

# Chapter - V

This Chapter Points Out

**Comparison on  
Psychographic Profile  
of  
Junior College Students  
and  
Initially Employed Youth  
in Silchar, Assam.**

## CHAPTER – V

### **Similarities and Dissimilarities of Psychographic Profiles of the two Categories of Youths in Silchar, Assam.**

[Aim of this chapter is to fulfil Objective no 3: To find out similarities and dissimilarities of psychographic profile of the two categories of youth in Silchar, Assam. and Objective 4: To find out the factors contributing to the differences in psychographics among the two categories of youth in Silchar, Assam.]

**S**egments created in this study are based on psychographic characters which are common for both the sections of youths. By theory segments should be homogenous internally and heterogeneous externally. But with the major similarities significant differences in the psychographic characteristics between junior college students (JCS) and initially employed youth (IEY) of Silchar are observed. These similarities and dissimilarities are observed when we analyse and observe details of the data very minutely question by question. The details data analysis based on Survey findings question wise is provided in appendix. These anomalies may be due to age, occupation and other unobserved reasons.

In order to narrate the Similarities and Dissimilarities of Psychographic Profile of the two Categories of Youth in Silchar, Assam we shall compare segment wise mean score of the psychographic factors in table 5.1, 5.2 and 5.3 with graphical representation in figures Fig 5.1, 5.2 and 5.3.

#### **5.1 Comparison on Psychographics of JCS and IEY in Segment 1**

The coxcomb diagram in Fig 5.1 showing the psychographic mean scores of the two groups of segment 1 depicted that, the two groups of shows quite higher similarity in mean scores of attributes like family orientation and trend consciousness. Additionally they also show similar results in creativity, responses regarding believe in God and law and order abiding.

On the other hand, the mean score is highly distinct in attribute like curiosity to know new things, choices of making tattoo, and dressing choice of girls dressing inferring dissimilarity in their responses. They are also distinct in responses regarding leadership and ambition.

From the above findings and the responses the two groups of segment 1, their psychographic nature can be compared. They show similarities in nine responses and dissimilarity in seven responses.

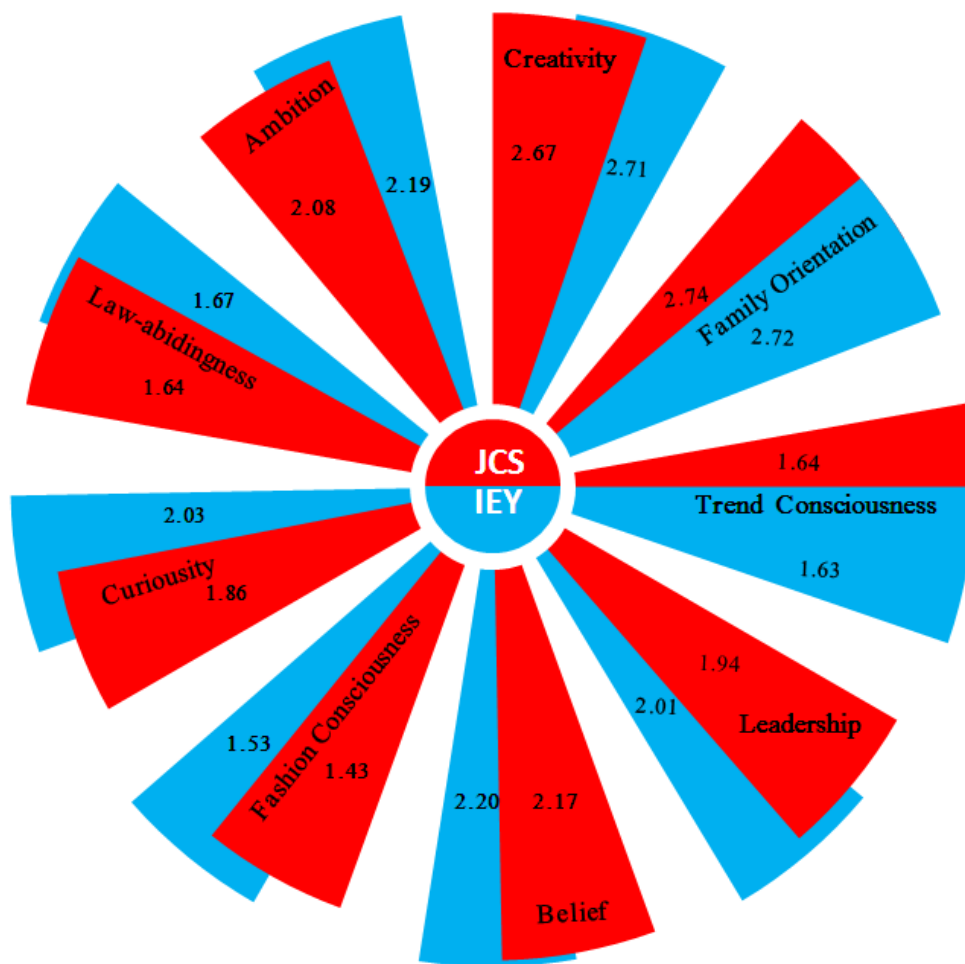
Detailed qualitative narrations of similarities and dissimilarities are presented below which are obtained from question by question manual investigation.

The Junior College Students and Initially Employed Youths in the first segment show the following similarities in their Psychographic Characteristics:

- Generally both of the groups do not consider fashion and technology trends as important.
- Usually both the groups of youth are very much serious about career and shall work where opportunity are more
- Both the groups usually hold high ambition in their life compared to other segments.
- Respondents of both the groups are generally logical by nature.
- Generally respondents both of the groups are not very religious in nature.
- Usually both the groups' supporter of party based politics.
- Customarily respondents of this segment consider women should always wear traditional dresses preferably of their own ethnicity.
- They expressed a common opinion that mass-media should be regulated for total family viewing only.
- Normally respondents of both the group are late technology adopters and take purchasing decisions at home.
- Most of the respondents of this group want to spend money for social cause.

Following are the dissimilarities observed in the responses of JCS and IEY of Segment 1.

- Habitually the respondents of both the group of youths very curious about working of a machine. Many JCS shared that they shall even break one if they get chance. Whereas a common IEY will not go to that extent of breaking it.
- Ordinarily JCS are team workers while most of IEY want to lead others.
- By nature most of the JCS of this segment are introverted they stay away from social gathering, on the other hand the respondents IEY mostly visit social gatherings though they prefer to stay in limit.
- IEYs spend more time in shopping malls more than the respondents of JCS and they try to judge products there. IEYs generally do not give purchase related advices to others.
- Typically most of the JCS aspire to save cash for future whereas IEY want to purchase land
- Many JCS of segment 1 want to give gifts to their friends IEY want to purchase furniture and house hold goods.
- Commonly JCS of segment 1 want to spend money with family whereas IEY shall spend for education of self.



**Fig 5.1 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 1**

**Table 5.1 Mean Scores of Psychographic factors of Junior College Students and Initially Employed Youth in Segment 1**

<b>Psychographic Factors</b>	<b>JCS</b>	<b>IEY</b>
Creativity	2.67	2.71
Family orientation	2.74	2.72
Trend consciousness	1.64	1.63
Leadership	1.94	2.01
Belief in God	2.17	2.20
Fashion Consciousness	1.43	1.53
Curiosity	1.86	2.03
Law abidingness	1.64	1.67
Ambition	2.08	2.19

JCS: Junior College Students, IEY Initially Employed Youth

Source : Primary

## 5.2 Comparison on Psychographics of JCS and IEY in Segment 2

In contrast to segment 1, fig 5.2 shows that the psychographic mean scores of the two groups of segment 2, is similar for attributes like curiosity to know new mechanisms, choices of making tattoo, dressing choice of girls, responses regarding believe in God, leadership, law and order abiding and family orientation. However scores for ambitions, creativity and trend consciousness are dissimilar in the JCS and IEY of segment 2.

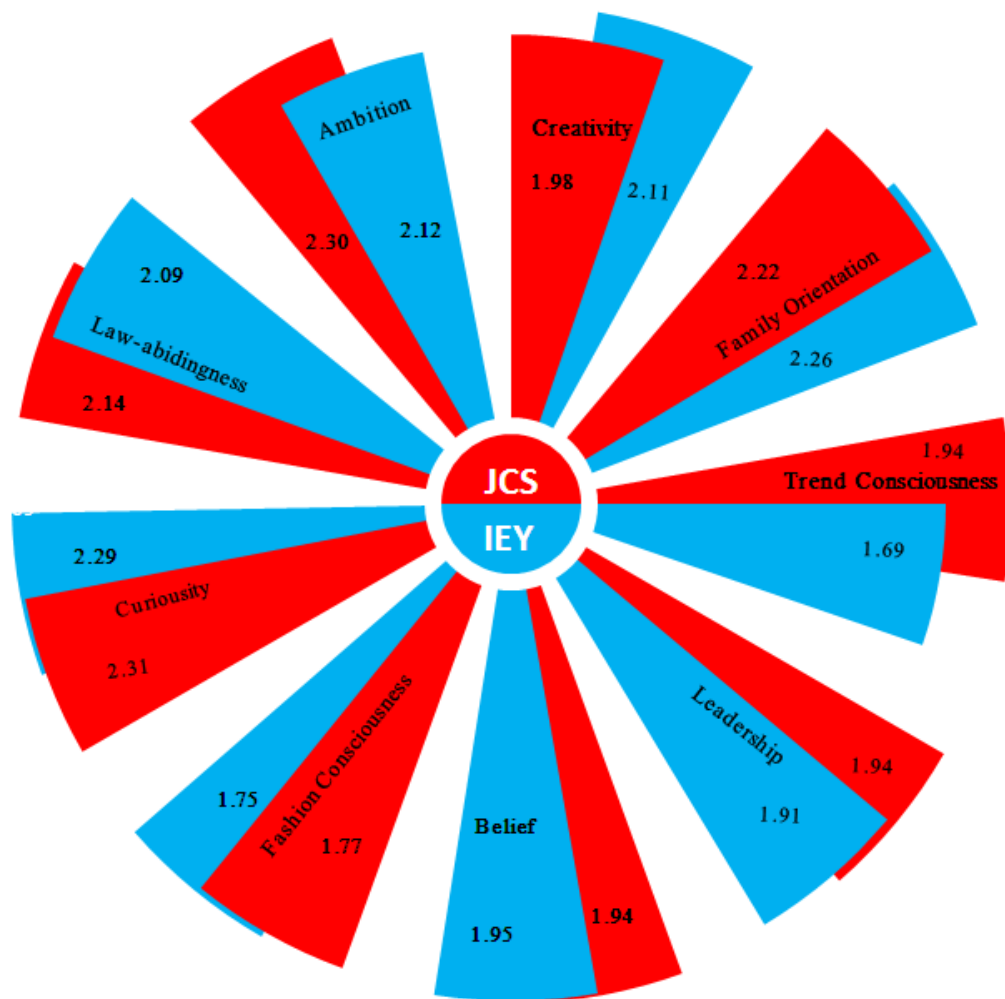
The Junior College Students and Initially Employed youths of the second segment show the following similarities in their Psychographic Characteristics:

- Respondents of both the groups are generally choosy in making friends; they consider that friendship can last only between equal age, economic status and social class.
- Typical respondents of both groups of this segment are not good team workers. Generally they prefer to work alone.
- It has also been noticed that habitually both the groups do not take any financial and other risk, consider that risk takers are losers.
- A common opinion of the respondents is that they consider that religion is not so important in modern days.
- In general most of the respondents of this segment consider money is the most important thing in life and wealthy people are happier.
- Respondents of both the groups commonly support issue based politics, not a particular political party.
- Typically both groups of respondents consider that mass media is showing more vulgar contents these days.
- Commonly they prefer girls to wear dresses of Indian origin only
- Habitually respondents of this segment try to become central attraction in parties and social gatherings.
- Normally respondents of these two groups are fast adopters of new technology
- Respondents of this segment habitually spend more time in shopping malls and they take advices of salesmen for their shopping decisions.

JCS and IEY of segment 2 show the following dissimilarities in their psychographic characteristics:

- IEY are more interested in new technology gadgets than JCS, whereas JCS are interested in new cloths.
- Respondents of both the groups ordinarily welcome new fashion trends like tattooing; they consider that it is fashionable. Many IEY express the opinion that they want to make one or more tattoo.
- Typically JCS respondent of this segment always remain ready for photo-shoot whereas IEYs prefer common dresses.
- Many JCS of segment want to purchase land and build home but most of the IEY want to purchase new car.
- Generally a JCS of segment 2 want to spend money for education of self, whereas IEY invest money for future and spend it with family.
- In certain cases JCS respondent of this segment admit that they don't hesitate to pay bribe for speedy disposal of work. But habitually a IEY shall argue logically before paying bribe.





**Fig 5.2 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 2**

**Table 5.2 Mean Scores of Psychographic Characteristics of  
Junior College Students and Initially Employed Youth in  
Segment 2**

<b>Psychographic Factors</b>	<b>JCS</b>	<b>IEY</b>
Creativity	1.98	2.11
Family orientation	2.22	2.26
Trend consciousness	1.94	1.69
Leadership	1.94	1.91
Belief in God	1.95	1.94
Fashion Consciousness	1.75	1.77
Curiosity	2.29	2.31
Law abidingness	2.14	2.09
Ambition	2.30	2.12

JCS: Junior College Students, IEY Initially Employed Youth

Source : Primary

### 5.3 Comparison on Psychographics of JCS and IEY in Segment 3

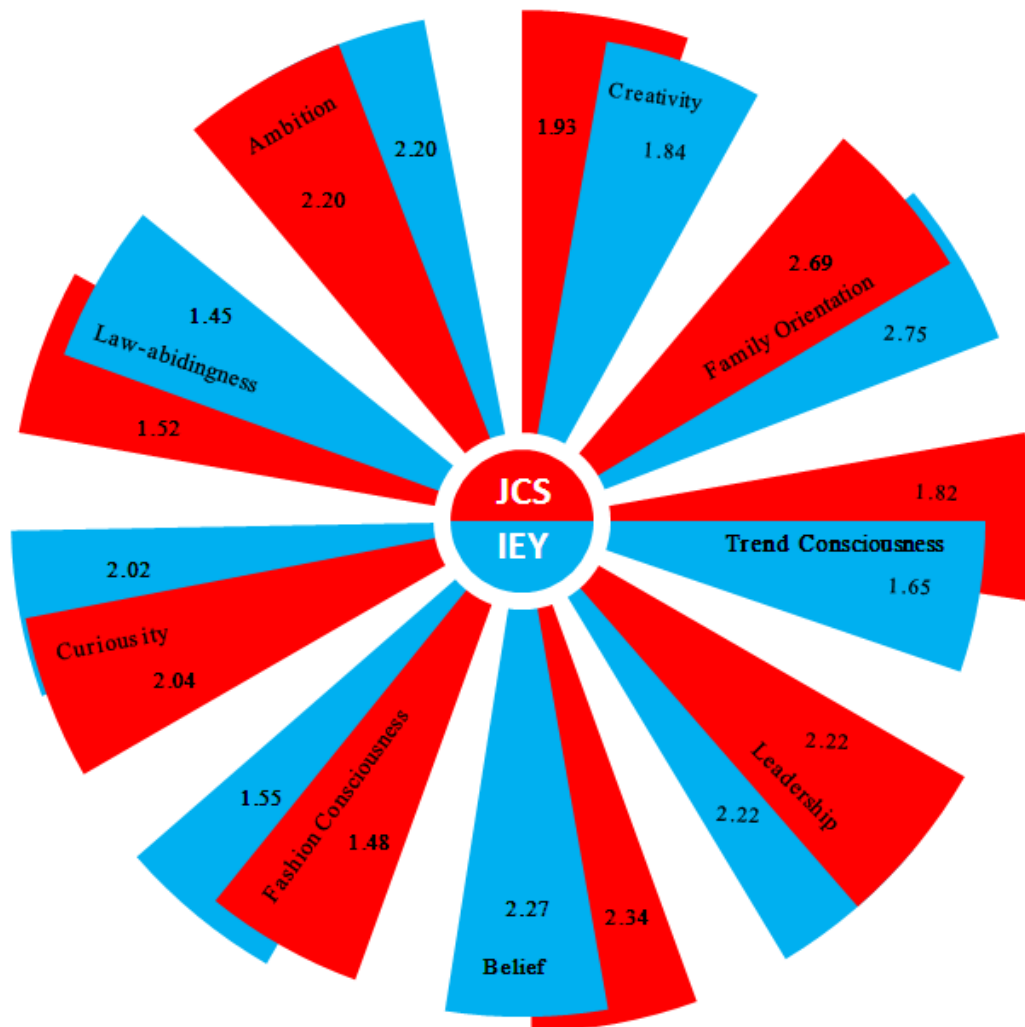
In contrast to segment1 and Segment2, Figure 5.3 shows mean score for both the groups of segment 3. Here it shows almost similar score for the attributes like ambition, leadership and curiousness about things. Additionally, scores for attributes like family orientation and belief in God are also very close. While, the scores shows much differences between JCS and IEY regarding the rest of the attributes.

JCS and IEY of segment 3 show the following similarities in their psychographic characteristics:

- By nature a common respondent in segment 3 are serious about their career and prefer job near their home town.
- Mostly the respondent of this segment are good team workers
- Commonly the respondent of this segment take risk and consider that they are luckier than their friends.
- By nature an average respondent of this segment are god believers. They generally consider that holy books contains God's own words and that should be followed.
- A common respondent of this segment keep themselves informed about situations but generally don't get involved in politics.
- A common opinion of respondents of this section is that girls should wear dresses according to their own choice.
- Generally they are very social visit lots of social gatherings and parties.
- A respondent of this segment generally take opinion about shopping decision from their friends but not from salesmen.

JCS and IEY of segment 3 show the following dissimilarities I their psychographic characteristics:

- A common JCS of segment 3 are less conscious about new fashion trends, but an IEY is conscious about new fashion.
- Frequently a JCS of this group adopts technology after research to the contrary the IEYs generally adopts technology faster.
- Ordinarily a JCS want spend money for own education but an IEY want to spend money for education of others.



**Fig 5.3 Mean Scores of Psychographic factors of Junior College Students (JCS) and Initially Employed Youth (IEY) in Segment 3**

**Table 5.3 Mean Scores of Psychographic Characteristics of  
Junior College Students and Initially Employed Youth  
in Segment 3**

<b>Psychographic Factors</b>	<b>JCS</b>	<b>IEY</b>
Creativity	1.93	1.84
Family orientation	2.69	2.75
Trend consciousness	1.82	1.65
Leadership	2.22	2.22
Belief in God	2.34	2.27
Fashion Consciousness	1.48	1.55
Curiosity	2.02	2.04
Law abidingness	1.52	1.45
Ambition	2.20	2.20

JCS: Junior College Students, IEY Initially Employed Youth

Source : Primary

## **5.4 Factors contributing to the Differences in Psychographics among the Two Categories of Youths in Silchar, Assam.**

Probable causes of differences of psychographics are explained segment wise

### **5.4.1 Factors responsible for differences of JCS and IEY in Segment 1**

- Firstly curiosity is totally psychological. Age makes difference how people behave. May be it is age which enable IEY to control their curiosity.
- JCS are team workers as they gather age they acquire more skill and therefore they become good leaders.
- Shyness is a psychological trait as people grew older they generally able to break barrier of shyness and thus IEY visit more parties then JCS. There may be other unobserved reasons. Inclination and attachment in social media and electronic gadgets based activities may also contribute to this factor.
- Requirement may change with age further more new option for spending also emerges. A kid may find it harder to imagine purchasing land they take option for savings whereas IEY can purchase land in their own name.
- Responsibility makes more family oriented spending decisions. JCS may have less responsibility at their solders so they opt for gifting friends IEY prefer to purchase household goods and furniture with extra money.
- Therefor we think age, degree of ambition, curiosity flexibility to express and use leadership and responsibility are factors behind differences of psychographics of 1<sup>st</sup> segment.

### **5.4.2 Factors responsible for differences of JCS and IEY in Segment 2**

- It is our observation that JCS of this segment are more fashion conscious in terms of dresses whereas IEYs are more interested towards new technology electronic gadgets. Maybe more economic capacity explains this phenomenon.
- JCS want to do tattoo but they are dependent upon their parents for money. Parents may not provide money for such wishes, whereas IEY are independent in economic decisions. Economic freedom may explain why JCS

considers tattoo as fashion trends but cannot afford to make one and IEY can afford to make tattoos.

- JCS are more fashion conscious therefore they remain ready for photo shoot whereas IEYs prefer common dress. May be formal work condition is one of the causes of this.
- Young people stay under more restrictions may be therefore JCS of this group want purchase land and build home whereas IEY have more freedoms therefore they prefer cars to roam around.
- JCS and IEY both pay bribe to get things done only difference that with age IEY have more confidence to argue logically, speak about ethics and bargain before paying for it.
- Therefore we can say that interest and test difference in fashion, economic freedom, formal work conditions, capacity to make more choice and creativity, may be factors behind those differences.

#### **5.4.3 Factors responsible for differences of JCS and IEY in Segment 3**

- As we have discussed in segment 2 that IEY have to restrict their fashion ambitions due to formality, in the same manner IEYs of the 3<sup>rd</sup> segment have to become conscious about their dress which earlier they could ignore.
- From data we have seen that this group has more members of business family and self-employed people than other two groups may be this is cause why IEY are more interested in getting more information regarding different models in market rather than researching how the machine work.
- Demography data of this group reveals that most of people this group generally have not pursued education more than graduation. May be family tradition make them leave school and join business. So JCS want to spend money for own education and IEY for education of others.
- Therefore formal work condition, family background and tradition, creativity, trend consciousness, law abidingness and to some extend religious values may be causes of variations in behaviour.

## **Summary of Chapter-V**

Psychographic data reveal that Junior College Students (JCS) and Initially Employed Youths (IEY) of segment 1 of Silchar show similarities in five psychographic factors namely creativity, family orientation, trend consciousness, law abidingness and belief in God. JCS and IEY of segment one differs at four psychographic factors namely leadership, curiosity, ambition and fashion orientation.

Age, degree of ambition, curiosity flexibility to express and use leadership and responsibility are considered as factors behind differences of psychographics of 1st segment.

Respondents of segment 2 similar in five psychographic factors, they are leadership, curiosity, family orientation, belief in god and fashion. The respondents differ in four psychographic factors like creativity, ambition, law abidingness and trend consciousness.

Interest and test difference in fashion, economic freedom, formal work conditions, capacity to make more choice and creativity, may be factors responsible for differences in the psychographic characteristics in 2<sup>nd</sup> segment.

The respondents from segment 3 have similar opinion about four psychographic factors as leadership, curiosity, ambition and family orientation. Whereas, they differ in the some psychographic factors, such as creativity, trend consciousness, belief in god, fashion orientation and law abidingness.

Formal work condition, family background and tradition, creativity, trend consciousness, law abidingness and to some extend religious values may be causes of variations in psychographic characteristics of 3<sup>rd</sup> segment.

This chapter fulfills the third and the fourth objectives of current research. The fifth objective consisting of business prospect within the Silchar city is explained in the next chapter.