

# DIFFERENT CONSUMER, DIFFERENT NEEDS



Urban India is a highly diverse market for smartphone and mobile broadband use. Seven main consumer groups have been identified. Each has different characteristics, motivations for use, willingness to adopt and demands for an overall great mobile experience.



## 1 FEMALE HOMEMAKERS

- > Mostly 20–30 years
- > Socioeconomic background varies
- > Price conscious, but see worth in mobile broadband

### WILLINGNESS TO ADOPT

- > High, Explorative

### MOTIVATION

- > Connecting with friends and family
- > Improve efficiency and productivity

### NEEDS

- > Customer support
- > Good indoor coverage



Need unlimited usage of frequently used apps

## 2 CONSERVATIVE SENIORS

- > 50+ years
- > Mid-high socioeconomic background

### WILLINGNESS TO ADOPT

- > Medium. Recognize the value

### MOTIVATIONS

- > Connecting with family
- > New experiences

### NEEDS

- > Account management
- > Initial purchase process
- > Good indoor coverage



Need support using services and features

## 3 PRUDENT BUSINESS USERS



Need cheaper roaming data plans

- > Mostly middle aged
- > Mid to high socioeconomic background

### WILLINGNESS TO ADOPT

- > Medium. Clear business objectives have to be met

### MOTIVATIONS

- > Business purposes
- > Social connections for work

### NEEDS

- > Consistent speed
- > Account management

## 4 IMAGE CONSCIOUS SOCIALITES

- > Young to middle-aged
- > Mid-low incomes, from smaller cities or towns

### WILLINGNESS TO ADOPT

- > High. Early adopters

### MOTIVATIONS

- > Social image
- > Self-expression

### NEEDS

- > Outdoor coverage
- > Uninterrupted data sessions



Need cheaper 3G plans

## 5 TECH ENTHUSIASTS

- > 15–19 years
- > Wealthy background
- > Price sensitive due to reliance on family

### WILLINGNESS TO ADOPT

- > High. Early adopters

### MOTIVATIONS

- > Entertainment, social, self-expression



Need consistent speed

### NEEDS

- > Cost control
- > Cheaper, flexible plans

## 6 PROGRESSIVE ASPIRERS

- > 20–25 years
- > Low socioeconomic background
- > Cautious with money

### WILLINGNESS TO ADOPT

- > High, Not early adopters

### MOTIVATIONS

- > Personal growth
- > Education

### NEEDS

- > Cheaper, flexible plans
- > Flexibility to choose services on recharge



Need outdoor coverage

## 7 TECHNOSUMERS

- > Middle-aged
- > Fairly wealthy

### WILLINGNESS TO ADOPT

- > High. Early adopters

### MOTIVATIONS

- > Work, Entertainment, Socializing

### NEEDS

- > Unlimited data usage plan



Need internet speed and reliability

## CONCLUSION

Across urban India, motivations for smartphone and mobile internet use are so diverse that the definition of a good mobile experience is highly unique. Personalization is vital and understanding consumer behaviours and attitudes is key.