

## **Segmentation of Young Consumers in Jordan in Terms of Their Lifestyle: An Exploratory Study**

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This study aims to investigate the youth consumers market, which is considered one of the largest segments in Jordan and represents 21.5% of the population in terms of their lifestyle patterns. The main objectives of the study are to explore the importance of the youth market and lifestyle patterns of this segment as well as to identify lifestyle patterns of youth in terms of Activities, Interest, and opinions. To achieve our objectives, a quantitative method was used based on a questionnaire distributed directly to customers, and included 32 questions about customers' activities, interests and opinions. The study population consisted of 250 young customers aged between 15 and 25 years. SPSS was used to analyze the data including one way ANOVA and T-test in addition to descriptive data. Results show that the only significant difference in young consumers' activities and opinions was based on gender. Other than that, there was no significant difference between young consumers' activities, interests and opinions based on age group, income and education level.

*Key Words:* Market segmentation, youth consumers, lifestyle

### **Introduction**

Psychographic research is used by market researchers to describe a consumer segment so as to help an organization better reach and understand its customers. Hence, lifestyle patterns provide broader, more three dimensional views of consumers so that marketers can think about them more intelligently (Kucukemiroglu, 1999). According to (Tam and Tai, 1998) Marketers should distinguish variety stages of life and accompany values in lifestyles. This stage of life of young is perhaps the most difficult demographic group to communicate with because they have a short attention span. Furthermore, they are also vague in terms of media consumption, inconsistent in brand preference due to lack of experience, and simply challenging to engage and entertain. Marketers spend millions in marketing research every year trying to predict or anticipate changing youth behaviors. With the continually proliferating choices, not only does this group embrace technology at an early age, it quickly becomes the early adopters of all new trends and convergent platforms. One can argue that whatever youth does today foreshadows what older demographic groups will adopt in the near future. All this makes it extremely difficult to understand and target their behaviors. According to King (2006) young consumers live an adventurous, high-tech and


extremely busy existence. Young consumers, male or female, are provided with masses of opportunity. They are also living in a time of change, a time of digital revolution, which impacts on multiple areas of their lives; how they seek out information and entertainment, how they communicate with the world and each other, as well as directly affecting the amount of activities they can fill into their day.

### **Research Importance and Gap**

This study is considered as the first one to investigate young consumers' lifestyle that constitutes 21.5% of the total population in Jordan by the end of 2013. No previous research was conducted on such an important topic and the only research conducted was about elderly consumers in Jordan who constitute only 4% of the population. Youth market is considered more dynamic and vibrant than any other segment.

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The transition from childhood to adulthood is a complex process when young people who have always depended on parents start to take definitive steps to achieve a measure of financial, residential and emotional independence (Jekielek and Brown, 2005). This study represents the first attempt to understand this very important market segment.

### Research objectives

The main objectives of the study are:

1. To explore the importance of the youth market and lifestyle patterns of this segment.
2. To identify lifestyle patterns of youth in terms of Activities, Interest, and opinions
3. To examine the difference among young consumers according to their demographics.

### Research questions

As we can see from the literature review, academic and mainstream marketers have actively adopted different market segmentation strategies as significant and valid method of identifying consumer groups, however, empirical research into lifestyle segmentation approach and its application is scarce in Jordan and the Arab world in general. This study will examine market segmentation of young consumers using lifestyle dimensions. To achieve this goal, we will propose the following questions:

1. What are the main activities, interests and opinions of youth consumers in Jordan?
2. Is there any differences in young consumers' lifestyles patterns attributed to differences in income, gender and educational level?

## Literature Review

### Lifestyle concept and market segmentation

To help marketers understand the complicated issues in consumer behavior, lifestyle concept was introduced in the late 1950s (Havinhurst and Feigenbaum, 1959) and inaugurated to marketing research in the early 1960s (Lazar, 1963). Since then, studies have proposed numerous works on assessing lifestyle. Many researchers have developed many instruments over time to measure psychographic variables. These instruments include the Activities, Interests and Opinions (AIO) battery of questions (Wells and Tigert, 1971), the Rokeach Value Survey (RVS; Rokeach, 1973), Value and Lifestyle Segmentation (VALSe) developed by SRIC Business Intelligence (1978) the List of Values (LOV) and

(Kahle, 1983). There are various lifestyle scales, the most well-known and widely used lifestyle instruments was presented by Wells and Tigert (1971), and it compose three component; activities, interests, and opinions (AIO) rating scale. In an original AIO study profiling individual lifestyles, Wells and Tigert (1971) defined activities as actual observable behaviors, interests as the continuous paying of attention to certain objects, and opinions as responses to specific events. Since then, AIO-based studies have extensively conducted to help marketers deliver specific services/products to different targeted segments (Plummer, 1974; Soutar and Clarke, 1983; Lin, 2003; Green et al., 2006; Hsu and Chang, 2008). As revealed from these studies, the most widely used AIO instrument is developed by Plummer (1974) and consists of 300 rating statements.

According to Sarli and Tat (2011) lifestyle segmentation is a precise technique in order to adopt products towards consumers' needs and wants. Also, it gives valuable information from consumer life and her/his personality to right communicate to her/him. The consequences of lifestyle segmentation are very important for stakeholders, because they can tailor their strategies on the base of their customers' desires. Moreover, they can determine different target markets and different product groups to compete at the markets. Further, they can save energy and time as cost in their share marketing. In other words, the lifestyle segmentation reduces the cost of ads and increases the profits of adapting consumers' needs and wants. Furthermore, Lifestyle segmentation has been a useful concept for marketing and advertising planning purposes (Kaynak and Kara, 1996b). The lifestyle relates to the economic level at which people live, how they spend their money, and how they allocate their time (Anderson and Golden, 1984). While lifestyle segmentation research measures people's activities in terms of how they spend their time; what interests they have and what importance they place on their immediate surroundings; their views of themselves and the world around them; and some basic demographic characteristics. This study uses AIO lifestyle analysis, along with demographic and socioeconomic factor to identify consumer market segments sharing similar patterns.

### The Youth Segment

The literature examining the consumer behavior of youth dates back to the 1950s. However, it was only in the mid-1970s that research on the youth market gained attention in the marketing community (John, 1999). The youth market is defined under various age or demographic categories typically from teens to young adults and in studies such as Lewis and

Bingham (1991) from 15-24 years of age. The concept of “youth” emerged as a social category as a consequence of the development of modernization. The youth market is divided on the basis of age range into specific groups, each having its own potentialities and represents a time of life. In the youth market, young adults are situated in a different category between childhood to adulthood. There are several reasons young adults are an important topic for consumer research (Grant and Waite, 2003). First of all, in the transitional period from adolescence to early adulthood young people seek to establish their own individual personas. As they evolve their own behavior patterns, attitudes, and values, they also form their own consumption patterns. They develop brand loyalty at an early age, and that favorable attitudes toward brands last well into adulthood, and therefore they constitute a future market (McNeal, 1992). Second, young people are able to influence the purchases and decision-making of others (Grant and Waite, 2003). Third, young are considered as change agents who influence society and culture. They are defined as independent entities that, alone and with aligned peers, create their own rules of engagement and social behavior. They are motivated by independence, privacy, ownership, status and peer pressure. Furthermore, young consumers have a high disposable expenditure (Grant and Waite, 2003). By the 1960s, this generation was spending \$2 billion a year in America alone. This amount has risen to \$6 billion by the end of 1980s and \$200 billion in 2000s (Gardyn, 2002). It can be monitored that their purchasing power increases by time. It has been estimated that young consumers have an indirect influence on household purchases (McNeal, 1992). Studies put forward that they are very likely to spend their cash as quickly as they acquire it (Martin and Turley, 2004).

### **Previous studies**

Very few studies were conducted on lifestyle segmentation in Jordan. The only study conducted in Jordan on market segmenting and lifestyle patterns was carried out by Al Dhmour and Abadi (2003). The purpose of this study was to identify the lifestyle patterns for elderly consumers, who make up only 4 % of the population and aimed to classify those consumers according to both demographic factors and lifestyles. One important findings of the study include the possibility of market segmentation of elderly consumers based on lifestyle and demographic characteristics. Results show that there is a difference in the lifestyle (interests and opinions) among the elderly consumers according to age categories. Also no difference was found in the

activities of different age categories. Other local studies in general have focused on purchasing patterns and retail patronage behavior. For example, Shalash and Saleh (2008) study aimed to identify the social factors which influence the purchasing behavior of the teenager consumers (aged between 12-18 years) in Jordan. The results show that teenager consumers are affected by societal factors such as culture, social class, references group, and family. The study was descriptive without giving any reasons why and how they were affected by those social factors. In addition the authors did not deal with this category as a separate market segment. Another local study was conducted by Obaidat (1992), which focused on the impact of a small age (5-16 years) children on the purchasing decisions of married and divorced mothers. The results showed that there is a difference in the influence of the purchasing decision attributed to the status of the mother, where children have more influence on divorced mother, especially the older children category aged (13-16 years). With regard to Arab markets, little marketing research focused on market segmentation. Souiden (2002) research tried to identify the main macro environmental factors that affect Arab markets segmentation. While Musaiger (2013) study aimed to highlight social and lifestyle factors that may be associated with hypertension in Bahraini community. Hypertension occurrence was greater in older people, women, illiterate people, non-smokers, those who did not walk regularly, who watched television daily, obese people, who had a history of diabetes and those who consumed vegetables more than four times a week. Age, gender, education, obesity and diabetes were the main risk factors statistically associated with hypertension.

Internationally, Plummer (1974) conducted an early study on lifestyle segmentation. The aim of this study was to clarify the applicability of the concept of lifestyles in market segmentation, also noted that the method is used the concept of lifestyles in the division and fragmentation of the market is one of the best methods that provide marketers with adequate and comprehensive market information especially if we link it to demographics. The researcher conclude that this method provides the marketer with information necessary to identify the needs and desires of new consumers in the market segment, and give marketers information of great importance to help them develop new products or modify current products, and to present them to consumers through appropriate marketing program which helps to satisfy these needs and desires efficiently and effectively.

While the purpose of Kucukemiroglu (1999) study was to segment consumer market in Turkey using lifestyles and ethnic trends. Findings of the study

showed that several lifestyle dimensions emerged among Turkish consumers which have an influence on their ethnocentric buying tendencies. These dimensions were fashion consciousness, leadership, family concern, health consciousness, care freeness, community consciousness, cost consciousness and practicality. Four major dimensions found among consumers of the western nations such as fashion, leadership, community concern and health consciousness do also exist as major lifestyle dimensions in Turkish consumers. Significant correlations were found between the lifestyle dimensions of Turkish consumers and their ethnocentrism levels. While family concern and community consciousness factors were significantly positively correlated with the ethnocentrism score. That is, Turkish consumers who are very family concerned and community oriented are more ethnocentric.

The study of Narang (2011) aimed to identify the role of psychographic characteristics in apparel store selection among Indian youth. Data were collected from young students aged between 19 and 24 years. Cluster analysis found four psychographic clusters: Get Going Adopters, Disinterested Introverts, Confused Followers and Independent Life Lovers, and the differences between these segments were found to be statistically significant. The findings suggest that Independent Life Lovers' consider apparel shopping to be a recreational activity, whereas Get Going Adopters prefer to spend less time in stores; both these segments were driven by layout, ambience and the availability of the latest designs and styles in apparel store selection. Confused Followers, who struggle to maintain their old dress style, consider convenience, entertainment and recommendations from friends/relatives to be important in store patronage, while Disinterested Introverts, the fashion-resistant group, are lured by attractive sales promotion techniques and the availability of preferred brands.

Another study conducted by Akturan *et al.*, (2011) focused on comparing market segmentation of young adults from a developed and a developing country on the basis of their consumption styles as consumers. The research was conducted in France and Turkey. The data were collected from college students aged 18-24 by a self-administered questionnaire. To define the segments, cluster analysis was used. The segments are profiled by young adults' demographic characteristics, attitudes towards shopping influence, and reliance on media. In both of the countries, four segments were distinguished and defined as fashion-brand conscious consumers, indifferent consumers, recreation seekers and quality seekers. The results of the study displayed that the consumption styles are getting

more similar to each other especially within a global youth culture.

Nikoli *et al.*, (2014) paper intended to define lifestyle pattern framing behavior shared by traditional food products (TFP) and organic foods (OF) consumers to identify, if possible, a generic way to facilitate development of TFP and OF production in order to pave the road for more sustainable food production and consumption. A convenience, non-probabilistic sample was designed and customer survey was conducted in Bosnia and Herzegovina. Exploratory factor analysis and cluster analysis were performed to identify common lifestyle pattern shaping consumption of both products' groups. Findings show that TFP and OF consumption patterns are driven by common lifestyle pattern defined by concern for welfare of all people, social equality and nature; and by consumers' belief that food is a basis of their health, while food and cooking make an important part of family life.

### Research hypotheses

Based on the above literature the following hypotheses are suggested:

H1: There is no significant statistical difference in young consumers activities based on gender, age group, monthly income, and education.

H2: There is no significant statistical difference in young consumers interests based on gender, age group, monthly income, and education.

H3: There is no significant statistical difference in young consumers opinions based on gender, age group, monthly income, and education.

### Methodology

The data for this study were collected through self-administered questionnaires from Amman, the capital and the most cosmopolitan city in Jordan. The development of the questionnaire was guided by a review of the literature. Questionnaire pre-test with a small group of respondents was conducted; the questionnaire was distributed directly by hand to 25 customers in shopping malls. The respondents were asked to check clarity, relevancy and sequence of questions. After checking the comments and answers of the 25 customers, results were satisfactory. The final questionnaire included questions on Activities, Interests, Opinions and Demographic information. A total of 350 questionnaires were distributed, respondents were randomly intercepted and contacted personally (face to face) in public areas in Amman city, such as shopping centers, universities, cafes and

Al-Hussein Youth Sport City. Only 284 respondents return the questionnaire and after checking the questionnaires 34 were found incomplete and thus the response rate is (71.0 %).

### Data analysis

Basic descriptive statistic (mean and standard deviation) and statistical significance testing (t-test) and one way Anova were done to explore customers' lifestyle profile. Item mean and variance were calculated to establish psychometric properties of the lifestyle factors in question. The internal consistency of factor construct was assessed by Cronbach's alpha as having acceptable value for the three constructs as follows; Activities 0.837, Interests 0.788, and Opinions 0.809. SPSS (17.0) statistical software packages were used for all analysis.

### Descriptive Statistics

Table (1) shows the characteristics of the study sample. It appears that male participation in the study sample was 66.4%, while female were about 33.6% and this reflects the nature of Jordanian society that gives more freedom for male. Age group (20-24 years) represents the highest percentage of the study sample with 57.8%, and 42.2% for age group between (15-19) years. As for educational level, the top figure of the sample was for undergraduate with 69.6%, followed by Diploma students with 17.6, and finally the lowest percentage was for young consumers with high school and less with 12.8%. Finally, dealing with income, approximately half the sample was without income, and this attributed to the fact that they are either students or unemployed graduates. On the other half, 38.8% of the sample received less than 200JD per month, while only 2.8 % received more than 301JD.

Table 1: Demographic and socio-economic characteristics of respondents

Variables	Frequency	Percentage
Gender	166	66.4%
Male		
Female	84	33.6%
Total	250	100%
Age Group		
15-19	106	42.2%
20-24	144	57.8%
Total	250	100%
Education Level		
High school or less	32	12.8%
Diploma	44	17.6%
Undergraduate	174	69.6%
Total	250	100%
Income		
Less than 200 JD	97	38.8%
201-300	22	8.8%
More than 301	7	2.8%
No income	124	49.6%
Total	250	100%

Lifestyles - Youth Activities

Youth activities were measured by 12 items to identify various activities for youth category as shown in table 2. As the table show, watching international sports leagues (paragraph 2) received the highest mean with (4.30). It is considered as the main activity for both age categories. While going out with friends and practicing in sports received the second and third place with 3.88 and 3.85 respectively. It's clear that watching and practicing sports has a major share in young consumer

activities. On the other hand, paragraph (11) and (8) which states (Searching and adopting new products) and (Go shopping with family) received the lowest mean with 3.62 and 3.68 and ranked last. We can conclude from this that young consumers are not classified as innovators and we can be attribute this to the fact that about half of the sample were without income (students). Furthermore, going shopping with family can be considered as a low involvement activity for young consumers.

Table 2: Arithmetic mean and standard deviation for youth activities according to age categories.

No.	Activities	Mean 15-19	Mean 20-24	All over Mean	St. D	Item ranking
1	Practice Sports	3.81	3.88	3.85	1.35	3
2	Watching international sports leagues	4.30	4.31	4.30	1.07	1
3	Go out with friends	3.91	3.86	3.88	1.12	2
4	Reading novels (police, emotional)	3.77	3.65	3.70	1.24	8
5	Visiting cinema regularly	3.72	3.75	3.73	1.27	5
6	Listen to music	3.86	3.63	3.74	1.18	4
7	Watching television extensively	3.82	3.66	3.74	1.14	4
8	Go shopping with family	3.83	3.54	3.68	1.20	10
9	Using social media such as Facebook twitter ...etc.	3.80	3.63	3.71	1.24	7
10	Spend time in entertaining activities	3.88	3.61	3.72	1.12	6
11	Searching and adopting new products	3.64	3.61	3.62	1.21	11
12	Participating in social activities	3.75	3.60	3.66	1.13	9

**Lifestyle – Interests**

As shown in Table 4 below, first paragraph which states (Interested in prices increase) has got the attention of both age categories and ranked first among all paragraphs with 3.66 mean. This increase in prices drew the interest almost of all Jordanian consumers and not only young consumers due to high inflation rate. Second paragraph which show interest in cultural and traditional events and this could be attributed to the nature of Jordanian society. Another fact shown by this table reflects the interest of this category with technological development given that they embrace technology at an early age. Young

consumers show interest also with buying environment-friendly products and this paragraph ranked fourth with 3.53 mean. This interest can provide a very important base for companies to increase its interest as well with green products. On the other hand this group has show less interest in new ideas such as fashion and fads with very low mean (3.20). This can be attributed to high prices and low income for this group. Finally, there was a low interest in watching advertisement by this group based on the fact that they have more outdoor activities with friends and spent less time at home, so word of mouth could be more influential than advertisement for young consumers.

Table (4) Arithmetic mean and standard deviation of young consumers' interests.

No.	Interests	Mean 15-19	Mean 20-24	Over all Mean	St. D	Item ranking
1	Interested in prices increase	3.69	3.63	3.66	1.15	1
2	interested in cultural and traditional events	3.64	3.47	3.55	1.22	2
3	interested in technology development locally and internationally	3.65	3.43	3.54	1.27	3
4	Interested in buying environment-friendly products	3.55	3.51	3.53	1.15	4
5	interested in providing volunteering work for society	3.49	3.56	3.53	1.18	4
6	interested to share with family buying and using products	3.42	3.61	3.52	1.21	5
7	interested to ask friends about their experience and preferences	3.36	3.56	3.46	1.21	6
8	interested in attaining higher education	3.38	3.41	3.40	1.32	7
9	interested in new ideas such as fashion and fads	3.01	3.38	3.20	1.38	9
10	Interested in watching advertisements	3.22	3.40	3.31	1.27	8

### Lifestyles – Opinions

Table 6 shows the mean for both age categories and overall mean for young consumer opinion. In general, young consumers show very low interest expressing their opinions as reflected with low means. The table show that discussing current economic situation and problems has received the highest mean among other items and it's the only paragraph received a mean above 3. Another important point exposed by this table that young consumer aged between 15-19 years expressed lower willingness to participate in their opinions regarding different issues mentioned in this section. On the other hand, young consumer aged between 20-24 years expressed higher willingness to participate in the discussions. This can be attributed to the fact that consumer aged between 15-19 years

lack the knowledge and experience in such important issues pertains to economic and social level. In general the overall mean for both categories was below 3 and this demonstrate a very important indicator that young consumer aged between 15-24 years have weak concern in discussing public issues that influence the society in general. As mentioned above, that paragraph 1 which concerned with economic situation has received the highest mean among others and we can attribute this to the fact that economic factor can affect the life of this segment directly. The same thing we can say about the second paragraph that deals with water shortage in Jordan, an issue every one talk about it. While on the other side, issues like poverty, oil prices, and Parliament elections were unimportant according to young consumers' opinion.

Table (6) Arithmetic mean and standard deviation of young consumers' opinions

No.	Opinions	Mean 15-19	Mean 20-24	Over all mean	St. D	Item ranking
1	Talk about current economic situation and problems	3.07	3.16	3.12	1.39	1
2	Talk about water shortage in Jordan and the region	2.83	2.98	2.92	1.39	3
3	Talk about diseases widespread such as diabetes and AIDS	2.57	2.82	2.72	1.45	4
4	Talk about unemployment and huge number of graduate	2.40	2.76	2.61	1.45	6
5	Talk about drug addiction and its impact on society	2.33	2.56	2.47	1.32	7
6	Talk about Jordanian Parliament elections	2.26	2.47	2.37	1.33	8
7	Talk about oil prices in local and international markets	2.16	2.40	2.30	1.31	9
8	Talk about poverty and other social issues	1.79	1.97	1.90	1.25	10
9	Talk about increase of car accidents in Jordan	2.66	2.74	2.70	1.63	5
10	Talk about increase in university fees	3.01	2.89	2.95	1.67	2

### Hypotheses Testing

The first hypothesis states that there is no significant difference in young consumers activities based on gender, age group, income, and education level. To test this hypothesis t-test was used for both age category and gender, while one way Anova was used for income and education. Table 3 show the results obtained and as we can see for age category, the results yield three significant items (Listen to music, Watching television extensively, and using social media such as Facebook). Young consumers aged between 15-19 years were more active in practicing these activities than those between 20-24 years. Regarding gender, T-test results show that there is a significant difference between male and female at eight different activities. Comparing the mean for those eight activities revealed that female

respondents practiced those activities higher than male respondent except for one activity which is (Practice sports). Results also show that there is no significant difference among young consumers activities based on income. This can be attributed to the fact that this category still depend on their parents at this stage. The last item education produced one significant activity which is (Watching television extensively). Comparing the mean of education level showed that young consumers in the Diploma and Bachelor level watched TV more than high school level, and this could be attributed to fact that the first category watches international sports leagues more than the second category. We can conclude that there was a significant difference in young consumer activities based on gender, while age category, income and education show no significant differences.

Table 3: Statistical test for lifestyle activities using T-test and one way Anova

Lifestyle - Activities	Age category		Gender		Income		Education	
	T	Sig	T	Sig	F value	Sig	F value	Sig
Practice Sports	.610	.436	11.3	.001	.035	0.991	1.245	0.294
Watching international sports leagues	.001	.975	3.01	.084	.179	0.911	2.207	0.088
Go out with friends	1.96	.162	5.96	.015	1.13	0.335	.684	0.563
Reading novels (police, emotional)	.182	.670	11.1	.001	2.55	0.056	1.154	0.328
Visiting cinema regularly	.570	.451	6.59	.011	.304	0.823	1.863	0.136
Listen to music	4.92	.027	9.53	.002	.413	0.744	.298	0.827
Watching television extensively	5.70	.018	5.22	.023	1.80	0.146	2.880	0.037
Go shopping with family	3.47	.063	9.55	.002	2.52	0.059	.364	0.779
using social media such as Facebook	10.2	.002	14.3	.000	.572	0.634	.878	0.453
Spend time in entertaining activities	1.40	.237	1.37	.243	.769	0.512	.990	0.398
searching and adopting new products	1.71	.192	.465	.496	2.19	0.089	.254	0.858
Participating in social activities	.003	.953	.101	.751	1.16	0.326	.385	0.764

The second hypothesis states that there is no significant difference in young consumers interests based on gender, age group, monthly income, and education. Same statistical methods were used as in the first hypothesis. Results for young consumer interest as shown in table 5 indicate no significant differences in interests based on age categories. One paragraph show significant differences between the two age categories which is (interested in technology development locally and internationally). More interest was shown by 15-19 years old category than 20-24 years old. Regarding gender, male young consumers tend to share with family buying and using products as well as asking friends about their experience and preferences more than females. While

for income, one paragraph was significant (Interested in prices increase), where young consumer with income less than 200 JD were more interested in price increase than other categories. Finally, dealing with education, one paragraph as well was significant (interested in providing advice for friends when using new products). Young consumers with bachelor degree tend to provide advice more than high school students and this could be attributed the social status for those students as high educated group. From this discussion, we can conclude that there is no significant difference in young consumers interests based on gender, age group, monthly income, and education.

Table 5: Statistical test for interests using T-test and one way Anova

Lifestyle – Interests	Age category		Gender		Income		Education	
	T	Sig	T	Sig	F	Sig	F	Sig
Interested in prices increase	.497	.481	.096	.757	2.63	.050	2.12	.097
interested in maintain culture and traditions	.970	.326	.294	.588	1.02	.382	.700	.553
interested in technology development locally and internationally	6.59	.011	.600	.439	.209	.890	1.20	.310
Interested in local companies and products	.050	.823	1.35	.246	.572	.634	1.06	.363
interested in providing advice for friends when using new products	.067	.795	1.17	.280	.272	.846	4.91	.002
interested to share with family buying and using products	.662	.416	6.20	.013	.580	.629	2.07	.104
interested to ask friends about their experience and preferences	.202	.653	4.69	.031	.398	.755	1.52	.208
interested in achieving higher education	.116	.734	.499	.481	.697	.554	1.64	.180
interested in new ideas such as fashion and fad	1.95	.164	.528	.468	.321	.810	.742	.528
Interested in watching advertisements	.122	.189	.254	.621	4.42	.055	1.78	.287



The third hypothesis states that there is no significant difference in young consumers opinions based on gender, age group, monthly income, and education. As in the first and second hypothesis, we utilize the same statistical methods. Relating to age category, two paragraphs were found significant. First and second paragraph (Talk about current economic situation) and (Talk about Jordanian Parliament Elections) grasp the attention of young consumers and were interested in expressing their opinions, especially for the 20-24 years old more than 15-24 years. As for gender, the results show a significant difference for all paragraphs except for one. This indicates the difference in opinion between male and females. Male consumers show more willingness to discuss and express their opinions towards all issues

mentioned in the questionnaire more than young female consumers. To the contrary, income has no any significant differences regarding young consumers' opinions concerning all the issues mentioned. Finally, education level was not significant and there was no difference in high and low education level except for one paragraph that deal with Jordanian Parliament elections, where young consumers with postgraduate education more interested to participate and express their opinions more than high school students since they are allowed to participate in voting. As in the first hypothesis, we can conclude that there was a significant difference in young consumer opinions based on gender, while age category, income and education show no significant differences.

Table 7: Statistical test for young consumers' opinions using T-test and one way Anova

Lifestyle – Opinions	Age category		Gender		Income		Education	
	T	Sig	T	Sig	F	Sig	F	Sig
Talk about current economic situation and problems	4.00	.046	8.92	.002	.825	.481	.844	.471
Talk about water shortage in Jordan and the region	1.08	.300	.079	.778	.636	.593	1.61	.187
Talk about diseases widespread such as diabetes and AIDS	.069	.793	12.90	.000	.957	.414	.765	.515
Talk about unemployment and huge number of Graduate	.877	.350	11.64	.001	1.02	.384	1.34	.259
Talk about Drug addiction and its impact on society	.352	.554	23.34	.000	.670	.571	1.56	.199
Talk about Jordanian Parliament Elections	5.88	.016	12.25	.001	.012	.998	2.68	.047
Talk about Oil prices in local and international markets	3.71	.055	18.38	.000	.557	.644	1.39	.245
Talk about poverty and other social issues	1.19	.275	19.31	.000	.416	.742	.652	.582
Talk about increase of car accidents in Jordan	.135	.714	20.44	.000	.964	.411	1.16	.326
Talk about increase in university fees	.994	.224	13.43	.001	1.86	.237	3.46	.031

## Conclusions

The nature of this study should be considered as exploratory. The aim of the study is to investigate youth consumers market which considered one of the largest segments in Jordan in terms of lifestyle patterns by scrutinizing young consumer activities, interests and opinions. Results show that there is a significant difference in young consumers' activities and opinions based on gender. Gender differences has great influence on consumer behavior and more specifically personality traits, thus, a lot of research have been examining the impact of gender on consumer behavior. For example, male behavior is typically associated with assertiveness, independence, and rationality, while female behavior is associated with relational and interdependent

aspects such as considerateness, sensitivity, responsibility and caring (Palan, 2001). Other results show no significant difference between young consumers' activities, interests and opinions based on age group, income and education level. With regards to activities, watching international sports leagues is considered as the main activity for both age categories, followed by going out with friends and practicing in sports. As regards for interests, young consumers were Interested in prices increase, cultural and traditional events and technological development. Finally, young consumer's exhibit very low attention in expressing their opinions as reflected with low means. We can conclude that the youth of today are not only short of time, but they are a generation of fully fledged digital consumers, a fact brand managers need to understand to have any

chance of being adopted by this group. It's this age group who adapt fastest to changes, and who, most importantly, don't already have many established habits and behavior to which they adhere. Young consumer has close friends, friendship is not just the area in which they think they are most successful but it's also the thing they value the most, even above family for many of them. And like to stay in touch using social networks. They talk about things they have seen in the news or in advertising, they go out a lot together and so they can become a very powerful media channel in themselves. If advertisers can get them talking about their brand, then they can provide substantial viral marketing. Young consumers are concerned about the environment, so 'green living' is becoming more expected in their lives. However, they expect companies to be socially responsible too.

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