

## A COMPARATIVE STUDY TO UNDERSTAND LIFESTYLE DIFFERENCES IN & AMONGST WORKING WOMEN AND NON-WORKING WOMEN & IT'S IMPLICATIONS FOR SERVICE MARKETERS

**Navena Venkateswaran**

Undergraduate Scholar with Marketing Specialization.

**Asst. Prof. Rajni Singh**

Marketing Professor & Research Guide, Affiliated to St. Mira's College for Girls, Pune,  
Maharashtra, India (SPPU).

### Abstract

The present study was conducted to measure the lifestyle differences amongst working and non-working women leading to how it impacts the service marketers. The research developed and analysed via consisting items below was administered to the sample of (N=40) of sectorial and living area of the Pune city. The sample was divided into two categories 20 working women and 20 non-working women. Out of which, can be seen different preference of choices amongst both classes of women which computed for the statistical analysis of data. The findings indicate significance difference between working and non-working women regarding the positive well-being.

**Keywords:** Lifestyle; Working Women; Non-working Women; Service Marketers; Pune City.

### Introduction:

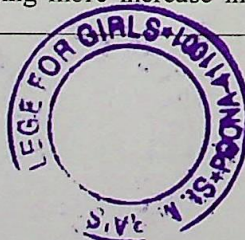
Lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture. The term was introduced by Australian psychologist Alfred Adler with the meaning of "a person's basic character as established early in childhood". Lifestyle is a combination of determining intangible or tangible factors. Tangible factors relate to demographic variables, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks. The aim of the current study was to find out the lifestyle differences amongst working and non-working women affecting the service marketers in the Pune city.

Regardless of working or non-working, different women have different opinion, aspects, outlook over different parts to life. Some women tend to be happy being on own terms and some are bounded to certain lifestyle and still happy, some maybe unhappy of particular domain and satisfied with the others.

People will feel more satisfied when they perceive that their standards of fulfilment have been met with best of the services and less satisfied when they have not been met.

### Objectives:

The main objective of the current research study is to make people aware about the implications faced by service sectors in treatment towards working and non-working women in accordance to their lifestyle differences. The current study will give you a brief knowledge of how different preference by two classes leads to different tactics of marketing services is provided to convince the customers. Also, it encourages and gives idea of women wanting more increase in the working sector. Talks about





service starts at home by getting a hand of help from family in day-to-day work for non-working-class women. How extra services required like crutch services, maid services, tutor services, etc. is a basic and important requirement for working women in today's world. The current study has vast preferences covered which makes people aware about the women's likings and dislikes.

Here, the study makes you aware of the practices done, challenges faced, situations of life handled by both working and non-working women.

### Significance of the Study:

Every other individual having vast preferences to opt from makes it more competitive to the marketers to come up with new ideas and services that can be offered to its customers. In the current study you can identify the analysis done over these preferences of working and non-working-class women where you can think of what is best to provide whom and also, when and why.

"All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention."

Increased amounts of research make progress possible. The current study inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. Importantly, the current study helps to have a broader knowledge on learning terms and to have a practical relevance of know-how with the help of sample survey collected, personal interview done, public sources read. The current study is a great learning opportunity as a part of the course (Service Marketing).

### Limitations of the Study:

Due to the nature of the research questions and varied preference of choice, for the most part, yield statistically significant results is of difficulty. From the subjective purpose, a bias between of how the topic to be presented and understood and accepted was different for researcher, working women and non-working women. Basically, how the study put up and how it was understood by the women were not always appropriate and convincing. Due to the different understanding and looking purpose, lack of co-ordination, delay of work, more time-consuming survey/ interview was seen.

While analysing the survey data collected it was difficult to conclude over a particular option to all as due to difference in opinion. Also, language being a barrier to some while interview process. In totally was difficult to understand the consumer behaviour.

The study shows and gives more of suggestions than solutions.

### Hypotheses:

1. There would be significant difference on score of lifestyle scale amongst working and non-working women in Pune city.
2. There would be significant difference on score of marketing of services amongst working and non-working women in Pune city.

### Theoretical Background:

#### (A) Lifestyle-

The term was introduced by Australian psychologist Alfred Adler with the meaning of "a person's basic character as established early in childhood".





## **(B) Working women-**

Working women are referred to those women, who go outside the home and earn some reasonable money.

## **(C) Non-working women-**

Non-working women are referred to those women who live at home all the time and look after their families.

## **(D) Service Marketing-**

The AMA defines services as- "Activities, benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods."

### **Review of Literature:**

The researches read, written by varied researchers have had led to vast exposure of women being treated and accepted in the society on different roles they play in life whether it be a professional oriented or home-maker, preferring lifestyle by own choice or adapted a forced lifestyle, confident enough to face the outer world or dependant on family.

The researches also help you understand how women deal with anxiety and depression, their life satisfaction, self-definition for recognition in the society as an individual, facing Partner Abuse, Conflict Resolution Tactics, marital satisfaction and quality of life. It let you have a conclusion of how women deserve to be treated in the society, how to give out the best lifestyle options to them according to their needs and preference.

### **Research Methodology:**

#### **1. Population/ Participants**

For the current study, a sample consisted of forty women (N=40) was selected from Pune city. The sample was further divided into two categories, twenty working women (20 participants from banking, IT and hospitality service) and twenty non-working women (20 local women resident of Pune city). A comparative implications of service marketers over working and non-working women is compared in the study.

#### **2. Inclusion & Exclusion**

The age range of participants was from 18 to 60 years. The minimum educational level of the participants was matriculation and they were selected from different socioeconomic backgrounds. Such working women are excluded who run home business.

#### **3. Sample Design/ Method**

Random sampling design/ method was selected as it eliminates bias by giving all individuals as equal chance to be chosen.

#### **4. Sample Size**

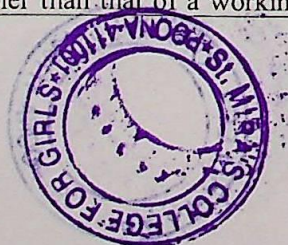
Taken in consideration banking, IT and hospitality sectors for working women (20 participants) and local residential area for non-working women (20 participants).

#### **5. Data Collection-**

##### **5.1. Primary Data Collection**

The primary data sourcing was done by observation, survey, interview.

The observation regarding the current research says that the implications over the service marketers to convince non-working women is easier than that of a working woman having better knowledge of





understanding and analysing the services. On the other hand, many non-working women accepting less exposed to outside world usually fail to avail the best of the services.

The research survey gives us different aspects to different angels where most of the non-working women feel “Men not to be a part in household chores” whereas, most working women feel the contribution of men in household service as an important aspect. The survey also helps us to know about the extra needs of busy working women, which may include: crutch/ day care facility service for her children, maid at house, driver service, tutor service for children, cook service, home delivery services, online shopping services, etc. are comparatively more preferred to that of a non-working women preferring towards family service like self-cooking service, child care, etc.

From the experience of interview, came across why the marketing of services is higher in working class women. It is so because of less time available for self-care, family, relaxation, entertainment, to look after children, basically due to less leisure hours for busy working women who wants a little reduction of these hurdles choose easy alternatives to manage lives i.e., getting easiest services. When you get Saloon services at home than why go parlour, obviously a grab on opportunity service to the working-class women. This doesn't mean the non-working women are neglected or ignored, they are given the same services but preference and acceptance is comparatively low here.

In totality, the marketing of same service is not enough until you provide demonstrations to it to the non-working class so as to get a better perception to adapt that service or not.

## 5.2. Secondary Data Collection

The published sources on newspapers, magazines, research journals, research papers on global scholar, sources on internet have had add on strong and validating views which are acting as the secondary/sourced information. The links to these is attached in the reference section at the end of the study.

## 5.3. Data Collection Tools

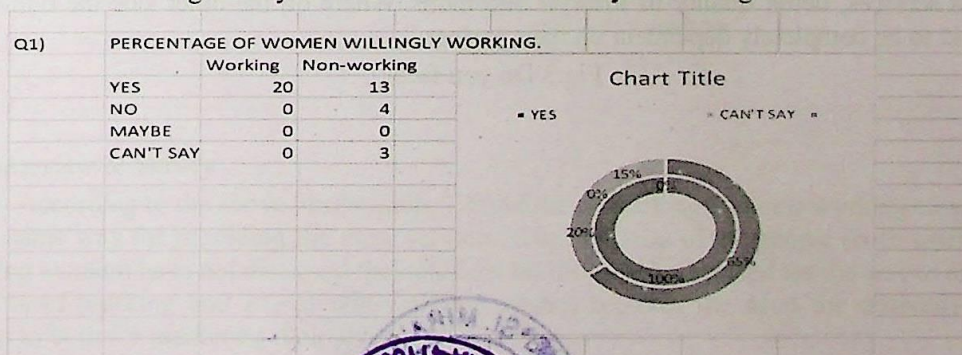
Data collection was done by Random Sampling Method for the Survey Questionnaire. There are two sets of questionnaires attached to the end of the current study where, one is towards the lifestyle of working women & it's implications on the Service Marketers in Pune city and the second is towards lifestyle of non-working women & it's implications on the Service Marketers in Pune City.

## 5.4. Data Collection Period

The data surveyed and analysed was taken during the period July-August 2019.

## Results:

Fig:1 Do you work/ don't work out of your willingness?

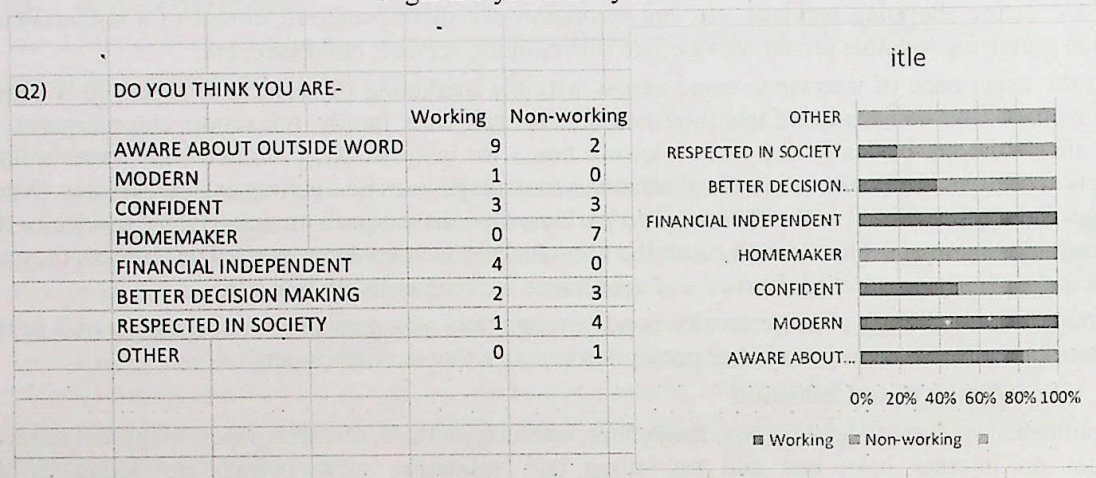




**Source-** Interview & survey

**Inference-** According to the above information 100% of the female workers are passionately and willingly dedicated towards their work. But according to non-working women, 65% of female are willingly non-working, 20% are situation bound non-workers and remaining 15% didn't disclose the information.

Fig:2 Do you think you are a-



**Source-** Survey

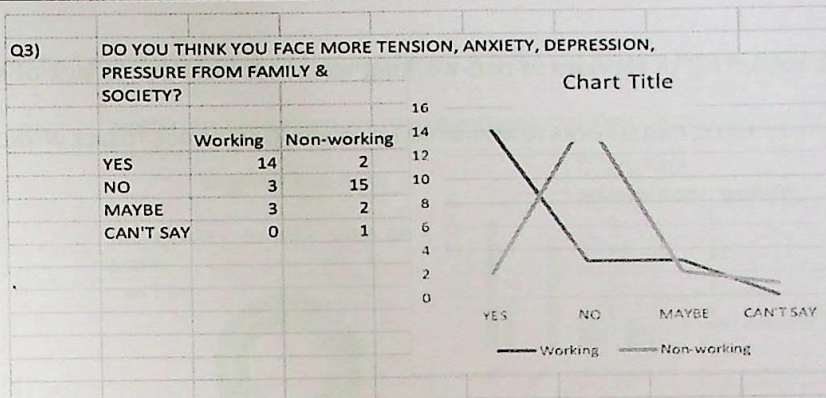
**Inference-** According to the above information the working women are more aware about the outside world than the non-working women, considering a better modern working women than the non-working women, the confidence level is seen equal in both working and non-working women here but during the interview we saw working females more confident to speak in public, choose their preferred services, demand for the required services than comparing to the non-working women. Of course, the working women being a busy one will require more need of services in life to enrol than of the non-working women who are the best home makers. Respect from family and society is considered more in non-working women, where a need of question arises why aren't the working women treated likewise?

Financial independency obviously plays a vital role for the working women which allows them to incur best of the marketing services like tourism and travel, best education services for children, getting higher loan services, better quality of lifestyle and more. Where on the other side the non-working females said to be completely dependent on their partner.

Fig:3 Do you face-





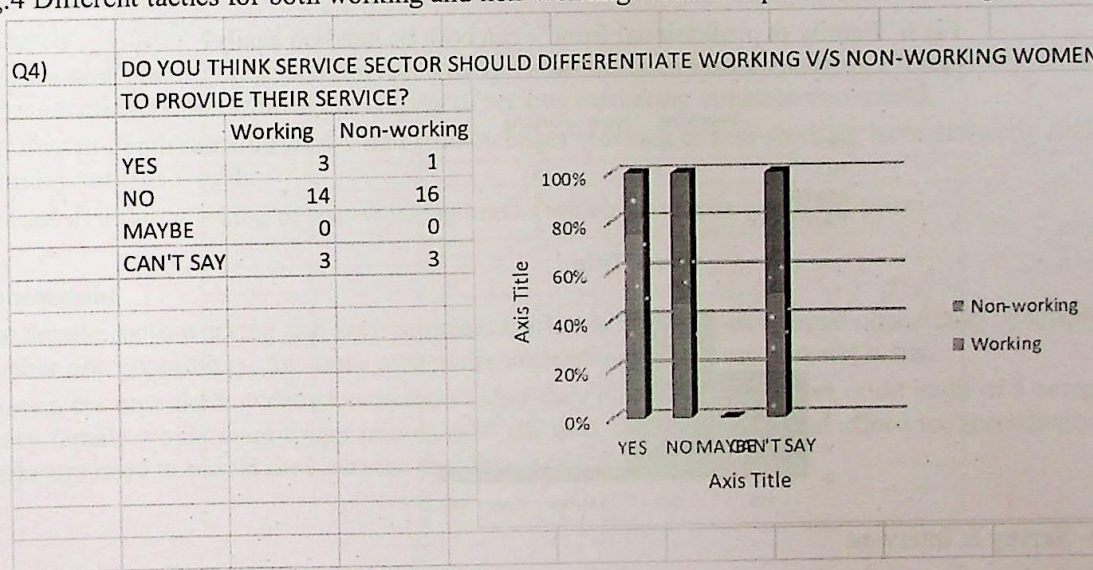


**Source- Survey & Interview**

**Inference-** According to the above observation, 14 out of every 20 working women and 2 out of 20 non-working women suffer from almost or many of these health issues, however the number of non-working women is higher who do not face such issues in life. A 10% of combine population of both working and non-working women take it to be neutral choice of facing these problems in life.

However, in the interview with working women regarding the daily problems of life the most highlighted of all other than this was not able to spend enough time with the family as per their expectations.

Fig:4 Different tactics for both working and non-working women required for marketing of services?



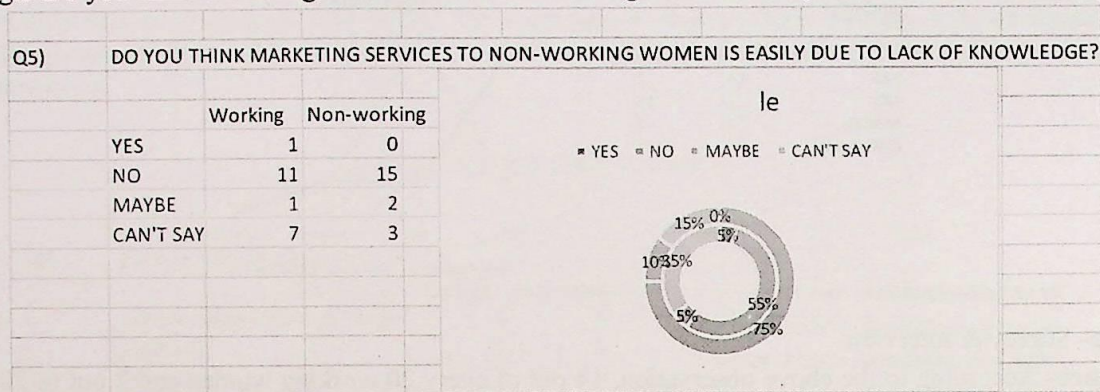
**Source- Interview & Survey**

**Inference-** According to the above observation, 77% of the of working and non-working class says of keeping it same way for providing the same services. The rest 14% of the people (both working and non-working women) have not disclosed their choices for differentiation need for the way to marketers and rest 7% of working and 2% of non-working women requires the need for different kind of approaches to both for marketing their services





Fig:5 Do you think marketing of services to non-working women is easy due to lack of knowledge?

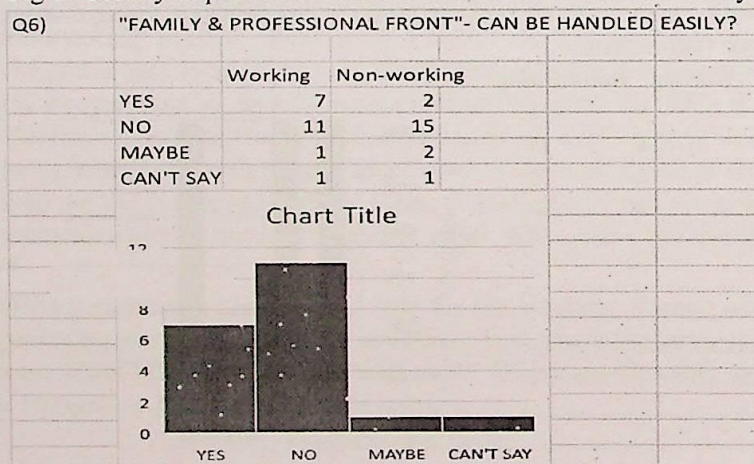


Source- Survey

**Inference-** 75% of non-working and 55% of working women raised the bar saying no it is not easy to fool any women either be working or non-working with easy market of services.

There are 5% of working women who believe that it is possible. The women of any class are to be treated equal and specially to reach and help out to those who have problems in adapting or understanding your services. This will lead to increase in loyal customer relationship when you start treating everyone with equal importance.

Fig:6 "Family & professional front"- can both be handled easily?



Source- Survey & Interview

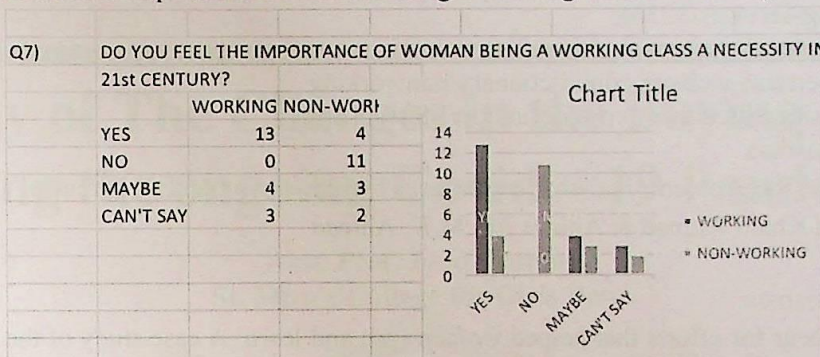
**Inference-** According to the above observation, both the working and non-working-class woman feel the most that the professional front and the family cannot be easily handled together. But, still 7 out of 20 women believe they can handle both work front and family the best possible.

In the Interview with SBI Branch Manager (Kharadi Branch) MS. Khushboo Jha had her views that a working woman can never have enough time for her family how much ever she tries to maintain and always the work load makes it difficult for her to spend time with her husband and children.





Fig:7 Do you feel the importance of woman being a working class a necessity in 21<sup>st</sup> century?



### Source- Survey

**Inference-** A very contrasting answer from both where 13 out of 20 working women and only 4 out of 20 non-working women agree that woman being a working class is of importance in this century. The other hand there are no supportive from working women who says it is not a necessity but 11 out of 20 non-working women defines it as not a necessity. 10% of the people have stayed neutral or have not disclosed their choice.

In today's every changing world, being independent is the most important for the women so as the have the best in life and avail best of the services as per their needs and requirements.

### Analysis:

Women now control 30% of the world's wealth. It should come as no surprise therefore to financial service marketers that women are worthy of serious marketing attention and spend.

Our own in-depth research shows that women either working or non-working have distinctly different attitudes towards wealth.

Women of either working or non-working knows which service is worth the price.

### Conclusion:

The female (both working and non-working) market is an under-developed opportunity, possibly the number one opportunity, for those who really understand what women really want.

Women are now the key decision-makers either they do household chores or do audit of a company. Every female would want to get treated with the best of services she can afford to; accordingly, the marketers need to mould their service that they want to provide.

### References:

- [https://www.academia.edu/18623181/A\\_Comparison\\_of\\_Working\\_And\\_Non-Working\\_Women\\_In\\_Terms\\_of\\_Self-Differentiation\\_Partner\\_Abuse\\_Conflict\\_Resolution\\_Tactics\\_Marital\\_Satisfaction\\_And\\_Quality\\_of\\_Life](https://www.academia.edu/18623181/A_Comparison_of_Working_And_Non-Working_Women_In_Terms_of_Self-Differentiation_Partner_Abuse_Conflict_Resolution_Tactics_Marital_Satisfaction_And_Quality_of_Life)
- [https://www.rand.org/content/dam/rand/pubs/monograph\\_reports/MR896/MR896.appe.pdf](https://www.rand.org/content/dam/rand/pubs/monograph_reports/MR896/MR896.appe.pdf)





3. [https://etd.ohiolink.edu/!etd.send\\_file?accession=marietta1144855683&disposition=inline](https://etd.ohiolink.edu/!etd.send_file?accession=marietta1144855683&disposition=inline)
4. <http://www.yourarticlelibrary.com/marketing/service-marketing-definition-features-and-problem-faced-in-marketing-services/32336>
5. <https://www.thefreedictionary.com/workingwoman>
6. <https://www.merriam-webster.com/dictionary/nonworking>
7. <http://www.businessdictionary.com/definition/lifestyle.html>
8. Book name- Cosmos  
Topic- "A study on the problems and challenges faces by Indian women Entrepreneur"  
~ Dr. Mohammad Khalil Ahmad & Anjum Ara M.K. Ahmad  
Page no. 60
9. Book name- Cosmos  
Topic- "Entrepreneur for efforts that helped women earn and learn: A case study of the Entrepreneur development cell at St. Mira's college for girls, Pune"  
~ Prof. Dr Shobha Dadlani  
Page no. 47
10. Book name- Indian Journal of Marketing April 2019  
Topic- "The Moderating Effect of Gender on continuance intention toward mobile wallet services in India"  
~ T. Thirumal Reddy & B. Madhusudan Rao
11. Topic- "Anxiety and Depression: Comparative study between Working and Non-Working mothers"  
~ Dr. Harasankar Adhikari
12. Topic- "Life satisfaction among working and non-working women".  
~ Muhammad Arshad & Sidra Gull & Dr. Khalid Mahmood
13. Gender, Social class, and women's employment.  
~ Kathleen L McGinn & Eunsil Oh
14. Topic- "A comparison of working and non-working women in terms of self-definition, Partner Abuse, Conflict Resolution Tactics, marital satisfaction and quality of life".  
~ Barahmand U

