



Yuva India: Consumption and Lifestyle Choices of a Young India

Ray Titus

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Yuva India takes a deep dive into the lives of India's young men and women. In unravelling what makes them tick, the book uncovers the phenomenon of 'attitudinal convergence' that is rapidly growing across youth cohorts in India. Tracing its origin to the arrival of and exposure to a 'composite culture', the research behind 'convergence' zeroes in on how a young India is defining itself using new-age sensibilities. Drawing on insights collected over a decade, Ray documents and analyses how young men and women in India approach issues of identity, image, sexuality, spirituality, personal relevance, social connections and community, and professional pursuits. In a one-of-a-kind analysis, using comprehensive data from across the nation, Ray scrutinizes young India's psyche to make sense of their aspirations. Filled with numerous first-person accounts and brand stories, Yuva India provides an insightful understanding of India's most valuable asset, its youth population. The present and the future of India's young, it reveals, will be invaluable not just for business and brand managers, but also for all those who wish to engage with them.

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