

Background

As for many other categories, youth is the largest emerging segment for mobiles also, apart from being a key image driver. Considering the increasing saturation in the market, this segment has gained greater prominence. However competition to any mobile brand would span across all that occupies a share of 'youth' wallet, and not just other players. Hence, all the more reason to understand his psyche from an overall standpoint, before entering into category and brand.

The Research Objective

A four-some task: a) Explore 'youth' psyche to unravel current trends, b) Explore their attitude towards category and triggers for entry, c) Map need-gaps & satisfaction levels with services offered, to generate ideas for future product offerings, d) Understand brand perceptions and image.

The Challenge

In a competitive market with easy-to-imitate service offerings, how to generate product possibilities that are differentiated and relevant?
Unravel youth trends beyond the obvious and what is known basis past researches on other categories.

The Research Methodology

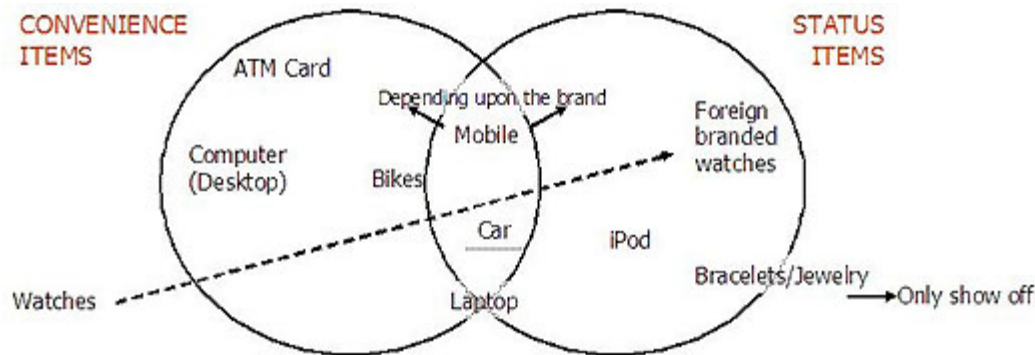
Focus Group Discussions spanning SEC A/B/C, with graduates/post graduates/professionals, current and intending buyers for pre & post paid. Employing projective techniques using Image Associations.

Key Findings

- 4 consumer segments emerged, on the basis of their attitude to fashion and trends, attitude to life (style vs. show-off vs. happy go lucky vs. studious), the way they see themselves (confident/assured, trendsetters, eager to impress), hard workers vs. smart workers.

- **Overall mindset:** While FUN = FRIENDS, they are practical as far as future is concerned. Life is all about success and achievement to them, with the motto of 'Be ahead, stay ahead'. That's why they want to belong to a certain circle of friends, yet stand out from them. Relationships are passé when opportunities beckon but family ties are still very strong.

- Ownership of personal products is on high with youth, with what is conventionally seen as 'Indulgence' turning into 'Necessity'.



- **Cell phones** are seen as Cool, trendy, exciting. They arouse curiosity - what's new, who's carrying what, testing new services/ features; and evoke a feeling of bonding & group-ism. Despite being a personal device, it is seen as bringing people together (unlike other personal commodities)

- **A day without it** - frustrated, tense, empty, lonely - almost like without a girlfriend for a day. **YOUTH MARKETING - TAKE THE ROLE OF 'A FRIEND' AT ALL JUNCTURES**

- Mobiles in many ways are similar to bikes, both very personal items. They are a 'MUST HAVE': Having one is convenience, but NOT having hurts self-esteem. While it's an essential, average bill not high. In fact, competes for the wallet share with as many

as 5-6 items

- Status is linked to the conspicuous item - the phone brand; hence service providers play second fiddle to the phone brand and are thought of only when there is a problem with network.
- Possibilities for product development emerged from the need analysis

The Results

The needs and associations of the youth were very different from the adults, which was quite interesting. Considering we were competing in an over-active category, the insights were useful in tailoring the product/services to their requirements.

Sum up

Youth marketing is always a stimulating topic but while it is an oft-heard and oft-read subject, the high point of this research was in its delivery to provide real usable learning for the brand.