

Redefining the Modern Indian Men – An Insightful Study of their Attitudes and Behaviours

Nupur Gurbuxani¹, Shalini Rahul Tiwari²

¹(PGDM 2011-2013 Batch, IMT, Ghaziabad, India)

²(Assistant Professor, Department -EES, IMT, Ghaziabad, India)

Abstract: *The use of consumer archetypes for specifying a consumer image for a large group of people is an unexplored method of studying a target group, in both the academic and the corporate world. This paper uses content analysis as a method of research to determine archetypes of modern Indian men. Content analysis as a form of research is mostly used in advertising to extract information from images and print ads. Studies on Indian men are scarce and those that exist have been done through syndicated surveys and thus fail to capture the richness of detail in consumer profiling that is offered by the archetype method. The objective of this paper is two-fold: to cover the gaps in research on Indian men and to utilize a comprehensive yet unexploited method of research- content analysis and consumer archetypes- for that purpose. The content analysis of a popular magazine among modern male readers is carried out. The entire content covered in the magazine has been analyzed including text, visuals and adverts for a period of one year.*

Keywords: *Archetypes, Content Analysis, Indian Man, trends.*

I. Introduction

With the range of choices available to consumers today and with new trends forming and deforming every minute due to the proliferation of social networking sites, it is important to understand the concept of 'currency' in today's context. What is currently in vogue might not be so in the next few days, hours or even minutes. Thus there is a need to understand the consumer now, today, in their current mindset. With this view, this study is being undertaken to understand the current mindset of Indian men who form the larger part of the population of India and also, the consumer segment.

The study is a combination of insights drawn through the research and these insights will help us in developing archetypes of the modern Indian men today. For the purpose of this study, the Modern Indian Man was defined as residing in either of the seven cities- Delhi, Bangalore, Pune, Mumbai, Chandigarh, Kolkata, Hyderabad, belonging to SEC A or B and within the age group of 18-35 yrs .

Morris & Schmolze (2006) define an archetype as the detailed description of a single person who represents a particular expression of a wider group of people along prescribed dimensions. The use of archetypes is significant for understanding the behaviour of a particular consumer segment. An archetypal consumer profile helps us understand and appreciate the richness of information that we would otherwise miss in consumer profiling.

The focus is on understanding the modern Indian Man in terms of his attitude and behaviour towards various aspects. The research method used for this study is 'content analysis'. In the context of this project, the content analysis was done through magazines. The top magazine on the basis of readership among the modern Indian men was chosen- Business Today, a fortnightly magazine. The issues of the past one year i.e. between January 2011 and December 2011 were used for the analysis. Each issue of the magazine was analyzed in terms of its written content, the advertisements (number, type, placement, frequency), visuals and illustrations. A coding sheet was made for better efficiency in the analysis of the content in these respects. Towards the end, when all these coding sheets were populated, the results were compiled and the major trends among modern Indian men were brought forth. These trends either validated or contradicted the statements considered for the analysis in the beginning. Some trends are also indicative of lifestyle attitudes which were not covered in the statements. Once this was complete, an archetype was drawn based upon the results- an archetypal reader profile for a Business Today reader.

The information derived from the archetypes drawn in this study offers in-depth understanding of the consumer segment as against bland segmentation that is otherwise done in the analysis of consumer behaviour. This understanding can be leveraged as a tool for marketing and communication strategy formulation by companies for products that are targeted at this specific consumer segment.

II. Literature Review

The Indian Man is a complex personality, with facets and attitudes that might turn out to be surprisingly contradictory in nature. Studies undertaken in the past on the Indian Man have tried to assess his

attitude and behaviour towards various factors that his life revolves around. In today's scenario however, it is only relevant to consider what he is now, in the current context.

A study conducted by Business Today along with Monitoring Research and Systems (MaRS) in the third quarter of 2007 on the Life and Times of Indian Men, explained about their attitude towards career- 'Men and their workplaces integrate in a lifecycle that defines their present, their future and their dreams. Not surprisingly it is what they earn or will earn from their jobs that remain more important to them than work environment or job profile or challenges offered in the job or the brand name.' (MaRS, 2007). Half a decade later, however, we see a changing trend towards entrepreneurship, the results of which will be corroborated by this study. Thus, it is not surprising to see the flux in the attitude over this short period of time.

The opinionated Indian man is still seen around every corner. Whether it is the rise in tax rates or the government's involvement in a foreign treaty, the Indian man has an opinion about everything. This aspect of the Indian man defines him as well as gives him an identity. Thus we intend to look at this facet through our analysis and compare or contrast it with the previous literature available on it. 'Indian men have strong opinions and their views on business and the government are clear and unequivocal and most opinions do not flatter the business corporations and they wish for higher control of government over business practices. 61% strongly believe that the business corporations make too much profit.' (MaRS, 2007)

The Indian man, thus, provides a vibrant source of attitudes and behaviours to be examined and makes up an interesting subject to study. In the given study, we will not only examine the more obvious areas of the Indian man's personality as cited above but also try to gain some insights into more subtle aspects of his personality to give it a more comprehensive and complete picture.

Previous studies on the attitude and behaviour of particular target segments have focused on the use of surveys. This article is about the use of an alternative method of research (content analysis) for investigating the attitudinal aspects of modern Indian men.

Content analysis is a scientific, objective, systematic, quantitative and generalizable description of communications content (Kassarjian, 1977). Although content analysis is a well-established research procedure in the social sciences, it has just recently been used by marketers to investigate consumer and product presentation in the media (Sayre, 1992). Among published literature on the use of content analysis, there is none that exists in the use of this technique for drawing archetypes of consumers given certain criteria.

The significance of the use of archetypes as against discrete groups of segmentation has been argued by Morris and Schmolze (2006). They define archetypes as *specific individuals who can capture and express the richness and diversity of a given target segment*. The problem with traditional segmentation arises from the fact that certain profiling variables may be poorly defined or not defined at all for a particular target segment (Morris & Schmolze, 2006). Thus, the marketer would be at a loss for description of who is actually being targeted. This may lead to a gap in the understanding of the target consumer which will lead to inappropriate and vague positioning for the product or service. Thus, there is a consistent need to move towards alternative forms of consumer identification and drawing up archetypes for different segments is one such technique.

Based on the review of published literature, there were no studies found that combine the use of the technique of content analysis for drawing up archetypes on Indian men. This study is an attempt to bridge the gap in literature in this field.

III. The Research Problem

This study uses the method of content analysis to draw archetypes of modern Indian men. The issues addressed in this article are two-fold: to cover the gaps in research on Indian men and to utilize a comprehensive yet unexploited method of research- content analysis- for the purpose. The formulation of the research question stems from the gaps identified in the literature review above.

There has been a shift in the lifestyle habits of men in the 21st century. The early 2000s gave birth to the metrosexual—a man who likes designer clothing, high-end personal care products, and the latest in other lifestyle products. Today, marketers view the male consumer market as being more complex than just metrosexual and traditional, acknowledging the full and diverse range of personalities and preferences (Shalfi, 2007). Given this context, it becomes all the more important to make the modern male consumer the focus of studies in advertising and marketing research. Therefore, our research problem is formulated as the use of content analysis for drawing up archetypes of modern Indian men.

A shortlisting of the important aspects was done in the form of statements drawn from the consumer index software, TGI (Target Group Index) of IMRB. These statements were picked up and considered as hypotheses for the validation of trends indicated by them. The themes identified and to be used as hypotheses are presented below-

3.1 Top Themes with Corresponding Statements

Family Values

Family comes before everything else. There's nothing wrong in elders staying by themselves.

Grooming

It is important to be well groomed to be successful.

Relationships

When it comes to love, age, gender and caste do not matter anymore. It is important to have a lasting relationship with one's wife.

Career

It is okay to work in unconventional careers. It is important to be at the top of one's career.

Health

I know all about sex education. Active sports are better for fitness than diet foods.

Self-perception

It is important that my family and friends think that I am doing well in life. It is important to keep a balance between career, family and personal interests.

Ideology

Men should share responsibility in household chores. It is important to respect traditional customs and beliefs. Today smoking is a bigger social evil. I see myself as a religious person.

Consumerism

Using a well-known brand gives status and prestige to a person. I cannot live without my mobile (gadgets).

IV. Research Design

4.1 Research Methodology

The research method used for the study is 'Content Analysis'. The significance of content analysis in consumer behaviour research has been explained by many authors (Kassarjian, 1977; Sayre, 1992; Kolbe & J, 1996). For the purpose of consumer research, content analysis is defined as a method of analysis of communication messages using systematic system of counting items within established categories (Sayre, 1992). Furthermore, Sayre (1992) opines that the use of content analysis for advertising and related research on consumers yields valuable insights on the integration of visual aspects of products with its consumers.

A gap exists when the use of content analysis to consumer research studies is looked for in existing literature. The studies done till now have encompassed the use of this technique for product and company images of selected consumer goods in the mass media (Stone, Dunphy and Bernstein 1966; Woodside 1972), advertising appeals that are used for nontechnical graduates in a college newspaper (Ybarra 1970), information content found in television advertising (Resnik and Stem 1977), portrayed image and role of women in the mass media (Courtney and Lockertz 1971; Wagner and Banos 1973; Venkatesan and Losco 1975; Belakaoui and Belakaoui 1976). No study however, exists that covers the drawing up of archetypes of consumers fulfilling certain criteria and that too in Indian context.

4.2 Sample Data Sources

The data source for the content analysis is the entire set of Business Today issues from January, 2011 to December 2011.

4.3 Data Collection

A coding sheet was developed for data collection. The coding sheet was made with a view to note down all types of content available in the magazines.

4.4 Data Analysis

The content analysis was done by reading through all the articles, snippets and reviews present in the magazine. The ad content of the magazine was analyzed by observing the following-

- Type of advertisement
- Placement of the advertisement
- Type of product advertised

- Number of pages per advertisement

The visual content was analyzed in terms of the subject of the picture and the place where the photos were taken.

4.5 Interpretation of Results

The results of the study were interpreted using the coding sheets. The coding sheets gave a comprehensive analysis of ad and visual content in the magazine. The general trends were arrived at using these results. The written content was analyzed by writing a short note about the important gatherings from each issue of the magazine. The bits and pieces were put together to see what patterns and trends emerged over the year of 2011. This led to the ten trends described in the results section. These trends have been explained with a lot of reader letters and other statements made by relevant people. These quotes were picked up during the research in order to corroborate the trends that were identified and to give the results a more realistic image.

V. Results

5.1 Content Analysis Note

Business Today: Latest business news, India economy news, stock markets, Sensex, Mutual funds and Indian tax

5.2 Overall Topics Covered in the Magazine

- It is a fortnightly review of the current events in business, the Indian economy, policy reforms, stock markets, investments and mutual funds, trends in technology etc.
- The important regular features in the magazine are Focus, Cover Story, Features, Money and LBNL (last but not the least). Most issues have all the regular features.
- The cover story is mostly a comprehensive study in the form of a survey of best companies, best CEOs, best B-schools or a similar arena of business importance. In some issues, the cover story is about an upcoming trend in business or on a matter of immediate importance in light of current events (such as the one on India's disaster readiness (May 1, 2011) after Japan was hit by a massive earthquake).
- The magazine is rich in written content and contains columns written by regular (in-house) as well as outsourced writers. The outsourced articles are authored by renowned people in a relevant field.
- There is one page on quotes by famous people in the area of business and economy.
- Some issues include an HBR Exclusive section which is a case-study reproduced from the HBR itself.
- Chiaroscuro is a regular feature (started from the issue of May 15, 2011) which highlights the major events of the last fortnight in the corporate sector, economy and markets.
- About 90 per cent of the visuals are of real people out of which mostly they are taken in real life situations (in their workplaces).
- The remaining 10 per cent of the visuals comprise cartoon sketches, graphic illustrations in articles, gadgets etc.
- Most visuals are of men over 28 years of age and in western outfits.
- There is a regular 5-page feature on jobs and vacancies towards the end of the magazine which is sponsored by monster.com.
- The magazine has monthly supplement called BTMore.

5.2.1 Reader letters

The reader letters consist of reviews and questions on the articles of the previous issue. In their letters, the readers express their view and take on the subject of the articles as well.

The readers of the magazine are mostly people who:

- work in the corporate sector or PSUs
- belong to the middle and upper middle class
- reside in metropolitans or tier one cities
- have a diverse age group (from early twenty's to over fifty years old)
- are actively involved in or well aware of the business and economic scenario
- have a positive and liberal stand on India's growth story
- do not accept the information in the magazine with blind confidence, but question it if they are not convinced

5.2.2 Editorial content

The editor's note talks about the cover story and a few other important articles. It also mentions the importance of the study done in the cover story in light of the current scenario. The cover story is mostly a

comprehensive study in the form of a survey of best companies, best CEOs, best B-schools or a similar arena of business importance. It could also be about an upcoming trend in business or economy.

5.2.3 Advertisements

The ads in the magazines are mostly from real-estate, corporate sector company ads and banks & insurance. After these, the other products and services advertised include cars and automobiles, technology products and luxury hotels and resorts. The magazine is richer in written content and there are about 45 ads per issue on an average. Most of these ads are brand and product ads.

5.2.4 Overall tone and voice

The magazine is a review on the current business scenario, economy and markets in India and is a beneficial source of information for someone who wants to remain updated with the ongoing events in the country. It goes beyond being a mere reporter and provides comprehensive analysis of issues giving the readers a chance to understand them and take a stand. The presence of interviews and short statements from business leaders throughout the content gives it a more realistic and believable image. Overall, the magazine is informative, diverse, relevant and in line with the current business scenario. The magazine also consists of some parts with a lighter tone such as book reviews and health updates.

5.2.5 A note on the supplement BT More

BT More is a monthly supplement to Business Today. It primarily gives the reader tips on "how-to-spend-it" on fashion, gadgets, home, travel and entertainment. Most issues of BT More cover the latest gadgets and gizmos, places to visit (mostly abroad), restaurant and hotels, food and wellness. The content covered in BT More gives an idea of the reader profile of regular Business Today readers- smart, up-to-date, consumption-driven executives who brand and fashion conscious.

5.3 What's trending among modern Indian Men?

Trend 1- On a constant look-out for a fulfilling career

When it comes to career, it is just not about earning the money for personal and family needs anymore. It's more about a growing sense of intellectual and creative fulfillment, a good work-life balance and enough future prospects for growth. The modern Indian man feels entitled to work in a culture that promotes such values. An article in the February 6, 2011 issue of Business Today talks about "Brand self" for employees today. From an employee's perspective- 'My career is my business. You may be a great employer, but if you are not making my career grow, I leave.' Reader views in the next issue corroborated the changing trend towards a more fulfilling career. Jacob Sahayam from Thiruvananthapuram said, '*Your cover story Best Companies to Work For (February 6) talks about employees seeing themselves as brands, making hard choices and seeking work-life integration, among other things. If the companies want to achieve best employee relations, this study should serve as the best guideline. After all, it is in the interest of companies to create a conducive atmosphere and increase productivity.*'

Other reader views on 'Best companies to Work For'-

'Overall, employees seem to be fast catching up with new and innovative companies. And the new motto for them seems to be individual growth.' – Srijit Nair

'In today's world, employees in their 30s prefer to have a 60:40 ratio on work-life parameters, and a work environment sans office politics.' – Ashok Jayaram, Bangalore

Individual growth, work-life balance and an innovative atmosphere at the workplace are thus, the important parameters for staying in with a company for a longer duration nowadays.

Trend 2- Entrepreneurship- the trend to start-up!

The modern Indian Man today is not scared of taking the plunge of entrepreneurship and going after his dream. He is free from the shackles of the age-old concept of earning a stable income from a corporate or a government job. The opportunities in the digital space, the social media boom and a rising trend towards e-commerce have played a key role in giving him this independence. An article in the May 15, 2011 issue of Business Today talks about rising e-commerce revenues.

'E-commerce revenues are growing at 40 per cent annually, and the market is expected to top Rs 46,500 crore by the end of 2011 - as estimated by the Internet and Mobile Association of India.'

While some take the entrepreneurship dive to follow their dreams, others do it because they are either too bored or tired with their corporate roles or because they feel more comfortable in their own smaller setup. Either ways, the important factor is to feel comfortable with and like what they are doing.

'I became a digital entrepreneur to liberate myself from factory labour issues, having to bribe corrupt officials...the internet gave me my independence.' – Alok Kejriwal, Founder, 2Win Group in Economic Times, reproduced in Business Today, February 20, 2011

'I have discovered a huge comfort factor in a smaller set up. Everybody acknowledges your work and I feel my worth for the credit I get.' –An executive at Marlabs Software after 6 yrs, 3 months at Infosys.

Trend 3- Dependence on Social Media for finding jobs

'Social networking sites- LinkedIn, Facebook and Twitter are fast emerging as effective recruitment platforms for both the employers and employees.' –Business Today, June 12, 2011

The social media platforms seem to have taken multiple roles in the lives of modern Indian men. From a platform of creative expression to a showcase of ads, the social media now plays an important role in helping them find the right jobs. An article in the June 12, 2011 issue of Business Today mentions the Ma Foi Randstad Workmonitor survey which stated that 90 per cent of Indian employees have individual accounts on social media sites, out of which 81 per cent use them for professional purposes.

"I have been active on LinkedIn for the past four years, networking with industry professionals and business associates. I have received several key offers from different companies and search firms." –Basak, a senior executive with a Pune based IT company, with about 15 years' experience in outsourcing business.

Trend 4- Mobile Technology (a shrunken device that now provides a host of services while you are on the go!)

The mobile is no longer a device for making and receiving calls, it has transcended into a mini version of a personal computer on the go. The mobile technology market sees its growing profit in the Value Added Services (or VAS) which include a host of things ranging from video calls, mobile apps, MMS, email and messenger services. An article in the June 12, 2011 issue of Business Today talks about this boom.

'Revenues from mobile phone value-added services could cross Rs 55,000 crore by 2015, driven by 3G and BWA networks, multilingual content, smart apps and devices, estimates a PwC study.'

The mobile technology space has transformed itself into one with no boundaries- the latest trend being the tablets which are even equipped with the capability of video-conferencing on the go!

"Mobility and Cloud are the two innovation engines. Traditional videoconferencing is now office culture. Our focus is to bring this experience to the mobile. We are putting this software in the Samsung Galaxy (tablet). You can dial back into the office using the tablet. We see this as a big opportunity with Nokia, Motorola and Apple." , says Andrew M. Miller, President and CEO of Polycom, a leading player in communications solutions with 41 per cent global market share and almost 50 per cent in India; Business Today, May 1, 2011.

A lot of web-based companies and websites are moving towards integration with the mobile technology in one way or the other.

'The mobile is soon going to overtake the personal computer as the primary mode of Internet access for Myntra's key target group. We should soon have a plan on this front.' –Menon of IDG Ventures, Business Today, May 15, 2011 And, there is an obsession among people to remain updated with all the latest apps, to talk in terms of those apps and to use them while they are on the go.

'The best thing about Angry Birds is that it can be played by just about anyone. I downloaded the game onto an Android device to keep my 5 year old niece occupied. Then, I was hooked. The learning curve is smooth and it is fun to play.' - Kushan Mitra, Personal Tech, Business Today, January 23, 2011

'Yes, we are becoming a gadget-obsessed society, spending a large portion of our day staring at screens of various sizes. And we have become digital voyeurs as well, peering into the lives of people we do not really care about, or stalking them digitally.' - Kushan Mitra, Business Today July 24, 2011

Trend 5- The emotional connect with 'Cricket'

The modern Indian man has an emotional connect with the sport of Cricket. This trend is not new in the sense that Cricket in India has always been a popular sport. What's to wonder is the fact how this emotional connect is well understood by marketers and advertisers and tapped in time and again to generate higher sales during periods of higher and volatile sentiments such as the World Cup.

'For advertisers - be they manufacturers of sports goods, television sets, T-shirts or even providers of Direct-to-Home, or DTH, services - the World Cup win was the ultimate marketing sixer. Now, with the fourth edition of the Indian Premier League, or IPL 4, underway, brands are going overboard to put their money where cricket is.' – Business Today, May 1, 2011. Branding consultant Harish Bijoor- *'Cricket is the lowest common denominator activity for a marketing research outreach in India.'*

'Cricket is the most popular sport in India and is the best way to connect with the audience.' - Tadato Kimura, GM, Marketing, Sony India

Reader letters suggest that the Indian cricket players are still idolized and held in awe of their performances on the field.

'Indian cricket captain Mahendra Singh Dhoni truly leads from the front (Leader by Instinct, May 15). His vision, confidence and the fact that he gives due credit to others can easily earn him a place among the 100 most influential people of the world.' Jacob Sahayam, Thiruvananthapuram

Their love for cricket is perhaps the most sustained trend among Indian men.

Trend 6- The Modern Indian Man is 'concerned' today about the issues that ail our society and systems

The modern Indian Man has risen from dormancy and can be now seen supporting causes that address the deep-rooted problem of the society and the environment. Be it anti- corruption movements, or a move towards sustainability, he is concerned, appreciative of others' efforts, ready to raise his voice and to contribute his intellectual capital for solving these issues.

'I read with immense interest the ITC case study on tree farming (Tree Farming Yields Bumper Harvest, April 3). I think this has been a unique model which has not only benefited the company but also the region in which the paper manufacturing plant is located. I must say it is a commendable effort by ITC and more businesses can adopt tree farming or rather afforestation to help farmers. I hope ITC can expand this programme in the coming years.' - Manoj Singh, Mumbai, Business Today, May 1, 2011

'Our government recognised the urgent need for proactive and effective disaster management systems. However, it is a cause of great worry that many of the proposed measures towards preparedness are lagging behind or suffering due to lack of political will.' - Jacob Sahayam, Thiruvananthapuram, Business Today, May 15, 2011

Corruption is viewed as a big impediment to economic and social development in the country. Lokpal Bill Dilemma, Business Today, April 17, 2011

Should a Prime Minister be covered by the Lokpal Bill? Well, in the present blackmail era of alliance politics, even notorious individuals, without naming any, can become PM. Therefore, it is absolutely necessary for a PM to be brought under the purview of the Bill, a view also favoured by current PM Manmohan Singh and his predecessor Atal Bihari Vajpayee. Subhash Chandra Agrawal, New Delhi

Trend 7- Online Shopping, a rising trend

A combination of proliferating e-commerce, the ubiquitous 'mobile phone' and the assured benefits of convenience and saving time and money, online shopping is increasingly being adopted by young Indians. For people who are always online, it is thrilling to avail of the discounts and offers while getting the products conveniently delivered at home.

'Today, everyone is online,' says Rajiv Mehta, Managing Director, Puma India. *'Young people, a key target group, tend to save time by hunting for deals online and eventually lead virtual lives.'* – Business Today, May 15, 2011

Trend 8- A rising sense of health consciousness

The modern Indian man is conscious about his health and is well-aware of the benefits of a healthy life. He would prefer working as an employee in an organization that takes care of his and his family's health insurance and concerns. Good health is no longer a compromise for a good job or earning great money.

'There is no doubt that in order to get the best output from your employees, you need to provide them with the best working environment, which includes decent timings (Tackling Joint Concerns, June 12). Night shifts play havoc with your health in the long run. Who would have thought a few years ago that arthritis, an ailment of the aged, would also afflict people as young as 40. Companies should seriously consider making yoga or meditation a compulsory exercise for their employees to not only help them de-stress but also increase their output.' - Mahesh Kumar, New Delhi, Business Today, June 26, 2011

'The health benefits a company offers play a vital role in attracting and retaining talent,' says Madhavi Lall, Regional Head, Human Resources, India and South Asia, Standard Chartered Bank, Business Today, December 25, 2011

Trend 9- Attitude towards the opposite sex

This is perhaps the most conflicting in the behaviour analysis of Indian men. As a matter of fact, it has always been so. The modern Indian man is supportive, forthright and favours women empowerment. But, is he ready to accept women reaching great heights in their career by compromising a little on their family demands? Well, this attitude has not yet come of age, and the trend might just be turning in an opposite direction as opined by Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon-

'Shared responsibilities are the only way more women will pursue careers. A booming economy seemed to be playing spoilsport here as well.'

‘As long as there was the economic need for women to work, men were more willing to adjust. As the need is tapering off, the adjustment factor is reducing.’ - Kidwai, Business Today, September 18, 2011

However, the Indian man does not fail to express his views on women empowerment and boldly supports it as well!

Power is Woman!

‘BT has done a wonderful job in bringing into focus the [Most Powerful Women in Indian Business](#) (September 18). Indian women are shining in every walk of life. They have demonstrated that they are capable of managing businesses as efficiently as they manage homes. Why can't we have women as our next finance minister and home minister?’ - Jacob Sahayam, Thiruvananthapuram, Business Today, October 16, 2011

The Indian man's attitude towards the opposite sex is quite a paradox in itself.

Trend 10- The choice of India over western countries

The issue of Business Today dated February 6, 2011 identifies a trend among employees to choose India over western countries. It is not that people have stopped opting for overseas careers altogether, BT simply spotted a rising trend and preference among them to remain at the decision center (which in the current economic scenario is constantly shifting towards India).

‘Employees prefer to be closer to the power center rather than work for a unit of an MNC (preference for Indian companies).’ - Business Today, February 6, 2011

‘People want the destiny of their company to be decided by what happens in India and not by the destiny of their parents abroad.’ – Govind Iyer, Egon Zehnder India (an executive search firm).

5.4 Business Today- Reader Profile

Reader Characteristics- Who is a Business Today reader?

The readers of the magazine are mostly people who:

- work in the corporate sector or PSUs
- belong to the middle and upper middle class
- reside in metropolitans or tier one cities
- have a diverse age group (from early twenty's to over fifty years old)
- are actively involved in or well aware of the business and economic scenario
- have a positive and liberal stand on India's growth story
- do not accept the information in the magazine with blind confidence, but question it if they are not convinced

5.5 An Archetypal Business Today Reader

‘I am Abhishek Gaur. I am 29 years old. I work as a Senior Consultant with KPMG, Gurgaon, India. I started my career as an engineering graduate and went on to complete my post-graduation in the field of management from National Institute of Industrial Engineering, Mumbai. My hometown is Mangalore. I have stayed away from home for over ten years now. I have always been ambitious and today when I look back at my life I can justify all the years I have toiled through, because I am where I wanted to be at this age. I have achieved a good job and a hefty pay package that allows me to fulfil all my desires- whether it is the newest tablet I want to try my hands on, or a trip to Australia with my friends. Despite being awed by the foreign lands as amazing holiday destinations, I feel proud to be an Indian. I have had the option to stay back in the US during my on-shore stints, but I always chose to come back. Part of the reason why I have chosen to do so is because I want to take the plunge and become an entrepreneur in the coming years. I have been doing a background analysis for starting a venture capital firm and I know the best opportunity lies in India. I feel concerned when I read about the rising rate of corruption, the power shortages, the growing inflation and the lack of reforms in our country. With an aim to contribute to the cause of a sustainable future, I have initiated a project within my company to evaluate and assess alternative energy sources to suggest suitable plans for making them affordable and accessible. The initiative also helps me feel upbeat because it is innovative, and I have a knack for constantly seeking innovation in my work.

I am health conscious and I believe in daily exercise, a healthy diet and good sleep. I am also a social media addict and I am active on twitter, LinkedIn and facebook. This also makes me a technology addict- I have changed my smartphone almost every year since I began earning to keep myself updated with the current trends in this space. I also feel delighted to see that e-commerce is becoming reliable and diverse in India and encourage my wife to do as much of her shopping online, sitting at home as she can! This also saves us some time and allows us to be together at home more often which is otherwise difficult seeing how demanding our individual jobs are.’

VI. Managerial Implications

The results of the study provide consumer behaviour analysis of Indian men in today's context. The archetypal consumer profile helps us understand and appreciate the richness of information that we would otherwise miss in consumer profiling. This in-depth analysis of consumers achieved through archetypes would play an instrumental role in arriving at successful marketing and strategic decisions. The archetypal profiling of consumers provides additional dimensions to the consumer research that can assist a company in coming up with ideas and insights required for new product development.

The trends identified in the results of this study can be utilized for coming up with positioning strategies by companies, understanding the modern Indian man as a consumer, determining an advertising strategy and numerous other marketing activities.

VII. Conclusion

The use of content analysis as a research technique does not complete the research objective at hand in its entirety. However, this technique gives a good start as a method of qualitative research for understanding the consumer in the given target segment. The results derived from the study would require validation by other methods of descriptive research. However, the use of this technique provides rich insights that cannot perhaps be achieved otherwise. This gives the researcher a better understanding of the problem at hand. This in turn provides the researcher and client with a much more intimate knowledge of the consumers they are targeting (Morris & Schmolze, 2006).

VIII. Future Scope

The scope of this study can be expanded by drawing similar archetypes across different SECs and income groups or across different geographical regions. Social networking sites such as twitter, facebook and pinterest are fast emerging as portals where people express their likes and dislikes freely. The scope of the study can also be expanded by analyzing the content of these websites. These websites exist on the mantra of 'currency', thus, these would provide excellent insights of the upcoming trends and patterns of behaviour for various consumer segments.

References

- [1] Morris, L. & Schmolze, R., 2006. Consumer Archetypes: A New Approach to Developing Consumer Understanding Frameworks. *Journal of Advertising Research*, 46(3), pp. 289-300.
- [2] MaRS, 2007. *M-File, Life and Times of Indian Men*, s.l.: MaRS Monitoring and Research Systems Private Limited
- [3] Kassarijan, H. H., 1977. Content Analysis in Consumer Research. *Journal of Consumer Research*, 4(1), pp. 8-18.
- [4] Sayre, S., 1992. Content Analysis as a Tool for Consumer Research. *The Journal of Consumer Marketing*, 9(1), p. 15.
- [5] Shalfi, M., 2007. *What Men Want*, s.l.: Retail Merchandiser.
- [6] Kolbe, R. H. & J, A. P., 1996. Man to Man: A Content Analysis of Sole-Male Images in Male-Audience Magazines. *Journal of Advertising*, 25(4), pp. 1-20.
- [7] Stone, Dunphy, D. C. & Bemstein, A., 1966. The Analysis of Product Image, in *The General Inquirer: A Computer Approach to Content Analysis*, eds. P. J. Stone, et al, Cambridge, Mass.: The MIT Press.
- [8] Resnik, A., & Stem, B. L., 1977. An Analysis of Information Content in Television Advertising, *Journal of Marketing*, 41, pp. 50-3.
- [9] Courtney, A. E., & Lockeretz, S. W., 1971. An Analysis of the Roles Portrayed by Women in Magazine Advertisements, *Journal of Marketing Research*, 8, pp. 92-5
- [10] Wagner, L. C. & Banos, J. B., 1973. A Women's Place: A Follow-up Analysis of the Roles Portrayed by Women in Magazine Advertisements, *Journal of Marketing Research*. 10, pp. 213-4
- [11] Venkatesan, M., & Losco, J., 1975. Women in Magazine Ads: 1959-1971, *Journal of Advertising Research*. 5, pp. 49-54.
- [12] Belkaoui, A., & Belkaoui, J. M., 1976. A Comparative Analysis of the Roles Portrayed by Women in Print Advertisements: 1958, 1970, 1972, *Journal of Marketing Research*. 13, pp. 168-72.
- [13] Woodside, A. G., 1972. A Shopping List Experiment of Beer Brand Images, *Journal of Applied Psychology*, 56, pp. 512-3.
- [14] Ybarra, F. M., 1970. Advertising to the Nontechnical Graduate in a College Newspaper, unpublished Master's thesis. Graduate School of Business Administration, University of California, Berkeley.