

Chapter - III

This Chapter delineates
Psychographic profile
of
Junior College Students
in
Silchar, Assam

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Psychographic Profiles of Junior College Students in Silchar, Assam

[Aim of this chapter is to achieve Objective no 1: To find out psychographic profile of junior college students of Silchar, Assam.]

The present chapter provides the psychographic profile of 'Junior College Students' (JCS) of Silchar. These respondents are studying in 11th and 12th Standards. Psychographic profile means psychographic descriptions of each market segments of JCS. Psychographic market segmentation of JCS of Silchar, Assam can be divided into three segments. The sizes of these segments are 88, 63 and 99 which covers 35.2%, 25.2% and 39.6% of total 250 JCS respondents respectively.

The characteristics of each of these segments are presented below followed by the figures 3.1, 3.2 and 3.3. The figures are Coxcomb graph explaining results of analysis which are in tables. The figure 3.1 explains table 3.1 and 3.2. The figure 3.2 explains table 3.3 and 3.4 and figure 3.3 explains tabulated values of table 3.5 and 3.6.

3.1 Psychographic Profile of Junior College Students in Segment 1

Figure 3.1, graphically shows the demographic and psychographic characteristics of Junior College Students (JCS) segment 1, which includes gender, age, income, marital status and family status. The attributes like creativity, family orientation, trend consciousness, leadership, belief, fashion consciousness, curiosity, law abidingness and ambition are outlining the psychographic characteristics of this group.

Under the demographic part of the figure, the coxcomb reveals that the percentage of male respondents is much higher than the female with 56.8% and 43.2% respectively. The age wise distribution shows that the most of respondents are in the age group 16-20. 31.8% of the respondents belong to

income group of less than 50,000 per annum. they stay with small family that is up to 4 members.

Psychographics characteristics are levelled in 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that the respondents of JCS segment 1 of Silchar are highly creative (67%) and family oriented (73.9%). They are moderate in leadership qualities (76.1%), ambition (73.9%), curiosity (65.9%), law abiding (54.5%) and religious believes (67%). These respondents show less interest in attributes like fashion with 59.1 %. Further, detail qualitative observations of this group of respondents are described as under.

The respondents of segment 1 of Junior College Students show the following characteristics:-

- JCSs of this segment are generally serious law abiders and conservatives. If, given a situation this group directly give the opinion that, they do not support corruption and will not pay bribe.
- This group is also relatively strong conservative compared to other two segments of JCS. They are of opinion that girls are carrier of culture and so they should wear traditional dresses only.
- Regarding the choice of mass communication most this respondents are of the opinion that mediums of mass communication, like television are meant for total family and we should be selective to view channels.
- Majority of them believe that politics is essential and without a stable government peace and prosperity cannot be achieved and hence, the best party should be supported during election.
- This group of respondents generally make friends from all walks of life and friendlier than other two groups. Therefore they have broad social arena compared to the other groups.
- Respondents of this group are relatively more career conscious as 62.5% said that they are ready to work at any place where opportunity is more. They are generally team workers and show high aspiration to lead others.
- These respondents are generally not much trend conscious, new changes in trends do not have much impact upon them.

- This group has the opinion that carrying a smart phone does not make any difference in their appearance.
- Most of them have opinion that new fashion trends like tattoo has no practical use.
- They generally wear formal dress suitable for the occasion and prefer clean and comfortable dress which may not be fashionable.
- This group of respondents generally shows high degree of curiosity on how a machine works. Even they do not hesitate to open or break the machine in parts to know about technology working behind it.
- They collect things that they consider useful and try to make new useful and decorative things with them.
- They usually try to be self-sufficient and take help of others only if they face difficulty. They believe successful people take moderate risk and consider themselves as general person.
- This group of respondents generally are not so religious, yet 69.3% of them believe that a fixed time for prayer is important, They try to think what is logical and just. A good number of them believe that science can explain everything in his world. They read religious books but do not follow all the guidelines written within it.
- Most of them consider money as the most evil thing in this world. They believe that there are many other purposes in life which are more important than money. Usually if they learn about an interesting place of natural beauty they shall try to visit this place at least once in their life.
- Generally this group of respondents knows exactly what they need to purchase when they visit a shopping mall.
- They commonly prefer their own opinion about what to purchase. Showing straight forwardness about purchasing decisions.
- This group of respondents generally shows high aspiration to spend money for social causes and charity. They love to give gifts to their friends and spend money for family members. They prefer to save money rather than spending it in luxuries.

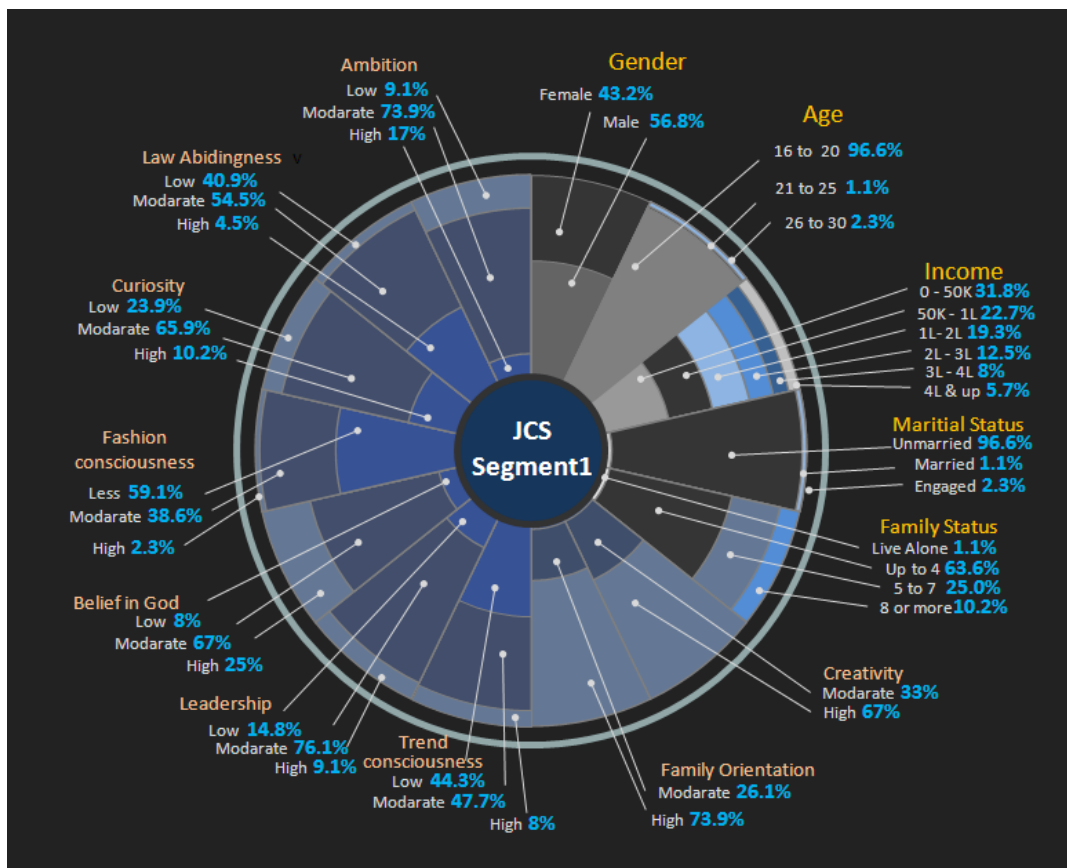


FIG: 3.1 Demographic and Psychographic Characteristics of Junior College Students (JCS) in Segment 1

**Table 3.1 Demographic Information of
Junior College Students in Segment 1**

Total respondents = 250		Segment 1		
		Frequency	Percentage	
Size of segment		88	35.2	
Demographic Information	Gender	Male	50	56.8
		Female	38	43.2
	Age Group	16-20	85	96.6
		21-25	1	1.1
		26-30	2	2.3
		30-35	0	0.0
	Income Group	Less Than 50000	28	31.8
		50000 to 100000	20	22.7
		100001 to 200000	17	19.3
		200001 to 300000	11	12.5
		300001 to 400000	7	8.0
		400001 And Above	5	5.7
	Marital Status	Married	1	1.1
		Unmarried	85	96.6
		Engaged	2	2.3
		Separated	0	0.0
	Family Status	Live Alone	1	1.1
		Up To 4 Members	56	63.6
		5 to 7 Members	22	25.0
Joint Family 8 or More Members		9	10.2	
Dwelling	Mess	1	1.1	
	Rented Alone	3	3.4	
	Rented With Family	31	35.2	
	Own house	50	56.8	
	Rented Flat	3	3.4	
	Own Flat	0	0.0	

Source: Primary

**Table 3.2 Psychographic Characteristics of
Junior College Students in Segment 1**

Total respondents = 250		Segment 1		
		Frequency	Percentage	
Size of Segment		88	35.2	
Psychographic Characteristics	Creativity	Low	0	0
		Medium	29	33.0
		High	59	67.0
	Family orientation	Low	0	0
		Medium	23	26.1
		High	65	73.9
	Trend Consciousness	Low	39	44.3
		Medium	42	47.7
		High	7	8.0
	Leadership	Low	13	14.8
		Medium	67	76.1
		High	8	9.1
	Belief in God	Low	7	8.0
		Medium	59	67.0
		High	22	25.0
	Fashion Consciousness	Low	52	59.1
		Medium	34	38.6
		High	2	2.3
	Curiosity	Low	21	23.9
		Medium	58	65.9
		High	9	10.2
	law Abidingness	Low	36	40.9
		Medium	48	54.5
		High	4	4.5
	Ambition	Low	8	9.1
		Medium	65	73.9
		High	15	17.0

Source: Primary

3.2 Psychographic Profile of Junior College Students in Segment 2

Figure 3.2, graphically shows the demographic and psychographic characteristics of Junior College Students (JCS) segment 2, which includes gender, age, income, marital status, family status. The attributes like creativity, family orientation, trend consciousness, leadership, belief in God, fashion consciousness, curiosity, law abidingness and ambition are outlining the psychographic characteristics of this group.

Under the demographic part of the figure, the petals of the coxcomb reveal that the percentage of male respondents is much higher than the female with 65.1% and 34.9% respectively. Most of the respondents are in the age group 16-20 with 95.2%. 36.5% of the respondents belong to income group of less than 50,000 per annum and 30.2% with income 50,000 to 1 lakh per annum. Most of the JCS's are unmarried and stay with small family that is up to 4 member family status.

Psychographics characteristics are levelled in 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that most of the respondents of JCS segment 2 of Silchar show, moderate psychographic traits. Below, the, details qualitative observations of these group of respondents are described.

The JCS respondents of this segment show the following psychographic characteristics:

- Most of them believe that movies and TV serials now a days show more violence and sex and sensor board is allowing such thing which all family members cannot view together.
- Most of the members (69.9%) of this segment admit that there is no harm in paying bribe to get things done without facing any social or legal obstacle and seems have no hesitation to do so.
- They generally consider that girls should not wear western dresses. And expressed the opinion that every girl should wear traditional dresses of their own ethnicity, just because girls are considered as carrier of culture.

- Generally this group of respondents does not get involved into politics and when it becomes extremely necessary they support issue based politics and not any particular party.
- This group of respondents is relatively choosy in selecting friends compared to other two groups; they choose friends from same age group, social class and economic status.
- This group of respondents are generally family oriented does not hesitate to change workplace in order to stay near family as for them family togetherness is utmost valuable.
- This group of respondents is generally not team workers, they generally favour comfortable environment and prefer to work alone compared to other two groups.
- This group of respondents is generally more fashionable and willing to boast while dressing and try to remain ready for photo shoot.
- Generally they also welcome ultra-new trends in fashion like tattoo; as they consider that it fulfills modern fashion trends.
- Generally they are also very enthusiastic about latest technology innovation and remain ahead to adopt them. They consider it is obsolete to carry old technology in this era of smart phone.
- Most of this group of respondents considers it worthless to enquire how a machine works; they prefer to purchase products from market rather than make it at home.
- By habit if they find some useful material they store it for some time to resell them.
- They have a general opinion that lucky persons always become successful and those who take more risk ultimately become looser. Most of them believe that some of their friends shall always remain luckier and more successful than them. They consider money as the most important thing in life and wealthy people are happier.
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than them. They consider money as the most important thing in life and wealthy people are happier.

- Generally this group of respondents is not so religious and considers that too much prayer is wastage of time. They believe that everything happening around us can be explained by science therefore they do not read books which are religious in nature and consider their own consciousness above holy books.
- This group of respondents tries to follow a general lifestyle, they are more resistant to change and adopt new things, they also do not want to visit new place and only visit places if there is good communication and good numbers of people have already visited. This group of respondents tries to become center of attraction of any gathering.
- This group of respondents are generally good shopper as they take more time in choosing goods, and consider the advice of salesmen They think, other consider their advice valuable for shopping decisions.
- Aspiration of this group generally revolves around fashion, they shall purchase ornaments, gems and gold having latest design, cloths with trendy outlook and think to have tattoo.
- Most of them have aspiration that they shall spend for education of self and others; build home purchase land and car and household goods.

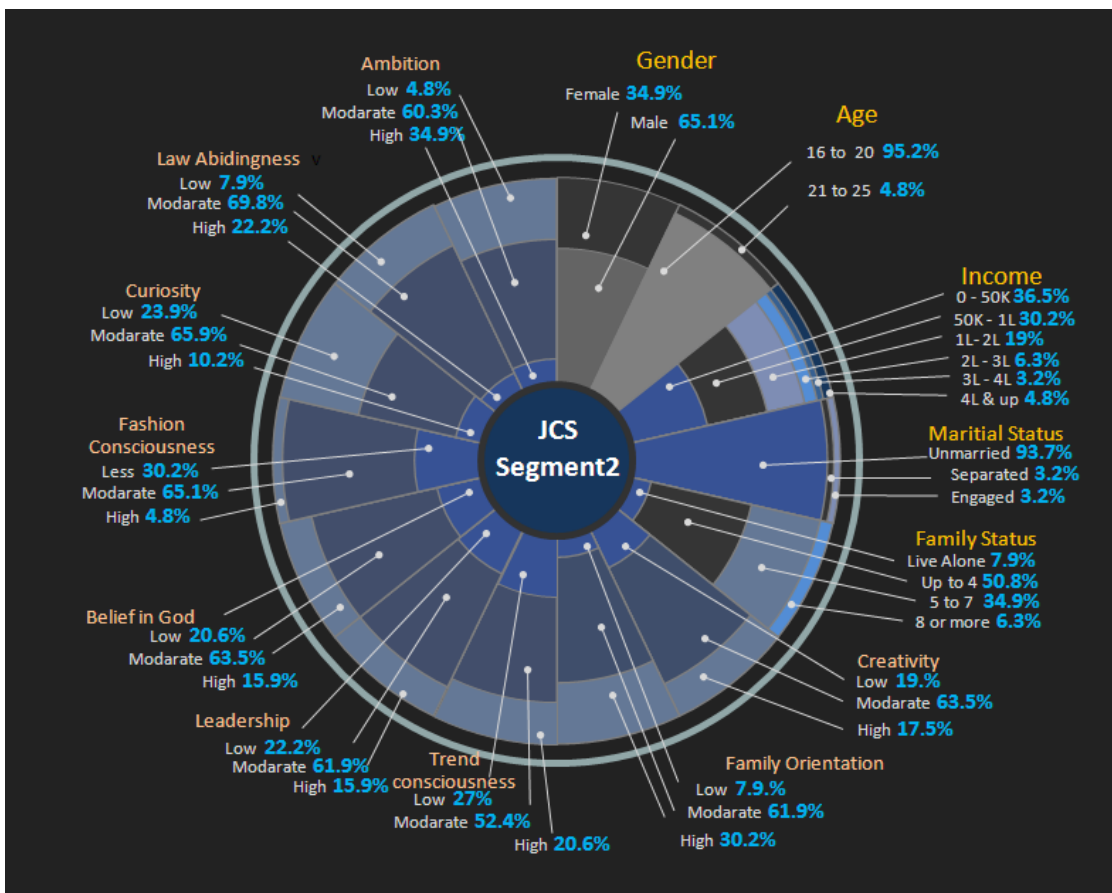


FIG: 3.2 Demographic and Psychographic Characteristics of Junior College Students in Segment 2

**Table 3.3 Demographic Information of
Junior College Students in Segment 2**

Total respondents = 250			Segment 2	
			Frequency	Percentage
Size of segment			63	25.2
Demographic Information	Gender	Male	41	65.1
		Female	22	34.9
	Age Group	16-20	60	95.2
		21-25	3	4.8
		26-30	0	0.0
		30-35	0	0.0
	Income Group	Less Than 50000	23	36.5
		50000 to 100000	19	30.2
		100001 to 200000	12	19.0
		200001 to 300000	4	6.3
		300001 to 400000	2	3.2
		400001 And Above	3	4.8
	Marital Status	Married	0	0.0
		Unmarried	59	93.7
		Engaged	2	3.2
		Separated	2	3.2
	Family Status	Live Alone	5	7.9
		Up To 4 Members	32	50.8
		5 to 7 Members	22	34.9
		Joint Family 8 or More Members	4	6.3
	Dwelling	Mess	2	3.2
		Rented Alone	7	11.1
		Rented With Family	18	28.6
Own house		35	55.6	
Rented Flat		0	0.0	
Own Flat		1	1.6	

Source: Primary

**Table 3.4 Psychographic Characteristics of
Junior College Students in Segment 2**

Total respondents = 250		Segment 2		
		Frequency	Percentage	
Size of segment		88	35.2	
Psychographic Characteristics	Creativity	Low	12	19.0
		Medium	40	63.5
		High	11	17.5
	Family orientation	Low	5	7.9
		Medium	39	61.9
		High	19	30.2
	Trend Consciousness	Low	17	27.0
		Medium	33	52.4
		High	13	20.6
	Leadership	Low	14	22.2
		Medium	39	61.9
		High	10	15.9
	Belief in God	Low	13	20.6
		Medium	40	63.5
		High	10	15.9
	Fashion Consciousness	Low	19	30.2
		Medium	41	65.1
		High	3	4.8
	Curiosity	Low	7	11.1
		Medium	31	49.2
		High	25	39.7
	Law Abidingness	Low	5	7.9
		Medium	44	69.8
		High	14	22.2
	Ambition	Low	3	4.8
		Medium	38	60.3
		High	22	34.9

Source: Primary

3.3 Psychographic Profile of Junior College Students in Segment 3

Figure 3.3, graphically shows the demographic and psychographic characteristics of Junior College Students (JCS) in segment 3, which includes gender, age, income, marital status, family status. The attributes like creativity, family orientation, trend consciousness, leadership, believers, fashion consciousness, curiosity, law abidingness and ambition are jointly outlining the psychographic characteristics of this group.

Demographics petals of coxcomb reveal that the percentage of female respondents is much higher than the male counterparts with 55.5% and 47.5% respectively. The age wise distribution shows that the respondents, Most of them are in the age group of 16-20 (94.9%). 37.4% of the respondents belong to income group 50,000 to 1lakh per annum. Most of the JCS's are unmarried and stay with the family type having 4 members. 43.4% of the respondents have families with 5 to 7 members. This shows a large number of respondents stay in joint or big families.

Psychographics characteristics are levelled in 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that the respondents of JCS segment 3 of Silchar are highly family oriented (69.7%). They are moderately creative (54.5%), trend consciousness (63.6%). They are moderate in leadership (73.7%), ambition (59.6%), curiosity (61.6%), law abidingness (43.4%) and belief in God (53.5%). These respondents show less interest in attributes like fashion (53.5%). Further, details qualitative observations of this group of respondents are described as under.

A good numbers of participants of this group are girls compared to other two groups. The respondents of this segment show the following characteristics:

- This group generally belongs to higher income class. This group of respondents is less fashionable and is strong law abiders.
- Respondents of this group generally consider mass media like television as an instrument for family entertainment.

- They consider that programs that come in television should be meant for total family which we can view together. According to most them, family members should choose programmes as per their own choices.
- Most of them advocate that girls should wear dresses according to their own choice.
- Generally they keep themselves informed about on-going political situations, but never get themselves involved. This group of respondents generally adhere law very seriously and hence, never pay bribe.
- This group of respondents is usually friendly and 85.9% says that they have friends from all walks of life.
- Generally they are tough and very serious about career. They prefer to find out jobs near to their hometown and by nature are good team workers.
- This group of respondents are fun loving and thus generally enjoy much in social gatherings.
- This group of respondents prefers common type of dress & do not follow fashion trends very quickly. On the contrary they love to get compliments how they are looking.
- A good number of respondents in this group consider tattoo as nasty, other consider of some kind of useless fashion trend. In short they avoid very strong and progressive fashion trend.
- This group of respondents generally shows much curiosity on how a particular technology works and if they get chance they shall open available small working engines.
- Generally in this group of respondents do-not keep decorative items for future. They prefer to throw them considering as junks.
- If any product or service can be procured by money, generally they do-not hesitate to avail that and refrain from trying to make that.
- This group of respondents is generally risk taker, hopeful for future and considers they are luckier.
- Generally this group of respondents is god believers; they consider that a fixed time for prayer every day is very useful for both physical health and mental wellbeing.

- Most of them consider that whatever is written in holy books are god's own words and it is best to follow them.
- They generally consider that there are many things in this world which cannot be explained by science.
- Most of Them also consider that there are many things more important than money. They consider money cannot purchase happiness.
- Generally this group of respondents loves to travel but avoid adventure; they will visit places only road and rail connectivity is good. Otherwise they remain satisfied by seeing the photos only. This group of respondents takes opinion of their friends and family members for almost all purchases.
- Generally this group of respondents considers spending money is worthy if it is spent for fulfilling hobby, for luxury trips with loved once and family members, spending for their own education and saving for future.

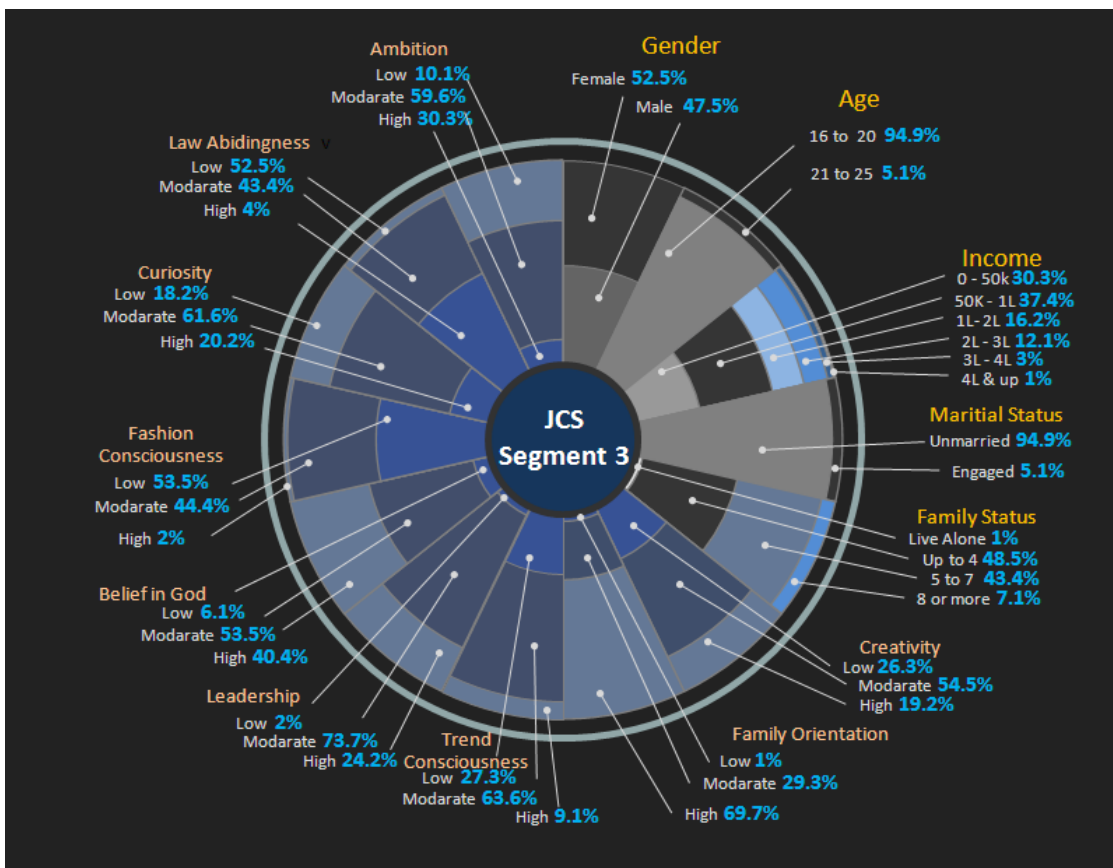


FIG: 3.3 Demographic and Psychographic Characteristics of Junior College Students in Segment 3

**Table 3.5 Demographic Information of
Junior College Students in Segment 3**

Total respondents = 250		Segment 3		
		Frequency	Percentage	
Size of segment		99	39.6	
Demographic Information	Gender	Male	47	47.5
		Female	52	52.5
	Age Group	16-20	94	94.9
		21-25	5	5.1
		26-30	0	0.0
		30-35	0	0.0
	Income Group	Less Than 50000	30	30.3
		50000 to 100000	37	37.4
		100001 to 200000	16	16.2
		200001 to 300000	12	12.1
		300001 to 400000	3	3.0
		400001 And Above	1	1.0
	Marital Status	Married	0	0.0
		Unmarried	94	94.9
		Engaged	5	5.1
		Separated	0	0.0
	Family Status	Live Alone	1	1.0
		Up To 4 Members	48	48.5
		5 to 7 Members	43	43.4
		Joint Family 8 or More Members	7	7.1
Dwelling	Mess	2	2.0	
	Rented Alone	4	4.0	
	Rented With Family	26	26.3	
	Own house	67	67.7	
	Rented Flat	0	0.0	
	Own Flat	0	0.0	

Source: Primary

**Table 3.6 Psychographic Characteristics of
Junior College Students in Segment 3**

Total respondents = 250		Segment 3		
		Frequency	Percentage	
Size of segment		99	39.6	
Psychographic Characteristics	Creativity	Low	26	26.3
		Medium	54	54.5
		High	19	19.2
	Family orientation	Low	1	1.0
		Medium	29	29.3
		High	69	69.7
	Trend Consciousness	Low	27	27.3
		Medium	63	63.6
		High	9	9.1
	Leadership	Low	2	2.0
		Medium	73	73.7
		High	24	24.2
	Belief in God	Low	6	6.1
		Medium	53	53.5
		High	40	40.4
	Fashion Consciousness	Low	53	53.5
		Medium	44	44.4
		High	2	2.0
	Curiosity	Low	18	18.2
		Medium	61	61.6
		High	20	20.2
	law abidingness	Low	52	52.5
		Medium	43	43.4
		High	4	4.0
	Ambition	Low	10	10.1
		Medium	59	59.6
		High	30	30.3

Source: Primary

Summary of the Chapter III

In this chapter the psychographic profiles of Junior College Students (JCS) are discussed. The JCS respondents of Silchar are sorted into three segments using psychographic characteristics. The tables and figures represent the relative percentages of demographic and psychographic attributes.

Segment-1 of JCS, Silchar show high inclination towards family and they are very creative. They are moderate in their leadership skills, ambition, curiosity, law abiding and religious believes. They are generally less fashionable and moderately trend conscious.

Segment-2 of JCS, Silchar are moderate in all the psychographic traits. These traits are creativity, family orientation, trend consciousness, leadership, belief in God, fashion consciousness, curiosity, law-abidingness and ambition.

Segment- 3 of JCS, Silchar reveal high family orientation. Though, they possess moderate psychographic traits in creativity, curiosity and ambition. They are strong law abiders. It should be noted that segment 3 shows a different pattern for both demographic and psychographic characteristics then other two segments.

This chapter makes clear distinction of the three segments of JCS of Silchar and thus fulfils the first objective.

After the first objective, it is required to explain the demographic and psychographic characteristics of Initially Employed youth and its segments. Which is the second objective and it has been explained in the next chapter.