

Chapter - IV

This Chapter Delineates

Psychographic profile of
Initially Employed Youth
of

Silchar town, Assam

CHAPTER – IV

Psychographic Profiles of Initially Employed Youth in Silchar, Assam

[Aim of this chapter is to achieve Objective no 2: To find out psychographic profile of youths in their initial phase of employment in Silchar, Assam.]

The psychographic profile of Initially Employed Youth (IEY) consists of systematic illustration of psychographic characteristics of different segments for the present context. The IEY of Silchar consists of three segments; the sizes of these segments are 75, 65 and 110 respectively. Each of these segments is different from each other in terms of thinking process, cultural background, choice of activities etc. Thus, in order to gain more in-depth knowledge it would be beneficial to study each segment separately. The characteristics of each these segments are presented below followed by the figure 4.1, 4.2 and 4.3.

4. 1 Psychographic Profile of Initially Employed Youths in Segment 1

The figure 4.1 shows the demographic and psychographic characteristics of Initially Employed Youths (IEY) segment 1, which includes gender, age, income, marital status, family status. The attributes like creativity, family orientation, trend consciousness, leadership, belief, fashion consciousness, curiosity, law abidingness and ambition are showing the psychographic characteristics of this group.

Demographic characteristics reveal that the percentage of male respondents is much higher than the female with 72% and 28% respectively. The age wise distribution shows that the respondents are more in number, having the age group 26-30 with 44%. The major group of respondents are working under government sector with 52%, signifies the dependence for the government jobs

in this segment. The respondents of this group are highly educated with 54.7 % graduates and 26.7% are post-graduates. The group members possess moderate to high annual income of 1 lakh and above. Most of the IEY's of this segment are having nuclear families with less than 4 members (56%).

Psychographics characteristics are compared among three levels as: 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that the respondents of IEY segment 1 of Silchar are highly creative (70.7%) and family oriented (72%). They are moderate in trend consciousness (57.3%) leadership (69.3%), ambition (70.7%), curiosity (73.3%), law abidingness (48%) and belief in God (58.7%). These respondents have less interest in attributes like fashion consciousness (59.1 %). Further, details qualitative observations of this group of respondents are described as under.

Initially Employed Youths in Segment 1 shows the following characteristics:-

- This group of respondents is generally orthodox in their view and cherishes the opinion that girls should wear traditional dresses as they are carrier of culture.
- They generally consider mass communication medias like television is a family media and should always be enjoyed with family.
- This group of respondents are usually serious about politics and most of them think that a strong party can provide a stable government and which will help to bring harmony and prosperity.
- This group of respondents commonly argue about justice and logic, they do not generally pay bribe to get any work done.
- Respondents of this group mostly like to lead others; they work at a place where opportunities are more.
- Respondents of this group generally wear clean and ironed dress, which may not be very fashionable. Thus consider latest fashion trends like tattoo as nasty and of no use. Most of them are not very trend conscious.
- Most of the respondents of this group are curious and creative; they always try to know about new ideas and knowledge. They usually collect things which consider useful and try to make useful things with them.

- Respondents of this group normally take moderate risk they are hopeful for their success.
- By and large they make friends from all walks of life, they normally enjoy parties but always stay in limit and some of them may also seek solitude.
- This group of respondents is mostly curious about new places and things and 69.3% says that they shall definitely try to visit at least once if they learn about an interesting place.
- Usually respondents of this group are logical They often prefer to think deeply rather than to seek religious books for their answers. Some of them also of the opinion that people spend too much time praying to god.
- Many respondents of this group believe that science has limitations and there are many things which science may never explain. This group of respondents read books which are religious in nature, but consider their own consciousness.

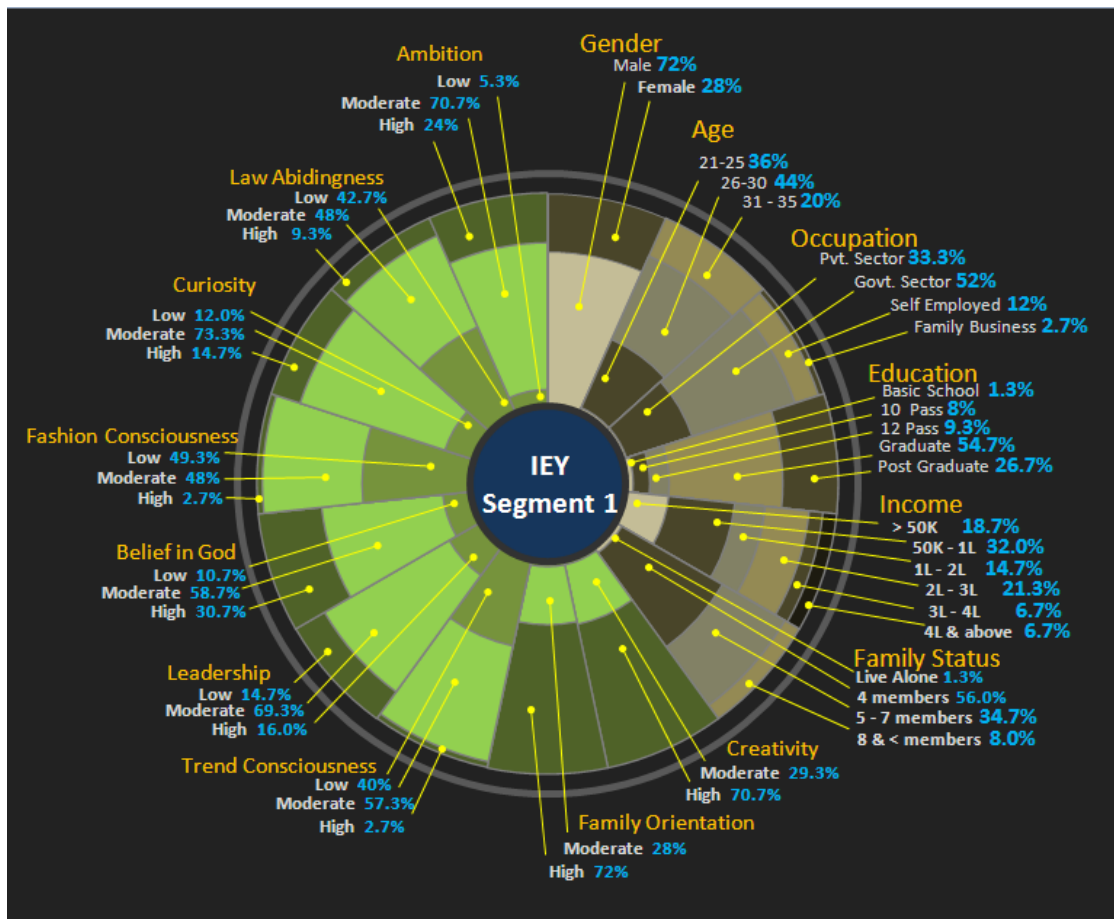


FIG: 4.1 Demographic and Psychographic Characteristics of Initially Employed Youth in Segment 1

Table 4.1 Demographic Information of Initially Employed Youth in Segment 1

Total respondents = 250		Segment 1		
		Frequency	Percentage	
Size of the segment		75	30	
Demographic Information	Gender	Male	54	72.0
		Female	21	28.0
	Age Group	16-20	0	0.0
		21-25	27	36.0
		26-30	33	44.0
		30-35	15	20.0
		Occupation	Working In Private Sector	25
		Working In Government Sector	39	52.0
		Self Employed	9	12.0
		Family Business	2	2.7
	Educational Qualification	Basic School	1	1.3
		10 Pass	6	8.0
		12 Pass	7	9.3
		Graduate	41	54.7
		Post Graduate	20	26.7
		Doctorate	0	0.0
	Income Group	Less Than 50000	14	18.7
		50000 to 100000	24	32.0
		100001 to 200000	11	14.7
		200001 to 300000	16	21.3
300001 to 400000		5	6.7	
400001 And Above		5	6.7	
Marital Status		Married	12	16.0
	Unmarried	63	84.0	
Family Status	Live Alone	1	1.3	
	Up To 4 Members	42	56.0	
	5 to 7 Members	26	34.7	
	Joint Family 8 or More Members	6	8.0	

Source: Primary

Table 4.2 Psychographic Characteristics of Initially Employed Youth in Segment 1

Total respondents = 250			Cluster 1	
			Frequency	Percentage
Size of the segment			75	30
Psychographic Characteristics	Creativity	Low	0	0.0
		Medium	22	29.3
		High	53	70.7
	Family orientation	Low	0	0.0
		Medium	21	28.0
		High	54	72.0
	Trend Consciousness	Low	30	40.0
		Medium	43	57.3
		High	2	2.7
	Leadership	Low	11	14.7
		Medium	52	69.3
		High	12	16.0
	Belief in God	Low	8	10.7
		Medium	44	58.7
		High	23	30.7
	Fashion Consciousness	Low	37	49.3
		Medium	36	48.0
		High	2	2.7
	Curiosity	Low	9	12.0
		Medium	55	73.3
		High	11	14.7
law abidingness	Low	32	42.7	
	Medium	36	48.0	
	High	7	9.3	
Ambition	Low	4	5.3	
	Medium	53	70.7	
	High	18	24.0	

Source: Primary

4.2 Psychographic Profile of Initially Employed Youth in Segment 2

The figure 4.2 shows the demographic and psychographic characteristics of Initially Employed Youths (IEY) segment 2, which includes gender, age, income, marital status, family status. The attributes like creativity, family orientation, trend consciousness, leadership, belief in God, fashion conscious, curiosity, law abidingness and ambition are outlining the psychographic characteristics of this group.

Demographic characteristics reveal that the percentage of male respondents is much higher than the female with 80% and 20% respectively. The age wise distribution shows that the respondents are maximum in number, having the age group 21-30 with 80%. The major group of respondents are working under government sector with 50.8%, signifies the dependence for the government jobs in this segment. The respondents of this group are moderately educated with 43.1% graduates and 18.5% pre-university. The group members possess moderate annual income that is 50,000 to 1lakh (41.5%). Most of the IEY's of this segment are having nuclear families with less than 4 members (47.7%), further, 33.8% are having the family status of 5-7 members.

Psychographics characteristics are compared among three levels as: 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that the respondents of IEY segment 2 of Silchar are moderate psychographic characteristics. Further, details qualitative observations of this group of respondents are described as under.

Initially Employed Youths in Segment 2 have 80 % of male respondents who are between the age group ranging from 21-30. They mostly stay in rented house or in messes. The analysis of this segment reviles the following characteristics:-

- This group of respondents commonly support issue based politics and are not followers of any particular political party.
- They often find that censor board is allowing such movies (films) and daily soaps (serials) which all members cannot view together.
- They usually expressed the view that girls should not wear western dresses. They can choose any dress that is of Indian origin regardless of the ethnicity.

- They themselves wear common dresses & consider that a dress does not represent people so it is not very important thing.
- This group of respondents is by and large positive towards ultra-fashion trends compared to other groups and consider that they shall make tattoo and think it is a fashion symbol.
- One of the major characteristics of this group is that, they are not so fond of new fashion on dresses but first to adopt new technological trends in mobiles.
- This group of respondents is commonly not very curious about machine or mechanism how they work and generally do not try to make new things.
- Ordinarily respondents of this group try to work from place which is comfortable for them and nearer to the place where their family stay even if there is less opportunity.
- They habitually consider that only lucky people get success. If they are lucky, then they shall be successful. They consider themselves as general persons and they shall remain so.
- Respondents of this group generally avoid books which are religious in nature, consider that a fixed time for prayer is not so useful and are of the opinion that religion is not so important in modern days.
- This group of respondents is habitually realistic and thus, they consider most things can be explained by science. Moreover, they mostly are materialistic in nature and consider money is most important thing in life and only wealthy people are happier.
- Most of them frequently go to parties because they consider party & other social gatherings are means of increasing social network and they try to become central attraction of a party.
- Generally this group of respondents is choosy about selecting friend they consider that friends from different economic and social status cannot last.
- Ordinarily they seek opinion from others and sales men for purchasing decisions.
- Majority of them expressed the opinion that if they get money they are likely to spend it on electronic gadgets and high trend fashion items, have tattoos, purchase car & furniture, spend it for family and invest for future.

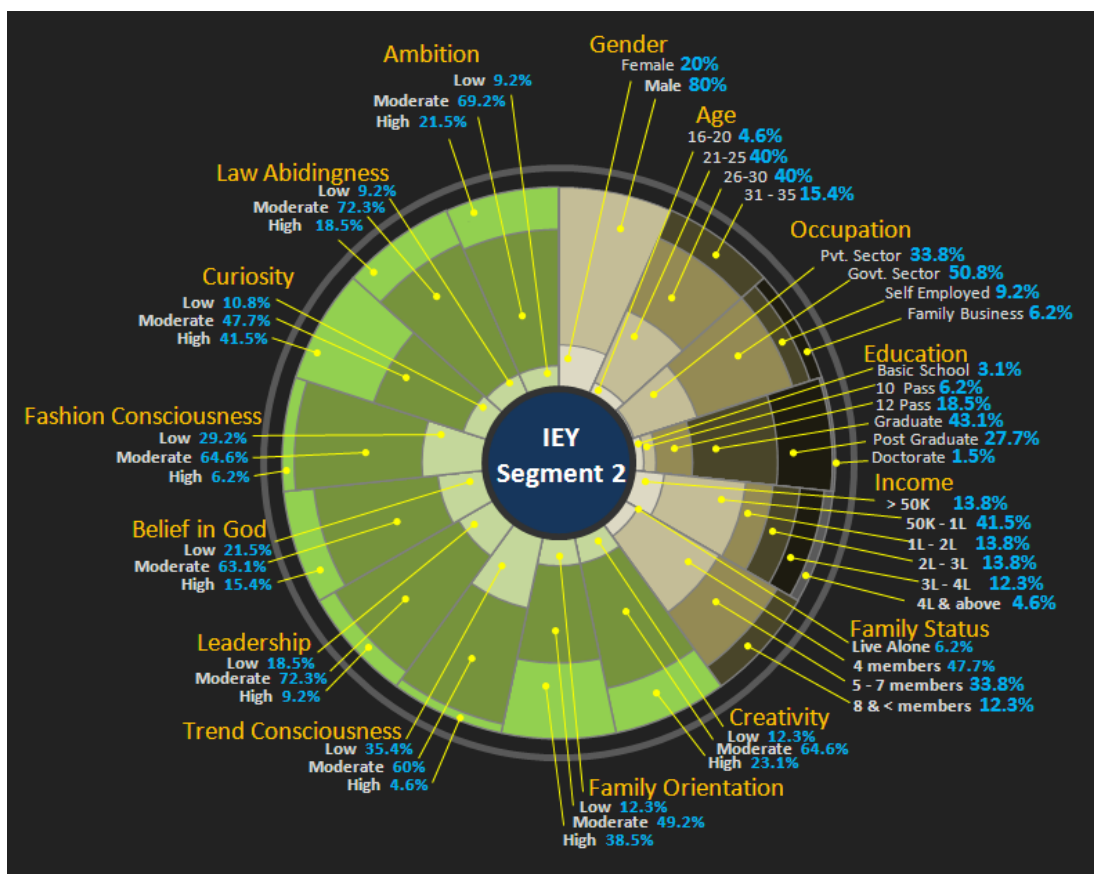


FIG: 4.2 Demographic and Psychographic Characteristics of Initially Employed Youths in Segment 2

**Table 4.3 Demographic Information of
Initially Employed Youth in Segment 2**

Total Respondents = 250		Segment 2		
		Frequency	Percentage	
Size of the Segment		65	26	
Demographic Information	Gender	Male	52	80.0
		Female	13	20.0
	Age Group	16-20	3	4.6
		21-25	26	40.0
		26-30	26	40.0
		30-35	10	15.4
	Occupation	Working In Private Sector	22	33.8
		Working In Government Sector	33	50.8
		Self Employed	6	9.2
		Family Business	4	6.2
	Educational Qualification	Basic School	2	3.1
		10 Pass	4	6.2
		12 Pass	12	18.5
		Graduate	28	43.1
		Post Graduate	18	27.7
		Doctorate	1	1.5
	Income Group	Less Than 50000	9	13.8
		50000 to 100000	27	41.5
		100001 to 200000	9	13.8
		200001 to 300000	9	13.8
		300001 to 400000	8	12.3
		400001 And Above	3	4.6
	Marital Status	Married	13	20.0
		Unmarried	51	78.5
Engaged		1	1.5	
Family Status	Live Alone	4	6.2	
	Up To 4 Members	31	47.7	
	5 to 7 Members	22	33.8	
	Joint Family 8 or More Members	8	12.3	

Source: Primary

**Table 4.4 Psychographic Characteristics of
Initially Employed Youth in Segment 2**

Total Respondents = 250		Segment 2		
		Frequency	Percentage	
Size of the Segment		65	26	
Psychographic Characteristics	Creativity	Low	8	12.3
		Medium	42	64.6
		High	15	23.1
	Family orientation	Low	8	12.3
		Medium	32	49.2
		High	25	38.5
	Trend Consciousness	Low	23	35.4
		Medium	39	60.0
		High	3	4.6
	Leadership	Low	12	18.5
		Medium	47	72.3
		High	6	9.2
	Belief in God	Low	14	21.5
		Medium	41	63.1
		High	10	15.4
	Fashion Consciousness	Low	19	29.2
		Medium	42	64.6
		High	4	6.2
	Curiosity	Low	7	10.8
		Medium	31	47.7
		High	27	41.5
	law abidingness	Low	6	9.2
		Medium	47	72.3
		High	12	18.5
Ambition	Low	6	9.2	
	Medium	45	69.2	
	High	14	21.5	

Source: Primary

4.3 Psychographic Profile of Initially Employed Youth in Segment 3

The figure 4.3 shows the demographic and psychographic characteristics of Initially Employed Youths (IEY) segment 3, which includes gender, age, income, marital status and 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.

Demographic characteristics reveal that the percentages of male respondents are much higher than that of female respondents with 66.4% and 33.6% respectively. Most of them belong to the age group of 21-30 years. The major group of respondents are working in private sector with 44.5% and 17.3% of the respondents are self-employed, this shows that the respondents are from business class. 33% of this group of respondents are graduates and 21.8% are post graduates, signifying moderate to high level of education. Most of the IEY's of this segment are having nuclear families with less than 4 members (41.8%), whereas, 37.3% having a family size of 5-7 members.

Psychographics characteristics are compared among three levels as: 'low', 'medium' and 'high' in the petals of the coxcomb diagram. It is observed that the respondents of IEY segment 3 of Silchar are moderately creative (52.7%) and highly family oriented (76.4%). They are moderate in technological trends (61.8%) leadership qualities (69.1%), ambition (63.6%) curiosity (67.3%), and religious believes (69.1%). These respondents have less interest in attributes like fashion with 49.1% and law-abider with 56.4%. Further, details qualitative observations of this group of respondents are described as under.

Most of the respondents of this group do work in private sector; some are self-employed or run family business. The sample of this segment shows the following characteristics:-

- Education wise this group has a higher ratio of undergraduates compared to other two groups.

- Commonly this group has more participants from higher income groups, more married respondents and they are generally from joint families.
- Ordinarily this group of respondents are politically impartial and do not get involved into politics. Some of them expressed the opinion that people get compromised when they join politics.
- Respondents of This group mostly consider that every individual should be selective regarding media contents rather depending upon censor board.
- They commonly have the opinion that girls should wear dresses according to their own choice and comfort. They predominantly are of the opinion that soberness should be determining factor for choice of dress not cultural background.
- This group of respondents are customarily serious law abider and don't pay bribe.
- They ordinarily like to work as a team and willing to work at a place where opportunities are more.
- This group of respondents is by nature fashion conscious, they prefer dresses which are fashionable and make them attractive.
- Usually while dressing they try to look attractive and in general remain ready for photo shoot. By and large they love to get compliments about their look.
- Most of them consider new trends like tattoo may be some kind of fashion but of no use.
- Respondents of this group basically consider that, it is wastage of time to find out how machine works, but they will search other models of the same machine for more feature and economy.
- They generally do not make things at home which are available in market.
- They usually do not store household things like packaging materials or newspapers. They consider that it is junk and prefer to throw them away.
- This group of respondents is predominantly God believers; they believe that a fixed time for prayer is very useful. They believe that what is written in holy books is Gods own word and therefore it is better to follow them.
- Most of them believe that there are many things which science can never explain.

- They in general believe that there are many things which are more important than money in life.
- In general these respondents have friends from all sections of life. They try to enjoy life in full in an exciting manner as they enjoy a lot at social gatherings.
- Most of the respondents tour a lot but they only prefer places where road connectivity is good.
- Ordinarily they take opinion from their friends almost before every purchase. They take sufficient time to take decision on what to purchase and still often remain in doubt. They discuss about different products with their friends and relatives they consider opinion of their friends important and also believe that their friends also value their opinion.

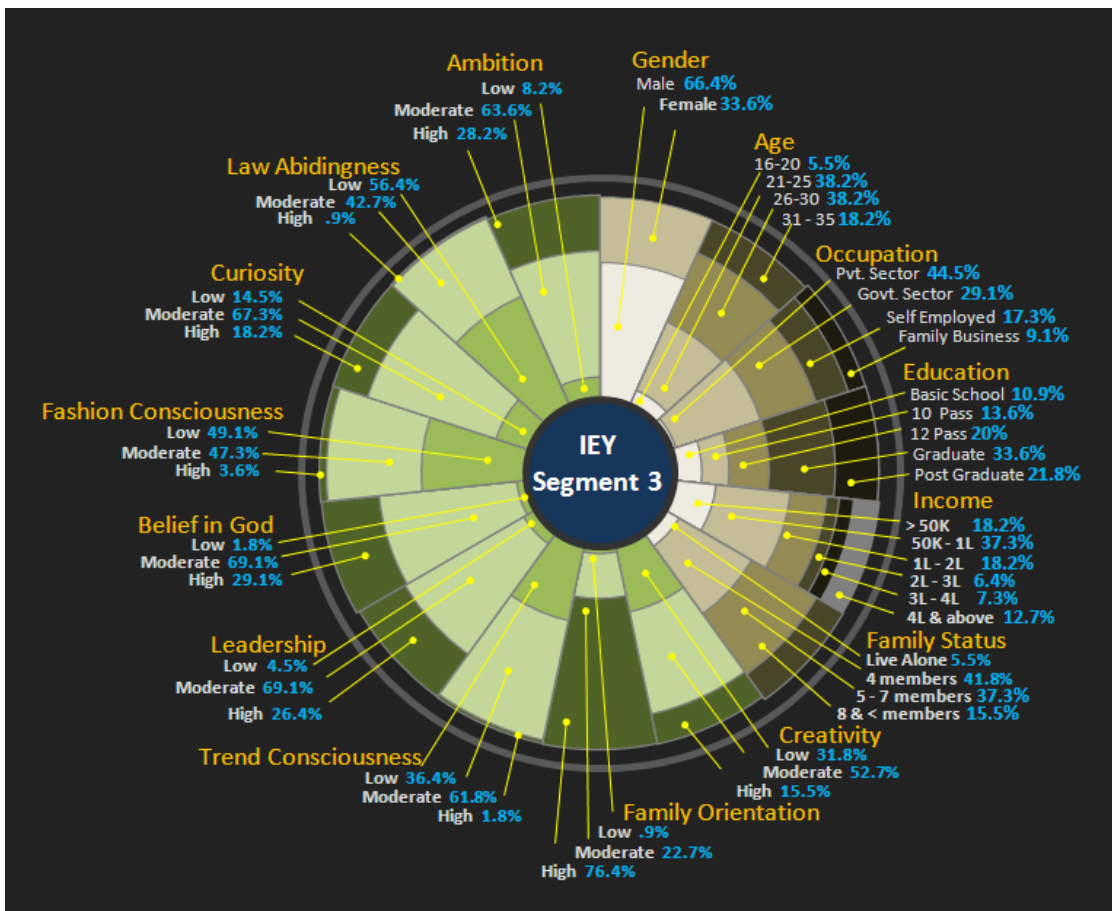


FIG: 4.3 Demographic and Psychographic Characteristics of Initially Employed Youth in Segment 3

**Table 4.5 Demographic Information of
Initially Employed Youth in Segment 3**

Total Respondents = 250			Segment 3	
			Frequency	Percentage
Size of the Segment			110	44
Demographic Information	Gender	Male	73	66.4
		Female	37	33.6
	Age Group	16-20	6	5.5
		21-25	42	38.2
		26-30	42	38.2
		30-35	20	18.2
	Occupation	Working In Private Sector	49	44.5
		Working In Government Sector	32	29.1
		Self Employed	19	17.3
		Family Business	10	9.1
	Educational Qualification	Basic School	12	10.9
		10 Pass	15	13.6
		12 Pass	22	20.0
		Graduate	37	33.6
		Post Graduate	24	21.8
	Income Group	Less Than 50000	20	18.2
		50000 to 100000	41	37.3
		100001 to 200000	20	18.2
		200001 to 300000	7	6.4
		300001 to 400000	8	7.3
		400001 And Above	14	12.7
	Marital Status	Married	23	20.9
		Unmarried	85	77.3
		Engaged	1	.9
		Separated	1	.9
	Family Status	Live Alone	6	5.5
		Up To 4 Members	46	41.8
		5 to 7 Members	41	37.3
Joint Family 8 or More Members		17	15.5	

Source: Primary

**Table 4.6 Psychographic Characteristics of
Initially Employed Youth in Segment 3**

Total Respondents = 250		Segment 3		
		Frequency	Percentage	
Size of the Segment		110	44	
Psychographic Characteristics	Creativity	Low	35	31.8
		Medium	58	52.7
		High	17	15.5
	Family orientation	Low	1	.9
		Medium	25	22.7
		High	84	76.4
	Trend Consciousness	Low	40	36.4
		Medium	68	61.8
		High	2	1.8
	Leadership	Low	5	4.5
		Medium	76	69.1
		High	29	26.4
	Belief in God	Low	2	1.8
		Medium	76	69.1
		High	32	29.1
	Fashion Consciousness	Low	54	49.1
		Medium	52	47.3
		High	4	3.6
	Curiosity	Low	16	14.5
		Medium	74	67.3
		High	20	18.2
	law abidingness	Low	62	56.4
		Medium	47	42.7
		High	1	.9
	Ambition	Low	9	8.2
		Medium	70	63.6
		High	31	28.2

Source: Primary

Summary of Chapter IV

In this chapter the psychographic profiles of Initially Employed Youths (IEY) are discussed. The IEY 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 IEY, Silchar show highly family oriented and creative. They are moderate in their leadership skills, ambition, curiosity, law-abidingness and religious believes. They are generally less fashionable and moderate trend conscious.

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

Segment- 3 of IEY, Silchar reveal high family orientation. Though, they possess moderate psychographic traits in creativity, curiosity and ambition, religious belief, leadership qualities and technological trends. They show less interest towards law-abidingness. 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 IEY of Silchar and thus fulfils the second objective.

After the second objective, it is required to explain the similarities and dissimilarities between both the groups that JCS and IEY and factor contributing to these difference. This will fulfil the third and fourth objectives respectively, are explained in the next chapter.