
CASE 2 RAY-BAN SUNGLASSES: SELECTING THE TARGET AUDIENCE AND THE COMMUNICATION OBJECTIVES

Objectives

The case has been prepared to help you to appreciate the following:

- What is an agency brief and what are its various components
- To profile the market Segments and select the most attractive by carefully analysing the interpreting consumer data
- Selection of communication objectives and development of a communication strategy to achieve a desired response.

Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Agency Brief
- 2.3 The Need
- 2.4 Communication Strategy
- 2.5 Discussion Questions

2.1 INTRODUCTION

In this case an attempt has been made to help you to appreciate the campaign planning process. This case is in two parts. The first part is the agency brief, in which the company has tried to analyze the marketing problem. The company feels that because Ray-Ban is technologically superior in quality, and recognized by the consumer as such, a product change is not required. The brand is seen as expensive, but the same consumer does pay as much of a premium for top-end brands in other product categories. Therefore there is a need, for the communication to change this consumer perception.

The second part of the case is on communication strategy as proposed by the advertising agency, has analyzed and described the complete 'planning cycle'.

2.2 THE AGENCY BRIEF

Ray-ban was launched in India in mid-1992. Today the brand is doing reasonably well, but still has to cross the main hurdle.

2.2.1 Historical Background

In 1930 the first Ray-Ban lenses were developed for US Army Air Corps fliers - this was the genesis of Ray-Ban's most popular/keystone design known as "Aviator". Ray-ban sunglasses became the preferred choice of Hollywood stars at one end, and outdoorsmen (pilots, policemen, yachtsmen, fishermen, hunters, etc.) at the other end.

Technology of B&L

Bausch & Lomb, the manufacturer of Ray-Ban, has been a leader in the designing and quality manufacturing of optical frames and lenses for over 100 years. They follow strict quality and technical requirements –



The Ray-Ban sun-glass must

- Absorb or reflect at least 65% of visible light.
- Provide 100% ultra-violet protection
- Meet American standards for colour recognition, to ensure safe driving, etc.

2.2.3 The Market

The sun-glass market in India is largely under-developed:

- The organised sector is very small - it basically consists of international brands like Ray-ban (Rs. 1000+) and large local brands like Monalisa and Sunlit. These sunglasses are priced anywhere upwards of Rs. 350.
- The unorganised segment has two types of players:
 - (a) About 1000 small-scale manufacturers selling sunglasses between Rs.80 and Rs 400.
 - (b) Dealers and hawkers selling products made in Taiwan and Hong Kong and sold as "Ray Ban".

2.2.4 The Brand

Ray-ban is a premium international brand - it's competitive advantage is derived from superior technology and an established brand name.

2.2.5 The Competition

Ray-Ban in India, competes not with other sunglasses, but with premium brands from other categories. This is because it is not necessary that a person who purchases a premium brand in a particular category will want to or be able to do so in other categories - there is a trade-off done by the consumer between premium brands in different product categories.

What therefore becomes important is the priority of the category in the purchasing basket. Sunglasses figure low in the list of priorities of premium personal products, as shown in table 1.

Table 1: Prioritization of Purchases

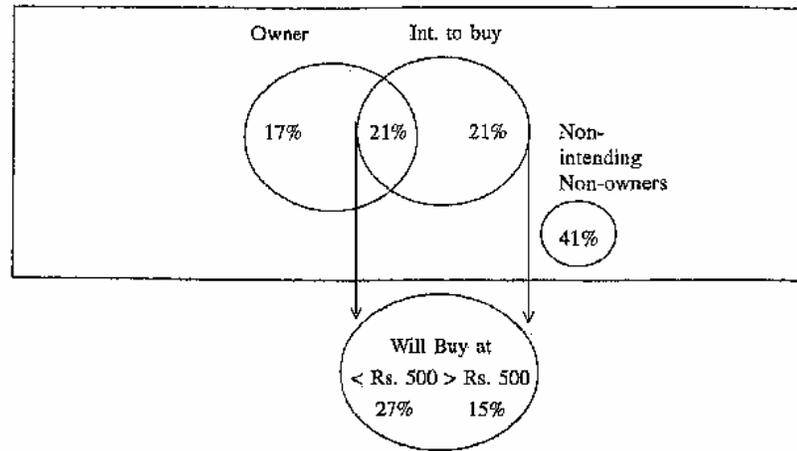
Item	Rank 1	Not Ranked	Mean Score
Camera	22	56	1.0
Designer-wear	18	54	1.0
Quartz watches	17	48	1.0
Leather briefcases	10	65	0.7
Sports accessories	11	74	0.6
Shoes (premium)	6	68	0.0
Walkman	7	75	0.5
Perfume	5	79	0.4
Sunglasses (Premium)	4	83	0.3

2.2.6 The Consumer

The marketing department of B&L did research to determine the demographic and psychographic profile of Ray-Ban owner. The composition of the target universe is given in Diagram 1.



Diagram 1 : Target Universe
 15-45 yr. Olds/MHI Rs.2500+ = 100 %



Intending Buyers = 42%

The Ray-Ban owner profile is:

- Male 20-45 years, educated
- Businessman/executive/student
- More affluent (durable ownership, air travel, foreign trips)
- Likes to pamper self
- Early adopter of durable
- Fashion/style/appearance conscious
- Likes to be distinctive in a crowd
- A "Yuppy" or a "Puppy"

Table II gives the demographic profile and other characteristics of sun-glass owners v/s Ray-ban owners v/s Non-owners (intending to buy a sun-glass at Rs. 501+) v/s Non-owners (not intending to buy).



Table II : Demographic Profile and Other Characteristics

	<i>All (%)</i>	<i>Owner Any SG (%)</i>	<i>Owner of RB (%)</i>	<i>Int. to buy at Rs. 501+ (%)</i>	<i>Not Int. to buy (%)</i>
Age					
15-19	23	20	15	26	23
20-24	19	21	25	26	16
25-34	31	32	36	31	31
35-45	26	27	25	17	29
Sex					
Male	54	61	92	73	51
Female	46	39	8	27	49
Education					
Upto SSC/HSC	34	23	12	26	24
College	20	18	19	23	17
Card/P.Card	35	43	49	33	42
Profession	9	14	19	17	15
Above PG	1	1	1	1	1

**Table V : Attitude Towards Suglasses**

	Any SG %
	RB Owner %
	Not Int. %
Necessity	
— Sunglasses are a necessity	86
	89
	78
— Are generally worn in summer	69
	58
	72
— UV rays are harmful to eyes	13
	12
	10
Why worn	
— Status symbol	60
	72
	49
— Essential for looking well dressed	63
	75
	46
Peer Pressure	
— People would like me to wear sunglasses	59
	61
	53
— While choosing a brand like to do what people say	45
	39
	46
Type/Quality	
— Plastic frames last longer	52
	36
	53
— Plastic frames are trendier	61
	49
	63
— Metals ...intellectual	59
	77
	50
— Wearing cheap sun-glasses harm the eyes	83
	82
	80

2.3 THE NEED

The marketing department of B&L has analyzed all the above data and arrived at the following conclusions:

A product change is not required because Ray-Ban are technologically superior in quality, and recognized by the consumer as such. The brand is seen as expensive, but the same consumer does pay as much of a premium for top-end brands in other product categories. Therefore there is a need for the communication to change this consumer perception of "Nice, but not necessary".

- Therefore value-for-money perception
- 'Indian' as good as 'imported'
- Ray-ban is more than a sun-glass
- Positive word-of-mouth

2.4 THE COMMUNICATION STRATEGY

A typical planning cycle has five stages. Each of the stage, for Ray-ban has been analysed and the details are as follows:



2.4.1 Where are we in the market?

It is being estimated that the market size for sunglasses is about 80 thousand pairs. However, the penetration of this product is only 500,000 pieces, i.e. only 6% of the Target Group.

It was interesting to observe that the other personal goods had high penetration levels. For example, the quartz watches had 72% penetration and even the imported cameras had a penetration level of 24%.

Ray Ban (India) was not doing well and its sales for the period Jul-Dec 1992, were 28,000 units and for Jan-Dec 1993 were 110,000 units, only. In terms of pricing, the prices of Ray ban were not too high as compared to the imported sunglasses and the other personal goods.

Sunglasses	Price Range (Rs.)
Sunglasses	Price Range (Rs.)
Sunglasses	Price Range (Rs.)
Local	150-400
Local	150-400
Local	150-400
Pirate	50-800
Pirate	50-800
Pirate	50-800
Ray ban	1,340-2,320
Ray ban	1,340-2,320
Ray ban	1,340-2,320
Imported/Smuggled	1,200-35,000
Imported/Smuggled	1,200-35,000
Imported/Smuggled	1,200-35,000
Other Personal goods (Indian)	
Other Personal goods (Indian)	
Other Personal goods (Indian)	
Other Personal goods (Indian)	600-1,800
Other Personal goods (Indian)	600-1,800
Premium sports shoes	600-1,800
Premium sports shoes	600-1,800
Quartz watches	500-10,000
Quartz watches	500-10,000
Quartz watches	500-10,000
Shirts	300-800
Leather Briefcases	1,000-4,000
Cologne	60-1,300
Still Camera (Imported)	2,000-30,000
Walkman	800-3,000
Woolen suit-length	1,200-12,000

In terms of Distribution, the Ray Ban Sunglasses were available in more than 50 percent (170 out of 310) class I towns. However of out-lets were the opticians shops.

2.4.2 Where are we in the mind of our consumer?

Sunglasses were generally seen as Eye-wear (Fashion), and not Eye-care (protection). Even the eye-care role was perceived as "block glare and dust". Perhaps it is because of these reasons the Ray ban sunglasses were low on priority v/s other fashion goods, like; designer apparel, quartz watch, camera (imported), cologne, leather briefcase, walkman, premium sports shoes, sports accessories.

The awareness about the brand is low (36 percent). Even those who were aware, had a diffused image. Most of them felt that the prices are high and for such a high price, they do not see any clear rational benefit.

2.4.3 Why are we there?

The reasons could be many. Let us examine each.

Distribution - the fishing net: Is it too small? As only 450 opticians are being serviced, out of 10,000 available. Perhaps, we are fishing in the wrong sea also. We have only 50



non-opticians outlets as against 450 opticians. More importantly, we are wrong on the core benefit as we are selling "Eye-wear" in an "Eye-care" ambience?

The distribution system thus adopted is distancing us from our consumers and restricting the enquiry levels. The low enquiry levels are influencing the low margins and low R.O.I. which in-turn affecting the dealer involvement, because of lower enquiry to sales conversion. Dealer motivation could be lacking at a phase when our market is in its infancy and needs high dealer push.

Pricing : For all other personal goods or commodities, the customers have a basic and rational need for an intrinsic benefit. Also, the consumer weaned from 'commodity' to 'brand' for a marginal premium and therefore smart companies introduce luxury/premium sub-brands, only after the success of entry-level brands. There are many such examples, like, Bata -to- Hush Puppies, Titan -to- Royale, Wings -to- Blue Lagoon, etc.

However, in the case of Ray-Ban, the customers have a low perceived need for the product, with the availability of low-cost options. Therefore, the suggestion is that there is a need for concept selling at high entry price.

Communication: There were quite a few inconsistencies in the launch campaign. Firstly, the creative strategy was altered. In line with its international image, the launch campaign tried to create associations with "Power/Success". But the follow-up advertising shifted focus to rational performance benefits, creating a diffused positioning?

Secondly, the media selected had low reach amongst the target group in the Non-Metro cities, resulting into a low awareness of Ray Ban?

Thirdly, "discount" sale and promo items used by Delhi dealers were not synergistic with Ray ban image.

Finally, the product related problems created a negative 'word-of-mouth' to an extent that Ray Ban's value was suspected.

2.4.4 Where do we want to be?

The Marketing objectives, for Ray Ban were to have a greater share of the 'personal goods' market in India. It was targeted to achieve a sale of 200,000 units, through a stronger and focused campaign aimed at creating a brand values in the select target segments. It was also felt necessary to overcome price - sensitivity of consumer and shield Ray Ban from future international competition.

2.4.5 How do we get there?

It was proposed to broaden the product range. Starting with the *Wayfarers* at the lower end of the market for teens/women and on the other extreme the *General* in a price range of Rupees 8000/-. By doing so the company can expand the market and protect the market from the multinational brands. Other models - *Leathers, Fashion Metal, Shooter* are for the variety.

More importantly, better quality should be ensured and frame problems must be eliminated, which, in the past, created a negative WOM.

There is also a need to build showroom traffic for existing outlets. This can be achieved through innovative consumer promos, contests, etc.

In the long run, for better display opportunity, the distribution strategy should shift focus to non-optical outlets, This in-turn, might induce trials and trials may result in sales.

To increase the dealer motivation, it was proposed to organize conferences, performance awards, in addition to providing selling aids at outlet.

Our Market: The Consumer -- Redefined			
<i>Salaried</i>	<i>Self Employed</i>	<i>Businessmen</i> <i>Shopkeepers</i>	<i>Uniformed Services</i> <i>(Officers)</i>
Executive	Doctor	Small-business	Armed Forces
Professional	C.A.	Industrialist	Police
Bureaucrat	Lawyer		Para-military
Total 3.40.000	3.00.000	14.30.000	2.00.000



I. Salaried Executive/Professional Ray-Ban Sunglasses

Success in career for financial security, social respect and status are their motivations in life. A majority of them draw hedonistic pleasures by smoking, drinking, looking attractive (clothing, shoes, cologne, fitness, etc.) and having a 'luxurious' lifestyle but they get a taste of it on company's expense. Their 'want' Portfolio is as follows:

<i>Self</i>	Personal		Household	
	<i>Wife</i>	<i>Children</i>	<i>Entertainment</i>	<i>Others</i>
Consumables/Recurring expenses				
Liquor	Clothes	Health	Partying	Transport (Petrol)
Cigarettes	Pocket money	Education	Eating out	Rent for house
Cologne	Shoes	Clothes	Visiting	Outstation
Toiletries	Bags	Shoes	Relatives	Travel
			Picnic/Holiday	Telephone
Clothes	Cosmetics	Toys	Club membership	Servant
Shoes	Toiletries	Pocket money		Food
Health/Fitness	Beauty Saloon	Toiletries		
—		Health/Fitness		
Durables				
Sports Accessories	Jeweller	Watch	TV	Cooler
Briefcase	Personal Appliances (hair dryer)	Cycle	VCR	Air-conditioner
Walkman		Watches	Two-in-one (music-system) Camera	Heater
Watches				Fridge
Sunglasses				Gas Stove
Pen				Oven
Travel bags				Furniture
				Food processor
				Furnishings
				Crockery
				Cutlery
				Bath Fittings
				Geyser, tiles etc.
				Car/Scooter
				Washing M/C
				Water Purifier

However, the executive's 'Dilemma' is that they have limited disposable income which is inadequate to satisfy their too many needs and wants. They are challenged by inflation on one hand and introduction of newer and better products, in established and familiar product categories.

They can't afford an indulgence that calls for high immediate pay-out. Once married, indulgence products for self take even lower priority. Still the Executive is a Ray-Ban prospect. They are likely to be in early 30's and a DINK (Double income no kids).

To such a segment, there is a need to push Ray-Ban from purely an indulgence product to, also a 'need' product, and in view of their monetary constraints we cannot expect a larger number of them a buyer of Ray-Ban.

2. The Self-employed Professional

They are characterized by higher education with the independence and creativity to 'create their own world, who resisted the easy option of corporate job. Some of them have the ability to influence powerful people, like politicians and industrialists and reap the rewards of money and connections without the risk, otherwise inherent in business. They cannot afford to antagonize irksome clients, but they have the option of not to work for them. They value the self-respect of their fellow professionals and would like to hold office in their industry's Association or Federation.



However, the things that make his work easier are the air-conditioned office, luxury car, good office furniture, cordless and cellular phones, credit cards, overseas holiday, etc. They enjoy these things for their own sake and they are not exhibitionists.

They are very conscious of their health because for them, time is money and the cost of sickness can, therefore, be loss of earnings in addition to medical costs. Their mind is sharp because their work requires constant analysis. In brief, a self-employed professional is a good prospect of Ray-ban due to the following reasons:

- Highly educated (post graduate)
- High disposable income
- Respectable in society
- Value conscious buyer -.makes intelligent choices

3. The Trader -- Entrepreneur

Having achieved success from scratch without the benefit of higher education, *he* has the confidence of his instinctive commercial skills. He has achieved monetary security and he now nurses the dream of a business empire that his son will help realize, like Birlas, Tatas and Ambanis.

His psychological insecurities like, respect and acceptance in society for himself and his family, however, are yet to be overcome. His money is for admitting his children into the 'right' schools, his wife into the right kitty party, and himself into Lions/Rotary club or a trade body or into local politics.

His prize possessions include a house and a car which are sufficient to communicate his individuality. He has the money power to surmount the power of that section of the salaried class that influences his business, like the Bureaucrat, the Purchase Manager, the Police etc. He has a disguised contempt for them and thinks that they can be 'bought'.

To him his employees, are people who must be used and yet guarded against because they are ungrateful souls who will leave him for a few pieces of gold, or worse, steal from him. His desire for respect makes him place a premium on his employees' loyalty over their ability. He is the latter-day feudal overlord in his small kingdom.

He envies and respects the self-employed professionals' ability to use their brains to solve his problems and make money "off him". His Chartered Accountant, Lawyer and Doctor are therefore desirable social peers for him, as well.

His ego is nurtured, not by his appearance but by his wealth and his power over people. If at all he exercises, it's because of his doctor's advice and not for his women. He knows that if not more than by good looks, women can be attracted by money and power as much. Therefore he thinks, *'if you've got the power you don't have to be pretty'*.

As Ray Ban prospect, a shopkeeper, small-business owner or industrialist is not really aware of Ray-Ban - especially in non-metro towns, where the potential lies. They do not see Ray-Ban as being part of his "power" accessories. This segment is high "potential in waiting" but can be tapped. As this segment is characterized by low education, high disposable income and a need to display wealth because of an inner drive to achieve respectability.

4. The Uniformed Adventurer

There are quite a few in this segment. Let us examine each of them.

4.1 The Officer: The idealist. The Romantic Warrior. The Protector. The Leader of Men in a Man's World. A Comrade-in-arms. The fountain head of cultural icons that the 'Civvies' (Civilians) embraced so readily. His prize possessions are the jeep, the parajacket, the lace-up boot, the haversack, the gun, the cravat, and the Ray-Bans.

4.2 The Gentleman: Chivalrous dutiful, honourable, impeccably behaved, a stickler for 'punctuality' and discipline. An extrovert, a socializer and a 'charmer' of women. A repository of British culture and expects meals to be eaten with a fork and knife.

4.3 The Misfit: "Civvies" are people he looks down on and, therefore, life amongst them is a traumatic experience. Nothing works without bribery. The respect he gets as his



due turns to indifference to his being - by people who at best, would JCO's in the Forces - Electrician, Telephone man, Plumber and Policemen.

The trader is the archetypal Adulterating Expert, the Young Professional an Overpaid Smooth Talker, the bureaucrat a Pompous Pen-Pusher and the businessmen or industrialist a Ruthless Wheeler-Dealer who in connivance with the "Polician" is selling everything he almost gave his life to protect.

All of them would speed past a dying road-accident victim-callously and thus leave one of 'their own' too (A Civvie) to be saved by the Fauji.

The Fauji saves 'Civvies' from floods, and earthquakes and also risks his life to keep them from killing each other, because the police - the politicians are inefficient and corrupt. They strongly believe that the country can run properly if handed over to the forces.

4.4 Uniformed Officer : Lastly the Uniformed Officer, for whom is a Ray Ban part of the uniform, b lit because of low disposable income (except Police), as Ray Ban prospect, they are "pre-mild" but cannot afford type

2.5 DISCUSSION QUESTIONS

As the marketing chief of B&L, or as the brand manager of Ray-Ban, critically analyse the proposed communication strategy.

- Q.1 Do you think that the propositions made by the agency have a strong 'consumer insight'?
- Q.2 By carefully studying the data about the Indians Consumer Market, given in the Annexure 2.1, develop the profile of a segment at which you would like to target Rayban. Give reasons/justifications also.
- Q.3 If your budget is limited and you wish to re-launch Ray-Ban for the coming season, what would be your communication objective(s) and how would you go about achieving it (them).



Table 1
India : Basic Demographics

Population (in millions)	846
Persons per household	5.52*
States	26
Union Territories	6
Districts	466
Cities and towns	3696*
Villages (inhabited)	627,000
Rural population (in million)	629
Urban population (in million)	218
Female per thousand males	927
Literacy Rate (%)	52.2**
Male Literacy Rate (%)	64.1**
Female Literacy Rate (%)	39.9**

Note: * Excluding Jammu & Kashmir
** The base for establishing literacy rate is population aged 7 years and above

(Source: Census 1991)

Table 2
Distribution of Adults - Age wise

Age group	Population (million)	Percentage
12-14	64.74	9.8
15-19	90.58	13.7
20-24	85.0	12.9
25-34	145.91	22.1
35-44	108.22	16.4
45-54	76.85	11.6
55+	89.62	13.6
Total	660.93	100.0

(Source: IRS 1998)

Table 3
Statewise Population and Literacy Level

State	Population (mn)	Literacy level (%)	Urban popn. (%)
Andhra Pradesh	66.5	44.1	26.9
Arunchal Pradesh	0.9	58.0	12.8
Assam	22.4	52.9	11.1
Bihar	86.4	38.5	13.1
Delhi	9.4	75.0	89.9
Goa	1.2	75.5	41.0
Gujarat	41.3	61.3	34.5
Haryana	16.5	55.8	24.6
Himachal Pradesh	5.2	63.9	8.7
Jammu & Kashmir*	7.7	NA	23.9
Karnataka	45.0	56.0	30.9
Kerala	29.1	89.8	26.4
Madhya Pradesh	66.2	44.2	23.2

Maharashtra	78.9	64.9	38.7
Manipur	1.8	59.9	27.5
Meghalaya	1.8	49.0	18.6
Mizoram	0.7	NA	46.1
Nagaland	1.2	61.6	17.2
Orissa	31.7	49.0	13.4
Punjab	20.3	58.5	29.5
Rajasthan	44.0	38.6	22.9
Sikkim	0.4	NA	9.1
Tamil Nadu	55.9	62.7	34.2
Tripura	2.8	60.4	15.3
Uttar Pradesh	139.1	41.6	19.8
West Bengal	68.1	57.7	27.5
India	846.5	52.0	25.7

(Source: Census 1991)

* Official projection and not census estimate.

Table 4
Estimated Number of Household by Income Groups - 1993-94

	Households		
	Urban mn.	Rural mn.	Total mn.
Income Groups (Rs. p.a.)			
Low.....	15.8	74.74	90.54
(Upto 20,000)	(36.7)	(65.4)	(57.5)
Lower middle.....	14.22	26.46	40.68
(20,001-40,000)	(33.1)	(23.1)	(25.6)
Middle.....	7.35	8.62	15.97
(40,000-62,000)	(17.1)	(7.5)	(10.2)
Upper Middle	3.38	2.86	6.24
(62,001-86,000)	(7.0)	(2.5)	(3.9)
High.....	2.27	1.62	3.89
(above 86,001)	(100.0)	(100.0)	(100.0)
Total	43.0	114.3	157.3
	(100.0)	(100.0)	(100.0)

Based on studies by National Council of Applied Economic Research, New Delhi

Figures in brackets indicate percentage share to total

* Persons per household as per 1991 Census (excluding Assam and J&K) : 5.52



Table 5
Estimated Number of Individuals
by Income Groups

Income Groups (MHI Rs)	Individuals		
	Urban (000's)	Rural (000's)	Total (000's)
Upto 1,000	23 (13)	207 (43)	230 (35)
1,001 to 2,000	45 (25)	156 (33)	202 (31)
2,001 to 3,000	41 (23)	64 (13)	105 (16)
3,001 to 5,000	38 (21)	30 (6)	68 (10)
5,001 to 8,000	19 (11)	8 (2)	28 (4)
8,001 +	9 (5)	3 (1)	12 (2)
Not disclosed	4 (2)	10 (2)	14 (2)
Total	180 (100)	480 (100)	660 (100)

(Source: IRS, 1998)

Figures in brackets indicate percentage

Table 6
Population of All Principal Cities
(Above 0.5 million Population)

	Population (000's)
Agra	948
Ahmedabad	3,312
Allahabad	845
Amritsar (M.C.)	709
Asansol	764
Aurangabad	593
Bangalore	4,130
Bareilly	617
Bhopal (M.C.)	1,063
Calcutta	11,022
Chandigarh	576
Coimbatore	1,101
Delhi	8,419
Dhanbad	815
Durg Bhilaiagar	685
Faridabad Complex (A)	618
Ghaziabad	512
Gorakhpur (M.C.)	506
Guwahati (M.C.)	584
Gwalior	718
Hubli-Dharwad (M.C.)	648
Hyderabad	4,344
Indore	1,109
Jabalpur	889
Jaipur	1,518

Jalandhar (M.C.)	510
Jamshedpur	829
Jodhpur (M.C.L.)	586
Kalyan (M.C.)	1,015
Kanpur	2,030
Kochi	1,141
Kota (M.C.L.)	537
Kozhikode	801
Lucknow	1,669
Ludhiana (M.C.)	1,043
Chennai	5,422
Madurai	1,086
Meerut	850
Mumbai (Greater)	12,596
Mysore	653
Nagpur	1,664
Nasik	725
Patna	1,100
Pune	2,494
Rajkot	654
Ranchi	615
Salem	578
Solapur	621
Surat	1,519
Thane (M.C.)	803
Thiruvananthapuram	826
Tiruchirapalli	712
Vadodara	1,127
Varanasi	1,031
Vijayawada	846
Visakhapatnam	1,057

(Source: Statistical Outline of India, 1996-97,
Tata Services)

Table 7
Urban Households by Town Class

Town Class	No. of HH (mn)	%
Top 8 metros	12.9	26.6
Other 1 million +towns	5.1	10.6
0.5-1.0 million +towns	4.4	9.0
0.1-0.5 million +towns	10.3	21.2
Below 0.1 million +towns	15.8	32.6
Total	48.5	100.0

Note: Excluding J&K

(Source: NRS, 1997)



Table 8
Distribution of Urban Households
by SEC - Zonewise

Est. HH (000s)	North 11935	East 8080	West 14379	South 14217	Total 48611
SEC	%	%	%	%	%
A	14	13	11	9	12
B	19	18	17	16	18
C	20	19	22	21	20
D	20	22	23	24	22
E	26	28	26	29	28
Total	100	100	100	100	100

(Source: NRS, 1997)

Table 9
Distribution of Urban Households by Monthly
Household Income - Zonewise

Est. HH (000s)	North 11935	East 8080	West 14379	South 14217	Total 48611
MHI (Rs.)	%	%	%	%	%
Upto 1000	9	18	9	23	15
1001-2000	28	25	25	31	28
2001-4000	35	30	37	28	32
4001-6000	16	15	17	11	14
6001-10000	8	8	8	5	7
10001+	4	3	6	3	4
Total	100	100	100	100	100

(Source: NRS, 1997)

Table 10
Distribution of Rural Individuals
by SEC - Zonewise

Est. Adults 12+ (mn.) Sec	North 135	East 131	West 101	South 113	Total 480
R1	2	2	1	2	2
R2	9	4	5	5	6
R3	27	21	30	37	29
R4	62	74	64	56	64
Total	100	100	100	100	100

R1, R2, R3, R4 stands to SEC classification of rural households.

(Source: IRS, 1998)

Table 11
Distribution of Rural Individuals by Monthly
household Income - Zonewise

Est. Adults 12+ (mn.) MHI (Rs.)	North 135	East 131	West 101	South 113	Total 480
	%	%	%	%	%

Upto 1000	30	29	33	36	25
1001-5000	59	56	56	52	56
5000+	11	15	11	12	18
Total	100	100	100	100	100

(Source: IRS, 1998)

Table 12
Purchase of Consumable Products
Annual - Urban

Category	Per thousand households
Toothpaste	621.2
Talcum Powders	618.2
Face Creams	272.3
Shampoo	262.6
Toilet soaps	987.1
Cooking medium oils	929.7
Tea	881.1
Washing Powders	695.3
Washing Cakes	933.8
Vanaspati	460.8
Leather Footwear	517.9
Casual Footwear	557.1
Electric Bulbs	741.1
Biscuits	447.3
Lipsticks	138.9
Nail Polish	104.8

(Source: Indian Market Demographics 1996, NCAER)

Table 13
Purchase of Consumer Durable Products
Annual - Urban

Category	Per thousand households
Bicycle	42.0
Radio (portable)	22.3
Television (B&W)	38.9
Television Colour	20.5
Pressure Cookers	40.8
Electric Irons	31.8
Mixer/Grinders	30.7
Cassette Recorders	63.6
Refrigerators	27.3
Scooters	13.8
Mopeds	6.1
Motorcycles	5.2
VCR/VCP	3.2
Washing Machine	16.2
Ceiling Fans	22.0

(Source: Indian Market Demographics 1996 NCAER)



Table 14
Ownership of Select Durable Products
by Income Group
(millions of Units)

	L	LM	M	UM	H
B & W TV	8.32	12.67	5.58	2.14	1.23
Colour TV	0.96	2.40	2.49	2.15	1.86
Pressure Cookers	7.41	13.43	7.55	4.14	3.52
Portable Radio	28.13	21.14	8.53	3.32	2.43
Ceiling Fans	11.44	16.90	10.20	6.04	5.02
Bicycle	36.80	24.79	9.89	3.83	2.52
Motorised 2-whlr.	2.02	5.05	4.37	2.85	2.51
Electric Irons	4.91	7.91	4.73	2.80	2.48
Sewing machine	4.24	4.84	2.92	1.67	1.38
Mec. Wrist Watch	50.95	42.26	19.39	8.69	6.16
Quartz W. Watch	13.01	14.62	9.31	5.25	4.14

Key for income groups: L=Low (upto 20,000 p.a.);
LM = Lower Middle (Rs 20,001-40,000 p.a.);
M = Middle (Rs 40,001-62,000 p.a.);
UM = Upper Middle (Rs 62,001-86,000 p.a.);
H = High (> Rs 86,001 p.a.)

Figures mentioned above are for the 1993-94

(Source: Indian Market Demographics, 1996, NCAER)

Table 15
Ownership of Household Appliances
8 Major Cities

Product/ Centre	Ahmed.	Delhi	Cal.	Ban.	Mum.	Chen.	Pune	Hyd.
% of Households owning								
LPG Stoves	64	71	36	46	60	46	67	44
Immersion Rods	2	16	5	22	3	6	7	9
Elect. Irons	56	59	29	72	66	40	62	47
Elect. Fans	91	95	80	85	96	87	79	93
Geyers	7	20	2	9	20	5	14	6
Mixer/Grinders	46	34	10	67	66	54	54	37
Toasters	6	17	4	4	14	3	9	3
Cameras	11	19	14	15	19	9	17	10
Air Coolers	7	61	1	1	2	1	3	15
Air Conditioners	2	3	1	1	4	2	1	1
Elect. Ovens	1	4	2	1	4	1	3	1
Microwaves	1	2	0	1	1	0	1	0
Washing Machines (Semi-automatic)	5	14	2	7	11	6	6	5
Washing Machine (Fully-automatic)	2	3	1	4	6	4	4	2
Cooking Range	1	1	0	1	1	1	1	0
Refrigerator	31	49	21	24	42	22	30	22

(Source: NRS, 1997)

Table 16
Ownership of Vehicles - 8 Major Cities

Product/ Centre	Ahmed.	Delhi	Cal.	Ban.	Mum.	Chen.	Pune	Hyd.
% of Households owning								

Bicycle	55	36	44	32	14	50	54	44
Mopeds	8	1	1	13	1	7	11	7
Motorcycle	5	4	3	11	4	11	13	7
Scooter	33	33	5	26	6	10	24	29
Cars-Regular	4	9	2	5	4	3	3	3
Cars-Premium	1	1	1	1	1	1	1	1
Jeeps	1	1	1	1	1	1	1	1
Vans	1	1	1	1	1	1	1	1
Any motorised Two-wheeler	39	36	8	42	10	26	40	39
Any Cars	4	10	3	5	5	3	4	3
Any Four-wheeler	5	10	3	6	6	4	5	4

(Source: NRS, 1997)

Table 17
Access to Basic Amenities - 8 Major Cities

Product/ Centre	Ahmed.	Delhi	Cal.	Ban.	Mum.	Chen.	Pune	Hyd.
% of Households owning								
Cooking Fuel								
LPG	63	70	36	45	60	46	66	43
Kerosene	47	32	70	65	53	62	69	56
Coal/Charcoal/ Cowdung	3	5	8	1	1	2	1	1
Wood	14	11	23	11	1	19	8	13
Others	1	1	3	11	3	1	1	1
Have Water Tap in House	68	70	31	54	67	35	58	40
Have Toilet in House	59	74	40	48	41	52	38	52
Have own House	80	79	61	54	81	54	67	64
Have Electricity	93	98	87	97	99	93	98	98

(Source: NRS, 1997)

Table 18
Ownership of Entertainment and
Telecommunication Equipments - 8 Major Cities

Product/ Centre	Ahmed.	Delhi	Cal.	Ban.	Mum.	Chen.	Pune	Hyd.
% of Households owning								
Radio	21	34	36	26	16	21	19	28
Mono Tape Rec.	15	11	16	10	9	3	11	15
Two in One	24	32	16	50	42	45	43	38
Music System without CD	11	5	3	4	4	1	4	1
Music System with CD	1	2	1	1	3	1	2	1
Walkman	3	4	4	3	7	4	4	4
Video (VCR/VCP)	2	8	3	6	7	6	5	4
Any playing Systems	48	44	33	61	55	48	56	42
Telephone	15	30	12	18	31	12	16	15
Cellphone	1	2	1	1	1	1	1	1
Pagers	2	1	1	2	1	1	1	1
Personal/Home Computer	1	1	1	1	1	1	2	1
Colour TV	33	33	16	41	46	33	37	27
B&W TV	46	48	44	44	36	46	46	54

(Source: NRS, 1997)



Table 20
Ownership of Entertainment and
Telecommunication Equipment by SEC

	Total	A	B	C	D	E	
Est.HH's (000's)	48611	100	5615	8610	10017	10982	13388
	No	%	%	%	%	%	%
Radio/Transistor	12794	26	39	32	28	23	18
Mono Tape Rec.	6661	14	19	18	15	12	9
Two in One	11112	23	49	35	25	15	8
Music System without CD	1856	4	9	5	4	3	2
Music System with CD	348	1	3	1	1	0	0
Walkman	1416	3	11	5	2	1	0
Video(VCR/VCP)	1686	4	16	6	2	1	0
Telephone	6986	14	54	27	11	4	1
Cellphone	152	1	2	1	0	0	0
Pagers	210	1	2	1	0	0	0
Personal/Home Computer	151	1	2	1	1	0	0
Colour TV	10863	22	62	39	23	11	4
B&W TV	22022	45	29	48	56	51	38

(Source: NRS, 1997)

Table 21
Ownership of Vehicles by Town Class

	Total	Up to Micro	8 10 ltr	Other 10 ltr	5-10 +ltr	1-5 ltr	Below 1 ltr
Est. HH's (000's)	48611	100	12925	5132	4393	10321	15841
	No	%	%	%	%	%	%
Bicycle	24564	51	36	57	60	60	52
Mopeds	3145	7	4	10	11	9	4
Motorcycle	3173	7	6	8	8	7	6
Scooter	8187	17	17	27	24	17	11
Cars-Regular	1402	3	4	4	3	2	1
Cars-Premium	217	1	1	1	1	1	0
Jeeps	233	1	1	1	1	1	1
Vans	161	1	1	1	1	1	1
Any motorised							
Two-wheeler	12798	26	24	38	37	29	20
Any Cars	1566	3	5	4	4	3	2
Any Four-wheeler	1879	4	6	5	5	3	2

(Source: NRS, 1997)

Table 22
Access to Basic Amenities by Town Class

	Total	A	B	C	D	E	
Est.HH's (000's)	48611	100	5615	8610	10017	10982	13388
	No	%	%	%	%	%	%
Own House	36176	74	77	75	72	74	75
Have Electricity	43926	90	100	99	97	90	76
Cooking Fuel							
LPG	22651	47	92	79	58	30	12
Kerosene	21299	44	23	38	48	54	45
Wood	16629	34	6	13	24	43	61
Coal/Charcoal/ Cowdung	9865	20	6	11	17	25	31
Others	1198	3	4	4	3	2	2

Have Water							
Tap in House	20660	43	79	63	50	30	18
Toilet in House	23644	49	86	72	56	40	22

(Source: NRS, 1997)

Table 23
Ownership of Entertainment and
Telecommunication Equipments by Town Class

	Total	A	B	C	D	E	
Est.HH's (000's)	48611	100	12925	5132	4393	10321	15841
	No	%	%	%	%	%	%
Bicycle	12794	26	26	27	28	27	26
Mono Tape Rec.	6661	14	11	15	18	16	13
Two-in-One	11112	23	34	25	22	20	15
Music System with CD	1856	4	4	4	5	4	4
Walkman	348	1	1	1	1	1	1
Video(VCR/VCP)	1686	4	5	4	4	3	2
Telephone	6986	14	21	16	14	12	10
Cellphone	152	1	1	0	0	0	0
Pagers	210	1	1	1	0	0	0
Personal/Home Computer	151	1	1	0	0	0	0
Colour TV	10863	22	33	26	22	19	14
B&W TV	22022	45	44	48	51	48	42

(Source: NRS, 1997)

Table 24
Ownership of Household Appliances By Town Class

	Total	A	B	C	D	E	
Est.HH's (000's)	48611	100	12925	5132	4393	10321	15841
	No	%	%	%	%	%	%
LPG Stoves	22895	47	54	58	54	47	36
Immersion Rods	3101	6	8	8	8	6	4
Elect. Iron	22948	47	53	55	51	47	39
Elect. Fans	39422	81	90	68	83	81	71
Geysers	2932	6	12	7	6	4	3
Mixers/Grinders	15906	33	44	36	32	32	23
Toasters	2387	5	9	6	6	3	2
Cameras	4860	10	16	12	12	9	6
Air Coolers	7391	15	13	26	23	14	12
Air Conditioners	492	1	2	1	1	1	0
Elect. Ovens	763	2	3	2	2	1	1
Microwaves	168	1	1	1	0	0	0
Washing Machine (Semi Automatic)	2115	4	8	6	4	4	2
Washing Machine (Fully automatic)	835	2	3	2	1	1	1
Cooking Range	146	1	1	1	1	0	0
Refrigerator	11314	23	33	29	26	21	14

(Source: NRS 1997)