

Dedicated in fond memory of my beloved Father



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PhD, Gold Medallist MSc (Agri.)

‘His life was dedicated towards youth empowerment through vocational training and agricultural based economic growth of the farmers. A lesson well learnt from him is the use of scientific and logical thinking to understand any subject and solve any problem. His Blessings has given me immense courage to continue my studies in all these days to complete this thesis.



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DECLARATION

I, Nilotpal Saha bearing Registration No: PhD/1873/2012 Dated: 20/4/2012, hereby declare that the subject matter of the thesis entitled "*A Comparative Study on Psychographics of Junior College Students and Initially Employed Youth in Silchar, Assam*" is the record of work done by me and that the contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University / Institute.

Place:

Date:

(Nilotpal Saha)

Acknowledgements

A journey of thousand miles begins with a single step. I will never forget the desperate journey through chopper flight from Tura to Guwahati amid ethnic clash in order to attain interview for PhD admission and many other events. It will not be inappropriate if I describe the research process as series of continuous hiccups. This thesis has found daylight with active support and help from many people. At the verge of submission of this thesis I am looking back to those situations and with gratitude, trying to remember all who supported me, directly and indirectly in my quest.

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Index

Contents	Page No.
Dedication	I
Declaration	II
Certificate	III
Acknowledgment	IV
Index	V-VII
List of Tables	VIII-IX
List of Figures	X
List of Abbreviation	XI
Preface	XII
CHAPTER-I Introduction	1-7
1.1 Introduction to Market Segmentation	1
1.2 Research Context	2
1.3 Review of Literature	4
1.4 Research Gap & Relevance of the Study	5
1.5 Objectives of the Study	6
1.6 Hypotheses	6
1.7 Limitations of Study	7
1.8 Chapter Planning	7
CHAPTER - II Conceptual Framework and Research Methodology	8-21
2.1 Conceptual Framework	8-12
2.1.1 Market Segmentation	8
2.1.2 Psychographics	9
2.1.3 Youth	11
2.1.4 Initially Employed Youth	12
2.1.5 Junior College Student	12
2.1.6 Aspiration	12
2.2 Research Methodology	13-21
2.2.1 Questionnaire Development	14
2.2.2 Sampling and Data Collection	16
2.2.3 Data Organization	16
2.2.4 Identifying Factors Using Factor Analysis	19
2.2.5. Analysis with 'Z' Score	19
2.2.6 Identifying Segments using k - means analysis	19
2.2.7 Analysis with Factor Scores of PCA	20
2.2.8 Identifying Major Psychographic Factors	20
2.2.9 Interpretation of Segment Characteristics, Hypothesis testing and Reporting results	20

Contents	Page No.
CHAPTER – III Psychographic Profiles of Junior College Students in Silchar, Assam	22-40
3.1 Psychographic Profile of Junior College Students in Segment 1	22
3.2 Psychographic Profile of Junior College Students in Segment 2	28
3.3 Psychographic Profile of Junior College Students in Segment 3	34
Summary of the Chapter III	40
CHAPTER – IV Psychographic Profiles of Initially Employed Youths in Silchar, Assam	41-58
4. 1 Psychographic Profile of Initially Employed Youths in Segment 1	41
4.2 Psychographic Profile of Initially Employed Youth in Segment 2	47
4.3 Psychographic Profile of Initially Employed Youth in Segment 3	52
Summary of Chapter IV	58
CHAPTER – V Similarities and Dissimilarities of Psychographic Profiles of the two Categories of Youth in Silchar, Assam.	59-73
5.1 Comparison on Psychographics of JCS and IEY in Segment1	59
5.2 Comparison on Psychographics of JCS and IEY in Segment2	64
5.3 Comparison on Psychographics of JCS and IEY in Segment3	68
5.4 Factors contributing to the Differences in Psychographics among the Two Categories of Youths in Silchar, Assam.	71-72
5.4.1 Factors responsible for differences of JCS and IEY in Segment 1	71
5.4.2 Factors responsible for differences of JCS and IEY in Segment 2	71
5.4.3 Factors responsible for differences of JCS and IEY in Segment 3	72
Summary of Chapter-V	73
CHAPTER – VI An Assessment of Business Prospects with the help of Psychographics in Silchar, Assam	74-84
6.1 Business Prospects suitable for youths in Segment 1	75
6.2 Business Prospects suitable for youths in Segment 2	79
6.3 Business Prospects suitable for youths in Segment 3	82
Summary of Chapter-VI	83

Contents	Page No.
CHAPTER – VII General Discussion and Conclusion	86-93
7.1 Hypothesis Testing	86
7.1.1 Testing of First Null Hypothesis (H ₀₁)	86
7.1.2 Testing of Second Null Hypothesis (H ₀₂)	88
7.2 Generalisation of Psychographic Characteristics and their differences of the Junior College Students and Initially Employed Youth in Silchar, Assam	90
7.3 Conclusion	92-93
References	94-98
Appendices	99-117
Map of Silchar	99
Table Showing Question wise Responses of Junior College Students	100-108
Table showing Question wise Responses of Initially Employed Youth	109-117
URKUND Analysis Result	118
Annexure	
Questionnaire	1-6
Publications	
Saha, N.& Kumar, B.(2016) Psychographic Market segmentation of Junior College Students in Silchar, Assam, <i>IRA-International Journal of Management & Social Sciences</i> ; 04(02),455-463. ISSN 2455-2267. doi: 10.21013/jmss.v4.n2.p15.	
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List of Tables

Table No and Table Title	Page No.
2.1 Classification of Segmentation Bases	9
2.2 Dimension and Nature of Questions	15
2.3 KMO Measures	17
2.4 Rotated Component Matrix a	18
2.5 Eigenvalues, percentage of variances and Canonical Correlations	21
2.6 Chi- squire and Wilks' Lamda	21
3.1 Demographic Information of Junior College Students in Segment 1	26
3.2 Psychographic Characteristics of Junior College Students in Segment 1	27
3.3 Demographic Information of Junior College Students in Segment 2	32
3.4 Psychographic Characteristics of Junior College Students in Segment 2	33
3.5 Demographic Information of Junior College Students in Segment 3	38
3.6 Psychographic Characteristics of Junior College Students in Segment 3	39
4.1 Demographic Information of Initially Employed Youth in Segment 1	45
4.2 Psychographic Characteristics of Initially Employed Youth in Segment 1	46
4.3 Demographic Information of Initially Employed Youth in Segment 2	50
4.4 Psychographic Characteristics of Initially Employed Youth in Segment 2	51
4.5 Demographic Information of Initially Employed Youth in Segment 3	56
4.6 Psychographic Characteristics of Initially Employed Youth in Segment 3	57

Table No and Table Title	Page No.
5.1 Mean Scores of Psychographic factors of Junior College Students and Initially Employed Youth in Segment 1	63
5.2 Mean Scores of Psychographic Characteristics of Junior College Students and Initially Employed Youth in Segment 2	67
5.3 Mean Scores of Psychographic Characteristics of Junior College Students and Initially Employed Youth in Segment 3	70
6.1 Aspirations of Junior College Students in Segment 1	77
6.2 Aspirations of Initially Employed Youth in Segment 1	78
6.3 Aspirations Of Junior College Students in Segment 2	80
6.4 Aspirations Of Initially Employed Youth in Segment 2	81
6.5 Aspirations Of Junior College Students in Segment 3	84
6.6 Aspirations Of Initially Employed Youth in Segment 3	85
7.1 Contingency table showing Observed Scores of psychographic variables	87
7.2 Contingency table showing Expected Scores of psychographic variables	87
7.3 Contingency Table Showing Observed Total of Aspiration of Two Categories of youths	89
7.4 Contingency Table Showing Expected Total of Aspiration of Two Categories of youths	89
7.5 Differences of Psychographic Characteristics of Junior College Students and Initially Employed Youth	91

List of Figures

Number and Figure Title	Page No.
2.1 Flow Chart Describing the Methodology Adopted for the Study	13
2.2 Scree plot	17
2.3 Canonical Discriminant Space Showing 3 clusters	21
3.1 Demographic and Psychographic Characteristics of Junior College Students (JCS) in Segment 1	25
3.2 Demographic and Psychographic Characteristics of Junior College Students in Segment 2	31
3.3 Demographic and Psychographic Characteristics of Junior College Students in Segment 3	37
4.1 Demographic and Psychographic Characteristics of Initially Employed Youth in Segment 1	44
4.2 Demographic and Psychographic Characteristics of Initially Employed Youths in Segment 2	49
4.3 Demographic and Psychographic Characteristics of Initially Employed Youth in Segment 3	55
5.1 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 1	62
5.2 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 2	66
5.3 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 3	69
6.1 Aspirations of Junior College Students in Segment 1	77
6.2 Aspirations of Initially Employed Youth in Segment 1	78
6.3 Aspirations of Junior College Students in Segment 2	80
6.4 Aspirations of Initially Employed Youth in Segment 2	81
6.5 Aspirations of Junior College Students in Segment 3	84
6.6 Aspirations of Initially Employed Youth in Segment 3	85

List of Abbreviations and Symbols

Abbreviation	Full Form
AIO	Activity Interest and Opinion
df.	Degrees of Freedom
etc.	Etcetera
i.e.	That is
IEY	Initially Employed youth
JCS	Junior College Students
KFC	Kentucky Fried Chicken
KMO	Kaiser-Mayer Olkin
LOV	List of Values
No.	Number
PCA	Principal Component Analysis
RVS	Rokeach's Value System
Sig.	Significance
TV	Television
UK	United Kingdom
USA	United States of America
VALS	Values and Lifestyle
Viz.	Namely
χ	Chi

Preface

P sychographics is the study of personality, values, opinions and lifestyles and responsive to measurement scale, positioned itself much valuable in the field of marketing. The study of psychographics attempts to seek knowledge about 'what', 'why' and 'how' of consumer purchasing behaviour. Psychographics aims to classify people according to their attitudes, aspirations, and other psychological criteria, especially in market research. Thus to make the process of segmentation for scientific and specific in nature the data need to collected with large sample for a particular area to understand the preferred products and services of that area.

As the study of psychographics mainly focuses upon the consumer purchasing behaviour, hence, along with many others marketing researchers my mind also often raises many questions as- What we are and what we are going to be in the future; Does a young people think differently? Does personality differs and impact upon consumption pattern as person grows up? Therefore, with the help of various literature reviews and study of various questionnaire patterns, I too tried to search for factors contributing to changing purchasing behaviour.

Hence, the present thesis illustrates the youth psychographics of young students and employed youths. Such division will enable the readers to have a focus and grasp to understand what actually the users want to purchase and the factors that might make them buy the product or services. The research work also provides a bench mark for elaboration of psychographics of the non-metro city to measure the subjective information of the respondents.

For the practical purview of the research proposal the city called Silchar (a non-metro city of Assam) is selected and the respondents are divided into two parts- Junior College Students (JCS) and Initially Employed Youths (IEY) to form the bases of the study. Thus, I right away conducted the research on the topic "A Comparative Study on Psychographics of Junior College Students and Initially Employed Youths in Silchar, Assam"

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