Mindlink

A PRODUCT BY the salt inc

CATEGORY STUDY · LIFE INSURANCE · INDIA

Price stops one in six buyers, and communication stops the rest

396 Indian consumers, psychographically profiled across four life insurance behaviours. A health scare starts most journeys, doubt rather than cost stops the purchase, and the segment worth the most money is invisible to every demographic filter.

396 profiled respondents	**22** states, 59 cities	**6** of 8 mindsets readable	**105,000+** on the MindLink panel

Three of the four barriers are communication problems. 83.3% are held back by urgency, trust or complexity, and price stops just 16.7%. Three of those four are removed by clearer communication rather than a cheaper premium.

WHAT WE ASKED

Four questions on purchase objective, what held people back, what fears surface first, and which life event started them thinking. Every respondent is mapped to one of eight psychographic mindsets.

HOW TO READ THIS

Base is 396 respondents. Six of the eight mindsets reached 30 people or more and are reported. Two smaller groups are excluded from mindset-level claims. The sample skews under 25 and slightly female.

WHAT A SMALL TRACKER MISSES

One field produced a 36-person segment that behaves unlike the rest of the market. A 200-sample tracker would have surfaced about 18 of them, too thin to read and far too thin to build a proposition against.

FINDING 01

Just one in six is held back by the premium

16.7%

say cost is what held them back, the weakest of the four barriers by a clear margin

- **Three barriers carry almost equal weight.** Lack of urgency leads at 30.3%, followed by trust at 27.3% and complexity at 25.8%.
- **All three are communication problems.** They are cheaper to fix than price, and fixing them does not erode margin.

What held people back from buying life insurance

The three communication barriers **83.3%**

WHAT TO DO WITH THIS

Move spend from price messaging to urgency, proof and plain language. The category is not waiting for a cheaper policy.

FINDING 02

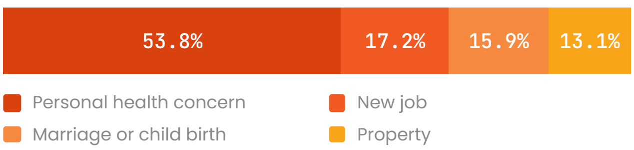
More than half start after a personal health scare

53.8%

began thinking about life insurance because of a personal health concern

- **The two events insurance marketing is built around move a sixth of this market.** Marriage and childbirth together account for 15.9%.
- **Health is the entry point,** which puts life insurance closer to a health conversation than a life-stage one.

What started people thinking about life insurance



WHAT TO DO WITH THIS

Meet people at health moments: check-ups, diagnoses, health app milestones. Life-stage triggers are a much smaller door.

THE EIGHT MINDSETS, AND HOW MUCH OF THIS MARKET EACH HOLDS

Geek	Explorer	Trailblazer	Reformer	Ambitious	Free-Spirited	Believer	Mediator
21.5%	21.0%	19.4%	13.9%	9.1%	8.1%	5.1%	2.0%
Comfort over career climb	Routine plus some novelty	Early adopter, tells others	Driven, but inside the norms	Career and status as one project	Authenticity over status	Routine and a small circle	Steady, avoids extremes

Every respondent is mapped to one of these eight. Believer and Mediator fall below 30 respondents, so no mindset-level claims are made for them.

FINDING 03

Most buyers come for returns and are sold protection

61.9%

name a financial objective: wealth creation, other financial goals, retirement or tax-free returns

- **Financial motives outnumber protection when taken together.** Protecting dependents is the single largest answer at 38.1%.
- **The category sells protection.** Most of this market arrived looking for a return.

Main objective in buying life insurance

wealth creation, other goals, retirement and tax-free returns, taken together against protection alone

WHAT TO DO WITH THIS

Lead the product ladder with returns and goals, and let protection carry the close rather than the opening line.

FINDING 04

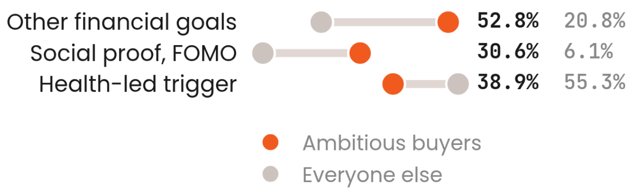
Ambitious buyers want status, and no filter finds them

30.6%

of Ambitious buyers name status and what others think as their first concern, against 6.1% of everyone else

- **Ambitious buyers treat career, money and standing as one project.** 52.8% name other financial goals against 20.8% of everyone else, and only 38.9% arrive through health against 55.3%.
- **No demographic filter finds them.** 69% non-metro, 56% female, 50% aged 15 to 24, which is indistinguishable from everyone else in the study.

What Ambitious buyers do differently · 36 people, 9.1% of this market



WHAT TO DO WITH THIS

Write them their own proposition: goal-led, socially visible, sold on ambition rather than fear. They are a tenth of the market being shown the wrong product story.

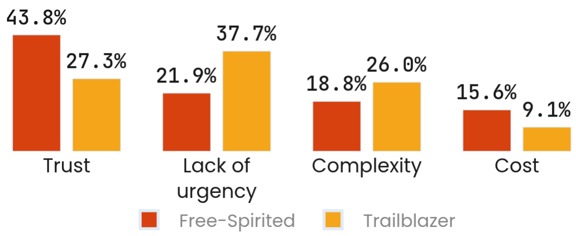
FINDING 05

Trust stops the Free-Spirited, urgency stops Trailblazers

43.8%

of Free-Spirited buyers are stopped by trust. For Trailblazers the wall is urgency instead, and cost stops almost none of them.

Biggest barrier by mindset · the same product, the same cities



- **Free-Spirited buyers value independence over status.** They are 8.1% of this market and will not move until they believe you.
- **Trailblazers are early adopters who still weigh things up.** They are 19.4% of this market and will not move until there is a reason to act today.

TWO MINDSETS, TWO OPENING LINES

One will not move until it believes you. The other will not move until it has a reason to act today. The same advertisement can only ever work on one of them, and nothing on a media plan separates the two.

Full four-question matrix across all six readable mindsets available on request.

A 36-person segment only reads at panel scale

36

The Ambitious segment is 36 people here, 9.1% of the base. A typical 200-sample tracker would have surfaced about 18, too thin to read and far too thin to build a proposition against.

6 of 8

Six of the eight mindsets reached 30 people or more in a single field. That is what makes mindset-level claims possible here at all, and widening the cell brings the remaining two into range.

30 +

The same eight mindsets run across every MindLink study, in 30+ categories. An Ambitious buyer in insurance is the same person already profiled in auto or beauty, so learning compounds instead of resetting.

Base: 396 respondents who completed all four questions. Sourced from the MindLink panel of 105,000+ verified consumers across 30+ categories. Mindset figures are reported only for the six groups of 30 people or more, and metro comparisons reached significance on none of the four questions. The sample skews under 25 and slightly female, so figures are read as directional.