

LOHAS THEMES IN HUNGARIAN WOMEN'S MAGAZINE

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ABSTRACT

This is a presentation of the effects of sustainable development trends based on international literature. This study introduces LOHAS, the consumer group most committed to sustainable consumption, with a special emphasis on the hybrid lifestyle and values of this group as well as their demand for information in consumer decisions. In the last 20 to 30 years the main consumer behavior trends of the western world emerged in Hungary. As such, it is reasonable to assume that typical behavioral characteristics and consumer decision situations of LOHAS have already appeared among certain circles of Hungarian consumers. The main goal of the research is to identify the consumer group in Hungary in which behavioral characteristics of the LOHAS lifestyle are discovered in the highest degree. 144 articles from 8 women's magazines have been examined by the research method known as content analysis. The content was grouped in three main categories: health consciousness, environmental consciousness, and ethical values. We also included authentic values and individualism as two side-categories. The side-categories were intended to show whether or not Hungarian consumers have a demand for products/services that reflect hybrid values. The analysis was carried out among women's magazines because, according to international literature, followers of the hybrid lifestyle are mainly women. To define the sample of the analysis, so-called "general" magazines that also had a website with a search box were in focus. Websites with targeted content were ignored. Based on the results of the analysis, it is possible to identify those newspapers whose topics target consumers with a potentially hybrid lifestyle.

Keywords: LOHAS themes, women's magazine, content analysis, hybrid lifestyle

INTRODUCTION

Recently, developing a lifestyle that follows criterion of sustainable development and therefore sustainable consumption has played an increasingly important role.

To see motivations of consumers appearing in specific purchase situations that shows their demand for change is important. The group that could be regarded as the most committed one to sustainable consumption is LOHAS (Lifestyle of health and sustainability), since based on international literature these are those consumers who consider all three pillars (economic, social and ecological) of sustainable development (Schulz, 2008; Kreeb *et al.*, 2008; Ray, 2006).

According to the segmentation model of the NMI (Natural Marketing Institute) LOHAS consumers possess characteristics as follows: the most significant elements of their attitudes are environment, society and socially responsible business. They are early accepters, able to influence the opinion and purchasing decisions of their family and friends, less price-sensitive and show brand loyalty (French-Rogers, 2006). Although the examined consumer group is committed to sustainability, style and

aestheticism are similarly important purchase criteria for them, and it means that they do not refuse hedonism (Kreeb *et al.*, 2008).

The Zukunftstitute, based on its researches, defines the characteristics of group LOHAS as follows: for them quality has an increased value, and they prefer authentic values rather than experience. Stockpiling of material goods is substituted by the importance of being and soul. Consequently, LOHAS consumers are quality-oriented, health-conscious and they pay extraordinary attention to the impacts of certain products on nature and social justice (“moral purchasing”). LOHAS consumers do not aim boycotting the consumption of products produced by non-sustainable methods. Their goal is to reach a global ecological and social-centred change in the attitude (Kreeb *et al.*, 2008).

Based on the discussion above, LOHAS consumers developed a hybrid lifestyle which contains diverse characteristics (for instance health, search for experiences, individual but not egocentric behaviour). These partly controversial characteristics define the new post-modern consumer strongly value-oriented lifestyle (Schulz, 2008). Moreover, Paul Ray (1996) found in the American LOHAS group, that followers are mainly women and they are from high/medium social classes.

MATERIALS AND METHODS

The research was carried out based on the assumption as follows: one part of the domestic opinion leader media follows the characteristics of the international behaviour trends and discusses issues in the written press that target the interests of future LOHAS consumers. The frequency with which contents in connection with a characteristic of the hybrid lifestyle appear could refer to how open and interested a target group of a magazine is in consumer behaviour of LOHAS.

The main goal of this study is to identify the consumer group that possesses behaviour characteristics of LOHAS lifestyle with the greatest likelihood. This exploratory research is carried out in order to achieve the main goal and aims to accomplish the goals as follows:

- To identify those categories that, in a domestic environment, are suitable with the highest probability for showing the characteristics of LOHAS consumers' hybrid lifestyle.
- To examine the frequency, with which main behaviour categories of LOHAS consumers appear, based on articles of a few domestic women's magazines.
- To discover, based on the content analysis, which women's magazines deal with those contents that are able to attract the attention of “potentially” hybrid consumers in the future the most.

Content analysis was chosen as research method, since it is suitable for discovering the frequency of certain contents in the selected magazines. In the case of the newspapers chosen 144 articles have been examined by the research method of content analysis and the content was assessed along three main categories: health consciousness, environmental consciousness and ethical values. Within the main categories, side-categories, that based on their contents were able to be assigned to one of the main categories, were identified.

In the analysis two side-categories were also examined: authentic values and individualism. The appearance of these two side-categories received special attention since based on the content of the examined magazines, they show whether Hungarian consumers have a demand for products/services that reflect hybrid values or not.

The analysis has been carried out primarily among women's magazines. Daily newspapers and men's magazines were ignored. Daily newspapers were excluded because of their nature. Moreover, men's magazine had to be excluded, too, because according to international literature, followers of the hybrid lifestyle are mainly women and thus, the new trend will probably emerge in Hungary firstly among women.

To define the sample, so-called general magazines with a wider range of topics were in focus. Magazines such as hobby magazines and professional magazines with targeted content were ignored. The reason why thematic magazines were excluded is the possibility that a specialized magazine e.g. in healthy lifestyle (*Diéta és Fitness, Wellness*) would have strongly distorted the data, since these magazines deal with the examined topics (e.g. healthy nutrition) with a highest probability than general women's magazines.

Magazines examined are circulated in a printed form on a monthly basis, except for one (*Nők Lapja*). Magazines chosen also have websites with a search box above the printed version.

The criteria above were chosen for selecting the 8 magazines of which articles served as a basis of the study (*Table 1*).

RESULTS AND DISCUSSION

Assessment of main categories

Appearance of health consciousness

Health consciousness is the most striking element in the purchase behaviour of domestic consumers. Protection of health has increasingly become to a decision criteria in food purchases (*Horváth, 1997; Horváth et al., 2005; Törőcsik, 2006*). Dynamic growth in the demand for food supplements and functional foods also indicate the wide popularity of health consciousness (*Szakály et al., 2008; Szakály 2008; Gulyás, 2005*).

During the analysis, in order to have a more organized layout, the main category, health consciousness has been separated into three sub-categories based on the content of the articles of magazines included in the sample as follows:

- lifestyle,
- food ingredients,
- risk.

Lifestyle sub-category includes contents that show characteristics of individual lifestyles such as sport, illness prevention, conscious nurture, mental health, etc. The examined magazines within the sub-category discussed prevention of illnesses, the natural functioning of the body, the importance of sports and health-conscious nurture the most often.

Table 1

Characteristics of magazines involved in the study

Name of the magazine	Targeted age group	Qualification level of the target group	Status of target group	Actively purchased circulation number (MATESZ)	Frequency of circulation	Year of examined articles
Nők Lapja (200,- HUF)	25-49	Medium and high	AB	40,064	weekly	2007-2010
Joy (395,- HUF)	18-35	Medium and high	Metropolitan Income above average	70,298	monthly	2007-2010
Éva Magazin (495,- HUF)	30-49	Medium and high	Metropolitan Income above average	20,703	monthly	2007-2010
Cosmopolitan (695,- HUF)	18-39	Medium and high	Income above average	40,064	monthly	2007-2010
Marie Claire (745,- HUF)	30s	Medium and high	Metropolitan Income average or above average	20,001	monthly	2007-2010
Glamour (395,- HUF)	18-39	Medium and high	ABC1 Metropolitan	62,954	monthly	2007-2010
ELITE (290, - HUF)	18-49	High	Income above average Metropolitan	15,260	monthly	2007-2010
Elle (895,- HUF)	20-49	Medium and high	ABC1 Metropolitan	25,215	monthly	2007-2010

Source: Based on www.sanomamedia.hu, www.marquardmedia.hu, axelspringerb2b.hu, www.elitemagazin.hu

Topics mentioned above appear mainly in magazines *Elle* and *Cosmopolitan*. Generally they discussed topics of this sub-category in connection with food ingredients (for instance role of probiotics, proteins, fat). They highlighted the positive effects of specific foods and their ingredients on the human body, their suggested amount to consume and they also dealt with attributes of bio-products in terms of health.

The reason why to separate the next two sub-categories was highly important is the fact that health conscious consumer behaviour appear the most obviously in

demand for food, choice between specific foods and consideration of decision criteria.

In the *food ingredients sub-category* we examined those contents that systemised harmful and beneficial ingredients (for example saturated fatty acids, additives, carbohydrate, etc.). In the 8 examined magazines within this sub-category articles were mainly about vitamins, additives, antioxidants, saturated fatty acids, fibre content, sugar content, vital nutritional components, etc. In terms of food ingredients *Elle*, *Nők Lapja* and *Cosmopolitan* are the most significant.

The mentioned magazines put a great emphasis on choice of products made of natural ingredients. They mostly appeared in connection with cosmetics, but they were also related to processed foods. Moreover, they mentioned on a large scale the positive and negative effects of specific food ingredients (such as fibre, cholesterol, sugar, vitamins) on the body and they also detailed the proportion and quantity of these ingredients in the food. This way the magazines provided essential information on well-balanced nutrition for their readers and they performed useful educational activity.

Furthermore, the sub-category above contains those statements, that are able to influence consumer decisions through food ingredients (e.g. bio, chemical-free, easily digestible, etc.). From this viewpoint, examined magazines primarily dealt with issues of bio- and plain product, as well as chemical-free and seasonal products. According to the study, readers of *Nők Lapja*, *Elle*, *Glamour* and *Éva Magazine* met this topic the most frequently.

The *sub-category of risk* includes those contents that appear as risk for the consumer during the consumption of food (e.g. contaminated food, free radicals, food allergy, etc.). Within the topic of risk, examined magazines mainly discussed contaminated food and health risks.

In connection with contaminated food a topic in magazines was e.g. flour contaminated by fusarium, while related to health risk information was found for example on harmful effects of additives. Moreover, articles that raised attention on health problems (e.g. overweight, high blood pressure, diabetes) caused by excessive consumption of specific food ingredients (such as fat, sugar, carbohydrate) were also published, providing another major argument for the necessity of healthy lifestyle and well-balanced nurture. From this angle *Nők Lapja* and *Elle* could be highlighted, publishing articles in this topic the most frequently.

Furthermore, in the studied magazines, contents that contribute to the reduction of risk (e.g. nutritional consulting, eco-markets, technology for promoting nutrient preservation, etc.) also appear. These topics were mainly discussed by *Elle* and *Joy magazines*, where the role of cosmetics market were highlighted the most, introducing products (such as Dr. Hauschka 'Rose Day Cream Light') that could become to representatives of health-conscious lifestyle.

Table 2 summarises sub-categories that are discussed by the examined magazines the most often, and also shows the most popular topics within the sub-categories. Finally, magazines that publish articles the most frequently about the topics introduced are assigned to these subcategories.

Table 2

Summary_health consciousness

	The most promoted sub-category	The least promoted sub-category	
Sub-categories	Food ingredients	Lifestyle	Risk
Most often mentioned contents	Vitamins Additives Antioxidants Fats Fibres Sugar Vital nutrient Chemical-free products	Illness prevention Natural processes in the body Sport Bio-products Plain products Seasonal products Cosmetics Technology Consulting	Contaminated food Health risk
Related magazines	Elle Nők Lapja Cosmopolitan Glamour Éva Magazin	Elle Cosmopolitan	Nők Lapja Elle Joy

Conclusion: the topic of health consciousness and its sub-categories were mainly discussed by Elle and Nők Lapja. Two completely different target groups reflected obviously in the price of the newspaper and the content of advertisements, but both magazines place a great emphasis on demonstrating a megatrend in their content that is highly demanded by female purchasers.

Nők Lapja is one of Hungary's weekly magazines of the highest circulation. Its target group are women with age group 25-49, higher education level, AB status, independent way of life, to whom family is at the first place and who demand a high-standard discussion of women's topics. Furthermore, the magazine possesses a personal tone and emotional depth as well as detailed and high-quality discussions.

ELLE also targets women of age group 25-49, whose status and qualification level are equal with women of Nők Lapja target group (higher education level, AB status). Nevertheless, it is important to mention that ELLE primarily targets metropolitan, fashion-oriented, independent women, to whom it is important to try the new but also important to keep traditions. It means that contrary to Nők Lapja, for these readers, family-orientation is demoted. A further characteristic of this newspaper is high-quality discussion of the topics, aiming to promote self-expression, self-confidence and determination of its readers.

Appearance of environmental consciousness

Within the environmental consciousness main category, those factors were intended to be examined that apply to modern environmental problems, their solutions, as well as impacts of food on the nature. Magazines involved in the analysis, especially *Nők Lapja*,

Éva Magazin, *Marie Claire* and *Cosmopolitan*, published a reasonable number of articles in this topic. Based on the content of the articles, four sub-categories were created:

- lifestyle,
- environmental problems,
- products,
- methods.

Lifestyle sub-category demonstrates elements that express the appearance of environmental conscious lifestyle in the activities of an individual (individual responsibility). According to this, elements included in this sub-category are usage of natural materials, energy saving, recycling, etc.. Analysed magazines (especially *Nők Lapja*, *Éva Magazin*, *Marie Claire* and *Cosmopolitan*) have discussed these topics in full details, and focused mainly on contents such as water saving, environmental protection, avoidance of over-packaged products, etc. Talking about water saving, they raised attention on rapidly decreasing potable water stocks of the Earth and they also provided advices for readers on how to reduce their daily water consumption (e.g. shower). In terms of foods, the concept over-packaging of products deserves special attention, because it significantly contributes to waste problems. Usage of natural materials in this case appeared in connection with household tasks, by introducing chemical-free but still effective versions of detergents to readers (e.g. washing soda, vinegar, etc.).

The *sub-category of environmental problems* contains those elements that present global environmental problems of the modern world (i.e. ecological footprint, climate change, forest destruction, excessive consumption, etc.). The studied magazines dealt with topics of climate change, waste problems, environmental pollution and forest destruction in the highest proportion and as publishers *Nők Lapja*, *ELITE*, *Elle* and *Éva Magazin* could be highlighted. These magazines defined consumer society as the reason of the problems and introduced conscious purchasing and conscious lifestyle as solutions.

The *sub-category of products* includes topics as follows: products that highly contribute to the reduction of environmental load (e.g. bio-fuels, passive houses, etc.) and main characteristics of environmentally friendly products. (e.g. food miles, eco-friendly packaging, fast decomposing, etc.)

The 8 examined magazines mainly discussed products of environmentally friendly production, the usage of products that reduces environmental load (e.g. eco-friendly cars, linen bags, returnable bottles), importance of food miles and consciously chosen seasonal food. Regarding this sub-category, *Nők Lapja*, *Marie Claire* and *Glamour* are the most significant. In these magazines, the focus was on the production or maybe the processing of environmentally friendly food, so chemical-free production process in not only important in terms of people's health but environmental load is also possible to be reduced this way. Promoting the consumption of seasonal foods are also connected, since fresh food is less harmful to the environment (in terms of energy consumption), than semi-finished, finished or frozen food.

Finally, contents that show possible solutions to environmental problems (e.g. conscious education, long-life products, cutting off the current, etc.) are belong to *methods sub-category*. Magazines involved in the analysis published the most often

conscious education, eco-friendly transport methods and importance of prevention topics and in this case, *Nők Lapja*, *Marie Claire*, *Éva Magazin* and *Elle* were the publishers. In these magazines conscious education and environmental qualification were in connection. The first emphasized the determining role of parent-child relationship, indicating that several times rather children influence their parents in changing their wrong habits due to the increasingly popular activity of environmental education, and educational institutions. For example, at the area of eco-friendly technologies the usage of alternative energy sources (e.g. solar energy) has appeared.

In *Table 3*, those sub-categories will be summarized that were the most often discussed in connection with environmental consciousness by the examined magazines. Furthermore, magazines that publish articles in these topics in the highest numbers are also assigned to the sub-categories.

Table 3

Summary_environmental consciousness

	The most promoted sub-category		The least promoted sub-category	
Sub-categories	Lifestyle	Environmental problems	Products	Methods
The most commonly mentioned contents	Recycling Energy saving Selective waste collection Avoidance of over-packaging Natural materials	Climate change Waste problems Environmental pollution Forest destruction	Eco-friendly products Food miles Seasonal food	Conscious education Eco-friendly technology Prevention
Related magazines	<i>Nők Lapja</i> <i>Éva Magazin</i> <i>Marie Claire</i> <i>Cosmopolitan</i>	<i>Elle</i> <i>Éva Magazin</i> <i>ELITE</i> <i>Nők Lapja</i>	<i>Nők Lapja</i> <i>Marie Claire</i> <i>Glamour</i>	<i>Nők Lapja</i> <i>Elle</i> <i>Marie Claire</i> <i>Éva Magazin</i>

The table above (*Table 3*) shows that readers of *Nők Lapja* (characteristics of this group were introduced in section 'health consciousness'), *Marie Claire* and *Éva Magazin* meet comprehensive topics of environmental consciousness. The mentioned magazines could be defined in terms of their target group as follows:

- *Marie Claire*: educated, metropolitan women in their thirties, with an average income or above, to whom individual and its expression, the development of a healthy lifestyle are important. They accept material world, but spirituality and the topics of the soul are also highly significant. The reader of the magazine is an active member of a community where she plays an opinion former role. Furthermore, for them content is as important as quality.
- *Éva Magazin*: in terms of demographic factors, the target group of the magazine could be defined similarly to *Marie Claire* (metropolitan women in their 30-49,

with medium or higher level education). However, it is important to highlight that in parallel with *Nők Lapja* (based on the discussion in the 'health consciousness' section), *Éva Magazine* is for women with families or for women who are close to have a family but to whom both career and family are important. They place special emphasis on the development of a conscious lifestyle, considering not only their own needs but wider community and environmental interests. Readers of the magazine are featured as demanding, quality-oriented women, who already has a well-developed style and well-determined needs, and they make several purchasing decisions in their everyday life.

Appearance of ethical values

Examining the contents about ethical values, four magazines should be emphasized: *Nők lapja*, *Elle*, *Marie Claire*, *Éva Magazin* – since, based on the results of the analysis, they publish articles of ethical topics in a greater proportion than the other examined magazines. Ethical values main category has been classified into six sub-categories:

- support,
- role of companies,
- male and female values, roles
- social problems,
- consumption,
- representatives/methods.

The *sub-category of support* includes contents, that discovers possibilities of supporting the underprivileged so that articles about foundations, other civil organizations, forms of donations and volunteership were analysed. The examined magazines published articles mainly about civil organizations, donations and their forms, volunteership, the role of foundations and other ways of support. Major publishers in these topics were *Marie Claire*, *Nők Lapja* and *Elle magazines*.

Marie Claire focused on the significant role of volunteership and this way introduced the activity of civil organizations. In connection with donations readers were informed about successful food collection campaigns for instance, but also other forms of support such as mental support appeared. *Nők Lapja* demonstrates the importance of civil organizations primarily through environmental problems in order to encourage its readers to support these types of activities. Above these, the concept of talent management appears in *Elle*, providing information on the support, within the framework of a scholarship programme, of women who often remain in the background in the academic life.

The *role of companies sub-category* contains the contents that highlight social role of companies (e.g. charity, ethical companies, labour rights, work conditions, etc.). The 8 examined magazines discussed mostly the role of ethical companies, charities, work conditions provided by the companies and the importance of fair business. These topics appeared mainly in *Nők Lapja*, *Marie Claire* and *Cosmopolitan*. The first two deal with corporate social responsibility. In *Cosmopolitan*, companies participating in charity campaigns were introduced: mainly those cosmetics and fashion companies that fight for something good (e.g. children's rights, fair trade, breast cancer prevention, etc.).

To the *sub-category of female/male roles* those contents were assigned that indicates gender differences, therefore articles about the performance of women, female-male role, job opportunities of mothers, importance of the family, social expectations, etc. were processed. The 8 examined magazines within this sub-category published articles mainly about women's success, female role and the approach to fatherhood and main publishers were *Elle*, *Nők Lapja*, *ELITE* and *Marie Claire*.

These magazines introduced primarily those women who achieved outstanding results in their careers and obtained professional recognition in a wide circle in their profession (e.g. winery, media, acting, etc.). *Nők Lapja* also dealt with job opportunities of mothers, while *Elle*, above problems of women's employment, pointed out the change in father's role, the concept of 'new dads'.

Social problems sub-category summarizes the topics about the problems of our modern society such as poverty, the underprivileged, equal opportunity, human rights, consumer society, etc. The examined magazines processed these topics in a high number, mainly *Marie Claire*, *Nők Lapja*, *Elle*, *ELITE* and *Éva Magazin*.

The magazines above introduced stories mostly of the underprivileged, for instance homeless people, child assault, family assault, exploitation of the elderly, etc. Topics of equal opportunity such as religious and gender discrimination, chances of women at the job market, etc. are also widely discussed.

The *sub-category of consumption* shows those characteristics that are related to the decision making process of individuals (e.g. support of local residents, fair trade, non-animal testing products, etc.). The examined magazines mainly concentrated on fair trade, production of non-animal testing products, ethical food and support of local residents. These topics appeared in *Nők Lapja*, *Glamour* and *Elle* the most frequently.

Elle places the emphasis on information about non-animal testing products, cosmetics in the most cases, while *Nők Lapja* presents fair trade products and also highlights the importance of buying domestic products through which farmers are supported directly by consumers. *Glamour* also adds the concept of ethical food, and describes characteristics and country of origin of the products that are produced on bio-farms, so that circumstances of livestock farming are suitable and there is no question of cruelty to animals.

The *sub-category of representatives/methods* involves intermediaries, opinion leaders and methods necessary to form opinions (e.g. lobby, education, stars, demonstrations, campaign, green politics, etc.). Within this category the examined magazines highlighted mainly the influential role of campaigns, stars, demonstrations, conscious child raising and fashion world. These topics were mainly appeared in *Nők Lapja*, *Éva Magazin*, *Joy*, *Cosmopolitan*, *Marie Claire*, *Elle* and *ELITE* magazines.

Topics of campaigns and demonstrations are often related to civil organizations (e.g. environmental protection, protection of human rights, food campaigns), but there are also high numbers of articles describing charity events of companies (e.g. Béres Zrt., Versace One Alapítvány). In connection with the stars personal experiences are in the front and the articles are built on the influence of opinion leaders (e.g. Görög Zita as LOHAS consumer; Rihanna as environmental protectionist, etc.). Conscious child raising appears hand in hand with the preservation of environmental values and the mitigation of food consumption, so that articles emphasize that the education of socio-

centered approaches is already important in the childhood and above the family, educational institutions also have a significant role in this.

The mentioned sub-category also includes topics of socio-centered approaches, future-orientation, animal protection, openness, censorship and green affairs with the greatest emphasis on animal protection and socio-centered approach as mentioned above.

Several approaches were found in connection with animal protection: activity of animal protection organizations, production of non-animal testing products (mainly fashion goods and cosmetics), and efforts to save species from the brink of extinction. In terms of these efforts, for instance Greenpeace, using the demand and power of conscious consumers, accomplished at Nestlé to cease its production that causes destruction of rain forests, and to preserve this way the habitat of endangered species.

Table 4 summarizes those sub-categories that are discussed by the examined magazines in the highest proportion, and assigns those magazines to these categories that process these topics the most often.

Table 4

Summary_ethical values

	The most promoted sub-category			The least promoted sub-category		
Sub-categories	Support	Social problems	Representatives/methods	Male/female characteristics	Consumption	Role of companies
The most commonly mentioned contents	Civil organizations, Donations, Volunteer-ship	Underprivileged, Equal opportunity, Consumer society, Social justice	Campaigns, Stars, Demonstrations, Conscious child raising, Fashion world	Women's success Female roles Fatherhood	Fair trade Non-animal testing products Ethical food Support of local residents	Ethical company, Charity, Work conditions, Fair business
Related magazines	Marie Claire, Nők Lapja, Elle	Marie Claire, Nők Lapja, Elle ELITE, Éva Magazin	Marie Claire, Nők Lapja, Elle ELITE, Éva Magazin Joy Cosmopolitan	Elle Nők Lapja ELITE Marie Claire	Nők Lapja Glamour Elle	Nők Lapja Marie Claire Cosmopolitan

Based on the table summarizing ethical values (*Table 4*) the conclusion is that the examined sub-categories appeared in magazines Marie Claire, Nők Lapja and Elle in the greatest proportion. It means that also in this case those magazines are dominant that also tend to discuss topics related to environmental and health consciousness and targets a more conscious consumer group.

Description of side-categories

In the section below, side-categories will be analysed, so contents that were partly discovered during the assessment of articles in the main categories section will be examined. The topic of side-categories has a significant role in this research, since based on the content of the magazines they show whether Hungarian consumers could have a demand for products/services that reflects hybrid values or not. These contents were classified into two side-categories: authentic values and individualism.

The appearance of authentic values

In the authentic values side-category those contents were introduced that express the demand of consumers for credibility and reliability. Therefore, topics such as country of origin of products, and the increased value of certificates/trademarks are also discussed.

The examined magazines (except for Joy, where analysed articles did not show authentic contents) deal with the topics above several times. From this point of view, Nők Lapja, Elle and Glamour provide the highest amount of information for their readers. Based on the contents examined, authentic values are separated into three further sub-categories:

- lifestyle,
- product characteristics,
- product statements,

The *sub-category of lifestyle* involves those contents that express the higher significance of authentic values. From this angle, *Elle* and *Nők Lapja* are the significant among magazines of the research, since both magazines deals with topics about moderate/slower pace of life, increased importance of traditions and the significance of family values. Moderate/slower pace of life appeared both in connection with health and environment. This way, the magazines emphasized that slowing down is not only beneficial for our health, but helps discover our environmental values and with greater attention we have a chance to preserve them. This means that above individual interests also wider, social interest appear. The importance of family could be related to ethical values and it introduced the change in male-female roles analysed above.

The *sub-category of product characteristics* includes those product characteristics that are able to increase the trust of consumers in products (e.g. quality, country of product origin, seasonal product, etc.). Within this category, examined magazines mainly discussed product origin, natural ingredients, quality and production features. These contents were the most common in *Nők Lapja* and *Glamour*.

Both magazines emphasize the importance of local food preference. Quality was mainly related to cosmetics and was discussed both in connection with environmentally conscious lifestyle (preference of products with natural ingredients) and ethical values (rejection of animal experiments). Topics on the production of food were related to health (e.g. additives, GMO free products) and environmental consciousness (e.g. degree of processing), while fair trade products were connected to ethical values.

The *sub-category of product statements* show those elements that satisfy the information demand of consumers (e.g. signs, certification/trademark, expert, etc.). In this case magazines mainly dealt with the role of legal regulation (of foods), certifications/trademarks, the knowledge of signs and influencing role of experts. These topics were appeared in *Nők Lapja*, *Elle*, *Glamour* and *Éva Magazin* the most frequently.

Magazines primarily emphasized legal regulation that is strongly related to the usage of certifications/trademarks, so these concepts appeared in connection with bio- and plain products. In terms of trademarks (e.g. excellent Hungarian food award: 'Kiváló Magyar Élelmiszer'), the promotion of local and domestic products were in the front again. The knowledge of signs paid attention for example on food ingredients lists, and especially on E numbers, and those elements that are obligatory on the packages were also introduced.

Table 5 summarizes those sub-categories that are discussed by the examined magazines in the highest proportion, and assigns those magazines to these categories that process these topics the most often.

Table 5

Summary_authentic values

	The most promoted sub-category		The least promoted sub-category
Sub-categories	Product statements	Lifestyle	Product characteristics
The most commonly mentioned topics	Legal regulation Certification/trade mark Knowledge of signs Experts	Moderate lifestyle Slower lifestyle Market purchases Tradition Family	Country of product origin Natural ingredients Quality Production process
Related magazines	Nők Lapja Elle Glamour Éva Magazin	Nők Lapja Elle	Glamour Nők Lapja

The conclusion is that among the examined magazines authentic values appear mainly in *Nők Lapja*, *Elle* and *Glamour*, and above the contexts that were discovered

in connection with the main categories, contents of the authentic values sub-category also often appears in *Glamour* magazine.

Target group of *Glamour*: 18-39 years old, metropolitan women with ABC1 status to whom fashion is important and who follows the actual trends and are brand-oriented. The goal of the magazine is to help its readers find their own style, which is possible through its unique advisor style. *Glamour* also aims to encourage its readers to accept their personal characteristics through strengthening their self-knowledge, and to create this way the harmony and peace between the individual and its environment.

Appearance of individualism

The side-category of individualism includes those contents that show individual interests during the process of purchasing decision (e.g. brand, price, self-expression, etc.). According to the analysis all examined magazines, except for ELITE, discusses individualism connected to the main categories, and in *Nők Lapja* and *Elle* in the highest proportion. Based on the contents discovered in the articles this side-category has been divided into two sub-categories:

- characteristics of the purchaser,
- characteristics of the product.

The *sub-category of purchaser characteristics* contains the most often those elements that refer to personal attributes and goals of the consumer (e.g. promotion of personal needs, self-expression, etc.), with importance of career and possibilities of self-expression. It is also important to highlight that this category was processed by only two of the examined magazines, *Nők Lapja* and *Elle*. These contents were mentioned in several contexts, mainly with environmental consciousness and ethical values. In terms of environmental consciousness self expression meant choosing eco-friendly brands, while in connection with ethical values, female roles and successful women were emphasized. Charity with an emphasis on the role of famous people (opinion leaders) was also connected.

The *sub-category of product characteristics* contains those product attributes that are strongly related to the topic of individualism (e.g. style, individual, luxury, vintage). The sub-category appeared in all examined magazines, except for ELITE, and among the most popular contents were brand, fashion, price and luxury. These product characteristics were discussed mainly within environmental- and health consciousness, in connection with cosmetics and bio-products. These contents highlighted that eco-friendly and healthy products are also able to be individual, fashionable, so purchasing them is not resignation or giving up the individual personality. Within the main category of ethical values these elements appeared mainly in *Nők Lapja* and *Éva Magazin* in connection with fair trade products, where quality was emphasized for the readers.

Table 6 summarizes those sub-categories that are discussed by the magazines in the highest proportion, and assigns those magazines to these categories that process these topics the most often.

Table 6

Summary_individualism

The most promoted sub-category The least promoted sub-category

Sub-categories	Product characteristics	Purchaser characteristics
Most commonly mentioned contents	Brand Fashion Price Luxury	Carrier Self-expression
Related magazines	Nők Lapja Elle Glamour Éva Magazin Joy	Nők Lapja Elle

Based on *Table 6*, individualism connected to the main category and contents that express individualism are processed by *Nők Lapja* and *Elle* in the greatest proportion. This shows that mentioned magazines discuss not only community topics but also topics that are in connection with the development of the individual and encourage self-expression. The appearance of the two magazines above is extremely important in this category, since given their target group (although they possess similar socio-demographic attributes) they point out that self-realization is important both for women with families and for independent women, and can be accomplished by considering also the interests of the wider environment, meaning that they convey the possibility of the hybrid lifestyle.

CONCLUSIONS

This exploratory study examined articles of 8 Hungarian language magazines (*Nők Lapja*, *Elle*, *ELITE*, *Joy*, *Marie Claire*, *Cosmopolitan*, *Éva Magazin*, *Glamour*) by the method of content analysis in order to define the lifestyle characteristics of domestic LOHAS consumers. In the analysis *three main categories*: health consciousness, environmental consciousness and ethical values; and *two side-categories*: authentic values and individualism were eliminated, categories that define the domestic hybrid lifestyle. The analysis of side-categories is especially important, since they prove that both individual and wider social goals appear in individual motivations, such as the choice of non-animal testing, vintage products or fair trade and exclusively designed jewellery or food.

In our study we defined those magazines that discuss the mentioned topics with the highest probability (*Table 7*). According to this classification, lifestyle attributes of domestic LOHAS consumers were outlined, based on the characteristics in the target group descriptions of the analysed magazines.

Table 7

Appearance of examined categories in women's magazines

Name of the category	Magazine prefers the given category the most	Magazine that prefers the given category more or less	Magazine that prefers the given category the least	The given category is not shown
Health consciousness main category	Elle; Nők Lapja	Cosmopolitan	Éva Magazin; Joy; Glamour;	ELITE; Marie Claire
Environmental consciousness main category	Nők Lapja, Éva Magazin; Marie Claire	Elle	Cosmopolitan; ELITE; Glamour;	Joy
Ethical values main category	Marie Claire; Elle, Nők Lapja	-	ELITE; Éva Magazin; Joy; Cosmopolitan; Glamour	-
Authentic values side-category	Nők Lapja, Elle; Glamour	-	Éva Magazin; Marie Claire; ELITE; Cosmopolitan	Joy;
Individualism side-category	Nők Lapja; Elle	Glamour; Éva Magazin; Joy	Marie Claire; Cosmopolitan	ELITE;

Based on the results in the table showing the appearance of main and sub-categories, the conclusion is, that:

- Nők Lapja and Elle magazines are the main representatives of contents on domestic hybrid lifestyle, since they are present at almost all main and sub-categories.
- Marie Claire places a special emphasis on ethical values, while in terms of environmental consciousness Éva Magazin is also among the leaders.
- Glamour rather shows the two side-categories.
- Contents on hybrid lifestyle appear in Joy, Cosmopolitan and ELITE the least.

It is important to highlight that the examined magazines target similar reader segments in terms of socio-demographic factors (e.g. income above average, middle and high level education, metropolitans, etc.), but there are differences among the lifestyle attributes and profiles of the magazines. Therefore, examining the lifestyle attributes of these magazines' target group, based on the statements above (*Table 7*), the claim is that contents expressing a hybrid lifestyle (primarily Nők Lapja, Elle; secondarily Marie Claire, Glamour, Éva Magazin) targets mainly those women, to whom family, just as self-realization and self-expression have a significant role in their lives. Besides, they live active community life, they search for the new and maintaining traditions as well as spirituality are important to them. All in all, in their

everyday lives they consider not only their own interests, but also the impacts of their activities and purchasing decisions on the socio- and eco-environment. Topics discussed in the magazines are also diverse and not only the individual is in focus.

Target group characteristics of magazines that give the lowest preference to contents describing the lifestyle of LOHAS consumers are also in parallel (Cosmopolitan, Joy, ELITE). In this case these articles are generally for younger (18-39) age groups, who are middle- or highly-educated metropolitans. It is significant that in this case the characteristic of lifestyle concentrates only to the individual and self-realization, individual goals come to the front compared to wider social interests. It also appears in the topics of mentioned magazines, since their common characteristic is that they write about fashion and stars, more precisely about the latest trends and self-realisation supporting behavioural elements.

A further conclusion is that contents on hybrid lifestyle appear in greater proportion in magazines of a higher price (*Table 1*: Nők Lapja – 200,- HUF/week; Elle – 895,- HUF/month), while those magazines that write less about the examined categories have a modest price (*Table 1*: Cosmopolitan – 695,- HUF/month; Joy – 395,- HUF/month; ELITE – 290,- HUF/month).

Considering the turnover data (*Table 1*), magazines that deal with LOHAS topics more (except for Glamour) regularly have a lower number of circulation, compared to socially widely-recognized magazines in Hungary that rather discuss topics of self-realisation and self-expression.

Based on the above, one part of Hungarian female consumers has a demand for contents on the LOHAS lifestyle. According to the statements on magazines examined, these consumers are probably prosperous, family-oriented, highly qualified, metropolitan women who live a socially active life, are open to the new, and above self-realisation, traditions and spirituality are also important to them.

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