Positioning Generation Y for effective mobile communication: The case of three cities in India

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Abstract

India is the second largest mobile phone market after China in terms of number of handsets sold as the usage has increased exponentially in the country. Indian mobile users have high disposable income and young consumers known as Generation Y primarily uses the phone as they are very tech-savvy. Using the theory of reasoned action, that suggests that individuals' attitudes and subjective norms are related to behaviour. We have developed three research questions pertaining to characteristics of Generation Y and their mobile usage. In total, 10 Focus Group Discussions (FGD) with 70 participants from different segments of the market were conducted in major leading cities of Ahmedabad, Mumbai and Bangalore as these cities have recorded 4.17 crore, 5.12 crore and 3.8 crore mobile phone users respectively. Preliminary findings indicate that Generation Y aspires to become independent. They have materialistic and social aspirations. They spend more time with friends and peers than their family. They access multiple media simultaneously such as TV, print, and mobiles. Mobile phones are very close to their heart as it is an extension of their personality. They prefer to communicate on the virtual platform via mobile phone. The findings imply that Generation Y has moved from conspicuous to subtle and hedonic expression. This research study provides a detailed understanding of nuances and characteristics of attitudes and intended behaviour of Generation Y.

Keywords: Generation Y; mobile marketing; mobile communication; qualitative study and India.

Introduction

While India is the fastest growing mobile market (Jain, Pant, & Daswani, 2011) of phone users in Asia, China leads the Asian mobile market with 33.6%

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users and India follows at second position with 21.4% (Euromonitor International, 2010). Moreover, both the countries are going to reach the mobile user base of one billion. It was projected that by the end of year 2011 India would have a mobile subscriber base of 884 million (Mobithinking.com, 2014) and would be one of the only countries in the world, where the number of mobile users increase on a monthly basis (Sheth, 2008). Since 2011, the use of mobile phones have increased exponentially in India as the disposable income of Indians has elevated (Euromonitor International, 2010a). Additionally, the young mobile consumers are very tech-savvy and are excited to use the information from their mobile phones (Euromonitor International, 2010b). This segment of mobile phone users belong to Generation Y which consists of young and adventurous consumers (Ypulse.com, 2013). This study focuses on understanding the composition of Generation Y and their use of mobile phones by conducting focus group discussions in multiple cities in India. The findings of this study will help the marketers to use effective communication and marketing strategies to reach Generation Y with their products and services.

When marketers target consumers at an early stage of consumption, the brand gets positioned effectively for a longer duration of time. Generation Y individuals are young and eager to experiment. The most effective medium to reach these young consumers is via mobile phones (Butcher, 2011).Marketers attempt to target this consumer-segment as it has high purchasing power and a strong sense of adventure. They make decisions on the basis of innovative messages and creative media formats. Hence, it is crucial that the marketers comprehend Generation Y so that they may attract Generation Y with successful mobile marketing strategies (Campbell, Fauth, Silsbee, & Geraci, 2000).

The authors tried to locate Generation Y in India and found that the studies were focusing more on the Western notion of Generation Y (Bush, Martin, & Bush, 2004; Maloney, 2003; Noble, Haytko & Phillips, 2009). However, there were not many conceptual studies on Generation Y (Jain et al, 2011; Pant & Jain, 2012; Jain & Pant, 2012; Pant & Jain, 2013; Narang, Jain, & Roy, 2012). To better understand the Indian context, the authors began to study the emergence of mobile marketing in India by looking at case-studies of products and services that had used mobile phones in their marketing strategies (Pant & Jain, 2012; Pant & Jain, 2013). However, the authors could not identify a study where Indian Generation Y was empirically studied and usage of mobiles for different brands were systematically documented. To address this gap, the authors conducted a study to understand the composition of Generation Y in India and how Generation Y use mobile phones for consuming brands and services. The findings from this research study have implications for the way mobile marketing may be practiced in India for Generation Y.

Evolution of generations

A generation represents a segment of individuals that are born during the same time period (Palese, Pantali, & Saini, 2006); find themselves in similar location; have experienced similar events (Kupperschmidt, 2000); and are bound by a common culture (Palese et al, 2006).

Marketing based on generations is successful when consumers have common attitudes but are distinct from other generations (Soulez & Guillot-Soulez, 2011). Understanding distinct lifestyle, aspirations and goals of individuals of a generation also promote effective marketing strategies (Wolburg & Pokrywczynski, 2001). For this purpose, western scholars have conceptualized and classified generations as traditionalist, baby boomers, Generation X and Generation Y (Eisner, 2005). This system of classification finds its roots in the United States and becomes the basis for consumer-research in most parts of the world. The authors borrow extensively from this literature to raise research questions in the Indian context.

Table 1. Classification of Generations

Classified Generation	Description
Traditionalist:	The members of this group were born in 1922 to 1945. They have experienced the volatile economic environment of USA. They are workaholic and would love to grab the opportunities by which they can become financially stable. They also save their money for future. Moreover, they prefer straightforward and formal communication. They feel that everything needs to be planned in an appropriate manner. They can emerge as an outstanding guide for the next generations (Beekman, 2011).
Baby Boomers:	These individuals were born between 1946 and 1964 (Djamasbi, Siegel, Skorinko, & Tullis, 2011; Dries, Pepermans, & De Kerpel, 2008; Crumpacker & Crompacker, 2007). They are workaholic as they continue to work after their retirement (Yager, 2008). They believe in personal communication and they watch television extensively (Tulgan, 2009) but are very nascent for the internet or online era (Sullivan, Forret, Carraher, & Mainiero, 2009).

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Generation X:	The next generation is Generation X who were born between 1965 and 1980 (Strutton, Taylor, & Thompson, 2011). They are in the age group of 34 to 44 years (Berkowitz & Schewe, 2011). There were developments in the media platforms as this segment was more intense in watching television and in using media for disseminating the information (Williams, Coupl, Folwell & Sparks, 1997). They became particular about the media and advertising (Strutton et al, 2011). They also preferred straightforward communication (Beekman, 2011). They liked traditional media such as email rather than a new media or social media such as Facebook (Strutton et al, 2011). However they used twitter in their communication ("Pew Internet", 2009).
Generation Y:	The members of this group were born between 1980 and 2000 (Weingarten, 2009). They have very high disposable income (Holley, 2008; Waters, 2006) and their spending capacity is also very high (Xu, 2007; Jain and Pant, 2012). They believe in enjoyment, have high aspirations and involves in innovative and personalized mobile communication (Jain and Pant, 2012). They are flexible in adopting new technology on mobile phones and extensively uses value added services (Pant and Jain, 2012) such as QR codes for high involvement products to generate information (Narang et al, 2012). They even think that mobile phones portray their individuality so they prefer to use this communication tool (Pant and Jain, 2012). They are called "Net Generation" (Shaw and Fairhurst, 2008) who were protected by their parents and have a conservation approach towards the pre-determined objectives (Howe and Strauss, 2003).

In order to devise a conceptual and theoretical framework of Generation Y in an Indian context and to understand their use of mobile communication, the authors propose theory of reasoned action (Fishbein &Ajzen, 1975) that nuances the conditions in which Generation Y may engage in behavioural intent.

Theory of Reasoned Action

This theory was developed by Fishbein and Ajzen (1975) and it was further modified (1980) with these various elements: attitude, subjective norm, intention and behaviour. This theory helps in understanding user behaviour (Brewer Blake, Rankin & Douglas, 1999; Lee, Tsai, Jih, 2006; Park, 2000; Song & Kim, 2006; Wooley & Eining, 2006; Wu & Liu, 2007). This theory was extensively used by different scholars to understand the consumer information and technology (Hansen, Jensen & Solgaard, 2004; Nijite & Parsa, 2005). The eventual purpose of the theory is to predict and comprehend the individual's behaviour. Attitude and subjective norm directly influence the behavioural intention (Wu & Liu, 2007, p.129). Intention to use is basic factor of behaviour (Lu, Yu & Liu, 2005). It was noted in many studies, the actual behaviour was the subsequent result of intention (Bahmanziari, et al., 2003; Riemenschneider & Hargrove, 2001). Attitude primarily deals with how individuals feel about the behaviour and it can be favourable or unfavourable. It is developed from the belief and perceived likelihood of consequence of behaviour which is formulated after evaluations which is personal or internal in nature. Subjective norm describes how the behaviour will be perceived by the social circle or those individuals who may influence the decision. This decision is external in nature. It is developed from the normative belief and perceived pressure from referents. Intention means the propensity to engage in the behaviour. Finally, behaviour is the actual behaviour (Ajzen & Fishbein, 1980).

There are many studies that have used theory of reasoned action in order to comprehend consumers' attitudes, behavioural intentions and subjective norms in the area of mobile marketing (Amin, Amin, & Patel, 2011; Ramayah, Rouibah, Gopi, & Rangel, 2009; Hong, Thong, Moon, & Tam, 2008; Rohm & Sultan, 2005). These studies suggest that an individual attitude is () correlated with the behavioural intention of the individual and is closely associated with subjective norms (Schierz, Schilke, &Wirtz, 2010; Tsai, 2010).Amin et al (2011) found that attitudes, perceived usefulness of mobiles, perceived ease of usage and peer pressure affects individual intentions, which in turn is related to behaviour. In this paper, authors show how the theory of reasoned action is related to mobile communication among generation Y.

Generation Y and mobile communication

In India, there are 240 million mobile users, where the majority of mobile users are of a young age. Studies indicate that every fifth mobile consumer of Generation Y in the world will be from India ("Mobile Youth", n.d.). Therefore, from a marketing perspective, India has the largest customer base of Generation Y (Jain et al, 2011) but very few companies are able to use mobile marketing effectively. Amin et al (2011) state that companies can use mobile phones effectively by customizing marketing plans to create more direct messages for Generation Y (Euromonitor International, 2006).

Research shows that Generation Y is very flexible with new technology and considers mobile phones as a mark of distinctiveness (Taylor & Harper, 2001). Generation Y likes innovative, involving and personalized messages on their mobile phones (workforcecyprus.com, n.d.). They also like to control the kind of information and number of messages received in their mobile phones. Their use of mobile technology has grown along with the traditional media (Pant & Jain, 2012). India is a very divergent market where the consumers are heterogeneous in nature. Media professionals need to comprehend these individuals and reach them effectively through impactful communication strategies. Therefore, it is very important for the marketers to grab this segment effectively (Scharl, Dickinger, & Murphy, 2005).

In order to understand Generation Y in the Indian context and how mobile marketing could be used effectively, the authors conducted a research project. The following sections will elucidate the research process and research findings.

Method

After understanding the previous research authors identified that the following research questions would be helpful as they were not explored in the Indian context:

1) What are the characteristics of Generation Y?

2) How does Generation Y use media?

3) How does Generation Y use mobile phones?

In order to understand the characteristics of Generation Y and their media consumption patterns, the authors conducted a qualitative research study. Focus Group Discussions (FGD) were conducted in 3 cities in India. FGD were considered appropriate as the authors were trying to gain insights from Generation Y by listening and talking to them in a spontaneous manner. Authors conducted all the FGDs by using semi-structured method as it provided the flexibility to the moderators to modify the questions according to the respondents and generate deeper insights. This method allowed the authors to design the guidelines and mould discussion such that it revolved around the topic of interest (Malhotra & Dash, 2011). FGDs helped the moderator to analyse the opinions and perceptions of the respondents by encouraging them to address the subject matter (Morgan & Krueger, 1993). Moderator took the active approach as it helped in facilitating the discussion. The role of the moderator was to make the respondents comfortable so that they would be able to share their insights easily; follow the FGD protocol that was based on the objective of the study; ensure the discussion does not deviate from the guidelines; allow healthy discussion where everyone presented their views; and manage the time so that the process would complete within the deadline.

Sampling

Ten FGDs were conducted in the cities of Ahmedabad, Bangalore and Mumbai. The authors chose Ahmedabad, Bangalore and Mumbai on the basis of cellular phone users in these cities. Mumbai has the highest number of cellular phone subscribers amounting to approximately 5.12 crore users; Ahmedabad has approximately 4.17 crore cellular phone users; and Bangalore has approximately 3.80 crore cellular phone users. ("Metro City/Circle-wise", 2012). Table 2 summarises key characteristics of the cities under investigation.

Table 2: Dimensions of Cities

City	Total Population	Sex Ratio (per 1000 males)	Literacy Rate	Characteristics of City	Characteristics of Professional Population
Mumbai	3085411	832	89.21%	a. Commercial and entertainment capital of India	a. Hard working and punctual,
				b. Diverse communities, religions, languages and customs.	b. Technologically advanced, modern, approachable, passionate about food, shopping, and watching movies
				c. Vibrant, chirpy, tireless and fast paced life	c. Balance work and life, believe in pleasurable moments by partying, celebrating and shopping
Bangalore	8425970	914	89.59%	a. Fastest and growing city	a. Dynamic and affluent people
				b. Multiple caste, communities and religion	b. Spirit of living life to the fullest
				c. IT hub of India and green city	c. Enjoyment as a priority and emphasis is on education.
				d. Many malls and recreational parks	
				e. Known for beauty and grace	

Ahmeda-bad	5570585	897	89.62%	a. Lively city in the western India city	a. Simple life
				b. Fascinated with bright and vibrant colours	b. Celebrate festivals and occasions with excitement
				c. Religious diversity as there are many cultures	c. Focus on music and Dance
					d. Energetic and fun loving people
					e. Derive pleasure from shopping
					f. Respect customs and traditions of their community

Source: Census of India, Mumbai.org.uk, boldsky.com

In total, the present study recruited 70 participants represented in 10 focus group discussions. These participants were carefully recruited based on several filter questions and conditions. Male and female participants were in equal proportion in all the focus group discussion so that gender-biases could be eliminated (See Table 3).

Table 3: Demographics of Respondents

City	Gender %		Age (Mean)	Education %		Work Experience (Mean)
	M	**F**		**Bachelor's Degree**	**Master's Degree**	
Mumbai	72	28	28.75	4%	96%	64.16 Months
Ahmedabad	40	60	25.27	26.66%	73.33%	26.86 months
Bangalore	46.7	53.3	27	26.66%	73.33%	48.8 Months

Participants

In India, 78.5 Million people (9.3% of the population) are above 15 years and are expected to grow to 90.2 million by 2020. Thus, a high number of the Indian population consists of young people (Euromonitor International, 2012). Therefore, the study was undertaken in India as the young population is significantly represented in this country, primarily in the ages of 18-30 years.

Since the objective of the study was to understand the characteristics of Generation Y, the participants of the FGDs were in the age range of eighteen to thirty years. Research indicates that this is the typical age range of Generation Y. Another requirement for participation was that the participants had to be owners of smart phones.

Participants had filled out a questionnaire that indicated their occupation, age, education, gender, email and mobile number. This questionnaire was completed by the participants at the beginning of the focus group discussion. An important criterion to note was that participants were smart phone users. Participants who belonged to socio economic class A (formulated by Indian Marketing Research Society, based on qualification, occupation and ownership of products) and users of smart phones were recruited for this study. They were invited to a convenient location where they filled out the questionnaire and engaged in focus group discussion. The researchers addressed any queries held by participants and they received a gift incentive for their participation in the study.

Protocol

The protocol was carefully constructed based on extensive research into mobile marketing and Generation Y. The themes were clearly identified through a systematic process which was incorporated in the focus group protocol. This discussion was divided into two phases; first phase related to generation Y and its characteristics which focused on independence, aspirations, influence of peers and friends, role of family, impact of religion and monetary perspective. The second phase dealt with participants' media consumption and mobile communication habits. Authors dedicated a minimum of 45 minutes to each phase and ensured that the participants felt comfortable to share their views.

Conducting focus group discussions (FGD)

All FGDs were video recorded and verbatim transcripts were developed verbatim to understand opinions and perceptions of the respondents. The authors moderated the FGDs and participated in every stage of the research. Each discussion lasted approximately 90 minutes and at the end of each FGD, participants were encouraged to ask questions and offer insights. Once all the FGDs were done, the transcripts and notes, of the participants were analyzed and special attention was given to the tone, facial expressions and body language of the participants.

Results

The analysis was undertaken by generating codes and themes to address the research questions. Content analysis and word-by-word analysis was carried out

through open coding for comparative analysis and categorization by the authors (Strauss & Corbin, 1998). Codes and themes were developed and analysed independently by the authors. The major themes that emerged from the focus group discussions were independence, aspirations, influence of peers and friends, role of family, impact of religion, monetary perspective, media consumption and mobile communication.

Characteristics of Generation Y

Independence

Authors have comprehended the intricacies of Generation Y and their mobile usage which is embedded in India. The conceptual model by Jain and Pant (2012)identified seven parameters such as nature of communication, readiness to purchase, value system, media consumption, which are nature of information about brands, consciousness about brand and consumer classification to understand traits of Generation Y (refer Table 1). The present study has considered only the first four dimensions as the objective of the authors is to understand characteristics of Generation Y and their media and mobile consumption.

The present study found that independence was very important to Generation Y. They need independence in personal as well as professional life. Respondents in all the cities felt that independence enables making choices and decisions. Akshant in Mumbai stated, "*Identity of the person will be lost if independence has not been provided (line no. 50).*" Independence empowers an individual and drives the individual to generate better output. Authors have determined the intensity of independence on the basis of the responses which they have received from different people from various cities. Respondents in Ahmedabad needed moderate independence is reflected in Namrata's response, "*Independence has double sword and it can be misused if it is not managed properly (line no.25).*" In Bangalore, respondents displayed need for high independence in making long-term decisions such as selecting their career, marriage etc. and short-term activities such as time to reach home and visit a place etc. Prem stated: "*Independence should allow us to explore new avenues (line no 75).*" In Mumbai, respondents strived for high independence in every stage of their lives. They think they are smart enough to assess right and wrong activities. They would not like to seek approvals and permission. Ravi in Mumbai said, "*There should be built-in space, independence needs to be for deciding goals, action plans, earning money, spending money, accessing information in various media (line no.40).*"

Aspiration

The present research found that generation Y is ambitious and have multiple aspirations in their life. They want to be happy and make others happy with their actions. Aspirations of generation Y is related to materialistic products such as lavish cars, ostentatious houses, vacations in foreign countries etc. They

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also aspire to work for spirituality and society and be good humans. Anirudh stated, "*I want to empower people with knowledge and work for a good cause (line no.61).*"

However, the level of aspirations varies across the three cities. Ahmedabad respondents had moderate aspirations and they would like to retire by 45 years and work for an NGO. In Bangalore, respondents had more aspirations and it was associated with gadgets, fitness, music and money. Anil stated, "*I aspire to change my mobile phone in every three months (line no. 85)."* Pinki mentioned, "*I would like to go out of India and work to make more money (line no. 119).*" Respondents indicated that aspirations can be categorized on the basis on time period i.e., short (one week- 2 months), medium (2 months – one year) and long (1- 2 years). They also said that their aspiration changes with time, requirement and environment. Pooja said, "*I would definitely like to explore something new every day (line no. 90).*" In Mumbai people are more focused, composed and assess the feasibility of aspirations. They assess the short term goal with its effect on the society at large such as they want to make money, grow their business but also want to be good human beings. They aspire to get recognized for their good work. They also aspire to maintain right balance between work and personal life. They aspire to meet right people at the right time as they are focused. Honey stated, "*I aspire to do right things as an individual and do not think about others (line no. 120).*"

Influence of peers and friends

Generation Y is significantly influenced by the peers and friends. They also affect the brands that have been purchased in different product categories such as apparels, hotels, mobile phones, mobile apps etc. as they are considered to be credible sources by generation Y. Varun stated, "*We can trust our friends because we know their likings and preferences (line no. 135)."* Generation Y is always connected with their friends on the virtual platforms. The role of the peers and friends vary according to the geographical locations. In Ahmedabad it is high, in Bangalore it is higher and in Mumbai it is highest. In Bangalore individuals communicate and discuss more about technology and gadgets with their friends. The effect and role of peers and friends is different in Bangalore than in Mumbai and Ahmedabad. Peers help in exchanging information and learning while people develop formal relations with them. Frank stated, "*Friends are selected by us but not the peers (line no. 155)."* In Mumbai peers are considered to be good friends as they spend more time with them. In Mumbai respondents are so focused that they have categorized friends on the basis of the roles they play in their lives such as advisor, companions, advisors and companions. Friends know about everything that happens in an individual's life. They help in relaxing and reducing stress level. All the traits and characteristics of a person have been accepted by their friends. A respondent from Mumbai stated, "Friends are trusted as they are honest." However, respondents mentioned that they receive views from the friends but take decisions after analysing all the parameters as they believe in practical orientation towards life.

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Role of family

Respondents perceived that family helps them to do the reality check as they keep the individual on the right track. Family is involved in long-term decisions by generation Y, such as while purchasing house or marriage etc. Short-term decisions are taken by generation Y and they inform their parents accordingly. If there is a difference in opinion, then the individuals manipulate the situations and ensure that the decisions are taken in their favour. Anurag mentioned, "*When I wanted to get married then I developed a situation where it was very easy for my family to accept the girl (line no. 174).*" It was found in the present study that the role of the family also changes according to the cities as in Ahmedabad it is moderate, Bangalore it is less and in Mumbai it is more as family also changes with the individuals. In Bangalore, generation Y considers family as the support system. Family helps them when no one is ready to guide them. Family is considered to be a barrier in the growth of an individual and they think that family has right to intrude in every activity. However, they are comfortable with their mother as she helps them emotionally and financially. Akansha stated, "*My mother is on my Facebook as she is very cool as she discusses all the issues (line no. 230).*" There is a paradoxical situation in Bangalore and Mumbai as respondents mentioned that they get financial freedom from their family but less personal space. Ketan from Bangalore mentioned, "*I can buy a mobile phone of my choice but cannot come late at home (line no. 245).*" In Mumbai the orientation and role of family is different as generation Y thinks that they receive their identity, personality, foundation from their family. They receive unconditional love from their family. They have good understanding with their family as their parents change themselves with time, they consult their friends and peers and media also modifies their mind set. It helps in developing a stronger bond and smooth relationships. However, the tussle between the family and individuals always go on. Avi stated: "*My family is very good as they understand me but i satisfy my needs and then think about them (line no. 278).*"

Impact of religion

The present study found that generation Y does not believe in religion but has faith in God. Respondents mentioned that religion develops their personality and increases their confidence level. In Ahmedabad, people are still conservative. Respondents stated that they feel more comfortable with the person of the same religion. Bangalore respondents perceived that thought processes of the person needs to be good rather than the religion. Amar indicated: "*Actions of the person needs to be good as people make the religion (line no. 345).*" Religion is important only when a person wants to settle down and get married. In Mumbai, respondents stated that they do not believe in priest and rituals. Suvi stated that "*one should not pray because of the fear or impress others but should do it for one self*" *(line no. 387)*. They believe in God because they feel good about it. Respondents follow the customs according to their convenience and time.

Monetary perspective

Monetary perspectives of all the cities are different as Ahmedabad respondents believe in saving as well as spending money. They moderately purchase products as they have to save money. Amy stated: "*My spending has increased as impulse purchase has exaggerated but I still save 50% of my salary (line no. 434).*" In Bangalore respondents believe in spending money and are unable to save it. The present study found that Generation Y primarily spends on travelling, gadgets and mobile phones (see table 4). They also want to avail premium credit cards to increase their spending power (see table 5).

Table 4: Lifestyle of Respondents

City	Lifestyle Consumption				
	Holi-day	Pre-mium Car	Dinner in 4&5 star	Spa & Re-sort	Premium Credit Card
Mum bai	100%	24%	36%	32%	28%
Ah-med-abad	100%	30%	43.33%	43.33%	26.66%
Ban-ga-lore	100%	33.33%	53.33%	53.33%	20%

Peer pressure is very high, while they make the purchase. David mentioned "*It is difficult to save money as prices have increased, inflation is high but salary increment is low, peer pressure is so high that we have to purchase luxury products such as Rolex or high end mobile phones (line no. 456).*"Mumbai respondents are calculative and smart, as they manage their investment portfolio after assessing income, expenditure and inflation. They maintain a diversified portfolio as they invest in gold, fixed assets, mutual funds, stock etc. They spend more money on oneself, friends and family. Julie stated: "*I can watch a movie and do a dinner in a luxurious hotel but cannot increase my maid' salary (line no. 478).*" Paarmi indicated: "*I believe in increasing their standard of living. I use social media and share pictures on the Facebook about their latest purchase and holiday (line no. 489).*" This is a subtle way of conspicuous consumption of products which inspires them to spend more.

Table 5: Lifestyle Priorities of Respondents

City	Rank	Lifestyle Priority
	1	Premium Credit Card
	2	High End Laptops
Mumbai	3	Club Membership
	4	Smart TV
	5	Media LED
	1	Premium Credit Card
	2	Media LED
Ahmedabad	3	Club Membership
	4	Smart TV
	5	Home Theatre
	1	Club Membership
	2	Premium Credit Card
Bangalore	3	High End Laptops
	4	Media LED
	5	Smart TV

Media consumption

The research have found that generation Y uses multiple media simultaneously as they do multi-tasking. They send messages by their mobile phones, watch TV, read newspapers etc. They primarily use laptops, mobiles, tablets, and TV (see table 6). TV viewing has reduced as it is considered to be one-way communication and restricted to dinner time. Social sites such as Facebook are used extensively by the respondents. They make calls from their mobile phones only when it is urgent, otherwise they communicate through text messages through *Whatsapp*, *BBM* or *Facebook*. Respondents mentioned that they use mobile apps to book tickets, read newspapers, play games etc. SMS usage has reduced as it is more expensive than other mediums. Tablets are preferred by all the respondents in the three cities as it is easy to access and convenient to use. In Mumbai and Bangalore, respondents have mentioned that they use virtual platforms more than face-to-face communication. Param indicated: "*We are in the same room but we forget to wish each other on certain occasion and we wish rest of the world (line no. 499).*"Similar thoughts were shared by Akash from Mumbai: "*We work in the same floor but we communicate through Whatsapp and Facebook (line no. 520).*"

Table 6: Media Usage by Respondents, %

City	Media Usage							
	Internet on Mobile	Laptop	Wii	Smart TV	Tablet	Mobile TV	LCD	Game Box
Mumbai	96	100	20	16	32	12	48	0
Ahmeda-bad	80	100	36.67	16.67	46.67	20	60	10
Banga-lore	86.66	93.33	20	6.66	33.33	20	73.33	20

Mobile communication

The present research has found that Generation Y use mobile phones for playing music, booking tickets, cricket match alerts, watching movies, sending emails, *Skype* and *Viber*, reading newspapers, playing games, using social media sites such as Facebook, texting through *Whatsapp*, *Facebook* etc. The present study found that Generation Y reads text messages but on virtual platforms. SMS usage is reduced as it is considered to be "uncool" and more expensive than the other platforms. People are categorized on the basis of mobile phones such as apple users, android users, blackberry users etc. Respondents do not believe in making calls through mobile phones. They even teach their parents about various features on mobile phones. Mobile phone is considered to be very close to an individual. Mobile phone empowers a person to multi-task and save time. It has only two issues; battery and screen due to which respondents are unable to do online purchases. In Bangalore, respondents used more personalized and customized wall papers, ring tones and colours in their handsets, as they believe that the mobile is an extension of a person. The usage of mobile phones and its features are extensively explored by the respondents. They use different apps on their phones for technology, newspapers, games etc. Aarohi stated: "Apps such as *bookmyshow*, *Wikipedia*, *Times of India*, *Economic Times*, *Instagram* and *Pinterest* are widely used in Bangalore (line no. 567)." Respondents never feel that they are alone when they have the mobile phone with them. Respondents from Bangalore have identified "phonophobia" which means that they will become very anxious without mobile phone. Mobile phones help them to locate hotels, theatres, etc. Mark stated, "*I feel mobile phone is an intelligent person who is always with me and he makes me stylish and confident (line no. 588)."* the present findings indicated that mobile phones have multiple usages and is perceived as a smart and intelligent person by Generation Y. In Mumbai respondents used specific apps such as Mumbai Indicator, for local train etc. They even use travel apps and true caller on their mobile phones. Abhinav mentioned, "*I have true*

caller app on my mobile phone and through this app i came to know about my father's pet name (line no. 630)." In Mumbai people also felt that individuals are always busy on their mobile phones and cannot give time to their friends and family, even though they might be physically with them.

Table 7: Characteristics of Generation Y and it mobile communication in different cities in India

S. No.	Parameters	Ahmedabad	Bangalore	Mumbai
1	Independence	High	High	Very High
2	Aspirations	Average	High	Very High
3	Ambitions	Above Average	High	Very high, focused and composed
4	Role of Peers	Average	High	Very high
5	Influence of friends	High	High	Very high
6	Effect of Family	Average	Low	High as it through mutual understanding and is customized
7	Impact of religion	Average	Low	Low and customized according to requirement
8	Faith in God	High	High	High
9	Ability to Spend	Moderate	High	High but well planned and strategic
10	Importance of Savings	Moderate	Very Low	High and organized
11	Importance of Pleasure	Moderate	High	High and according to budget and requirement
12	Media Usage	Traditional and New	Extensively usage of new media specially mobile phones and traditional media is very less	Extensively usage of new media specially mobile phones and traditional media is very less
13	Nature of Communication	Face to Face and Virtual	Very high on the Virtual forum	Very High on virtual forum
14	Persona of Mobile	Smart and Close Person	Intelligent and high tech person which signifies an individual personality	Smart and Dynamic person
15	Mobile Usage	Versatile	Versatile and high tech	Versatile, high tech and customized
16	Mobile features	Personalized	Very personalized	Very personalized and customized

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Table 7 summarizes the results of the present study in a structured and organized way. It states the traits of generation Y, influence of other stakeholders, nature of communication, orientation towards mobile phone and its usage. It also signifies that these parameters vary across the cities as India is diverse and several countries within one. This table states that independence, aspirations,

ambitions and friends were preferred more in Mumbai as compared to Bangalore and Ahmedabad. Generation Y in Mumbai also gives importance to mutual understanding with their family unlike the other two cities. They also have strategic plans for spending, savings and pleasure as compared to the other cities. Interestingly, Mumbai and Bangalore respondents extensively use new media and primarily phone for high virtual communications. Their mobile usage is versatile and personify phone as an intelligent, smart and dynamic person. These changes were observed because the usage and consumption of mobile phone was rooted through the value system and culture of the individuals. Mumbai is an independent, individualistic metro city where life is fast and connection of people in real world is difficult.

Discussion and implications of the study

The purpose of the study is to understand the positioning of Generation Y for mobile communication. The present study found that Generation Y is independent for professional and personal decisions, ambitious and have multiple aspirations such as materialistic, spiritual and internal happiness. These findings match with the literature as previous studies mention that Generation Y is independent and ambitious (Jain & Pant, 2012). However, this study penetrates deeper and add value to the literature by adding more insights in the existing traits of Generation Y. Moreover, the present research found that friends have a major influence on Generation Y and they are always connected with them via online medium. These findings matched the literature which states that Generation Y connects with their peers through online forums (Noble et al., 2009). However, the present study penetrates deeper and found that Generation Y has "product expert" within the friend circle that influence their decisions.

Furthermore, the Theory of Reasoned Action by Fishbein and Ajzen (1975) suggests that individual attitudes are closely associated with subjective norms. Pant and Jain (2012) have also stated that different level of subjective norms can lead to different behaviour of mobile users. When a consumer is influence by the family, then the mobile usage behaviour could be conventional but when the consumer is associated with their peers, the influence could be more optimistic. The present study defines these degrees of subjective norms, as the influence of friends, family and peers. The first degree of subjective norm is the influence of friends on the consumer followed by peer and family who also play an important role in influencing the consumer such as ambitions, product experience, aspirations and spending habits. Friends are involved in all kind of communications. Family is involved in long-term decision making such as housing, marriage etc. Peers influence in providing opportunities to learn new skills and acquiring knowledge (see Fig. 1).

Preceding studies have stated that Generation Y spends money (Curtin, 2009) and likes to buy new products and explore innovative platforms (Xu,

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2007). The present study add to the existing literature as it found that Generation Y prefers to spend money on gadgets and travel and would like to do multitask on several media platform primarily for entertainment, socializing and information. Previous findings also stated that Generation Y believes in pleasure, enjoyment and amusement (Arsenault & Patrick, 2008) but the present findings mentioned that pleasure is derived after thorough analysis.

Prior research stated that Generation Y does not like to read (Gioia, 2004) and that they do not believe in text messages (Nielsen, 2005) as it seems to be boring (Perez, 2008). However, the present study contradicts the literature as the findings indicate that Generation Y likes to read and watch visuals especially via online media. Moreover, preceding studies mentioned that mobile phones were symbol of uniqueness (Taylor & Harper, 2001). However, this research found that Generation Y thinks that mobile phone is a smart and intelligent person as it helps them whenever they are stuck with any issue.

Figure 1. Effect of Multiple Layers in Generation Y's Behaviour with respect to Theory of Reasoned Action

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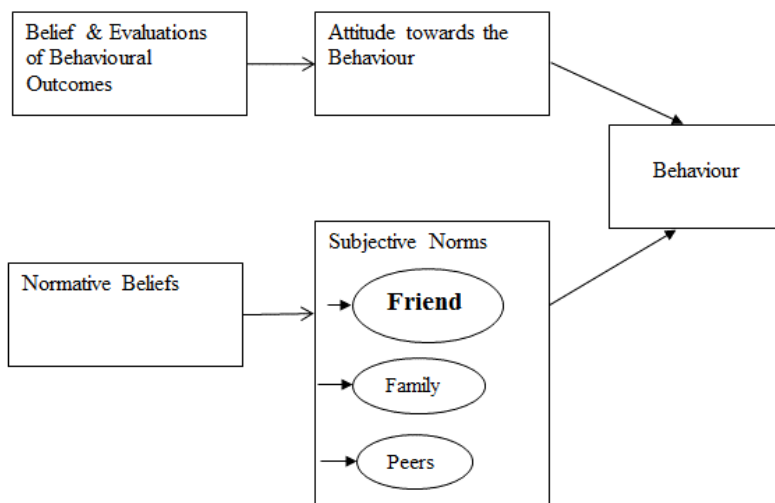
Pant and Jain (2013) indicated that mobile communication objectives need to be focused; messages needs to be customized; and exclusive campaigns for mobile needs to be developed for India. The present study contradicts these findings as generation Y uses mobile phones extensively along with other type of media which suggest that integrated mobile campaigns could help the brands in the Indian market.

Generation Y is independent so marketers should allow this segment to decide their brands and product categories. Marketers can give multiple alternatives but should not send several promotional messages as this segment wants

to take individual decisions. Moreover, marketers may develop implicit message as Generation Y is focused and composed. Marketers can focus on the secondary consumers such as friends and peers so that they may influence the targeted customer. This approach would help as Generation Y is highly influenced by their friends and peers. Marketers can also involve parents when long term decisions are to be made by the consumers. Generation Y has tendency to explore new brands and avenues and marketers may provide different opportunities to this segment. Marketers can use new medium to connect with the Generation Y as they are always on digital platforms and this segment can be engaged and entertained in a subtle and hedonic way. To summarize, marketers have to give some control to the consumers, develop implicit messages, target friends and new avenues to explore brands on digital platforms with the subtle and hedonic strategies.

Conclusion

This research is unique as Generation Y is studied extensively in the developed countries but not in the emerging countries such as India. In India 50% of the population is less than 25 years of age (Indian Defence Forum, 2012). It is an emerging segment of consumers that is tech-savvy and uses mobile phones extensively. Authors have developed a framework on the basis of the empirical research that was carried out in different cities in India. It portrays the characteristics of generation Y and their communication approach primarily through mobile phones. Fig. 1 states that generation Y is significantly affected by friends. It is interesting to note that friends are their product experts. Friends have been categorized as the experts according to their skills and knowledge. For. e.g., if a person wants to buy the phone then they have technological experts within the friends circle. These experts change the behaviour of Generation Y as their views are considered to be credible and reliable. The strength of tie is high for the friends as the information flows from the both sides. Peers are important for Generation Y to update their knowledge as they retrieve information but do not disseminate their thoughts. They believe that this information is formal and credibility is less on these individuals. Family also affect the behaviour but the information flows from Generation Y as the trust level is high. They even update and teach their family members about the new technological developments.

Generation Y are independent, liberal, tech savvy and give high emphasis to pleasure. Mumbai seems to have high preference for independence, aspiration and ambitions as compared to Bangalore and Ahmedabad. Generation Y does not have an impact of religion but do have faith in God. Participants in Mumbai also believes in strategic spending and savings but the focus group participants from Bangalore seems to be more inclined towards spending rather than savings. They like engaging messages and primarily use new media such as tablets, laptop and mobile phones for communication. They focus on text messages

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and mobile applications. They usually use *Whatsapp* and *Facebook* to communicate. They also believe in virtual communication rather than face to face. The communication is solely with their friends on the virtual platforms as they cannot always meet them in the physical world.

This study has provided the characteristics of Generation Y and explained their mobile use patterns. Generation Y also personifies the mobile phone as intelligent, dynamic and a smart individual as the usage is versatile and customized. This may help the marketers to effectively target the young consumers in India by who use mobile phones for marketing. Furthermore, future research can be conducted on other emerging nations such as China to understand the mobile communication pattern of Generation Y and it can be compared with the western nations as their usage pattern is different. Further studies on the role of friends in different communication patterns can be studied as they have key influence in the decision making process. This would help the marketers to identify the opinion leaders and they could develop the marketing approaches accordingly for different product categories.

Acknowledgements

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