

A study on Gen Y & its effect on markets & brands

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Abstract : The opening of Indian markets to foreign investments will result into a number of new trends in the markets resulting into a turning round of money, Indian youth is target market for the companies to market their products as the youth today is a part of decision making as well as the trend of earn while learn is emergent in India, the average age when the youth enters workforce as full time employee is 22-24 taking all this in to consideration its apparent that companies will have to get in this youth wallets so they need to customize, advertise & target them. The research paper will highlight the trends in youth & their spending habits, their likes & dislikes suggesting a way forward to target this potential market.

Key Words: Emerging Youth; Gen Y; Marketing Trends; Workforce 2012; Youth Economy.

Purpose of the study –

To understand the psychology of gen Y to predict the future markets on the following parameters behavior & attitude, aspiration, buying & spending habits and its impact on markets & brands.

Hypothesis:

Null: India Inc. growth story will not be affected by the world recession.

Alternative: India Inc. growth story will be affected by the world recession.

I. Introduction

In India they make up more than the half of the population, the gen y in India is ambitious, aspiring, techno savvy, brand lovers, optimistic, embraces change & have clear senses of where they are headed.

Gen Y in India is the world's largest with about half of India's one billion populations under the age of 25 contributing to the economical growth of the country, gen y is more than ever seeking higher education & landing jobs in multi-national companies in areas such as IT, Back end operations, Media, Advertising, Strategy & Management positions. With diverse job opportunities available with Indian economy opening its horizons in 1991 continuing to nurture & expand its perspective with the FDI in retail consequential in to job hopping, exposure to international brands, work culture & drastic increase in the per capita income.

The escalating per capita income has resulted in to enhancing the spending of the youth giving scope for markets & brands to widen their perspectives & revolutionize & go forward as per the taste & preferences of the youth. The brands are restructuring them as per the demands of the youth, the collision of the western culture with the Indian traditions have resulted in to new trends in the market thus resulting in modernize market.

India being the third largest user of internet in the world which is result of constantly increasing use of e-portals, social media, e commerce, etc having vast impact on the youth of the country with reference to level of exposure they get impacting their behavior & attitude. Along with the growth of internet the growth of media, digital & entertainment industry has brought in changes in the culture of India this growing business of night clubs, tattoo artistes with rise in gaming industry & international brands.

The youth today is aware of brands both regional & global eager to prove they are no less than their global counterparts when it come to fashion, life style along with feeling of national pride, always engaged in activities with peers: doing sharing & discussing and most importantly they like to spend & want to spend with passion for Hollywood & western lifestyle, shifting the focus from “family first to “me first” my work my things my friends & my world.

Spending habits- youths wallets

Spending habits amongst the youth has changed drastically with ever increasing double income homes and growing liberty amongst the youth.

At 16 ‘Sanya Mehta wrapped up his board exams and preferred not to go to Dubai or Singapore for a vacation rather he said give me half money I would in my bank account of the expenses and with remaining cash he would buy football shoe and a I pad’ (Outlook business-Youth Inc. Big Story 7th July 2012).

India’s half the population is below 25years of age making it the youngest country in the world with the youngest spenders. Going back to ten years back the situation would be opposite where a young kid would ask for a computer that could be used for the whole family.

Consuming Giants

Getting deeper into the pockets as shown clearly that certain category of people spend in gaming products exclusively and a larger chunk sports and apparel followed by fast food which comes immediately. Youth today are major brand influencers and users almost a 40 year old who would wear the same sports shoes for a morning walk as well as a mall.

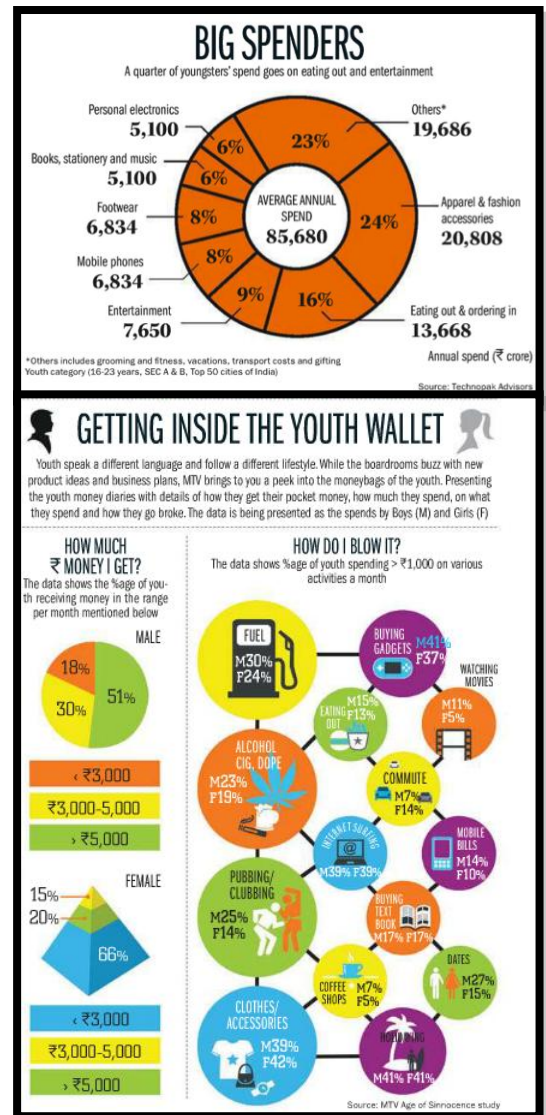
‘Have you ever wondered parents getting influenced by the kids for wearing the same brand football cloths and shoes as what the kids influence.’- Says Tushar Goculdas, brand director, Adidas. Hence a trend clearly showing if a 18 year old boy becomes brand loyal, by the time he is 28 and well entrenched in the work force; selling him brand extension’s would be easier.

The youth’s economic decisions are also made on the basis of how much of a head turner the product is. Price normally comes second, especially in the purchase of high-ticket items like motorbikes. ‘The key is to understand that the money is paid by someone else’ says Roy Kurien, national business head, Yamaha Motors.

About 70% of the youth before buying search on the Internet and then take an informed decision. Snob appeal plays a very important role in a youngster’s life as ever one wants to have a different product. Say’s Tadato Kimura, Gm, Marketing Sony.

Today’s friends are not just friends for youngsters but their life&influencer in buying decision; as a result parents have become mere payees of bills as they have friends to take care of them personally &professionally,hence you can see ad campaign like hare ek friends zaruri hai by airtel. Mobile Billsaregetting bigger which has range between 800-1000 for mobile just to communicate with friends.

Hence as a result brands like Blackberry changed the boring corporate look and made it home hip. This was only possible by constantly keeping a watch on the spending habits of each youth consumer.



Transportation is one of the biggest hurdles and expense in today's megacities followed by tier 2 & 3 cities. The youth spend a major chunk in car's and bikes followed by the bus and so on.

US Versus India

Youngsters are same all across the globe. Sales in semi urban and rural India are fast catching up. As compared to earlier in these places mobile phone used to be striped down cheap models with just a torch light. But if seen carefully the trend has changed and more number of cheap affordable smart phones is used than ever before. Often the hunger is higher in tire 2 cities, as it is normally assumed that tire 2 city will buy a Rs 20000 laptop instead a Rs 70000 but the reality is vice versa. This is a result of a lot of accumulation of disposable income, which exist with them since years. Similarly the trends of iPhone is increasing, as Indian youth wants to be at par and use the best, so is with tablets & ipads. The youth today inspires their parents to be techno savvy resulting into growth in technology product.

Cynics might view the youth economy hype. The real wallets are with the parents, is their logic. But the truth is the youth economy has significantly influenced every aspect of consumption- how and where and what to shop and more to come are the tectonic.

Consumption pattern

The total consumption pattern across India amongst the youth differs on the basis of the various categories as mentioned above, the key expense in a youth's life. Let us understand the other expense such as newspaper, Internet, transportation, gym and TV, Gaming & Cinema one by one.

TV, Gaming & Cinema

TV

It was 1990's when the child came from school or college and put on tv and did not do much of surfing and watched a particular channel even after having multiple options. In that era MTV was the most watched channel for music, which played latest music videos from the US, the UK, Australia and China and Hong Kong. It was considered quite cool if one watched them.

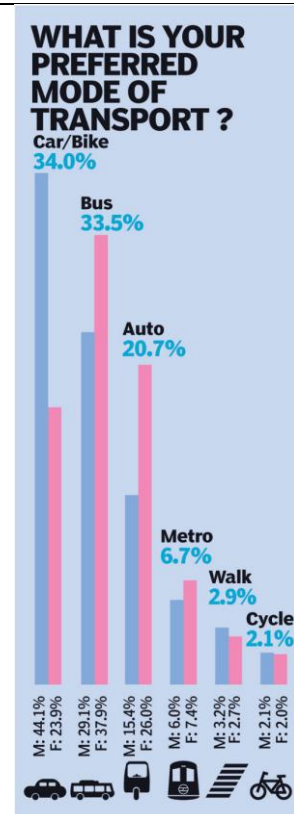
But around 2 decade later the viewers are the same just that the view ship pattern has changed to multiple devices like TV, computer, mobile or tablet, that to the choice of shows only that they want to see. Shows such as latest Bollywood music, reality sows, or teen soap opera- which is a new trend. Channel V to caught up with the trend and got the desi cool effect with first of the kind Channel V VJ hunts in the country and host of other programs, which is a result of uniquely growing consumption pattern of the youth. The revamp of channel V from music channel to GEC Music channel shows that to survive in changing markets the companies have to customize as per the inclination of the youth.

Gone are the days of youth watching the same program that the family would. They watch more of Americana and British sitcoms along with the music channels mentioned above.

The same TV channel programs have made millions in innovative merchandising.

Gaming

Gaming is a ever green story for the youth. The youth in the country are not only avid home gamers but also gaming professional. The culture has caught pace with the Japanese, western and the Korean countries. About 60% of the total sales for especially PlayStation are from the top eight cities with rest coming from smaller center. This gives us an indication the gaming purchasing behavior of the consumers.



It was a cold January evening where a 17th year old briskly walked in a store in Ludhiana. It was closing time for the store but it did not worry him as he knew exactly what he wanted a Sony PlayStation with specific games from the racing genre. What he wanted was out of stock so he ran across to the other store and purchased it. Atindriya Bose, PlayStation's country manager said, 'what amazed me was his high level of product awareness'

The interesting thing is when we look at the 8-15 year buying behavior is they are not awestruck by technology or jargon, but they move to new technology and concepts swiftly, which makes them fickle buyers.

Consumer such as crazy football fans have to say, 'I play five hours a week and buy every FIFA game released by PS,' 'He is off to UK for a Masters program soon and, I might even buy the PS3 there.' He grins. Such consumer behavior can be mixed blessing.

Sony Corporation entertainment (SCE) closed last year of Rs 410 cr, of which Rs 350 cr came from the hardware business. It sold 350000 consoles last year and at least 70% of the total Rs 500 cr markets.

Cinema

Cinema is a medium that is best entertainment mode where 82% of the films released in India are watched by 15-35 age group. This particularly varies across segment of people. A working professional and first timer jobbers prefer to watch movies at home downloading it from the torrent. They prefer to see world movies of their choice by reading various reviews from IMDB.

The college goers prefer to see movies in multiplexes to single screens and do watch at least 4 movies a month. So cinema is an ongoing love of the Youth in India without any loss of interest seen.

Low budget films like Love Dhoka Sex by Balaji collected around Rs 7cr on a 1.5cr budget, Yash Raj's film Iuv Ka the End did a business of 5cr budget quite easily. Kolavari Di had 3.5 million viewers in first week, was downloaded as ringtone over two lakhs in less than three weeks, and went on first Tamil song to be premiered on MTV India.

Low budgets films like Mujhse Fraaandship karoge, which was released on youtube in markets like the US, UK and Canada, saw 10000 Views at 4.99\$ per viewing.

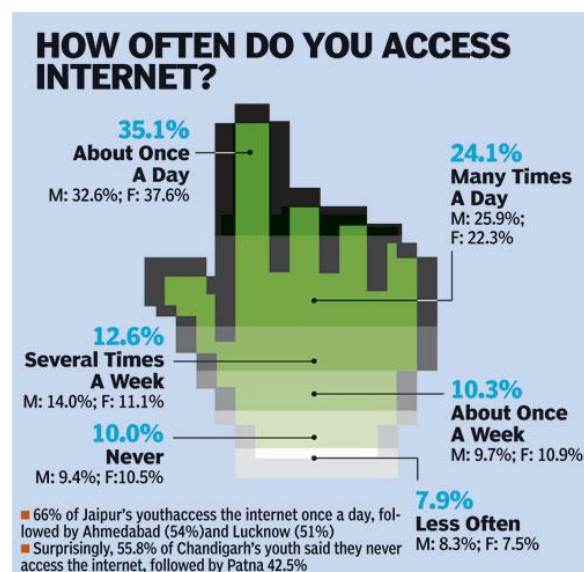
All the above clearly shows the growing rage of cinema and different formats in which it is viewed. Clearly making a mark on how consumption pattern are ever changing.

Internet

Internet is an ever-growing medium, which has not only got the world closer but also made it a global village. Looking at the penetration rate of Internet in India is growing fast than ever before. As India is a growing economy the penetration of Internet is more in mobile and tablet hardware over the PC.

Looking at the daily usage 35% access about once a day. 24% many times a day followed by the rest. Hence this clearly shows how Internet penetration in India.

Hence as an advent Digital marketing plays a huge role for gen Y. India and gulf countries are the only country in the world where print media holds strong unlike other Asian and western countries. But looking at the youth population that is surely going to change the consumption pattern.



Looking at the digital trend spends has increased from Rs 1623cr to 2851cr in 2012 alone. According to the Internet and Mobile Association of India (IMAI), digital advertising, including mobile telephony is set to touch 4491 cr by March 2012. Digital spend accounts for 11% of a company's overall ad spend and is growing by 25% every year. Hence as a result major brands such as Vodafone, Cadbury, Coca Cola and HUL are leveraging the digital medium. Vodafone at present has 3.2 million Facebook likes and its YouTube channel drawing attention to 12million viewers.

'Digital is an exciting and dynamic medium and brands need to experiment with the content they create'. Says Anuradha Aggarwal, senior vice president, brand communication and insights, at Vodafone.

India is facebook's third-largest market with over 48 milion users, behind the US(158 million) and brazil (49 million). Hence the total number of Facebook likes across brand are as mentioned below:

Brand	Likes (Millions)
Coke	42
Cadbury	11.2
Kwality Walls	6
Maruti	2.61
Flipkart	1.1
Fraft	1

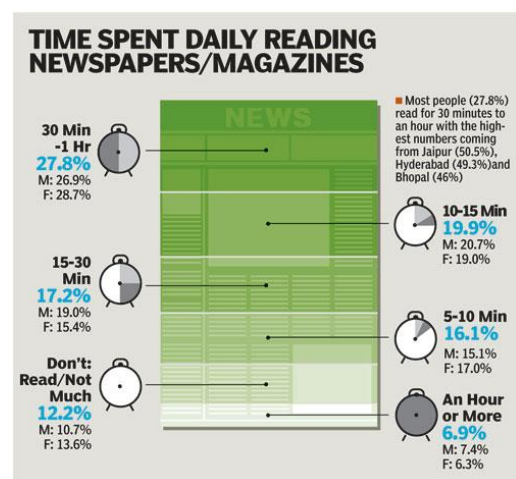
Hence a person either buys a car or a mobile phone around 70% of the consumer by mobile via online research and 50% change their opinion to buy a car post Internet reviews. Hence this shows the increasing consumption pattern of Internet, which is around 132 million user in 2011 of which 25% are Tv viewers. KPMG predicts that by 2016- there would be 500 million people having access to internet and 70% of the total Tv viewers by 2016. Besides this there would be 950 million mobile service subscribers and expected penetration from 10 million in 2011 to 264 million by 2016, mobile advertising is set to take off as well which currently is pegged at Rs 100cr and tipped to grow at Rs 1000cr.

Hence this shows the growing consumption pattern of India incredible inc. where the potential is huge.

Print

Print is anevergreen medium that is used in India and Gulf countries. Total time spend is high mainly in Jaipur, Hyderabad, Bhopal.

Hence in the other cities the frequency of reading newspaper is not very frequent.



Fitness

Looking at the daily fitness quotient the walk in the park is the most common exercise. In Hyderabad, Indore, Bhopal and Jaipur fitness is a part of life as compared to Ahmedabad, Chennai and Mumbai.

In the country the young has started caring about their looks than ever before.

22-year-old event manager spends 40 minutes in a gym doing treadmill and newly found Zumba by Kamde to keep her self fit in a new way. Kamde has signed up in a near by dance class and goes twice a week and burns around 1000 calories in a session of the Latino routine that combines dance movements like salsa, merengue and aerobics.

‘Today ‘s youth look upon movie stars and models and strive to get physiques like their idols’, says Althea Shaha, VO marketing Gold’s Gym. Hence it is one of the prime reason it has member below the age of 25 spending 25000 to 30000 Rs a year to pump in.

In south Delhi Saket, nearly 30 people are sweating it out at Karav Maga sessions. The high- intensity Israeli martial art which is gaining popularity amongst the youth. The Hollywood and the Bollywood play an important role in influencing the diet and the gym regime of the young jobbers and non-jobbers. Few of them are the hairstyle, the clothing style, size zero bodies and six pack abs. hence as a result people below the age of 25 make up 20% of the Rs 7000 cr salon industry and Rs2500 cr fitness industry.

To conclude ‘Once you make fitness a part of your lifestyle, you try to maintain it all you life’, Explains Vikram Aditya Bhatia, MD of Fitness First health clubs. Hence that is one of the reason beauty salons and health centers are expanding to tier 2 & 3 cities.Hence young customers are early adopters of new products and styles, encouraging the other to try something novel.

Food & beverages

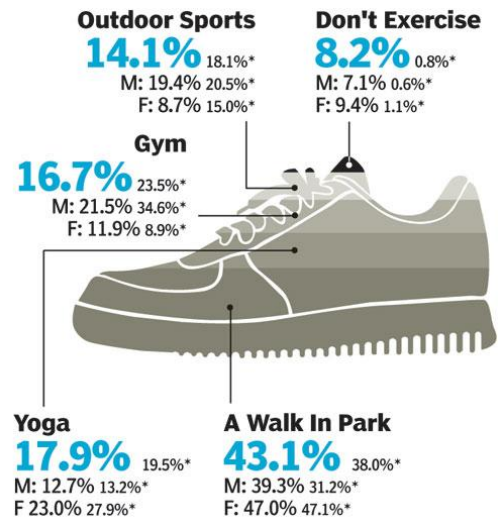
All Indians are foodies as we know since birth and India’s taste buds are buzzing to try something new. All the multinational brand like McDonald who made it’s first debut to India a country who only hand the vada pav the Indianhamburgers and customized as per our taste buds followed by host of other brand and specially KFC once again customizing the products.

Can you believe 15 years ago a KFC southern United States chain trying to make it’s chain the Indian college canteen. It’s new ad yells triumphantly: ‘KFC hai students ka naya adda’. KFC made it’s debut in 1990 but did not work mainly because of the bland taste in the Indian market but re-launched with it’s Indian products like Tandori chicken masala and did get success.

The restaurant was blamed to be significantly a non- veg restaurant in a country with over 30% vegetarians. But significantly it again customized its menu for the vegetarian with Zinga burger and panner burger.

Hence it clearly shows the fast adaptation of the youth to MNC chain of restaurant. Like ‘10year old Kimaya Duggal, a student of Jesus and mary college, new Delhi, who visit KFC thrice a week’, ‘I go with friends after college twice a week for late lunch around 4, And then on weekend I drag my mum along for a Zinger fix”

YOUR PREFERRED EXERCISE ROUTINE IS...



- Fitness is 'part of life' for 91.9% of Hyderabad's youth, followed by Indore (91.1%), Bhopal (91%) and Jaipur (86%)
- 52% of the respondents in Ahmedabad are 'indifferent' to fitness, followed by Chennai at 35.6% and Mumbai at 24.7%

The queue outside the first starbucks outlet at the fort shows that the Indians are ready to spend marginally high for cup coffee for the taste & international feel of ambience.

Role models of the youth

To predict who will the Indian youth like and dislike is a tough call to take. They look upto Kalam's intellect one instance and drool over Katrina's curves the next. The youth of the nation embodies all the contradictions and chaos that characterize contemporary India.

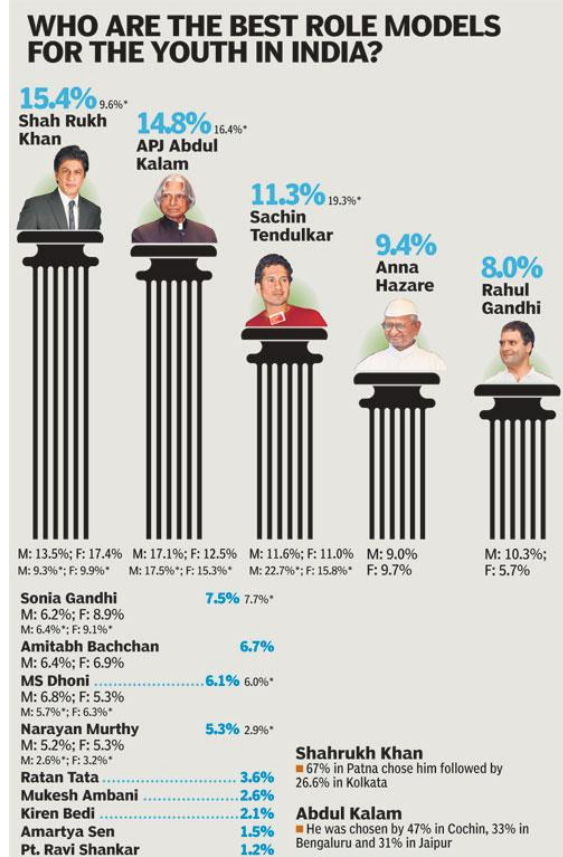
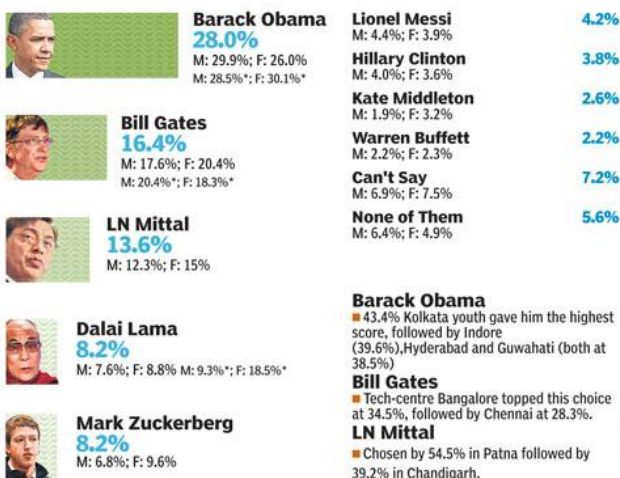
As you can see Sharukh, APJ Abdul Kalam, Sachin Tendulkar are the best role model for youth India and as you can see below Most popular role model are Barack, Hussein, Obama. The American president's views on outsourcing notwithstanding he continues to find favor with 28% respondents. Getting the biggest thumbs up from Kolkata, perceived by many to be the last retreat of India's Left-leaning youth, or what- ever is left of the species.

Social scientist shiv Visvanathan isn't surprised.Obama is placed to capture the middle ground he says.'He is a strange amalgamation of the left and the right brain. I expect him to top most popular lists, with innovators'.The president gets more sound bites and hence is a winner by default.

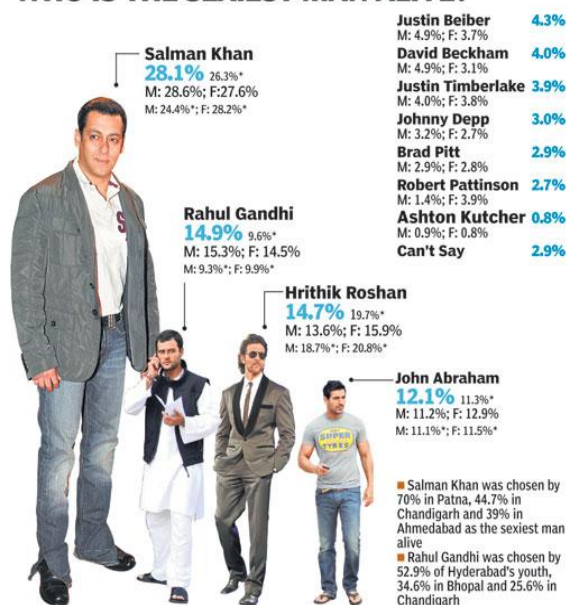
Salman khan often referred to as James Dean and the hit machine of Bollywood and been voted the sexiest man alive ahead of Rahul Gandhi, Hritik Roshan, John Abraham and Jonny Depp.

The Facebook generation often defies conventional logic.Don't believe us? Ask Mark Zuckerberg. He polled just 8.2% votes in the global role model category

WHO ARE THE BEST ROLE MODELS FOR THE YOUTH ACROSS THE WORLD?

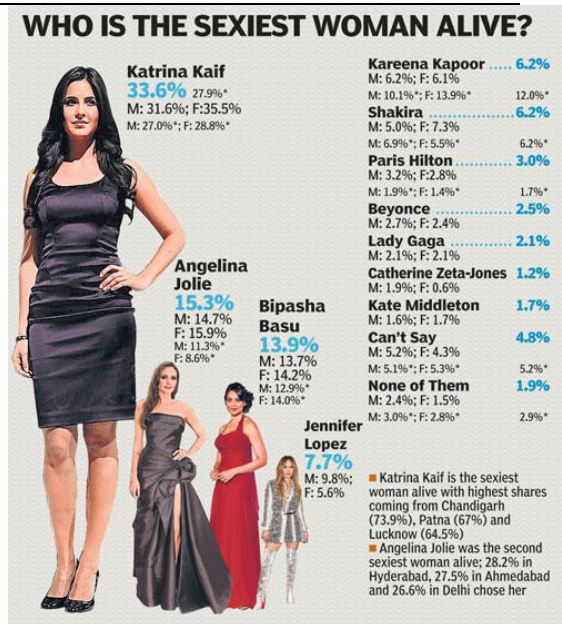


WHO IS THE SEXIEST MAN ALIVE?



So in the same week president Pratibha Devisingh Patil was announcing that her role models were Indian women who worked in factories and farms- Katrina, voted the sexiest women- was working the box office shaking her booty in Chikni Chameli.

This puts light into where exactly the companies need to put in money for advertising & who can be their profitable brand ambassadors



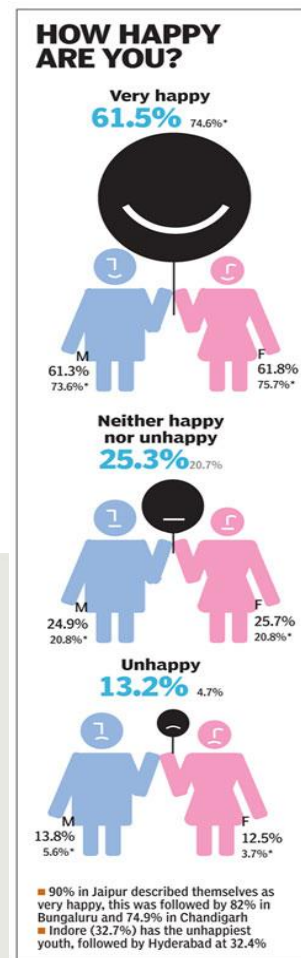
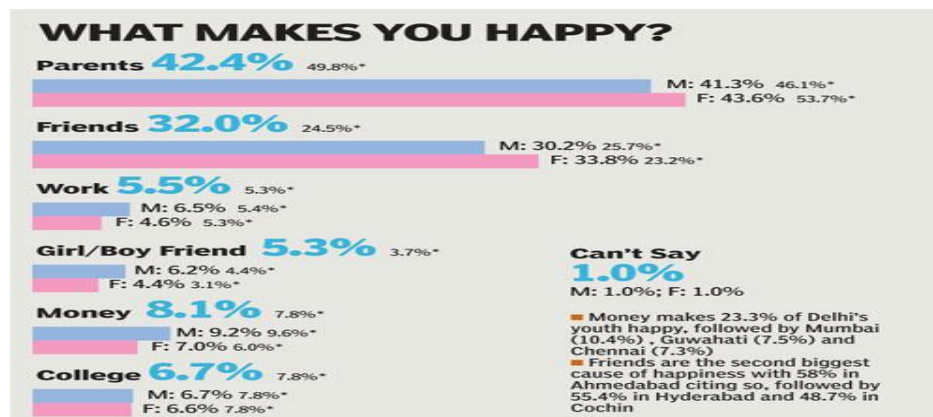
Cognitive process

Happiness

Millions of smileys are exchanged over the latest iphones and blackberrys. Likes and tweets flood social networking sites daily, but youngistan, it seems is not a happy place right now. A major drop in happiness quotient from 74% compared to last year.

Youth in Jaipur, Begaluru, Kochi and Chandigarh, turned out to b the shiny, happy people registering happiness much above the national average. But those in Indore, Bhopal, patna and hyderabad had a case of the blue, with well over quarter respondents describing themselves unhappy.

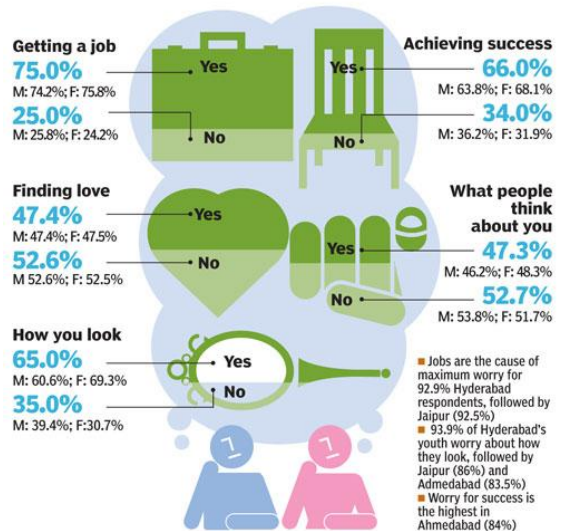
When looked at closely even today Parents influence does play a part in happiness, which shows that the parents still have some percentage on influence over the children which can mold their final decision making process or purchases what they want as the parents love is unconditional and at any given point of time a parent will never break the child's heart.



Tension Quotient

The youth India seems really very worried when they think about a job. In today's competitive world it is becoming tougher to sustain in the longer run not only having but also updating the right skill sets. This clearly shows how aspirational today's youth is. Next is followed by achieving success, which clearly shows how success is equal to direct consumption of products and services. Looks are very important for the young India the way they dress up and what occasion needs what kind of cloths. In our country a regular customer is ready investing Rs 5000 – 6000 for an anti-acne treatment plan for just 3-4 session while the facial hair removal costing Rs. 10000-15000 for six sessions. This trend is not just seen amongst the women but also across the heterosexual men 'Even young men, especially in modeling or body building, are interested in laser hair removal', says Suvodeep Das marketing head, Kaya skin clinic. Tough to believe but Anti-acne segment alone only contributes 3% to the Rs 3400cr skincare market. Hence the beauty segment itself has been a boon for the Indian market with changing consumer preferences.

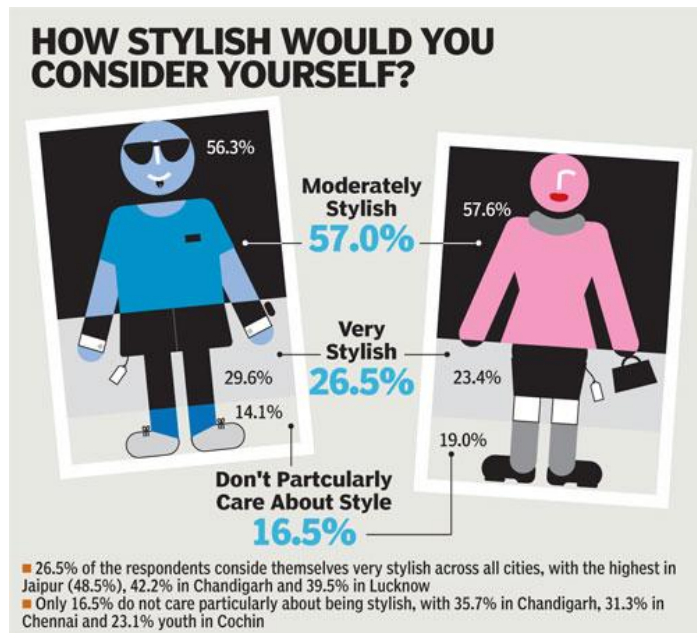
DO YOU WORRY ABOUT.....



Fashion and Style

The style is the mantra for the youth is to look hip and modern. 57% of youth in India feel they are stylish everyone having their own definition of style. When it comes to cloths for the young, retail chains and small street shops hold their own ground. A typical 19 year old Mumbai actly flush with cash- 'I don't's knw where my pocket money goes,' 'Cotton on has this printed halter dress I saw last week and I can pick up a pair of espadrille wedges from linking road', she says confidently, 'The total will be under Rs 1000' This expression clearly shows the liberty today's generation has in terms money and shopping.

'18-25 age group contribute to 30% os the sales' 'Ever our styles are tailored to this segment- 60% of our cloths are slim fits; we don't even do comforts fits'- Vasanth Kumar, Executive director, Max.

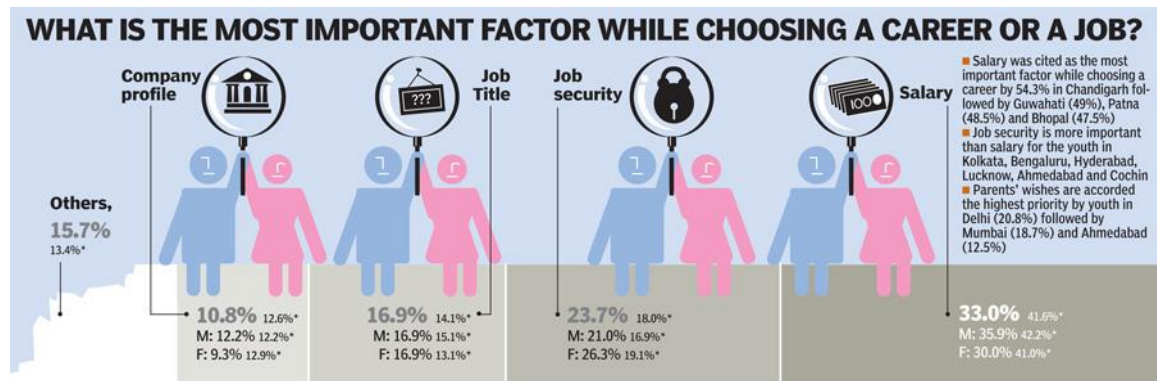


The fashion markets are one of the most profitable marketing and has an estimated youth apparel market of Rs. 35000 cr. According to a study by Technopak, youngsters in the 16-23 age group in the top 50 cities spend about Rs 20,808 cr. Annually on apparel and fashion and another Rs 6834 cr on footwear. The growth of organized retail is faster than ever with Dubai based Max having 70 outlets post 2007 and reliance has 90 Stores post October 2007.

The online retail market is supposed to grow by Rs 7000 over existing 2000cr a study by ASSOCHAM. Monthly growth for most retail chain is 15-20% with major shoppers under the age of 30: this demographic is completely

at ease with the internet and clued in to modern retail practices, including the option of returning products they don't like or that don't fit well. The total apparel market is for 157500 cr, according to technopak, the organized market is just about 17% of the total market at Rs26775 and the pavement apparel market is estimated at about 26145cr, which leaves a large unorganized segment in between.

The only risk with the youth today is they are not only BRAND LOYAL but FAD LOYAL. Best example



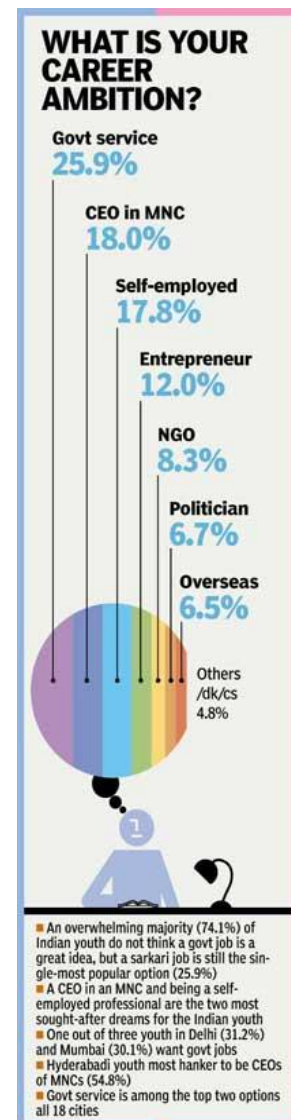
would be Apple Inc. products where one may not know how to use it but surely wants to show off and follow the herd. This clearly shows markets are stronger and pockets are deeper.

Career & money

Post liberalization the generation has moved ahead and become more self-independent and realized the value of education and its connection with a job. India is one of the only countries with the highest literacy rate especially in the south and other parts of India, mainly because of the relevance of education with each parent. This of course holds true for metro and semi metros only.

Hence as a result people are getting more careers oriented with majority wanting to be in government jobs followed by CEO in MNC and rest. Also the next generation is becoming choosier in what kind of job they want and what is the priority while selecting a particular job like salary leads the chart followed by job security and rest. But job security in Calcutta, Bengaluru, Hyderabad, and Lucknow, Ahmedabad, Cochin is more important than the money.

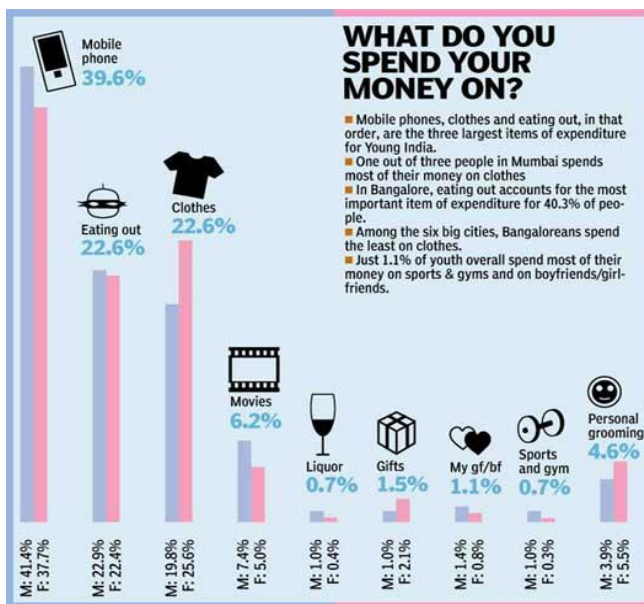
Spending Habits



As it can be seen fortunately the youth does save money and not spend it all in near majority and around 20.2% spend as much as one's income or allowance. Mumbai, Bangalore is the thirstiest in spending money may be because they get more.

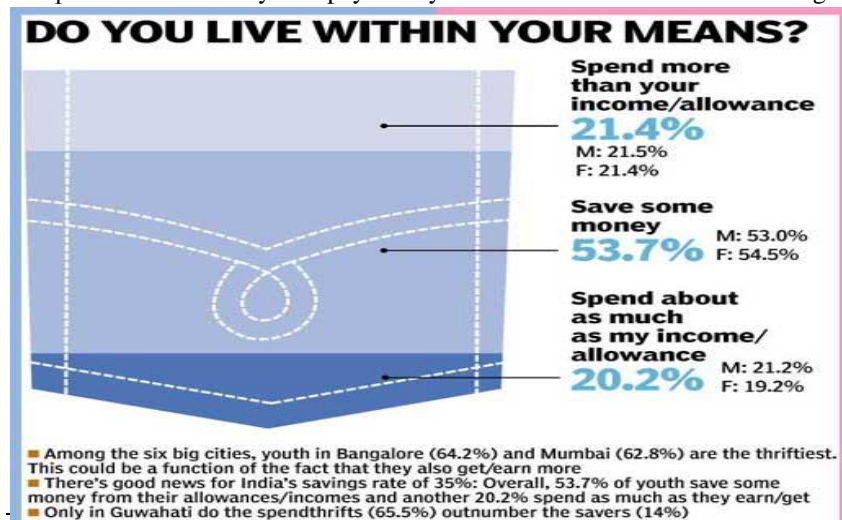
Brand Trend

Before moving into the details let us have a look at, who spends on what. Mobile, Eating out and cloths are the most preferred area to spend money on. Partying business to is growing that feeds on the eat-drink, make – merry philosophy of the youth. For instance hard rock café where people spend around Rs 1800 per person per table and Tier1 and 2 towns to are not behind for instance in Jaipur Barbeque Nation as in Bhagalpur, Bihar, to test the menu at Royal Darbar people come frequently. A research by technopak clearly estimates that 16-23 year olds in top 50 cities spend over 21000cr on eating out and entertainment every year. The beauty is that the natural hangout places and the oily samosas still exist as it is cheap and that is the place the college gang meets and simultaneously you see kids hanging out at cafes and food courts filled with youngsters. We can also see global chains like TGIF were drawn by the high margin segment and it's footfalls have risen to 700 a day with a average ticket size dropping to Rs 500 a day. Hence this clearly shows how eating out has been one of the major contributor to market potentials.



Dream denim is what the youth is all about and generations of youngsters have loved their Levi's. No other brand has come close to achieving that cult status. By the 1950s and 1960s in the US, the brand found steady followers in range of youth subcultures, including the rugged and the mean Rockers, the tight jeans-tight shirts-slick hair sporting 'Greasers and the we don't- give- a-damn'hippes'. It is brands like these which have captured the youth brains completely and made them loyalist by understanding each subculture.

Bright colors and packaging, and celebrity endorsements make L'Oreal's brands a hit with young women. It's all about tapping the aspiration of the young Indian girls and 'constantly innovating and enter new categories with the niche products and maintain this strategy with ever brand', says Dinesh Dayal, COO, L'Oreal India. Like the Maybelline Kajal developed for India has become L'Oreal India's bestseller. The markets look so promising that L'Oreal India is ready to invest Rs 300 cr in the R&D set up near by Pune in phases. The key insight found by Mr. Daya is "The youth don't want to use the brands their parents did. They want young brand and products". And they will pay if they see value. The consumer set is so grown that they visit the online video



search engine to know how to apply makeup; we can clearly see this trend by Maybelline with 6lakh hits on YouTube.

Ecommerce has been ever growing than must have ever been thought. It started of with drawing benchmarks with enter of Flipkart and followed by brand like Jabing, Mynta, InkFruit.

Ink Fruit a concept by young dynamic IIT Mumbai graduate Navneet Rai with t's starting

from only Rs 299. Here the t-shirts are more self-expressive and speaks one's personality. 'I love making myself heard through T-Shirts', says Naresh Sini, a 24-years-old BPO employee from Gurgaon, who found out Ink fruit on Facebook and likes its designs, quality and prompt delivery. This brand for this purpose has tied up with various artists to create special fashion merchandise. This clearly shows how understanding each sub section of the society is getting important and customization is becoming dynamic.

Challenges

More than 50% of India's population is under 25 years and if you raise the bar to 35, 70% of the country's inhabitants are covered, shows Census 2010 data. This makes India home to the world's largest youth population. Yet, at 79, Prime Minister Manmohan Singh is one of the world's oldest heads of state, with a cabinet, on an average, twice as old as the country's median age. S M Krishna is the oldest minister at 79 going on 80, while the youngest, Agatha Sangma, will turn 32 in July.

'If the government wants youth connect, they should get a young Member of Parliament to tweet on issues of employment, jobs, governance and corruption from the PMO account. That, and not the current mind-numbing tweets, will get Singh trending and make governance a talking point among the young', says Kakkar.

It is this connects, which will make India stronger, bring better policy and reforms and all of the above fresh things with sustainable development.

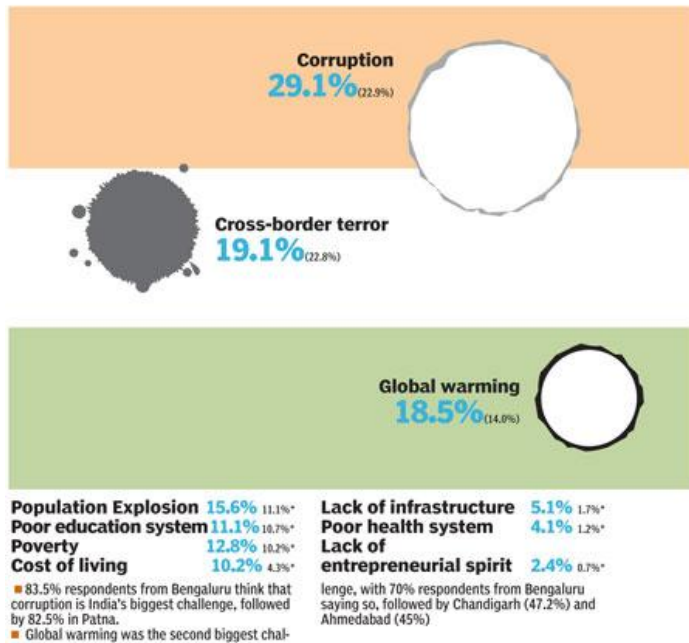
Hence the India's biggest challenge is *Corruption* from the bottom, which can shake or break the market, Poor education system and implementation, which would slow down markets, poverty which can only be eradicated with proper implementation of education and infrastructure which is a major hurdle for all the brands before entering India.

Youth markets v/s greatest struggle for hrn

The biggest challenge for the next generation is how to retain them. Markets can only grow if the right talent is retained and nurtured. Today's generation is restless, quick, money minded and highly aspirational. They want to achieve professional success very early in life and are highly competitive. Hence it is very important to maintain the right talent to grow the brands in the competitive market in the future.

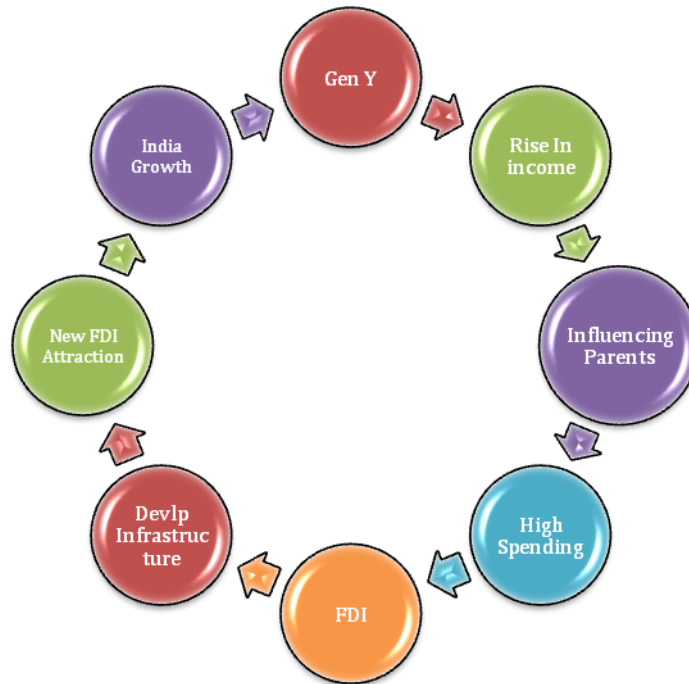
Also the most important aspect is the work life & high aspirations, which attract them to jobs outside India resulting in brain drain for country. The Indian work culture where influence & reference effect the career of an individual, precipitous market conditions worsening the work life balance is an area of concern for the HR& the falling value of rupee against dollars which influence the youth to go out of India & gets jobs their toting up to their economy.

INDIA'S BIGGEST CHALLENGE IS...



CONCLUSION

The spending cycle clearly specify that the future market will be driven by Gen Y. the rise in per capita income & influencing power of youth on buying decision will result in high spending & rise in markets. The developed markets, which are in deep crises, clearly indicate that if the companies want to sustain & grow they need to turn towards developing countries like India.



The growing needs, wants and aspiration clearly shows that the youth in India is very aspirational and money centric. Their exposure to brands & new trends at very tender change having impact on their thought process& lifestyle this generation when grow up will be the potential market for the companies so all this factors ultimately indicate that the India is on the growth despite of slow global economy.

The youth of India are *self-disciplined, know what they want and competitive* in every spear. They are instilled by strong family value.To beat the heat marketers will have to use Social media to break the clutter and get noticed first and live. Developed country like the US and Europe have been through the transition.

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