

# The Atypical Indian

A BT-SYNOVATE STUDY

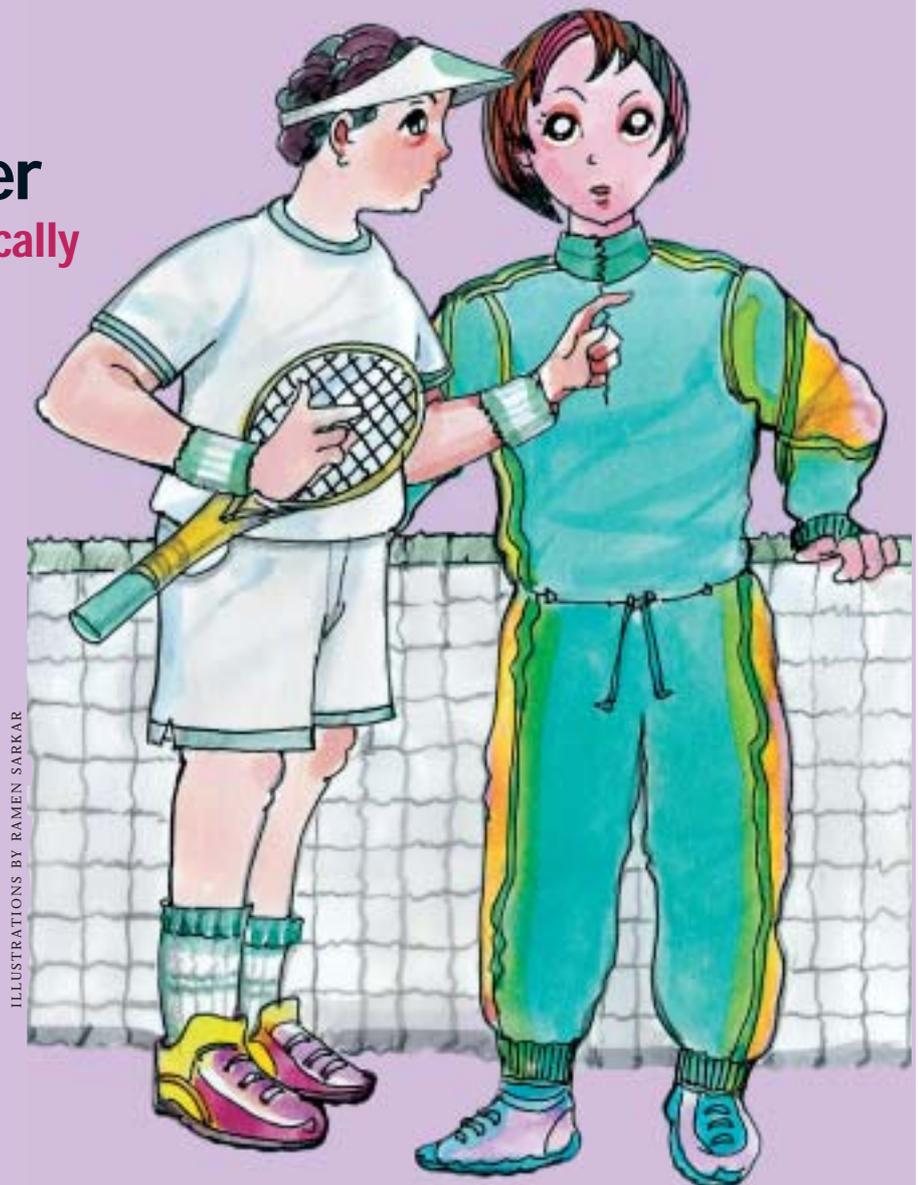
**T**HERE ARE TWEENS. THEN, THERE ARE TWEENS. TO UNDERSTAND JUST HOW MANY different kinds of tweens there are in India, *Business Today* commissioned market research firm Synovate to conduct a quantitative and qualitative exercise across six Indian cities—Delhi, Mumbai, Chennai, Kolkata, Hyderabad and Bangalore. The target audience were 8-12 year olds who belonged to households in the higher reaches of the socio-economic classification (SEC), SEC A, and B. In the first stage of this exercise, 563 respondents across the six cities were administered an in-depth questionnaire to understand their lifestyle, aspirations and influences, attitudes and values, involvement in purchase

## TWEENTYPE-I

### The All Indian Jock/Cheerleader

Brash, spoilt, **not academically oriented**, and prone to tantrums, that's Twentype-I.

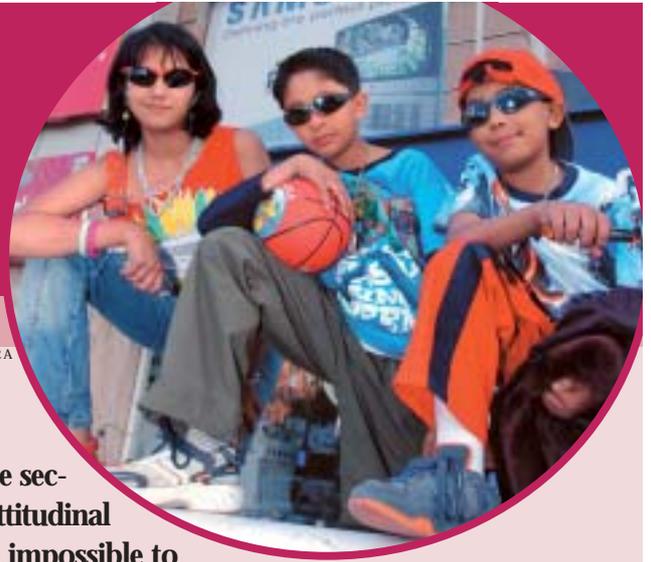
**I**F THERE IS A STEREOTYPICAL SPOILT-rich-kid segment, this has to be it. Like most other segments, it is marginally skewed in favour of boys (50+ per cent), but then so is the sample. Expectedly, tweens from this segment receive the most pocket money. Attitudinally, apart from believing strongly that it is alright not to come in first in class, these tweens insist that their parents give them lots of space. When seen in consonance with another, seemingly incongruous finding—these tweens also swear that their parents spend lots of time with them—that means that the parents of these tweens pretty much give them a free rein when it comes to most things, and the tweens like it that way. The good news for marketers is that tweens from this segment will likely



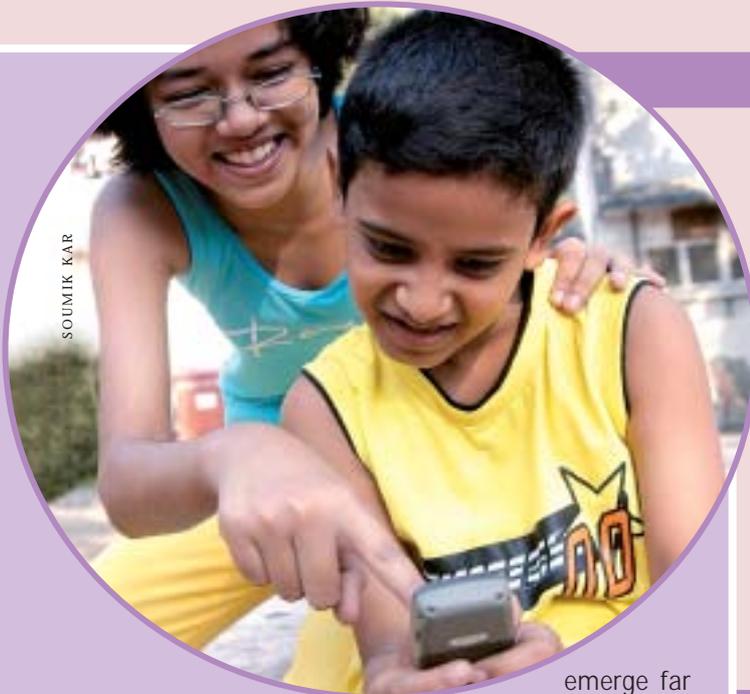
ILLUSTRATIONS BY RAMEN SARKAR

# Tween

VIVAN MEHRA



decisions, media habits and consumption patterns. In the second stage, focus groups were conducted to understand attitudinal and behavioural facets of tweens that would be close to impossible to capture in quantitative exercises. Based on both sets of findings, Synovate arrived at four tween segments: The All Indian Jock/Cheerleader; The Traditional Reticient; The Dependent Diffident; and The Righteous Angel. Each segment is unique in some ways and the same in some others. Clearly, most children in the 8-12 age group, and from similar backgrounds tend to think and behave alike sometimes and very differently at some others.



SOUNIK KAR

emerge far more brand conscious customers by the time they are into their teens and 20s than those from other segments. And the good news for people generally dismayed by the fact that these tweens are spoilt is the fact that they aren't entirely so. In many ways, The All Indian Jock/Cheerleader is no different from other tweens. It is just that their parents have led them to believe that they are little princes and princesses for far too long. Surprisingly, though, a mere 15.2 per cent of tweens fall under this category. That would seem to suggest that most Indian parents (at least, most Indian parents belonging to a certain economic class) are pretty good at raising children.

## Purchase Involvement

The All Indian Jock/Cheerleader isn't as involved with big-ticket purchases as one would expect.

Television/Home Theatre	55
Cars	22
Refrigerators	44
CD Players/Personal Audio Players	38
PCs	37
Mobile Phones	40

## Preferred Activities

For a segment that isn't very family-oriented, the All Indian Jock/Cheerleader is strangely fond of family functions.

Family get-togethers	62
Get-togethers at friends' places	56
Watching sports telecasts with friends	47

Figures in per cent



DEEPAK G. PAWAR

## Money Matters

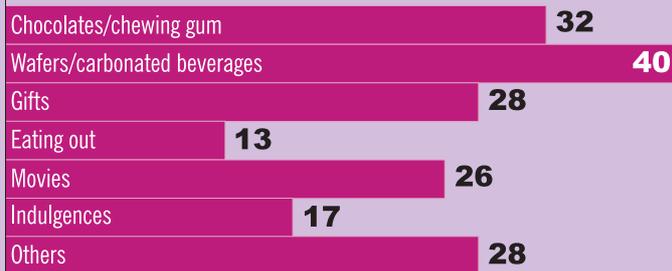
The All Indian Jock/Cheerleader is the 'richest'.

Average pocket money received: RS 421.86/month

Percentage of respondents that receives more than Rs 1,000: 7

Percentage of respondents that spends it all: 24

## Where Does The Money Go



GRAPHICS BY PINAKI PAUL

Figures in per cent

## Special Interest Areas

Don't be fooled by the 'reading knowledge books' bit.



## Preferred Vocations

No surprises here, although it could just be peer pressure speaking.



Figures in per cent  
Multiple responses possible in all

## TWEENTYPE-II

# The Traditional Reticent

Quiet, ambivalent to most things, and **a traditionalist at heart**, that's Twentype-II.

**T**HIS SEGMENT IS THE SMALLEST, WITH A MERE 11.8 per cent of tweens falling under it.

That's a pretty good thing because this is the toughest segment to describe. The difficulty arises from the sheer ambivalence of Traditional Reticents to most things. While their value system is pretty close to that of The Righteous Angels

## Preferred Activities

No surprises here, the family comes first for the Traditional Reticent.



(Twentype-IV) that account for 47.51 of the tween population, Traditional Reticents do not really seem to care about most things. Their parents, too, do not seem to have very high expectations of them. Predictably, this is the segment that has the least influence (among all segments) when it comes to big-ticket purchases being made by the family. It is difficult to see tweens belonging to this segment emerging very brand-aware consumers (although that possibility cannot be written off). And it is difficult to see tweens belonging to this segment going on to very successful careers simply because their achievement-orientation seems pretty low (although that can't be deduced from their reaction to all things academic, which is not as extreme as that of other tweens from other segments, and is, actually, ambivalent). Then, it may be unfair to write off Traditional Reticents. There are some tweens that are late bloomers that discover direction in their teens, sometimes even in their 20s, and go on to have very successful careers. After all, it wouldn't do for this, a business magazine, to ignore the fact that more Traditional Reticents, than any other segment, want to grow up and become business executives.



G. KRISHNASWAMY

### Purchase Involvement

The Traditional Reticent has almost no say in big-ticket purchases.

Television/Home Theatre	18
Cars	7
Refrigerators	13
CD Players/Personal Audio Players	18
PCs	22
Mobile Phones	17



A. PRAHAKAR RAO

### Money Matters

The Traditional Reticent is the most prudent.

Average pocket money received: Rs 287.69/month

Percentage of respondents that receives more than Rs 1,000: 0

Percentage that receives between Rs 600 and Rs 1,000: 7

Percentage of respondents that spends it all: 12

Percentage of respondents that saves half: 81

### Where Does The Money Go

Chocolates/chewing gum	60
Wafers/carbonated beverages	46
Gifts	23
Eating out	19
Movies	33
Indulgences	6
Others	8

Figures in per cent

### Special Interest Areas

Expectedly, 'inward-oriented' activities are in:

Reading 'knowledge-related' books	60
Listening to music	51
Painting	38
Watching cartoons on TV	34
Playing musical instruments	29

### Preferred Vocations

Is the business execs thing a reflection of the kind of homes they come from?

Doctor	25
Engineer	25
Business Exec	13
Teacher	9
Pilot	7

Figures in per cent  
Multiple responses possible in all

**TWEENTYPE-III**

# The Dependent Diffident

**Toeing the parental line and still clutching on to the apron strings, that's Twentype-III.**

**T**HERE ARE SOME TWEENS THAT DO NOT REALLY HAVE VIEWS of their own (and there is nothing wrong with that; after all, these children are between the ages of 8 and 12, and cannot be expected to have views of their own; still, in this day and age, opinionated and precocious children are more the norm than the exception). The Dependent Diffidents (25.38 per cent of the tween population) have views, but these largely tend to reflect those of their parents. That could explain why these tweens play a far greater role, than tweens from any other segment, when it comes to purchase decisions involving big-ticket items. For instance, 74 per cent of Dependent Diffidents claim their views were sought when their families acquired televisions or home theatre systems. And, that could explain why tweens belonging to this segment receive the least pocket money. They probably get their parents to buy almost everything for them, and do not feel the need to have money 'of their own'. The achievement orientation of these children is high and is likely an indication of the high expectations their parents have of them. Does that mean these tweens will grow up to be just what their parents want them to be? Not quite. Teenage is normally a period when children rebel or decide to establish their independent identity and these tweens will soon get there. The good news for marketers is that, although these tweens appear to exert a lot of influence on big-ticket purchases made by their families, they do not need to work hard to address them. The same communication targeted at their parents will do.

UMESH GOSWAMI



## Purchase Involvement

Surprise, surprise, the Dependent Diffident is the most influential of tweens.

Television/Home Theatre	<b>74</b>
Cars	<b>26</b>
Refrigerators	<b>67</b>
CD Players/Personal Audio Players	<b>30</b>
PCs	<b>39</b>
Mobile Phones	<b>53</b>

## Preferred Activities

It's the family again.

Family get-togethers	<b>60</b>
Watching sports telecasts with friends	<b>51</b>
Get-togethers at friends' places	<b>45</b>

Figures in per cent





SOUMIK KAR

## Money Matters

The Dependent Diffident is the poorest of the tweens.

Average pocket money received: Rs 192.18/month

Percentage of respondents that receives more than Rs 1,000: 0

Percentage that receives between Rs 600 and Rs 1,000: 5

Percentage of respondents that spends it all: 18

Percentage of respondents that saves half: 62

## Where Does The Money Go

Chocolates/chewing gum	50
Wafers/carbonated beverages	46
Gifts	32
Eating out	10
Movies	7
Indulgences	18
Others	16

Figures in per cent

## Special Interest Areas

There are several, but interest may be the wrong term to use.

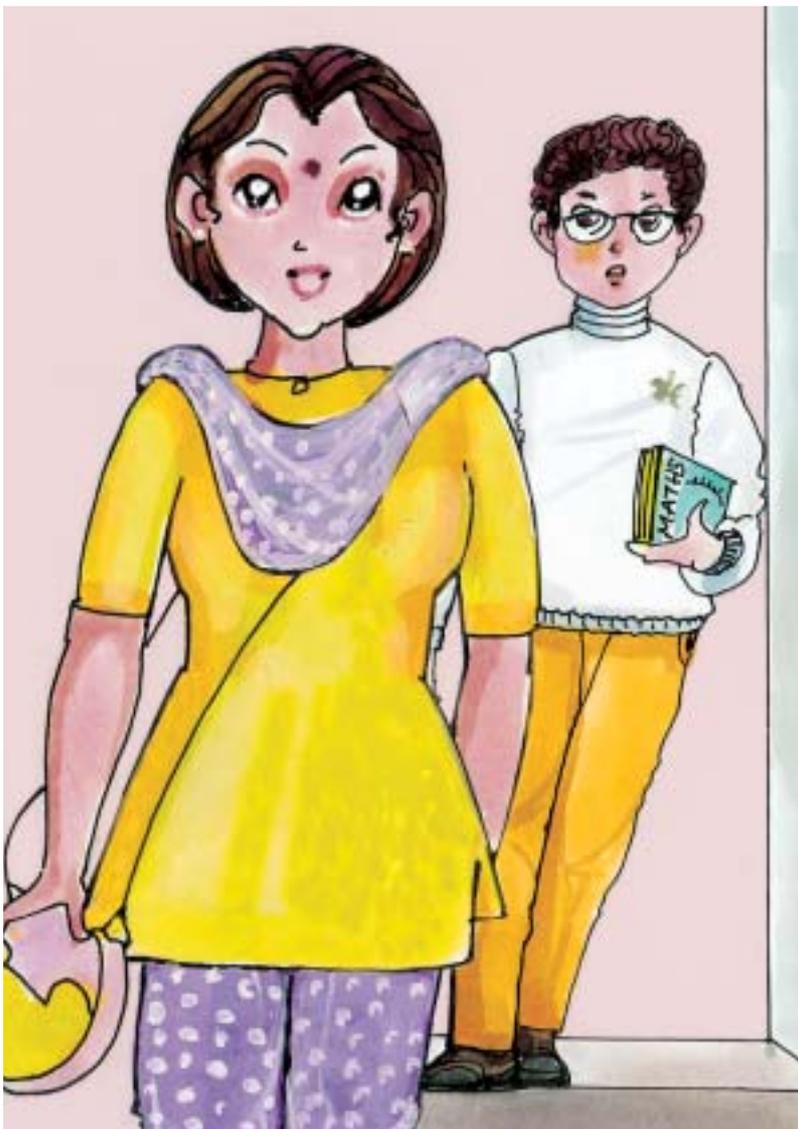
Reading 'knowledge-related' books	53
Listening to music	47
Playing musical instruments	41
Watching cartoons on TV	34
Playing cricket	29

## Preferred Vocations

Medicine is in, but the response may be conditioned.

Doctor	36
Engineer	18
Teacher	11
Pilot	7
Scientist	4

Figures in per cent  
Multiple responses possible in all



## TWEENTYPE-IV

# The Righteous Angel

Home-birds with an active outside life, good at school, and with a **strong value system** to boot, can Tweentype-IV ever do any wrong?

**T**HERE'S A REFRAIN THAT CAN BE HEARD FREQUENTLY today, about young people growing up faster. The Righteous Angels, the largest segment of tweens (47.51 per cent of the tween population belongs to this), are an indication of

## Preferred Activities

The most balanced segment, righteous angels may also be the most truthful.

Watching sports telecasts with friends	57
Family get-togethers	52
Get-togethers at friends' places	43

that, and judging from their attitudes and behaviour, it (young people growing up faster) seems to be a good thing. Righteous Angels display a degree of balance that should be the envy of even the most evolved adult. For instance, tweens from this segment do not mind missing out on fun and games if it means securing the top rank in an examination. However, that desire to excel doesn't prevent them from believing that the system has too many exams for their liking. Strangely enough, Righteous Angels are more likely to insist that their parents take them out to a specific place and like to wear new clothes all the time. Then, that could be their reward (or a trade off) for being Righteous Angels. They are also more likely to be irritated when their parents push them to do something they do not want to, or to come first in class. One way of looking at this is to surmise that since these children know their minds and are achievement-oriented for their own sake, they do not like to be pushed. The other—Righteous Angels also believe that their parents do not give them enough space—is to conclude that being a good child doesn't mean you are never rebellious. Either way, marketers would do well to speak to these children on their own terms and not on those of their parents. ■

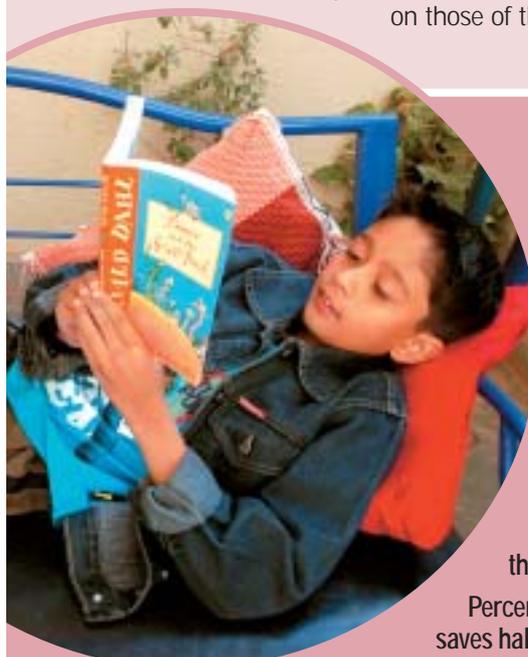


SOUNIK KAR

### Purchase Involvement

Given their inherent goodness, the righteous angels never push for anything.

Television/Home Theatre	<b>34</b>
Cars	<b>21</b>
Refrigerators	<b>28</b>
CD Players/Personal Audio Players	<b>33</b>
PCs	<b>38</b>
Mobile Phones	<b>30</b>



VIVAN MEHRA

### Money Matters

Righteousness doesn't mean they won't spend money.

Average pocket money received: **Rs 245.09/month**

Percentage of respondents that receives more than Rs 1,000: **0**

Percentage that receives between Rs 600 and Rs 1,000: **3**

Percentage of respondents that spends it all: **23**

Percentage of respondents that saves half: **64**

### Where Does The Money Go

Chocolates/chewing gum	<b>53</b>
Wafers/carbonated beverages	<b>56</b>
Gifts	<b>29</b>
Eating out	<b>26</b>
Movies	<b>15</b>
Indulgences	<b>19</b>
Others	<b>22</b>

Figures in per cent

### Special Interest Areas

The Righteous Angels are more interested in more activities than others.

Reading 'knowledge-related' books	<b>66</b>
Listening to music	<b>46</b>
Watching cartoons on TV	<b>45</b>
Playing musical instruments	<b>35</b>
Painting	<b>33</b>

### Preferred Vocations

The same story, all over again.

Doctor	<b>29</b>
Engineer	<b>19</b>
Teacher	<b>12</b>
Pilot	<b>5</b>
Armed Forces	<b>4</b>

Figures in per cent  
Multiple responses possible in all

Note: The photographs of the tweens shown here have been used generically and do not indicate that they belong to a particular segment