

Materialism among Adolescent: Understanding Conceptual Framework and Imperatives for Marketers and Society for New Horizons

*Bhavin Ushakant Pandya**

*Mr. Mitesh M. Jayswal **

Abstract

Introduction of new product markets, plethora of product variants in terms of brands and sub-brands, changing GATT/WTO regime, mass customization and privatization has caused breaknecking competition for the marketers of the various products and services in India. In thrust of having big pie in terms of market share, marketers play various gimmicks and do not hesitate in delivering wrong commitments, poor quality and absurd hammering of marketing ideas.

Children and adolescents have always occupied a distinct place in Indian society and within the family system, and interdependency among family members tends to last much longer than in many developed and developing nations (Madan, 1990; Simhadri, 1989). Even today, parents remain the primary socializers of children and youth in ways that are unparalleled in many regions of the world (Gupta, 1987; Shukla, 1994). Thus, a healthy and supportive family environment is likely to be critical to the development of adolescent competence. Moreover, adolescents in India today face many of the same problems as their peers in other countries, including various forms of juvenile delinquency, alcohol and drug abuse, illiteracy, school dropout and low educational attainment, and family violence, to name a few (Agarwal, 1989; Parikh and Krishna, 1992; Sarkar, 1988). However, both urban and rural adolescents in India encounter unique difficulties associated with a prevalence of poverty and disease, overcrowding, a lack of viable employment and vocational opportunities, ongoing political instability, and, especially in rural areas, extensive child labor and minimal enforcement of child labor laws, low-quality education, and early marriage and procreation (Simhadri, 1989; Shukla, 1994; Tiwari, 1990).

Succinctly, India possesses the diverse set of adolescents depict different behaviour where middle class and upper middle class faces from materialism, lower middle and lower class faces from inferiority complex and top of the pyramid adolescent get matured and turn in to young before the age. This paper focuses on materialism faced by the adolescent and various repercussions of them on the life of parents and their social status. Apart from that marketer play pivotal role in disturbing the family life-cycle of Indian adolescent. Hammering of marketing campaign and heavy exposure of the advertisement affect the adolescent adversely and cause turbulences in their life. The consequent reaction may be tobacco, alcoholic and drug abuse adolescent in Indian society. Eventually the parents suffer a lot due to the entire phenomenon, and these results in unhealthy and stressed generations which will be harmful to the growth of the nation. The paper also encompasses behavioral aspect of Indian adolescent and cognition process of the adolescent in different set of circumstances.

For understanding the various aspects and diversity in adolescents, paper focuses on the data retrieved from primary research.

Keywords: Adolescents, Materialism, Family Life-cycle

Overview of Materialism

The view is perhaps best understood in its opposition to the doctrines of immaterial substance applied to the mind historically, famously by René Descartes. However, by itself materialism says nothing about how material substance should be characterized. In practice it is frequently assimilated to one variety of physicalism or another.

Materialism is often associated with the methodological principle of reductionism, according to which the objects or phenomena individuated at one level of description, if they are genuine, must be explicable in terms of the objects or phenomena at some other level of description -- typically, a more general level than the reduced one. Non-reductive materialism explicitly rejects this notion, however, taking the material constitution of all particulars to be consistent with the existence of real objects, properties, or phenomena not explicable in the terms canonically used for the basic material constituents. Jerry Fodor influentially argues this view, according to which empirical laws and explanations in "special sciences" like psychology or geology are invisible from the perspective of, say, basic physics. A vigorous literature has grown up around the relation between these views.

Materialism typically contrasts with dualism, phenomenism, idealism, vitalism and dual-aspect monism. Because it is now a scientifically established fact that less than 4% of the universe is composed of matter as commonly understood modern philosophical materialists attempt to extend the definition of matter to include other scientifically observable entities such as energy, forces, and the curvature of space. However this opens them to further criticism from philosophers such as Mary Midgley who suggest that the concept of "matter" is elusive and poorly defined.

Materialism has been criticised by religious thinkers opposed to it, who regard it as a spiritually empty philosophy. Marxism also uses materialism to refer to a "materialist conception of history", which is not concerned with metaphysics but centers on the empirical world of actual human activity (practice, including labor) and the institutions created, reproduced, or destroyed by that activity.

History of materialism

In Ancient Indian philosophy, materialism developed around 600 BC with the works of Ajita Kesakambali, Payasi, Kanada, and the proponents of the Carvaka school of philosophy. Kanada was one of the early proponents of atomism. The Nyaya-Vaisesika school (600 BC - 100 BC) developed one of the earliest forms of atomism. The tradition was carried forward by Buddhist atomism and the Jaina school.

Ancient Greek philosophers like Thales, Parmenides, Anaxagoras, Democritus, Epicurus, and even Aristotle prefigure later materialists. The poem *De Rerum Natura* by Lucretius recounts the mechanistic philosophy of Democritus and Epicurus. According to this view, all that exists is matter and void, and all phenomena are the result of different motions and conglomerations of base material particles called "atoms." *De Rerum Natura* provides mechanistic explanations for phenomena, like erosion, evaporation, wind, and sound, that would not become accepted for more than 1500 years. Famous principles like "nothing can come from nothing" and "nothing can touch body but body" first appeared in the works of Lucretius.

In China, Xun Zi developed a Confucian doctrine that was oriented on realism and materialism. Other notable Chinese materialists include Yang Xiong and Wang Chong.

Later Indian materialist Jayaraashi Bhatta (6th century AD) in his work *Tattvopaplavasimha* ("the Upsetting of all principles") refuted the Nyaya Sutra epistemology. The materialistic Carvaka philosophy appears to have died out some time after 1400 AD. Later on, Thomas Hobbes and Pierre Gassendi represent the materialist tradition, in opposition to René Descartes' attempts to provide the natural sciences with dualist foundations. Later materialists included Denis Diderot and other French enlightenment thinkers, as well as Ludwig Feuerbach.

Schopenhauer wrote that "...materialism is the philosophy of the subject who forgets to take account of himself." (*The World as Will and Representation*, II, Ch. 1). He claimed that an observing subject can only know material objects through the mediation of the brain and its particular organization. The way that the brain knows determines the way that material objects are experienced. "Everything objective, extended, active, and hence everything material, is regarded by materialism as so solid a basis for its explanations that a reduction to this (especially if it should ultimately result in thrust and counter-thrust) can leave nothing to be desired. But all

this is something that is given only very indirectly and conditionally, and is therefore only relatively present, for it has passed through the machinery and fabrication of the brain, and hence has entered the forms of time, space, and causality, by virtue of which it is first of all presented as extended in space and operating in time."

Karl Marx and Friedrich Engels, turning the idealist dialectics of Georg Hegel upside down, provided materialism with a view on processes of quantitative and qualitative change called dialectical materialism, and with a materialist account of the course of history, known as historical materialism.

Many current and recent philosophers — e.g. Dennett, Quine, Davidson, Searle, Chalmers, Fodor and Kim — operate within a broadly physicalist or materialist framework, producing rival accounts of how best to accommodate mind — functionalism, anomalous monism, identity theory and so on.

In recent years, Paul and Patricia Churchland have advocated a more extreme position, eliminativist materialism, which holds that mental phenomena simply do not exist at all -- that talk of the mental reflects a totally spurious "folk psychology" that simply has no basis in fact, something like the way that folk science speaks of demon-caused illness.

Materialism

Materialism is the general theory that the ultimate constituents of reality are material or physical bodies, elements or processes. It is a form of monism in that it holds that everything in existence is reducible to what is material or physical in nature. It is opposed to dualistic theories which claim that body and mind are distinct, and directly antithetical to a philosophical idealism that denies the existence of matter. It is hostile to abstract objects, if these are viewed as more than just a manner of speaking. An implication of materialism is that the diverse qualitative experiences we have are ultimately reducible to quantitative changes in objects or in our physiological functioning. All the properties of things, including persons, are reducible to properties of matter. Although the terms referring to psychic states such as intention, belief, desire and consciousness itself have a different sense and use than terms referring to material events, a consistent materialist would deny that mentalistic terms have reference to anything other than physical events or physiological changes in our brains. The enormous advances in the sciences have contributed storehouses of empirical data that are often used to support materialism. Many philosophers have been attracted to materialism both because of its reductive simplicity and its association with scientific knowledge.

Need for Measuring Materialism in Adolescents

"Materialism has long been of interest to consumer researchers, but research has centered on adult consumers, not children or teens," says Lan Nguyen Chaplin, a professor of marketing in the U. of I. College of Business.

To get a better handle on the issue, Chaplin and co-investigator Deborah Roedder John, a professor of marketing at the University of Minnesota, looked at three age groups – 8-9 year olds (third- and fourth-graders), 12-13 year olds (seventh- and eighth-graders) and 16-18 year olds (11th- and 12th-graders).

The researchers found that materialistic values increased between 8-9 year olds and 12-13 year olds, but then dropped between the 12-13 age group and 16-18 age group.

In a second study, the researchers determined that self-esteem was a key factor in a child's level of materialism. Children with lower self-esteem valued possessions significantly more than children with higher self-esteem.

Moreover, the heightened materialistic values of early adolescents were directly related to "a severe drop in self-esteem that occurs around 12-13 years of age." By using a test that primed high self-esteem among the children, the researchers wrote that they "reversed the large drop in

self-esteem experienced by early adolescents, thereby reducing the steep rise in materialism among this group."

As a result, the researchers wondered whether proposed bans on child advertising and other restrictions were the best approach to reduce overly materialistic values.

Their results suggest that strategies aimed at influencing feelings of self-worth and self-esteem among 'tweens' (8-12 year olds) and adolescents would be effective,"

Asian Trends in Materialism

A more stressful life as self-esteem is vested not just in doing well in studies but in multi-faceted roles in studies is paramount and other matters appear secondary.

Source: Based on empirical and cross referenced studies, Thomas Tan Tsu Wee, 1999 While these are rather sweeping and "general" statements of difference, some examples of specific country led differences include:

- A very high need for conformity among the Japanese, who choose style over comfort in their apparel preferences as compared to their American counterparts;
- An increasing amount of discretionary spending income for youngsters even in middle income families in China, often referred to as the "little emperors", or the "six pocket syndrome" (the one-child policy has led to indulgence not only by parents, but also two sets of grandparents, all of whom frequently indulge the young);
- Even upper income Indian teens say that getting independence and space from their parents is not especially important. It is more important for them to be good people, good providers and good guides.
- Severe competition for school/college admissions and jobs comes with its own set of pressures for some teens in India. The global exposure has led to soaring ambitions-perfect job, perfect body, the best clothes, latest gadgetry-and the easiest route is through good education. But when even a 90% score is not enough for university admissions, the pressure is unbearable. Add to it the confusion of zipping hormones, mysterious changes in the body and lack of reliable adult confidants and it is a pressure situation Superboy would crumble under. Faced with rebellious children, parents are often at a loss to understand where they have gone wrong. It is their desire to "drive" their children into performing combined with intense peer pressure. The relationship with the opposite sex doesn't make the emotional tumult any easier. Bombarded with snippets on sex on the Internet, unsure about what is right; teenagers may whirl in a vortex of uncertainty and anxiety. Many become obsessed with chatting, flirting (or more), with strangers. They live their lives on the Net, losing all social skills. "With the breakdown of the joint family structure, the confused children have fewer people to turn to; children don't want parents to be friends, they want parents to be parents", says Arun Kapoor, director, Vasant Valley School, Delhi.
- A study on filial piety (one of the first of all virtues in Confucian society) in China shows that while youth feel they should support their elders financially when they get old and respect them, there is a clear reluctance to obey them. Elders on the other hand, expect obedience from young but not necessarily any financial support.

Women, another interest group:

A couple of interesting insights here will illustrate that while women are moving towards greater independence and freedom, the effects of many years of cultural conditioning will play a role.

- Interesting differences between women in China and South Korea indicate that Chinese women place greater emphasis on Self respect and Warm relationships with others whereas Korean women also look for more Excitement. It has been observed that the greater the importance of excitement, the greater the experiential needs (i.e. fashion consciousness) of the market in general.
- A study among young, single, working women across major cities in Asia (Bangkok, Beijing, Hong Kong, Jakarta, Seoul, Singapore, Taipei and Tokyo) explored the Masculinity-

Femininity (Mas/Fem) dimension in Asian society and threw up a fascinating insight. Masculinity stands for a society in which social gender roles are clearly distinct; men are supposed to be assertive, tough and focused on material success, whereas women are supposed to be more modest, tender and concerned with the quality of life. Femininity stands for a society in which social gender roles overlap. Of the countries covered in this study, Japan has the highest Masculinity score, and Thailand and South Korea the lowest. Women were asked what qualities they would look for in a boyfriend and in a husband. Across all cities, women want a husband to be healthy, wealthy and understanding, but seek personality, humor and intelligence from a boyfriend. This finding was most pronounced in the countries with highest Masculinity, such as Japan. This would indicate that if the boyfriend is the symbol of love, and the husband the symbol of family life, in masculine countries, love and family life are more often seen as separated whereas in the feminine countries, they are expected to coincide.

Taking the same framework further, we find that most Asian countries score considerably low on the Individualism-Collectivism index, including the wealthier countries like Japan, Singapore, Hong Kong and South Korea indicating that even this dimension is at least somewhat independent of economic influence. This has significant implications for the concept and implementation of relationship marketing. Clearly, key components of service delivery such as face time and manner, and complaint handling need special attention. Even brand relationships and commitment hold different meanings for these cultures, for e.g. private label in general is slow to gain acceptance here. While Europe is the strongest market for private label, across the 38 markets surveyed, eight of the bottom 10 hailed from Asia, with Japanese and Malaysian consumers (35%) in least agreement that Supermarket Own Labels were a good alternative to other brands. Of course, Private label awareness and acceptance in Asia and other developing markets will in part go hand in hand with the growth of the Modern Trade in these countries, however, it is interesting to see that even in Japan, the attraction of major well known multinational and local brands with strong brand equity supported by heavy advertising is very intense. Does the emphasis on relationships mean that consumers need products that “speak” to them, and that they can relate to more strongly?

Thoughts for Marketers

The Consumer Goods Industry Cycle

Large consumer goods companies, especially multi-nationals tend to meet market challenges in similar ways. In the last few years, companies have been rationalizing and reshaping their product portfolios through mergers and acquisitions, with the aim of gaining leadership in a few core categories. Next, to reduce costs and finance growth, most companies went after productivity gains. Large savings came from global purchasing and from centralized supply chains facilitated by information technology. Such gains led to investments in marketing and product innovation, expansion of brand portfolios and entry into new categories. As competition in the new markets gets stiffer, there are again moves to rationalize brands and focus on core strong brands.

Is there another way? In Asia, most certainly!

The mass markets

The most striking opportunity is the much written about BOP (Bottom-of-the-Pyramid), and companies who have innovated single mindedly for this market have been successful. One of the most successful examples is the Unilever experience across India and other Asian countries. With toilet soaps, shampoos and detergents, the aim is to make high-quality goods affordable and accessible to poor people earning a tiny margin on broad-based sales and building a consumer base that will stay loyal as it grows more affluent. Clearly, these calls for an immense focus on execution and supply chain efficiencies are paramount. For example, to slash packaging costs in Indonesia, it sells Sunsilk shampoo in plastic bags instead of bottles with four color printing; it

has also introduced bulk containers of its Blue and margarine, Sariwangi tea and Sunlight detergent so consumers can buy the quantities they can afford. Much like the shopkeepers of pre-branding days - branded, but available “loose”!

Another example is Ford. Ford is building open-air dealerships in rural Thailand; they construct these dealerships cheaply, and rice and sugar-cane farmers, potential customers who would feel awkward and inconvenient in Bangkok’s posh, air-conditioned showrooms find it easy and comfortable here.

ABN Amro Bank opened branches in remote Indonesian provinces, but avoided urban areas where competition was forcing closures of other foreign banks.

Baron International, an Indian company distributed the Japanese Akai’s audio and video products in India in the 1990s. Since the economic liberalization of the 1990s, the purchasing power of Indian middle class consumers has increased and a desire to own such products has been riding high. However, inherent in the consumer psyche is the reluctance to part with goods that are in working condition. Consumers are appalled by waste, and would not be easily convinced to throw away their old television sets. Baron’s managers saw a great opportunity in the rural markets. Realizing that here is a huge market for used television sets, they quickly created a trade-in scheme that linked urban and rural retailers. Urban consumers were able to avail of exchange offers, and upgraded happily; rural consumers could buy affordable sets and dealers in both areas were happy. Baron was the most profitable firm in the business at that time – making a 46% return on capital employed! While Baron no longer holds the license, the “exchange offers” continue to be employed by marketers across a range of products!

In the Chinese market, SAB (South African Breweries) started its expansion in China with the northern hinterland, gradually expanding into other markets. This allowed the company to build its capacity slowly, without having to face the tough competition of the foreign breweries ready to slash prices in Shanghai or Beijing. As in other markets, SAB started its Chinese expansion by building a beachhead, then slowly increasing its presence in ever-expanding circles until it had the region firmly under its control. In 2004, SAB was the second largest beer maker in China – no small achievement in what is the largest market for beer in the world.

Another great example of a company with rural expertise is the Indian paint company, Asian Paints, who has a market share of over 50% despite the presence of large multinationals in the country. Its products are priced low and so have been successful in other developing countries as well, such as Nepal and Fiji. Asian Paints has developed an expertise in dealing with low-income, often illiterate consumers who only buy small quantities of paint they later dilute to save money.

Product development and design to adapt to cultural needs is so obvious it merits little emphasis. From LG’s mobile with a built in compass that gives Muslims the direction to pray, or Nokia’s handset with the built in torch to allow truckers and other consumers with low access to electricity a significant convenience, to McDonald’s high degree of localization (Japan – rice based dishes, teriyaki burgers; Taiwan – hangout for students to do homework; Korea – a place for women to chat over coffee; Hong Kong – lavish birthday parties...), to even De Beers attenuated positioning strategies (for diamonds have different meanings in different markets), innovating to suit cultural attitudes is a must.

Venturing into services is one more key strategic option open to marketers of consumer goods, particularly in Asia. A long tradition and the continued expectation of “being served” is a strong need across several Asian markets with their large labor pools and a history of high Power-Distance cultural norms. It is noteworthy though that the concept of service can be very culturally sensitive. Collectivist cultures are said to operate under communal exchange norms, where people have no expectation of monetary payment for helping their relationship partner, they prefer to get noncomparable benefits in return and do not expect prompt repayment for benefits given. In the banking services sector in India, this sort of relationship with nationalized banks has been the expectation for a long time, and consumers find it difficult to accept that service levels are calibrated to account size and profitability, as multinational banks do.

Moving away from traditional vertically integrated business models to new structures where a large part of the operations are outsourced is yet another strategy with potential in these markets. Semiconductor companies are a good example of this kind of new strategy. The new structures in place now include subsidiaries in different Asian countries, where one does the circuit design, another photolithography, and a different location the so-called “back-end packaging” of the final chip.

One noteworthy example of how a company can combine these various strategies to excellent advantage is consumer electronics giant Philips. To exploit the rural and underserved markets in India, Philips has 300 distributors whose yellow vans trundle over bumpy dirt roads selling hand-crank radios for \$3.25 and 14-inch “starter” TVs for \$125. It has also partnered with an NGO to outfit a van that carries its medical equipment, two doctors and a big satellite dish to some of India’s remote villages. Those who can’t afford are treated free, those who can, pay \$2.25 for an X ray, \$10 for a battery of prenatal tests. This effort gets the Philips name plastered all over the country and soon may help to distribute products normally out of reach. Along with these initiatives to tackle the BOP markets, Philips exploits two other big business opportunities. One is the markets at the top end which include the newly rich consumers of the latest cell phones, plasma TVs, electric razors etc... in the shining malls of Shanghai and Kuala Lumpur or the large institutional buyers (government in China, private sector in India) of high technology MRI medical equipment. The second is the highly profitable use of the talent pool of Indian software engineers who write the software for all Philips DVD players, most of its digital TVs and some for its X-ray and MRI machines, and accountants and financial analysts who provide back-office support. These white collar workers work at a fraction of what it would cost the company in any other market.

Alliance strategies are yet another route to success in these markets. Two companies tie up to offer products/services under a joint brand name where the strengths of each brand can be exploited competitively. Hero Honda two wheelers in India is a case in point. The local Hero group has market knowledge, distribution networks and contacts; Honda has cutting edge, Japanese technology and gains access to the large and lucrative Indian two wheeler market. TCL is a similar electronics brand in China.

The Innovation Adoption Curve

A typical worry while entering new markets is how and what pace to set for the introduction of new launches in the region. What sort of adoption rates should be expected? Is there anything we need to keep in mind while setting these expectations?

Needless to say, adoption rates are dependent on several aspects of the mix. However, there are two interesting culture based conceptual perspectives we can apply here to guide future planning. One is the premise that consumer innovativeness could be “cognitive” or “sensory”. Cognitive innovativeness refers to the tendency to enjoy new experiences that stimulate the mind. Such consumers seek novel or challenging mental experiences and activities, such as thinking, pondering, problem-solving etc... Sensory innovators, on the other hand, engage in activities that arouse the senses, and enjoy internally generated experiences such as fantasies and daydreams as well as externally available stimulants which provide thrill and adventure. Cultural differences exist here, but there is little evidence to show which countries tilt which way. In some studies, even temperature has been shown to affect peoples’ sensorial sensitivities, but whether it also affects innovation adoption is not conclusively proven. However, once a link is established, the implications on product development and retailing are obvious, and can be a source of competitive advantage.

The second premise is based on the Adoption curve, which is typically steeper for Asian markets. If we were to divide consumers in segments based on when they adopt a new product/brand, (e.g. lead adopters – first 2.5% of all trialists, early adopters – next 13.5%, early majority – next 34%, late majority – next 34% and laggards – last 16%), and then look at these distributions by region, we find that overall Asian markets show a different curve. This is because these markets show

high Collectivism and Uncertainty Avoidance. Hence, they are less willing to take the social risk to be the first to try new products. However, the discomfort of being left behind presses them to follow suit if they believe others have tried the product. They have smaller percentages of innovators, early adoptors and laggards, and a large percentage of early and late majorities, reflecting the early hesitant state to try new products and the rush to switch brands once new products have been accepted. The progression of new launches behaves like a “Wave”. This has crucial implications and suggests that companies must find ways to exploit the strong word-of-mouth driven adoption rates. These calls for innovation not only on the product front, but more importantly for new ways to generate, manages and monitor word-of-mouth, a highly underleveraged weapon today.

Overcoming cultural values of restraint

The effects of economic growth and connectivity are certainly making Asians materialistic in their values – but these effects are most pronounced among the youth segments, and in the upper income groups in larger cities. They are certainly spreading to all segments of society, but at varying degrees and speed. Importantly, however, the legacy of many hundred years of culture is not easy to shrug off, and very often, the traditional values of thrift, restraint and self control surface in consumer decisions. How can marketers actually help consumers cope with these dual pressures? Can there be thrift and treat together?

We know from studies on shopping behavior that thrift shopping provides a multitude of moral and self-esteem benefits to consumers. One of the most interesting beliefs here is the notion of sacrifice – that by buying something cheaper, or on sale, the consumer is giving up on the perfect, brand-new, shining product, and is therefore earning moral plaudits. This ‘sacrificial’ desire is no doubt an overall declining motive, but nonetheless still exists in considerable numbers to make it a significant enough opportunity to address. Especially when most others will be focused on capitalizing on the new values only!

Understanding benefits from thrift shopping, we find they include hidden or less obvious treats – “the thrill of the hunt”, the indulgence in something just because “it only cost ten rupees”, “the pursuit of the unexpected”, the consumption due to a preplanning of needs for others with a mental calendar of household celebrations and events etc.... All of these can be addressed very profitably by creative retailers. As modern trade continues to expand in Asia, there will also be other opportunities that emerge from a deeper understanding of why women shop. Increasingly, shopping is not merely the acquisition of things; it is the buying of identity, especially in a changing society. This is particularly true in a collectivist culture like Asia. Women have confessed to go shopping for various reasons – Browsing, Socializing, People-watching or voyeurism and ‘Parading’ or narcissism. Strong cues indeed for savvy retailers to provide opportunities to cater to these needs! Offers can be bundled or packaged such that there is an element of treat even in thrift, shopping environments, especially service personnel can provide some of the other benefits shoppers seek.

Relationship Marketing should be given more attention by marketers in this region than it is today. Loyalty programs need to go beyond the 6000-points-will-get-you-a-toaster stage. For example, Chivas Regal customizes their programs in China, inviting heavy drinkers for tasting sessions where they are educated about whisky, and can become connoisseurs. “China is so optimistic and people here are looking for experiences from outside the country but may not necessarily know what to do. They are looking for guidance”. For luxury brands, the personal touch is particularly critical. Opulent gifts help, but it is the personal touch that drives really good CRM. Non luxury brands are also initiating relationship programs. Braun is collecting information from customers across China, marking the start of its biggest customer relationship scheme in Asia.

Concluding Remarks: Imperative for Marketers

1. Three meta trends that are transforming Asia are economic growth and development, connectivity and information technology and social adaptation.
2. While consumers in Asia are following an overall movement towards westernization in terms of empowerment of women, common youth lifestyles and aspirations, the fundamental cultural influences of collectivist values, a masculinity driven society and self control and spirituality will continue to exert powerful, if hidden, pressures. This will be especially true as western society will rediscover similar values and universal connectivity will result in a fast percolation of these new trends as well.
3. Strategies for marketing success include addressing opportunities at the mass markets, venturing into services, moving away from traditionally vertically integrated business models, using corporate and transactional transparency as an advantage, employing word-of-mouth tactics to diffuse adoption of new products and devising thrift-cum-treat products/offers, and lastly, applying relationship marketing practices and concepts extensively.

Sexual and Reproductive health of Adolscnt: Global Snapshot

At the beginning of the new millennium, about 1.7 billion people—more than a quarter of the world's population—were between the ages of 10 and 24, 86 percent living in less developed countries.¹ Worldwide, many youth have had sexual intercourse and are at risk of sexually transmitted infections (STIs), including HIV, or of involvement in unintended pregnancy. Research based reproductive health programs can provide youth with the information, support, and services they need to make responsible decisions about their sexual health.

Sexual Activity among Teens Varies by Region.

- Premarital sexual intercourse is common and appears to be on the rise in all regions of the world.¹ Young people everywhere reach puberty earlier and marry later than in the past. As a result, youth are sexually mature for a longer period of time prior to marriage.²
- Youth's degree of sexual experience varies across regions, but is generally consistent within regions. Studies of female youth suggest that two to 11 percent of Asian women have had sexual intercourse by age 18; 12 to 44 percent of Latin American women by age 16; and 45 to 52 percent of sub-Saharan African women by age 19.³ In developed countries, most young women have had sex prior to age 20—67 percent in France, 79 percent in Great Britain, and 71 percent in the United States.⁴
- Among male youth, studies suggest that 24 to 75 percent of Asian men have had sex by age 18; 44 to 66 percent of Latin American men by age 16; and 45 to 73 percent of sub-Saharan African men by age 17.³ In developed countries, most young men have had sex prior to age 20—83 percent in France, 85 percent in Great Britain, and 81 percent in the United States.⁴
- Studies indicate same-sex sexual behavior among males throughout the world—among 13 percent of literate males in Lambayeque, Peru; 10 percent of males attending night school in Lima, Peru; six percent of university males in Dumaguete City, the Philippines; and 10 percent of STI clinic attendees in New Dehli, India.³ In the United States, between 10 and 14 percent of males report having had sex with another male.⁵ Forty percent of these men report the same-sex sexual behavior as occurring before age 18, and not since.⁶
- Youth's sexual activity is not always consensual. Some countries—such as Bangladesh, Brazil, and Thailand—report that many children are forced into prostitution.¹ In the United States, studies suggest that about one in three young girls and one in six young boys may have experienced at least one sexually abusive episode before adulthood.⁷

Adolescent Pregnancy and Childbearing Is a Major Concern

- Adolescent pregnancy and childbearing are associated with a range of outcomes detrimental to teens' health, including complications of pregnancy, illegal or unsafe abortion, and death, especially in less developed nations.⁸ When compared to women in their mid-twenties, women under age 15 are at 25 times greater risk of dying from complications related to pregnancy or childbirth; 15- to 19-year-old women are at twice the risk.⁹
- Although rates of adolescent childbearing are declining in many countries, 15 million women ages 15 to 19 give birth every year, 13 million in less developed countries.^{1,2} Overall, 33 percent of women from less developed countries give birth before the age of 20—varying from eight percent in East Asia to 55 percent in West Africa.¹
- In developed countries, up to 10 percent of women give birth by age 20, except in the United States, where up to 19 percent give birth by age 20.¹
- Worldwide, mostly as a result of unintended pregnancy, nearly four and a half million adolescents undergo abortion each year; 40 percent occur under unsafe conditions.⁹

Contraceptive Knowledge and Use Vary by Region

- While over 90 percent of teenage women in most countries in Asia, North Africa and the Near East, and Latin American and the Caribbean knew at least one contraceptive method, in sub-Saharan Africa knowledge levels were generally lower. Teens who had not yet had sex were the least knowledgeable about contraception in every country except Nigeria.⁸
- While knowledge of contraception may be widespread, relatively few teenage women in most countries use contraceptives. Two percent of sexually active young women in Niger, Rwanda, and Senegal reported using contraception; 23 percent in Cameroon; one percent in the Philippines; 34 percent in Indonesia; and less than 11 percent throughout Latin America and the Caribbean.⁸ In some developed countries, most sexually experienced teenage women use hormonal contraception and/or condoms: 88 percent in France; 92 percent in Great Britain; and 75 percent in the United States.⁴

Barriers to Adolescent Sexual and Reproductive Health Remain

- In most countries, adolescents face significant barriers to using contraception. Service-related barriers include incorrect or inadequate information, difficulty in traveling to and obtaining services, cost, and fear that their confidentiality will be violated.^{1,2,8,10}
- Personal barriers that especially deter young women from accessing and using contraception include fear that their parents will find out, difficulty negotiating condom use with male partners, fear of violence from their partner, and concerns about side effects.^{1,10,11}
- Social, cultural, and economic factors also greatly influence young people's ability to protect themselves from unwanted pregnancy and STIs, including HIV. Mass media, materialism, migration and/or urbanization may increase both the desire and opportunity for sexual activity, and many youth feel strong peer group pressure to engage in sexual intercourse.¹ Some cultures may promote early sexual intercourse by expecting women to marry and begin childbearing at an early age.¹¹

Effective Programs Include Important Components

Around the world, effective programs improve sexual health and promote healthy sexual decisions among young people. The following components are often included in effective programs:

- Accurate information and age-appropriate services that focus on behaviors^{2,10,12}
- Youth-friendly, confidential contraceptive services²
- Culturally appropriate information and services²

- Gender-specific information and services that address young women's needs and pay attention to their less than equal power status in many relationships¹³
- Services geared specifically to the sexual health needs of young men²
- Peer education and outreach²
- Activities to build skills in communication and negotiation^{2,10,12}
- Meaningful involvement by youth in programs' design and operation¹⁴
- Involvement of parents and other community members.¹⁴

Snapshot of Indian Telecom Marketer

They fight like any thing. From hoardings to newspapers they fight for virtually everything. That is the way competition is in the Indian Telecom Industry. The projections about the Indian Telecom Industry is so high that companies in every sector, every vertical. In the telecom Industry are following very closely the Market trends. Lot of companies has been looking forward for right opportunity to pitch in. As per an article in PhoneMag.com India has one of the fastest growing Telecom Market. Rapidly growing Middle class and increased privatization of the key industries is seen as some of the key reason for this growth.

So how do a company pitch in this market? Will the traditional way of marketing things work here? Is this a walled Garden (operator dominated)? And many more thoughts will come in the minds of people who are desperately looking out for investing in Indian Telecom Market. All the basic rules of marketing like finding the Niche in the market holds good here also. But one has to be very sure of what exactly "the" people want. So what exactly does an ordinary middle class Indian expects from the telecom Industry? Most People will have the same answers like low cost call rates, Free SMS or cheaper price for national SMS etc. Very rarely people look out for International SMS options. (Though there are some very few percentages of the people who may be interested in the International SMS) Both SMS rates and the Call rates is only in the hands of the Operators. But Govt. Operated BSNL will soon come up with pretty much lower call rates for STDs in early 2006. That's going to be very competitive for the other operators. These low cost measures from BSNL have already wooed a lot of the customers of other service provider towards it. So the only option left for the Operators are to look at the other three things coverage, contents and the technology. Most western companies do have the technology. But they do have to take care of the 3C i.e. cost, content and coverage. These markets are not like the saturated Operator market.

Ring tones and Applications can woo Teenagers girls and women alike. Applications targeted at workingwomen can be a Bingo! Applications like Paintbrush, a kind of greeting card maker or fancy SMS creator applications on your mobile phone are ultimate applications in the hands of Teenagers. If imaginations run wild, person can even make money on virtual Kiss calls!.

Mobile TV or live entertainment etc can be the buzzword in the western markets. May be many big companies are heavily betting on all these things, but the authors are pretty sure, These technology is not at present the focus here in this Indian Side, But Of course keep your mind ready for this to come into the Indian market in a big way in two - three times. The time for the spread of technology always takes time. But in Indian Market its a bit high. So always set a higher time frame for the profits when you are betting on Technology.

Every business school mentor will have a story of two sales men going to Africa to sell shoes. One of the sales man returns without selling anything and complains the boss that no one has seen the shoes there so it not the right market. The boss calls the other sales man to know the status. "The answer was there is very great market for us here, no one has yet seen a shoes here!, this is the right market" To be frank that show things are in Indian Mobile Application market as of now. If you can localize and customize your mobile applications, consider you are won.

Adolescents as the Focal Point: Challenge for the marketers in fiercely competitive Market

Proliferation of global brands in India at the wake of the liberalizing of FDI regulations, they will challenge Indian Brands to continue their amazing success and evolution. The global brand will come armed with important data on the idiosyncratic habits of the so called Y generation. Gen X and Gen Y are sometimes referred to, has been well studied and the results are available to India's brands and businesses as they are to their global competitors. Here are some of key findings:

This latter dimension, peer group promotion is known as viral marketing, literally spreading the brand product message as if it were a virus. Marketers who understand this consumer segment and dynamic stand to benefit by taking a credible approach to marketing their brands. This is because although their loyalty is hard to win once accomplished, Gen Y's and Early Gen Xs(18-24) are likely to be brand advocates and ambassadors. Strategic applications for branded fashion products generate free and performance quality of the product, the more likely it is that today's youth embrace the brand that appear disingenuous and inauthentic. This is especially so with fashion brands.

What is an authentic brand and how do we find the brand advocates? In a recent study of over 3,000 American teens, the findings here (and in a global study within 13 countries including India) clearly show that there are different teen segments. The key is to discover the opinion leader group or segment. These teens are usually fiercely independent and opinionated types willing to try new brands but quick to judge; what all teen groups having common and what brand marketers need to focus on is the following:

Teens want to discover fashion, brands for themselves and not be sold the brands Guerrilla marketing (off-beat Methods) now becomes the means of reaching them their mainstream marketing. Opinion leaders will virally communicate a brand message (if they "discover" it) to their friends. Today's teenagers are driven buy and support brands by key value-authenticity. The more the brand images and messages coincide with integrity.

Eventually, there is strong craving to create one's own image, and desire to support meaningful causes where courage and determination are the values espoused. With 62 per cent of Global teens indicating they are apathetic to marketing and advertising and believe "there is too much advertising", brand fashion marketers need to be alerted and aware that traditional means and messages don't work. In the global study, which included India the first ranked life expectation was "Be financially secure" for Australia, Brazil, France, Germany and the U.S. In India and Poland the first ranked life expectation was to "Be Rich". Basically, the same as the other countries previously mentioned. So here the question arise, who exactly are opinion leaders? So portraying the adolescents in 21st century require endorsements viz. Altruistic, curious about happening of the world and adaptable with innovative ideas, expressing them selves with personal web page, blog, art and music and technologically advanced around 70 percent online everyday. Apart from this 69% will stick with a brand, they like while 66% use brand image to fashion a look that fits their style. They are redefining cool and 30 per cent of teens worldwide and are found in all countries including India. You can find them by reaching out through events, club, concert etc. Global teens shows a strong preference for apparel, foot-wear and accessory brands that convey authenticity such as Adidas, Nike and Levis. Its is important to note that less than 50 per cent of teens want to wear brand logos. Regarding brand loyalty research shows that teens tend to be brand loyal. There is evidence that shows this begin at early stage of development. In one global study 50 per cent of teens said they would pay more for a well known brand.

In light with the above discussion for understanding the adolescent in India researcher selected the age group of 15 to 20 years. With predetermine objectives and proper methodology the things become apparent for Indian Marketers and society for so many obscure areas.

Methodology

Here under exploratory design, extensive literature review is performed by the authors and in the light of this study hypothesis has been developed. The authors feel that for appropriate justification to the title it is necessary to conduct primary survey of adolescent as well as guardians. Cross section data has been collected by interviewing both the groups from Ahmedabad city and surrounding areas. Due to time constrain, the universe is limited to Ahmedabad city and by non probability- convenience sampling method total 228 and 210 respondents from adolescents and guardians are surveyed. A pilot survey of ten respondents from each group is conducted for validation of questionnaire. The questionnaire was printed in English and it is an interviewer administered questionnaire. It included open ended as well as close ended questions.

Age Group and Gender

For having scrupulous understanding researchers selected 5.26% of adolescent having age of 15 years, 14.04% having age of 16 years, 14.9% have age of 17 years, 20.18% have the age of 18 years, 16.67% have the age of 19 years and 28.95% have the age of 20 years. So it reveals the fact that 18-20 age group is more emphasized because these adolescents normally appear college and expose the variety seeking behaviour. In research 70.18% male respondents and 29.82% female respondents have been asked on the different criteria and facts related to materialism and attitudinal aspect of adolescents.

Possessions of Adolescent

Ideology generally talks in terms of virtues, ethical standards and value system but apart from this, what become necessity for the adolescents in Indian society is all about possessions. Here, possessions in terms of product and instruments like Cell phone, Personal Computer, Two-Wheelers, Four-wheelers (Car) and other electronic gadgets like USB port, small MP3 players, etc. Now all these become part of the rituals of urban adolescent in Gujarat. The data from the research reveals the fact that 64.91% of adolescent possess cell phone which is higher than average mobile penetration of approximately 20% in India. The figures are really astonishing and mind boggling but open up the new horizons for the marketers of so many products and create huge meta market. Nokia, Motorola, Sony-Ericsson, Samsung, Benq and many other players came out with latest design, polyphonic sound, camera and many other value added features. Apart, adolescents have the mentality to differentiate their selves in the group by keeping latest model of the cell phone. The mobile internet ratio is 4:1. The internet service providers eye on this biggest and exponential growing avenue. The gaming business also get tremendous spurt because of this frenetic pace of cell phone penetration in Indian Market. Again easy installment and low cost hand-set and penetration pricing strategy of Reliance and Tata Indicom give needed boost to the cell-phone industry.

Research divulges the fact that 43.86% of urban adolescents possess personal computer. This, clearly indicate the tech-savvy adolescent in urban India. Again PC market creates huge Meta markets for other marketers and their Industries. Apart from this favourable government policy and easy installment scheme by marketer give the industry needed boost.

The research indicates 64.04% adolescents possess two-wheelers. Normally, adolescents use two wheelers for conveyance to schools, colleges, tuitions, market places and visiting to their friend's house and in wondering up to some extent. But these statistics also reveal the fact about penetration of two-wheelers among adolescents. This statistics also signify the reduction of scooter and moped models sales compare to attractive jazzy bikes. One more thing becomes also apparent from the research, that, adolescent seek differentiation and eventually marketers of bikes are compelled to bring new models for satisfying this segments. Bajaj, Honda, TVS, Kinetic, LML, Yamaha, all these players in two wheelers have tried for up-scaling and down scaling to

satisfy the diverse needs of adolescent segments. Research also reveals the fact that 4.39% of adolescent also possess car. Still car is dream for Indian adolescent and research divulges the fact that adolescent would like to become rich for this possession which is still luxury product in India. Apart from this 14.9% of the adolescents possess electric gadgets like USB ports, Compact MP3 players and other electronic devices.

The research also unveils the reality about various possessions of adolescents in the frenetically growing economy. Cell phones and personal computers are possessed by 28% adolescents, personal computer and two-wheelers are possessed by 31.57% of adolescents, two-wheeler and car are possessed by 4.38% of adolescents, car and other electronics gadgets are possessed by 2.26% of adolescent. The data here divulge the fact that still India adolescents have not been equipped by advance electronics gadgets, and car as the mode of conveyance. Another astonishing fact is that cell phone, personal computer and two-wheeler which are the dream possessions of any youth, possessed by 24.56% of adolescents. Still, more number of adolescents wants to possess all these lifestyle products. Personal computer, two wheeler and Car are possessed by 4.38% of adolescent, now these are the dream possessions and normally perceived as premium possessions. Two wheelers, car and other electronics gadgets are possessed by 2.26% of adolescents. Cell phone, Personal computer, Two-wheelers and car are possessed by 3.50% of adolescents. This implies still Indian adolescents is not privileged by all the lifestyle products, but we can say the race begun for getting this possessions. Personal computer, two-wheelers, car and other electronics gadgets are possessed by 2.26% of adolescents and only 1.75% adolescents possess Cell phone, Personal Computer, Two-wheeler, Car and electronic gadgets. Succinctly, the penetration of life-style product is less if we think about accumulation of all of them. Nevertheless we can say that the penetration index is low, so there is tremendous scope of growth in all these products from the marketer's point of view. From adolescent point of view we can say they are in race and desperate to have the possessions of the lifestyle product.

Monthly Budget of Adolescents

Researchers tried to unveil information about monthly expenses of adolescents and their sources for getting this money. As researchers retrieved the responses from the adolescents who are not doing any full time job, pocket money from the parents become their most obvious source for coping up with their monthly expenses.

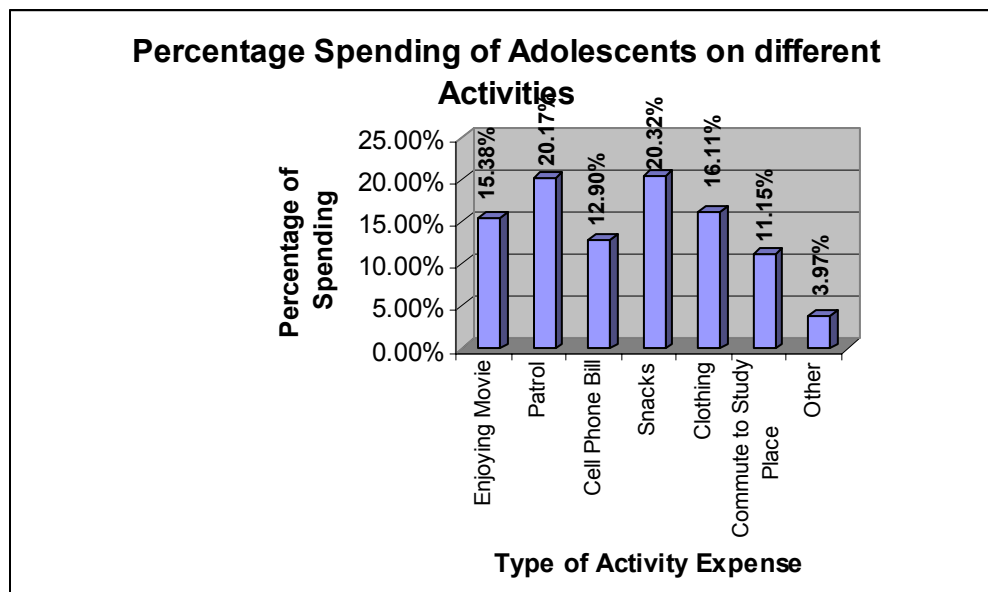
Pocket Money:

Research reveals the fact that 41.23% of the adolescents receive less than Rs.400 for their monthly expenses. Again we can say that these, by and large depends on the monthly income of their family. As research indicates that out of total respondents (adolescents) 3.51% of them are having monthly family Income less than Rs.5,000. Substantial numbers of adolescents have their monthly family Income between Rs,10,000 to Rs.20,000. To be very specific, 23.68% of adolescents have their monthly family Income between Rs5000 to Rs.10,000, 29.82% have their family Income between Rs.10,000 to Rs.15,000 and 26.32% of adolescents have their monthly Income between Rs.15,000 to Rs.20,000. One more astonishing statistics is the adolescents, having their monthly family income more than Rs.20,000. So, here it becomes apparent that monthly household income in urban Gujarat and eventually urban India has upsurge substantially. Researcher also found the statistics about the monthly pocket money received by the adolescents. Again the relationship of household income justifies the fact about monthly pocket money received by the adolescents. Researcher found that, 41.23% of adolescents receive Rs.400 or less as their pocket money. This implies the chunk of respondents fall in this category of receiving Rs. 400 or less as their pocket money. Apart, 12.28% of adolescents receive between Rs. 400 to Rs.500, 29.82% receive pocket money in the slab of Rs. 500 to Rs. 1000, 11.40% of adolescents receive between Rs. 1000 to Rs.2000 and 5.26% of adolescents receive more than Rs. 2000 as their pocket money. Again the statistic indicate chunk of adolescent (43.82%) receive between Rs..400 to Rs.1000. Nevertheless the research divulge the fact about growth of Indian Economy

and urban adolescent as the privileged one. Here, it is apparent from the research, the adolescents receive fair money to plan their monthly budget, but at the same time we should not forget about the adolescents (41.23%) who receive less than Rs.400 as their pocket money. All these information, unveil the fact that a positive trend has begun in India in terms of growing pocket money for adolescents. If we consider the same phenomenon in context of western countries the statistics seems to be daunting, but again cultural difference emerge as an instrumental aspect for the same. In India majority of adolescents rely on their parents because they are pursuing their studies or have joined the father's business. Again, in India adolescents have been restricted so far as financial decisions or monetary transactions concerned. With the help of research apart from sources, authors also came out with the spending pattern of the adolescents.

Spending Pattern of Adolescents:

The larger age group in the world and there representative age group (Indian adolescent) spend rationally on the different activities. Research divulges the fact about the spending habit of Indian adolescents and unveils valuable information for the marketers in India. Watching Movies, patrol bill for their vehicles, cell phone bill, snacks, clothing and commuting to study place are the alternatives provided to adolescents for bifurcating their monthly budget. Following graph make the scenario more clear:



Graph 1.1 Percentage spending of adolescents to different activities

The above graph reveals the fact that on an average 20.32% of the adolescents' total pocket money spent on Snacks. Here the snacks has been taken in broader term and it become very apparent that adolescents believe in having fast-food, package snack food and other unorganized outlets as the source of eating out. The marketers of the package snack food like Pepsico India Holding Pvt. Ltd has its flagship brands like Fritolay and Lehar become popular, Parle's biscuit brand like Parle-G and, HideandSeek and Monaco become very popular as snacks. Apart from that vernacular brands like Samrat, Balaji, Bikaji, Sushma, Hari-om, Priya Gold also become popular among adolescents in Gujarat. For serving the masses and especially adolescents who possess limited purchasing power, marketers have come out with mini-pack in almost all of their variants.

Adolescents also spend heavily on their fuel (Patrol in most of the cases) bill, 20.17% on an average adolescents spend on fueling their vehicles. This implies almost 41% of adolescents wallet share is occupied by snacking and fueling activity. Now this expense is also justified in

line of the fact that 64.04% of the adolescents possess two wheelers and 4.39% possess car also. So increasing penetration of two-wheelers and four wheelers cause increase in consumption of their complementary, and petrol is widely used as fuel in two wheelers so it has significant wallet share from Indian adolescents.

Gone are the days when Adolescents in India striving for two-three pairs of clothes in year. Today, urban adolescents are not only buying during festivals or occasions, but they speak the language of fashion. Normally, their buying of clothes influenced by Hindi Movies, T.V. Serials and latest designer outfit. As the generation of adolescents believes in branded clothes and designer outfit, it occupies substantial share of their wallet, on an average they spend 16.11% for their clothing. Outcome of this phenomenon is tremendous increase in ready-made clothes market and stitching get limited to the executive and baby-boomers category. Marketers of textile (garment) should understand the imperatives for survival in this paradigm shift in clothing industry.

Viewing the movies in theatres (including Multiplexes) also becomes craze to the adolescents. Research reveals the fact that, on average adolescents spend 15.38% on enjoying movies. The fact also becomes apparent from the numbers of Multiplexes opened in Gujarat in last five years. In fact, we can say that Multiplexes played pivotal role in rejuvenating Hindi-Cinema and removed the stagnancy in growth up to some extent. In cities of India multiplexes become vital part of the night life and adolescent enjoys the movies and get relaxed from monotonous and mundane daily life.

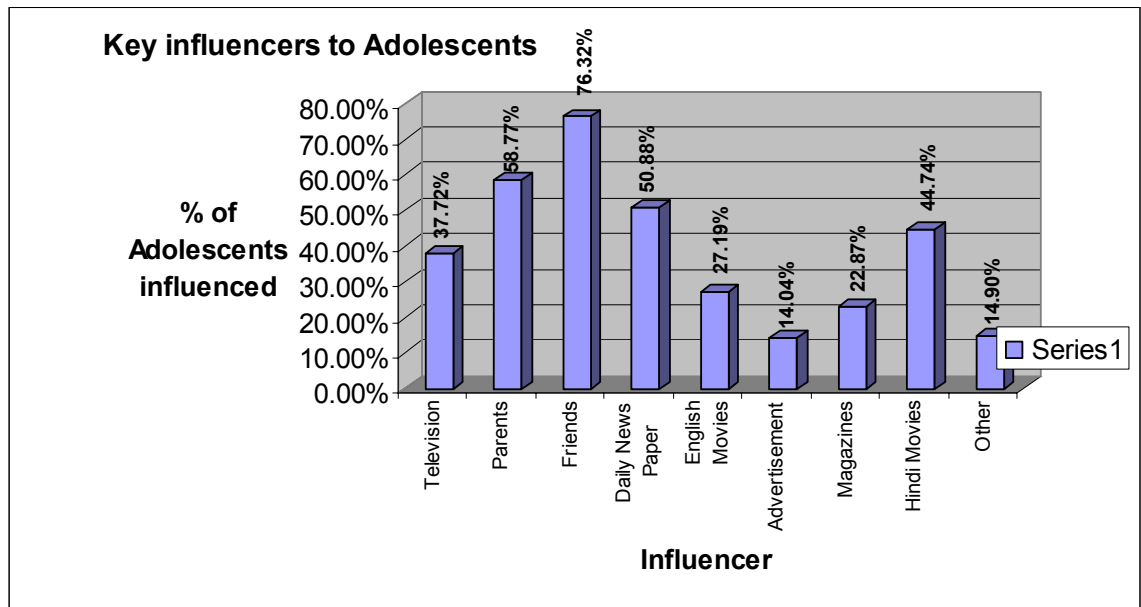
What become buzz in the adolescents now a days is cell phone. “The examination of 10th standard was going on and one private radio channel (Radio Mirchi) asked the girl prior to examination what would you like to take from your father if you obtained more than 90%? The answer from the girl was predictable in this arena and that is Cell phone!” Again research has unveiled the fact 64.91% adolescent possess cell phone and on an average they spend 12.90% from their wallets for paying the bills of mobile. Marketers have also understood this phenomenon, an attracting the adolescents and bottom of the pyramid they came out with “Chhota Recharge” and “Aisi Azadi aur Kanha” from Hutch and Air-Tel respectively. In fact Air-Tel always focusing on youth and comes out with the promotional tools and advertisement campaign which attract the youth up to, much extent (Youth Icon SRK is Brand Ambassador for Air-Tel). Reliance also followed aggressive penetration strategy and came out with low-cost model for the basic hand-set and services for rapid diffusion of their cellular services. In fact still in India the mobile services penetration is about 20% which is low compare to other developed countries like Finland, South Korea and America. In, increasing penetration of cellular services adolescents will play pivotal role and emerge as major market segment.

Another major expense head emerged for the adolescent in form of their spending on commuting to the study place. Research reveals the fact that average adolescents spend 11.15% from their wallet share. This indicates for taking higher education and better education institution students travel K.M.s from where they reside. Adolescents are not ready to compromise with their preferred institution for their studies and do not mind for commutation. This indicates increased importance of education and adolescents’ state of mind for better education institutions. At last, Research divulges the fact that average adolescent spends 3.97% on miscellaneous activities. Succinctly, adolescents spend heavily on snacks (eating out), petrol, clothing, movies and cell phone bills. The marketer need to understand these preferences and should come out with customize offerings for adolescent the major segment of total demand.

Major Influencers of Adolescents’ Routine activities, Interest areas and Thoughts

In research adolescents have been asked about the influencers on their routine activities, interest areas and thoughts, in line with which they have to seek the response from their Parents, Television, Friends, English Movies, Advertisements, Daily News Paper, Magazines, Hindi Movies and others. Research reveals the fact that adolescents are heavily influenced by their

friends (76.32%) and have hammered feelings for advertisement as influential tool, as research indicate only 14.04% of adolescents are influenced by the advertisements. Again the imperatives for the marketer is to seek opinion leader from the same segment and advertisement often prove as poor promotional tool for the marketer. Again global teens also fed up with advertisement, so in this context Indian adolescent also join the rally.



Graph 1.2: Key Influencer to adolescents'

Parents are second most influencers to the behaviour of adolescents, seems to be odd up to some extent, but truth. This indicates, still in India parents have substantial influence on their children and dismay the people believes in western culture to some extent. News paper also has significant influence on adolescents with 50.88% which divulge the information need and leisure activity of adolescents. Hindi Movies significantly affect the adolescents as India is the movie crazy country. The move of Hindi Movies and their agitation or Industry status justify the research, nevertheless many producers have started mass production of movie.(e.g. Yash Raj Films). At the same time the responsibility of Hindi Movie makers increase to much extent, because 44.74% of adolescents influenced by the Hindi Movie. The role of Television as influencer eroded to some extent as 37.72% adolescents have influence of it on their activities, interest areas and thoughts. English Movies and Magazines have 27.19% and 22.87% influence respectively on adolescents. Others(Radio, News) have only 14.91% influence on the adolescents. Succinctly, adolescents in this arena are determined and objective oriented and believes in their primary reference group.

Social Responsibility and Family Orientation

Researchers tried to measure the behaviour of adolescents with respect to different statements which reveal their state of mind in context of social responsibility and family orientation. For unveiling the facts with regard to social responsibility and family orientation five point scale has been designed where 1(one) means strongly agree and 5(five) means strongly disagree. Following are the statements and their level of agreement which reveals the significant information regarding behaviour of the adolescents.

1. Growing inter-cast marriages is an evil to the society: Mean score- 3.1228

By analysing the statement in light of hypothesis testing, research indicates most of adolescents believe inter-cast marriage is not an evil. This indicates the state of mind of the adolescents that

inter-cast marriage is not odd and astonishing and next generation will have little or no hesitation for inter-cast marriage.

2. Growing Nuclear family is an evil to the society: Mean Score- 2.675

Here again adolescents show the different state of mind and after hypothesis testing it becomes apparent adolescents prefer joint family. Nevertheless, adolescents share strong family values and are in favour of remaining united in the family. Research indicates the fact that 26.32% of adolescents remain silent in the response of the statement, where maximum 27.19% of adolescents are strongly agree for that nuclear family will emerge as serious problem for the society.

3. There is not substantial generation gap between you and your parents: Mean Score- 2.6491

After hypothesis testing and data analysis it becomes apparent that there is not substantial gap between the adolescents and their parents. The Indian urban adolescents have been privileged by not having substantial generation gap and unconventional conversation with their parents. The research also divulges the fact about paradigm shift in Indian generations and population shifts.

4. To break traffic rule is not a bad habit: Mean score- 3.344

Hypothesis testing and data analysis for this statement reveal the fact that Indian adolescents are civic for traffic rules and normally they do not believe in violating the traffic rules. In India this understanding will generate healthy society and peaceful environment.

5. Alcohol should be banned in Gujarat: Mean score- 2.02631

Majority of the adolescents (54.39%) are in favour of banning alcohol in Gujarat. The adolescents of Gujarat are determined for the growth and firmly believe in the land of Gandhiji alcohol should be banned. Apart, this statistics also indicate the urban adolescents are responsible and would like to avoid this evil. One more thing becomes apparent from the data about 18% adolescent don't mind for alcohol in Gujarat and eventually chances are there this figure can rise over a period of time. There are 12% of adolescents who remain silent for the statement, so they may convert either side in future.

6. Professional degree is necessary for better career: Mean Score- 2.02631

Research reveals the fact that 48.25% of adolescents are strongly agree on the statement, while 26.32% adolescent get agree that professional degree is very essential for better career. It has been apparent from the hypothesis and data analysis that adolescents possess good awareness about professional programme and they are slanted toward the kind of techno-commercial programmes. Banks are also giving loans to the students who require money for pursuing their professional programme. Succinctly, the wholesome environment has been created for the students who would like to pursue professional programme. The imperative for Indian banking sector is exploring business opportunities through funding the students of professional programme.

7. An adolescent should not have friend of opposite sex: Mean score- 3.246

The data analysis and hypothesis testing divulge the fact that most of the adolescents are strongly disagree with the statement (28.95%) while 14.91% of the adolescents are disagree with the statement. One more astonishing fact about the statement is 27.19% adolescents remain silent for the statement, which indicates that perplexed state of mind in context of friend of opposite sex. In fact Gujarati urban adolescents still feel shy for sharing their friendship with opposite sex. But as stated earlier majority of adolescents do not mind for the friend of opposite sex.

From the above statement succinctly, we can say that adolescents have positive frame of mind and up to much extent they would like rid from social superstitions. Again the adolescents have good family orientation and all faith in "family of Orientation". So many times media and other unreliable sources portrayed pathetic picture of Indian adolescents but research condemn them to much extent and prove Indian adolescents are focused and strive for their goals and their fulfillment. Again this generation has been privileged by their parents as they possess full right to express their selves and there is thin generation gap.

Time spent on operating and playing with mobile hand-set(Cell phone)

One astonishing fact the research unveil is all about time spent on operating and playing with cell phone. Research reveals on an average adolescents who possess mobile spend 92.2 minutes on playing with their mobile phones. Adolescents spend substantial time on mobile and its operation related activities. Again the games on mobile attract the adolescents for their leisure activity. Some of the adolescents change their hand-set because it does not contain good games. Apart from that inbuilt camera in mobile has tremendous fascination for adolescents. The marketer of the mobile hand set understood the phenomenon and Nokia, Motorola, Samsung, BenQ, Sony-Ericsson, Spice and many other marketers come out with attractive features and value added functions. The owner of Nokia N70 is already eyeing an N91. One of the researches in Business World has come out with Segmentation like Homo Mobile Sapient in which they have classified youth on the basis of mobile they possess and their personality characteristics. This classification involves: Users of high-end phones (Rs. 15,000 and above), user of mid range phones (Rs. 5000-rs.15, 000) and user of entry level phones (Rs. 5000 and below). These, pose stern challenges to the marketer of mobile hand-set, because of there vary nature in personality characteristics and age group differences. At the outset, same can be envisaged as big opportunity for mobile hand-set makers and service providers in India.

Essential activities for the Adolescents in daily life

In research, adolescents have been asked about their daily activities without which, they feel uncomfortable in their routine life and find several obvious but varied responses. Research indicates 53.50% of adolescents are habitual of several activities which they perform on daily basis and feel uncomfortable if they do not perform them, while 46.50% of the adolescents are not habitual of the activities without which they feel discomfort. Adolescents who said they are not comfortable without several routine activities, includes 9.83% who pray daily and 9.83% desperate to meet the friends in any circumstances and 9.83% of adolescents smoke daily. Out of total adolescents 6.55% daily visit internet, 6.55% daily play games on internet, 6.55% listen the music daily. Exercise, mobile phone operating, cricket, reading, dance and news are the activities without which 4.91% of adolescents (each activity) feel discomfort. Walking and visiting temple become routine for 3.27% of adolescents. Television viewing, meeting parents and playing outdoors become daily activities for 1.63% (each activity) of adolescents. The crux of the entire discussion is adolescents have top priority for friends, prayer and smoking, while television viewing, outdoors, walking and visiting temple become less priority. The health of Indian adolescents is suffering severely due to their present life-style and poses stern challenges for the next generation. Again the health orientation is literally invisible among adolescents and tech-savvy attitude has created mental blocks for this budding generation.

Adolescents: Differentiator and variety seeker

Research unveils the information about buying behaviour of adolescents in context of their personality and self concept. Research reveals, 76.32% of adolescents will purchase a new product that distinct them from their friends and group members. The fact become an imperative for the marketers, the budding generation always try different and novel. In fact we can say that to distinguish their self in group they can spend heavily invest their substantial time in buying process. It is apparent from the research that adolescents pay fair attention to low-involvement product and fascinated by branded products which have line of product in different categories. Apart, research divulges the fact that 23.68% of adolescents purchase reliable common product which is used by their friends and other primary reference group. Concisely, adolescents seek for differentiation and consume the product which helps them in creating distinct personality.

Television campaign preferred by Adolescents

Normally human beings have tendencies to selectively attain and retain the things. Now selective attention by and large depends on, persons current requirement, stimuli they anticipate with respect to particular product or place and stimuli which has large deviation. Researcher, tried to retrieve information about adolescents' attention and retention for different products and services by asking them top three television campaigns they like. Research reveals the facts which are astonishing but relevant in today's growing economy and shift in mega trends. Researcher bifurcated findings in context of different product and service categories available in the market. Following table reveals the product categories and campaign preferred by adolescents in terms of per cent for, those product categories.

Table 1.1. T.V. campaign preferred by adolescents category wise

Sr. No.	Product and service Categories	T.V. Campaign preferred by adolescents in (%)for category
1	Confectionary (Chocolates, Chewing gum and mints)	36.11
2	Cellular Service Providers	25
3	Others	24.07
4	Cold-Drinks	18.51
5	Detergent Powder	17.59
6	Motorcycles, Bikes	16.67
7	Social awareness	15.74
8	Bath soap	14.81
9	Mobile Hand-set	12.96
10	Tooth Paste	12.03
11	Gum and Adhesive (Fevicol)	9.25
12	Cars (including SUV)	8.33
13	Shampoo	7.40
14	Bank and Insurance	7.40
15	Apparels	3.70
16	Hair Oil	3.70
17	Biscuits	3.70
18	Decorative Paints	3.70
19	Fairness Cream	2.78
20	Television set	2.78
21	DTH (Tata Sky and Dish T.V.)	1.85
22	Coffee	1.85
23	Notebook (Lap-top) Computers	1.85

It is crystal clear from the table, adolescents prefer the campaign which has humorous appeal and relevance with their daily purchase or need areas. Again research divulges the fact that Television has little influence on adolescents, but at the same time adolescents' buying behavior and spending habits has significant relevance with their preference for television commercial. Confectionary (Chocolate, Chewing gum and mint) as the category is cogent winner so far as Television campaign is concerned. Cadbury's "Pappu pass ho gaya" and "Radha Miss Palampur ban gayee" campaign become popular, while Perfetti- Van Melley's Chloro-Mint, Happydent White and Centre Fresh have also distinct space in the mind of adolescents because of their humorous appeal.

The second category which has preference from the adolescent is cellular service providers. Again the fact is endorsed by the fact that 64.91% adolescent possess mobile and every now and then they seek for good scheme for cellular service. Apart, from that Hutch's "Wherever you go our network follows" advertisement with cute dog occupy place in mind-set of everyone. Airtel is endorsed by Shah Rukh Khan, who perceived as youth icon and focus on the language of youth with "Express your self" and "Aisi Azadi aur Kanha" campaign. Idea also brought

interesting proposition, “An Idea can change your life” and latest arrival “Idea Rocks India” with Sunidhi Chauhan, youth Icon. These are the driving campaigns which give tremendous spurt to entire cellular service provider industry. Cola wars is not new phenomenon in India, every now and then both Pepsi and Coke come out with celebrity from bollywood and cricket stars. Pepsi, comes out with top celebrity preferred by adolescents viz. Amitabh, Shah Rukh Khan and Sachin Tendulkar while Coke has world beauty Aishwarya Ray, distinct and perfectionist Amir Khan and Style icon Hrithik Roshan for their brand endoesement.

Advertisement campaign of Detergent powder becomes popular among adolescents. One basic premise is that hostel-living boys and girls use sachet for washing their clothes. PandG and HLL has created mark in the mind set of adolescents so far as the category is concerned. Surf Excel’s “Dag Achhe Hai” become the campaign of the year and everybody give it a large applaud. Tide’s humorous and litigating campaign also win the hearts of viewers. The campaigns in this category are preferred by 17.59% of adolescents. Adolescents have tremendous craze about motor bikes and justified by the fact that 16.67% of the adolescents prefer the campaigns from these category. To name the few, Bajaj’s Discover and Pulsar and Honda’s Splendour and Karizma created buzz in the mindset of the adolescents.

One mind boggling statistics came out in the research in form of 15.74% preference of adolescents for social awareness campaign. The various campaigns like Polio (Amitabh and SRK), AIDS-awareness, early age marriage (Ravina Tondon), and child education arouse interest in adolescents and they appreciated efforts from concern department.

The campaigns from the Bath soap category are preferred by 14.81% of adolescents, in which campaign of Lux emerge as a clear category winner followed by campaign of Santoor .The statistics indicate clutter in the brands of bath soap and little space in the mind of adolescents. The campaigns of the Mobile hand-set are preferred by 12.96% of adolescent in which Nokia-N-series campaign becomes popular among adolescents apart, Motorola’s (Abhishek) campaign, Samsung and Sony Ericsson’s campaign also fascinate adolescents to certain extent. The campaigns of the Tooth paste preferred by 12.03% of adolescents, where Close-up win the category by its inheriting nature of focusing on youth and Colgate because of its family oriented campaigns. Fevicol renowned, because of its contemporary campaigns and innovative ways to show the product and 9.25% of adolescents prefer the campaign. The campaigns of the cars preferred by 8.33% of adolescents, especially the campaign of Zen, Ford Fiesta and Indigo Marina become the choice of this budding generation. The campaign of shampoo preferred by 7.40% of adolescents and the “Chul Buli” campaign of Clinic Plus, Pantene and Clinic All Clear becomes the top of the mind campaign. Again there seems to be tremendous clutter in the mind set of adolescent for shampoo industry. Campaigns of the Banking and Insurance preferred by 7.40% adolescent, where ICICI, HDFC, HSBC and Bank of India’s campaign created buzz among adolescents. Apparel(clothing), Hair-Oil, Decorative paints and Biscuit’s campaign are preferred by 3.70% of adolescents where, Reymond’s “Complete man”, Britannia’s “50-50”, Asian Paint’s “Har Ghar Kuch Kehta Hai” and Dabur’s, “Dabur Awala oil” and Himani’s “Thanda Thanda, cool cool” become top of the mind campaigns. The suffering category in context of television campaign is Fairness cream and Television where only 2.78% of adolescents prefer the campaign from these categories. DTH is emerging as new category and the campaigns (Tata Sky and Dish T.V.) are preferred among adolescents. Succinctly, several categories and the campaigns from that suffer in terms of recall because the hammering phenomenon is happening due to cluttering among them. Fairness cream, shampoo, television and apparels are few such categories.

Promotion Schemes Preferred by Adolescents

In research adolescents have been asked to state their preferred (three) promotional tools used by marketers for different products and services. The response in the same context was frustrating and eye-opener. Out of the total adolescents 18.42%, could not retrieve the data and remain silent, even researchers didn’t compel them to recall the promotion tools used by different marketers.

The most preferred and accepted promotional tool emerge from the research is “Buy one Get one free” among adolescents. Big Bazaar has been preferred by many adolescents for their promotional schemes, apart FMCG sector contributed significant for spreading the Syndrome call “Buy one Get one free”. Bath Soaps, Shampoo, Face powder, Tooth Paste, Tooth Brush, Shaving Razor, Shirts, T-shirts, Jeans and many other categories heavily use buy one get one free tool. Free article on the particular product become second top of the mind promotion tools. Many FMCG and durable goods companies use this tool profoundly. The marketers of the products like, Mobile Hand-set, Computer, Tea, Coffee, Hair Oil, Detergent Powder, Tooth Paste, Health Drinks, Fairness cream, Motor bike, Cars and many more give free articles(product) with their products. Discount is also emerged as catchy promotional tool but in race occupy third place according to adolescents. The marketers of the products like Television, refrigerator, Washing machine, DVD players, Apparels, Foot-wear, Cars, Bikes etc and organized retailers use “Discount” as a promotional tools in various ways. Exchange offer also attract the adolescents in some of the cases, but this budding generation has little interest in exchange offers. “Extra” has also created hype in the market in context of promotional tool and FMCG companies attract the adolescents by offering them extra. Cellular service provider uses this tool wisely and gives extra talk time to increase their subscriber base and fulfill the need of adolescents in this rapidly changing market. Succinctly, promotional tools have modest impact on adolescent except some of the categories like cellular services and selected Fast Moving Consumer Goods.

Role Model (Male) for the Adolescents:

The behaviour of the human being is influenced by whom he or she consider as role model in their life. Normally human beings embed value system and goal formulation on the basis of whom they consider successful and widely accepted in the society. Role model for the adolescent inspires them for achieving set goals and encourages them to behave in a stipulated pattern in the society. Nevertheless, society expects certain behavioural pattern from the individual and if he or she get failure in behaving in the same way, society believes them disgusting and ridiculous. In India normally, film star and cricketers perceived as role models for so many people, but the trend has deviated in current arena and adolescents have role models, which can really perplexed the marketers. Researcher classified the role models in four basic categories viz. Family Members, Sport Person, Film Actor/ess and others. In research adolescent divulge following facts in context of their male role model.

Table 1.2. Role models of Adolescents

Sr. No.	Family Member	Sport person	Film Actor	Other
1	Father (18.42%)	Sachin Tendulkar (13.15%)	Amitabh Bachan (15.89%)	Dr. A.P.J. Abdul Kalam (14.03%)
2	Brother (6.14%)	Rahul Dravid (6.14%)	Shahrukh Khan (10.52%)	Mahatma Gandhi (9.64%)
3	Grand Father (3.50%)	Saurav Ganguly (3.50%)	Hrithik Roshan (7.89%)	Dhirubhai Ambani (6.14%)
4	Uncle (2.63%)	Irphan Pathan (2.63%)	Abhishek Bachan(5.26%)	Ratan Tata (4.38%)
		Sehwag (1.75%)	Salman Khan (4.38%)	Narendra Modi (4.38%)
			Shahid Kapoor (2.63%)	Sardar Vallabhbai (3.50%)
				L.N. Mittal (2.63%)
				Bill Gates (2.63%)

Father emerged as a real role model for the adolescents, with highest 18.42%, where as Amitabh Bachan also become father figure and become role model for 15.89% adolescents. Sachin Tendulkar still occupies important place in the mind-set of adolescents and become role model for 13.15% adolescents, while A.P.J. Abdulkalam become role model for 14.03% of adolescents. Succinctly we can say that adolescents possess astounding family values, as research reveals “family first” become the motto for adolescents. One more thing become apparent from the study is adolescents are great fan of Hindi Movies and they have filmy role models in surfeit of sports and other category. One noteworthy aspect of the role-model in context of adolescents is all about their role models as entrepreneur or business tycoon. Dhirubhai Ambani, Ratan Tata, L.N. Mittal and Bill Gates are the role model for this budding generation. There are several role models that have been mentioned by the adolescents viz. Subhash Chandra Bose, Bhagat Singh, Tiger woods, Narayan Moorthy, Karsanbhai Patel, Laloo Prasad Yadav, Ambedkar, Hari Prasad Chorasiya and more. Adolescents really have shown conformist and materialistic view in context of role models. Research really unveils the hidden icon of adolescents in terms of their role-models.

Role Model (Female) for the Adolescents

Adolescents have been also asked about their female role-models, because opposite gender reveals the hidden truth about human being’s nature and one’s personality and self concept characteristics. Following table divulge the facts regarding female role models of adolescents:

Table 1.3: Role models of Adolescents

Sr. No.	Family Member	Sport person	Film Actress	Other
1	Mother (13.15%)	Sania Mirza (14.03%)	Aishwarya Ray (9.64%)	Indira Gandhi (15.78%)
2	Sister (6.14%)	Maria Sharopava (4.38%)	Kareena Kapoor (4.38%)	Soniya Gandhi (9.64%)
3	Aunt (2.63%)	P.T. Usha (0.87%)	Katrina Kaif (3.50%)	Mother Teresa (8.77%)
4	Grand Mother (0.87%)		Preeti Zinta (2.63%)	Sunita Williams (5.26%)
			Mallika Sherawat (2.63%)	Kalpana Chawala (4.38%)
			Rani Mukherjee (2.63%)	Kiran Bedi (2.63%)
			Priyanka Chopara (2.63%)	Sunidhi Chauhan (1.75%)

It is apparent that compare to male role models, research reveals less numbers in female role models. One obvious reason can be less number of female respondents and at another angle indicates male dominated society in India. One more fact divulges from the research is Indira Gandhi still have tremendous occupancy in the mind-set of adolescents. In last couple of years Sania Mirza achieved benchmarks in Tennis tournaments, so there is significant image of her in the minds of adolescents. One more thing emerges as fact is in female role models the adolescents choose those females who have tremendous achievements in life and speak the language of power and passion. Mother, also emerge as clear winner as role model in the mind-set of this budding generation. Film actresses have to sacrifice in context of role models, as Aishwarya Ray has highest preference in regards to role model among other film actresses with only 9.64% preference. Space visitors in the mission of NASA, become role models for these high n-ach Indian adolescents. Soniya Gandhi as a politician receives equal preference in the role model, as top film actress Ash (both have 9.64% choices).

Adolescents' stipulation for better Career and Eventually good Lifestyle

Adolescents seem determined and growth oriented when they have been asked about their aspiration, in context of better career and eventually good lifestyle. Out of the total adolescents 4.38 remain silent about their stipulation and career aspiration. Research divulges the fact that 45.87% adolescents would like to focus on the education and aspire for higher education. Professional programme also become their prime choice and they would like to enroll their selves for C.A., M.B.A. and M.C.A. for better education. Nevertheless, they have tremendous education orientation and they are indomitable in their decisions. Good job become aspiration for the adolescents in 14.67% instances. From the statistics it become apparent that adolescents slanted toward materialism and they believe good job can give them chunk of money, with which they can upscale their lifestyle. In other words they would like to secure their future by choosing good company which can promote them economically as well as socially. Some of the adolescents (1.83%) also aspire for the Government Job which can make their future secure against all odds of the life. Money matters for 7.42% of adolescents and they think money make life smooth and enjoyable up to much extent. They rate money at the top priority and firm believer of the money matters! Some of the adolescents would like to go abroad (1.83%) and they think for better career they should go abroad. Some of the adolescents also reveal that they want more pocket money (1.83%), some desperate for mobile phones (1.83%) and some require motor bike (2.75%) for making their lives more comfortable. Hard-work can also fulfill your dreams and this fact is shared by 4.58% of the adolescents. Apart from this, some believe they should have good business for better lifestyle and growth in future. Some adolescents also express their views and concern for social responsibility and allied facts. Some of the adolescents also seek for personal computer and think that can add value to their work. Some of the adolescents also justify the need of good friend in making life better and beautiful. Succinctly, higher education and good job become cogent aspiration for adolescents. At the outset, concern for entrepreneurship, Government, value system and environment have been overlooked by the adolescents at this juncture.

Rationale of parents for their adolescent child

Research also retrieved responses from the parents of the adolescents to unveil valuable information and peep at the other side of the coin. The distinguishing thing, which makes research unique in all its aspect, is analysis of the perspectives of adolescents and parents. Research encompasses various areas for seeking the views of parents of adolescents like their monthly pocket money, spending habit, the key influencers, their insight about family and social responsibility and care that should be taken by adolescents for their better future. The entire exercise reveals some valuable facts which facilitate the marketer and society to understand the gap between their parents and adolescents.

Pocket Money given by the Parents

In normal course of action, 44.76% of parents give less than Rs.400 to their children, 25.71% give between Rs.400 to Rs.500, 20% give between Rs.500 to Rs.1000, 5.71% give between Rs.1000 to Rs.2000 and only 1.91% give more than Rs.2000. Here it becomes apparent from the research that parents would like to restrict their children in most of the cases up to Rs.400 to Rs.500. If we calculate the consolidated amount then about 70.40% of parents give their adolescent child up to Rs.500 but 53.52% of adolescents claim up to Rs.500. Again the gap increases in the case of Rs.500-1000 and Rs.1000-2000. Research reveals the fact only 1.90% parents give more than Rs.2, 000 to their children, while 5.26% of adolescents demand more than Rs.2000 from their parents. Here the cogent finding is that parents would like to restrict their children in their pocket money, while adolescent need more money to fulfill their daily requirement. Now this creates opinion difference between parents, anxiety on the part of mother

and gap in relation between parents and their adolescent children. In the forthcoming period the issue may bring stern challenges in family values.

Monitoring spending Pattern of the Adolescents

Research divulges the fact that 85.71% of parents acquainted with spending pattern of their children, while only 14.29% do not have any idea in the same context. This implies close watch of Indian parents on their adolescent children. Nevertheless, 79.32% of parents are sure on the response they given. The finding has bilateral impact at one angel it is good from parents side, while another angel adolescents may develop the feeling of restrictions and lack of freedom on their own part. Again, in India adolescents in most of the cases depend on their parents for recouping their day to day expenses, and this may compel them to think about their family income.

Key influencers to the adolescents' routine

When asked to the parents of adolescents, about the influencers to their children, more or less same response obtained what adolescents expose. Friends play vital role in the life of adolescents and majority of their routine activities, interest and thoughts impacted by them is perceived by 69.52% of the parents. Again parents, themselves affect the adolescents thought process and behaviour is believed by 59.05% of them. Apart, 52.38% believes news paper impact their children and substantially affect their growth and development. Now, in the case of television there is cogent deviation, because 44.76% of the parents believe their children are influenced by the television, while 37.72% adolescents believe they are influenced by the Television. Hindi movies have influence on the adolescents behaviour, interest and thoughts is perceived by 41% of the parents. Magazines influence the adolescents are believed by 33% of the parents, while English movies affect the adolescents is perceived by 22% of parents. Again there is deviation in statistics of advertisement as influencer to adolescents, 21% parents believe adolescents are influenced by the advertisements. This may be due to parents believe their children use or demand the products that have been exposed in advertisements in different media.

Parents' outlook for their children's family orientation and materialism

For retrieving the parents' rationale about their children, researcher comes out with the statements which directly or indirectly divulge the facts about their family orientation and materialism to certain extent. Following statement and their interpretation make the picture clear provide insight to some obscure facts:

(Five point likert scale has been used, where one means strongly agree and five means strongly disagree)

At least once a week my child used to visit the temple: Mean score-1.9810

The statement made to retrieve the response from the parents about their religion orientation, and their feeling for child in context of religion orientation. The hypothesis testing and statistical data indicate around 78% parents think their child should visit the temple/mosque/church at least once in a week. This data apparently reveal Indian culture for their religious orientation.

My child easily agree on my decisions: Mean score- 2.2476

Normally in Indian culture head of the family take all the decisions on behalf of other family members. Researcher made this statement to evaluate decision making process and participation of adolescents in the same. Research reveals the fact that almost 66% believe the decision taken by the parents is accepted by the children while in the case of almost 14% parents the statement is not true. Now the statistics compel the marketer for thinking in this direction and proved parents the best opinion leader. Again almost 34% of parents has not given the statement a cogent winning. The trend has started, where parents seek response from their children in the decision making process.

My child will marry with the boy/girl that I suggest: Mean score – 2.2381

Still in India after liberalization and modernization person marry with boy or girl suggested by their parents, rather their own view in such a crucial decision of life. At least research reveals the

fact because 60% parents agree on the statement. But the trend has changed, because a substantial portion (almost 40%) parents have not shown their cogent agreement. Mature adolescents in this arena think for their choices in life partner.

To use a cell phone is comfort for a child: Mean score- 2.9333

Here in the statement mixed responses have been obtained, where 13.33% of parents are strongly agree while 15.24% are strongly disagree, 22.86% remain indifferent in the statement 29.52% parents said somewhat agree and 19.05% parents viewed somewhat disagree. But still it can be seen from the data that positive picture has emerged for keeping cell phones.

To use bike is necessary comfort for a child: Mean score- 3.1619

Here the parents raise the voice, which make the analysis apparent to certain extent but again lack of clear majority. Data reveals the fact that 21.90% and 23.81% of parents viewed as somewhat disagree and strongly disagree with the statement. Only 13.33 parents strongly agree with the statement and 26.67 have liberated opinion with somewhat agree with the statement, while 14.29 remained indifferent. It is apparent that majority of the parents believe use of bike is not comfort for their children and it is not the necessity for their children. Normally the cases viewed and heard for the quarrel for the possession of stylish bike by the adolescents. Again bike (and other two wheeler) is biggest aspiration for the adolescents in the pace of rapidly changing arena.

Lifestyle of my child doesn't influence my status:

For maintaining status in the society parents drive their children accordingly. But research reveals the fact that 31.43% of parents are not affected by their children's lifestyle and they are strongly agreed with the statement. Again 25% of the parents are somewhat agree with the statement while 10.48% remained indifferent with the same. For maintaining status in the society about 33% of parents disagree with the statement. This indicate the class of people, who desperate for status in the society; growing economy, increase in GDP and almost 75% rise in the income of executive class compare to last year justify their opinion. By and large the data indicates dramatic shift in the standard of living of the Indians and consequent changes in their family values.

Proposition for Adolescents for their better career from Parents

Research unveils the word of caution for the adolescents for their better career and eventually better life style. Education again emerges as the major concern for the parents. Parent advice adolescents for getting higher education and opt for professional programmes. Research reveals 32% of the parents cogently asked for education to the adolescents. Apart, parents also express their own responsibility for their children and 16% believe they (parents) should give good facilities to their children for their study orientation and better career planning. Another thing emerge as a word of caution from the parents view point id that adolescents choose good friends. It become apparent from the research that adolescents influenced heavily from their friends and family members (Primary reference group) so good friend make the difference and always advice in positive interest of the concern adolescents, the truth has been endorsed by 6% of parents. There are 6% of parents who believe the children should have freedom to work in their areas of interest and parents should provide them full support for their further development. Parents also advice the adolescents for developing mental strength which can be materialize through following rituals with yoga and meditation. This caution has been endorsed by 4% of parents and reveals the increasing stress, undue tension and anxiety among the budding generation. Apart from this, 3% of parents believe children should take advice from the parents in the needed areas. There are 2% of parents who believe proper food and clothing should be provided to the children by the parents. Further, 2% of the parents believe the adolescents should be determined and they should set their goals well in advance for priority areas. For growing in today's extreme competition in all the sphere adolescents should develop dynamic attitude, this fact is endorsed by 3% of the parents. Parents also understand that their children should have the right to express their selves, so 2% of the parents believe they should respect the thoughts of their children. Apart from this

parents also suggest their children to be focused develop positive attitude and respect family values. Computer literacy is also highlighted by the parents as the essence of the day and better career of adolescents. Spirituality and religious values are also necessary components for the development of the adolescents is believed by 2% of the parents. Succinctly, Indian parents care for their children and put all their money and effort at the stake for better development of their children.

Outlook

The Indian adolescents are determined, passionate and materialistic up to certain extent. They strive for excellence in the spheres they focus on. One of the largest age group in the world desperate to achieve all milestones they set in their life. But all said and done still the adolescents in India respect their family values and follows the rituals their parents set in their family. They also respect religious values and have deep respect for them.. Friends can be their opinion leaders in all big and small decisions and they significantly driven by them. The Indian adolescent would like to try something unique and distinct in context of product and service. In group also adolescents create their distinct image and maintain it by different course of action. Parents are the decision makers on the behalf of Indian adolescents. Indian adolescents now require more pocket money to recoup their day to day expenses. Indian adolescent prefer branded but moderately price product. One distinct feature which emerge for the Indian adolescent id they respect social values and respect them. Indian adolescents now do not mind for friend of opposite sex and they are liberated in context of inter-cast marriage. With all pleasant findings another side of the coin shouldn't be overlook. Their high n-ach nature causes them in the evils like depression and anxiety. Further Indian adolescents seem materialistic up to certain extent. Research divulges the fact that adolescents would like to earn more money, would like to do good job and upscale their standard of living. The concern for social citizen, Government and environment has been overlooked up to much extent. The Indian adolescent emerge as self-centered person having little concern for macro environmental factors. The enterprising virtue seems to be vanished among the adolescent, as nobody discuss about stating a new venture. Gujarati's are renowned for their enterprising ability and entrepreneurial values, but research doesn't encompass any such response. The dark side of the Indian adolescents is persons seeking for money and lifestyle product, eager to fascinate in group, possess little enterprising ability and lacking concern for macro environmental factors.

The imperatives for the marketer in 21st century are, scrupulous understanding of the segment of adolescents and designing of their product as per the requirement of this budding generation. The boon which cellular service providers and mobile hand set marketers has explored other marketers need to continue. The research reveals some obscure facts which are eye-opener and concerned for marketers like little importance of advertisement and promotional tools for this budding generation.

References and further reading

- Boyd A. *The World's Youth 2000*. Washington, DC: Population Reference Bureau, 2000.
- James-Traore T *et al.* *Advancing Young Adult Reproductive Health: Actions for the Next Decade: End of Program Report*. Washington, DC: FOCUS on Young Adults, 2001.
- Brown AD *et al.* *Sexual Relations among Young People in Developing Countries: Evidence from WHO Case Studies*. Geneva: World Health Organization, 2001.
- Darroch JE *et al.* Differences in teenage pregnancy rates among five developed countries: the role of sexual activity and contraceptive use. *Fam Plann Perspectives* 2001; 33:244-50+.
- American Association for World Health. *AIDS: All Men Make a Difference!* Washington, DC: The Association, 2000.
- Michael RT *et al.* *Sex in America: A Definitive Survey*. Boston: Little, Brown and Co, 1994.

- Eng TR, Butler WT, ed. *The Hidden Epidemic: Confronting Sexually Transmitted Diseases*. Washington, DC: National Academy Press, 1997.
- Blanc AK, Way, AA. Sexual behavior and contraceptive knowledge and use among adolescents in developing countries. *Studies in Family Planning* 1998; 29:106-16.
- United Nations Population Fund. *Fast Facts: Young People and Demographic Trends*. New York: UNFPA, 2000. [<http://www.unfpa.org/adolescents/facts.htm>]
- Senderowitz J. *Reproductive Health Programs for Young Adults: Health Facility Programs*. Washington, DC: FOCUS on Young Adults, 1998.
- Alan Guttmacher Institute. *Into a New World: Young Women's Sexual and Reproductive Lives*. New York: The Institute, 1998.
- Centers for Disease Control and Prevention. *HIV Prevention Saves Lives*. Atlanta, GA: The Centers, 2002.
- Centers for Disease Control and Prevention. *HIV/AIDS among US Women: Minority and Young Women at Continuing Risk*. Atlanta, GA: The Centers, 2002.
- James-Traore TA. *Developmentally Based Interventions and Strategies: Promoting Reproductive Health and Reducing Risk among Adolescents*. [FOCUS Tool Series, 4] Washington, DC: FOCUS on Young Adults
- Armstrong, D.M. (1968) *A Materialist Theory of the Mind*, London: Routledge and Kegan Paul. (Thorough analysis of mind and mental states in terms of central state physicalism.)
- * Büchner, L. (1855) *Kraft und Stoff*, Frankfurt: Meidinger, trans. J.F. Collingwood as *Force and Matter*, London: Trifler, 1864. (Popular compendium of the bases of materialism; philosophically unsophisticated, but interesting.)
- * Cabanis, J. (1802) *Rapports du physique et du morale de l'homme* (The relationship between the physical and moral aspects of man), Paris. (Cabanis is considered one of the earliest contributors to the science of psychophysics.)
- Dennett, D.C. (1978) *Brainstorms: Philosophical Essays in Mind and Psychology*, London: Bradford Books. (Solid treatment of mind conceived of as an information-processing system.)
- * Feigl H. (1958) 'The "Mental" and the "Physical"', in *Minnesota Studies in the Philosophy of Science*, vol. 2, Minneapolis, MN: University of Minnesota Press. (Classic statement of physicalism.)
- Gassendi, P. (1658) *Syntagma Philosophicum Epicurus*, The Hague. (Exposition and defence of Epicurus' philosophy, criticizing points that conflict with Catholic teachings.)
- Hobbes, T. (1989) *Metaphysical Writings of Thomas Hobbes*, ed. M.W. Calkins, La Salle: Open Court. (Includes Hobbes' views on materialism.)
- * Holbach, P.H.D. de (1770) *Système de la nature*, Amsterdam; trans. H.D. Robinson as *The System of Nature*, Boston, MA, 1868. (Excellent presentation of naturalistic materialism which includes interesting criticisms of freedom of the will.)
- * La Mettrie, J.O. de (1748) *L'Homme Machine*, Leyden: Elie Luzac Fils; trans. as *Man a Machine*, La Salle, IL: Open Court, 1912. (A physician, La Mettrie presented one of the earliest theories of the physiological bases of a variety of psychic states or a strong version of physiological determinism.)
- * Lange, F.A. (1865) *Geschichte des Materialismus*, Iserlohn: J. Baedeker; trans. E.C. Thomas as *The History of Materialism*, London: Routledge and Kegan Paul, 1925. (Thorough, detailed and insightful tracing of the development of materialism up to the 1870s, vitalized by Lange's penetrating insights and valuable commentary.)
- Lucretius (1st century BC) *De rerum natura*; trans. WH.D. Rouse, Cambridge, MA: Harvard University Press 1975. (Powerful philosophic poem which presents the philosophy of Epicurus in a generally accurate and appealing way.)
- * Moleschott, J. (1852) *Der Kreislauf des Lebens* (The Cycle of Life), Mainz. (Study of the circular processes of life in nature with interesting observations on the relativity of perception among nonhuman beings and its application to human knowledge.)
- Paulsen, F. (1892) *Einleitung in die Philosophie*, Berlin; trans. F. Thilly as *Introduction to Philosophy*, New York: Henry Holt and Co., 1895. (Lucid presentation of materialism as of the late nineteenth century, with Kantian-like critiques of its central claims.)
- Smart, J.J.C. (1963) *Philosophy and Scientific Realism*, London: Routledge. (Clear, well-argued defence of a realist interpretation of the scientific world-picture primarily based on physics.)

News Papers

- “Are u Lifestyle addict?” Times Life- A supplement of Sunday Times of India, Benett Coleman and Company, February 04, 2007, pp1 and 4.
- “Your teenager isn’t as dumb as you think!” Times Life- A supplement of Sunday Times of India, Benett Coleman and Company, January 21, 2007, pp1.
- “Deal with the big, bad bully!” Times Life- A supplement of Sunday Times of India, Benett Coleman and Company, January 28, 2007, pp1.
- “Raising Money-wise Children” Times Business- A supplement of Times of India, Benett Coleman and Company, January 2, 2007, pp13.
- “Parents who are against birthday gone bad” Times International- A supplement of Times of India, Benett Coleman and Company, January 25, 2007, pp1.

Sampling Profile

Adolescents Survey

Average Age: 18.1579 years

Gender: Male- 70.18% Female- 29.82%

Monthly Family Income (In Indian Rupees):

Less than 5000: 3.51% 5000 –10000: 23.68%

10000 – 15000: 29.82% 15000 – 20000: 26.32%

More than 20000:16.67%

Education Qualification:

Std. 10th : 7.89% Std. 11th : 12.28% Std. 12th :12.28 F.Y : 25.44%

S.Y : 19.30% T.Y : 21.05% Dropout before Std.10th :0.88%

Other: 0.88

Community: Gujarati : 81.58% Non Gujarati: 18.42%

Guardians Survey:

Average Age: 45.171 years

Gender: Male- 67.42% Female- 32.58%

Average Number of Children: 2.17

Profession:

Business: 31.43% Government Service: 22.86% Private Service: 27.62% House Wife:

16.19% Not Answered: 1.90%

Monthly Family Income (In Indian Rupees):

Less than 5000: 4.76% 5000 –10000: 24.76%

10000 – 15000: 37.14% 15000 – 20000: 16.19%

More than 20000:17.15%

Education Qualification:

Up to SSC: 18.10% Up to HSC: 17.14% HSC to Graduation: 50.48%

Graduation to Masters: 13.33% other: 0.95%

Community: Gujarati : 75.24% Non Gujarati: 24.76%