



Due to an emerging new class of empowered consumers called the youth, life in India's metros, cities, towns and villages is undergoing a sea change. Due to this techno savvy Bindaas generation, India today has become a huge market where people want more choices. The study primarily aims to uncover behavioural and attitudinal insights with respect to the constantly changing youth. To understand their mind set and beliefs that make them tick. Further the study unravels the fear and anxieties of this young generation.

Young means- having the freedom to experiment new things and to explore the world. Taking their own decisions without parent's consent- be it entertainment, career, finances or even relationships.

Their relationships-

Friendship is the true relationship- Friends are important as we have similar thoughts and like the same thing, friend is someone who can make us feel good and comfortable at any point in time. It's important to be updated about your friends, even if we rarely meet.

Family- For them family continues to be most important. Further, the study unequivocally endorses the fact that mother has a critical role in their life. Mothers play different roles in different situations - they are their best friend, guide and gate keeper who protects them and understand them to an extent.

They know what they are doing- This young generation is brimming with new ideas and have high aspirations whether it comes to their profession or personal life - they wish to earn more than their parents and have a luxurious life.....[more](#)