Middle-Aged of the British Women's Apparel Purchase Situation Analysis

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Abstract

The purpose of this study is to analyze the middle-aged British women's apparel purchase behavior. The results of this study can be used to present the tendency of Korean middle-aged women's apparel purchase behavior when they become the old-aged by comparing and analyzing the British women's purchase behavior. We found that they prefer to choose and purchase their clothes by their own decision-making and search for actively the new brands for old age. Strong willingness was showed that their level of consumption amounts for clothing would be the same level between middle-aged and old-aged. It was also presented that they like to see a old-aged fashion model for fashion advertisement rather than a younger one and prefer to use the expression of 'mature' rather than a stereotypical expression such as a silver, gray and gold.

The segmentation of fashion market by age can not be simply standardized. We expect that the propensity for clothing purchase behavior pattern of middle-aged women will not be changed and keep the same tendency by the time of their old-aged. We expect that this research results can be used as a basic material for another study and setting up the product developments and marketing strategies.

Key Words : middle-aged women, apparel purchase behavior, baby boomer, UK, Korea

I. Purpose of Study

In the center of economic revival of Western Europe including Britain, the middle aged generation who was born after World War II occupies the big part of economic activities. This generation, the Middle Aged, can actually be called as a Baby Boomer generation. Consumers of Baby Boomer generation in the United States also called New Grey[1]. They are playing a pivotal role in current political, economic position in most countries and their efforts contribute their countries to be stable. The Middle aged who are getting older are expected to play a key role in consumer market as the principal and for this reason the need of study for silver market has been raised and also it was regarded as a big opportunity for marketers.

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The following is to estimate the development steps of fashion industry in Korea by analyzing a UK market in advance which is a leading country of fashion industry in the world and then we are going to take a look at the middle-aged women's fashion market in Korea which is getting a important position. The UK is the fifth largest economic country in the world with a gross domestic product(GDP) of US $2,345 billion and the population of 66 million. The UK is forecasted to have the strongest business environment among major European economies for the period from 2008 to 2012. The UK is a global leading trading nation, being the second largest exporter and the third largest importer of commercial services, and the seventh largest exporter and fourth largest importer of merchandise. Economic growth in the UK was 3.1% in 2007. Over the last ten years GDP growth in the UK has regularly outpaced growth in the European Union[2].

Back In 1960, 10% of household expenditure was spent on clothing and footwear. Today, due to the discounted prices, lower production costs abroad and a flood of Chinese imports, only 6% of household expenditure is spent on keeping fashionable. Encouragingly for the consumer, between 2001 and 2005 the average price of clothing and footwear prices fell 14.4% whilst the cost of living has risen by 12.6%. Increasingly, affluent younger consumers are buying formerly exclusive high fashion brands. The rise of cheap imports has nearly wiped out UK manufacturing. These days UK manufacturing concentrates on producing special fashion clothing or luxury products, mostly for wealthy consumer in other developed countries. A continued trend in the fashion industry is the integration of between manufacturers and retailers. In fact, the UK fashion market will continue to be driven by retailers rather than manufactures with a polarization between discounters and full-price retailers[3]. In addition, each family to purchase clothing, including footwear bought from other outlets expenditure per week(£ 13.70), brand chain(£ 5.70), a large supermarket (£ 3.10) in order so that they chose substance over appearance[4].

Along with the review of economic background and the analysis of current fashion market growth in UK as the above mentioned, we can expect to have an opportunity of review again a growing women's fashion market in South Korea. Fashion purchase behavior of middle-aged women in Korea who will be the old aged and hold economic power can be predicted on the basis of the analysis of UK fashion market from the perspective of domestic researchers. Furthermore, the results of this analysis will be very helpful to set up the future fashion silver marketing strategy by grasping the needs of fashion purchase behavior, fashion product preferences of the old aged which is appropriate for current market environment in Korea.

II. Leading research and insights

1. Consumer Characteristics of Middle Aged Women

Although the emotional generation who were born after the '60's, currently over 40 years old consider firstly whether the product has the good function and quality, they are also taking into account that the products they want to buy are emotionally satisfied in their mind. For these reasons the product developments are driven to meet not only the consumer expectation for the type, quality, function of apparel products but also to reflect their emotional factors which can fulfill their preference and desire[5].

Meanwhile, the middle-aged women with physical changes like weight gaining and the distribution of subcutaneous fat began to have psychologically a sense of urgency that they are approaching to twilight years, and in turn start to have strong interest in their appearance and spend more money in order to overcome it. Unlike low-cost purchase patterns of middle -aged women in the past, they prefer to enjoy expensive products and yoga, half-bath and stick to use the right cosmetics and wellbeing foods[6].

Media Agency OMD in the UK, according to the research, over 45 middle-aged consumers are finding themselves back on the market, seeking a new partner, with a vested interest in acting and appearing young. Also, they are often bundled into one broad, gray market, either ignored by advertisers or targeted with campaigns based around stereotypically conservative values. Therefore, today's older generations think and act much younger than their stereotypes and provide a market for products that are currently aimed at younger demographics[7]. Some advertisers have begun to address older consumers. The over-49 market is a potentially lucrative one that can be segmented into a number of different groupings[8].

They not only have acquired wealth but also taken a national pension. They have purchasing power because they are trying to use their spare time for their best. Their craving for rest and leisure activities to offer something unique ideas of all kinds of business will make the market flourish. In other words, the business of the 21st century, the segmented market will be developed because they want active and meaningful time for spending their old age[9].

2. Fashion Market of Middle-Aged Consumer in Korea

Looking back upon a domestic fashion environment of in 2005, in line with the continuing growth of exports and the rise of the stock index, the expectations for a economic recovery, consumption of clothing rose slightly and the entire garment market which is 11 trillion 234.3 billion won rose 2.3% compared to previous year[10].

The portion of women consumers in 40s and 50s had a steep rise, especially the women consumers of 40's have emerged as the major driving force in domestic clothing consumption. This phenomenon is expected to be continued along with the current age pyramid for a long time. The polarization of clothing consumption was reinforced because of different of tastes between the pursuit of high quality and rational consumption patterns to the clothing as well as the effort to enhance the distribution of low-medium price by suppliers. In contrast to the constant growth of the discount stores and specialty stores, the share of traditional market was gradually reduced. It is expected that the proportion of discount stores will be increased by both consumers who consider the economic benefits and discount stores enforcing the strategy of high-end trends.

By the type of distribution market composed of department stores of 15%, shops of 19.7%, discount stores of 37.1%, traditional markets of 11.5%, Outlet of 3.1% and Non-Store of 13.6%. The spread of consumption pattern coming from emotional sensibilities in 40s and 50s and their stable economic power are considered to be the main causes of the growth in the middle-aged fashion market. The department store as a distribution channel is maintaining the leading position(41.4%) and discount stores are increasing

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its rate in the market[11]. In case of luxury brands in department store, its sales amount has grown about 30% despite the consumption weakness in the first half of 2000. In other words, luxury apparel brands such as Burberry, Armani, Versace, Escada, Saint John and Moschino are targeting to both the middle and old age group[12]. The fashion market for middle-aged is expected to be increased and segmented by their effort to enjoy a materialistic and younger life, which is to promote a demand for variety of luxurious goods.

III. Content and Scope of the Research

This research was conducted in September 2005 by a survey of women who live in London and suburb London in UK with the age of 41 to 59, and extracted 200 cases by random sampling and 190 was used in the final analysis. The survey SPSS PC+ was used for data analysis and for the research purpose of actual condition the frequency, average were calculated and T-test, and cross-analysis were conducted to verify the difference among the demographic variables.

The 10 questions based on 5-point Likert scale method ranging from "strongly agree" to "strongly disagree" were used to analyze fashion preference of Part 1 such as preferred shopping places and preferred colors etc. With regard to a questionnaires requesting for imagination of old age, 5-point Likert scale was used to analyze preferred items, preferred values, preferred characteristic for stores.

In addition, the research on actual clothing purchase behavior was conducted to predict on what change will happen when they join the silver generation. In part 2 of the survey relating to fashion marketing, 6 questions based on 5-point Likert scale was given to investigate about preferred advertising properties, information source, advertisement model etc. The six types of advertising were practical, aesthetic, sexual, stimulate, positive and negative appeals. In relation to the analysis of demographic characteristics, 9 demographic questions were raised to look into age, education level, income, housing types.

The specific contents and scopes of this research are as follows:

First, analyze the place to buy clothing and purchasing factors of the middle aged women.

Second, analyze the type of fashion information sources and preferred advertisement type of middle-aged women.

Third, analyze and predict the behavioral changes in the future for clothing purchase of middle-aged.

Lastly, analyze whether the difference take place in clothing purchase behavior of middle-aged women according to demographic variables.

IV. Results and Analysis

Before moving on to statistic analysis, the demographic information of British middle-aged women is given as following. The age range of the middle-aged women respondents was 41 to 59 years. The age group of 41 to 50 occupied 62.6% and the other group of 51 to 59 accounted for 35.3%. About Twenty nine percent of British women had an income ranging from £25,000 to £40,000 per year, and twenty four percent of them had a range from £41,000 to £70,000. The rest of group had an income over £71,000. The level of education background is

as following. The group of high school graduates consisted of 30.5%. About forty eight percentage of graduates from college or university and 20% of post graduates were consisted. Most of the British women (76.8%) respondents did not work.

1. Place to buy clothing and buying factors of the middle aged women

The result of the survey on place to buy clothing and buying factors of the middle-aged women is presented in detail <Table 1>. The most frequently used clothing stores by the middle-aged women

<Table 1> Places for buying clothes and purchasing factors of the middle aged women in Britain

Factors	Items	Total	Ages			Occupation		
			40's	50's	t-value	House-wives	The employed	t-value
Places of clothing purchase	Designer boutiques	4.19	4.16	4.23	−0.43	3.83	4.30	−2.77*
	Department stores	2.48	2.61	2.28	2.27*	2.49	2.47	0.12
	Fashion shopping malls	3.24	3.17	3.41	−1.40	2.89	3.34	−2.32*
	Street shops	2.49	2.49	2.50	−0.06	2.76	2.43	1.79
	Superstores	3.69	3.61	3.87	−1.35	3.68	3.68	0.01
	Discount stores	3.80	3.80	3.83	−0.15	3.94	3.77	0.86
	Charity shops	4.34	4.38	4.26	0.70	4.26	4.38	−0.61
	Flea markets	4.92	4.93	4.92	0.10	4.86	4.95	−1.40
Factors of clothing purchase	Brand	3.25	3.24	3.26	−0.15	3.05	3.30	−1.62
	Design	1.67	1.68	1.63	0.46	1.49	1.73	−1.89
	Colour and pattern	1.52	1.50	1.55	−0.44	1.55	1.52	0.25
	Quality	1.63	1.63	1.66	−0.33	1.49	1.68	−1.68
	Price	1.86	1.88	1.85	0.25	1.78	1.89	−.084
	Comfort	1.63	1.69	1.52	1.70	1.65	1.62	0.25
	Fashion	2.60	2.56	2.63	−0.57	2.65	2.57	0.49
	Other shoppers' opinion	2.85	2.83	2.91	−0.57	2.73	2.90	−1.07

Factors	Items	Total	Income				Education			
			Low	Med	High	F-value	low	Med	High	F-value
places of clothing purchase	Designer boutiques	4.19	4.09	4.34	3.86	2.06	4.35	4.12	4.09	1.07
	Department stores	2.48	2.53	2.44	2.55	0.15	2.69B	2.49 AB	2.14A	3.83*
	Fashion shopping malls	3.24	3.38	3.21	2.96	1.31	3.31	3.20	3.20	0.17
	Street shops	2.49	2.44	2.41	2.76	1.20	2.28	2.57	2.65	1.98
	Superstores	3.69	3.63	3.54	4.08	2.22	3.76	3.54	2.86	1.16
	Discount stores	3.80	3.63	3.79	4.07	1.54	3.78	3.68	4.12	1.97
	Charity shops	4.34	4.02	4.43	4.41	1.86	4.17	4.34	4.58	1.42
	Flea markets	4.92	4.84	4.97	4.92	1.34	4.93	4.91	4.97	0.41
Factors of clothing purchase	Brand	3.25	3.44	3.18	3.00	2.69	3.37	3.27	3.00	1.95
	Design	1.67	1.62AB	1.93B	1.47A	4.18**	1.79B	1.74B	1.37A	4.27**
	Colour and pattern	1.52	1.54	1.58	1.39	1.08	1.63B	1.55B	1.32A	3.28*
	Quality	1.63	1.75	1.58	1.66	1.00	1.72	1.64	1.53	0.97
	Price	1.86	1.82	1.76	1.97	0.88	1.86	1.86	1.92	0.11
	Comfort	1.63	1.51	1.67	1.81	2.27	1.58	1.67	1.63	0.31
	Fashion	2.60	2.65	2.40	2.67	1.30	2.56	2.59	2.63	0.07
	Other shoppers' opinion	2.85	2.76	2.91	2.87	0.37	2.73	2.93	2.87	086

*P<.05, **P<.01, ***P<.001, ABC means results of duncan test

were department stores(2.48) followed by street shops(2.49), fashion shopping malls(3.24), superstores(3.69), and discount stores(3.80). The result also indicates that designer boutiques(4.19), charity shops(4.34) and flea markets(4.34) were not popular shopping destinations for those women.

Main factors that the middle-aged women consider when they make a purchase, colour and pattern(1.52), followed by quality(1.63), comfort (1.63), design(1.67), price(1.83). But fashion trends (2.60) and other shoppers' opinion(2.85) did not matter much and brand(3.25) was regarded as a least important factor.

According to the study done by Soo-Kyung Kim[13], women categorized as the new silver age in Korea used department stores the most as the place for purchasing clothes and considered aesthetic factors such as design, quality and style very important when they buy clothing.

2. Preference types of fashion information sources and advertisement

The results of the survey on fashion information sources and advertisement types preferred by the middle-aged women in Britain are presented in <Table 2>. The most frequently used sources for fashion information were window shopping(2.50), friends(2.80) and store displays(2.89) followed by social gatherings(3.16), fashion magazines(3.31) and public places(3.32). Catalogue(3.88) and prominent people(3.91) were used scarcely and fashion show(4.58), sales assistants(4.56), TV stars(4.26) were hardly used. According to a study[14], Korean women used certified public media, catalogue, purchase experience and sales assistants in order as mediums for obtaining information on fashion. This results show that middle-aged British women value the personal visual information sources the most, while Korean

women value the authorized mass media or fashion catalogues from apparel companies.

Fashion advertisement types that the middle-aged women prefer the most were positive types(1.77), followed by practical types(1.95), and aesthetic types(2.12). The results also show that sexual types(3.66), negative types(4.37) and shocking types(4.02) were not preferred when they come to advertisements.

3. Predictions on the future changes in the clothing purchase behavior

The results from the survey on predictions of the future changes in the clothing purchase behavior are presented in <Table 3>. Among the questions of the future changes in the clothing purchase behavior, the answer for the question, "Will you still be buying your own clothes when you get older?" received the most strong positive response(1.13). The answers for "Do you see yourself spending as much money on clothes as you do now when you get older?" (2.58) and "Are you willing to change your clothing brands to more suitable brands for elderly in the future?" (2.53) also received positive responses. Contrary to the positive response obtained from more than half of the respondents in Korea[15] on the question, "Do you believe that the elderly needs clothing shops only for themselves?"(57.6%), the question, "Would you buy your clothes from the stores for the elderly?"(3.09) received rather negative responses from British women. The reason can be varied from rapid changes in body shapes posterior to middle-age to a wide range of item selections. The questions such as "Do you see yourself preferring different colors when you get older?" and "Do you think clothing for elderly will be more expensive as they need functionality as well as alterations?" received relatively negative responses.

<Table 2> Preference types of fashion information sources and fashion advertisements

Factors	Factors	Total	Ages			Occupation		
			40's	50's	t-value	House-wives	The employed	t-value
Fashion informa-tion sources	Social gatherings	3.16	3.14	3.20	−0.29	3.16	3.16	−0.01
	Friends	2.80	2.74	2.87	−0.70	2.78	2.79	−0.09
	Public places	3.32	3.34	3.29	0.27	3.31	3.32	−0.05
	Prominent people	3.91	3.84	4.07	−1.25	3.98	3.89	0.43
	Window shopping	2.50	2.55	2.45	0.59	2.47	2.50	−0.19
	Indoor displays	2.89	2.87	2.83	0.21	2.78	2.90	−0.57
	fashion magazines	3.31	3.20	3.59	−1.88	3.17	3.36	−0.79
	Catalogue	3.88	3.83	3.98	−.77	3.93	3.86	0.30
	Fashion shows	4.58	4.62	4.58	0.30	4.43	4.64	−1.39
	Sales people	4.58	4.55	4.61	−0.43	4.25	4.65	−2.80*
	TV stars	4.26	4.20	4.39	−1.03	4.31	4.25	0.30
Fashion advertise-ment types	Practical types	1.95	1.97	1.94	0.25	1.88	1.97	−0.56
	Aesthetic types	2.12	2.07	2.20	−0.86	2.03	2.16	−0.77
	Sexual types	3.66	3.50	3.98*	−2.90	3.53	3.70	−0.93
	Shocking types	4.02	3.97	4.15	−1.05	3.90	4.07	−0.93
	Positive types	1.77	1.81	1.76	0.37	1.58	1.83	−1.75
	Negative types	4.37	4.34	4.51	−1.27	4.37	4.38	−0.09

Factors	Factors	Total	Income				Education			
			low	Med	High	F-value	Low	Med	High	F-value
Fashion informa-tion sources	Social gatherings	3.16	3.13	3.19	3.11	0.04	3.13	3.14	3.22	0.7
	Fashion advertisement types	2.80	2.94	2.86	2.48	1.70	2.80	2.70	2.97	0.73
	Public places	3.32	3.18	3.51	3.00	1.72	3.40	3.27	3.28	0.20
	Prominent people	3.91	3.65	3.85	3.86	0.44	4.06	3.89	3.70	1.05
	Window shopping	2.50	2.51	2.52	2.59	0.06	2.52	2.41	2.62	0.46
	Indoor displays	2.89	2.76	2.77	2.90	0.14	2.90	2.95	2.65	0.84
	fashion magazines	3.31	3.50	3.24	2.87	2.31	3.40	3.32	3.14	0.44
	Catalogue	3.88	3.80	3.80	3.83	0.01	3.74	3.90	4.00	0.55
	Fashion shows	4.58	4.47	4.50	4.72	0.72	4.54	4.69	4.44	1.09
	Sales people	4.58	4.60	4.50	4.48	0.26	4.67	4.52	4.46	0.86
	TV stars	4.26	4.21	4.17	4.00	0.31	4.27	4.32	4.09	0.53
Fashion advertise-ment types	Practical types	1.95	1.82	1.87	2.03	0.54	1.96	1.90	2.03	0.26
	Aesthetic types	2.12	2.15	2.21	1.83	1.75	2.51B	2.03A	1.81A	7.12***
	Sexual types	3.66	3.63	3.63	3.50	0.16	3.90	3.51	3.68	2.26
	Shocking types	4.02	4.09	4.10	3.82	0.71	4.15	3.93	4.11	0.86
	Positive types	1.77	1.77	1.98	1.58	2.29	1.83	1.78	1.69	0.30
	Negative types	4.37	4.39	4.15	4.50	1.84	4.23	4.43	4.47	1.15

*P<.05, **P<.01, ***P<.001, ABC means results of duncan test

<Table 3> Predictions on the future changes in the clothing purchase behavior

Factors	Factors	Total	Ages			Occupation		
			40's	50's	t-value	House-wives	The employed	t-value
Predictions on the future changes in the clothing purchase behavior	Would you buy your clothes from the stores for the elderly?	3.09	2.99	3.30	−1.52	3.00	3.13	−0.53
	Do you see yourself preferring different colors when you get older?	3.33	3.22	3.53	−1.54	3.19	3.36	−0.73
	Do you see yourself spending as much money on clothes as you do now when you get older?	2.58	2.68	2.45	1.16	2.57	2.58	−0.06
	Are you willing to change your clothing brands to more suitable brands for elderly in the future?	2.53	2.26	2.98	−4.26**	2.40	2.56	−0.75
	Do you think clothing for elderly will be more expensive as they need functionality as well as alterations?	3.35	3.35	3.34	0.05	3.10	3.41	−1.13
	Will you still be buying your own clothes when you get older?	1.13	1.18	1.06	1.90	1.26	1.10	2.23*

Factors	Factors	Total	Income				Education			
			Low	Mid	High	F-value	Low	Mid	High	F-value
Predictions on the future changes in the clothing purchase behavior	Would you buy your clothes from the stores for the elderly?	3.09	2.98	2.91	3.26	0.68	3.06	3.13	3.11	0.05
	Do you see yourself preferring different colors when you get older?	3.33	3.21	2.91	3.35	1.40	3.42	3.28	3.30	0.20
	Do you see yourself spending as much money on clothes as you do now when you get older?	2.58	2.64	2.47	2.61	0.27	2.51	2.59	2.63	0.12
	Are you willing to change your clothing brands to more suitable brands for elderly in the future?	2.53	2.64	2.42	2.35	0.80	2.67	2.48	2.42	0.68
	Do you think clothing for elderly will be more expensive as they need functionality as well as alterations?	3.35	3.57B	2.82A	3.55B	3.48**	3.55	3.32	3.11	0.91
	Will you still be buying your own clothes when you get older?	1.13	1.20	1.16	1.13	0.29	1.13	1.15	1.11	0.19

*P<.05, **P<.01, ***P<.001 ABC means results of duncan test

Seventy eight percent of respondent agreed with using older models for promoting elderly clothes. Among the respondents, 57.8% of them wanted to be described as 'mature consumer' in apparel market. This result means that they regard the old as people with experience and wisdom and have

positive attitude toward aging. When they were asked if they knew clothing stores for the elderly, 83.0% of respondent answered "no" and only 18.0% said "yes".

4. The differences in clothing purchase behavior of middle aged women bybased on the demographic variables.

The results from examining differences in clothing purchase behavior of middle-aged women according to the demographic variables are presented in detail on <Talbe 1>, <Table 2> and <Table 3>. There were significant differences in the number of visits made to the big department stores between the women of 40's and 50's. The women in their 50's were more frequent visitors(2.28) than that of women in their 40's(2.62). This result agrees with the study of Park and Kim[16]. Regarding the advertisement type, advertisements containing sexual contents received more negative responses from the women in their 50's(3.98) than the women aged 40 or over(3.50). Women in 40's(2.26) showed more affirmative responses toward changing clothing brands as they get older while respondents in their 50's were not so affirmative on the issue. There were no significant differences in the other factors.

With respect to occupation, full-time housewives visit more often to designer boutiques and fashion shopping malls than those of working women. In regard to fashion information sources, the housewives(4.25) tend to rely on sales assistants more than the women with jobs(4.65) do. The employed women(1.10) had more positive attitude toward buying their own clothes when they get older than housewives(1.26).

With respect to income, women in high income bracket(1.47) considered the design factor among other factors of purchasing clothes more importantly than those in low income bracket(1.62). The

respondents from the question on additional price on clothes for the elderly due to its functionality and alterations had more negative opinion from the mid-income group(2.82) than from the high income group(3.55) and low-income group(3.57).

In regard to education, for the question on place of purchasing clothes, well-educated group(2.14) used big department stores more often than the women with poor education background(2.69). For the question on buying factors, women with the higher-education background were said to consider more on design and color than any other groups. For the preference type of fashion advertisements, well-educated group(1.81) and moderately-educated group(2.03) found adverti sements with aesthetic elements more appealing than those women with poor education back ground(2.51).

Ⅴ. Conclusion

The results from the research on purchasing patterns of middle-aged British women and the predictions on their future buying patterns showed that big department stores and clothing stores on the streets are the most sought-after fashion destinations for those women. Color, quality, comfort, design and price were respectively the main considering factors when they buy their clothes. They utilized the Internet, past shopping experience, friends and store display for obtaining fashion related information and preferred positive, pragmatic and aesthetic fashion advertisements.

Women with those dispositions presented positive responses to the idea of buying their own clothes when they get older and switching their current clothing brands to brands that were more suitable for the elderly and showed relatively strong will to maintain the same spending level for clothes

in the future. They are very much for using old-aged fashion model for fashion advertisement and preferred the 'mature' which means mature spirits than stereotypical expressions like silver, gray and gold.

Although they still do not know whether there are special stores for old-aged women, setting up the standard of fashion market segmentation for their age can not be easily done. We could expect that the propensity to clothing purchase behavior of middle-aged women would continue without much changes in the future. The active fashion marketing strategy for silver generation is needed based on the analysis on the middle-aged women's clothing purchase behavior.

The results from this study should resort to generalization as the interviewees were limited to women aged 40 to 50 who live in the suburbs of London. However, The research results can be used as a basic material for developing fashion products and building marketing strategies as well as for the comparison study on the purchase behavior between middle and old-aged women.

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