

Decoding Socio-Cultural Trends in Indian Urban Youth Using Ogilvy 3E Model

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Abstract : The research focuses on studying the ecosystem of the youth using Ogilvy's 3E model, Ethnography and Thematic Analysis. It has been found that urban Indian youth today is an honest generation, hungry for success, living life by the moment, fiercely independent, are open about sex, sexuality and embrace individual differences. Technology and social media dominate their life. However, they are also phobic about commitments, often drifting along life and engage in unsubstantiated brave-talk.

Keywords : ethnography, youth, culture, track, buyer behavior

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