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A Typology, Their Aspirations, and Life Satisfaction of Older Korean Consumers**

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ABSTRACT

Lifestyle patterns of older Korean consumers are examined by conducting a nationwide survey. The data are analyzed using a three-step approach. First, the underlying dimensions of senior consumers' value system are identified using factor analysis. Based on 31 life-style and value items, six factors are obtained. The analysis suggests that the value-system of senior consumers can be described using the following six factors: (1) Socially active, (2) Optimistic & innovative, (3) Health conscious, (4) Independent, (5) Financially concerned and (6) Nostalgic tendency. Second, these six factors are then utilized to identify clusters of senior consumers with similar value profiles. The cluster analysis identifies four major groups of senior consumers: (1) Healthy hermits, (2) Care frees, (3) Optimistic socials, and (4) Fragile reclusives. Finally, to examine whether the identified value-based clusters can also be differentiated in terms of key demographic variables, a discriminant analysis is conducted. The results show that the four clusters have distinctive patterns along demographic variables. The examination of the aspirations and life satisfaction of the clusters show that significant differences exist among themselves. These differences in aspirations and life satisfaction are consistent with the traits and attitudes of the respective clusters and provide ample support for the grouping of older Korean consumers.

Keywords: Silver Consumers, Segmentation, Aspiration, Life Satisfaction

JEL Code: M39

INTRODUCTION

Korea is the fastest aging country in the world. According to the UN, a country is classified as an 'aging society' when more than 7% of its population is older than 65 years old. When the percentage reaches over 14%, it is classified as an 'aged society.' When more than 20% of population is older than 65, the country is called as a 'super aged society.' Korea became an aging country in 2000 by having 7.2% of its population with older than 65 years old. It is expected to become an aged society by 2019 and a super aged country by 2026 (Korea National Statistics Office 2006). No other country in the world has aged this fast. It took France 115 years and the U.S. 71 years to reach from an 'ageing society' to 'aged society.' Korea is expected to make this shift in less than 20 years. Therefore, unlike these developed countries which had a lot more time to deal with the aged population, Korea has to deal with aging population problem without much preparation time.

The shift in age structure of a society brings out both problems and opportunities. Problematic changes brought by aging of a society are such as distortion of labor force in the market, social welfare burden, changes in consumption patterns and cultural activities of its members. While an aging society creates increased need of social welfare programs for senior citizens, it also opens new market opportunities due to rising demand for so-called silver industry, which are targeted to the mature market.

In dealing with this growing mature market, the work to differentiate this substantial number of people to other customer groups has yet to be done enough. At best, the aged population is treated as one segment that is contrasted against younger groups of population. Or, if it is segmented, it is mostly segmented based on just age. Demographic variables including age have been widely used in segmenting the market.

However, as consumers' needs have become more diverse, people can be more meaningfully segmented by their psychological characteristics. Since older people usually experience various social, psychological, and physical changes as they get older, it is necessary to examine them according to their differences in psychological aspect.

Therefore, the objective of this study is to identify and validate a representative typology of Korean senior consumers based on their lifestyle and value system. In doing so, meaningful dimensions of older Koreans' lifestyle and value system are to be identified, and the distinctiveness of the resulting segments is further substantiated by examining them in terms of demographics, aspirations, and life satisfaction variables.

SURVEY METHOD AND CONSTRUCTS MEASURED

A survey was conducted in 2009 across four major cities in Korea, using a quota sampling approach. Quotas are set first for gender and age categories based on population statistics. Then, they are adjusted to ensure a certain minimum respondents for each sub category. A total of 750 valid responses are collected by a professional marketing research company.

The values and lifestyle questions consists of a total of 31 items on the following eight concepts: (1) financial concern (four items), (2) materialistic inclination (four items), (3) concern for appearance (three items), (4) health consciousness (four items), (5) staying active (four items), (6) optimistic/ nostalgic tendency (four items), (7) independence (four items), and (8) innovativeness (four items). These concepts are chosen to reflect three grey discontinuities that occur to older consumers: economic, physical and mental discontinuities (Tempest, Barnett and Coupland 2002). Financial concern and materialistic inclination are chosen to tap the economic discontinuity.

Concern for appearance, health consciousness, and staying active are chosen to reflect the physical discontinuity. The remaining concepts are chosen to cover the discontinuity in the mental aspect. Items for each concept are selected based on a review of the past literature on senior consumers (Morgan and Levy 1993; Moshis 1994, 1996; Moschis and Friend 2008), lifestyle and values studies (Kau, Jung, Tambyah and Tan 2004) as well as relevant studies that developed a scale for the concept (Mittal 1994; Richins 1994; Holbrook 1993; Goldsmith and Hofacker 1991). Additions and modifications are made when necessary. The values and lifestyle items are measured on a six-point Likert scale.

Aspirations and life satisfaction are measured in terms of the following four aspects: (1) relative importance of personal values of life, (2) most wanted things in life, (3) overall satisfaction with twelve aspects of personal life in general, and (4) overall satisfaction with sixteen aspects of life in their local community. Nine terminal values developed by Kahle and Kennedy (1988) are used to measure the personal values. The items for the most wanted thing in life, life satisfaction in general and life satisfaction in local community are developed based on items used in Kau et al.'s (2004) study. The items are measure on a six-point scale.

DATA ANALYSIS

To identify a meaningful typology of senior consumers, factor analysis is performed first to identify underlying dimensions of their value system. Then, cluster analysis is carried out to identify clusters using the results of factor analysis. Finally, discriminant analysis is conducted to assess differences among the clusters in terms of key demographic variables.

Factor Analysis

Exploratory factor analysis is performed on the 31 variables that measured various dimensions of values and lifestyles. The Bartlett test of sphericity ($\chi^2=6884.34$, $P<.00$) and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (.92) provide sufficient justification for using factor analysis on the data set.¹ The final number of factors is determined after considering the latent root criterion, the scree plot test and the interpretability of factor solutions. Based on the latent root criterion, 6 factors are identified as the factors with an eigen value greater than one. Scree plot identified an elbow point at which the curve first begins to straighten out around at 4th factors. Thus, the interpretability of four, five, and six factor solutions is compared by examining variables that are highly loaded to each factor. The results show that the six factor solution provides the best consistent interpretability among the three solutions; thus, it is selected as the final factor solution. In the process, four items are excluded from the analysis due to their low communalities and/ or simultaneous loading to several factors. Thus, 27 items are used to obtain the final six factor solution using the principal component analysis with the varimax rotation. The six factors explained 55.5% of the variance. The rotated factor matrix was examined to interpret and name the factors. Since the sample is large (i.e., greater than 350), factor loadings greater than .30 were identified as significant (Hair et al. 1995). The items loaded on each factor and their loadings are summarized in Table 1. Based on the examination of the factor loadings of each variable, the six factors are named as follows:

¹ Kaiser (1974) suggested the following guideline for interpreting KMO: 0.90 or above is marvelous, 0.80 is meritorious, 0.70 is middling, 0.60 is mediocre, 0.50 is miserable, and below 0.50 is unacceptable.

Insert Table 1 about here

- **Factor 1: Socially Active:** This factor has seven loaded items and explains 13.0% of the variance. It is named as “Socially Active” because most of the highly loaded items are related to the socially related aspects of life, such as concerning about brand and appearance, and to staying active in their life such as active involvement in volunteering and various meetings.
- **Factor 2: Optimistic & Innovative:** This factor has five loaded items and explains 12.0% of the variance. It is labeled as “Optimistic & Innovative,” as most of the highly loaded items are related to innovative characteristics such as willingness to take risks and preference for changes and new things. It also captures optimistic views on people’s current and future lives.
- **Factor 3: Health Oriented:** This factor has five loaded items and explains 9.7% of the variance. It is called as “Health Oriented,” as most of the loaded items represent people’s perception and desire to maintain good health condition.
- **Factor 4: Independent:** This factor has four loaded items and explains 8.2% of the variance. It is named as “Independent,” as the loaded items represent people’s perception and desire to be independent in their daily activities.
- **Factor 5: Financially Concerned:** This factor has three loaded items and explains 6.4% of the variance. It is labeled as “Financially Concerned,” because the loaded items represent people’s tight financial situation and cautious spending behaviors.
- **Factor 6: Nostalgic Tendency:** This factor has four loaded items and explains 6.0% of the variance. It is called as “Nostalgic Tendency,” as most of the loaded items represent people’s longing for the past and skeptical perception about the future.

Cluster Analysis

Using the factor scores of the identified six factors, cluster analysis is conducted to identify major segments of senior consumers. Although cluster analysis is a sophisticated statistical technique, there is no universal standard to decide the appropriate number of final clusters. This study follows the procedure recommended by Punj and Stewart (1983). Punj and Stewart (1983) recommended a validation approach suggested by McIntyre and Blashfield (1980) to determine the appropriate number of clusters. It involves dividing the sample into halves and carrying out cluster analysis on each half. The first half is used as a test sample, and the second half is used as an internal validation sample. The test sample is utilized to generate the possible alternative cluster solutions, and the internal validation sample is then used to select the best solution based on stability and reproducibility of cluster membership of the test sample.

Accordingly, the 750 cases are randomly divided into two data sets, D1 and D2, each containing 375 cases respectively. D1 is used as a test sample, and D2 as a validation sample. To obtain an initial idea of alternative numbers of clusters to be considered, hierarchical cluster analysis using Ward's method and Euclidean distances is initially conducted on the whole samples. The changes in agglomeration coefficients, which represent increases in within-cluster variance for each step of combining clusters, are examined to identify initial alternative cluster solutions. A big change in the agglomeration coefficient is an indication of combining two heterogeneous clusters. The big jump in the agglomeration coefficient is observed around the five cluster solution. Therefore, three to seven clusters are identified as alternative cluster solutions to be considered. First, the test sample (D1) is cluster analyzed using hierarchical clustering method for the alternative number of clusters (i.e., $n=3, 4, 5, 6$ and 7) and the cluster

centers for each cluster are calculated. Then, the cross validation procedure utilizing constrained and unconstrained solutions for each alternative number of clusters is performed on the validation sample (D2). For the each given number of clusters, the constrained solution classifies cases in D2 using K-means method with the cluster centers of the test sample, whereas the unconstrained solution generates clusters using hierarchical clustering method without any restrictions. The cluster solution that has the closest agreement between the constrained and the unconstrained solutions of D2 is selected as the final solution. The chance corrected coefficient of agreement, kappa, is computed on two solutions of D2 for each of the five alternatives. The kappa value for 3, 4, 5, 6 and 7 cluster solutions are 0.58, 0.60, 0.47, 0.44, .44 and 0.48, respectively. As the decision criterion is to maximize kappa, the seven-cluster solution is selected as the optimal solution. Then, a final four-cluster solution is developed using the polled data. The cluster centers on each of six factors are presented in Table 2 and a brief description of value orientation of the four clusters is presented in Table 3, and a graphical representation of the clusters is presented in Figure 1.

Insert Tables 2 and 3 and Figure 1 about here

Discriminant Analysis

To examine whether the identified clusters can be differentiated by key demographic variables, discriminant analysis is conducted on age, gender, marital status, education, income, retirement status and place of residence. The demographic variables are dummy coded before they used used in discriminant analysis. The results are reported in Table 4.

Insert Table 4 about here

The univariate tests for the equality of group means for demographic variables are all significant except gender and retirement status, suggesting that demographic variables do discriminate in the classification of the identified four clusters. The overall hit ratio of discriminant functions is 43.6%. This hit ratio exceeded the proportional chance criterion (27.1%) by more than the required 25% cut-off (i.e., exceeded 33.9%), allowing predictive validity of the discriminant functions and thereby further legitimizing conclusions based on the univariate test results.

A stepwise discriminant analysis procedure further identified certain levels of demographic variables that have significant discriminating power. Age, the Busan and the Daejeon category of the place of residence variable, the no education category of the education variable and the less than KRW 1 million category of the income variable are retained in the discriminant functions, suggesting that they are significant categories in discriminating the clusters.

CHARACTERIZATION AND DESCRIPTION OF THE CLUSTERS

Based on the cluster centers of the six factor scores (presented in Table 2 and Figure 1), the clusters are labeled as: (1) healthy hermits, (2) care frees, (3) optimistic socials, and (4) fragile reclusives. They are described in the following paragraphs with their distinct demographic characteristics. The detailed demographic make-up of the clusters is shown in Table 5.

- **Healthy Hermits:** This cluster comprises 31.1% of the respondents, and characterizes those who are high on health oriented (highest) but relatively low on socially active dimension (second lowest). They also show the tendency of independent (highest), nostalgic (highest) and not much optimistic and innovative (lowest). These tendencies led us to name this group as the healthy hermit group. Demographically, this group comes from all age groups of 60s and 70s but fewer from 80s, has slightly more males (52.8%) than females, and has relatively more people with high school (33.0%) and university level education (6.8%).

Care Frees: This cluster represents 27.7% of the respondents, and characterizes those who are least concerned with financial status (lowest) and have least nostalgic tendency (lowest). They are somewhat socially active (second highest), not so much health oriented (second lowest), and rather neutral in their optimistic and innovative nature. Therefore, this cluster is named as the care free group. Demographically, this group has relatively higher income level (29.3% have higher than KRW 3 million monthly income) and most of them are currently living with their spouses (73.6%).

- **Optimistic Socials:** This cluster accounts for 28.4% of the respondents. It represents those who are high on both socially active tendency (highest) and optimistic & innovative tendency (highest). Therefore, this group is labeled as optimistic socials. They are also somewhat health oriented (second highest) and concerned about financial situation (second highest). Demographically, this group doesn't reveal unique characteristics. That is, this group equally comes from all age categories and has average level of education and income. Geographically, however,

relatively more people in this group are living in Busan (45.1%) and Daejeon (24.2%) area compared to other groups.

- **Fragile Reclusives:** 12.8% of the sample belongs to into this cluster. It represents those who are least health oriented (lowest) and socially active (least). They are not independent (lowest) and very much financially concerned (highest). Therefore, this group is named as fragile reclusives. Demographically, this group is an older group (40.6% are older than 80). It is composed of more females (60.4%), more singles with deceased spouse (54.2%), relatively less educated people (63.5% have elementary school or lower education), and relatively more financially stripped people (63.5% have less than KRW 1 million as their monthly income). Geographically, relatively more people in this group are living in Seoul (43.8%) and Kwangjoo (30.2%) area.

Insert Table 5 about here

ASPIRATIONS AND LIFE SATISFACTION AMONG CLUSTERS

To obtain a better understanding of the four clusters of older Koreans, we next examine them in the context of their aspirations and life satisfaction. Table 6 reports on the responses of the four clusters to a series of statements measuring aspirations: important values in life and things most wanted in life.

Insert Table 6 about here

Table 6 shows significant differences among the clusters with respect to important values in their life. Overall, security (5.09), warm relationship with others (5.01), and fun & enjoyment in life (5.01) are identified as top three important values in life whereas excitement (4.73), self-fulfillment (4.69), and sense of belong (4.61) are identified as bottom three values. The four groups show significant differences in their scores on all personal values except for self-respect. The healthy hermits consistently score higher than other groups on most of the personal values. Especially, they score significantly higher than other groups on security, warm relationship with others, fun and enjoyment in life and sense of accomplishment. The fact that they score higher on warm relationships with others and fun and enjoyment in life is rather surprising considering their low score on the socially active value dimension. This reveals another interesting characteristic of the healthy hermits. Although they may not actively participate in social activities, they have a longing for social relationship with others in their other side of mind. The fragile reclusives score significantly lower than other groups on excitement, self-fulfillment, and sense of belonging, which is a consistent pattern considering their poor health and financial condition and less independent nature. The scores of the care frees and the optimistic socials are either similar or lie between the scores of the healthy hermits and the fragile reclusives.

The lower half of Table 6 shows each cluster's response on the importance of things to own. Overall, people regard health as the most important things to own (5.32) followed by personal safety (5.09), happiness (5.09), peace of mind (5.07), security (4.92), and so on. The four groups don't show significant differences in their scores on love, luck and leisure, but they show discernible differences in pursuit of other items. The healthy hermits, again, show highest scores on many aspects. They score significantly higher scores than other groups on health, personal safety, happiness,

peace of mind and security. This is a similar pattern observed on the importance of personal values. The fragile reclusives score significantly lower than other groups on wealth, success in work, freedom, youthfulness, which matches their characterization. The optimistic socials score lowest on the top four items (health, personal safety, happiness and peace of mind) and highest on the bottom three items (social status, power and good looks). In other words, the optimistic socials' variation on the importance score is narrower than other groups (i.e., between 4.56 and 5.08). It seems that they do not put much difference in importance of owning much wanted things in life. Although not significantly different, the care frees show highest scores on love and luck.

Table 7 shows the responses of the four clusters to questions on life satisfaction in general and in their local community in particular. For all eleven aspects of life in general, the fragile reclusives report the lowest scores among all clusters, making this group the least satisfied with life in general. They also show the lowest overall score for life satisfaction. On the other hand, the optimistic socials seem to be most satisfied with life in general, reporting highest scores for seven out of eleven aspects of life. Their overall life satisfaction score is highest as well.

Insert Table 7 about here

As for satisfaction with different aspects of life in their local communities, the fragile reclusives again show that they are the least satisfied group of people. They score the lowest on all sixteen aspects including overall satisfaction with their local community. On the other hand, the optimistic socials are again turned out to be the most satisfied group of people. Their satisfaction scores are highest on all aspects of their local community.

Overall, our analysis of the four clusters in terms of their aspirations and life satisfaction shows that significant differences exist. These differences in aspirations and life satisfaction are consistent with the traits and attitudes of the respective clusters, and provide ample support to the labels given to these clusters.

CONCLUSIONS AND FURTHER RESEARCH

In this paper, four major clusters of senior Koreans are identified based on six lifestyle and value systems. The typology and the lifestyle and value systems help us to understand old Korean consumers in particular and, to a certain extent, old Asian consumers as well. The study also provides good insights for developing segmentation and positioning strategies for marketers who are interested in, or currently doing business in Korea or Asian consumer markets.

This study is just one piece of work that attempts to understand the growing aging Asian consumer markets, with a focus on older Korean consumers. To increase our understanding of these consumers, there should be further research efforts in this aspect. First, the other behaviors of the clusters identified in this study should be explored. This will provide additional evidence for validating the typology of older consumers groups identified. Other than the lifestyle and value, aspiration, and satisfaction variables, a large number of variables (more than 200) are measured in the survey of this study. Further analysis is currently being done to examine the behavior of the four clusters across several aspects such as activities and travel, media consumption, shopping and buying behaviors, adoption of technology, credit card ownership and usage, and investment behaviors.

Second, this type of study should be conducted across other Asian countries, with the ultimate objective of developing a general typology of older Asian consumers. We hope our study could be used as a guide for the development of a large-scale cross national lifestyle study for this purpose.

Last but not least, there is a need for longitudinal studies. Consumers' lifestyle and the resulting consumption behaviors do change as time passes. In addition to the identification of certain typologies of consumers at different times, the examination of how consumers evolve from one typology to another over a period of time is also important.

Figure 1- Spider Diagram of Cluster Centers on Six Value Orientations

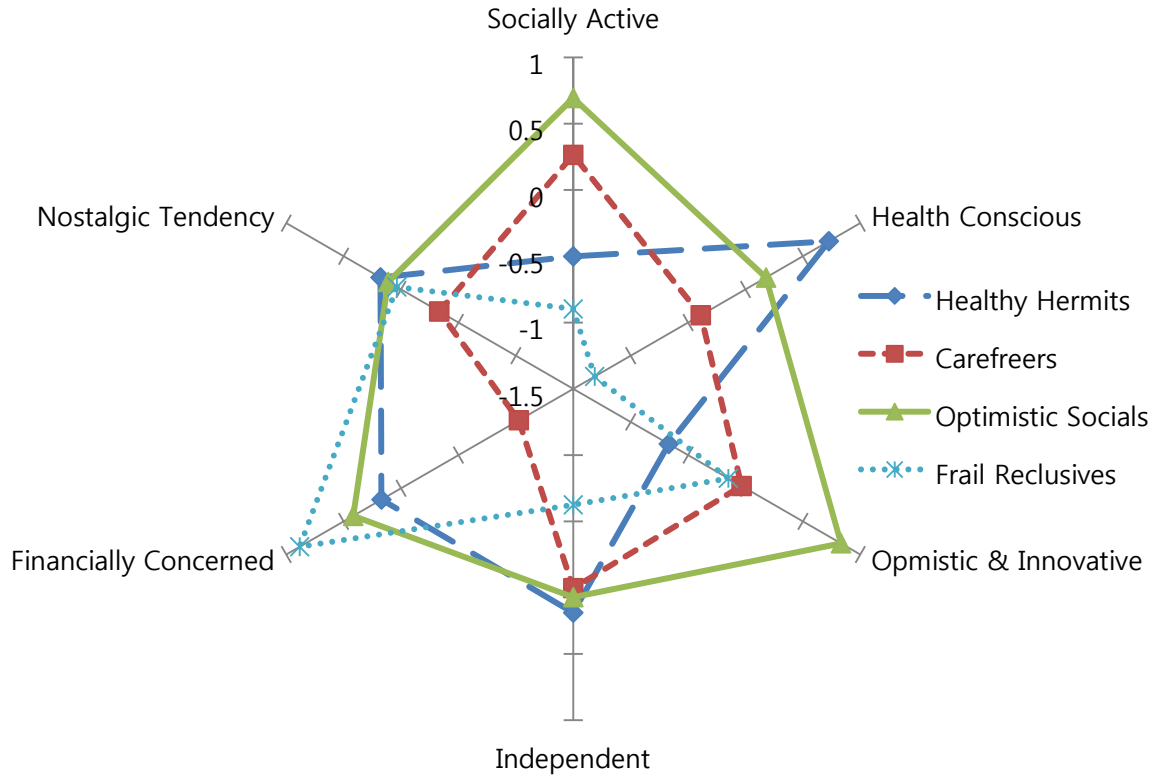


Table 1 - Factor Loadings

Items	Factor Loadings
Factor 1: Socially Active (Alpha=.87)	
08. I usually look out for well-known brand to reflect my status in life.	.668
04. I am willing to sell my house for cash if I need money.	.662
11. I am interested in using cosmetics or products that will make me look younger.	.658
10. I usually have one or more outfits that are of the very latest style.	.654
07. I like to own things that impress people.	.613
18. I often find time to be involved in community or charity work.	.534
17. I am interested in going to lectures and taking courses.	.516
Factor 2: Optimistic & Innovative (Alpha=.83)	
29. I like stimulations and changes.	.814
28. I don't mind taking high risks if the chances of success are good.	.780
30. I often try new ideas or products before my friends do.	.714
20. I believe that the best years of my life are now and in the future.	.574
21. I consider that I am one of the successful people.	.450
Factor 3: Health Conscious (Alpha=.71)	
12. My health in general is in good shape	.698
13. Improving or maintaining my health through exercise and diet is important.	.671
09. It is important to look as young as possible.	.648
15. I regularly exercise.	.593
Factor 4: Independent (Alpha=.69)	
25. I like to arrange my own travel arrangements without depending on a travel agent.	.623
19. I want to continue working at something even after the retirement.	.589
24. Even when I can no longer care for myself, I will not rely on my children to care for me.	.569
26. I think I am more independent than most people.	.564
Factor 5: Financially Concerned (Alpha=.53)	
01. I am generally on a tight budget.	.815
02. I am very cautious when spending my money.	.748
31. I have to admit most of my investments are conservative.	-.352
Factor 6: Nostalgic Tendency (Alpha=.45)	
22. Things used to be better in the good old days.	.710
23. Technological change will not insure a brighter future.	.637
14. My memories are not as good as they used to be.	.452
06. I try to keep my life simple, as far as possessions are concerned	.436

Table 2 - Cluster Centroids and Number of Cases

Clusters/ Factors	Healthy Hermits	Carefreers	Optimistic Socials	Fragile Reclusives
Socially active	-.50	.27	<u>.69</u>	<i>-.90</i>
Health Conscious	<u>.73</u>	-.39	.18	<i>-1.31</i>
Optimistic & Innovative	<i>-.67</i>	-.03	<u>.83</u>	-.15
Independent	<u>.19</u>	.00	.07	<i>-.63</i>
Financially Concerned	.17	<i>-1.03</i>	.42	<u>.88</u>
Nostalgic oriented	<u>.18</u>	<i>-.33</i>	.11	.04
Number of cases	233	208	213	96
% of respondents	31.1	27.7	28.4	12.8

Note: The highest values for each factor are in bold and underlined, and the lowest are in bold and italic.

Table 3 - Values Orientation of the Four Senior Segments

Clusters	Values Orientation
Healthy Hermits	Very (highest) health conscious but not socially involved & active; independent; nostalgic oriented.
Care frees	Least financially concerned; least nostalgic although not much optimistic; socially active although they may not be good in their health condition; not so much concerned about health.
Optimistic Socials	Very (highest) socially active; Very (highest) optimistic and innovative in their nature; reasonably concerned about health and financial conditions.
Fragile Reclusives	Not socially active (least); negative about health condition (lowest); very (highest) financially concerned; very dependent on others (lowest in terms of independence).

Table 4 - Results of Stepwise Multiple Discriminant Analysis

Canonical Discriminant Functions

Function	Eigen value	% of variance	Cumulative %	Canonical Correlation	Test of Function	Wilk's Lamda	Chi square	df	Sig.
1	.21	62.0	62.0	.41	1 thru 3	.74	228.0	48	.00
2	.10	31.0	93.0	.31	2 thru 3	.89	89.6	30	.00
3	.02	7.0	100.0	.15	3	.98	17.0	14	.26

Tests of Equality of Group Means and Structure Matrix

Independent variables		Test of Equality of Group Means		Discriminant Function Loadings ^a		
		F	Sig.	Function		
				1	2	3
Age*		15.37	.00	-.29	-.36	-.14
Gender	Male	1.68	.17	.02	.05	.31
	Female ^b					
Marital status	Married	9.07	.00	2.73	1.63	-.36
	Deceased	7.79	.00	2.56	1.70	.41
	Single ^b					
Education	No education*	10.35	.00	-.12	-.44	-.66
	Elementary	0.72	.54	.03	-.04	-.78
	Middle	0.36	.78	.03	-.24	-.59
	High	7.34	.00	.14	-.02	-.31
	University & above ^b					
Income	Less than 1m*	14.88	.00	-.71	.01	1.18
	1m~1.99m	3.35	.02	-.38	.33	1.05
	2m~2.99m	3.19	.02	-.24	.01	.86
	3m~4.99m	3.86	.01	-.31	.36	.61
	More than 5m ^b					
Residence	Busan *	20.29	.00	.71	-.44	.28
	Daejeon*	3.08	.03	.46	-.18	-.09
	Kwangjoo	13.48	.00	-.10	.30	.14
	Seoul ^b					
Retired	Yes	0.63	.59	.10	.12	-.37
	No ^b					

a Correlation between discriminating variables and canonical discriminant function.

b Comparison group for dummy codes.

* Variables retained in the discriminant function after stepwise process.

Hit Ratio (percent correctly classified) : 43.6%
 Maximum chance criterion : 31.07%
 Proportional chance criterion : 27.05%

Table 5 - Demographic Characteristics Across Four Segments

	Total	Healthy Hermits	Care frees	Optimistic Socials	Fragile Reclusives
Number of cases	750	233	208	213	96
Gender					
Male	50.0	<u>52.8</u>	50.5	51.2	<u>39.6</u>
Female	50.0	<u>47.2</u>	49.5	48.8	<u>60.4</u>
Age					
60-64	20.0	22.7	<u>24.0</u>	20.2	<u>4.2</u>
65-69	20.0	21.0	19.2	<u>22.5</u>	<u>13.5</u>
70-74	20.0	22.3	<u>16.8</u>	18.8	<u>24.0</u>
75-79	20.0	<u>21.9</u>	20.7	18.3	<u>17.7</u>
80 +	20.0	<u>12.0</u>	19.2	20.2	<u>40.6</u>
Marital status					
Single	.3	.0	.0	.0	2.1
Married	65.6	66.1	<u>73.6</u>	67.1	<u>43.8</u>
Deceased	34.1	33.9	<u>26.4</u>	32.9	<u>54.2</u>
Education					
No education	10.5	<u>4.7</u>	9.6	11.3	<u>25.0</u>
Elementary	32.8	33.0	32.7	<u>30.0</u>	<u>38.5</u>
Middle	24.7	<u>22.3</u>	25.5	<u>26.3</u>	25.0
High	26.9	<u>33.0</u>	27.4	28.2	<u>8.3</u>
University +	5.0	<u>6.8</u>	4.8	4.2	<u>3.1</u>
Income					
~ KRW 1m	34.3	30.0	<u>28.4</u>	31.5	<u>63.5</u>
KRW 1m~1.99m	26.4	<u>30.0</u>	26.9	27.7	<u>13.5</u>
KRW 2m~2.99m	15.7	13.3	15.4	<u>21.6</u>	<u>9.4</u>
KRW 3m~4.99m	21.1	24.9	<u>25.5</u>	16.4	<u>12.5</u>
KRW 5m +	2.5	1.7	<u>3.8</u>	2.8	<u>1.0</u>
Residence Place					
Seoul	33.3	37.8	34.1	<u>23.0</u>	<u>43.8</u>
Busan	26.7	17.2	24.5	<u>45.1</u>	<u>13.5</u>
Daejeon	20.0	16.3	23.1	<u>24.4</u>	<u>12.5</u>
Kwangjoo	20.0	28.8	18.3	<u>7.5</u>	<u>30.2</u>
Retired					
Yes	44.7	<u>42.5</u>	47.6	42.7	<u>47.9</u>
No	55.3	<u>57.5</u>	52.4	57.3	<u>52.1</u>

Note: The highest values for each factor are in bold and underlined, and the lowest are in bold and italic.

Table 6 – Aspirations by Segments ¹

	Total	Healthy Hermits	Care frees	Optimistic Socials	Fragile Reclusives	F
Number of cases	750	142	191	186	91	
<u>Important Values in Life</u>²						
Security	5.09	5.31 ^a	5.04 ^b	4.93 ^b	4.99 ^b	7.58**
Warm relationships with others	5.01	5.36 ^a	4.88 ^b	4.79 ^b	4.93 ^b	20.84**
Fun and enjoyment in life	5.01	5.31 ^a	4.95 ^b	4.78 ^b	4.94 ^b	16.13**
Self-respect	4.82	4.91	4.80	4.80	4.69	1.57
Being well-respected	4.81	4.95 ^a	4.75 ^b	4.81 ^{ab}	4.56 ^c	5.60**
Sense of accomplishment	4.78	4.99 ^a	4.76 ^b	4.67 ^{bc}	4.53 ^c	8.93**
Excitement	4.73	4.89 ^a	4.71 ^b	4.76 ^{ab}	4.33 ^c	12.18**
Self-fulfillment	4.69	4.83 ^a	4.65 ^a	4.77 ^a	4.28 ^b	10.92**
Sense of belonging	4.61	4.65 ^a	4.67 ^a	4.65 ^a	4.27 ^b	5.40**
<u>Importance of Things to Own</u>²						
Health	5.32	5.65 ^a	5.14 ^b	5.08 ^b	5.44 ^c	24.92**
Personal Safety	5.09	5.35 ^a	5.02 ^b	4.89 ^b	5.05 ^b	13.56**
Happiness	5.09	5.39 ^a	4.97 ^b	4.91 ^b	5.02 ^b	17.67**
Peace of mind	5.07	5.32 ^a	5.01 ^b	4.87 ^b	4.99 ^b	13.65**
Security (job, home, etc.)	4.92	5.11 ^a	4.94 ^b	4.82 ^{bc}	4.67 ^c	9.43**
Friendship	4.88	5.03 ^a	4.88 ^{ab}	4.83 ^{bc}	4.68 ^c	4.59**
Wealth	4.82	4.93 ^a	4.79 ^a	4.85 ^a	4.56 ^b	5.98**
Success in work	4.82	4.97 ^a	4.81 ^a	4.87 ^a	4.35 ^b	14.03**
Freedom	4.81	4.94 ^a	4.83 ^a	4.84 ^a	4.40 ^b	14.51**
Leisure	4.80	4.82	4.75	4.83	4.78	.39
Youthfulness	4.80	4.91 ^a	4.77 ^a	4.82 ^a	4.53 ^b	7.11**
Love	4.76	4.77	4.83	4.76	4.60	1.63
Luck	4.73	4.73	4.78	4.76	4.55	1.64
Social status	4.64	4.55 ^{ab}	4.68 ^{ab}	4.76 ^a	4.48 ^b	2.83*
Power	4.58	4.45 ^{ab}	4.63 ^{bc}	4.80 ^c	4.31 ^a	8.27**
Good looks	4.35	4.25 ^a	4.54 ^b	4.56 ^b	3.68 ^c	18.82**

*: p<.05, **: p<.01

a,b,c,d: Means with different alphabets are significantly different (p<.05) based on Duncan contrasts.

¹ The highest values for each aspect of aspiration are in bold and underlined, and the lowest are in bold and italic.

² It was measured by 6 point scale (1 = Not important at all, 6 = Very important).

Table 7 – Life Satisfaction by Segments ¹

	Total	Healthy Hermits	Care frees	Optimistic Socials	Fragile Reclusives	F
Number of cases	750	142	191	186	91	
<u>How satisfied with ...</u> ²						
Relationship with children	4.45	4.57 ^a	4.45 ^a	4.50 ^a	4.02 ^b	9.84 **
Friends	4.41	4.58 ^a	4.41 ^a	4.46 ^a	3.89 ^b	15.02 **
Marriage/relationships	4.40	4.46 ^a	4.41 ^a	4.50 ^a	3.88 ^b	6.61 **
Relationship with siblings	4.34	4.47 ^a	4.33 ^a	4.41 ^a	3.88 ^b	12.12 **
Relationship with parents	4.21	4.35 ^{ab}	4.43 ^a	4.11 ^b	3.67 ^c	10.78 **
Job	4.19	4.03 ^a	4.43 ^a	4.46 ^a	3.23 ^b	8.19 **
Leisure activities	4.13	4.04 ^a	4.17 ^a	4.38 ^b	3.69 ^c	13.31 **
Physical appearance	4.06	3.94 ^a	4.11 ^a	4.37 ^b	3.53 ^c	22.97 **
Health	4.10	4.21 ^{ab}	4.13 ^b	4.41 ^a	3.06 ^c	45.35 **
Material comfort	3.96	3.75 ^a	4.19 ^b	4.29 ^b	3.25 ^c	34.94 **
Money	3.78	3.56 ^a	3.88 ^b	4.30 ^c	2.97 ^d	42.57 **
Overall satisfaction	4.19	4.15 ^a	4.27 ^a	4.48 ^b	3.50 ^c	39.08 **
<u>How satisfied with the life in your local community's ...</u> ²						
Public transportation	4.39	4.37 ^a	4.36 ^a	4.57 ^b	4.10 ^c	9.08 **
Eatery	4.17	4.32 ^a	4.19 ^a	4.35 ^a	3.36 ^b	39.97 **
Education opportunity	4.12	4.17 ^a	4.10 ^a	4.44 ^b	3.35 ^c	31.39 **
Availability of various healthcare	4.06	4.12 ^a	4.08 ^a	4.33 ^b	3.30 ^c	28.72 **
Products & services available	4.06	4.16 ^{ab}	4.00 ^a	4.32 ^b	3.39 ^c	25.76 **
Convenience of public admin	4.05	4.14 ^{ab}	4.02 ^a	4.29 ^b	3.38 ^c	21.64 **
Level of safety	4.05	4.15 ^a	4.05 ^a	4.23 ^a	3.41 ^b	19.51 **
Cultural facilities	4.02	4.10 ^{ab}	3.98 ^a	4.28 ^b	3.35 ^c	26.18 **
Quality of health care	4.02	4.06 ^a	4.07 ^a	4.25 ^a	3.27 ^b	25.64 **
Quality of law enforcement	3.99	4.03 ^a	3.96 ^a	4.27 ^b	3.35 ^c	22.56 **
Leisure & recreational facilities	3.99	3.94 ^a	4.05 ^a	4.28 ^b	3.33 ^c	23.36 **
Cleanliness of the community	3.98	3.98 ^a	3.96 ^a	4.27 ^b	3.41 ^c	17.70 **
Cost of health care	3.89	3.83 ^a	3.90 ^a	4.26 ^b	3.19 ^c	27.97 **
Cost of living	3.70	3.49 ^a	3.72 ^a	4.17 ^b	3.08 ^c	27.21 **
Affordability of properties	3.66	3.54 ^a	3.72 ^a	4.05 ^b	2.97 ^c	25.72 **
Job opportunity	3.66	3.51 ^a	3.68 ^a	4.17 ^b	2.84 ^c	39.58 **
Overall satisfaction	4.09	4.16 ^a	4.10 ^a	4.36 ^b	3.34 ^c	42.54 **

*: p<.05, **: p<.01

^{a,b,c,d}: Means with different alphabets are significantly different (p<.05) based on Duncan contrasts.

¹ The highest values for each aspect of aspiration are in bold and underlined, and the lowest are in bold and italic.

² It was measured by 6 point scale (1 = Not important at all, 6 = Very important).

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