



# More & More

real people. real aspiration. real business.

## South India consumer trends

12 scenarios to understand South Indian populations latent needs, behaviours and desires towards consumer market.

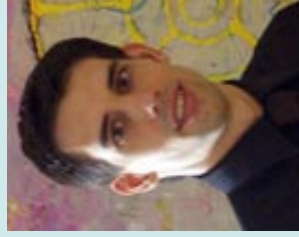
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## More & More - South India consumer trends has been made in association with Sigaram

### Publishers



**Patrick Roupin, MA**  
Managing Director  
Kovent Infotech Pvt. Ltd.

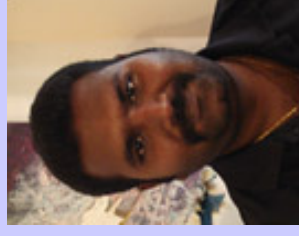
“Kovent aims to meet the growing needs of cross cultural design. Develop innovative design methodology and tools for the emerging markets.”



**Melina Roupin**  
Director  
Kovent Infotech Pvt. Ltd.

“We respond to people’s latent needs, behaviours and desires to create the consumer market they really want while optimising your business performance.”

### Co-researchers



**Chandra Mouli, MBA**  
President  
Sigaram Service Society

“Sigaram promotes and develops education and Human Rights awareness in South India. We also provide politico-economic expertise to organisations.”



**Ganesh Babu**  
Vice-president  
Sigaram Service Society

“It makes good business sense to help people from emerging markets. The day will come when they will be your customers. More & More speaks about them.”

Sigaram Service Society is an NGO that helped us to integrate with the South Indian people, build trust necessary to gather information from the local populations. They supported us to translate and interpret cultural related findings. More & More is a combination of a world class design process along with a deep understanding of the South Indian culture.

## Reaching South Indian consumer's mindset

### 12 consumer trends

Inside More & More you will find 12 consumer trends. Each trend is presented with a scenario in 3 pages. Select the one that corresponds best to your brand experience. Design groundbreaking innovation for the South Indian consumers.



### About the research

We believe in qualitative anthropological design research rather than statistics. We drive interviews to reach consumer's moods at its best.

- 73 people interviewed across South India.
- 48:00 hours of (recorded) interviews.
- 23 topics to understand consumer's mindset such as automobile, internet, religion, social responsibility, sports, women's rights, etc.

### Design methodology

Target Point methodology has been designed for studying emerging market consumer's behaviours. It is the fruit of extensive testing on the field as well as a continuous effort of staying in touch with the leading design researches worldwide.

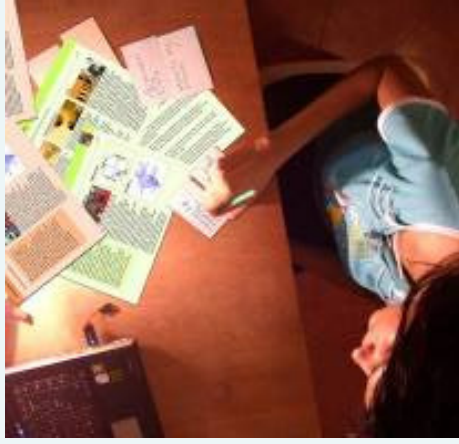
Read about Target Point methodology on

- [www.kovent.com/targetpoint/](http://www.kovent.com/targetpoint/)



## Seamless solution for design research

### 1. Read



- **Edition**

Read More & More to understand existing consumer trends in South Indian market.

### 2. Share



- **Presentation**

Ask us to present and share More & More with your team on-site.

### 3. Observe



- **Field work**

Meet the people we interviewed in person. Refine your research on field.

### 4. Design



- **Workshop**

Create a well-to-do design strategy following More & More consumer trends.

## [What you find inside More & More](#)

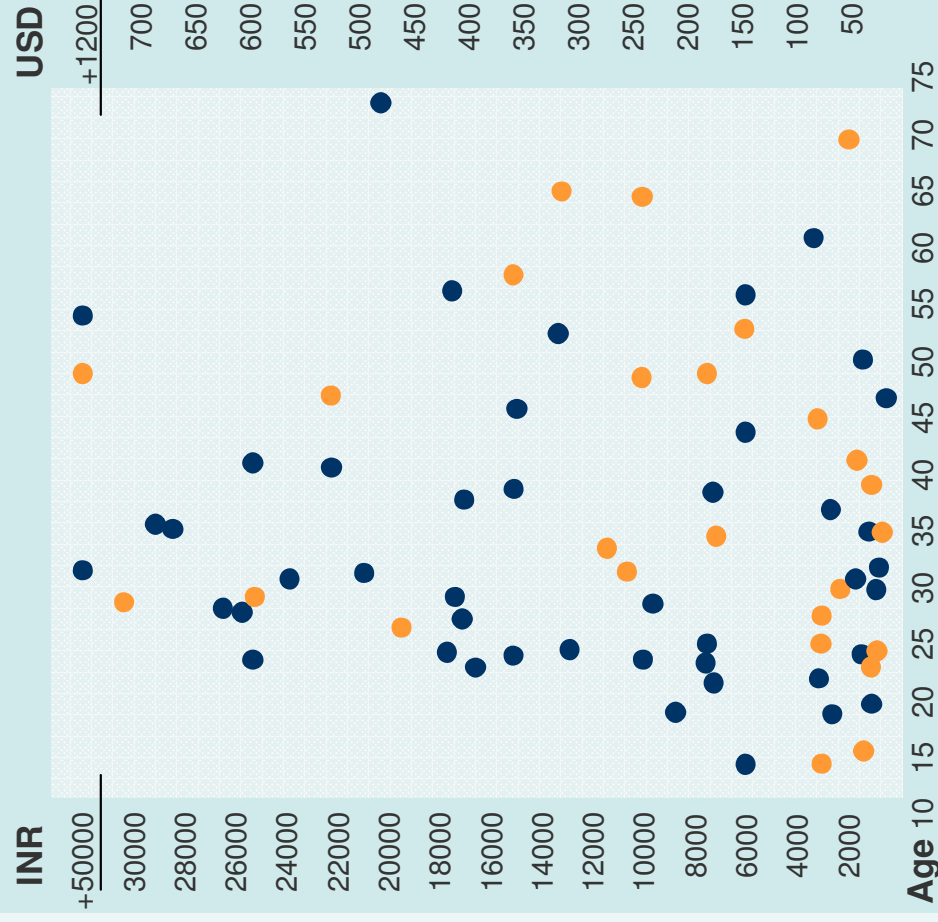
### Brands and organisations mentioned in this report include:

Amudha Surabi / BMTC / Café Coffee Day / Chandrika / Chennai Super Kings / Coca-Cola / Colgate / Greenpeace / Good Shepherd International School / Hero Honda / Horlicks / ICICI Bank / Johnson & Johnson / Khadi Gramudyog Vikas Samiti / Kingfisher / Kiva / Lacoste / LG / LIC / Lifebuoy / Maggi / Maruti Omni / Optimum Nutrition / Pureit / Quillpad / Raymond / Reliance Fresh / Rusi Milk / SBI / SunTV Network / The Economic Times / Umecs / Woman's era / Yatra / etc.

### Interviewed people's income

Incomes shown are per month per head.  
E.g.: Family income INR 24000 / 4 members  
= INR 6000 per month per head

Male ●  
Female ●



## More & More consumer trends tools

### Introduction

South India has a population of 233 million inhabitants and the highest level of social and economical development in India.

More & More focuses on the cultural heritage of South India which is unique and seminal on business integration.

### South India

#### States and Union territory:

Andhra Pradesh, Karnataka, Kerala, Puducherry, Tamil Nadu

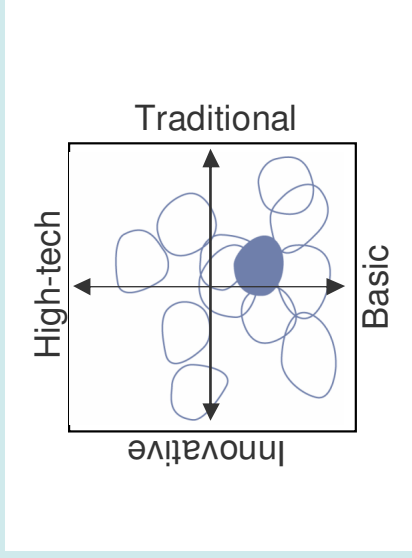
#### Major cities:

Bangalore, Chennai, Coimbatore, Cochin, Hyderabad, Madurai, Visakhapatnam

#### Languages:

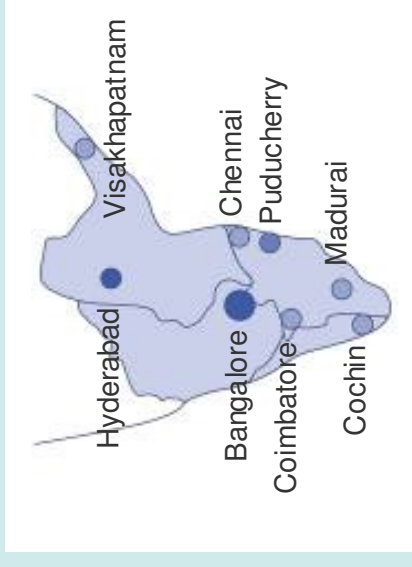
English, French, Kannada, Malayalam, Tamil, Telugu, Urdu

### Market segmentation



- **High-tech:** refers to scientific and technologic perception of the services. Efficiency and trust into technology.
- **Basic:** refers to functional services deprived of social or technologic added value.
- **Innovative:** refers to short term design trends. Contemporary social value culturally innovative.
- **Traditional:** refers to the consumer's tradition and familiar compartment.

### Trends locator



The above map shows the 4 states of South India along with its major cities. The studied trend is more present where the colour is darker and less present where the colour is lighter.



## Stepping into globalisation

We travel around the world. Chill out in some terrace in London, Mexico or Bangalore; try the local cuisine and feel the peaceful atmosphere. At this point of time, we all come to the same conclusion that things are not so different and our cultures tend to collapse. South Indian cuisine is found in London as well as Mexican cuisine can be found in Bangalore.

The international best seller Thomas L. Friedman would tell us that things are no more different since globalisation has levelled barriers between industrial and emerging market countries. In South India; Bangalore, Chennai and Hyderabad are part of the global economy. In these cities like anywhere else in the world people do have a cosmopolitan lifestyle.

The South Indian economy has grown over the years due to internet, software technology and outsourcing. People are becoming wealthier and are further developing the local economy. In this optic, economical liberalism supported by technology, science and design would eradicate poverty in a decade; leaving India as a flourishing and peaceful consumer market.

It is not sure that global market can be extended to the whole Indian population without social integration. Even if poverty can be eradicated in a simple manner; South Indians fear social, political and environmental instability unfavourable to sustainable development.

**“Business is good for social development as well as social development is good for business.”**

In fact, modernisation of the Indian economy leaves a series of issues such as livelihood protection, caste discrimination, political regionalism, cultural acceptance and terrorism. These issues would have an impact on the consumer market and the overall economy.

Understanding how the whole emerging market population behaves and receives the modern economy seems to be indispensable. Hence, a well-to-do design strategy to facilitate your business integration in South India is essential. Enhance your brand equity and provide to the consumers the brand experience they need through localisation.

More & More gives you a true picture of today's South Indian consumer market. An approach that is not philanthropic but sustainable. Business is good for social development as well as social development is good for business.

Enclosed you will find 12 creative scenarios that illustrate consumer's latent needs, behaviours and desires. In each scenario you will find opportunities to match your design and brand strategy with specific consumer segmentation. I am sure, More & More will provide you keys to understand the exciting market of South India.

**Saurabh Agarwal**  
Contextual Innovation Researcher


Saurabh has worked as a social researcher with tribal populations in Gujarat to encourage community participation through various learning activities. He has been involved in contextual innovation with companies like GSK, Intel and Haier. He has conducted anthropologic design research in India as well as in China and USA.

# Scenario > Summary


Sample extract  
from original




**Scenario 01 >**  
Back to normal  
Page 09 - 11




**Scenario 07 >**  
Biz mania  
Page 27 - 29




**Scenario 02 >**  
Play daddy  
Page 12 - 14




**Scenario 08 >**  
Peace of mind  
Page 30 - 32




**Scenario 03 >**  
Going global  
Page 15 - 17




**Scenario 09 >**  
Simplicity  
Page 33 - 35



**Scenario 04 >**  
Big and powerful  
Page 18 - 20




**Scenario 10 >**  
Faith in system  
Page 36 - 38




**Scenario 05 >**  
Bright future  
Page 21 - 23




**Scenario 11 >**  
Regionalism  
Page 39 - 41



**Scenario 06 >**  
Growing together  
Page 24 - 26



**Scenario 12 >**  
Bottom line  
Page 42 - 44



# Scenario 09 > Simplicity

Kovent  
Sample extract  
from original



Stimulate a simple and honest lifestyle

1/3

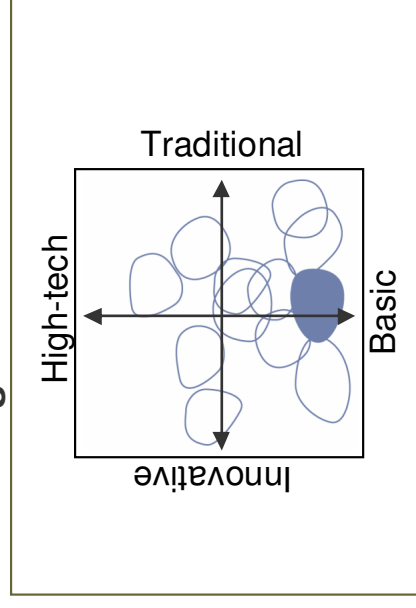
The world is corrupted by money. Culture and environment is spoiled by capitalist. People leading a simple life are different. They believe in honesty and healthy life. They reject consumerist society and prefer a sustainable living. They hate the present system (politic, economic and social) and do not rely on anything. Being educated, they prefer to act individually and silently for a better world. They think to be different and isolated. They are in reality a large section of the South Indian population belonging to low middle class.

## Karthik & Sasika, Villupuram

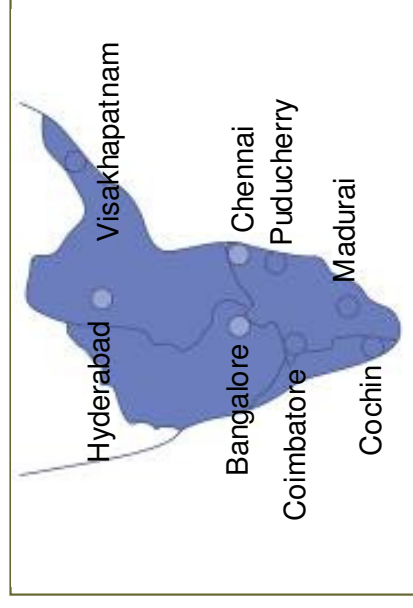


Karthik and Sasika are educated couple belonging to low middle class family. They easily help family and friends by taking their own initiatives. They do not rely on any NGOs or institutions since the whole system is corrupted. They have an eco-friendly lifestyle and prefer natural products. They have a CD Deluxe bike on which the whole family sits for travelling. It is practical and economical. They try to live honestly, bring-in good values and morality to their 2 children. Sasika teaches them yoga to keep themselves fit and confident. They invested in a computer for children's education. They shop at the government co-operative store where products are ISO certified and value for money. They believe in encouraging local brands.

## Market segmentation



## Trends locator





## Stimulate a simple and honest lifestyle

2/3

### Pureit



Water filter is an important investment for simple living people who care about their health and fitness. Normal water filter costs between Rs.5000 to 9000 and the maintenance cost is also high. Pureit is an in-home water purifier that cost Rs.1800 only. It has a Germkill Battery Kit which cost Rs.350 and needs to be replaced after drawing 1500 liters of purified water. It has 4 purification stages and 9 liters of storage capacity. It does not require plumbing, wiring and electricity. Pureit - Water Purifier is a value for money product from Hindustan Unilever which is a trustable company. The maintenance of the product is economical with no hidden costs.

### Amudha Surabi



Amudha Surabi jaggery is a local cost price product. Simple living people like local products since they are aware where it is made, by whom and to whom it benefits. Buying local products preserves the local economy and culture. It has an ecological benefit since transportation is not required. This local made product is sold in Pondicherry government co-operative store. It has a local address and two local consumer care phone numbers. The packaging is exclusively in local language. The left seal is Amudha Surabi's logo. The right one represents two hands shaking with the word "hope". It symbolises a healthy relationship between Amudha Surabi and its consumers.

### Hero Honda CD Deluxe



CD Deluxe is preferred by fathers who want to take their family on a ride. It has a large and flat seat to accommodate 3 to 4 persons. Shopping bags can be easily hung over the back wheel. It is the most economical bike from Hero Honda and is considered as a "family bike". Another advantage of CD Deluxe is that spare parts are readily available and maintenance is low. Investing on CD Deluxe is a warranty for the future. The bike never lets down its customers. Hero Honda provides good bike servicing facilities and offers repair solutions over 25 years. The design of CD Deluxe is slightly "retro" and stands apart from fast moving trends to avoid depreciation.



## Stimulate a simple and honest lifestyle

3/3

The consumerist lifestyle is grabbing the whole population of India including semi-urban and villagers. Simple living people feel alienated by the consumerist trends and try to run away from it. They are in other words the “aware consumer generation” with a good amount of social responsibility.

Brands must design and communicate with truthfulness and transparency to fulfill people's needs. Bring honesty and simplicity at the heart of their business strategy.

### Explore

- While doing our field work we found that simple living people have a holistic relation with nature. It influences their purchase decision and overall brand perception.
- Simple living people do not believe in companies and organisation's truthfulness. Hence, they are not receptive to direct social responsibility message. However, they will patiently compare offers and reviews to buy products that are either value for money or socially responsible.
- They are attached to the traditional way of living that encourages human relationship, physical fitness and environmental protection. Simple living people have control on their carbon footprint and prefer natural products, ayurvedic medicines, local brands, etc.
- They are humanist and spiritualist. Even if the world is corrupted they believe in human beings. They privilege human communication, integrity and true emotion. It would have an impact on distribution, rural marketing and communication.
- Simple living people care about their children's future. They believe that simplicity, ethics and fitness will help their children to become tomorrow's responsible citizens. They also give a wide angle education to their children to get them rid of social boundary, encourage caste cohabitation and fraternity.

# More & More – South India consumer trends

## Design Research . User Experience . Brand Strategy

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