



# Keeping up with the...

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*For young executives, across segments, cities and the sexes, a cellphone is a must, a symbol that they have indeed 'arrived'. Close behind is the ownership of an upmarket car.*

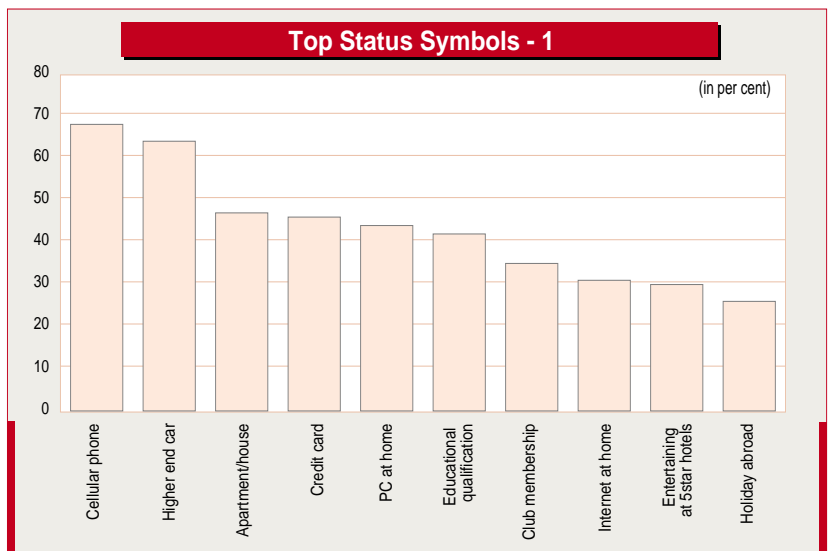
The shrill beeping of a cellphone cuts through the quiet of a hotel lobby. It's just another executive, displaying his latest toy – a cellular phone. For these yuppies, it is an object of envy, something to aspire for, a symbol of status.

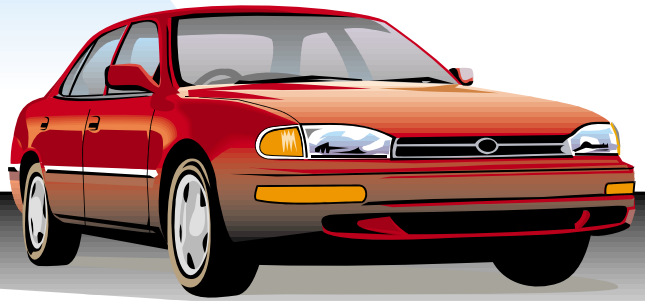
Cellphones top the list of status symbols in the minds of young executives across the four large cities. An old favourite, well, a slightly modified, old favourite comes next – a top-end car. An apartment/house is third on

the wish-list and credit cards come in fourth.

This fascination for cellphones and luxury cars extends to all the four cities surveyed, the only difference being the position they occupy. Higher-end cars are in the No. 1 slot in Bangalore and Chennai, while cellphones top the list in Delhi and Mumbai.

Interestingly, a substantial number of young executives in New Delhi and Chennai seem more



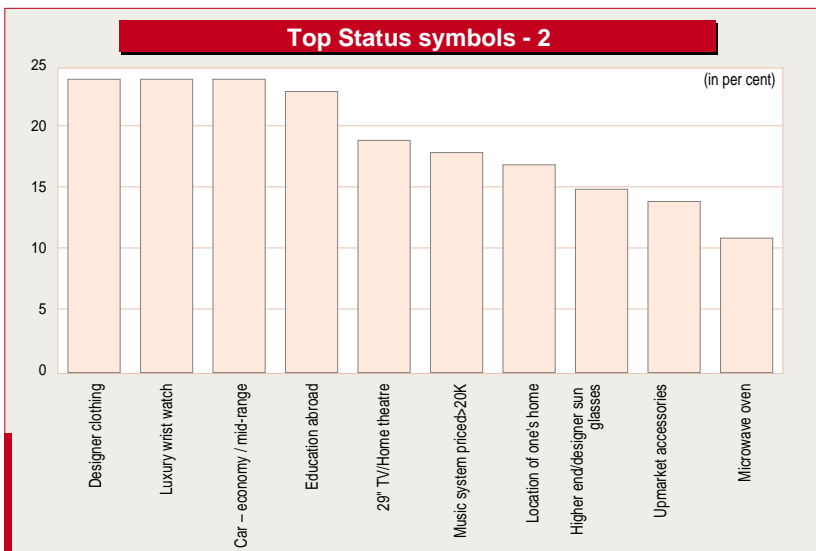


interested in the security of a home of their own than their peers in other cities. In Chennai, having an apartment or house clocks in at third place while in New Delhi, it is in fourth place.

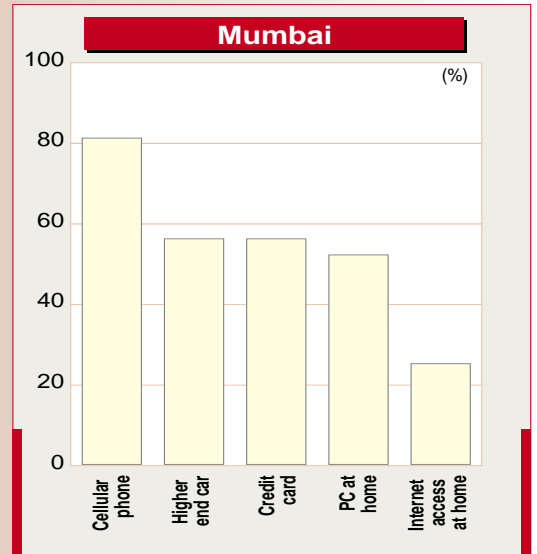
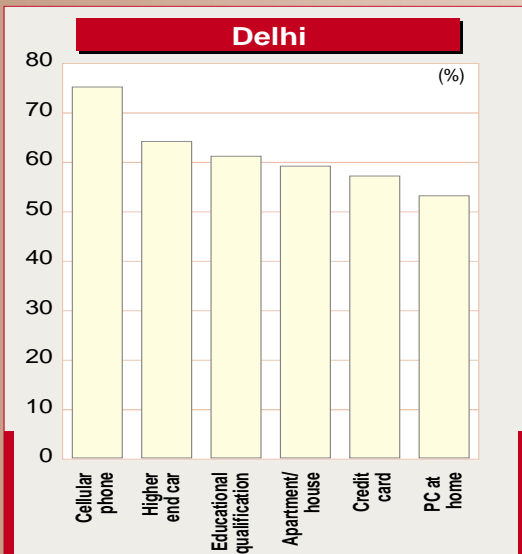
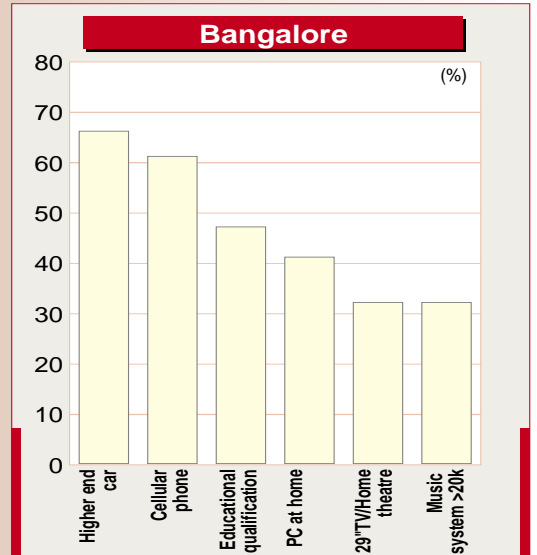
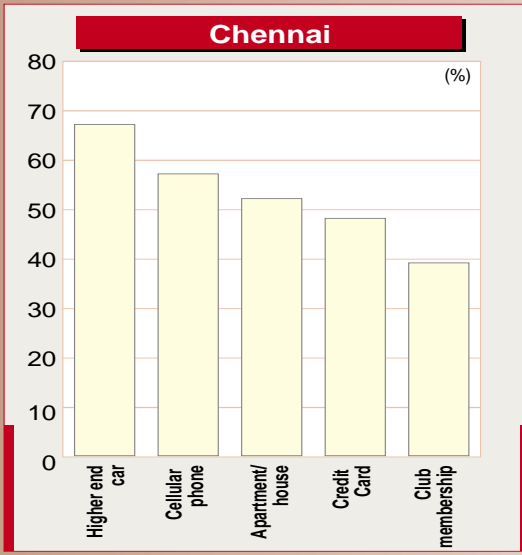
A surprise inclusion in these materialistic times is educational qualification, which is viewed as a

status symbol by young executives in both Bangalore and New Delhi. Sixty-one per cent of the respondents in Delhi view the level of education as a status symbol.

Another interesting trend is that



# STATUS SYMBOLS ACROSS CITIES



there is not much difference between males and females when it comes to status symbols. For both sexes, the first two spots are taken by cellular phones and luxury cars. However, one major area of difference is that women seem to find owning an apartment or house a more attractive option.

Other sections such as freshers and experienced do not have too many differences. In fact, the only

difference between these two groups is in the ranking they give to various aspects.

Similarly, the major area of difference between those in technical jobs and those in managerial jobs is that the techies seem more fascinated by luxury cars while those in management are more inclined to flaunt cellular phones. ■