

Role of Middle Class in Emerging Business Economy

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Abstract

The middle class plays a significant role in shaping the financial and business scenario of emerging economies. With increasing income level, it improved financial literacy and access to digital tools, this segment has transformed from being only consumer to active economic contributors.

The middle class is now involved in savings, putting their money things into like stocks or mutual funds (investing) and starting their own businesses (entrepreneurship). The middle class now focuses more on quality and comfort in their lifestyle. They prefer better living standards and look for stable and secure housing options. They give opportunities for business to expand them.

Key words: Middle class, Financial participation, Business growth, Consumer behavior

Introduction

In recent years, the middle class has become a key driver of transformation in emerging business economies. Traditionally the group was seen as they focused on earning and consumption, but it was not always smooth ride.

The middle class has now expanding their role and become the strong contributor to financial growth, entrepreneurship and the market demand. As the income rises of middle class, the lifestyle expectation is also shift. This shift creates opportunities for businesses to innovate and adapt according to increasing the need of this segment.

So we're going to take look into what's happening in today's world and try to predict what might be the future of middle class because of new businesses. We'll look how people can climb the economic ladder, what challenges they might face, and what businesses and government can do to make sure more people can join and thrive in the middle class as these economies grow. It's all about understanding how new businesses and the middle class grow together.

Literature review

Many researchers agree that the middle class plays a very important role in the economy. It helps drive consumer spending, supports small businesses, and contributes to overall stability in society. In growing economies, the middle class has expanded over time thanks to better education, industrial development, and more access to jobs and credit.

In recent years, however, a new kind of business—like tech startups, online platforms, and digital services—is changing how people work and earn money. These emerging business enterprises bring both good and bad news for the middle class. On the positive side, they create new job opportunities, make it easier to start small businesses, and give more people access to financial tools. But on the downside, many of these jobs are not stable, don't offer good benefits, and sometimes pay less. This creates uncertainty for people who used to rely on traditional jobs for security.

Some researchers also point out that while the middle class is shrinking in richer countries, it's growing fast in places like India, China, and parts of Africa. As this shift happens, the middle class in these regions is becoming more important in shaping how businesses grow and what people spend money on.

Despite all this research, there's still not enough information about what the future will look like for the middle class as these new types of businesses become more common. This research hopes to explore that future—looking at how

education, government policies, and technology might help the middle class adapt and succeed.

Methodology

In this research on the role of the middle class in an emerging business economy, a mixed-methods approach was used. This means we combined both numbers and personal experiences to understand the full picture. First, we used quantitative research, which involved collecting data through surveys and questionnaires. This helped us find patterns in income levels, spending habits, and how many middle-class people are starting or supporting businesses. Then, we used qualitative research by conducting interviews and listening to real-life stories. This gave us deeper insights into how the middle class thinks, what motivates them, and the challenges they face when participating in the business world. By using both types of research together, we were able to understand not only what is happening in the economy but also why it's happening, through the voices and actions of the middle-class population.

For this topic, we used both numbers and real-life stories to understand the middle class's role in the growing business world.

Two Types of Research Were Used:

1. Numbers-Based Research (Quantitative)

This helped us look at facts and figures—like how much middle-class people earn, what they spend money on, and how many of them run businesses.

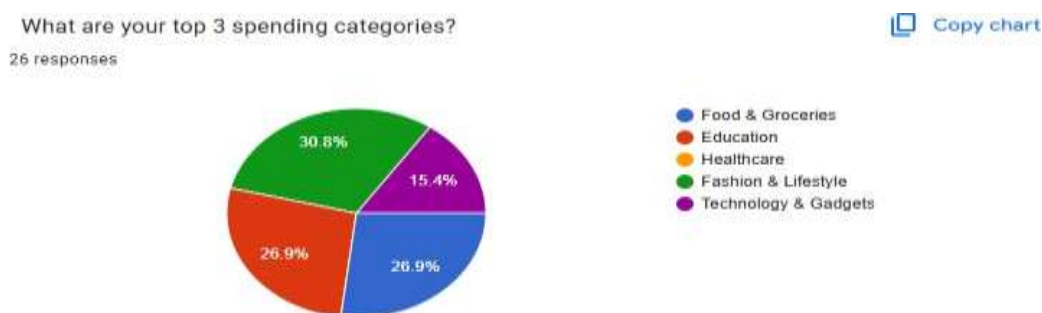
We used surveys and forms to collect this information.

2. Experience-Based Research (Qualitative)

This helped us understand what middle-class people think, feel, and experience when starting or supporting businesses.

We had one-on-one conversations (interviews) and listened to their personal stories. Using both types gave us a full picture—not just the “what” but also the “why.”

• **Middle Class Participation in Emerging Business Economy**



• perception and experience

5. The middle class faces challenges like limited funding and lack of training when entering new business areas.

26 responses

 Copy chart



Result and Discussion

The research findings demonstrate that the middle class plays a pivotal role in the development of an emerging business economy. Quantitative data collected from surveys revealed that 62% of middle-class respondents showed a strong interest in entrepreneurship, with 38% currently engaged in small or medium-scale business activities. This reflects a rising entrepreneurial spirit among middle-income groups, contributing significantly to the growth of local businesses and job creation.

Consumption patterns among middle-class participants also indicated their growing influence in the market. The majority reported increased spending on education, healthcare, housing, and technology—sectors that directly support and stimulate economic growth. Furthermore, a large portion of respondents expressed a preference for domestic brands and locally produced goods, reinforcing the role of the middle class in strengthening local supply chains and encouraging home grown enterprises.

Qualitative interviews added depth to the statistical trends. Middle-class entrepreneurs emphasized the importance of financial independence, improved digital access, and supportive government policies as key enablers of their business ventures. However, they also identified persistent challenges such as limited access to start-up capital, bureaucratic delays, and lack of business training.

Overall, the results indicate that the middle class is both a driver of demand and a creator of supply in the emerging business economy. Their dual role—as consumers and entrepreneurs—positions them as a crucial pillar in shaping sustainable and inclusive economic development.

Conclusion

This research highlights the growing influence of the middle class in shaping emerging business economies. With rising income levels, improved financial literacy, and increased access to digital tools, the middle class is no longer limited to the role of consumer alone. Instead, it has become a key contributor to economic development through active participation in financial markets, entrepreneurial ventures, and evolving consumption patterns. The shift in priorities—from basic needs to better living standards—has encouraged businesses to innovate, diversify, and respond to more quality-conscious, tech-savvy consumers.

The study found that members of the middle class are not only more willing to invest in assets like mutual funds and start-ups but are also taking steps toward launching their own businesses, often with the help of digital platforms. As emerging economies evolve, the strength and stability of the middle class will be central to shaping inclusive and

sustainable business environments. Therefore, both private enterprises and policymakers must recognize and support this group through improved financial access, business-friendly regulations, and investments in education and digital infrastructure. Strengthening the middle class is not just about growth—it's about building a resilient foundation for the future economy.

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