn a high income are the third and fourth most important variables within the *AIR* factor. Striving to become rich is the fifth variable of the *AIR* factor. The *AIR* factor also provides the convergent validity for the study by showing how the MSO scale items are found with factor loadings that have put them together in the same factor. The pattern of responses received on each of the scale items are described next:

i. **I would try to learn things that will help me earn a higher income**: More than eighty one per cent of the respondents have indicated their agreement to the statement while around fourteen per cent of the sampled respondents were found to be neutral. Just about four per cent expressed disagreement with the statement. Hence majority of the urban Indian youth respondents have expressed their intention to learn things that would enable them in earning a higher income. This is an important insight that is likely to help in formulating youth policies that can enable their skill development so as to make them more employable in the future.

ii. **I admire people who have a wide relationship network, especially with important people**: Over seventy one per cent of the youth indicated their agreement to the statement, while around twenty two per cent remained neutral on the issue. Just about six per cent of the youth disagreed with the statement. Thus a majority of the urban Indian youth belonging to the age group of 18-25 years have indicated their realization that networking is an important tool for success in life. Thus at a very young age in life most of the urban youth admire people having a wide relationship network with important people.
iii. **I would make a considerable effort to obtain luxury products and services:** There were more than sixty-five per cent of the respondents who were found to have agreed with the statement. Around twenty three per cent of the youth who were sampled for the study, remained neutral while about ten per cent of them disagreed. It may therefore be conclusively stated that the urban Indian youth belonging to the age group of 18-25 years intend to make a considerable effort to obtain luxury products and services and must be a good indication for marketers of lifestyle products and services.

iv. **I admire people who have abilities to earn high incomes:** Over sixty four per cent of the respondents agreed with the statement, while only about 6.7 per cent expressed their disagreement. Around twenty two per cent remained neutral on the issue. Thus majority of the urban Indian youth admire people having the abilities to earn high incomes.

v. **Striving to become a rich person would be one of the important goals in life:** Sixty two per cent of the youth respondents agreed to the statement, while around fifteen per cent disagreed. Around twenty three per cent of the respondents remained neutral. It may therefore be stated that the urban Indian youth in Bengaluru consider striving to become a rich person to be one of their important goals in life.

- **Factor 3 - Affinity for materialism (AFM):**

Table 5.9 shows the factor loadings of the third factor, named ‘Affinity for Materialism’ (AFM).

### Table 5.9: Factor Loadings of the third factor- *Affinity for materialism (AFM).*

<table>
<thead>
<tr>
<th>Affinity for materialism (AFM) scale items (Cronbach’s Alpha = 0.686)</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would be happier if I could afford to buy more things.</td>
<td>3.696</td>
<td>0.740</td>
<td>0.766</td>
</tr>
<tr>
<td>2. My life would be better if I owned certain things I don’t have.</td>
<td>3.725</td>
<td>0.763</td>
<td>0.762</td>
</tr>
<tr>
<td>3. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.</td>
<td>3.560</td>
<td>0.783</td>
<td>0.704</td>
</tr>
<tr>
<td>4. The things I own, say a lot about how well I’m doing in life.</td>
<td>3.590</td>
<td>1.023</td>
<td>0.476</td>
</tr>
</tbody>
</table>
The third factor identified in the study has been named as *Affinity for materialism* (AFM). There are five statements that make up the AFM factor. The Cronbach’s alpha value for the AFM scale is found to be 0.686 and thus may be considered to indicate the reliability of the AFM scale. All the four statements comprising the AFM factor are statements belonging to the materialism scale (Richins & Dawson 1992). From the *AIM* factor it is observed that the variables making up the *success, centrality and happiness* sub component of the *materialism scale* (Richins & Dawson 1992) show convergent validity in the study. The pattern of responses received for each item of the AFM scale is described next:

i. **I would be happier if I could afford to buy more things:** Over seventy five per cent of the respondents agree with the statement, while only about five per cent have been found to disagree. Around 18.5 per cent of the respondents remained neutral to the statement. Thus a majority of the urban Indian youth expressed that their happiness was linked to their affordability to buy more things.

ii. **My life would be better if I owned certain things I don’t have:** Over eighty per cent of the urban Indian youth sampled for the study agreed to the statement, thus indicating an aspiration to acquire products. Around 6.5 per cent of the respondents disagreed while around eleven per cent could neither agree nor disagree with the statement. Hence it may be conclusively stated that the urban Indian youth feel that their lives could be better if they could own certain things that they do not have now.

iii. **It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like:** About sixty three per cent of the respondents indicated that they agreed with the statement, while only about six per cent of the youth sampled disagreed. Around a third of the respondents remained neutral to the issue. Thus most of the youth confessed feeling bothered with their lack of affordability in buying all the things that they would like.
iv. The things I own, say a lot about how well I’m doing in life: Over seventy three per cent of the respondents agreed with the statement, while around eleven per cent of the youth disagreed. There were about thirteen per cent of youth respondents who expressed neutrality to the statement. Thus the urban Indian youth mostly feel that their possessions are capable of communicating their achievements and success to others around them. Most of the young people who were surveyed thus feel that their possessions are indicative of their success in life.

- Factor 4 - Conservative Outlook (CO):

The fourth factor has been named as Conservative Outlook (CO). The factor loading of the statements comprising the CO factor are given below in Table 5.10.

Table 5.10: Factor Loadings of the fourth factor - Conservative Outlook (CO).

<table>
<thead>
<tr>
<th>CO Scale Items</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would try to lead a simple life without any material objects.</td>
<td>3.845</td>
<td>1.029</td>
<td>0.538</td>
</tr>
<tr>
<td>2. In order to get the respect of others, a person should lead a clean life regardless of fame and wealth.</td>
<td>3.342</td>
<td>1.181</td>
<td>0.410</td>
</tr>
</tbody>
</table>

As can be seen from Table 5.10, there are two variables in the factor. Both the statements of the ‘CO’ factor have been derived from the traditional status orientation scale (Mai & Tambyah 2011). Interest in leading a simple life without any material objects and the importance of leading a clean life despite fame and wealth as a means of earning respect from others, highlight a conservative outlook. Both the statements of the factor can be used to measure the extent of agreement that respondents may have towards traditional values. The factor proves the convergent validity of the study regarding variables measuring traditional status orientation. The component variables have been discriminated from variables measuring the propensity to buy.
status products. Thus the existence of the ‘CO’ factor as being distinct from the other factors provides the discriminant validity proof for the scales used in the study. The responses of the youth respondents of the study are briefly described next:

i. **I would try to lead a simple life without any material objects:** Though a majority of the respondents (51.5 per cent) have expressed their interest to lead a simple life without any material objects, yet around eighteen per cent of the urban Indian youth have expressed their neutral opinion on the issue though around 30 per cent of the respondents have disagreed with the statement thus implying that they would not want to lead a simple life without any material objects. Thus there is an intention among a majority of the youth to try and lead a life without any material objects.

ii. **In order to get the respect of others, a person should lead a clean life regardless of fame and wealth:** Around seventy eight per cent of the respondents agree with the statement while around ten per cent of them disagree on the matter. There are about ten per cent of the respondents who are neutral on the issue. Thus the urban Indian youth are mostly of the opinion that in order to get the respect of others, a person should lead a clean life regardless of fame and wealth.

- **Factor 5 - Status Products Purchase Inclination (SPPI):**

The factor loading of the statements comprising the SPPI factor are given in Table 5.11. There are three statements that make up the SPPI factor and are an important outcome for the study.

Table 5.11: Factor Loadings of the fifth factor - Status Products Purchase Inclination (SPPI).

<table>
<thead>
<tr>
<th>SPPI Scale Items</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would pay more for a product if it had status.</td>
<td>3.290</td>
<td>1.148</td>
<td>0.663</td>
</tr>
<tr>
<td>2. I would buy a product just because it has status.</td>
<td>3.253</td>
<td>1.140</td>
<td>0.644</td>
</tr>
<tr>
<td>3. The status of a product is not important to me (reversed).</td>
<td>2.171</td>
<td>0.675</td>
<td>-0.052</td>
</tr>
</tbody>
</table>
The fifth factor has been named as ‘Status Products Purchase Inclination’ (SPPI). The variables making up the ‘SPPI’ are the three statements of the status consumption scale (Eastman et al. 1999). Thus the intention to pay more for a product with status, the intention to buy a product if it was indicative of status and the importance of status value of a product are variables that can be used to find out the perception and attitude regarding participating in conspicuous consumption of products that can be used for status indication. The ‘SPPI’ factor provides proof for the convergent validity of the study. The responses from the urban Indian youth respondents are highlighted next:

i. **I would pay more for a product if it had status:** Majority of the respondents, to the extent of around fifty seven per cent have indicated their agreement to pay more for a product if it was capable of indicating status. Around twenty nine per cent of the young people disagree with the statement, while around thirteen per cent could neither agree nor disagree with the statement. Thus majority of the urban Indian youth respondents were found to be willing to pay more for status products.

ii. **I would buy a product just because it has status:** Around fifty three per cent of the urban Indian youth respondents have expressed their agreement to buy a product just because it has status. Around sixteen per cent of them were found to possess a neutral response on the issue, while close to about thirty seven per cent of the respondents disagreed with the statement. Hence among the youth sampled for the study, most of them expressed their intention to buy products for status considerations.

iii. **The status of a product is not important to me (reversed):** This statement was framed in a reverse manner, hence responses of disagreement to the statement would in effect imply that the status of a product was an important aspect for the respondent. The statement would thereby indicate the willingness to participate in conspicuous consumption for status indication. Data analysis revealed that there were over 67.2 per cent of the respondents who disagreed with the statement thus implying that the respondents have expressed their positive inclination of giving importance to the status indicative aspect of a product. There were no responses about agreement to the statement,
although around a third of the respondents reported being neutral to the statement. Thus it may be conclusively stated that the urban Indian youth give importance to the status value of a product.

- **Factor 6 - Social Welfare Consciousness (SWC):**

The factor loadings of the ‘Social Welfare Consciousness’ (SWC) factor statements are given in Table 5.12. There are four statements that have been found to have factor loadings on the factor. The statements making up the SWC factor have been arranged in descending order of factor loadings.

Table 5.12: Factor Loadings of the sixth factor - Social Welfare Consciousness (SWC).

<table>
<thead>
<tr>
<th>SWC scale items</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I respect people who care for others more than for themselves.</td>
<td>3.893</td>
<td>0.858</td>
<td>0.763</td>
</tr>
<tr>
<td>2. I respect people who always give the first priority to social benefit.</td>
<td>4.066</td>
<td>0.752</td>
<td>0.697</td>
</tr>
<tr>
<td>3. I respect people who devote their lives to the benefit of the country and the people.</td>
<td>4.168</td>
<td>0.904</td>
<td>0.670</td>
</tr>
</tbody>
</table>

The three statements of the factor belong are items from the traditional status orientation (TSO) scale (Mai & Tambyah 2011). Thus selflessness, giving priority to social benefit and patriotism are seen to be variables that can be used to measure the extent of ‘social welfare consciousness’ (SWC). The responses received are briefly described as follows:

i. **I respect people who care for others more than for themselves:** More than seventy eight per cent of the young respondents have expressed their agreement to the statement, while only around 6.5 per cent of them disagreed. Around fifteen per cent of the respondents indicated that they were neutral on the issue. Thus most of the youth respect people who care for more for others than for themselves.
ii. **I respect people who always give the first priority to social benefit:** Over eighty-five per cent of the respondents have indicated their agreement to the statement, while just about three per cent disagree. Around twelve per cent of the urban Indian youth indicated that they were neutral on the issue. Hence most of the urban Indian youth respect people who always give the first priority to social benefit.

iii. **I respect people who devote their lives to the benefit of the country and the people:** Over ninety per cent of the urban Indian youth respondents expressed their agreement in respecting people who devoted their lives to the benefit of the country and the people. Around five per cent of the respondents were found to have disagreed with the statement, while around four per cent of them remained neutral to the statement. It may therefore be conclusively stated that the youth of 18-25 years residing in Bengaluru respect people who devote their lives to the benefit of country and the people.

- **Factor 7 - ‘Need for prestigious product’ (NPP):**

The variable comprising the seventh factor has been named as the ‘Need for prestigious product’ (NPP). The statements of the factor indicate how the factor may be used to elicit information regarding conspicuous consumption motivated by the prestige appeal of products.

The factor loadings of the statements comprising the NPP factor are illustrated in Table 5.13. There are three statements that make up the NPP factor. The first statement is drawn from the status consumption scale (Eastman et al. 1999) regarding importance given to a product if it has prestige (or snob appeal). The second statement measures the emphasis that the respondents give to the amount of material objects owned by others as a reflection of their success in life. The third and last statement of the ‘NPP’ factor is regarding the attitude of giving importance to one’s owned things. Thus the ‘NPP’ factor shows convergent validity for the statements that measure the attitude towards deriving prestige (or snob) value from products, considering the quantum of products owned by others as a sign of their success and the perception regarding the importance given to the possessions owned by a person.
Table 5.13: Factor Loadings of the seventh factor - Need for prestigious product (NPP).

<table>
<thead>
<tr>
<th>NPP Scale Items</th>
<th>Mean</th>
<th>SD</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A product is more valuable to me if it has some prestige appeal.</td>
<td>3.545</td>
<td>0.928</td>
<td>0.654</td>
</tr>
<tr>
<td>2. I don’t place much emphasis on the amount of material objects people own as a</td>
<td>2.928</td>
<td>0.929</td>
<td>-0.714</td>
</tr>
<tr>
<td>sign of success. (reversed)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The things I own aren’t all that important for me. (reversed)</td>
<td>2.9667</td>
<td>1.036</td>
<td>-0.179</td>
</tr>
</tbody>
</table>

The pattern of responses received from the sampled respondents on the statements comprising the NPP factor are described next:

i. **A product is more valuable to me if it has some prestige appeal:** Over sixty six per cent of the respondents indicated their agreement to the statement, while around eighteen per cent remained neutral on the issue. Only about fifteen per cent of the youth expressed their disagreement. Thus most of the urban Indian youth consider a product to be more valuable if it has some prestige appeal.

ii. **I don’t place much emphasis on the amount of material objects people own as a sign of success (reversed):** Since the statement was framed in a reverse manner so responses of disagreement would mean an agreement to put emphasis on the amount of material objects people owned as being indicative of their success. There were around thirty three per cent of the respondents who were found to have disagreed with the statement, while around 41 per cent of them were neutral to the statement. Around a quarter of the respondents agreed with the statement. The mean rating of the statement as can be found in Table 5.13 indicate that the urban Indian youth disagreed with the statement, which effectively means that the respondents on an average may be considered to actually put emphasis on the amount of material objects people own as a sign of their success.
iii. **The things I own aren’t all that important for me (reversed):** Since the statement was framed in a reverse manner so responses of agreement would mean that the things owned by the youth were not all that important for them, which could thus indicate a desire to own more important things. Data analysis revealed that around thirty six per cent of the urban Indian youth expressed their agreement, which in effect means that they do not give importance to the things owned by them, that gives a hint of possibly their aspiration to own more important things. Around twenty four per cent of the respondents were neutral to the issue while about forty per cent of them disagreed with the statement. Thus it may be conclusively stated that most of the urban Indian youth feel that the things owned by them are important to them.

**Factor 8 - Contentment with Possessions (CWP):**

The factor loading of the statement making up the eighth factor of the study has been named as ‘Contentment with Possessions’ (CWP) and is shown in Table 5.14. The factor contains one statement from the *happiness* sub component of the materialism scale (Richins & Dawson 1992).

Table 5.14: Factor Loading of the eighth factor - ‘Contentment with Possessions’ (CWP).

<table>
<thead>
<tr>
<th>Likert scaled items</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have all the things I really need to enjoy life. (reversed)</td>
<td>-0.078</td>
</tr>
</tbody>
</table>

The statement about finding the perception of respondents regarding their perception as to whether they feel they have all the things needed to enjoy life was framed in a reverse manner in the questionnaire. Theoretically it was expected that measurement for happiness was not likely to converge with measurements for conspicuous consumption for status indication. Thus the CWP factor provides the discriminant proof of the study as it is a distinct factor that is separate from the CCI, the AFM and the AIR factors. The responses received from the urban Indian youth sampled for the study on the CWP factor statement is described next:
i. I have all the things I really need to enjoy life (reversed): Around fifty eight per cent of the respondents indicated their disagreement with the statement. Since the statement was framed in a reverse manner, a disagreement to the statement in effect means that the respondents have indicated that they do not have all the things that they really need to enjoy life. Thus most of the respondents feel that they do not have all the things that they need in order to enjoy their life. Only around twenty two per cent of the respondents indicated their agreement to the statement. There were about 18.3 per cent of the respondents who maintained a neutral opinion on the issue. Thus most of the youth realize that they do not have all the things required for them to enjoy their life.

5.3 Objective No. 1: To illustrate the perception regarding lifestyle products & services on different aspects and to determine if gender is significantly associated with the responses.

The perception of the urban Indian youth is illustrated on the first dimension pertaining to the status indicative potential of the lifestyle items.

5.3.1 Dimension 1: Status indicative potential of lifestyle items:

The research question and hypothesis for the first dimension under consideration are as follows:

➢ **RQ1**: Which lifestyle items are considered to be status indicators?

The hypothesis proposed for RQ1 may be stated as:

➢ **H1**: Most of the lifestyle items will be perceived to be indicative of status.

The questions pertaining to the status indicative potential of the lifestyle items was collected by framing a dichotomous question using the nominal scale with the answer options given to respondents to indicate their agreement by ticking √, or making a cross × to indicate their disagreement in the cells of the grid against each of the listed lifestyle items.

**Hypothesis testing:**
The positive responses received for status indication of each of the lifestyle items was computed. The percentage of responses was calculated after adding up the counts of ‘yes’ found from the respondents for each category of lifestyle items and dividing the number by 600 (total sample size) and is shown in Figure 5.1.

**Findings:**
The bar chart given in Figure 5.1 illustrates the percentage of respondents who have indicated that the listed lifestyle products and services are indicative of status. The y-axis indicates the list of the lifestyle products and services, while the responses in percentage are indicated on the x-axis. The trend of response for the entire set of lifestyle items considered for the study can be determined at a glance from the figure. Mobile phones, clothes, motorbikes, branded laptops, cars and educational qualifications attained were considered by more than eighty per cent of the respondents to be indicative of status. There are a substantial number of respondents who have expressed their perception that the lifestyle products and services are indicative of status.

Figure 5.1 Responses for status indication.
In eleven lifestyle item categories more than seventy per cent of the respondents have indicated that the items are indicative of status. The trend in the responses received against each of the listed lifestyle items are as follows:

i. Branded laptops/tablets have been considered by eighty eight per cent of the respondents to be indicative of status. The largest number of respondents have thus indicated that branded laptops/tablets category is indicative of status.

ii. Clothes have been indicated to be capable of status indication by the second largest number of respondents. Almost eighty seven per cent of the respondents consider clothes to be indicative of status.

iii. Cars & ‘educational qualifications attained’ have both been considered as being capable of status indication by about eighty six per cent of the urban Indian respondents residing in Bengaluru. The category has thus been voted by the third largest group of respondents in being capable of status indication.

iv. Motorbikes and mobile are the fourth most popular categories that have been considered as being indicative of status by around eighty two per cent of the respondents.

v. Personal computers have been indicated by the fifth largest group of respondents as as being capable of status indication. Around seventy seven per cent of the urban Indian youth respondents consider personal computers as being capable of status signaling.

vi. Watches, foreign travel & club membership are perceived by about seventy six per cent of the respondents to be capable of status indication.

vii. Television, shopping at retail stores and eating out at expensive restaurants are perceived by seventy per cent of the respondents as being capable of status indication.

viii. Air conditioners have been perceived by sixty six per cent of the urban Indian youth respondents to be indicative of status.

ix. Sixty two per cent of the respondents perceive that ‘taking weekend vacations’ may be considered to be indicative of status.

x. Cosmetics have been perceived by a majority of the youth respondents as being capable of status indication. Fifty two per cent of the respondents indicated their positive response for the category being capable of signaling status.
Hence it may therefore be concluded that across the listed lifestyle items, majority of the urban Indian youth respondents have indicated that the listed lifestyle items are indicative of status. Thus the hypothesis H1 is proved. It may therefore be conclusively stated that all the lifestyle products and services are perceived to be indicative of status by most of the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru.

5.3.1.1 To find the demographic variables that are significantly associated with the status indicative response.

The Chi square goodness of fit test was conducted to determine the demographic variable(s) that are significantly associated with the response regarding the status indicative aspect of the lifestyle products and services.

**Hypothesis testing:**
For each of the lifestyle item considered for the study, the following assumption of null and alternate hypothesis will be considered for the chi square test:

- **H0:** There is no significant association between the demographic variable and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

- **H1:** There is a significant association between the demographic variable and the response regarding the status indicative potential of the lifestyle item.

The outcome of the chi square test will reveal the lifestyle items for which there are significant associations between the youth clusters and their response regarding the status indicative potential of the lifestyle item(s).

**Findings:**

**i. Gender & Status Indicative response.**

The Chi square goodness of fit test was conducted between the gender of the respondents and the count of responses received on each of the lifestyle items. The following assumption of null and alternate hypothesis will be considered for the chi square test:
H0: There is no significant association between the gender of the respondents and their response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

H1: There is a significant association between the gender of the respondents and their response regarding the status indicative potential of the lifestyle item.

The results of the chi square test reveals that for mobile phones and air conditioners, the null hypothesis has been rejected at 95% confidence level and the alternate hypothesis accepted. Thus gender was found to be significantly associated with the status indicative response for mobile phones and air conditioners. The results of the chi square goodness of fit found indicated the following:

- Mobile Phones, $\chi^2 (2) = 34.909$, $p \leq 0.05$. More males (45.5%) have indicated that mobiles are indicative of status as compared to young women (36.16%).
- Air conditioners, $\chi^2 (2) = 14.312$, $p \leq 0.05$. More women (36.5%) have indicated that air conditioners are indicative of status as compared to young men (29.16%).

For the remaining fourteen categories of lifestyle items, the null hypotheses could not be rejected, hence concluding that for those categories the gender of the respondents is not significantly associated with their status indicative responses.

### ii. Monthly Household Income (MHI) & Status Indicative response:

The chi square goodness of fit test found MHI to be significantly associated with fourteen lifestyle items. The following assumption of null and alternate hypothesis will be considered for the chi square test:

H0: There is no significant association between the MHI categories and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:
H1: There is a significant association between the MHI categories and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis was rejected for fourteen items at 95% confidence level and the alternate hypothesis was accepted for the following fourteen items as shown below. Thus it may be stated that the MHI level of the respondents are found to be significantly associated with the following fourteen lifestyle item categories:

i. Cosmetics $\chi^2 (5) = 50.136$, $p \leq 0.05$;
ii. Foreign Travel $\chi^2 (5) = 42.943$, $p \leq 0.05$;
iii. Retail stores visited $\chi^2 (5) = 28.105$, $p \leq 0.05$;
iv. Television $\chi^2 (5) = 29.835$, $p \leq 0.05$;
v. Branded laptops/tablets $\chi^2 (5) = 22.624$, $p \leq 0.05$;
vi. Clothes: $\chi^2 (5) = 21.287$, $p \leq 0.05$;
vii. Air conditioner $\chi^2 (5) = 21.720$, $p \leq 0.05$;
viii. Educational Qualifications attained $\chi^2 (5) = 21.032$, $p \leq 0.05$;
ix. Watches $\chi^2 (5) = 20.821$, $p \leq 0.05$;
x. Mobile Phones $\chi^2 (5) = 20.319$, $p \leq 0.05$;
xi. Personal Computer $\chi^2 (5) = 18.767$, $p \leq 0.05$;

The null hypothesis could not be rejected for:

i. Club membership and
ii. Taking weekend vacations

Most of the respondents who have indicated positively that the lifestyle item categories (except cosmetics) are indicative of status belong to MHI ranging from ₹ 25, 001 - ₹ 50,000. For cosmetics, most of the respondents who indicated that the category was indicative of status belonged to the MHI level of ₹ 15, 001- ₹ 25, 000.
iii. Occupational categories & Status Indicative response:

The following assumption of null and alternate hypothesis will be considered for the chi square test for each lifestyle item:

- **H0**: There is no significant association between the occupational category and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

- **H1**: There is a significant association between the occupational category and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis for the following four items was rejected at 95% confidence level:

i. Personal Computer $\chi^2 (3) = 16.574$, $p \leq 0.05$

ii. Foreign Travel $\chi^2 (3) = 9.863$, $p \leq 0.05$

iii. Watches $\chi^2 (3) = 9.412$, $p \leq 0.05$

iv. Club membership $\chi^2 (3) = 8.437$, $p \leq 0.05$

For the remaining twelve items, the null hypothesis could not be rejected. As was expected since students formed the maximum number of respondents hence most of the responses reflected their perception. Yet a deeper analysis of responses between those who were self employed and those doing service revealed some interesting trends:

- Watches and club membership were perceived to be indicative of status by more young people who were into service as compared to the self-employed respondents.
- Personal computer and foreign travel was perceived to be indicative of status by more self-employed people as compared to those who were into service.

iv. Marital Status categories & Status Indicative response:

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

- **H0**: There is no significant association between the marital status category and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:
➢ **H1**: There is a significant association between the marital status category and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis for the following three items was rejected at 95% confidence level and the alternate hypothesis was accepted for each of the items:

i. Taking weekend vacations $\chi^2 (2) = 10.763$, $p \leq .05$;
ii. Air conditioners $\chi^2 (2) = 9.237$, $p \leq .05$;
iii. Expensive restaurants visited $\chi^2 (2) = 6.978$, $p \leq .05$;

As was expected since the maximum number of respondents were students hence most of the responses reflected their perception. Thus unmarried students reported the highest percentage of responses regarding the perception of the listed lifestyle items as being indicative of status. Yet a deeper analysis of responses between the married and the divorced respondents revealed some interesting insights:

o Air conditioners were perceived to be status indicators more by married respondents, as compared to divorced respondents.

o Eating out at restaurants perceived expensive, were considered to be indicative of status by more divorced young people as compared to those who were married.

o Taking weekend vacations were found to be perceived to be indicative of status more by divorced people as compared to those who were married.

For the remaining thirteen lifestyle items, the null hypothesis could not be rejected.

v. **Income Source categories & Status Indicative response :**

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

➢ **H0**: There is no significant association between the income source category and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

➢ **H1**: There is a significant association between the income source category and the response regarding the status indicative potential of the lifestyle item.
The null hypothesis of the following seven items was rejected and the alternate hypothesis was accepted implying that the ‘income source’ of the respondents was significantly associated with the response regarding the perception of the following items to be indicative of status:

i. Air conditioner $\chi^2 (3) = 41.862, p \leq .05$;
ii. Television $\chi^2 (3) = 39.469, p \leq .05$;
iii. Personal Computer $\chi^2 (3) = 25.795, p \leq .05$;
iv. Retail stores visited $\chi^2 (3) = 23.374, p \leq .05$;
v. Cosmetics $\chi^2 (3) = 21.886, p \leq .05$;
vi. Bike $\chi^2 (3) = 17.982, p \leq .05$;
vii. Foreign Travel $\chi^2 (3) = 9.634, p \leq .05$;

The null hypothesis could not be rejected for the remaining nine lifestyle item categories. The response pattern of the responses based on the income categories of the respondents may be stated as:

- Majority of the respondents who perceived the lifestyle items to be indicative of status were students.
- The second highest responses were from those who were into part time work and
- The third highest responses were from those who declared that they were into full time work.

vi. Amount of pocket money category & Status Indicative response:

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

- **H0**: There is no significant association between the amount of pocket money category and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:
H1: There is a significant association between the amount of pocket money category and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis was rejected for eleven lifestyle item categories at 95% confidence level and the alternate hypothesis was accepted for each respectively. For the rest of the five lifestyle item categories the null hypothesis could not be rejected. The chi square goodness of fit test thus found that the ‘amount of pocket money’ of the respondents was significantly associated with the status indicative response of the eleven lifestyle items:

i. Watches $\chi^2 (4) = 42.783$, $p \leq .05$;
ii. Taking weekend vacations $\chi^2 (4) = 40.929$, $p \leq .05$;
iii. Personal Computer $\chi^2 (4) = 37.189$, $p \leq .05$;
iv. Retail stores visited $\chi^2 (4) = 26.246$, $p \leq .05$;
v. Bike $\chi^2 (4) = 25.707$, $p \leq .05$;
vi. Cosmetics $\chi^2 (4) = 21.957$, $p \leq .05$;
vii. Educational qualifications attained $\chi^2 (4) = 13.207$, $p \leq .05$;
viii. Foreign Travel $\chi^2 (4) = 12.750$, $p \leq .05$;
ix. Car $\chi^2 (4) = 10.422$, $p \leq .05$;
x. Expensive restaurant visited $\chi^2 (4) = 10.103$, $p \leq .05$;
xi. Television $\chi^2 (4) = 9.715$, $p \leq .05$;

The trend of the responses received regarding the perception of the respondents regarding status indication, based on their amount of pocket money indicated that:

- Most of the respondents who perceived the lifestyle items to be indicative of status belonged to the first category of monthly pocket allowance being below ₹ 1000.
- The second highest set of respondents who perceived the lifestyle item categories to be capable of status indication were the those who received monthly pocket money in the range of ₹ 1,001- ₹ 2,000.

vii. **Category of number of siblings & Status Indicative response:**

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:
H0: There is no significant association between the category indicating the number of siblings and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

H1: There is a significant association between the category indicating the number of siblings and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis was rejected for the lifestyle category ‘taking weekend vacations’ at 95% and the alternate hypothesis was accepted. Thus the chi square goodness of fit test found that the category indicating the ‘number of siblings’ of the respondents is significantly associated with the status indicative response of only one lifestyle item i.e. taking weekend vacations, with $\chi^2(4)=26.706, p \leq .05$. The null hypothesis for the rest of the fifteen lifestyle item categories could not be rejected. The pattern of responses received from the respondents regarding their perception of status indication of lifestyle items were:

- Most of the respondents who stated that they perceived taking weekend vacations to be indicative of status reported having one sibling.
- The second highest respondents who perceived that ‘taking weekend vacations’ were indicative of status declared that they had two siblings.

### Parent(s) present working status category & Status Indicative response:

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

H0: There is no significant association between the category indicating the parent(s) who were working and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:
H1: There is a significant association between the category indicating the parent(s) who were working and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis of thirteen items was rejected and the alternate hypothesis was accepted for each of the categories. Thus it was found that there was a significant association between the category indicating which of the parent(s) of the urban Indian youth respondents were working and the status indicative response of the following thirteen lifestyle item categories:

i. Foreign travel $\chi^2 (4) = 68.284$, $p \leq .05$;
ii. Personal Computer $\chi^2 (4) = 34.015$, $p \leq .05$;
iii. Branded Laptops/Tablets $\chi^2 (3) = 33.345$, $p \leq .05$;
iv. Bike $\chi^2 (3) = 31.605$, $p \leq .05$;
v. Educational qualifications attained $\chi^2 (4) = 25.296$, $p \leq .05$;
vi. Retail stores visited $\chi^2 (4) = 20.417$, $p \leq .05$;
vii. Mobile $\chi^2 (3) = 12.660$, $p \leq .05$;
viii. Watches $\chi^2 (3) = 12.221$, $p \leq .05$;
ix. Television $\chi^2 (3) = 11.324$, $p \leq .05$;
x. Taking weekend vacations $\chi^2 (4) = 9.427$, $p \leq .05$;
xii. Car $\chi^2 (4) = 9.291$, $p \leq .05$;
xiii. Expensive restaurant visited $\chi^2 (4) = 8.772$, $p \leq .05$;
xiv. Club membership $\chi^2 (4) = 8.265$, $p \leq .05$;

The trend of the responses received from the urban Indian youth sampled indicated the following:

- Most of the respondents who perceived the lifestyle items to be status indicators reported that only their father was working.
- The second highest set of responses received from respondents regarding the status indicative potential of the above mentioned thirteen categories of lifestyle items came from those respondents who reported that their mothers only were working.
ix. Zone of residence & Status Indicative response:

The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

- \( H_0: \) There is no significant association between the category indicating the zone of residence of the respondents and the response regarding the status indicative potential of the lifestyle item.

The alternate hypothesis will be:

- \( H_1: \) There is a significant association between the category indicating the zone of residence of the respondents and the response regarding the status indicative potential of the lifestyle item.

The null hypothesis was rejected for ten lifestyle item categories at 95% confidence level and the alternate hypothesis was accepted for each of the items respectively. Thus the chi square goodness of fit test found that the zone of residence of the respondents was significantly associated with the status indicative response of the following ten lifestyle items:

1. Personal Computer \( \chi^2 (3) = 33.778, p \leq 0.05; \)
2. Retail stores visited \( \chi^2 (3) = 26.190, p \leq 0.05; \)
3. Educational Qualifications attained \( \chi^2 (3) = 24.252, p \leq 0.05; \)
4. Bike \( \chi^2 (3) = 16.079, p \leq 0.05; \)
5. Branded laptops/tablets \( \chi^2 (3) = 13.380, p \leq 0.05; \)
6. Clothes: \( \chi^2 (3) = 11.966, p \leq 0.05; \)
7. Club membership \( \chi^2 (3) = 11.668, p \leq 0.05; \)
8. Car \( \chi^2 (3) = 9.719, p \leq 0.05; \)
9. Foreign Travel \( \chi^2 (3) = 9.041, p \leq 0.05; \)
10. Air conditioner \( \chi^2 (3) = 8.841, p \leq 0.05; \)

The trend of the responses received zone wise may be stated as:
Most of the respondents who perceived the items to be indicative of status resided in the western part of the city.

- The second highest set of respondents who perceived the lifestyle items to be status indicators were residents of the eastern zone.

### 5.3.2 Dimension 2: Purchase of Lifestyle products and services in the last one year.

The research question for the response regarding the response of purchase was stated for the study as:

- **RQ2**: Which lifestyle item has been purchased by the urban Indian youth in their household in the past one year?

The research hypothesis for the RQ2 may be stated as:

- **H2**: Most of the lifestyle products and services would have been purchased in the households of the urban Indian youth.

**Hypothesis testing:**

The table given below illustrates the data that provides for the testing of the above hypothesis. The table contains the list of the lifestyle products on the left column and the right column contains the data of the per cent of respondents who have indicated positively that the listed lifestyle item have been purchased in the previous one year. In the questionnaire each of the category of lifestyle item was listed against which the respondents were asked to indicate their response on a nominal scale with the answer options of either indicating ‘yes’ if they had purchased the lifestyle item in the past one year or ‘no’ in case they had not purchased the item. The respondents could indicate ‘yes’ by ticking √, or indicate ‘no’ by making a cross × in the space provided against each of the lifestyle item. The resulting data was derived by counting the number of respondents who indicated that the category of lifestyle item was purchased by them in the past one year. The percentage of respondents was finally computed for each category of lifestyle item. The bar chart as given in Figure 5.2 indicates the response data thus computed. For
ten categories out of the total sixteen categories listed for the study, most of the respondents indicated having purchased the items within the last one year.

Figure 5.2 Purchases in the last one year.

Findings & Outcomes:
Over seventy per cent of the respondents have indicated the purchase of the following items in their household:

i. Watches (71%),

ii. Educational qualifications (74%),

iii. Mobile phones (77%),

iv. Eating out at restaurants perceived to be expensive (78%),

v. Shopping at retail stores (82%) and

vi. Clothes (90%).
Between fifty per cent to sixty five per cent of the respondents have indicated that their households have reportedly purchased the following items:

i. Motorbikes (50%),
ii. Cosmetics (57%),
iii. Branded laptops/tablets (59%) and
iv. Taking weekend vacations (63%).

The following lifestyle items have reportedly been purchased by less than a majority of the households of the urban Indian respondents sampled for the study:

i. Cars (28%),
ii. Air conditioners (29%),
iii. Club membership (34%),
iv. Travel abroad (36%),
v. Television sets (37%),
vi. Personal Computers (45%).

Hence it may therefore be observed that purchases have been reported across all the categories though the percentage of patronage differs across the lifestyle items. The findings of the above table indicate that the second hypothesis H2 is proved because all the lifestyle products and services categories have been considered for purchase, with around ten of the categories having been purchased in the households of most of the respondents.

5.3.2.1 Gender & purchase data response:

The Chi square goodness of fit test was conducted to determine if the gender of the respondents was significantly associated with the response regarding the recent purchase of lifestyle item(s). The following assumption of null and alternate hypothesis was considered for the chi square test conducted on each lifestyle item:

➢ **H0:** There is no significant association between the gender of the respondents and the response regarding the purchase of the lifestyle item in the last one year.
The alternate hypothesis will be:

- **H1**: There is a significant association between the gender of the respondents and the response regarding the purchase of the lifestyle item in the last one year.

**Hypothesis testing:**
The chi squared test was conducted and it was found that for only four categories of the lifestyle products and services the null hypothesis could be rejected at the 95% confidence level. For the remaining twelve categories of lifestyle products and services the null hypothesis could not be rejected at the 95% confidence level. It may therefore be inferred that there were statistically significant associations found between the gender of the youth and the responses regarding the purchase behaviour of the following items in the last one year:

- Educational Qualifications attained $\chi^2 (3) = 8.870, p \leq .05$;
- Air conditioner $\chi^2 (1) = 6.346, p \leq .05$;
- Purchases from retail stores $\chi^2 (1) = 4.583, p \leq .05$;
- Eating out at restaurants perceived to be expensive $\chi^2 (1) = 4.260, p \leq .05$;

More young women stated that their households had bought ACs and had gone for eating out at expensive restaurants as compared to men. There were more male respondents who stated that they had paid for educational qualifications in the last one year and had bought from retail stores in the last one year as compared to young women.

The discussion for testing the third hypothesis of the study is mentioned hereafter.

### 5.3.3 Likelihood of participating in decision making for purchase of lifestyle products and services in the next 1-5 years:

The likelihood of participating in the decision making for the purchase of lifestyle products and services may be considered to give some idea of the kind of demand for the items from the urban Indian youth. Effective marketing strategies can then be formulated to attract the youth consumer segment with relevant and appropriate brand communications. The research question that was formulated in this regard was:
RQ3: For which of the lifestyle items are the urban Indian youth likely to participate in decision making for purchase in the next 1-5 years?

The research hypothesis for RQ3 was stated as:

H3: Most of the Indian youth is expected to participate in decision making to purchase lifestyle products and services in the next 1-5 years.

Hypothesis testing:

Figure 5.3 provides the information for testing the hypothesis, H3. The bar chart illustrates the percentage of respondents who have indicated their likelihood of participating in decision making for the listed lifestyle items in the next 1-5 years.

Figure 5.3: Responses for participation in decision making in the future.

<table>
<thead>
<tr>
<th>Percentage of respondents who are likely to participate in the decision making for the purchase of the item(s) in the next 1-5 years.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Abroad (Tourism)</td>
</tr>
<tr>
<td>Motorbikes</td>
</tr>
<tr>
<td>Shopping at retail stores</td>
</tr>
<tr>
<td>Branded laptops/tablets</td>
</tr>
<tr>
<td>PCs</td>
</tr>
<tr>
<td>Television Sets</td>
</tr>
<tr>
<td>Taking Weekend Vacations.</td>
</tr>
<tr>
<td>Watches</td>
</tr>
<tr>
<td>Cosmetics</td>
</tr>
<tr>
<td>Eating out in expensive...</td>
</tr>
<tr>
<td>Educational Qualifications...</td>
</tr>
<tr>
<td>Being a club member</td>
</tr>
<tr>
<td>Mobile phones</td>
</tr>
<tr>
<td>Cars</td>
</tr>
<tr>
<td>Clothes</td>
</tr>
<tr>
<td>Air Conditioners</td>
</tr>
</tbody>
</table>

Percentage of respondents who are likely to participate in the decision making for the purchase of the item(s) in the next 1-5 years.
Findings & Outcome:

From figure 5.3 it can be observed that a majority of the respondents have indicated their intention to participate in decision making for the purchase of the listed lifestyle items in the next 1-5 years.

At least eighty per cent of the respondents have indicated their likelihood of purchasing the following items within the next five years:

- Watches (80%),
- Cosmetics (81%),
- Eating out in expensive restaurants (82%),
- Educational qualifications attained (83%),
- Being a club member (83%),
- Mobile phones (87%),
- Cars (87%),
- Clothes (88%) and
- Air conditioners (89%).

The other lifestyle items that have been indicated by the urban Indian youth about which they feel they are likely to participate in decision making for the purchase of the item in the next 1-5 years are:

i. Travel abroad (65%),
ii. Motorbikes (70%),
iii. Shopping at retail stores (70%),
iv. Branded laptops/tablets (75%),
v. Personal computers (75%),
vi. Television sets (75%) and
vii. Taking weekend vacations (78%).
Hence the third hypothesis of the study, H3 is proved and we may conclude that most of the urban Indian youth have been found to be of the opinion that they would participate in the decision making for purchase of all the listed lifestyle items considered for the study.

### 5.3.3.1 Gender & the likelihood of participating in future purchase decisions.

The Chi square goodness of fit test was conducted to determine if gender of the respondents are significantly associated with the response regarding the likelihood of participating in future purchase decisions for lifestyle products and services.

**Hypothesis testing:**

Chi square test will be used. For each of the lifestyle item considered for the study, chi square test will be done with the following assumption of null and alternate hypothesis:

- **H0:** There is no significant association between the gender of the urban Indian youth and their response towards the future likelihood of participating in decision making for purchase of the lifestyle item.
- **H1:** There is a significant association between the gender of the urban Indian youth and their response towards the future likelihood of participating in decision making for the purchase of the lifestyle item.

**Findings:**

The null hypothesis was rejected at the 95% confidence level for the following four lifestyle categories and the alternate hypothesis accepted for each of them respectively:

- Educational Qualifications attained $\chi^2 (3) = 8.679, p \leq .05$;
- Air conditioner $\chi^2 (1) = 8.670, p \leq .05$;
- Cars $\chi^2 (1) = 5.974, p \leq .05$ and
- Television $\chi^2 (1) = 5.075, p \leq .05$;
Thus the chi square goodness of fit test results indicate that the gender of the urban Indian youth is significantly associated with the response regarding their future likelihood of participating in decision making for the purchase of television, air conditioners, cars and educational qualifications.

### 5.3.4 Branding & conspicuous consumption of lifestyle items:

The research question for the perception regarding importance of brand name was stated as:

- **RQ4:** For which lifestyle item(s) is the brand name an important aspect of purchase consideration among the urban Indian youth?

The hypothesis for the study was stated as:

- **H4:** Brand names are likely to be considered important by the urban Indian youth for the purchase consideration of most of the lifestyle products and services.

**Hypothesis testing:**

Figure 5.4 shows the perception of the urban Indian youth regarding the importance of brand name for the purchase consideration of each lifestyle item mentioned in the study.

**Findings & Outcome:**

For all the sixteen categories of lifestyle products and services, more than sixty two per cent of the respondents have stated that the brand name is an important aspect for purchase consideration of the category. More than eighty per cent of the urban Indian youth respondents have indicated that the brand names of the following ten lifestyle items are important:

1. Television sets (82%),
2. Educational qualifications attained (83%),
3. Watches (84%),
4. Air conditioners (85%),
5. Motorbikes (85%),
6. Clothes (88%),
7. Personal computers (91%),
viii. Branded laptops/tablets (91%),
ix. Mobile phones (91%) and
x. Cars (95%).

Figure 5.4: Responses for brand name being important.

The other lifestyle items whose brand names are considered important by the urban Indian youth during purchase are:

i. Taking weekend vacations (63%),
ii. Being a club member (68%),
iii. Cosmetics (69%),
iv. Shopping at retail stores (73%),
v. Travel abroad (75%) and
vi. Eating out at restaurants perceived to be expensive (78%)
The findings thus prove the fourth hypothesis H4, proposed for the study. Hence it may be stated that most of the urban Indian youth feel that the brand names of the lifestyle items considered for the study are important for purchase considerations.

### 5.3.4.1 Gender & response regarding importance of brand name.

It will be relevant to find if the gender of the urban Indian youth is significantly associated with their response regarding the importance of brand name as an important purchase consideration for lifestyle products and services.

**Hypothesis Testing:**

Chi square test was conducted to find out the lifestyle items for which gender was significantly associated with the response regarding the importance of brand name(s) being important for purchase consideration of the item(s). For each of the lifestyle item considered for the study, chi square test was done with the following assumption of null and alternate hypothesis:

- **H0:** There is no significant association between the gender of the urban Indian youth and their response regarding the importance of brand name being an important consideration for the purchase of lifestyle products and services.

The alternate hypothesis will be:

- **H1:** There is a significant association between the gender of the urban Indian youth and their response regarding the importance of brand name being an important consideration for the purchase of lifestyle products and services.

**Findings:**

The Chi-squared test results show that the lifestyle products and services for which gender is found to be significantly associated with the response on the importance of brand name for lifestyle products and services purchase. The null hypothesis was rejected at the 95% confidence level for four lifestyle items and the alternate hypothesis was accepted for each of them respectively:

i. Cosmetics $\chi^2 (1) = 4.515$, $p \leq 0.05$;
i. Branded Laptops/tablets $\chi^2 (1) = 5.981, p \leq 0.05$;
ii. Club membership $\chi^2 (1) = 6.424, p \leq 0.05$ and
iii. Weekend vacations $\chi^2 (1) = 5.981, p \leq 0.05$;

Hence it may be concluded that the gender of the respondents is significantly associated with the response regarding the importance of brand name for the purchase consideration of cosmetics, branded laptops/tablets, club membership and taking weekend vacations. More young women feel that the brand names of cosmetics & branded laptops/tablets are an important purchase consideration as compared to young men. More men, on the other hand have indicated their perception that the brand names of club membership and weekend vacations are important aspects of purchase consideration.

### 5.3.5 Pricing & Conspicuous Consumption of lifestyle items:

The research question and the corresponding hypothesis for testing the importance of price were stated as:

- **RQ5**: For which lifestyle item(s) is price an important aspect of purchase consideration among the urban Indian youth?

The hypothesis H5 that was formulated was stated as:

- **H5**: Price will be an important aspect of purchase consideration for most of the lifestyle products and services.

**Hypothesis testing:**

The data shown in Figure 5.5 indicates the percentage of respondents who stated that price was an important aspect of purchase consideration for the listed lifestyle products and services.

**Findings & Outcomes:**

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For all the sixteen categories of lifestyle products and services, majority of the respondents have stated that price is an important aspect that would be considered when buying lifestyle products and services.

Figure 5.5: Percentage of respondents who stated that price is important.

More than eighty per cent of the urban Indian youth respondents have indicated that price is an important aspect for purchase consideration for the following twelve lifestyle items:

i. Cosmetics (81%),
ii. Travel abroad (83%),
iii. Air conditioners (84%),
iv. Cars (86%),
v. Personal computers (86%),
vi. Clothes (86%),

vii. Shopping at retail stores (87%),
viii. Branded laptops/tablets (87%),
ix. Television sets (88%),
x. Watches (88%),
xi. Motorbikes (89%) and
xii. Mobile phones (90%).

For the remaining four lifestyle categories, the percentage of responses received against each item regarding price being an important aspect of purchase consideration were as follows:

i. Being a club member (72%),
ii. Eating out in restaurants perceived to be expensive (74%),
iii. Taking weekend vacations (77%) and
iv. Educational qualifications attained (79%).

Hence it may be seen that most of the urban Indian youth belonging to the age group of 18-25 years consider price to be an important aspect of purchase consideration for each of the lifestyle items chosen for the study. Thus the hypothesis H5 of the study is proved.

### 5.3.5.1 Gender & response regarding importance of price:

The study aims to finding if the gender of the youth is significantly associated with the response of considering price as an important aspect of purchase consideration for lifestyle products and services.

**Hypothesis testing:**

Chi square test will be done for each of the lifestyle item considered for the study. The null hypothesis will be stated as:
H0: There is no significant association between the gender of the urban Indian youth and their response regarding the importance of price being an important aspect of purchase consideration for the lifestyle category.

The alternate hypothesis will be:

H1: There is a significant association between the gender of the urban Indian youth and their response regarding the importance of price being an important aspect of purchase consideration for the lifestyle category.

Findings:
The null hypothesis was rejected at the 95% confidence level, for two categories of lifestyle products and services and the alternate hypothesis accepted for each of them respectively:

- Cosmetics $\chi^2 (1) = 4.515$, $p \leq 0.05$;
- Television $\chi^2 (1) = 5.981$, $p \leq 0.05$;

For the remaining fourteen categories of lifestyle products and services the null hypothesis could not be rejected.

Thus gender was found to be significantly associated with the response regarding the importance of price considerations when buying the lifestyle items of only cosmetics and television. Young women were found to be more price conscious of cosmetics and television as compared to their male counterparts.

5.3.6 Situational factors and conspicuous consumption of lifestyle items:
The hypothesis for checking the relevance of situational factors of potential use and consumption of the lifestyle products and services mentioned for the study was formulated as follows:

RQ6: For which lifestyle item(s) is the situational factor of use an important aspect of purchase consideration among the urban Indian youth?

Thus it was hypothesized that:
H6: Situational factor of use is likely to be an important aspect of purchase consideration for most of the lifestyle products and services.

Hypothesis testing:
The data for the hypothesis is found by using the percentage of responses received for the question pertaining to the importance of situational factors for lifestyle item purchase. The bar chart given in Figure 5.6 indicates the percentage of responses received against each lifestyle item in ascending order.

Findings & Outcomes:
Against each of the lifestyle item considered for the study, at least sixty per cent of responses have been received indicating the importance of the situational factor of use being an important aspect of purchase consideration. The actual percentage of responses received against each of the fourteen lifestyle categories indicating the importance given to the situational factor of use of the category are as shown below:

i. Cosmetics (61%),
ii. Being a club member (64%),
iii. Television sets (65%),
iv. Motorbikes (66%),
v. Watches (66%),
vi. Air conditioners (68%),
vii. Cars (71%),
viii. Personal computers (71%),
ix. Travel abroad (72%),
x. Educational qualifications (73%),
xi. Taking weekend vacations (74%),
xii. Branded laptops/tablets (74%),
xiii. Eating out at restaurants considered expensive (76%),
xiv. Shopping at retail stores (77%),
xv. Mobile phones (77%) and
xvi. Clothes (79%).
The findings prove H6 of the study. Hence we may conclude that the majority of the urban Indian youth have indicated that in their opinion the situational factor of use of the lifestyle products and services is an important consideration when buying the item(s).

Figure 5.6: Percentage of respondents who stated that situational factors are important.

**Percentage of respondents who stated that situational factors are important when buying this product/service.**

![Bar chart showing percentage of respondents who stated that situational factors are important when buying various items.](chart.png)

5.3.6.1 Gender & response regarding importance of situational factors:

It will also be imperative to find if the gender of the urban Indian youth is significantly associated with their response regarding the importance of situational factors of use of lifestyle products and services being an important aspect of purchase consideration.

**Hypothesis testing:**
Chi square test will be done with the following assumption of null hypothesis:

- **H0**: There is no significant association between the gender of the urban Indian youth and their response regarding the importance of situational factors being an important consideration for the purchase of lifestyle products and services.

The alternate hypothesis will be:

- **H1**: There is a significant association between the gender of the urban Indian youth and their response regarding the importance of situational factors being an important consideration for the purchase of lifestyle products and services.

Findings:
The null hypothesis was rejected for three categories of lifestyle products and services and the alternate hypothesis was accepted for each one of them respectively. The null hypothesis could not be rejected for the remaining thirteen lifestyle item categories. Thus the chi square goodness of fit test found that the gender of the respondents was significantly associated with the response regarding the importance of situational factor of use of two of the lifestyle items as given below:

- Mobile phones: \( \chi^2 (1) = 7.955, \ p \leq .05 \)
- Cars: \( \chi^2 (1) = 12.354, \ p \leq .05 \)

More women feel that the situational factors of use of mobile phones are important aspect of purchase considerations, as compared to men. More men have responded stating that the situational factors for use of cars are important aspects for purchase consideration as compared to young women.

The next section deals with the hypotheses pertaining to measurement of the levels of status orientation, status consumption and materialism levels of the respondents.

5.4 Objective 2: To find out the levels of status orientation, materialism and status consumption among the urban Indian youth and identify the significant demographic variables that affect their responses.

The lifestyle orientation of the urban Indian youth that is likely to affect conspicuous consumption of lifestyle products and services is considered to be influenced by status
orientation, status consumption and materialism. The status orientation, status consumption and materialism scales used in the research will help in understanding the lifestyle orientation of the urban Indian youth surveyed for this study. The following sections will illustrate the levels of status orientation, status consumption and materialism reported from the respondents. Thereafter a one-way analysis of variance (ANOVA) will be conducted between the demographic variable(s) and the mean ratings of status orientation, status consumption and materialism.

### 5.4.1 Status Orientation:

The status orientation of the respondents has been measured using ten statements measuring different aspects for status orientation (Mai & Tambyah 2011). The first five statements measure the traditional status orientation of respondents. The last five statements of the scale measure the modern status orientation level of the respondents. The research question and the hypotheses proposed for understanding the level of status orientation among the urban Indian youth are hereafter discussed.

#### Traditional Status Orientation:

- **RQ7a:** What is the level of traditional status orientation among the urban Indian youth belonging to the age group of 18-25 years, residing in Bengaluru?

The hypothesis for RQ7a was stated as:

- **H7a:** The urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru will have low levels of traditional status orientation.

#### Testing of the hypothesis:

**One Sample t-test.**

One sample t-test was conducted to find out if there were a low level traditional status orientation and thus test the hypothesis, H7a. The one sample statistics are presented in Table 5.15 while the Table 5.16 indicates the results of the one sample t-test. The test value was considered to be 3 indicating a neutral opinion towards traditional status orientation.
Table 5.15: One Sample Statistics - TSO.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean of traditional status orientation.</td>
<td>600</td>
<td>3.863</td>
<td>.54987</td>
<td>.02245</td>
</tr>
</tbody>
</table>

The null hypothesis was rejected at 95% confidence level as shown in Table 5.16

Table 5.16: One sample test - TSO.

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower</td>
</tr>
<tr>
<td>Mean of traditional status orientation.</td>
<td>38.458</td>
<td>599</td>
<td>.000</td>
<td>.86333</td>
<td>.8192</td>
</tr>
</tbody>
</table>

**Findings & Conclusions:**

The one sample t-test reveals a statistically significant result with $t=38.458$, $df=599$ and $p\leq0.0001$. The mean rating among the urban Indian youth ($n=600$) for traditional status orientation has been found to be 3.86 with a SD=0.549. The mean rating thus may be considered high as it is skewed towards 4 (of the Likert scale indicating agreement) rather than 3 of the scale. Hence the hypothesis H7a is proved and it may be stated that the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru have high levels of traditional status orientation.

- *To investigate if the mean ratings of traditional status orientation are significantly different across young men & women.*

To find out if the mean traditional status orientation ratings were significantly different across the gender categories of the respondents, the following research question proposed:

- **RQ7b:** Is there a significant difference in the mean ratings of traditional status orientation levels among the urban Indian youth belonging to the age group of 18-25 years, based on their gender?
The hypothesis would be tested with the independent sample t-test where the null hypothesis would be:

- **H0: There will be no difference in the mean ratings of traditional status orientation among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.**

The alternate hypothesis that will be accepted on the rejection of the null hypothesis would be:

- **H1: There will be significant difference in the mean ratings of traditional status orientation among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.**

**Findings & Outcome:**

The descriptives of the traditional status orientation mean ratings are given in Table 5.17. The mean TSO rating found among men (N=300, M=3.83, SD=0.52) are lesser as compared to the mean TSO ratings of women (N=300, M=3.89, SD=0.57).

Table 5.17: Descriptives – Traditional Status Orientation.

<table>
<thead>
<tr>
<th>Scale Used</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean of traditional status orientation- Male.</td>
<td>300</td>
<td>3.8353</td>
<td>0.52492</td>
</tr>
<tr>
<td>Mean of traditional status orientation- Female.</td>
<td>300</td>
<td>3.8913</td>
<td>0.57325</td>
</tr>
<tr>
<td>Mean of the traditional status orientation subscale.</td>
<td>600</td>
<td>3.8633</td>
<td>0.54987</td>
</tr>
</tbody>
</table>

The results of the independent t-test are shown in Table 5.18.

Table 5.18: Independent t-test result - TSO.

<table>
<thead>
<tr>
<th>Mean TSO</th>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>3.498</td>
<td>.062</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>593.419</td>
<td>.213</td>
</tr>
</tbody>
</table>
The null hypothesis of Levene’s test of equality of variances could not be rejected (F=3.498, p=0.062) as shown in Table 5.18. The results of the independent sample t-test shown in the same table imply (t= -1.248, df=598, p=0.213) that the levels of traditional status orientation are not significantly different across the gender categories of the urban Indian youth.

<table>
<thead>
<tr>
<th>Modern Status Orientation:</th>
</tr>
</thead>
</table>

- RQ7c: What is the level of modern status orientation among the urban Indian youth belonging to the age group of 18-25 year, residing in Bengaluru?

The hypothesis for RQ7c was stated as:

- **H7c**: The urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru will have high levels of modern status orientation.

**Hypothesis testing:**

One sample t-test was conducted to find out if there was a high level of modern status orientation and as proposed in the hypothesis H7c. The one sample descriptive statistics are presented in Table 5.19.

<table>
<thead>
<tr>
<th>Table 5.19: One-Sample Statistics - MSO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>Mean Modern Status Orientation</td>
</tr>
</tbody>
</table>

The results of the one sample t-test can be found from the Table 5.20. The test value was considered to be 3.5 as it would be considered to be beyond the neutral value assumed for 3 on the Likert scale used in the study for measuring materialism.

<table>
<thead>
<tr>
<th>Table 5.20: One-Sample Test - MSO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
</tr>
<tr>
<td>MEANMSO</td>
</tr>
</tbody>
</table>
Findings & Conclusions:
The one sample t-test reveals a statistically significant result, with $t=8.675$, $df=599$ and $p \leq 0.0001$. The mean rating among the urban Indian youth ($n=600$) for modern status orientation is found to be 3.75 with a SD=0.689. The mean rating this may be considered high as it is skewed towards 4. Hence the hypothesis, H7c is proved. It may therefore be conclusively stated that the urban Indian youth belonging to the age group of 18-25 years have high levels of modern status orientation.

- To investigate if the mean ratings of modern status orientation are significantly different across the urban Indian youth based on their gender.

The research question that was proposed in the study to find out if the modern status orientation levels of young women and men differed with their gender categories was:

- **RQ7c**: Is there a significant difference in the mean ratings of modern status orientation levels among the urban Indian youth belonging to the age group of 18-25 years, based on their gender?

The hypothesis would be tested using the independent sample t-test where the null hypothesis would be:

- **H0**: There will be no difference in the mean ratings of modern status orientation among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

The alternate hypothesis that will be accepted on the rejection of the null hypothesis would be:

- **H1**: There will be significant difference in the mean ratings of modern status orientation among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

Hypothesis testing:
Independent sample t-test was conducted between the gender categories (male & female) and the modern status orientation mean ratings. The group statistics are given in Table 5.21, which
indicates that the mean modern status orientation ratings of men (M=3.83, SD=0.69) are found to be higher as compared to the mean modern status orientation ratings found among women (M=3.69, SD=0.69).

Table 5.21: MSO group statistics.

<table>
<thead>
<tr>
<th>Scale Categories Used</th>
<th>Gender</th>
<th>N</th>
<th>Mean (M)</th>
<th>Std. Deviation (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Status Orientation (MSO)</td>
<td>Male</td>
<td>300</td>
<td>3.8267</td>
<td>.68901</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>300</td>
<td>3.6853</td>
<td>.68284</td>
</tr>
</tbody>
</table>

The results of the independent t-test are illustrated in Table 5.22.

Table 5.22: Independent t-test result for MSO.

<table>
<thead>
<tr>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>.723</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
</tr>
<tr>
<td>Mean MSO</td>
<td>2.524</td>
</tr>
</tbody>
</table>

From the result shown in Table 5.22 it is found that the null hypothesis based on Levene’s test for equality of variances could not be rejected (F=0.723, p=0.396). The results of the t-test (t=2.524, df=598, p=0.012) indicate that the mean modern status orientation ratings found among the urban young men and women are significantly different.

5.4.2 Materialism:

The research question for finding the level of materialism among the urban Indian youth was proposed as:

- RQ8a: What is the level of materialism among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru?

The hypothesis was stated as:

- H8a: Urban Indian youth in the age group of 18-25 years residing in Bengaluru will show high levels of materialism.
Hypothesis Testing:

One sample t-test was conducted to find out if there was a high level of materialism and test the hypothesis, H8a. The one sample descriptive statistics are presented in Table 5.23. The mean value of materialism has been found to be 3.25 among the urban Indian youth.

<table>
<thead>
<tr>
<th>Mean for Materialism</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>600</td>
<td>3.2531</td>
<td>.33380</td>
<td>.01363</td>
</tr>
</tbody>
</table>

The results of the one-sample t-test can be found from Table 5.24. The test value was considered to be 4, as the number on the Likert scale used in the study for measuring materialism among the respondents implies agreement and can be considered high as it is skewed more towards 5 of the scale.

<table>
<thead>
<tr>
<th>Test Value = 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>t</td>
</tr>
<tr>
<td>Mean for Materialism</td>
</tr>
</tbody>
</table>

Findings & Conclusions:

The one sample t-test reveals a statistically significant result, with t=-30.279, df=599 and p=0.0001. The mean rating of materialism is found to be 3.3 which cannot be considered high as it is below 4. Hence the hypothesis, H8a is disproved. It may therefore be stated that the urban Indian youth belonging to the age group of 18-25 years have low levels of materialism.

- To investigate if the mean materialism ratings are different across the urban Indian youth based on their gender.

- RQ8b: Is there a significant difference in the mean ratings of materialism among the urban Indian youth belonging to the age group of 18-25 years, based on their gender?
The hypothesis will be tested using the independent sample t-test where the null hypothesis may be considered as:

- **H0**: There will be no difference in the mean ratings of materialism among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

The alternate hypothesis that will be accepted on the rejection of the null hypothesis is:

- **H1**: There will be significant difference in the mean ratings of materialism among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

The independent sample t-test results given in Table 5.25, which indicates that the mean materialism rating found among men (M=3.20, SD=0.34) are lower as compared to the mean ratings of materialism found among women (M=3.30, SD=0.31) in the study.

<table>
<thead>
<tr>
<th>Scale Categories Used</th>
<th>Gender</th>
<th>N</th>
<th>Mean (M)</th>
<th>Std. Deviation (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>300</td>
<td>3.2057</td>
<td>.34598</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>300</td>
<td>3.3006</td>
<td>.31464</td>
</tr>
</tbody>
</table>

The results of the independent sample t-test is indicated in Table 5.26.

<table>
<thead>
<tr>
<th>Mean-Materialism</th>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
<th>Mean Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
<td>t</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>.028</td>
<td>.866</td>
<td>-3.512</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>3.512</td>
<td>592.687</td>
<td>.000</td>
</tr>
</tbody>
</table>

The null hypothesis for the Levene’s test for equality of variances could not be rejected (F=0.028, p=0.866). The results of the independent sample t-test (t=-3.512, df=598, p≤0.0001)
indicates that the mean materialism ratings observed among the young men and women are significantly different.

### 5.4.3 Status Consumption:

The research question proposed for testing the level of *Status Consumption* among the urban Indian youth was:

- **RQ9a**: What is the level of status consumption among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru?

The hypothesis for RQ9 was stated as:

- **H9a**: Urban Indian youth in the age group of 18-25 years residing in Bengaluru will show high levels of status consumption levels.

**Hypothesis Testing:**

The one sample t-test was conducted to find out if there was a high level of status consumption inclination among the urban Indian youth. Table 5.27 provides the mean rating for the status consumption scale found among the respondents. The results reveal that there was a low level of status consumption found among the urban Indian youth (n=600, mean=3.11, standard deviation=0.72).

Table 5.27: One Sample Statistic – Status Consumption.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEANSC</td>
<td>600</td>
<td>3.110</td>
<td>.7197</td>
<td>.02939</td>
</tr>
</tbody>
</table>

Table 5.28 indicates the results of the one sample t-test. The test value was considered to be 4, as the number on the Likert scale used in the study for measuring status consumption among the
respondents implies agreement and can be considered as a high value as it is skewed more towards 5 of the scale.

Table 5.28: One-Sample Test – Status Consumption.

<table>
<thead>
<tr>
<th>Mean Status Consumption Scale</th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-30.279</td>
<td>599</td>
<td>.000</td>
<td>-0.89000</td>
<td>-0.9477, -0.8323</td>
</tr>
</tbody>
</table>

Findings & Conclusions:
The one sample t-test was conducted to determine if the urban Indian youth had a high level of agreement towards status consumption. The t-test was done with a test value of 4. The rating of 4 on the Likert scale used for the study implies a high level of agreement. The one sample test reveals t= -30.279, df=599, p=0.0001. Thus the hypothesis H9a is disproved, and it may be stated that the urban Indian youth belonging to the age group of 18-25 years have low levels of status consumption.

- To investigate if the mean materialism ratings are different across the urban Indian youth based on their gender.

The research question for determining if the levels of materialism differ across the urban Indian youth based on their gender was formulated as:

- RQ9b: Is there a significant difference in the mean ratings of status consumption levels among the urban Indian youth belonging to the age group of 18-25 years, based on their gender?

The hypothesis would be tested using the independent sample t-test where the null hypothesis would be:
H0: There will be no difference in the mean ratings of status consumption among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

The alternate hypothesis that will be accepted on the rejection of the null hypothesis would be:

H1: There will be significant difference in the mean ratings of status consumption among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru based on their gender.

The independent sample t-test was conducted between the gender categories (male & female) and the materialism mean ratings. The group statistics are given in Table 5.29, which indicates that the mean status consumption ratings found among young men (M=3.13, SD=0.68) were higher than the mean status consumption ratings found among young women (M=3.08, SD=0.75).

Table 5.29: Group Statistics – Status Consumption.

<table>
<thead>
<tr>
<th>Scale Categories Used</th>
<th>Gender</th>
<th>N</th>
<th>Mean (M)</th>
<th>Std. Deviation (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status Consumption (SC)</td>
<td>Male</td>
<td>300</td>
<td>3.1347</td>
<td>.68603</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>300</td>
<td>3.0853</td>
<td>.75273</td>
</tr>
</tbody>
</table>

The results of the independent t-test are illustrated in the Table 5.30:

Table 5.30: Independent t-test result – Status Consumption.

<table>
<thead>
<tr>
<th>Mean SC</th>
<th>Levene’s Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>4.896</td>
<td>.027</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>.839</td>
<td>592.924</td>
</tr>
</tbody>
</table>
Findings & Conclusions:

From Table 5.30, it is found that the null hypothesis based on Levene’s test for equality of variances, could be rejected ($F=4.896$, $p=0.027$), and the alternate hypothesis accepted with the assumption of ‘equal variances not assumed’. The independent t-test results ($t=0.839$, $df=592.92$, $p=0.402$) show that there is no significant difference in the mean ratings of status consumption among the youth based on their gender.

5.4.4 One-way ANOVA of the demographic variables and the mean ratings of the status consumption scale.

The research question for determining the significant demographic variables that are likely to influence status consumption was stated as:

- **RQ10:** Which are the significant demographic variables, (except gender) that influence the differences in the mean ratings of status consumption among the urban Indian youth in the age group of 18-25 years residing in Bengaluru?

One-way ANOVA will be conducted to get the answer to RQ10. Each of the demographic variables (except gender) will be considered to be a factor for the analysis. For each demographic variable being considered for ANOVA, the null hypothesis was assumed to be:

- **$H0$: The mean ratings of status consumption are the same for all categories of the demographic variables.**

The alternate hypothesis was assumed to be:

- **$H1$: The mean ratings are different across the demographic variable categories.**

The results of the one way ANOVA reveals that the null hypothesis was accepted only for:

  - The education level of the respondents.

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Thus it may be concluded that there are no significant differences in the mean status consumption ratings across the different education levels of the urban Indian youth.

The null hypothesis was rejected for the following seven demographic variables and the alternate hypothesis was accepted respectively for each of the demographic variables:

i. MHI,

ii. Occupation,

iii. Income Source

iv. Amount of pocket money,

v. Number of siblings.

vi. Which parent(s) are working and

vii. Zone of residence.

The acceptance of the null hypotheses indicated that the mean status consumption ratings were different across the different categories of the demographic variables pertaining to MHI, occupation, income source, amount of pocket money, number of siblings, the working status of the parents and the zone of residence of the respondents.

The details of the one-way ANOVA test result for the seven categories of demographic variables for which the null hypothesis was rejected and the alternate hypothesis accepted are discussed in the following subsections:

- **MHI:**

One-way ANOVA was conducted between the MHI levels and the status consumption scale mean rating. The independent variable was the MHI of the respondents and the dependent variables were the mean scale ratings. From Table 5.31 a few observations were noted that show the pattern of responses given by respondents belonging to the different MHI levels. The MHI levels are mentioned in descending order based on the mean ratings received for status consumption:
- The third MHI category of ₹ 15,001 - ₹ 25,000 (M=3.26, SD=0.60) has the highest mean rating for the status consumption scale.
- The second highest mean rating for the status consumption scale has been given by respondents belonging to the fourth MHI category ₹ 25,001 - 50,000 (M=3.24, SD=0.73).
- The third highest mean rating for the status consumption scale has been from respondents belonging to the first MHI level of ‘Upto ₹ 10,000’ (M=3.17, SD=.78).
- The least mean scale rating for status consumption has been reported from the MHI level of ₹ 10,001 - ₹ 15,000.

Table 5.31: Descriptives – MHI & Mean Status Consumption.

<table>
<thead>
<tr>
<th>MHI levels</th>
<th>No. of respondents</th>
<th>Mean SC Ratings</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Up to ₹ 10,000</td>
<td>23</td>
<td>3.173</td>
<td>.77765</td>
</tr>
<tr>
<td>2. ₹ 10,001 - ₹ 15,000</td>
<td>75</td>
<td>2.7760</td>
<td>.72705</td>
</tr>
<tr>
<td>3. ₹ 15,001 - ₹ 25,000</td>
<td>173</td>
<td>3.2566</td>
<td>.60715</td>
</tr>
<tr>
<td>4. ₹ 25,001 - ₹ 50,000</td>
<td>227</td>
<td>3.2388</td>
<td>.73827</td>
</tr>
<tr>
<td>5. Above ₹ 50,000</td>
<td>83</td>
<td>2.8506</td>
<td>.71421</td>
</tr>
<tr>
<td>Total</td>
<td>581</td>
<td>3.110</td>
<td>.71997</td>
</tr>
</tbody>
</table>

Table 5.32: ANOVA – MHI & SC.

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>26.270</td>
<td>5</td>
<td>5.254</td>
<td>10.980</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>284.230</td>
<td>594</td>
<td>.479</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The ANOVA results are shown in Table 5.32. The null hypothesis was rejected and the alternate hypothesis was accepted with F (5,594) = 10.980, p≤0.0001. Thus it may be stated that MHI levels are found to be significantly associated with the differences in the mean rating of the status consumption ratings.
Table 5.33: Tests of Between-Subjects Effects –Education & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>26.270 (^a)</td>
<td>5</td>
<td>5.254</td>
<td>10.980</td>
<td>.000</td>
<td>.085</td>
</tr>
<tr>
<td>Intercept</td>
<td>2435.058</td>
<td>1</td>
<td>2435.058</td>
<td>5088.919</td>
<td>.000</td>
<td>.895</td>
</tr>
<tr>
<td>(MHI)</td>
<td>26.270</td>
<td>5</td>
<td>5.254</td>
<td>10.980</td>
<td>.000</td>
<td>.085</td>
</tr>
<tr>
<td>Error</td>
<td>284.230</td>
<td>594</td>
<td>.479</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) R Squared = .085 (Adjusted R Squared = .077)

The strength of the relationship between the MHI level and the mean status consumption scale rating is given by \(\eta^2\) (partial eta squared) that can be seen from Table 5.33.

The strength of association as judged from the \(\eta^2\) (0.085) may be considered moderate as 8.5% of the variance in the dependent variable is accounted for by the MHI level.

○ **Occupation:**

One-way ANOVA was conducted between the occupational categories used in the study and the mean status consumption ratings given by the respondents. The independent variable was the occupation of the respondents and the dependent variables were the mean scale ratings of the SC scale. From Table 5.34 it is observed that:

i. The fourth occupation category of ‘any other’ (basically unemployed and not students) ranked first (M=4.0, SD=0.0) in their rating for status consumption.

ii. The self employed category (M=3.58, SD= 0.60) has the second highest mean status consumption rating.

iii. Students had the third highest mean status consumption rating (M=3.10, SD= 0.70).

iv. The respondents who were into service were found to have the lowest mean rating for the status consumption scale (M=2.45, SD= 0.58).
Table 5.34: Descriptives - Occupational Categories & Mean Status Consumption.

<table>
<thead>
<tr>
<th>Occupational Categories</th>
<th>Number of respondents</th>
<th>Mean SC Ratings</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Self-Employed</td>
<td>30</td>
<td>3.580</td>
<td>.602</td>
</tr>
<tr>
<td>2. Service</td>
<td>24</td>
<td>2.450</td>
<td>.584</td>
</tr>
<tr>
<td>3. Student</td>
<td>539</td>
<td>3.102</td>
<td>.707</td>
</tr>
<tr>
<td>4. Any other</td>
<td>7</td>
<td>4.000</td>
<td>.001</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The ANOVA was found to be significant as can be seen from Table 5.35 for the status consumption scale, $F(3, 596) = 15.643$, $p \leq 0.0001$. The null hypothesis was rejected and the alternate hypothesis was accepted. Thus it may be stated that occupation levels are found to be significantly associated with the differences in the mean rating of the status consumption ratings.

Table 5.35: ANOVA – Occupational categories & SC

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>22.664</td>
<td>3</td>
<td>7.555</td>
<td>15.643</td>
<td>.000</td>
<td>.073</td>
</tr>
<tr>
<td>Within Groups</td>
<td>287.836</td>
<td>596</td>
<td>.483</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.36: Tests of Between-Subjects Effects – Occupation & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>22.664$^a$</td>
<td>3</td>
<td>7.555</td>
<td>15.643</td>
<td>.000</td>
<td>.073</td>
</tr>
<tr>
<td>Intercept</td>
<td>784.847</td>
<td>1</td>
<td>784.847</td>
<td>1625.121</td>
<td>.000</td>
<td>.732</td>
</tr>
<tr>
<td>Occupation Categories</td>
<td>22.664</td>
<td>3</td>
<td>7.555</td>
<td>15.643</td>
<td>.000</td>
<td>.073</td>
</tr>
<tr>
<td>Error</td>
<td>287.836</td>
<td>596</td>
<td>.483</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. $R^2 = .073$ (Adjusted $R^2 = .068$)
The strength of the relationship between the occupation levels and the mean status consumption scale rating is given by $\eta^2$ (partial eta squared) that can be seen from Table 5.36. The strength of association as judged from the $\eta^2$ (0.073) may be considered moderate as 7.3% of the variance in the dependent variable is accounted for by the occupational categories.

Income Source:

One-way ANOVA was conducted between the income source categories (independent variable) used in the study and the mean status consumption ratings (dependent variable) provided by the respondents. From Table 5.37 it can be observed that the respondents who reported earnings from part-time work had the highest mean rating ($M=3.65$, $SD=0.412$) while students had the second highest mean rating ($M=3.112$, $SD=0.772$). The lowest rating came from those respondents who were earning from full-time work ($M=2.529$, $SD=0.547$).

<table>
<thead>
<tr>
<th>Income Source</th>
<th>Number of respondents</th>
<th>Mean SC Rating</th>
<th>Std.deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pocket money from parents</td>
<td>509</td>
<td>3.112</td>
<td>0.722</td>
</tr>
<tr>
<td>2. Part-time work</td>
<td>46</td>
<td>3.652</td>
<td>0.412</td>
</tr>
<tr>
<td>3. Full-time work</td>
<td>31</td>
<td>2.529</td>
<td>0.547</td>
</tr>
<tr>
<td>Total</td>
<td>586</td>
<td>3.110</td>
<td>0.719</td>
</tr>
</tbody>
</table>

The ANOVA results indicated in Table 5.38 show that the null hypothesis could be rejected, $F(3, 596) = 20.622$, $p \leq 0.0001$, and the alternate hypothesis was accepted. Hence it may be stated that the income sources of the respondents are significantly associated with the differences in the mean rating of the status consumption ratings.

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>29.200</td>
<td>3</td>
<td>9.733</td>
<td>20.622</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>281.300</td>
<td>596</td>
<td>.472</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The strength of the relationship between the income source of the respondents and their mean status consumption scale rating is given by $\eta^2$ (partial eta squared) that can be seen from Table 5.39. The strength of association as judged from the $\eta^2$ (0.094) that means that 9.4% of the variance in the dependent variable is accounted for by the income source categories and may be considered high.

Amount of Pocket Money:

One-way ANOVA was conducted between the amount of pocket money levels and the status consumption scale mean rating. From Table 5.40 it is observed that:

i. The respondents belonging to the second category of pocket money, in the range of ₹1,001- ₹2,000 per month was found to possess the highest mean rating (M=3.351, SD=0.629) for the status consumption scale.

ii. Respondents belonging to the third category, receiving pocket money in the range of ₹2,001- ₹3,000 per month (M=3.3.15, SD=0.51) had the second highest status consumption rating.

iii. The respondents who claim to be receiving pocket money in the range of above ₹3,001 per month are observed to have the third highest status consumption rating (M=3.061, SD=0.79).
iv. The least mean status consumption rating was observed from the category of respondents receiving pocket money below ₹ 1000 per month.

Table 5.40: Descriptive Statistics - Amount of Pocket Money & Mean Status Consumption.

<table>
<thead>
<tr>
<th>Amount of Monthly Pocket Money Categories</th>
<th>Number of respondents</th>
<th>Mean SC Rating</th>
<th>Std.deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Below ₹ 1,000</td>
<td>273</td>
<td>2.986</td>
<td>0.765</td>
</tr>
<tr>
<td>2. ₹ 1,001- ₹ 2,000</td>
<td>200</td>
<td>3.351</td>
<td>0.629</td>
</tr>
<tr>
<td>3. ₹ 2,001- ₹ 3,000</td>
<td>72</td>
<td>3.147</td>
<td>0.513</td>
</tr>
<tr>
<td>4. Above ₹ 3,001</td>
<td>36</td>
<td>3.061</td>
<td>0.791</td>
</tr>
<tr>
<td>Total</td>
<td>589</td>
<td>3.110</td>
<td>0.719</td>
</tr>
</tbody>
</table>

The ANOVA results found in Table 5.41 show that the amount of pocket money was significant for the status consumption scale, $F (4,595) = 15.076, p ≤ 0.0001$. The null hypothesis was rejected and the alternate hypothesis was accepted. Thus it may be stated that amount of pocket money levels are found to be significantly associated with the differences in the mean rating of the status consumption ratings.

Table 5.41: ANOVA – Amount of Pocket Money & SC.

<table>
<thead>
<tr>
<th>Source</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>28.573</td>
<td>4</td>
<td>7.143</td>
<td>15.076</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>281.927</td>
<td>595</td>
<td>.474</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.42: Tests of Between-Subjects Effects – Amount of Pocket Money & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>28.573a</td>
<td>4</td>
<td>7.143</td>
<td>15.076</td>
<td>.000</td>
<td>.092</td>
</tr>
<tr>
<td>Intercept</td>
<td>2139.172</td>
<td>1</td>
<td>2139.172</td>
<td>4514.673</td>
<td>.000</td>
<td>.884</td>
</tr>
<tr>
<td>Amount of pocket money</td>
<td>28.573</td>
<td>4</td>
<td>7.143</td>
<td>15.076</td>
<td>.000</td>
<td>.092</td>
</tr>
<tr>
<td>Error</td>
<td>281.927</td>
<td>595</td>
<td>.474</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. R Squared = .092 (Adjusted R Squared = .086)
The strength of the relationship between the income source of the respondents and their mean status consumption scale rating is given by η² (partial eta squared) that can be seen from Table 5.42. The strength of association as judged from the η² (0.092) that means that 9.2% of the variance in the dependent variable is accounted for by the income source categories and may be considered high.

○ Number of Siblings:

One-way ANOVA was conducted between the categories for the number of siblings (independent variable) used in the study and the mean status consumption ratings (dependent variable) provided by the respondents. From Table 5.43 the following observations may be noted:

i. The respondents who stated that they had two siblings reported the highest mean rating (M=3.33, SD=0.694).

ii. Urban Indian youth having one sibling reported the second highest status consumption rating (M=3.048, SD=.772).

iii. The third highest status consumption rating was reported from those youth respondents who declared that they had three siblings (M=3.018, SD=0.725).

iv. Respondents who declared that they did not have any siblings had the fourth highest status consumption rating (M=2.755, SD=0.618).

v. The lowest status consumption rating was received from the respondents having more than three siblings (M=2.0, SD=0.80).

Table 5.43: Descriptive Statistics - Number of siblings & Mean Status Consumption.

<table>
<thead>
<tr>
<th>Number of Siblings Categories</th>
<th>Number of respondents</th>
<th>Mean SC Rating</th>
<th>Std.deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>263</td>
<td>3.048</td>
<td>0.694</td>
</tr>
<tr>
<td>Two</td>
<td>233</td>
<td>3.327</td>
<td>0.695</td>
</tr>
<tr>
<td>Three</td>
<td>33</td>
<td>3.018</td>
<td>0.725</td>
</tr>
<tr>
<td>More than three</td>
<td>3</td>
<td>2.000</td>
<td>0.800</td>
</tr>
<tr>
<td>None</td>
<td>54</td>
<td>2.755</td>
<td>0.618</td>
</tr>
<tr>
<td>Total</td>
<td>586</td>
<td>3.110</td>
<td>0.7199</td>
</tr>
</tbody>
</table>
The ANOVA results in Table 5.44 provides the basis for rejecting the null hypothesis, $F (3,596) = 12.029$, $p \leq 0.0001$, and the subsequent acceptance of the alternate hypothesis. Hence it may be stated that the number of siblings of the respondents was significantly associated with the differences in the mean rating of the status consumption scale.

Table 5.44: ANOVA – Categories for number of siblings & SC mean ratings.

<table>
<thead>
<tr>
<th>Source</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>28.549</td>
<td>3</td>
<td>5.710</td>
<td>12.029</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>281.950</td>
<td>596</td>
<td>.475</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The strength of the relationship between the income source of the respondents and their mean status consumption scale rating is given by $\eta^2$ (partial eta squared) that can be seen from Table 5.45.

The strength of association as judged from the $\eta^2$ (0.092) that means that 9.2% of the variance in the dependent variable is accounted for by the categories for the number of siblings and may be considered high.

Table 5.45: Tests of Between-Subjects Effects – Number of siblings & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>28.549</td>
<td>5</td>
<td>5.710</td>
<td>12.029</td>
<td>.000</td>
<td>.092</td>
</tr>
<tr>
<td>Intercept</td>
<td>597.60</td>
<td>1</td>
<td>597.607</td>
<td>1259.011</td>
<td>.000</td>
<td>.679</td>
</tr>
<tr>
<td>Category of Siblings</td>
<td><strong>28.549</strong></td>
<td>5</td>
<td><strong>5.710</strong></td>
<td><strong>12.029</strong></td>
<td>.000</td>
<td><strong>.092</strong></td>
</tr>
<tr>
<td>Error</td>
<td>281.950</td>
<td>596</td>
<td>.475</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. $R^2 = .092$ (Adjusted $R^2 = .084$)
Present working status of parent(s):

One-way ANOVA was conducted between categories indicating the present working status of the parents (independent variable and the mean status consumption ratings (dependent variable) provided by the respondents. From Table 5.46, it is observed that:

i. The category of respondents whose mothers only were working had the highest mean rating (M=3.26, SD=0.691).

ii. The category of respondents whose fathers only were working (M=3.17, SD=0.84) reported the second highest mean rating for the status consumption scale.

iii. The third highest status consumption rating was reported from the category of respondents whose both parents were working (M=2.73, SD=0.653).

iv. The least status consumption rating was received from those respondents whose parents were not working (M=2.60, SD=0.652).

Table 5.46: Descriptive Statistics - Working status of parents & Mean Status Consumption.

<table>
<thead>
<tr>
<th>Parents’ working status categories</th>
<th>Number of respondents</th>
<th>Mean SC Rating</th>
<th>Std.deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Only Father</td>
<td>465</td>
<td>3.17</td>
<td>0.691</td>
</tr>
<tr>
<td>2. Only Mother</td>
<td>56</td>
<td>3.26</td>
<td>0.840</td>
</tr>
<tr>
<td>3. Both</td>
<td>53</td>
<td>2.73</td>
<td>0.653</td>
</tr>
<tr>
<td>4. None</td>
<td>26</td>
<td>2.60</td>
<td>0.652</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>3.11</td>
<td>0.711</td>
</tr>
</tbody>
</table>

The ANOVA results indicated in Table 5.47 show that the null hypothesis could be rejected, F (3,596) =11.556, p≤0.0001, and the alternate hypothesis accepted. Hence it may be stated that category of parents’ working status is significantly associated with the differences in the mean rating of the status consumption scale.

Table 5.47: ANOVA – Working status of parents & SC.

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>17.068</td>
<td>3</td>
<td>5.689</td>
<td>11.556</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>293.432</td>
<td>596</td>
<td>.492</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 5.48: Tests of Between-Subjects Effects – Working status of parents & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>17.068a</td>
<td>3</td>
<td>5.689</td>
<td>11.556</td>
<td>.000</td>
<td>.055</td>
</tr>
<tr>
<td>Intercept</td>
<td>1785.126</td>
<td>1</td>
<td>1785.126</td>
<td>3625.830</td>
<td>.000</td>
<td>.859</td>
</tr>
<tr>
<td>Parents’ working categories</td>
<td>17.068</td>
<td>3</td>
<td>5.689</td>
<td>11.556</td>
<td>.000</td>
<td>.055</td>
</tr>
<tr>
<td>Error</td>
<td>293.432</td>
<td>596</td>
<td>.472</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. R Squared = .055 (Adjusted R Squared = .050)

The strength of the relationship between the income source of the respondents and their mean status consumption scale rating is given by $\eta^2$ (partial eta squared) that can be seen from Table 5.48. The strength of association as judged from the $\eta^2$ (0.055) that means that about 5.5% of the variance in the dependent variable is accounted for by the income source categories and may be considered moderate.

---

**Zone:**

One-way ANOVA was conducted between the zonal categories (independent variable) used in the study and the mean status consumption ratings (dependent variable) provided by the respondents. From Table 5.49 the following observations may be noted:

i. The respondents staying in the western zone reported the highest mean status consumption rating ($M=3.33, SD=0.719$).

ii. Those respondents who resided in the eastern part of the city ($M=3.20, SD=.547$) had the second highest status consumption rating.

iii. The third highest status consumption rating was received from respondents residing in the northern zone ($M=3.00, SD=0.722$).

iv. The respondents residing in the southern zone had the least status consumption mean rating ($M=2.90, SD=0.412$).
Table 5.49: Descriptive Statistics- Zonal categories & Mean Status Consumption.

<table>
<thead>
<tr>
<th>Zonal categories</th>
<th>Number of respondents</th>
<th>Mean SC Rating</th>
<th>Std. deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. North</td>
<td>150</td>
<td>3.005</td>
<td>.722</td>
</tr>
<tr>
<td>2. South</td>
<td>150</td>
<td>2.901</td>
<td>.412</td>
</tr>
<tr>
<td>4. West</td>
<td>150</td>
<td>3.330</td>
<td>.719</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>3.110</td>
<td>.711</td>
</tr>
</tbody>
</table>

The ANOVA results in Table 5.50 helped in the rejection of the null hypothesis, F (3,596) =11.340, p≤0.0001, and the subsequent acceptance of the alternate hypothesis. Thus it may be stated that the zonal categories of the respondents are significantly associated with the differences in the mean rating of the status consumption scale.

Table 5.50: ANOVA – Zonal categories & SC

<table>
<thead>
<tr>
<th>Source</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>16.767</td>
<td>3</td>
<td>5.589</td>
<td>11.340</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>293.733</td>
<td>596</td>
<td>.493</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The strength of the relationship between the income source of the respondents and their mean status consumption scale rating is given by $\eta^2$ (partial eta squared) that can be seen from Table 5.51. The strength of association may be estimated from the $\eta^2$ (0.054) that means that 5.4% of the variance in the dependent variable is accounted for by the income source categories.

Table 5.51: Tests of Between-Subjects Effects – Zonal categories & Status Consumption.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>Partial Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>16.767$^a$</td>
<td>3</td>
<td>5.589</td>
<td>11.340</td>
<td>.000</td>
<td>.054</td>
</tr>
<tr>
<td>Intercept</td>
<td>5803.260</td>
<td>1</td>
<td>5803.260</td>
<td>11775.11</td>
<td>.000</td>
<td>.592</td>
</tr>
<tr>
<td><strong>Zonal categories</strong></td>
<td><strong>16.767</strong></td>
<td>3</td>
<td>5.589</td>
<td><strong>11.340</strong></td>
<td>.000</td>
<td><strong>.054</strong></td>
</tr>
<tr>
<td>Error</td>
<td>293.733</td>
<td>596</td>
<td>.493</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6113.760</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>310.500</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. R Squared = .054 (Adjusted R Squared = .049)
5.5 Objective No.3: To illustrate the lifestyle orientations of the urban Indian youth clusters.

The research question that was relevant for the objective was stated as:

➢ **RQ11**: Are there distinctive clusters of youth segments to be found among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru?

The hypothesis was mentioned as:

➢ **H11**: There will be distinct clusters of urban youth segments that may be identified among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru.

Since the demographic characteristics of the urban Indian youth respondents of the study have been illustrated in Chapter 4 of the report, the lifestyle orientation of the youth clusters identified from the study will be illustrated.

**Hypothesis testing:**

Hierarchical cluster analysis was conducted that revealed four clusters basis the calculation of the differences in the coefficients found at the bottom of the agglomeration schedule. Thereafter K-means analysis was done on SPSS and a four cluster solution was requested. The result of the cluster analysis is illustrated in Figure 5.7.

Figure 5.7: Clusters of respondents identified from the study.
The four clusters with their names and composition of respondents are:

- The ‘Modernists’ (42%),
- The ‘Traditionalists’ (29%),
- The ‘Balancers’ (25%) and
- The ‘Rationalists’ (4%).

Figure 5.7 also illustrates the number of women and men belonging to each of the clusters. The clusters in descending order of the percentage of respondents are, the ‘Modernists’, followed by the ‘Traditionalists’, the ‘Balancers’ and lastly the ‘Rationalists’. The four different clusters have been identified basis the ‘final cluster centers’ that describe the mean value of each of the Likert scale items for each of the four clusters identified with cluster analysis. Thus the hypothesis, H11 of the study is proved. Hence it may be conclusively stated that there are distinct clusters of urban youth segments that may be identified from among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru.

The lifestyle orientations of the urban Indian youth clusters may be described in terms of their responses received on various statements of the materialism, status orientations and status consumption scale items used during the survey. The following sections highlight the response pattern of the different clusters of youth.

- **Characteristics of the different urban Indian youth clusters identified:**

The characteristics of the different clusters are detailed hereafter starting with the largest cluster, the ‘Modernists’, followed by the ‘Traditionalists, the ‘Balancers’, and lastly the ‘Rationalists’.

**5.5.1 The ‘Modernists’:**

This cluster contains forty two per cent of the respondents. The youth belonging to the cluster respect patriotic people, who give importance to social benefit and are selfless by nature. The members are neutral on the opinion of leading a simple life without any material objects, though having a strong modern status orientation. The ‘modernists’ agree that they admire people who
have the abilities to earn high incomes and possess a wide relationship network with important people. Striving to become rich is considered to be an important life goal by ‘modernists’ and the members have indicated their interest to make a considerable effort to obtain luxury products and services. The ‘Modernists’ indicated their interest in new status products as they considered the status value of a product to be an important consideration for them. They also felt that a product was more valuable to them if it had a prestige appeal to it. The cluster members expressed their inclination to purchase status products and stated that they were willing to pay more for status items too. Figure 5.8 illustrates the attitude of the modernists towards status consumption.

Figure 5.8: Status Consumption among modernists.

The cluster members agree that they admire people who own expensive homes, cars and clothes and feel that some of the most important achievements in life include acquiring material things. They also agreed that the things that they owned could potentially reflect the success achieved by them in life and confided that they liked to own things that could impress people. However they are neutral as to whether they notice and consider material objects of others as signals of their success. The members agree that they enjoyed spending on impractical things, derived pleasure from buying things and liked a lot of luxury in their lives. However, they could not express any opinion as to if they led a simple life, bought only items that were needed, considered things owned as unimportant and also if they seemed to be putting less emphasis on material things
compared to most of the people that they knew. The youth of the segment agree that their life would be better if they owned certain things that they presently did not have and also agreed that they would be happier if they could afford to buy more things though they were neutral in their opinion as to if they would not be happier by owning nicer things. The members agreed feeling bothered sometimes that they were unable to afford buying all the things that they would like.

The next section outlines the characteristics of the ‘Traditionalists’.

5.5.2 The ‘Traditionalists’:

This cluster contains has twenty nine per cent of the respondents. The cluster is characterized by youth members who agree that they respect people are patriotic, give importance to social benefit and are selfless by nature. The members are neutral on the opinion of leading a simple life without any material objects. The members of the cluster are neutral on most aspects that determine modern status orientation, though they agree that they would try to learn things that would help them in earning a higher income. The ‘Traditionalists’ disagreed being interested in status products and were neutral on whether they considered a product to be more valuable if there was a prestige appeal attached to it. The members expressed their disagreement to buy and pay more for status products, though agreed in stating that they considered the value of a product to be more if there was a prestige appeal to it. Figure 5.9 illustrates the responses received from the ‘traditionalists’ on the status consumption scale items.

Figure5.9: Status Consumption among traditionalists.
The members of the cluster seem to agree that they did not pay much attention to the material objects owned by other people. The members seem to be neutral towards admiring people for their expensive properties, considering material things acquired to be an important aspect of life’s achievement, things owned signaling success achieved and if they liked to own things that impress people.

There is a general agreement that they buy only those things that they need and try to lead a simple life. They are neutral as to whether buying things was a pleasurable activity for them or if they put less emphasis on material things than most of their known people and if their possessions could be considered to be unimportant. The members express their disagreement in spending on impractical things and also indicated that they did not like a lot of luxury in their life.

The traditionalists felt they were less conscious of material things as compared to their peers. They were neutral as to whether their current possessions were unimportant to them. There is a certain level of disagreement in spending on impractical things, although they did not seem to have an opinion as to whether buying was a pleasurable activity for them. ‘Traditionalists’ agreed that their life would be better if they owned certain things that they presently did not have and felt they would be happier if they could afford to buy more things that were also nicer. The members could not express any opinion as to if they had all the things they really needed to enjoy life and if they sometimes felt bothered quite a bit because they could not afford to buy all the things that they would like.

5.5.3 The ‘Balancers’:
This cluster contains about twenty five per cent of the respondents. The youth members of this cluster agree admiring people who are patriotic and give first priority to social benefit. The members have expressed their agreement to the fact that they would try to learn things that would help them in earning a higher income. From Figure 5.10 it may also be observed that the ‘balancers’ agreed to pay more for status products, as they felt that the status aspect of a product was important to them.
The members agree that they admired people who owned expensive homes, cars and clothes, liked to own things that impress people as they felt that their properties indicated how well they were doing in life. The cluster members prefer to keep their lives simple from possessions though they also indicated that they liked a lot of luxury in life. There was a general consensus that their lives would be better by owning certain things that they did not have and that they would be happier if they could afford to buy more things. It was also found that the members agreed that it sometimes bothered them quite a bit that they could not afford to buy all the things they would like.

5.5.4 The ‘Rationalists’:
Around four per cent of the respondents were found to comprise this cluster. The members agree admiring people who are patriotic and give first priority to social benefit though disagree to lead a simple life without any material objects. ‘Rationalists’ seem to have strong modern status orientation. They agree admiring people who have the abilities to earn high incomes and who have a wide relationship network especially with important people. There is agreement among the cluster members that striving to become rich would be considered one of their important life goals. The members expressed their strong agreement to the effect that they would make a
considerable effort to obtain luxury products and services and stated that they would try to learn things that would help them earn a higher income. The members admired people who owned expensive homes, cars and clothes and liked to own things that could impress people. They felt that their properties could signal their achievements and success in life. The cluster members indicated a preference to keep their lives simple from possessions though they also indicated that they liked a lot of luxury in life. There was a general consensus among the members that their lives would be better by owning certain things that they did not have and that they would be happier if they could afford to buy more things. It was also found that the members agreed that it sometimes bothered them quite a bit that they could not afford to buy all the things they would like. As can be seen from Figure 5.11, ‘rationalists’ seem to have no interest in status products, though they agreed that the status aspect of a product was an important consideration for them. They strongly disagreed that the things owned by them could signal how well they were doing in life and also expressed disagreement in liking to own things that could impress people.

Figure 5.11: Status Consumption among rationalists.

The members of the ‘Rationalists’ cluster are of the opinion that they do not like to spend money on impractical things though they agreed that they liked a lot of luxury in life. The members felt they did not have all the things they needed to enjoy life and that by owning nicer things that they presently did not have could not influence their lives to become better.
Rationalists were found to agree that they would feel happier if they could own nicer things though they felt that an increase in their affordability may not give them more happiness. The youth belonging to the cluster felt that they were not bothered by their inability to afford buying all the things they would like.

5.6 Objective No. 4: To determine the variables that are likely to influence conspicuous consumption among the urban Indian youth.

The research question that was relevant for the study which was mentioned in Chapter 3 of the report was stated as:

- RQ12: What variables are likely to influence conspicuous consumption among the urban Indian youth in Bengaluru.

The hypothesis for RQ12 was stated as:

- H12: Various attitudinal & demographic variables will affect the conspicuous consumption motivation among the urban Indian youth in Bengaluru.

Discriminant analysis was used to determine the variables that are likely to influence conspicuous consumption among the urban Indian youth belonging to the age group of 18-25 years residing in Bengaluru. Correlation, simple and multiple regression was also used to determine the research models from the study. Logistic regression was finally used to derive the prediction equation for identifying the significant attitudinal & demographic variables relevant for grouping respondents who are likely to participate in conspicuous consumption for status:

1. The Conspicuous Consumption Stratification Model (CCSM),
2. The Conspicuous Consumption Discrimination Model (CCDM) and
3. The Conspicuous Consumption Associative Model (CCAM) and
4. The Conspicuous Consumption Model (CCM).
5. Prediction equations for lifestyle Item(s) indicating the significant attitudinal and demographic variables that are likely to influence the probability of group membership for conspicuous consumption (by using logistic regression).

The above five sets of conspicuous consumption models comprehensively provide the linkages between the independent and the dependent variables in order to understand the conspicuous consumption behaviour among the urban Indian youth in Bengaluru for lifestyle products and services.

5.6.1 The Conspicuous Consumption Stratification Model (CCSM):

The CCSM model as illustrated in Figure 5.12 was formulated using multiple discriminant analysis. The traditional status orientation, modern status orientation and the materialism scales were used as the interval scaled independent variables while the conspicuous consumption category derived from the mean rating of the status consumption scale was considered to be the dependent nominal scaled variable.

The mean ratings from the status consumption scale was converted into three categories by computing the variables in such a way that ratings between 1-2.99 was categorized into ‘Low CC Group’, while ratings between the ranges of 2.991-3.490 was classified into the ‘Medium CC Group’ and ratings found in the range of 3.50-5.00 was grouped into the ‘High CC Group’.

The interval scaled responses were converted into the nominal categories (low, medium & high) so as to be able to use discriminant analysis (Malhotra 2008). The discriminant function is expected to highlight the variables that are likely to be considered significant in influencing the urban Indian youth to be classified into different conspicuous consumption categories. The discriminant function was able to classify 58.8 % of the cases correctly implying a good fit of the model to the data.

The summary of the canonical discriminant functions indicating the Eigen values are given in Table 5.52.
Table 5.52: Summary of Canonical Discriminant Functions-Eigen Values (CCSM).

<table>
<thead>
<tr>
<th>Function</th>
<th>Eigenvalue</th>
<th>% of Variance</th>
<th>Cumulative %</th>
<th>Canonical Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.398</td>
<td>94.0</td>
<td>94.0</td>
<td>.533</td>
</tr>
<tr>
<td>2</td>
<td>.025</td>
<td>6.0</td>
<td>100.0</td>
<td>.158</td>
</tr>
</tbody>
</table>

Table 5.53 indicates the summary of the canonical discriminant function indicating the Wilk’s Lambda.

Table 5.53: Summary of Canonical Discriminant Functions-Wilk’s Lambda (CCSM).

<table>
<thead>
<tr>
<th>Test of Function(s)</th>
<th>Wilks’ Lambda</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 through 2</td>
<td>.698</td>
<td>214.517</td>
<td>6</td>
<td>.000</td>
</tr>
<tr>
<td>2</td>
<td>.975</td>
<td>15.007</td>
<td>2</td>
<td>.001</td>
</tr>
</tbody>
</table>

The relative importance of the independent variables can be inferred from the structure correlations (also known as canonical loadings or discriminant loadings). The structure correlations indicate the variance that the predictor variable(s) share with the discriminant function. The importance of the predictor variable(s) are inferred from the amount of structure correlation, such that a greater correlation implies greater importance of the predictor variable(s).

The independent variables with large standardized coefficients contribute more to the discriminating power of the function as compared to the variables with small standardized coefficients. Thus the independent variables with large standardized coefficients are considered to be important for the discriminant function. The unstandardized discriminant function coefficients are used with a constant value of -11.751 and the raw values of the independent variables can be used for classification. Positive coefficients indicate that the variables are positively associated with the likelihood of an urban Indian youth respondent to be inclined towards conspicuous consumption.

The CCSM model is illustrated in Figure 5.12 that shows the association of the independent variables to the dependent variable (conspicuous consumption inclination for status indication) highlighted in a yellow colored rectangle on the right side of the figure.
Figure 5.12: The Conspicuous Consumption Stratification Model (CCSM).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Structure Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Status Orientation</td>
<td>1.218</td>
<td>0.597</td>
<td>.763*</td>
</tr>
<tr>
<td>Materialism</td>
<td>1.924</td>
<td>0.757</td>
<td>.630⁺</td>
</tr>
<tr>
<td>Traditional Status Orientation</td>
<td>0.238</td>
<td>0.127</td>
<td>.362</td>
</tr>
</tbody>
</table>

The scatter plot illustrated in Figure 5.13 shows the three conspicuous consumption groups named ‘High CC Group’, ‘Medium CC Group’ and the ‘Low CC Group’.

Figure 5.13: All Groups Scatter Plot – CCSM.
The Conspicuous Consumption Discrimination Model (CCDM):

The CCDM was modeled to understand the factors influencing conspicuous consumption based on the prestige value of lifestyle offers. The factor analysis conducted revealed the existence of eight factors. The seventh factor derived from the factor analysis was named as the ‘Need for prestigious product’ (NPP). The statement contained within the NPP factor is:

- ‘A product is more valuable to me if it has some prestige appeal.’

The variable was measured using Likert scale where responses were sought from the respondents in the range from ‘Strongly Disagree’ (coded as 1), ‘Disagree’ (coded as 2), ‘Neither Agree nor Disagree’ (coded as 3), ‘Agree’ (coded as 4) and ‘Strongly Agree’ (coded as 5). The responses received from the respondents on the statement were coded in SPSS giving numbers ranging from 1-5. For the purpose of conducting discriminant analysis the responses received on the NPP factor statement was categorized into three categories namely, ‘Low Conspicuous Consumption for Prestige’ (Low CCPrestige), ‘Medium Conspicuous Consumption for prestige’ (Medium CCPrestige) and ‘High Conspicuous Consumption for prestige’ (High CCPrestige). The NPP factor variable measuring the importance given by respondents to the prestige value of products was recoded in SPSS version 20, into a categorical variable by converting the responses received from respondents in a way such that responses that were expressed as ‘Strongly Disagree’ (coded as 1) and the ‘Disagree’ (coded as 2) were categorized as ‘Low Conspicuous Consumption for Prestige’ (Low CCPrestige) and the responses received as ‘Neither Agree nor Disagree’ (coded as 3) were classified as ‘Medium Conspicuous Consumption for prestige’ (Medium CCPrestige). The responses received on the NPP statement as ‘Agree’ (coded as 4) and ‘Strongly Agree’ (coded as 5) were taken into the category named ‘High Conspicuous Consumption for prestige’ (High CCPrestige). The process of converting the interval scaled responses into the nominal categories was done to make it ready for discriminant analysis (Malhotra 2008). The rescaled nominal variable in SPSS was named as ‘CCPrestige’ with three categories namely ‘Low CCPrestige’ (coded as 1), ‘Medium CCPrestige’ (coded as 2) and ‘High CCPrestige’ (coded as 3). The nominal scaled variable named as ‘CCPrestige’ was considered to be the dependent variable while thirty two Likert scaled variables were considered as the independent variables.

The Likert scaled statements were made up of the ten items of the ‘Status Orientation’ scale, four items of the ‘Status Consumption scale (the statement ‘A product is more valuable to me if it has
some prestige appeal’ was not used as it was used to create the rescaled nominal variable ‘CCPrestige’) and the eighteen items from the ‘Materialism’ scale. The independent and dependent variables were subjected to discriminant analysis to determine the discriminant function. The discriminant function is expected to highlight the variables that are likely to be considered significant in influencing the urban Indian youth to be classified into different conspicuous consumption categories. The discriminant function was able to classify 81.3% of the cases correctly implying a good fit of the model to the data. The summary of the canonical discriminant functions are given in Table 5.54 and Table 5.55 indicating the Eigen values and the Wilk’s Lambda respectively.

Table 5.54: Summary of Canonical Discriminant Functions-Eigen Values (CCDM).

<table>
<thead>
<tr>
<th>Function</th>
<th>Eigen value</th>
<th>% of Variance</th>
<th>Cumulative %</th>
<th>Canonical Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.810</td>
<td>68.5</td>
<td>68.5</td>
<td>.669</td>
</tr>
<tr>
<td>2</td>
<td>.373</td>
<td>31.5</td>
<td>100.0</td>
<td>.521</td>
</tr>
</tbody>
</table>

Table 5.55: Summary of Canonical Discriminant Functions-Wilk’s Lambda (CCDM).

<table>
<thead>
<tr>
<th>Test of Function(s)</th>
<th>Wilks’ Lambda</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 through 2</td>
<td>.402</td>
<td>534.594</td>
<td>42</td>
<td>.000</td>
</tr>
<tr>
<td>2</td>
<td>.728</td>
<td>186.239</td>
<td>20</td>
<td>.000</td>
</tr>
</tbody>
</table>

The relative importance of the independent variables can be inferred from the structure correlations (also known as canonical loadings or discriminant loadings). The structure correlations indicate the variance that the predictor variable(s) share with the discriminant function. The importance of the predictor variable(s) are inferred from the amount of structure correlation, such that a greater correlation implies greater importance of the predictor variable(s). The independent variables with large standardized coefficients contribute more to the discriminating power of the function as compared to the variables with small standardized coefficients. Thus the independent variables with large standardized coefficients are considered to be important for the discriminant function. The unstandardized discriminant function coefficients are used with a constant value of -4.215 and the raw values of the independent variables can be used for classification. Positive coefficients indicate that the variables are positively associated.
with the likelihood of an urban Indian youth respondent to be inclined towards conspicuous consumption motivated by prestige consideration of products. From Figure 5.14 it may be observed that admiration for people with conspicuous properties (like home, cars and clothes), intention to pay more for products with status, and the interest in new products with status are the three most important discriminators, based on the structure correlations magnitude given in the fourth column named ‘Structure Correlations’. The scatter plot given in Figure 5.15 shows the three distinct groups of consumers named ‘High CC Prestige’, ‘Medium CCPrestige’ and ‘Low CCPrestige’. The ‘High CCPrestige’ group would those youth grouping who are likely to be motivated to participate in conspicuous consumption for the prestige value of lifestyle products and services. The ‘Medium CCPrestige’ and the “Low CCPrestige’ groups would have a medium and lower level of inclination respectively, as compared to the ‘High CCPrestige’ group, to participate in conspicuous consumption driven by the prestige value of lifestyle offerings.

Figure 5.15: All Groups Scatter Plot - CCDM.
Figure 5.14: The Conspicuous Consumption Discrimination Model (CCDM).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficients</th>
<th>Standardized Coefficients</th>
<th>Structure Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I admire people who own expensive homes, cars &amp; clothes.</td>
<td>0.535</td>
<td>0.449</td>
<td>0.553*</td>
</tr>
<tr>
<td>2. I would pay more for a product if it had status.</td>
<td>0.355</td>
<td>0.378</td>
<td>0.447*</td>
</tr>
<tr>
<td>3. I am interested in new products with status</td>
<td>0.26</td>
<td>0.28</td>
<td>0.434*</td>
</tr>
<tr>
<td>4. The things I own, say a lot about how well I’m doing in life.</td>
<td>0.297</td>
<td>0.286</td>
<td>0.374*</td>
</tr>
<tr>
<td>5. I don’t place much emphasis on the amount of material objects people own as a sign of success (r)</td>
<td>0.477</td>
<td>-0.422</td>
<td>-0.368*</td>
</tr>
<tr>
<td>6. Striving to become a rich person would be one of the important goals in life</td>
<td>0.33</td>
<td>0.325</td>
<td>0.353*</td>
</tr>
<tr>
<td>7. Buying things gives me a lot of pleasure.</td>
<td>0.133</td>
<td>0.119</td>
<td>0.333*</td>
</tr>
<tr>
<td>8. I usually buy only the things that I need.</td>
<td>-0.324</td>
<td>-0.317</td>
<td>-0.336*</td>
</tr>
<tr>
<td>9. I like to own things that impress people.</td>
<td>-0.123</td>
<td>-0.116</td>
<td>-0.281*</td>
</tr>
<tr>
<td>10. I would be happier if I could afford to buy more things.</td>
<td>0.312</td>
<td>0.225</td>
<td>0.268*</td>
</tr>
<tr>
<td>11. I enjoy spending money on things that aren’t practical.</td>
<td>-0.256</td>
<td>-0.271</td>
<td>0.263*</td>
</tr>
<tr>
<td>12. Some of the most important achievements in life include acquiring material things</td>
<td>-0.262</td>
<td>-0.229</td>
<td>0.183*</td>
</tr>
<tr>
<td>13. I don’t pay much attention to the material objects other people own (r)</td>
<td>0.408</td>
<td>0.378</td>
<td>-0.058*</td>
</tr>
<tr>
<td>14. The things that I own aren’t all that important for me (r)</td>
<td>-0.233</td>
<td>-0.242</td>
<td>-0.015*</td>
</tr>
<tr>
<td>15. The status of a product is not important to me(r)</td>
<td>-0.103</td>
<td>-0.069</td>
<td>0.025</td>
</tr>
<tr>
<td>16. I respect people who care for others more than for themselves</td>
<td>-0.031</td>
<td>-0.026</td>
<td>0.146</td>
</tr>
<tr>
<td>17. In order to get the respect of others, a person should lead a clean life regardless of fame and wealth</td>
<td>-0.369</td>
<td>-0.368</td>
<td>0.036</td>
</tr>
<tr>
<td>18. I would try to learn things that will help me earn a higher income</td>
<td>0.037</td>
<td>0.029</td>
<td>0.13</td>
</tr>
<tr>
<td>19. I would try to lead a simple life without any material objects</td>
<td>0.296</td>
<td>0.318</td>
<td>0.14</td>
</tr>
<tr>
<td>20. I have all the things I really need to enjoy life</td>
<td>0.1</td>
<td>0.093</td>
<td>0.126</td>
</tr>
<tr>
<td>21. I respect people who devote their lives to the benefit of the country and the people</td>
<td>0.208</td>
<td>0.188</td>
<td>0.017</td>
</tr>
</tbody>
</table>
5.6.3 The Conspicuous Consumption Associative Model (CCAM):

Multiple regression was conducted using the mean ratings of the traditional status orientation, modern status orientation and materialism to find their linkages with the mean ratings expected for conspicuous consumption for status indication. The model summary is indicated in Table 5.56 which shows that the adjusted R square is 0.381 which implies that 38.1% of the independent variables account for the variance in the dependent variable (mean status consumption rating).

Table 5.56: Model Summary - CCAM.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.621 *</td>
<td>.385</td>
<td>.381</td>
<td>.56631</td>
<td>.385</td>
<td>93.292</td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), Gender (dummy variable), Mean Materialism rating, Mean MSO rating, Mean TSO rating.

The coefficients of the independent variables in the regression equation for the CCAM model are given in Table 5.57.

Table 5.57: Coefficients – CCAM.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-1.198</td>
<td>.262</td>
<td>-4.578</td>
<td>.000</td>
</tr>
<tr>
<td>Mean rating of Traditional Status Orientation (TSO)</td>
<td>-.025</td>
<td>.045</td>
<td>-.552</td>
<td>.581</td>
</tr>
<tr>
<td>Mean rating of Modern Status Orientation (MSO)</td>
<td>.469</td>
<td>.035</td>
<td>13.582</td>
<td>.000</td>
</tr>
<tr>
<td>Mean rating of Materialism</td>
<td>.804</td>
<td>.075</td>
<td>10.711</td>
<td>.000</td>
</tr>
<tr>
<td>Gender(dummy variable coding)</td>
<td>.058</td>
<td>.047</td>
<td>1.229</td>
<td>.220</td>
</tr>
</tbody>
</table>

The multiple regression equation for the CCAM model may be stated as:

\[ Y(\text{Mean Status Consumption Rating}) = -1.198 + 0.804 (\text{Mean Materialism rating}) + 0.469 (\text{Mean MSO rating}) + 0.058 (\text{Gender}) - 0.25 (\text{Mean TSO rating}). \]
The dependent variable in the CAM for the regression model is Y which is the ‘CC rating for status indication’. The independent variables are, ‘Mean TSO rating’, ‘Mean MSO rating’ and the ‘Mean Materialism rating’. The positive coefficient(s) of the independent variable(s) indicate a positive association with the dependent variable. Thus it may be conclusively stated that the levels of materialism and modern status orientation among the urban Indian youth have a significant positive association with the variation in the conspicuous consumption inclination for status indication. Young men are found to be more inclined towards conspicuous consumption for status indication than young women. The negative coefficient of the independent variable, ‘Mean TSO rating’ indicates a negative association with the dependent variable. The CCAM model has been pictorially illustrated in Figure 5.16 indicating the association of the independent variables with the dependent variable.

Figure 5.16: The Conspicuous Consumption Associative Model (CCAM).
5.6.4 The Conspicuous Consumption Model (CCM).

The CCM that was proposed for the study is now created by conducting multiple regression with thirty one of the Likert scaled variables treated as the independent variables and the dependent variable taken as the ‘intention to buy status products’. Thereafter the ‘intention to purchase status products’ is treated as the independent variable and simple regression is done with the dependent variable as the ‘intention to pay more for status products’. Simple regression is also conducted with the independent variable, ‘intention to buy status products’ and the following dependent variables like, the number of items perceived as status products, the number of lifestyle items purchased last year, the items likely to be bought in the next 1-5 years, the items for which brand is considered important, the items for which price and situational factors are considered important.

Summary of the final research model estimates:
Multiple regression analysis was used to find the significant independent variables that were associated with the dependent variable measuring the interest in new products with status. Subsequently simple regression was used to determine the association of the interest in new products with the willingness to pay more for status products.

Multiple regression:
Backward stepwise multiple regression was conducted to find the independent variables that had significant linkages with the dependent variable. The positive coefficient(s) of independent variable(s) indicate positive linkage to the dependent variable. The negative coefficient(s) of independent variable(s) imply negative association with the independent variable. The ANOVA results of Table 5.58 indicate that the regression model is significant.

Table 5.58: ANOVA for the multiple regression model-CCM.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>623.477</td>
<td>33</td>
<td>18.893</td>
<td>58.735</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>180.063</td>
<td>566</td>
<td>.322</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>805.540</td>
<td>599</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The model summary is given in Table 5.59 that shows the $R^2$ value to be 0.774 and the adjusted $R^2$ to be 0.761 which means that 76.1% of the variation in the dependent variable is explained by the independent variables.

Table 5.59: Model Summary for CCM.

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.880</td>
<td>0.774</td>
<td>0.761</td>
<td>0.56716</td>
<td>1.732</td>
</tr>
</tbody>
</table>

Simple regression:
The model summary for the simple regression analysis conducted between the independent variable, ‘I am interested in new products with status’ and its association with the dependent variable, ‘I would pay more for a product if it had status’ is shown in Table 5.60. The adjusted $R$ square value is 0.428 which means that 42.8% of the variation in the dependent variable is accounted for by the variation in the independent variable. Hence the simple regression may be considered to be good. The coefficient of the independent variable is found to be significant in the model with a positive coefficient of 1.156 as shown in Table 5.61.

Table 5.60: Model Summary - CCM Part 2.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.655</td>
<td>0.429</td>
<td>0.428</td>
</tr>
</tbody>
</table>

Predictors: (Constant), I am interested in new products with status.

Table 5.61: Coefficients CCM Part 2.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.156</td>
<td>.107</td>
<td>10.835</td>
</tr>
<tr>
<td></td>
<td>I am interested in new products with status</td>
<td>.645</td>
<td>.031</td>
<td>.655</td>
</tr>
</tbody>
</table>

Dependent Variable: I would pay more for a product if it had status.
As can be observed from the Table 5.50, the independent variable (intention to buy status products) is found to be significantly associated with the dependent variable (willingness to pay more for status products). The simple regression equation may be written as:

\[
\text{Intention to pay more for status products} = 1.156 + 0.645(\text{Intention to buy status products}).
\]

The linkage between the independent variable (intention to buy status products) is found to be and the dependent variable (willingness to pay more for status products) is illustrated in yellow colored circles provided in the illustrations given in Figure 5.50 & Figure 5.51.

- ‘Summary of the final research model estimates’:

The summary of the final research model named, ‘The Conspicuous Consumption Model’ (CCM) has been illustrated in two parts in Figure 5.18 & Figure 5.19 respectively due to space limitations. Thus the ‘Conspicuous Consumption Model’ (CCM) is a single comprehensive conceptual model derived from multiple regression analysis. In the model there are two types of independent variables i.e. attitudinal variables and demographic variables (converted into dummy variables from nominal scale) that form the independent variables while the dependent variable is the statement, ‘I am interested in new products with status’ measured on the five point Likert-scale. In the model, ‘CCM’ there are fourteen attitudinal variables and twelve demographic variables that have been found to have significant associations with the dependent variable. The details of the independent variables and their linkages are explained hereafter.

The multiple regression equation may be written for the ‘CCM’ model as:

\[
Y_1 = -1.962 + 0.487 (X_1) + 0.285 (X_2) + 0.154 (X_3) + 0.150 (X_4) + 0.110 (X_5) + 0.105 (X_6)
\]
\[+ 0.099 (X_7) + 0.090 (X_8) + 0.083 (X_9) + 0.080 (X_{10}) + 0.068 (X_{11}) + 0.067 (X_{12}) - 0.061
\]
\[(X_{13}) - 0.073 (X_{14}) - 0.088 (X_{15}) - 0.103 (X_{16}) - 0.240 (X_{17}) + 1.766 (X_{18}) + 1.451 (X_{19}) +
\]
\[1.275 (X_{20}) + 1.167 (X_{21}) + 0.778 (X_{22}) + 0.716 (X_{23}) + 0.607 (X_{24}) + 0.305 (X_{25}) - 0.146
\]
\[(X_{26}) - 0.157 (X_{27}) - 0.192 (X_{28}) - 0.408 (X_{29}) - 0.440 (X_{30}) - 0.534 (X_{31}) - 0.712 (X_{32}) -
\]
\[0.851 (X_{33}) \quad \ldots \text{Equation 1}
\]

The dependent variable, \(Y_1\) is described below:

- \(Y_1\): the ratings on a scale of 1-5 that is expected for the statement ‘I am interested in new products with status’.

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The independent variables X1 till X17 are the ratings on the statements described hereafter, measured on a scale of 1-5 (the Likert scale used in the study). The variables X18 till X33 are the demographic variables that were used after coding them into dummy variables.

- The details of the independent attitudinal variables are:
  - X1: Ratings given for ‘I would buy a product just because it has status’,
  - X2: Ratings given for ‘I like a lot of luxury in my life’,
  - X3: Ratings given for ‘Some of the most important achievements in life include acquiring material things’,
  - X4: Ratings given for ‘It sometimes bothers me quite a bit that I can’t afford to buy all the things I’d like’,
  - X5: Ratings given for ‘In order to get the respect of others, a person should lead a clean life regardless of fame and wealth’,
  - X6: Ratings given for ‘I enjoy spending money on things that aren’t practical’,
  - X7: Ratings given for ‘I don’t place much emphasis on the amount of material objects people own as a sign of success’,
  - X8: Ratings given for ‘A product is more valuable to me if it has some prestige appeal’,
  - X9: Ratings given for ‘I respect people who always give the first priority to social benefit’,
  - X10: Ratings given for ‘I would not be any happier if I owned nicer things’,
  - X11: Ratings given for ‘I would try to learn things that will help me earn a higher income’,
  - X12: Ratings given for ‘I have all the things I really need to enjoy life’,
  - X13: Ratings given for ‘I would try to lead a simple life without any material objects’,
  - X14: Ratings given for ‘I would be happier if I could afford to buy more things’,
  - X15: Ratings given for ‘My life would be better if I owned certain things I don’t have’,
  - X16: Ratings given for ‘I respect people who devote their lives to the benefit of the country and the people’,
X17: Ratings given for ‘I respect people who care for others more than for themselves’.

The details of the independent demographic variables are:

- X18: ‘Other’ Occupation,
- X19: Income source is the pocket money received from parents,
- X20: Occupation - Part-time work,
- X21: Occupation - Full-time work,
- X22: Unmarried,
- X23: Married,
- X24: Occupation - Self-employed,
- X25: Education – Completed till Std.XII
- X26: MHI ₹ 25,001- ₹ 50,000,
- X27: Both parents working,
- X28: MHI ₹ 15,001- ₹ 25,000,
- X29: Pocket money received above ₹ 3,000
- X30: Occupation –Service,
- X31: Pocket money received between ₹ 1,001- ₹ 2,000,
- X32: Pocket money received below ₹ 1,000,
- X33: Pocket money received between ₹ 2,001- ₹ 3,000,

The second part of the model was based on simple regression analysis and the equation may be stated as:

\[ Y2 = 1.156 + 0.645 (X1) \] …Equation 2.

- Y2: Ratings expected for the ‘willingness to pay more for status products’ measured on a scale of 1-5 (Likert Scale) and
- X1: Ratings given for the statement ‘I am interested in new products with status’ measured on a five-point Likert scale.

The coefficients of the attitudinal variables are shown in Table 5.62. The coefficients of the demographic variables that were used for multiple regression after coding them into dummy variables are illustrated in Table 5.63.
Table 5.62: Coefficients of Part 1 of CCM.

<table>
<thead>
<tr>
<th>Attitudinal Variables</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would buy a product just because it has status.</td>
<td>.487</td>
<td>.479</td>
<td>16.879</td>
<td>.000</td>
</tr>
<tr>
<td>2. I like a lot of luxury in my life.</td>
<td>.285</td>
<td>.237</td>
<td>9.314</td>
<td>.000</td>
</tr>
<tr>
<td>3. Some of the most important achievements in life include acquiring material things.</td>
<td>.154</td>
<td>.118</td>
<td>4.813</td>
<td>.000</td>
</tr>
<tr>
<td>4. It sometimes bothers me quite a bit that I can’t afford to buy all the things I’d</td>
<td>.150</td>
<td>.101</td>
<td>3.828</td>
<td>.000</td>
</tr>
<tr>
<td>5. In order to get the respect of others, a person should lead a clean life regardless of fame and wealth.</td>
<td>.110</td>
<td>.096</td>
<td>3.712</td>
<td>.000</td>
</tr>
<tr>
<td>6. I enjoy spending money on things that aren’t practical.</td>
<td>.105</td>
<td>.098</td>
<td>3.800</td>
<td>.000</td>
</tr>
<tr>
<td>7. I don’t place much emphasis on the amount of material objects people own as a sign of success (r)</td>
<td>.099</td>
<td>.080</td>
<td>3.269</td>
<td>.001</td>
</tr>
<tr>
<td>8. A product is more valuable to me if it has some prestige appeal.</td>
<td>.090</td>
<td>.072</td>
<td>2.884</td>
<td>.004</td>
</tr>
<tr>
<td>9. I respect people who always give the first priority to social benefit.</td>
<td>.083</td>
<td>.054</td>
<td>2.009</td>
<td>.045</td>
</tr>
<tr>
<td>10. I would not be any happier if I owned nicer things (r)</td>
<td>.080</td>
<td>.052</td>
<td>2.219</td>
<td>.027</td>
</tr>
<tr>
<td>11. I would try to learn things that will help me earn a higher income.</td>
<td>.068</td>
<td>.047</td>
<td>1.981</td>
<td>.048</td>
</tr>
<tr>
<td>12. I have all the things I really need to enjoy life (r)</td>
<td>.067</td>
<td>.054</td>
<td>2.118</td>
<td>.035</td>
</tr>
<tr>
<td>13. I would try to lead a simple life without any material objects.</td>
<td>-.061</td>
<td>-.057</td>
<td>-2.351</td>
<td>.019</td>
</tr>
<tr>
<td>14. I would be happier if I could afford to buy more things.</td>
<td>-.073</td>
<td>-.047</td>
<td>-1.778</td>
<td>.076</td>
</tr>
<tr>
<td>15. My life would be better if I owned certain things I don’t have.</td>
<td>-.088</td>
<td>-.058</td>
<td>-2.136</td>
<td>.033</td>
</tr>
<tr>
<td>16. I respect people who devote their lives to the benefit of the country and</td>
<td>-.103</td>
<td>-.081</td>
<td>-3.116</td>
<td>.002</td>
</tr>
<tr>
<td>17. I respect people who care for others more than for themselves</td>
<td>-.240</td>
<td>-.177</td>
<td>-6.996</td>
<td>.000</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-1.962</td>
<td>.440</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent Variable: I am interested in new products with status.
**Attitudinal variables:**

Figure 5.17 illustrates the attitudinal variables and their linkage to the dependent variable of CCM. Twelve attitudinal variables were found to be significant and positively associated with the dependent variable. Five attitudinal variables had negative efficient.

**Significant positive coefficients:** The first variable that has the largest positive coefficient in the model measures the intention to buy status products (0.487), followed by the variable that measures the liking for a lot of luxury in life (0.285). Acquiring material things (0.154) is the variable with the third largest coefficient. Feeling bothered with the lack of affordability is the fourth ranked variable with a coefficient of 0.150. Leading a clean life (0.110) is the fifth variable in the model, while the variable measuring the perception of respondents as to whether they enjoyed spending on impractical things (0.105) has the sixth largest coefficient. The reversed statement about whether the respondents place emphasis on the amount of material objects owned by others as a success indicator (0.099) is the seventh coefficient, while the eighth variable seeks the perception of respondents as to whether they considered products to be more valuable if there was a prestige appeal to it (0.090). The ninth variable finds the perception of the urban Indian youth regarding the traditional status orientation of respecting people who always give priority to social benefit (0.083). The tenth variable with a positive coefficient is the reversed statement about finding out if the respondents would not feel happier by owning nicer things (0.080) while the eleventh variable with a positive coefficient measures the intention of respondents to learn things that would help them earn a higher income (0.068). The twelfth variable which is also the last attitudinal variable with a positive coefficient finds out if the respondents feel they have all the things that they really need to enjoy life (0.067).

Simple regression was conducted between the independent variable pertaining to the intention to buy status products and the dependent variable being the willingness to pay more for status products. The results of simple regression reflecting a positive coefficient for the independent variable (interest in new products with status), indicate that there is a positive association of the interest in new products with status to the dependent variable relating to the willingness to pay more for products with status.
Thus the ‘CCM’ reveals that there are significant psychological and demographic variables that are associated with the interest in new products with status along with the fact that the interest in status products are positively associated with the willingness to pay more for products having status connotations. Thus the model provides some of the most interesting and important insights relevant for the academic domain, helpful for marketing practitioners and the policy makers who would like to develop youth welfare policies.

**Demographic Variables:**

Twelve demographic variables are found to be significantly associated with the dependent variable of the CCM. Since the demographic variables measured in the study through the structured questionnaire was done using the nominal scale containing various categories, so the variables had to be converted into dummy variables. The demographic variables of the study were converted and coded into dummy variables so as to be able to use them for regression analysis (Malhotra 2008). All the demographic variables were included for the multiple regression analysis. After conducting the analysis using the ‘backward’ method, the resulting significant demographic variables are shown in Figure 5.18. The significant predictor demographic variables were found to be associated with the dependent variable.

There are six positive significant demographic variables that are associated with the dependent variable regarding the interest in new products with status. The positive coefficients indicate a positive inclination for the intention to pay more for status products.

Six of the demographic variables are found to possess negative coefficients in the multiple regression model. The negative coefficients of the variables indicate an inclination of having a negative feeling towards paying more for status products.

Urban Indian youth who had studied till standard XII seemed more interested in status products as were those whose MHI was below ₹10,000. Divorced respondents also appear to be more interested in status products as compared to the respondents who were either married or were unmarried.
Respondents who reported receiving monthly pocket money in the range of ₹ 2,001- ₹ 3,000 were also more interested in status products than those respondents receiving money pocket money above ₹ 3,000. It was also found that respondents whose father only was working and who were staying in the northern part of the city were more interested in status products as compared to other respondents.

Respondents irrespective of their income source were seen to have a negative inclination towards status products. Respondents who were still students and those who reported receiving pocket money from their parents as well as residents of the southern zone were not found to be interested in status products.

Table 5.63: Coefficients of the demographic variables of CCM.

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1. Other Occupation</td>
<td>1.766</td>
<td>.363</td>
<td>.164</td>
<td>4.863</td>
</tr>
<tr>
<td>2. Pocket money received from parents</td>
<td>1.451</td>
<td>.280</td>
<td>.449</td>
<td>5.186</td>
</tr>
<tr>
<td>3. Occupation-Part-time work</td>
<td>1.275</td>
<td>.331</td>
<td>.293</td>
<td>3.854</td>
</tr>
<tr>
<td>4. Occupation-Full time work</td>
<td>1.167</td>
<td>.279</td>
<td>.223</td>
<td>4.182</td>
</tr>
<tr>
<td>5. Unmarried</td>
<td>.778</td>
<td>.271</td>
<td>.137</td>
<td>2.876</td>
</tr>
<tr>
<td>6. Married</td>
<td>.716</td>
<td>.339</td>
<td>.075</td>
<td>2.115</td>
</tr>
<tr>
<td>7. Occupation-Self employed</td>
<td>.607</td>
<td>.172</td>
<td>.114</td>
<td>3.532</td>
</tr>
<tr>
<td>8. Education till Std.XII</td>
<td>.305</td>
<td>.107</td>
<td>.068</td>
<td>2.833</td>
</tr>
<tr>
<td>9. MHI ₹ 25,001 to ₹ 50,000</td>
<td>-.146</td>
<td>.064</td>
<td>-.061</td>
<td>-2.294</td>
</tr>
<tr>
<td>10. Both parents working</td>
<td>-.157</td>
<td>.095</td>
<td>-.038</td>
<td>-1.654</td>
</tr>
<tr>
<td>11. MHI ₹ 15,001 to ₹ 25,000</td>
<td>-.192</td>
<td>.067</td>
<td>-.075</td>
<td>-2.857</td>
</tr>
<tr>
<td>12. Pocket money above ₹ 3,000 pm</td>
<td>-.408</td>
<td>.239</td>
<td>-.084</td>
<td>-1.706</td>
</tr>
<tr>
<td>13. Occupation-Service</td>
<td>-.440</td>
<td>.171</td>
<td>-.074</td>
<td>-2.573</td>
</tr>
<tr>
<td>14. Pocket money ₹ 1,001 to ₹ 2,000</td>
<td>-.534</td>
<td>.229</td>
<td>-.217</td>
<td>-2.336</td>
</tr>
<tr>
<td>15. Pocket money below ₹ 1,000 pm</td>
<td>-.712</td>
<td>.223</td>
<td>-.306</td>
<td>-3.188</td>
</tr>
<tr>
<td>16. Pocket money ₹ 2,001 to ₹ 3,000</td>
<td>-.851</td>
<td>.241</td>
<td>-.239</td>
<td>-5.353</td>
</tr>
</tbody>
</table>

Dependent Variable: I am interested in new products with status.
Figure 5.17: The Conspicuous Consumption Model (CCM) – Part I.

<table>
<thead>
<tr>
<th>Attitudinal Variables</th>
<th>Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would buy a product just because it has status.</td>
<td>.487</td>
</tr>
<tr>
<td>2. I like a lot of luxury in my life.</td>
<td>.285</td>
</tr>
<tr>
<td>3. Some of the most important achievements in life include acquiring material things.</td>
<td>.154</td>
</tr>
<tr>
<td>4. It sometimes bothers me quite a bit that I can’t afford to buy all the things I’d</td>
<td>.150</td>
</tr>
<tr>
<td>desire.</td>
<td></td>
</tr>
<tr>
<td>5. In order to get the respect of others, a person should lead a clean life</td>
<td>.110</td>
</tr>
<tr>
<td>regardless of fame and wealth.</td>
<td></td>
</tr>
<tr>
<td>6. I enjoy spending money on things that aren’t practical.</td>
<td>.105</td>
</tr>
<tr>
<td>7. I don’t place much emphasis on the amount of material objects people own as a sign</td>
<td>.099</td>
</tr>
<tr>
<td>of success.</td>
<td></td>
</tr>
<tr>
<td>8. A product is more valuable to me if it has some prestige appeal.</td>
<td>.090</td>
</tr>
<tr>
<td>9. I respect people who always give the first priority to social benefit.</td>
<td>.083</td>
</tr>
<tr>
<td>10. I would not be any happier if I owned nicer things.</td>
<td>.080</td>
</tr>
<tr>
<td>11. I would try to learn things that will help me earn a higher income.</td>
<td>.068</td>
</tr>
<tr>
<td>12. I have all the things I really need to enjoy life.</td>
<td>.067</td>
</tr>
<tr>
<td>13. I would try to lead a simple life without any material objects.</td>
<td>-.061</td>
</tr>
<tr>
<td>14. I would be happier if I could afford to buy more things.</td>
<td>.073</td>
</tr>
<tr>
<td>15. My life would be better if I owned certain things I don’t have.</td>
<td>-.088</td>
</tr>
<tr>
<td>16. I respect people who devote their lives to the benefit of the country and</td>
<td>-.103</td>
</tr>
<tr>
<td>others.</td>
<td></td>
</tr>
<tr>
<td>17. I respect people who care for others more than for themselves</td>
<td>-.240</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-1.962</td>
</tr>
</tbody>
</table>
5.6.5 Prediction model(s) for Lifestyle Item(s) indicating the significant attitudinal and demographic variables influencing the probability of group membership for conspicuous consumption using Logistic regression.

Logistic Regression used for classification of the conspicuous consumption groups for lifestyle items & to determine the significant variables affecting the group memberships.

Logistic regression was used to distinguish between two groups of respondents who were likely to be either sensitive to conspicuous consumption or not be inclined towards conspicuous consumption of the item category for indicating status. The lifestyle items for which logistic regression developed valid models for prediction are detailed below. The model summaries for the lifestyle items are given in Table 5.64. The Hosmer and Lemeshow goodness-of-fit test (Chi-
Square test), which tests how well the model fits, was checked for each lifestyle item considered for the study. The Hosmer and Lemeshow test showed lack of significance for only the lifestyle items like mobile phones, clothes, motorbikes, laptops, cars, educational qualifications and club membership. Lack of significance of the Hosmer and Lemeshow goodness-of-fit test indicates that there is no significant difference between the model predictions and the observed values. The predictors of the model was inferred from observing the beta coefficients of the variables in the equation of each of the lifestyle item whose Homer & Lemeshow test showed lack of significance.

Table 5.64: Estimates of the model summaries & the Hosmer and Lemeshow test.

<table>
<thead>
<tr>
<th>Lifestyle Items</th>
<th>Model Summary</th>
<th></th>
<th>Hosmer and Lemeshow Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-2 Log likelihood</td>
<td>Cox &amp; Snell R Square</td>
<td>Nagelkerke R Square</td>
</tr>
<tr>
<td>2. Clothes</td>
<td>348.682</td>
<td>.174</td>
<td>.324</td>
</tr>
<tr>
<td>3. Watches</td>
<td>501.246</td>
<td>.231</td>
<td>.347</td>
</tr>
<tr>
<td>5. Laptops</td>
<td>253.228</td>
<td>.227</td>
<td>.527</td>
</tr>
<tr>
<td>6. Cars</td>
<td>358.584</td>
<td>.201</td>
<td>.359</td>
</tr>
<tr>
<td>8. Club membership</td>
<td>527.268</td>
<td>.203</td>
<td>.303</td>
</tr>
</tbody>
</table>

The prediction equation developed for the lifestyle items considered for the study are described below.

5.6.5.1 Mobile Phones- Significant variables affecting conspicuous consumption for status indication.

Logistic regression was used to determine the significant variables that affected people to choose it for conspicuous consumption for status indicative purpose. Demographic variables and the status consumption scale items and the perception regarding importance of brand, price and situational factors of use were considered as the independent variables for the logistic regression.
conducted for mobile phones. The dependent variable was the score of deriving the probability of a person being inclined to consider mobile phones for conspicuous consumption for status indication.

The demographic variables were treated as the independent variables, after converting them into dummy variables. The demographic variables were collected on nominal scale during the survey. The five interval scaled items constituting the status consumption scale (Eastman et al. 1999) was the second set of independent variables. The third and final category of independent variables considered for the logistic regression were the responses regarding the importance for the brand name, price and situational factors of use. During the survey, nominal scale was used to collect the responses from the young people surveyed regarding the importance they considered for the brand, price and situational factors. The nominal scale variables were converted into dummy variables and thereafter used in the logistic regression. The dependent variable considered for the study was the binary category of whether the category was considered to be indicative of status.

**Findings & Outcomes:**

From the output of the Logistic regression, the Hosmer and Lemeshow test for mobile phones show lack of significance, thus indicating that the model predictions are not significantly different from observed values. Thus the model may be considered to fit well.

The classification table indicates that the model is able to predict the likelihood of predicting the CC of the lifestyle item for status best. The overall correct classification rate of the model is 85.3%.

The prediction equation is given as:

\[
\text{Log (Odds of CC of Mobile for status)} = -3.259 + 2.1562 \times \text{(Brand)} + 0.788 \times (\text{rating for ‘I am interested in new products with status’}) - 0.288 \times (\text{rating for the importance given to the prestige value of products}) + 1.740 \times (\text{Male}) + 2.547 \times (\text{Education Till Std.XII}) + 0.772 \times (\text{MHI of ₹25,001-₹50,000}) + 0.732 \times (\text{Two siblings}) + 0.533 \times (\text{North zone}) + 0.678 \times (\text{East zone}) - 1.103 \times (\text{Income Source is Part-time work})
\]
The positive coefficients indicate a positive relationship with the dependent variable, while the negative coefficients imply a negative relationship with the dependent variable.

The attitudinal variables that are found to be significant in determining the probability of classifying respondents who considered mobile phones to be indicative of status are:

i. The importance of brand names of mobile phones,

ii. The interest in new status products and

iii. The prestige value of products,

The significant demographic variables that are found to influence the inclination to consider mobile phones for status indication are:

i. The gender of the respondents,

ii. The education level,

iii. The MHI level,

iv. The income source,

v. The number of siblings and

vi. The zone of residence.

The prediction equation illustrates the following outcomes:

- The importance of brand name consideration is positively related to the probability of a person being likely to consider mobile phones for status indication (the dependent variable).

- The interest in new products, is positively associated with the DV,

- The prestige value of products is found to be negatively associated with the DV.

- Young men are found to be more inclined towards perceiving mobile phones to be indicative of status.
• Respondents who have studied till Std XII are positively inclined towards considering mobiles for status indication as compared to the postgraduates.

• Young people belonging to the MHI levels of ₹25,001- ₹50,000 have a positive orientation towards regarding mobile phones as status indicators.

• Young people whose source of income is part-time work are negatively inclined towards considering mobiles for status, as compared to those earning from full-time employment.

• Respondents with two siblings are more inclined, than those without any siblings to be more inclined towards considering mobiles for status and

• The respondents staying in the northern and eastern zone are also found to be more positively inclined towards considering mobiles as status indicators.

• Respondents earning through part-time work seem negatively oriented towards considering mobiles for status indication.

5.6.5.2 Clothes - Significant variables affecting conspicuous consumption for status indication.

Logistic regression was used to determine the significant variables that affected people to choose clothes for conspicuous consumption to indicate status. Demographic variables and the status consumption scale items and the perception regarding importance of brand, price and situational factors of use were considered as the independent variables for the logistic regression conducted for clothes. The dependent variable was the score of deriving the probability of a person being inclined to consider clothes for conspicuous consumption for status indication.

The demographic variables were treated as the independent variables, after converting them into dummy variables. The demographic variables were collected on nominal scale during the survey. The five interval scaled items constituting the status consumption scale (Eastman et al. 1999) was the second set of independent variables. The third and final category of independent variables considered for the logistic regression were the responses regarding the importance for the brand name, price and situational factors of use. During the survey, nominal scale was used
to collect the responses from the young people surveyed regarding the importance they considered for the brand, price and situational factors. The nominal scale variables were converted into dummy variables and thereafter used in the logistic regression. The dependent variable considered for the study was the binary category of whether the category was considered to be indicative of status.

**Findings & Outcomes:**

From the output of the Logistic regression, the Hosmer and Lemeshow test for clothes show lack of significance, thus indicating that the model predictions are not significantly different from observed values. Thus the model may be considered to fit well.

The classification table indicates that the model is able to predict the likelihood of predicting the CC of the lifestyle item for status best. The overall correct classification rate of the model is 89.5%.

The prediction equation is given as:

Log (Odds of CC of Clothes for status) = -0.537 + .872 (Brand) + 0.419 (rating for ‘I would buy a product just because it has status’) + 0.457 (rating for ‘interest in new products with status’) + 0.431 (status irrelevance) + 2.656 (Education Till Std.XII) + 1.508 (MHI of ₹ 25,001-₹ 50,000) + 1.176 (Monthly pocket money ranges between ₹ 2,001-₹ 3,000) – 0.689 (Male) – 1.293 (Income Source is Part-time work) -0.928 (Only father is working) – 1.519 (both parents working).

The positive coefficients indicate a positive relationship with the dependent variable (DV), while the negative coefficients imply a negative relationship with the dependent variable.

The significant attitudinal variables are:

i. Importance of brand name (positive coefficient),

ii. Intention to buy status products (positively related to the DV),

iii. Interest in new status products (positively related to the DV) and
iv. Whether status considerations are irrelevant or not (positive relation with the DV).

The significant demographic variables that are found to be significant in the model are:

- The education level (positive coefficient),
- The MHI level (positively related to the DV),
- Monthly pocket money (positively related to the DV)
- The gender of the respondents (negative coefficient),
- The income source (negative coefficient) and
- The parent(s) who were working (negative coefficients).

From the prediction equation the following observations may be made:

- Brand name is found to positively affect the perception of considering clothes for status indication.
- There is a positive influence of interest in new products with status with the DV,
- The willingness to buy status products is found to be positively relayed to the young people’s perception of considering clothes for status signaling purpose.
- Demographically, respondents who had studied till Standard XII were more willing to consider clothes for status indication as compared to post graduates.
- There was a greater interest for perceiving clothes as status symbol among respondents belonging to the MHI level of ₹ 25,001- ₹ 50,000 as compared to those from higher income households.
- There was also a greater interest for considering clothes for status among young people whose monthly pocket money was in the range of ₹ 2,0001 till ₹ 3,000.
- Men seem less inclined, as compared to women, in considering clothes to be capable of status indication. Thus clothes marketer would do well in trying to persuade young women to buy clothes from the status indicative angle.

- Also, respondents who were earning through part-time work were less favorable in considering clothes to be indicative of status, and

- Respondents whose either father or both the parents were working were less likely to be inclined towards considering clothes for conspicuous consumption.

| 5.6.5.3 Watches - Significant variables affecting conspicuous consumption for status indication. |

Logistic regression was used to determine the significant variables that affected people to choose watches for conspicuous consumption to indicate status. Demographic variables and the status consumption scale items and the perception regarding importance of brand, price and situational factors of use were considered as the independent variables for the logistic regression conducted for watches. The dependent variable was the score of deriving the probability of a person being inclined to consider watches for conspicuous consumption for status indication.

The demographic variables were treated as the independent variables, after converting them into dummy variables. The demographic variables were collected on nominal scale during the survey. The five interval scaled items constituting the status consumption scale (Eastman et al. 1999) was the second set of independent variables. The third and final category of independent variables considered for the logistic regression were the responses regarding the importance for the brand name, price and situational factors of use. During the survey, nominal scale was used to collect the responses from the young people surveyed regarding the importance they considered for the brand, price and situational factors. The nominal scale variables were converted into dummy variables and thereafter used in the logistic regression. The dependent variable considered for the study was the binary category of whether the category was considered to be indicative of status.

**Findings & Outcomes:**
From the output of the Logistic regression, the Hosmer and Lemeshow test for watches show lack of significance, thus indicating that the model predictions are not significantly different from observed values. Thus the model may be considered to fit well.

The classification table indicates that the model is able to correctly predict the likelihood of the respondents to participate in conspicuous consumption for lifestyle items to the extent of about 81.8%.

The prediction equation is given as:

$$\text{Log (Odds of considering watches for CC to indicate status)} = -0.056 + 0.951 \text{ (rating for ‘intention to buy a product just because it has status’)} + 0.780 \text{ (Situational factors of use)} + 2.013 \text{ (Education Till Std.XII)} + 1.077 \text{ (Occupation-Student)} + 1.082 \text{ (Only mother is working)} - 0.367 \text{ (rating for ‘interest in new products with status’)} - 0.9301 \text{ (MHI of ₹15,001-₹25,000)} - 0.600 \text{ (MHI of ₹25,001-₹50,000)} - 2.341 \text{ (Monthly pocket money below ₹1,000)} - 1.424 \text{ (Monthly pocket money ranges between ₹1,001-₹2,000)} - 0.822 \text{ (Three siblings)} - 0.672 \text{ (both parents working)}.$$  

The positive coefficients indicate a positive relationship with the dependent variable, while the negative coefficients imply a negative relationship with the dependent variable. The significant demographic variables that are found to influence the inclination to consider watches for status indication are education level, MHI level, amount of pocket money, number of siblings, which of the parents were working and the situational factors of use of watches.

- Situational factor of use is found to be positively related to the perception of considering watches for status indication.
- There is a positive influence of interest in new products with status to the DV,
- The willingness to buy status products are also found to be positively related to the probability of considering clothes for CC in status signaling.

Demographically, the following variables are found to be significant in determining the DV:
• Respondents who had studied till Standard XII were more willing to consider watches for status indication as compared to post graduates.

• There was a greater interest for perceiving watches as status symbol among respondents belonging to the MHI level of ₹ 25,001- ₹ 50,000 as compared to those from higher income households.

• There was also a greater interest for considering watches for status among young people whose monthly pocket money was in the range of ₹ 2,0001 till ₹ 3,000.

• Men seem less inclined, as compared to women, in considering watches being capable of status indication. Thus watches marketer would do well in trying to persuade young women to buy watches from the status indicative angle.

• Respondents earning through part-time work were found to have a negative outlook regarding watches as being capable of status indication.

• It was also found that respondents whose either father or both parents were working were less likely to be inclined towards considering watches for conspicuous consumption for status signaling.

5.6.5.4 Motorbikes - Significant variables affecting conspicuous consumption for status indication.

From the output of the Logistic regression, the Hosmer and Lemeshow test shows lack of significance indicating that the model predictions are not significantly different from observed values. Thus the model fits well.

The classification table indicates that the overall correct classification rate of the model is 84.7%

Findings & Outcomes:

The prediction equation is given as follows:

\[
\text{Log (Odds of CC for Motorbikes)} = 17.148 + 1.051 \text{ (Brand name importance)} + 0.770 \text{ (Situational factors of use)} + 0.433 \text{ (willingness to buy products for status)} - 0.493 \text{ (pay more for)
}]

281
status products) + 0.308 (status irrelevance) + 0.445 (prestige products are valuable) + 1.364
(Education till Std.XII) + 0.890 (MHI level between ₹ 10,000- ₹ 15,000) + 4.945 (Self
employed by occupation) + 2.345 (Student by occupation) – 20.350 (Unmarried) – 1.235 (Pocket
money below ₹ 1,000) – 0.730 (one sibling) +1.068 (father working) – 0.657 (North zone) –
1.159 (South zone) – 1.086 (East zone).

The positive coefficients indicate a positive relationship with the dependent variable, while the
negative coefficients imply a negative relationship with the dependent variable.

The significant demographic variables that are found to influence the inclination consider
motorbikes for status indication are as follows:

- Importance for brand names is positively linked to the DV.
- Situational factors of use of motorbikes are considered important and positively
  associated with the DV.
- Willingness to buy status products, pay more for them, yet considering status of products
  as irrelevant are found to be positively linked to the DV.
- Respondents who have studied till Std.XII and those belonging to MHI levels of
  ₹ 10,000- ₹ 15,000 are positively inclined towards considering motorbikes to be capable
  of status indication.
- Self employed respondents and students are comparatively more inclined towards
  perceiving motorbikes to be status indicators as compared to young people who are into
  full time work.
- Unmarried youngsters are less inclined towards considering motorbikes as capable of
  status signaling, as compared to their divorced counterparts.
- Respondents receiving less than ₹ 1000 of monthly pocket allowance, and whose father
  was the only working member were also found to possess negative outlook towards
  perceiving motorbikes as status products.
- Young people residing in the north, south and east zone were also less inclined towards
  considering motorbikes as being capable of status signaling.
5.6.5.5 Laptops - Significant variables affecting conspicuous consumption for status indication.

From the output of the Logistic regression, the Hosmer and Lemeshow test shows lack of significance indicating that the model predictions are not significantly different from observed values. Thus the model fits well.

Findings & Outcome:

The prediction equation is given as follows:

\[
\log (\text{Odds of CC for Laptops}) = -3.475 -1.313 \text{ (Male)} + 2.923 \text{ (Price important)} + 1.638 \text{ (Brand important)} - 1.794 \text{ (Situational factors of use important)} + 19.369 \text{ (Self employed)} + 1.112 \text{ (Pocket money below ₹ 1000)} + 2.066 \text{ (Pocket money between ₹ 1,001 till ₹ 2,000)} + 1.949 \text{ (Father working)} + 3.319 \text{ (Mother working)} - 1.122 \text{ (Graduation)} - 1.786 \text{ (MHI below ₹ 10,000)} - 2.091 \text{ (MHI ₹ 15,001- ₹ 25,000)} - 2.827 \text{ (Income source is the pocket money received from parents)} - 0.836 \text{ (One sibling)} - 0.820 \text{ (South zone)}.
\]

The classification table indicates that the overall correct classification rate of the model is 90.8%.

The following variables are found to be significant in the prediction equation:

- Young men are more positively inclined towards considering laptops as status indicators.
- The importance of both the brand name and the price of laptops are considered to be positively linked to the dependent variable, while the situational factor of use is seen to be negatively linked to the DV.
- Self employed respondents are more positively inclined than those who are into full time service to consider laptops as status indicators.
- Respondents receiving pocket money till ₹ 2000 have a more positive attitude towards laptops being considered as a status symbol.
- Young people whose either father or mother was working had a positive attitude regarding laptops being capable of status indication.
• Young respondents who belong to the MHI levels of below ₹ 10,000 and MHI levels of ₹ 15,001- ₹ 25,000 have a negative attitude regarding laptops being capable of status indication.

• Youngsters whose income source was the pocket money received from their parents/guardians were less inclined in considering laptops as status indicators, as compared to those respondents who were earning from full-time work.

• Young people who had a sibling were comparatively less inclined towards laptops as status indicators as compared to those who had no siblings.

• Respondents residing in the south zone were found to be less inclined than those staying in the eastern part of the city, in considering laptops as a status symbol.

5.6.5.6 Cars: Significant variables affecting conspicuous consumption for status indication.

Logistic regression was used to determine the significant variables that affected people to choose cars for conspicuous consumption to indicate status. Demographic variables and the status consumption scale items and the perception regarding importance of brand, price and situational factors of use were considered as the independent variables for the logistic regression conducted for cars. The dependent variable was the score of deriving the probability of a person being inclined to consider cars for conspicuous consumption for status indication.

The nominal scaled demographic variables of the study were treated as the independent variables for conducting the logistic regression after converting them into dummy variables. The five interval scaled items constituting the status consumption scale (Eastman et al. 1999) was the second set of independent variables. The third and final category of independent variables considered for the logistic regression were the responses regarding the importance for the brand name, price and situational factors of use. During the survey, nominal scale was used to collect the responses from the young people surveyed regarding the importance they considered for the brand, price and situational factors. The nominal scale variables were converted into dummy variables and thereafter used in the logistic regression. The dependent variable considered for the study was the binary category of whether the category was considered to be indicative of status.
Findings & Outcomes:

From the output of the Logistic regression, the Hosmer and Lemeshow test for cars show lack of significance, thus indicating that the model predictions are not significantly different from observed values. Thus the model may be considered to fit well.

The classification table indicates that the model is able to predict the likelihood of predicting the CC of the lifestyle item for status best. The overall correct classification rate of the model is 88%.

The prediction equation is given as:

Log (Odds of CC of Cars for status) = 0.822 + 3.262 (Brand) + 1.037 (would buy a product just because it has status) + 0.554 (status irrelevance) - 0.689 (interest in new products with status) – 0.590 (prestige value of products important) + 2.068 (Education Till Std.XII) + 0.567 (MHI of ₹ 25,001- ₹ 50,000) + 1.176 (Monthly pocket money is below ₹ 1,000) – 2.482 (Occupation is service) - 2.009 (Income Source is monthly pocket allowance from parents/guardians).

The findings of logistic regression indicate that:

- The importance of brand names of cars during purchase is positively linked towards perceiving the category to be capable of status indication.
- Respondents who had completed their education till Std.XII were more inclined towards considering cars as status products.
- Urban Indian youth belonging to the MHI levels of ₹ 25,001 till ₹ 50,000 were observed to have a more favorable attitude towards considering cars as status products, as compared to the upper income households.
- Respondents having a monthly pocket allowance of below ₹ 1,000 were found to possess a positive attitude towards considering cars as status items, as compared to those respondents receiving a higher monthly pocket allowance.
• Young people who were into service were found to be negatively oriented towards considering cars as status products, as compared to those who were either students or unemployed.

• Finally, those respondents whose income was solely dependent on the pocket money received from parent(s)/guardian(s) had a negative attitude regarding cars as status items as compared to those earning from full-time work.

<table>
<thead>
<tr>
<th>5.6.5.7 Educational Qualifications Attained: Significant variables affecting conspicuous consumption for status indication.</th>
</tr>
</thead>
</table>

From the output of the Logistic regression, the Hosmer and Lemeshow test shows lack of significance indicating that the model predictions are not significantly different from observed values. Thus the model fits well.

The classification table indicates that the overall correct classification rate of the model is 86.5%

The prediction equation is given as follows:

\[
\text{Log (Odds of CC for Educational Qualifications Attained)} = 0.132 + 0.623 \times \text{(Male)} + 0.674 \times \text{(status irrelevant)} + 0.434 \times \text{(would pay more for status products)} + 2.145 \times \text{(Education level till Std.XII)} + 1.480 \times \text{(Amount of Pocket Money was between ₹2,001-₹3,000)} + 0.706 \times \text{(Father working)} - 1.251 \times \text{(MHI between ₹10,001-₹15,000)} - 0.773 \times \text{(One sibling)} - 2.001 \times \text{(North)} - 1.782 \times \text{(South)} - 1.619 \times \text{(East)}. 
\]

**Findings & Outcomes:**

• Males are more inclined towards considering educational qualifications attained as being capable of status indication, as compared to young women.

• Intention to pay more for status products is found to be positively linked towards considering educational qualifications attained as being capable of status indication.

• Respondents who had studied till Std. XII exhibit more propensities towards considering educational qualifications as being a status item, as compared to post graduates.
• Urban Indian youth receiving pocket money in the range of ₹ 2,001-₹ 3,000 are found to be more inclined towards considering educational qualifications attained to be a status indicator, as compared to those respondents receiving a higher pocket money allowance.

• Young people whose fathers were working were more positively inclined towards considering educational qualifications attained to be indicative of status, as compared to those respondents whose neither of the parents were working.

• It was found that young people who reported belonging to MHI levels of ₹ 10,001-₹ 15,000 had a negative outlook towards considering educational qualifications attained as being capable of status indication, when compared to the higher MHI level respondents.

• Respondents with a sibling were found to possess a negative outlook towards educational qualifications attained as compared to those who had no siblings.

• Urban Indian youth respondents staying in the north, south and east parts of the city were found to negatively perceive educational qualifications attained as being capable of status indication, when compared to those living in the western part of Bengaluru.

5.6.5.8 Club membership: Significant variables affecting conspicuous consumption for status indication.

Logistic regression was used to determine the significant variables that affected people to choose club membership for conspicuous consumption to indicate status. Demographic variables and the status consumption scale items and the perception regarding importance of brand, price and situational factors of use were considered as the independent variables for the logistic regression conducted for club membership. The dependent variable was the score of deriving the probability of a person being inclined to consider club membership for conspicuous consumption for status indication.

The demographic variables were treated as the independent variables, after converting them into dummy variables. The demographic variables were collected on nominal scale during the survey. The five interval scaled items constituting the status consumption scale (Eastman et al. 1999)
was the second set of independent variables. The third and final category of independent variables considered for the logistic regression were the responses regarding the importance for the brand name, price and situational factors of use. During the survey, nominal scale was used to collect the responses from the young people surveyed regarding the importance they considered for the brand, price and situational factors. The nominal scale variables were converted into dummy variables and thereafter used in the logistic regression. The dependent variable considered for the study was the binary category of whether the category was considered to be indicative of status.

**Findings & Outcomes:**

The classification table indicates that the overall correct classification rate of the model is 80.5%

The prediction equation is given as follows:

$$\log (\text{Odds of CC for club membership}) = -0.133 + 1.181 \times \text{(Importance of price)} + 1.008 \times \text{(Importance of brand name)} + 0.274 \times \text{(willingness to buy products just for status value)} + 21.452 \times \text{(More than three siblings)} + 1.840 \times \text{(Incomes source is part time work)} + 1.878 \times \text{(Education till Std.XII)} - 0.642 \times \text{(Education-Graduation)} - 2.452 \times \text{(Self employed by occupation)} - 0.393 \times \text{(Having Two siblings)} - 0.721 \times \text{(South)} - 0.607 \times \text{(East)}.$$

- There is a positive association between the importance of price (fee) and the brand name of the club so as to consider club membership to be of status value.

- Willingness to pay more for status is found to be positively associated with the consideration for club membership for status indication. Thus it may be stated that if the club membership being considered has status value then young people may be likely to pay more for it.

- Urban Indian youth with more than three siblings are positively inclined in considering club membership being capable of status inclination, as compared to those who do not have any sibling(s).

- Young people who are into part-time work consider club membership to indicate status when compared to those who are into full time work.
• As compared to post graduates, respondents who have studied till Std.XII are found to be keener towards considering club membership as being capable of status indication, whereas graduates are less favorably inclined towards the service category item for status signaling purpose.

• Respondents having two siblings were found to be having a negative perception regarding considering club membership to be capable of status indication when compared to respondents who did not have any sibling.

• Urban Indian youth residing in the southern and eastern parts of the city have a negative notion regarding club membership to be capable of status indication, when compared with respondents residing in the northern part of the city.

5.7 Objective No.5: Providing suggestions and recommendations based on the theoretical insights drawn from the outcome of the research study:

The suggestions and recommendations from the study will be provided basis the results that have been found after data analysis. The first aspect dealt with the lifestyle products and services and the summary of the results are shown in Table 5.65. All the lifestyle items have been perceived to be indicative of status. Majority of the respondents have stated that the items have been bought in their households in the past one year. The youth have also indicated their intention to participate in decision making for most of the items in the next 1-5 years. Brands are considered to be an important aspect of purchase consideration for most of the lifestyle items. Price and situational factors of use have also been indicated as important aspects of purchase consideration by the youth. The marketers of lifestyle products and services may therefore consider their products for status indication and build their brands in a befitting manner to connect with their youth target market. Price and the situational factor of use also need to be considered as important elements of the marketing program. However, it may be noticed that it may be more effective to build marketing strategy of lifestyle products and services around status signaling, enhancing brand values and structuring appropriate prices as compared to focusing on situational factor of use.
Table 5.65: Summary of findings for the lifestyle products and services.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Lifestyle Category</th>
<th>Signals Status</th>
<th>Bought by households last year</th>
<th>Likely to participate in DM in next 1-5 years</th>
<th>Brand Important</th>
<th>Price Important</th>
<th>Situational Factors important</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal Durables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cars</td>
<td>86%</td>
<td>28%</td>
<td>78%</td>
<td>95%</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>3</td>
<td>Motorbikes</td>
<td>82%</td>
<td>50%</td>
<td>75%</td>
<td>85%</td>
<td>89%</td>
<td>66%</td>
</tr>
<tr>
<td>4</td>
<td>Mobile Phones</td>
<td>82%</td>
<td>77%</td>
<td>87%</td>
<td>91%</td>
<td>90%</td>
<td>77%</td>
</tr>
<tr>
<td>5</td>
<td>Branded Laptops</td>
<td>88%</td>
<td>59%</td>
<td>81%</td>
<td>91%</td>
<td>87%</td>
<td>74%</td>
</tr>
<tr>
<td>6</td>
<td>Household durables</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7</td>
<td>TV</td>
<td>70%</td>
<td>37%</td>
<td>75%</td>
<td>82%</td>
<td>88%</td>
<td>65%</td>
</tr>
<tr>
<td>8</td>
<td>Air conditioners</td>
<td>66%</td>
<td>29%</td>
<td>70%</td>
<td>85%</td>
<td>84%</td>
<td>68%</td>
</tr>
<tr>
<td>9</td>
<td>Personal Computers</td>
<td>77%</td>
<td>45%</td>
<td>75%</td>
<td>91%</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>10</td>
<td>Personal Accessories</td>
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</tr>
<tr>
<td>11</td>
<td>Clothes</td>
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<td>90%</td>
<td>89%</td>
<td>88%</td>
<td>86%</td>
<td>79%</td>
</tr>
<tr>
<td>12</td>
<td>Watches</td>
<td>76%</td>
<td>71%</td>
<td>83%</td>
<td>84%</td>
<td>88%</td>
<td>66%</td>
</tr>
<tr>
<td>13</td>
<td>Travel Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Travel Abroad</td>
<td>76%</td>
<td>36%</td>
<td>80%</td>
<td>75%</td>
<td>83%</td>
<td>72%</td>
</tr>
<tr>
<td>15</td>
<td>Weekend travel</td>
<td>62%</td>
<td>63%</td>
<td>88%</td>
<td>63%</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>16</td>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Retail stores used for shopping</td>
<td>70%</td>
<td>82%</td>
<td>87%</td>
<td>73%</td>
<td>87%</td>
<td>77%</td>
</tr>
<tr>
<td>18</td>
<td>Eating out at expensive restaurants</td>
<td>70%</td>
<td>78%</td>
<td>82%</td>
<td>78%</td>
<td>74%</td>
<td>77%</td>
</tr>
<tr>
<td>19</td>
<td>Personal Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Educational qualifications attained</td>
<td>86%</td>
<td>74%</td>
<td>83%</td>
<td>83%</td>
<td>79%</td>
<td>73%</td>
</tr>
<tr>
<td>21</td>
<td>Club Membership</td>
<td>76%</td>
<td>34%</td>
<td>74%</td>
<td>68%</td>
<td>72%</td>
<td>64%</td>
</tr>
</tbody>
</table>
The responses received regarding the perception of the youths on the importance of situational factor of use of the lifestyle items are lesser when compared to the responses received for status signaling, importance perceived for brand names and prices.

The personal durables (PD) category of lifestyle items have been considered by most people as being capable of status indication, followed by the personal accessories items. Brand names are considered important by most people for the tangible products across categories like PD, PA and household durables (HHD). Price and situational factor of use are considered to be important for almost all the categories. This marketers of tangible products across the lifestyle categories like PD, PA and HHD may consider highlighting the conspicuous consumption aspect of the products for status signaling and highlight their brand names, brand associations to connect relevantly with the youth audience. The consumer values from price and situational factor of use also needs to be highlighted. Since most of the youth have evinced their likelihood of participating in decision making for the purchase of the items in the next 1-5 years, so marketers would benefit by building the awareness of their products and brands among the urban Indian youth cohort so that the brands/products would remain in the consideration set of the youth that would help them in their consumer decision making phases in the future.

From the second objective of the study it may be taken into account that the urban Indian youth have high levels of traditional status orientation despite residing in a cosmopolitan city like Bengaluru and being exposed to a lot of globalization effects. Most of the youth declared that they respected people who cared more for others than for themselves and those who always gave the first priority to social causes. Most of them also indicated that they respected people who devoted their lives to the benefit of the country and its people.

There are high levels of modern status orientation seen among the urban Indian youth. The urban Indian youth clusters identified from the third objective of the study may be used by marketers to understand the different customer persona of the contemporary youth and their motivations. By getting insight of the different youth clusters existing in the markets, marketing managers may take the insights to formulate and execute appropriate brand communication strategies targeting the urban Indian youth. Most of the urban Indian youth respondents have indicated that buying
things gives them a lot of pleasure and that they enjoy spending money on impractical things. Most of them also declared that they liked a lot of luxury in their lives and that they would like to own things that could impress people.

Majority of the youth expressed their admiration for people who owned expensive conspicuous properties like cars, homes and clothes. They felt that acquiring things could be considered an important aspect of life’s achievement and confessed being interested in new products with status. Most of the young people who were surveyed, expressed their intention to learn things that would help them to earn a higher income and indicated that they would make a considerable effort to obtain luxury products and services. Most of the youth expressed their admiration for people who had the abilities to earn high incomes and had a wide relationship network especially with important people. Majority of the youth felt that their happiness was linked to their affordability to buy more things and also indicated that their lives could be better if they could own certain things which they do not have now. Lack of affordability in buying all the things that was liked seemed to bother most of the young people who felt that their possessions could be used to indicate their success in life. Many youngsters also expressed their intention to lead a life without any material objects and felt that in order to get the respect from others, a person should lead a clean life regardless of their fame and wealth. The urban Indian youth were found to put a lot of emphasis on the amount of material objects people owned as a sign of their success and stated that though the things owned by them were important, yet they also realized that they do not have all the things required for enjoying their life. Thus most of the urban Indian youth respondents gave importance to the status value of a product, considered a product to be more valuable if it had some prestige appeal, were willing to pay more for status products and expressed their intention to buy products for status considerations.

The fourth objective of the study highlights the significant variables that are likely to affect different aspects of motivations for conspicuous consumption. The conspicuous consumption models may be suitably used by marketers to gauge the predictors that may be associated with the dependent variable(s) of their choice (and or importance). The conspicuous consumption models developed from the study such as, the CCSM, the CCDM, the CCAM and the CCM are likely to benefit marketers of lifestyle products and services. The aforesaid models are also an
important contribution to the theoretical domain of consumer behaviour especially dealing with CC. The significant variables that are likely to affect consumers to consider items for conspicuous consumption, the prediction equations derived by logistic regression may be utilized (refer the outcomes of the fourth objective of the study). The items for which the prediction equation has been highlighted are

- Mobile Phones,
- Clothes,
- Watches,
- Motorbikes,
- Laptops,
- Cars,
- Educational qualifications attained and
- Club membership.

Thus marketers of the aforesaid lifestyle products and services categories are provided with empirical proof of significant variables that may be relevant for effectively marketing their offers among the urban Indian youth.

The study has also provided empirical proof of the reliability and validity of the scales used in the study that may be used for similar studies in other markets and across other age cohorts. The factors derived from the study have also provided the proofs for the convergent and discriminant proof. The factors derived from the study have also been empirically proven to be highly reliable and valid. Some of the factors derived from the research work are the CCI, the AFM, the AIR, the SPPI, the NPP, the SWC, the CWP and the CO factors. The factors may be used for further studies and research work by both marketing practitioners and academicians. The results of the responses received against the factor statements may be used as the youth insights that could be used to frame youth welfare policies that can nurture, develop and strengthen the youth to achieve their potential and dreams and help the country yield its expected demographic dividend.
5.8 Conclusion:

There are several psychological and demographic antecedents that are significant for understanding the consumer behaviour towards conspicuous consumption for lifestyle products and services having the potential to indicate status. Various aspects of the urban Indian youth have been studied to find out the variables and the factors that may be considered important to understand this vital age cohort who are an important demographic segment of the country. The empirical findings from the study identify conceptual models that can be used to study youth conspicuous consumption behaviour. The next chapter summarizes the findings, provides suggestions and recommendations. The chapter will also highlight the contributions and limitations of the research work.