The chapter highlights the profile of the respondents. Various demographic characteristics of the respondents will be highlighted like the age, gender, educational levels, occupational categories, monthly household income (MHI), source of income, amount of pocket money received on a monthly basis, marital status, number of siblings and working status of the parents etc.

4.1 Importance of the profile of the respondents:

Customer segmentation is the bedrock of contemporary marketing. Customer segments need to be identified with the help of some important variables like geographic, demographic, psychographic and behavioural variables. The demographic profile of the respondents is an important aspect of consumer research as the nuances of consumer behaviour can vary with changes in the demographic variables. Questions enquiring about the profile of respondents of marketing and consumer research can be used to make profiles of the respondents that are part of the target market for the relevant study. Profiles of customers are made using geographical, demographical, psycho graphical and behavioural parameters. Identification of consumer segments remains one of the very first steps of strategic marketing. Strategic marketing has three components namely, segmentation, targeting and positioning.

Geographical aspects highlight certain broad aspects like regional, density of population and climatic conditions that form the basis of profile respondents to exhibit similarity or difference from other respondents who are in the same or different geographical territories. Geographic variables are often complemented by demographic variables to provide a comprehensive profile of customer markets. Strategies for marketing often involve understanding customer groups, needs and technology (Kotler 2013). Customer segments can be identified with as many variables as required for effective targeting and positioning.

Demographic variables that are often used for segmentation range from age, gender, income, occupation, nationality, family life cycle, family size, race, religion, education etc..

Demographic variables form an integral part of consumer segmentation that provides consumer insights after geographic segmentation has been done. Segmentation enables marketers to
identify potentially lucrative segments that can be chosen for targeting the marketing offers for profitable outcomes and which are also beneficial for the consumers.

Positioning of marketing offers by marketers are often challenging as competitive advantage gains are relative and often short lived due to the dynamic nature of markets. Globally, marketers of products and services target and position their offers differently based on age groups like the children, tweens, young adults, older adults and senior citizens.

Psychographic segmentation can be done with the help of socio-economic, lifestyle and personality variables. Behavioural variables for segmentation include the occasions for using the offer, benefits sought in the offer, user status, usage rate, loyalty status, readiness and attitude toward the market offer.

Demographic variables of the urban Indian respondents in the age group of 18-25 years, residing within the urban geographical limits of Bengaluru, highlight the objective facts of the consumers living in the area that are likely to influence the conspicuous consumption of lifestyle products and services to signal status and economic well being. The demographic profile of the respondents for the study include age, gender, income, occupation, marital status, monthly household income (MHI), occupation, marital status, income source of the youth respondents, amount of pocket money, number of siblings and which parent(s) were working. The questions on demographic parameters form the third part of the questionnaire used for the survey of respondents for this study.

Six hundred urban Indian youth, aged between 18-25 years, residing in Bengaluru were the respondents of the survey conducted for the study. The respondents chosen for the study had equal number of women (300) and men (300). The demographic variables of age and gender variables are helpful to target different age and gender groups of customers and tailor specific marketing strategies that appeal to customer groupings based on age and gender homogeneity.

Gender differences also require different positioning strategies based on appeals that could strike the appropriate chord amongst the target market. Similarly gender differences need to be factored in while formulating marketing strategies for product and services that target boys and girls, or, men and women. Income variables indicate the spending propensity or disposable income that is
likely to be available for spending. Status products consumption in a conspicuous manner has been seen in different markets that are a means to signal wealth and economic stature among customers’ reference groups. The study has identified that though the youth in the age group of 18-25 years may not necessarily have their independent source of income via either jobs or business, yet a very important source of their monthly expenditure arise from their pocket money that is often financed either by their parent(s) or guardian(s). The MHI question helps to identify the income class of their families. The four zones of Bengaluru city were mapped and one hundred and fifty respondents from each zone were identified to fill in the questionnaire. Fifty percent of the respondents of each zone were male and fifty per cent women.

4.2 Age profile of the respondents:

The age profile of the respondents has been shown in Figure 4.1. The aim of the study was to identify the perceptions and attitude of the urban Indian youth residing in Bengaluru who belonged to the age group of 18-25 years.

Figure 4.1: Age Profile of the respondents:

All the respondents of the study belonged to the 18-25 years age group, with equal representation from each of the gender categories.
4.3 Gender profile of the respondents:

The study intended to have equal number of respondents from each gender. Thus half of the respondents were to be young women while the balance half of the responses were to be collected from young men. As can be seen from Figure 4.2, the respondents for the study comprised of equal number of youths from both the genders.

Figure 4.2: Gender Profile of the respondents:

![Gender Profile Chart]

4.4 Education Profile of respondents:

The education profile reveals the level of educational attainments of respondents which could be used to indicate the potential employability that will be instrumental for earning incomes that could influence present and future purchases of lifestyle items.

For the present research the educational level of respondents are important from the standpoint of potential income earning power in the future times as well as the prevalence and likelihood of product and brand knowledge on lifestyle products and services that are likely to be conspicuously consumed for status.
Education is likely to influence the awareness of different categories of lifestyle products and services that exist in the global and local markets.

Peer group influence at places of study, work and play are also likely to influence the tendency to conspicuously consume lifestyle products and services to reflect status and economic wealth.

The level of education is also likely to influence brand awareness levels and brand preference and choice impacting brand sales of lifestyle products and services.

As can be seen from Figure 4.3, the education profile of the respondents indicate that 72.8 per cent of the respondents are graduates, while 20 per cent are post graduates with just 7 per cent having studied till Higher Secondary (Class XII) level.

Figure 4.3: Education Profile of respondents.

Most of the respondents are graduates, out of which 38 per cent are women and 35 per cent are men. Close to about twenty per cent of the respondents are post graduates while about eight per cent have studied till H.S (till Standard XII).
Figure 4.4 shows the education levels and gender profiles of the respondents. There are more young women doing graduation as compared to young men, though there are more young men pursuing post graduation as compared to the number of young women.

Figure 4.4: Gender and education levels.

4.5 Monthly Household Income (MHI) Profile of the respondents:

Questions pertaining to income remain a sensitive one among consumers and it may be difficult to understand the authenticity of the stated answers as the respondents could be sensitive to the question itself. Hence during the time of making the questionnaire, it was decided that efforts will be made to reduce the sensitivity and bias among respondents in answering the question regarding their MHI. The question pertaining to the MHI of the respondents was thus framed using nominal scale containing five categories of response options. Thus steps were taken to increase the reliability of the study.

The MHI of respondents are an important aspect determining the spending power of an individual. Since the respondents chosen for the survey were mostly dependent on their families
for their pocket money, so the MHI of the respondents were considered to be an important aspect of profiling the age group being studied in this research.

- **MHI & Gender Cross tabulation:**

The MHI and gender profile illustrates the proportion of young women and men who belong to different households categorized on MHI basis. The Figure 4.5 below shows the percentage of male and women respondents based on the MHI levels.

Figure 4.5: Monthly Household Income (MHI) & gender profile of the respondents.

![Figure 4.5](image)

From Figure 4.5 it may be observed that most of the respondents belong to the MHI category of ₹ 25,001- ₹ 50,000. The next MHI category containing the second highest number of respondents is ₹ 15,001- ₹ 25,000. The MHI categories of ‘₹ 10,001- ₹ 15,000’ and ‘above ₹ 50,000’ contain almost equal number of respondents.

The monthly household income(MHI) profile of the respondents show that the question itself remains a sensitive one that has possibility of respondent bias in answering the question as it is most likely to reflect the social rank and position of the respondents and their respective families. Thus about 3 per cent respondents chose not to answer, while only 3.8 per cent declared their MHI to be in the range of up to ₹ 10,000 per month. There were about 12.5 per cent
respondents who declared that their MHI was in the range of ₹10,001-₹15,000 per month. Just 28.8 per cent have a MHI of ₹15,001-₹25,000 per month. About 37.8 per cent respondents belonged to households that had MHI of ₹25,001-₹50,000 per month. Only about 14 per cent of the respondents belonged to household having MHI above ₹50,000 per month.

4.6 Occupation Profile of the respondents:

The question on occupation of the respondents was given with using nominal scale with categories that were ‘Self-employed’, ‘Service’, ‘Student’ and ‘Any Other’.

Occupational pursuit provides an idea of the profile of respondents supplementing demographic variables like gender, age, income aspects of the urban Indian youth in Bengaluru.

Figure 4.6: Occupation of the respondents.

Among the respondents surveyed 89.8 per cent of the respondents were students, while 5 per cent were self-employed and only 4 per cent were in service.
In the next three to five years the student group is expected to be economically active. Around 1.2 per cent of the respondents indicated that they were neither students nor employed and so indicated their occupation category as ‘any other’.

Figure 4.7: Occupation & Gender of the respondents.

As can be seen from Figure 4.7, about forty four per cent of the male respondents and forty six per cent of the women respondents are students, while about three per cent of the male respondents and about 1 per cent of the women respondents reported being in ‘service’. Around 3 per cent of the male respondents and about 2 per cent of the women respondents declared that they were self employed.

4.7 Source of income of the respondents:

Source of income of the respondents is an important aspect for this study as that indicates how the urban Indian youth sources his/her money which then indicates possible affordability for lifestyle products and services.
The question on source of income of the respondents is a new aspect of this research. The question attempts to highlight potential sources of income of the urban Indian youth. The options range from pocket money received from parents, to part-time or full-time work.

Since young people in many countries globally do part-time work during their graduate and/or post graduate studies that complemented their pocket money, the present research aimed to bring forth the information pertaining to the source of income of the urban Indian youth in Bengaluru.

From Figure 4.8 it may be observed that about 85 per cent of the respondents received pocket money from their parents, while 7.7 per cent had part-time work. About 5.2 per cent of the respondents reported earning from their full-time work, while around 2.3 per cent of the respondents chose not to answer the question.

Figure 4.8: Source of Income of the respondents.

As can be seen from Figure 4.9 about forty two per cent of the male respondents and forty three per cent of the women respondents receive pocket money from their parents. Three per cent of the male respondents and about two per cent of the women respondents were into full-time work.
About three per cent of the male respondents and around five per cent of the young women indicated that they were earning from part-time work.

Figure 4.9: Source of Income and Gender of the respondents.

4.8 Amount of Pocket Money:

The amount of pocket money was indicative of the range of availability of funds with the urban youth that would determine their discretionary expenditure. Pocket money is a very important source of finance for the young people in the age group of 18-25 years as can be seen from the data collected for the study.

The question was framed using the nominal scale with categories of pocket money ranges mentioned as options from which respondents could choose to answer. This was done to increase the reliability of the study by decreasing any sensitivity and personal bias that could affect the willingness of respondents to answer the question.
The intention of asking the question was to get an idea of the range and category of pocket money that the urban Indian youth had at their disposal.

Figure 4.10: Amount of Pocket Money of the respondents.

Figure 4.10 highlights the bivariate cross tabulation of the gender of respondents and the amount of pocket money received by them. The figure highlights the number of young men and women respondents belonging to each category of the question investigating the amount of pocket money.

Among the respondents who were surveyed, it was found that most of the respondents (around 45 per cent) received pocket money that was below ₹ 1000 per month, while the second highest group of respondents (about 34 per cent) were found to have pocket money in the range of ₹ 1001- ₹ 2000 per month. About 12 per cent of the youth surveyed, had pocket money in the range of ₹ 2001- ₹ 3000 per month while 6 per cent of the respondents reported receiving pocket money above ₹ 3001 per month. The rest of the respondents (around three per cent)
chose not to answer the question about the pocket money received by them. It may be observed that more women respondents were to be found in the lower pocket money ranges than in the higher pocket money categories. Similarly more young men receive pocket money in the lower pocket money ranges than in the higher ranges of pocket money. More men are found in the second and third categories of the pocket money ranges mentioned for the study, as compared to young women. Twenty five per cent of the women respondents received below ₹ 1000 per month of pocket money while twenty one per cent of the male respondents received less than ₹ 1000 per month of pocket money. For pocket money above ₹ 3001 per month, there were more women respondents than male respondents. The cross tabulation of the MHI levels of the respondents with the amount of pocket money claimed to have been received by the respondents are illustrated next.

- **MHI linkages with Amount of Pocket Money:**

The MHI linkages to the amount of pocket money of the respondents are given in Figure 4.11.

Figure 4.11: MHI linkages with Amount of Pocket Money.
MHI is linked to the amount of pocket money as shown on the x-axis. The number of the respondents is shown in the y-axis. More respondents receive pocket money in the range of ₹ 2001pm- ₹ 3000pm, who belonging to households having MHI of ₹ 25,000pm- ₹ 50,000pm and above ₹ 50,000pm. More respondents belonging to the third and fourth category of MHI households receive pocket money in the first two categories.

4.9 Marital status of the respondents:

The marital status of the urban Indian youth respondents in Bengaluru who belong to the age group of 18-25 years are illustrated in Figure 4.12. The marital status indicates whether the respondent is single or married. The marital status of ‘divorced’ has also been included for the study. The marital status of the respondents is a possible indicator of the number of immediate dependent family members of the respondents and their family size. Among the surveyed respondents, 95.7 per cent stated that they were unmarried, while around 1.5 per cent of the respondents indicated that they were married. Around 2.8 per cent of the respondents reported being divorced.

Figure 4.12: Marital status of the respondents.
Thus the majority of the urban Indian youth respondents who were surveyed for this study reported that they were unmarried which indicated that there could be a lot of scope for discretionary spending to purchase lifestyle products and services.

However, in the next few years the unmarried respondents were likely to marry as they enter the workforce and become financially independent. With marriage the youth cohort is likely to proceed to the next stage of their life cycle of being a couple, to stepping into parenthood and beyond. In the event of delayed parenthood the youth are likely to spend on lifestyle items. The event of marriage and setting up of families are also likely to trigger a lot of purchases for lifestyle products and services.

Figure 4.13: Marital status and the gender of respondents.

As can be seen from Figure 4.13, forty eight per cent of both the male and women respondents are unmarried. Only 1.5 per cent of the women respondents reported that they were married. Two per cent of the male respondents and about one per cent of the women respondents declared that they were divorced.

**4.10 Number of siblings of the respondents:**

The family size of the respondents can be gauged with the number of living siblings and parents. For this research, the number of siblings was a question that was inserted to derive an understanding of the possible size of the family size of the respondents.
Family size is likely to affect consumer behaviour for products and services. Thus the research aims to understand the perception of the youth for various aspects of lifestyle products and services based on the number of siblings that they were growing up with.

Figure 4.14: Number of Siblings of the respondents.

From Figure 4.14 it can be seen that about 44 per cent of the respondents reported having one sibling, while about thirty nine per cent of them stated that they had two siblings. Five percent of the respondents reported that they had three siblings while just about 0.5 per cent of the respondents indicated that they had more than three siblings.

Nine per cent of the respondents reported not have any sibling. The sensitive nature of the question is likely to have led around 2.3 per cent of the respondents giving no answer to the question and asked to be excused from answering the same.

Bivariate cross tabulation of gender and the number of siblings was conducted. The cross tabulated data revealed that there were more male members who stated that they had a sibling as compared to women respondents. More young women had two siblings as compared to male
respondents. More young women were found to have three siblings as compared to their male counterparts. There were more young women who reported having no siblings as compared to the young men.

The bivariate cross tabulation reveals the household member composition trend of the urban Indian youth being studied.

Figure 4.15: Number of siblings and the gender of the respondents.

4.11 Parent(s) working status:

It was deemed important to ask the question pertaining to understanding whether the parent(s) of the urban Indian youth residing in Bengaluru were still working or not. It was intended to find out if the parent’s working status affected the perceptions of the youth towards conspicuous consumption of lifestyle products and services. It was expected that the parent(s) working status may influence the respondents to have more disposable pocket money that could be spent for lifestyle products and services purchase.
From Figure 4.16 it can be seen that just over seventy seven per cent of the respondents declared that their father was working while only about 9 per cent reported that their mothers were working. Around eight per cent of the respondents reported that both their parents were working while just over 4 per cent of the respondents declared that none of their parents were working.

Figure 4.16: Parents’ working status in numbers and percentage.

Thus cumulatively, about ninety-six per cent of the respondents who were surveyed indicated that their parents were still actively working and generating their own income.

The information on the working status of the parents are expected to impacts positively the affordability and disposable income of the urban Indian youth respondents of the study, resulting in optimistic outlook for the possibility of conspicuously consuming lifestyle products and services for signaling status among their reference groups.

The data reveals that the fathers of about forty per cent of the male respondents and for about thirty seven per cent of the women respondents were still working. Around 4.5 per cent of the male respondents and about five per cent of the women respondents indicated that only their mothers were working.
Both parents were working for about four per cent of the male respondents and for around five per cent of the women respondents. Only about 1.33 per cent of the male respondents and about 3 per cent of the women respondents indicated that none of their parents were working.

Figure 4.17: Gender cross tabulation with parent(s) working status.

- **Parents’ working status & the amount of pocket money.**

It was intended to find if the parents’ working status was linked with the amount of pocket money received. From Figure 4.17 it may be observed that most of the respondents who reported receiving pocket money had indicated that their fathers only were working. It was also observed that the respondents whose fathers were reportedly working received pocket money across all the four categories of pocket money considered for the study.

Most of the respondents stated that they received pocket money below ₹ 1000 per month. The second highest respondent group was those who received pocket money of up to ₹ 2000 per month. The third ranking group of respondents stated that they received pocket money of up to ₹ 3000 per month.

In the group of respondents whose both parents were working, the highest number of respondents stated that they received below ₹ 1000 per month of pocket money while the second
The least number of respondents who received pocket money across all the ranges mentioned for the study, were those whose neither of the parents were working. Thus the parents’ working status seems to be an influential factor affecting amount of pocket money received by the respondent group.

4.12 Zone of residence:
The respondents were chosen from all the four zones equally. The sample from each zone consisted of equal number of male and women respondents. Hence out of the total respondents, a quarter of the total sample belonged to each zone, out of which 12.5 per cent of were male respondents and the balance 12.5 per cent were women respondents. The figure given below illustrates the data that was derived out of the bivariate cross tabulation of the gender of the respondents and the zone where the respondents declared that they were staying.
4.13 **Summary of the profiles of the respondents:**

The demographic variables of segmentation are important to determine the target market characteristics and become an important aspect of strategic marketing. The demographic variables of segmentation are made up of variables like age, gender, income, occupation, nationality, race, religion, education profile, family size and family life cycle of customers. Among the youth respondents of this study, the demographic variables like age, gender, income, occupation, family size, parents’ occupation etc. were determined to better understand the respondents for the purpose of this study. The demographic profile parameters as illustrated in this chapter highlight the different aspects of the urban Indian youth respondents in the age group of 18-25 years who reside in Bengaluru and were surveyed for this research.

The next chapter illustrates the data analysis conducted for testing the hypotheses proposed in the study.