

class

THE SOCIO-CULTURAL SEGMENTATION | INDIA

How was the data collected?

Study details



Method

**Expert Interviews &
Online Panel CAWI**



Survey period

2022-2023



Nation

India



sample size

**N = 8 expert interviews
N = 8.516 (gross)**



Length of the interviews

**90min experts
15-20min CAWI**



Surveyed groups

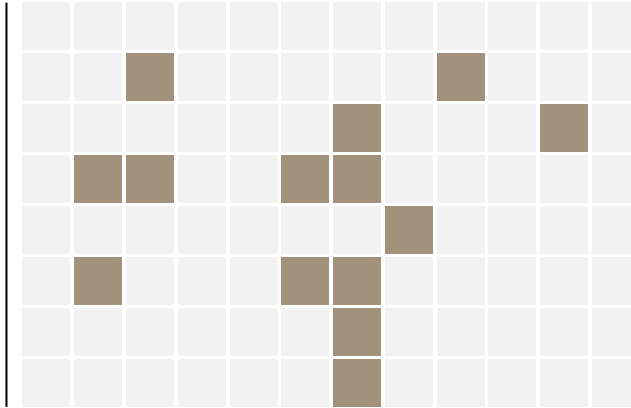
**English & Hindi
speaking population**

How to segment customers based on their values and attitudes?

Methodology of values-based social research

Social status

- Level of education
- Income



Value orientation

- Independence
- Health & Fitness
- Work Ethics
- Modern India
- Cultural Open-Mindedness
- Success & Performance
- Minimalism
- Social Growth
- Atheism
- Conservatism
- Sophisticated Mindset
- Indian Bourgeoisie
- Modern Mindset
- Egoism
- Regressive Mindset

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Value-based social research categorizes people according to their social status and value orientation.

Social status – The social status axis provides information about educational level and income. The position of the class depends on these figures. If somebody is affluent and educated they have a higher position in the the model than somebody who is poor and untrained. In some countries we also use the professional status as an indicator for the social status.

However social demographic attributes are not enough to understand people completely. Much more important than social capital are values and attitudes, because they have a decisive influence on our daily actions.

Value orientation – The axis of value orientation is therefore divided into three sectors: conservative, modern and progressive.

Attributes such as escapism, enthusiasm for technology or social and sexual freedom determine a person's position in the model. Progressive people are therefore located on the far right of the milieu model.

This knowledge is essential for companies when it comes to brand positioning, product and service development or media usage. It is also an essential tool to develop target-group-specific strategies.

The segmentation is based on more than 79 interview questions that can be categorized into 15 superordinate value factors



Independence

This factor is characterised by people's wish too constrain societal expectations and their longing to escape. They reject old gender roles and feel confined by the pressures of conformity. Society's beauty standards suffocate their spirit, making them question their ability to meet expectations. Through their rebellion, they inspire others to challenge societal norms, embracing themselves and redefining beauty on their own terms.



Health & Fitness

Health, fitness, discipline, order, and physical well-being are important for a healthy and fulfilling life. It states that good health is the foundation of everything else, and regular exercise helps to improve health, boost the immune system, and reduce stress and anxiety. Discipline is needed to stick to healthy habits, and order to create an organized environment that supports well-being.



Work Ethics

This factor indicates mind-liked neighbourhoods, surrounded by individuals who share same values and interests. Motivated by desire for a better life, work is tirelessly to afford more, never settling for mediocrity and always striving for financial growth and stability. The idea of life balance seems like a luxury reserved for the wealthy. Belief that achieving success requires sacrificing certain aspects of personal life.



Modern India

Deep concern about the rising levels of air pollution and CO2 emissions, and their detrimental effects on the environment. No tolerance for violence against women. But also patriotism for ones country to prosper and grow. A heightened awareness of health and a mentality of keeping all options in life open, constantly seeking new opportunities and experiences, eager to embrace whatever the future holds.



Success & Performance

This value is characterized by financial security. It can be achieved through a variety of means, including saving for retirement or investing in the stock market. Success is shown by buying exclusive brands, organic food and showing ones wealth in public or on social media platforms.



Minimalism

Minimalism, as a lifestyle, embraces simplicity and intentional living. Minimalists prioritize experiences, relationships, and personal growth over accumulating material wealth. It involves decluttering and reducing material possessions to focus on what truly brings value and joy. Minimalism encourages mindfulness, gratitude, and conscious consumption.



Social Growth

Fighting poverty takes precedence over ecological problems. The basic needs and well-being of individuals have to be solved before tackling environmental issues. The rampant growth of individualization is seen as a problem, as it often leads to isolation and disconnection within society. Mainstream culture is unappealing, valuing uniqueness and alternative perspectives that challenge the status quo. Equality and fairness for all individuals regardless of their faith.



Atheism

Atheism, as a philosophy, rejects the belief in any deities or supernatural entities. It emphasizes the reliance on empirical evidence, reason, and critical thinking in understanding the world and shaping personal beliefs. Atheists find meaning and purpose in life through human connections, personal values, and the pursuit of knowledge and self-improvement. Without the notion of an afterlife, they focus on making the most of the present moment and strive to create a positive impact in the world.

The segmentation is based on more than 79 interview questions that can be categorized into 15 superordinate value factors

Sophisticated Mindset

This attitude is characterized by people who are dreamers. They are longing to downshift and live abroad. They are passionate about art, philosophy, and seek adventure. They embrace diversity and accept LGBTQ individuals. Personal growth comes for them with creative pursuits, engaged in intellectual conversations, and embarked on daring expeditions.

Indian Bourgeoisie

Advocacy for the separation of religion and state to ensure fairness and equal treatment for all citizens. The view that marriage is an obligatory institution, considering it an essential societal structure that provides stability and support. Marriages should occur within the same caste, valuing the preservation of cultural traditions and social cohesion.

Modern Mindset

A mindset that is free from prejudice, valuing people based on their character and actions rather than their ethnicity, colour, or gender. Advocacy for female leaders, recognizing the importance of gender equality. Believe in the pursuit of knowledge. Ambitious by nature, setting high goals and strives to achieve them, While holding their ancestors and traditions in awe.. Holding a strong stance against illegal immigration.

Cultural Open-Mindedness

Islam belongs to society and embraces migrants as valuable contributors. Advocacy for increased protection for minorities and strive for a society where nobody is left behind. This factor also supports the idea of taxing the rich more to address wealth inequality. Through this factor, the society embraces diversity, fights discrimination, and works towards a compassionate and just society.

Egoism

Egoist live for the thrill of an exciting life, constantly seeking new adventures and experiences that keep adrenaline pumping. They embrace the present moment, finding joy in every day without worrying about the consequences for the earth. This hedonistic lifestyle prioritizes immediate gratification and personal pleasure above environmental concerns. They indulge in a vibrant and diverse love life, enjoying the freedom to explore and engage in multiple sexual partnerships or relationships.

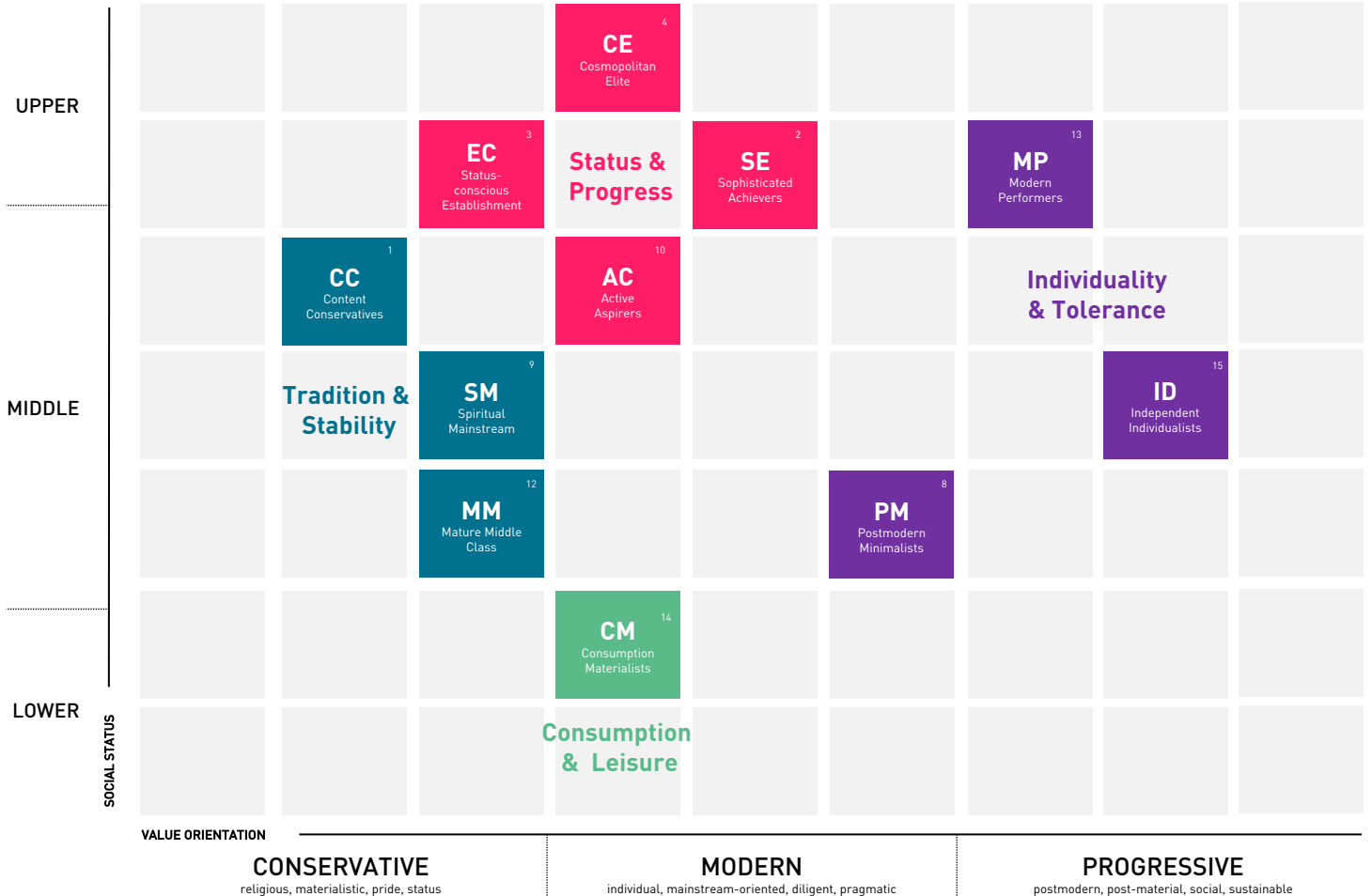
Regressive Mindset

The future can be a scary, especially when it comes to technological progress. With so many advancements being made every day, it can be difficult to keep up and know what to expect. For some people, this fear of the future can become overwhelming, and they may feel as though they are losing control over their lives. One of the things that can contribute is not being prepared for the new age. Fashion and gender equality is also not valued.

Conservatism

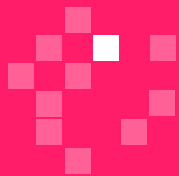
One element of conservative thought is a scepticism or disbelief of climate change. This viewpoint often stems from a focus on economic growth and a reluctance to regulate industries that may contribute to environmental degradation. Followed by pessimism towards technology, the promotion of elites, a belief in the superiority of certain groups, and a focus on using force to solve problems.

The class® System Classification



Upper Class

2 Sophisticated Achievers



Sophisticated Achievers Profile

5.7% of total population

Eager Learners

More men than women belong to this group. They are well educated. These eager learners hope to improve their life constantly. If they are not living with their own family, they still live with their parents. They are between 30 and 49 years old. They are humble and not wasteful in terms of money spending. Safety is more important to them than an adventurous life. They don't like to stick out and prefer to be part of the society. They put India first and prefer to stay in their country instead of moving abroad. They are not very religious, but like to stay amongst like-minded.

If it comes to female rights, they are against domestic violence and marriage at any price. Nevertheless, they think that a women should care more about her family than their career. This group doesn't question traditional gender stereotypes.

Moreover, they totally reject the idea of having more than one sexual partner. They care about their health. Therefore, they are sporty and pay attention to their nutrition. Besides, they care about the environment and animal welfare.

MINDSET

- Educated
- Curious
- Environmental friendly
- Patriotic
- Sporty
- Humble



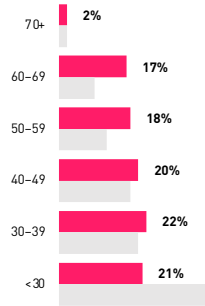


Sophisticated Achievers Demographics

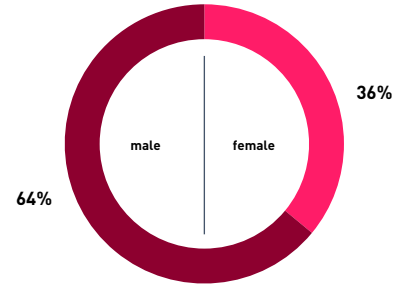
5.7% of total population

Average Segment

AGE Equal distribution

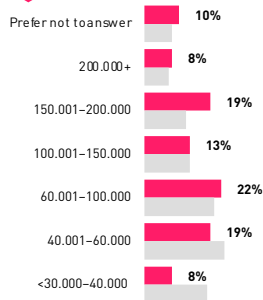


GENDER 64% male

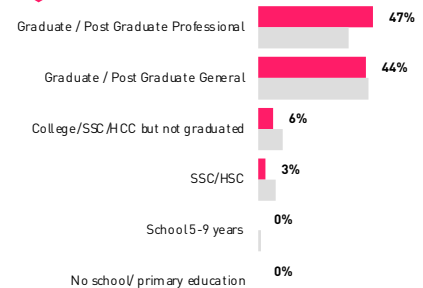


Average: 53% male & 47% female

ANNUAL GROSS INCOME HH (INR) Middle to high income



EDUCATION Highest education

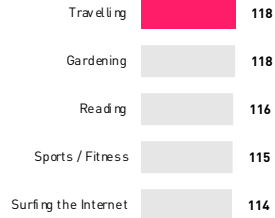


Sophisticated Achievers Lifestyle

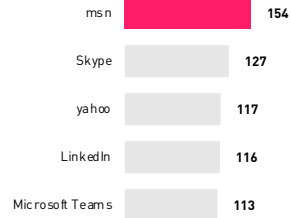
5.7% of total population



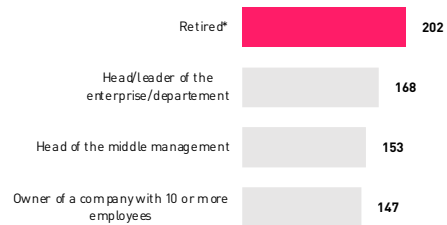
HOBBIES Travelling



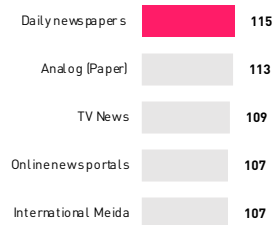
SOCIAL MEDIA USAGE Messenger



PROFESSION Leadership position and retired

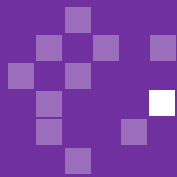


NEWS CHANNELS Daily newspaper



Middle Class

8 Independent Individualists



Independent Individualists Profile

5.1% of total population



Emancipated Free Thinkers

This milieu is characterized by its high proportion of women. The majority of Independent Individualists are under 30 years old. These young people are looking for an exciting life. That is why they can imagine living abroad. They have absolutely no nationalistic tendencies. They see globalization as an opportunity.

Moreover, they are not religious and would not judge anyone by their faith. They are open-minded and do not condemn others because they are different. On the contrary, they feel they belong to a minority because they hold progressive opinions.

For example, they long for an emancipated and self-determined life. They support freedom of expression because they like to share their modern thoughts. They reject patriarchy and are in favour of more equality at all levels of society. Violence against women or violence to solve problems is out of the question for them.

They see diversity as an opportunity and not as a threat. They are not afraid of immigration or of LGBTQ individuals. They often feel constrained by society and want to escape societal constraints with their individual way of life.

MINDSET

- Open-minded
- Curious
- Progressive
- Emancipated
- Social
- Educated





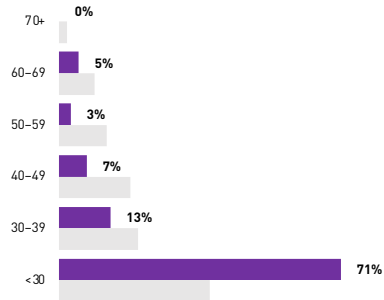
Independent Individualists Demographics

5.1% of total population

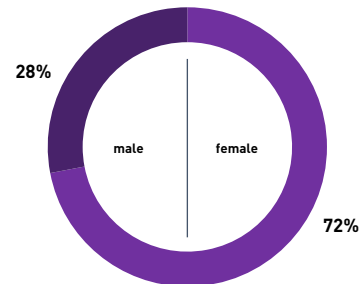
Average

Segment

AGE >30



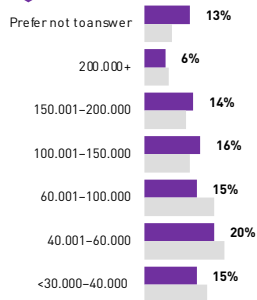
GENDER 72% female



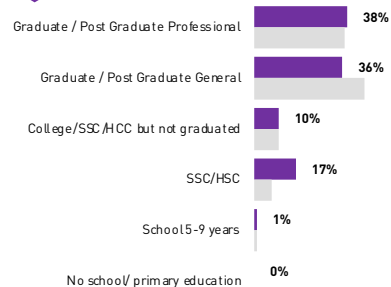
Average: 48,2% male & 51,7% female

Note: 0,1% diverse

ANNUAL GROSS INCOME HH (INR) High income



EDUCATION Middle to high education

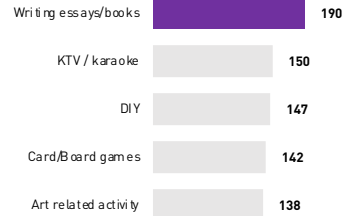


Independent Individualists Lifestyle

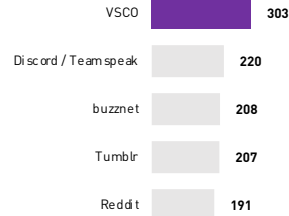
5.1% of total population



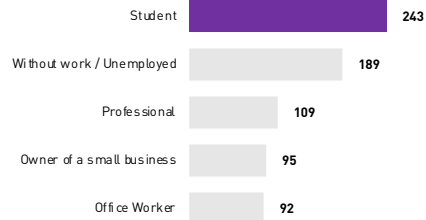
HOBBIES Creative



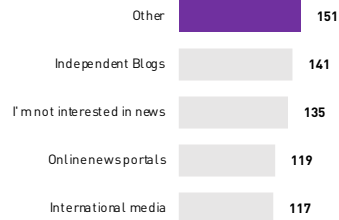
SOCIAL MEDIA USAGE Fashion & photography



PROFESSION Students

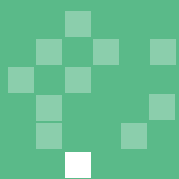


NEWS CHANNELS Independent blogs



Lower Class

14 Consumption Materialists



Consumption Materialists Profile

5.5%

Fun-loving Students

The proportion of women is slightly higher. 70% of lifestyle hedonists are under the age of 30. The majority of this group is therefore still in the education system and has a relatively low level of income. They can imagine a life abroad.

They live in the here and now. Neither the past nor the future are of any particular interest to them. They enjoy their lives and like to consume. They do not care much about the consequences for people or the environment.

They are not snobbish, because they enjoy being with different people. They like to keep up with the latest fashions, but cannot afford exclusive or expensive brands. Therefore, they regularly buy fast fashion. They have a tight budget and cannot spend a lot of money on extras.

They don't like to be told what to do and long for a life of self-determination. This also means that a woman's purpose is not only to look after the family.

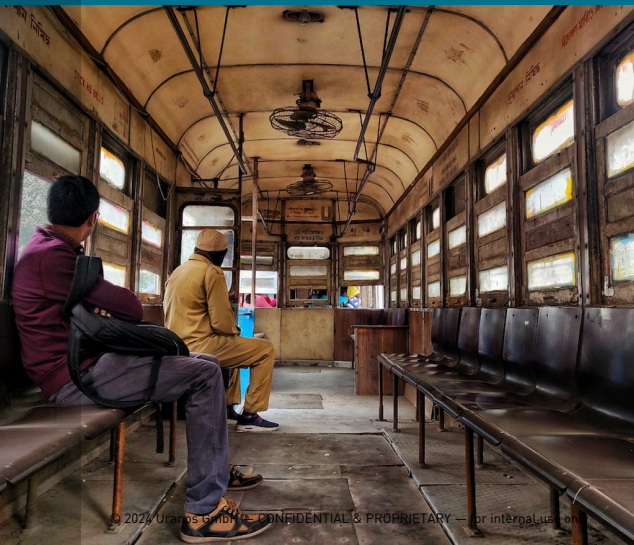
MINDSET

- Careless
- Fun-loving
- Young
- Hedonistic
- Immature
- Thoughtless



Middle Class

12 Mature Middle Class



Mature Middle Class Profile

6.2%



Elders and betters

The milieu is characterised by its old age. The proportion of men is predominant. Most of them are retired or stay at home as homemakers. This is also the reason for their rather low income, even if they have one of the highest levels of education.

Moreover they have a traditional idea of the role of women in life. They also have a clear understanding of how men and women should be. They reject other models of life that do not correspond to their idea of traditional gender roles.

They are content with their lives and no longer seek adventure or thrills. Therefore, they cannot imagine living anywhere else but in India. Safety and security are very important to them. They are sedentary and comfortable in their living situation.

They believe in monogamy and marriage within the same caste. In addition, they prefer to spend their time with like-minded people who are at the same level as them. They also pay a lot of attention to their soul and body. They are religious and take care of their diet and exercise to stay fit.

MINDSET

- Educated
- Retired
- Modest
- Conventional
- Harmonic
- Resolute





Available markets and customized segmentations

Since no two societies are alike, we have made a separate segmentation for 20+ market.

In addition to the class segmentations, we offer customized segmentations for our clients, which are highly tailored for their individual needs.

Class – Available markets

- Belgium/Netherlands
- China
- Denmark
- Finland
- France
- Germany
- India
- Italy
- Japan
- Norway
- Russia
- South Africa
- South Korea
- Spain
- Sweden
- UK
- USA
- India
- More on request

We are happy to
hear from you

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