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New India's aspirations- a note to emerging B2C businesses in India

How will India's consumer look as incomes increase?

- **State-mental- Mindset to make a statement; look better & stand higher.**
India's newly emerging affluent middle-class consumers are eager to try the latest and the best. Indian youth derive much of their social status through the goods, services and experiences they consume.
- **New You-er- Constant need to be a better version of ourselves.**
The new Indian consumer aspires to self-improvement. The drive to improve oneself can manifest itself in a number of ways, such as the desire for better health, for greater knowledge and development of new skills. Brands and products that satisfy these needs will therefore simply appear better than those that don't.
- **Myopium- Being intoxicated by yourself.**
Myopium is each person's consumption realm, where his/her preferences and tastes reign. Companies should cater to an individual's Myopium with brilliantly customised products by enabling and encouraging personal expression or by offering protection from harm. This is reinforced from what you see online: profiles making it all about the individual, rampant personalisation, expression in form of likes and thumbs up etc.
- **Desi-cool- Being Indian & buying Indian continues to be cool**
Despite globalisation and despite online, being Desi continues to be cool. Whether driven by a sense of pride, authenticity, convenience or eco- concerns, consumers will continue to embrace Indian products, services & knowledge.
- **Omni-tech- The ever-greater pervasiveness of technology**
Indian youth continue to crave for and build their lives around the unparalleled super powers that technology offers them: "perfect, instant information, absolute transparency, limitless choice & more"
- **Info-burst- Consumers voracious appetite for information will only grow**
Indians desire for relevant, useful, timely information. Youth will continue to lap up products, tools, services that bring them the right information at the right time in an understandable, intuitive & actionable way.
- **Chillsumers- How to bring much needed fun in your daily life?**
Surprise. Entertainment. Amusement. People relish brands that bring some much-needed fun to the consumer arena. Introducing competitive & participatory games, embracing humour or celebrating the unexpected makes life & consumption less boring and more enjoyable.
- **Now-ians- Indians want it right here right NOW**
With attention spans shorter than ever, Indians have an unending lust for 'now', a craving for real & physical interaction and an urge to free themselves from the hassle of ownership. Indian youth are moving beyond the fixed or static and rushing to collect as many experiences and stories as possible. That is why time and its dimensions should be brands' next innovation frontier. This era of instant gratification makes people want to improve lifestyle immediately i.e. to enjoy life (spend on a house, car, mobile, leisure, liquor etc) even at a high cost of leverage.
- **Change champions- With greater power comes greater responsibility and thus greater involvement**
Younger Indians lead busy, busy lives yet are involved in driving change. They will not blindly accept the status quo. Instead, empowered by digital technologies & democratized access to information, they will collaborate their enthusiasm & knowledge to create new solutions to shared problems. Naturally, many brands should be happy to advocate that they are socially responsible and produce responsible products & services.
- **Connectify- The eternal desire for connection and the many new ways in which it can be satisfied.**
Indians are social beings and will forever enjoy coming together, making connections, collaborating and sharing experiences. There have never been more opportunities to cater to, benefit from or facilitate this basic desire than now.
- **Decline in ownership- Consumers do not want to use the product for long periods. They would prefer a product with a life of say 3-5 years instead of 10 years if prices can be reduced by 40-60%.**

Coupling the above preferences with niches that have amazing pricing power, these following industries/ sectors can be gold mines. Many Indians will make hefty purchases in the following even if it is beyond their budget (On EMI basis) due to social conditioning.

- Marriage
- Healthcare- critical health care not basic check up
- Education- especially foreign education is a big flex
- Pet care/ Pet health
- Kids activities- Sport coaching, guitar hobbies especially in urban areas
- Religious ceremonies which denote status in the society- Paryushan or thread ceremony or the likes



- Anything that is a status opportunity- expensive cars, buying a house, iPhone, expensive purses etc.
- Anything that can help appearance- Hair weaving, weight loss, skin care, dental care (cosmetic), cosmetic facial surgery, Botox, hair removal etc.

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