

## Lifestyle of Indian Middle Class Women and Their Consumption Pattern: A Relationship



### Management

**KEYWORDS :** Self image, personal income, confidence, apprehension, ease.

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### ABSTRACT

*A survey was conducted to study the lifestyle of middle class Indian women. The questionnaire consisted of four parts. The first section was designed to gather the demographic characteristics including age, occupation, qualification, annual personal income of women and annual household income.*

*The second part was related to questions on the self image, the third part had questions related to lifestyle and the fourth part had questions related to consumption pattern. Each section contains several items measured by 5-point Likert scale ranging from "strongly disagree" to "strongly agree".*

*It was seen that annual personal income of women has a great effect on their self image. This self image has great impact on the lifestyle of women. The lifestyle has changed and the extra money which the women is a means of displaying the women buyer's superior socio-economic status. Lifestyle in turn affects the consumption pattern of women.*

### INTRODUCTION

The contribution of women in decision making will increase with growing number of nuclear families, educated women and working women. The number of middle class working women will rise sharply. This will lead to introduction of women oriented products. As India has the potential to grow rapidly for some years to come, its emerging middle class will strengthen and reinforce its growth. The women consumers on one hand and the middle class on the other, together we can say middle class women in India would be a great target market.

### RESEARCH METHODOLOGY

Data collection method chosen was administration of survey . Sample Target included middle class women from various cities in India. According to a report of NCAER middle class means a family with a household income between 3.4 lakhs to 17 lakhs. Sample Size: The sample size chosen is 1000. Tool: Research tool used is a questionnaire.

The research has been carried out with the objective to examine if there has been a change in the lifestyle of middle class women. Women were studied with various income groups. The various personal income groups were:-

- less than 3.4 lakhs
- 3.4 lakhs up to 6.8 lakhs
- Above 6.8 lakhs up to 10.2 lakhs
- Above 10.2 lakhs up to 13.6 lakhs
- Above 13.6 lakhs up to 17 lakhs

The less than 3.4 lakhs annual personal income has been referred to as low income group. The 3.4-6.8 lakhs annual personal income group has been referred to as average annual personal income group. The groups above these two groups have been referred to as high income group. It is seen that annual personal income of women in the age group 21-40 is more than income of women above 40 years of age.

The results are presented according to different hypothesis framed .

H01.1 The confidence of women in shopping for the family is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that confidence which women have while shopping for the family. It was seen that women who have

a high personal annual income are more confident while shopping for their family as compared to women who have a low personal income or no personal income.

H01.2 Not being apprehensive trying new products is independent of the annual personal income of Indian middle class women .

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who are in the high annual personal income group are not apprehensive trying new products.

H01.3 The influence women have in the purchase decisions of the family is independent of the annual personal income of Indian middle class women .

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who earn more strongly agree to influencing the purchase decisions of the family while this is not the case with women who either do not earn or earn less.

H01.4 Keeping oneself abreast with the worldly affairs is independent of the annual personal income of Indian middle class women .

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that most of the women who have a high personal income are abreast with the worldly affairs. Women who have a high personal income are mostly service class women. Since these women are in service they go out and thus meet people there by increasing their social circle. This way they meet more people and are in pace with what is happening around.

H01.5 Seeing oneself as a strong pillar in keeping their family happy is independent of the of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who earn more see themselves as a strong pillar in keeping their family happy.

### FOOD ORIENTATION

H02.1 Getting sufficient time to cook at home is independent of the personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is

rejected indicating thereby that women who have a high personal income do not get sufficient time to cook at home. It has been seen that women who get a high salary also have long working hour at their workplace and hence do not get time to cook at home.

H02.5 Going to the gym is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who have a high personal income strongly agree to going to the gym. It is this very group which does not have considerable involvement in physical activity.

#### OUTLOOK ORIENTATION

H0 3.1 Well kept and decorated house adding to one's positive social status is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who have a high personal income are conscious of their social status and would keep their house well decorated.

H03.2 Preference to saving money for future than spending on present comfort is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that women who have a high income do not save for future rather spend most of it on present comfort.

H03.3 Preference of spending on products having public view is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. Women who have a high personal income spend on products that have public view.

H03.4 Being adamant to have the latest model of mobile even though most of the high tech features are not used is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. It is seen that women who have a high personal income are adamant to buy the latest model of mobile even though many of the high the features are not required by them.

H03.5 Wanting to have one's house in a posh colony as compared to a place close to the market or work place is independent of the annual personal income Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. The research shows that women who have a high personal income want to live in a posh colony and don't care if their workplace or the market is far.

#### COMFORT ORIENTATION

H04.1 Relaxing as the maid looks after a considerable part of the work is independent of the of annual personal income Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. It is seen that women who have a high salary hire a maid for work and relax when at home.

H04.2 The thought of arranging events being old fashioned is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that the thought of arranging the events at home being old fashioned is dependent on the personal income. Those who have a high income feel that arranging events at home is old fashioned.

H04.3 Looking out for ease in usage while purchasing products is independent of the annual Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that personal income of Indian middle class women influences their decision on looking out for ease in usage while purchasing products.

#### APPAREL ORIENTATION

H05.1 The feeling of high status on wearing branded outfit is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that whether women wear branded outfits or not depends on the personal income of women.

H05.2 Visiting the shop on arrival for fun is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. It is seen that women who have a high personal income visit the shops for the sake of fun when there new arrival in the shops.

H05.3 Visiting the market to know the latest fashion trends is independent of the annual personal income of Indian middle class women.

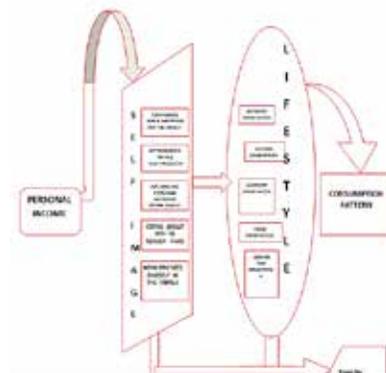
Findings and Interpretation:- It was seen that the hypothesis is rejected indicating thereby that whether women visit the market to know the latest trends is dependent on the personal income of women.

#### RECREATION ORIENTATION

H06 Preference to organise parties at home as compared to restaurants is independent of the annual personal income of Indian middle class women.

Findings and Interpretation:- It was seen that the hypothesis is rejected. It is seen that women who have a high personal income prefer to organise parties in restaurants as compared to home.

#### THE IMCW LIFESTYLE MODEL



**CONCLUSION**

It can be concluded that women who have a high personal income have a self image which is quite different from women whose income is low. This difference in self image creates an effect on the lifestyle of women. Women would consume products which are consistent with their lifestyle. Therefore the change in the personal income of women would greatly affect their consumption pattern. Moreover how women imagine themselves and what their lifestyle is, would be important as it would be the basis of segmentation for marketers to be able to meet their target consumers profitably.

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