

# A comparative analysis of the values of Generation X and Generation Y in India

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## ABSTRACT

The overall purpose of the study was to identify, compare and analyse the attitudes and behavior of Generation X and Generation Y in India. For this study the age cohort of the generation X and generation Y was identified. The people born in between 1965-79 are classified as Generation X while those born in between 1980-96 are classified as Generation Y. After a vast literature review Rokeach Value Survey was selected for data collection purpose. The survey consists two sets of values, i.e. Terminal Values and Instrumental Values with each set containing 18 work values. The questionnaire was shared with 200 people from generation X and Y each. Out of 200, 82 people responded from each generation.

On the basis of the survey, a comparative analysis was done with the help of Mann Whitney Test. Key differences and similarities were pointed out and implications were discussed.

**Keywords**-Generation X, Generation Y, Terminal Values, Instrumental Values

## INTRODUCTION

Generational differences, especially between Gen X and Gen Y have been an important subject of much academic research for years (Acar, 2014). People born in between 1965-79 are classified as Generation X while those born in between 1980-96 as Generation Y for the purpose of this study. Generation X or “Baby Busters” is more likely to focus on family and quality of life, rather than exerting their efforts in their careers (Patterson, 2007). Known by the names “the Net Generation”, “Millennials”, “Echo Boomers”, “iGeneration”, Generation Y is believed to be confident, optimistic and multi-tasking which brings with it technical competence, high speed and energy into the workplace (Kim 2008). Do both Generations X and Y have different rankings for values? This study aims at finding out the differences and similarities in priority of values of Gen X and Gen Y if any.

Due to increasing pace of Globalisation, Generation Y got everything they could ask for, ranging from international exposure to setting up of corporate carriers online and economic independence, as it was the period when India's economy was at its peak, whereas, on the other hand, Generation X had to go through a lot of struggling phases which also shaped it that way. This made them become more self-sufficient & resourceful in nature. In comparison to previous generations, Generation X was exposed more to a higher level of education, which was lacking before and hence, they tend to become more cynical. Migration from rural to urban areas led to emergence of nuclear families, demonstrating change in family structure for Generation Y which gave it a new sense of freedom and identity and made it collectivist in nature.

Existence of political instability in their period led Generation X to grow up under the umbrella blanket of fear and violence altogether. During this phase, they learned to raise their voices, and became more liberal to other's perspectives. Generation Y, on the other hand, grew up in a more civilized & economically sound society. Both the Generations saw the rise in technical innovations due to drastic growth in the technology sector. Generation X began to adapt to things like Televisions, telephones and tape recorders while Generation Y saw the rise in social networking sites and stood stronger than ever in raising their voices.

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## Objectives

The main objectives of this research work can be summed up as:

1. To comparatively analyse values of Generation X (1965-79) and Generation Y (1980-95) in India.
2. To examine what instrumental and terminal values Generation X and Y prefer.

This research work deals with inspection of various characteristics of Generation X and Y which will be helpful to Human Resource Practitioners in formulating strategies for employees belonging to Generation X and Y which amount to more than 40% out of the total population.

## Hypothesis

The study has the following hypothesis:

H1: There is a statistically significant difference in the mean ranks of terminal value 'comfortable life' between generation X and generation Y.

H2: There is a statistically significant difference in the mean ranks of terminal value 'equality' between generation X and generation Y.

H3: There is a statistically significant difference in the mean ranks of terminal value 'an exciting life' between generation X and generation Y.

H4: There is a statistically significant difference in the mean ranks of terminal value 'family security' between generation X and generation Y.

H5: There is a statistically significant difference in the mean ranks of terminal value 'freedom' between generation X and generation Y.

H6: There is a statistically significant difference in the mean ranks of terminal value 'health' between generation X and generation Y.

H7: There is a statistically significant difference in the mean ranks of terminal value 'inner harmony' between generation X and generation Y.

H8: There is a statistically significant difference in the mean ranks of terminal value 'mature love' between generation X and generation Y.

H9: There is a statistically significant difference in the mean ranks of terminal value 'national security' between generation X and generation Y.

H10: There is a statistically significant difference in the mean ranks of terminal value 'pleasure' between generation X and generation Y.

H11: There is a statistically significant difference in the mean ranks of terminal value 'salvation' between generation X and generation Y.

H12: There is a statistically significant difference in the mean ranks of terminal value 'self-respect' between generation X and generation Y.

H13: There is a statistically significant difference in the mean ranks of terminal value 'sense of accomplishment' between generation X and generation Y.

H14: There is a statistically significant difference in the mean ranks of terminal value 'social recognition'

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between generation X and generation Y.

H15: There is a statistically significant difference in the mean ranks of terminal value ‘true friendship’ between generation X and generation Y.

H16: There is a statistically significant difference in the mean ranks of terminal value ‘wisdom’ between generation X and generation Y.

H17: There is a statistically significant difference in the mean ranks of terminal value ‘a world of peace’ between generation X and generation Y.

H18: There is a statistically significant difference in the mean ranks of terminal value ‘a world of beauty’ between generation X and generation Y.

H19: There is a statistically significant difference in the mean ranks of instrumental value ‘ambitious’ between generation X and generation Y.

H20: There is a statistically significant difference in the mean ranks of instrumental value ‘broadminded’ between generation X and generation Y.

H21: There is a statistically significant difference in the mean ranks of instrumental value ‘capable’ between generation X and generation Y.

H22: There is a statistically significant difference in the mean ranks of instrumental value ‘clean’ between generation X and generation Y.

H23: There is a statistically significant difference in the mean ranks of instrumental value ‘courageous’ between generation X and generation Y.

H24: There is a statistically significant difference in the mean ranks of instrumental value ‘forgiving’ between generation X and generation Y.

H25: There is a statistically significant difference in the mean ranks of instrumental value ‘helpful’ between generation X and generation Y.

H26: There is a statistically significant difference in the mean ranks of instrumental value ‘honest’ between generation X and generation Y.

H27: There is a statistically significant difference in the mean ranks of instrumental value ‘imaginative’ between generation X and generation Y.

H28: There is a statistically significant difference in the mean ranks of instrumental value ‘independent’ between generation X and generation Y.

H29: There is a statistically significant difference in the mean ranks of instrumental value ‘intellectual’ between generation X and generation Y.

H30: There is a statistically significant difference in the mean ranks of instrumental value ‘logical’ between generation X and generation Y.

H31: There is a statistically significant difference in the mean ranks of instrumental value ‘loving’ between generation X and generation Y.

H32: There is a statistically significant difference in the mean ranks of instrumental value ‘loyal’ between generation X and generation Y.

H33: There is a statistically significant difference in the mean ranks of instrumental value ‘obedient’ between generation X and generation Y.

H34: There is a statistically significant difference in the mean ranks of instrumental value ‘polite’ between generation X and generation Y.

H35: There is a statistically significant difference in the mean ranks of instrumental value ‘responsible’ between generation X and generation Y.

H36: There is a statistically significant difference in the mean ranks of instrumental value ‘self controlled’ between generation X and generation Y.

## LITERATURE REVIEW

Managers of the 21st century are dealing with a new problem of managing multi-generational diversity in the organization (Ivancevich, 2000). Gursoy emphasised that although age-diversity can bring new perspectives and add significant value to an organization, it also poses interesting challenges for leadership and effective management (Gursoy et al., 2008).

That’s why the researchers today argue that organizations need to pay close attention to their multi-generational workforce, including their corresponding stereotypical behaviors (Salopek, 2000; Smola and Sutton, 2002; Tulgan, 2004). Efforts made by managers to understand where the employees are coming from would help them effectively manage and deal with employee issues, conflict-resolution and leverage that knowledge to bring out the best of their potential.

For the purpose of the study we will put our focus only on two generations i.e Generation X also known by the names, “Baby Busters”, “Twenty something”, and the “F-you generation” (Roberts & Manolis, 2000) and Generation Y or millennials, the youngest generation in the current workforce that are believed to be socially conscious, yet highly cynical and narcissistic (Twenge et al. 2008).

Table 1 shows a comparison of chronologies used to assign people born in a certain year to a generation as defined by the sources listed in column one.

Authors, Years	Range of birth years for Generation X	Range of birth years for Generation Y
Strauss & Howe, 1991	1965-1980	1981-2000
Jurkiewicz, 2000	1963-1981	
Lancaster and Stillman, 2002	1965-1980	1981-1999
Jeffries & Hunte, 2004; Kupperschmidt, 2000; Patterson, 2007; Reynolds, 2008; Smola & Sutton, 2002		The birth year is variously stated as beginning between 1979 and 1982 and ending in the late 1990s
Lancaster, 2004	1965-1981	1982-2002
Sheahan P, 2005		1978-1994

Benckendorff et al.,2010, Howe and Strauss,2000		1978-1994
Barton & Skiba, 2006; Patterson, 2007; Smola & Sutton, 2002	1965-1977	1978-2000
Fernandez, 2009	1965-1977	1978-1990
Howell, Lydia Pleotis; Joad, Jesse P., Callahan, Edward; Servis, Gregg; Bonham, Ann C., 2009	1961-1981	1982-2005
Crampton S.M & Hodge J. W, 2009	1965-1979	1980-1999
Angeline, 2011	1965-1980	1981-2001
Gurau, 2012	1961-1979	1980-1999
Raina, 2013	1965-1979	1980-2000
Bejtkovsky, Jifi, 2016	1965-1976	1977-1995
Khera, S.M. & Malik, S. 2017		1981-1991
Arora, N & Dhole, V, 2019		1980-2000

Table 1: Research studies mentioning range of birth for Generation X and Generation Y

It is important to acknowledge that there is a great deal of variance among the distinguishing characteristics within any generation stated, and thus it is unjustified to assume that if a person was born in 1985, he/she would have most of the characteristics of the Generation Y and likewise for Generation X. Something that is universally true doesn't necessarily translate to be true for each individual.

For the purpose of the study we have considered those born between 1965 to 1979 as Gen X and those born between 1980 to 1996 as Gen Y.

According to Hammill (2005), the first thing to consider is the individual and his or her underlying values, lifestyle characteristics and workplace characteristics, which seem to correspond with each generation, as shown in Table 2.

Table 2: Research Studies mentioning values of Generation X and Generation Y

Views Towards	GEN X	GEN Y
Core values	Individualism Ambitious Self Reliant & Pragmatic (Chen& Choi, 2008)	Most independent Ethical and socially responsible (Howe& Strauss,2000)
Work Attitude	Calm and composed (Anitha, J 2014)	Self-motivated, efficient, and proactive. (Anitha, J 2014)
Family	Focus on family and quality of life (Gibson, Greenwood, and Murphy ,2009)	Family-oriented, open minded in that they tend to overlook differences among people and treat everyone

		the same, deeply committed to authenticity (Leo, 2003; Raines, 2002).
Work ethics & values	Hardship, self-sufficient, belief in hierarchy and a socialist economy(Beutell and Witting-Berman 2008)	Fun working environment, non-monetary perks as well as flexible hours are important (Cole et al., 2002).
Nature	Pessimistic (Cole et al., 2002).	Optimistic (Cole et al., 2002).
Education	Highly educated (Chen& Choi, 2008)	Most affluent, educated, and diverse,willing to take up challenges (Howe & Strauss, 2004)

## RESEARCH METHODOLOGY

The aim of this research work is to do a comparative analysis of the values that affect Generation X and Y in India.

### Type and Source of Data

Primary and secondary data have been used for the study. The primary data has been collected through circulation of questionnaire which was designed as per the Rokeach Value System which consisted of two sets of values, i.e. Terminal Values and Instrumental Values with each set containing 18 work values. The questionnaire was taken from an existing study of the Rokeach Value survey and is secondary in nature.

### Tools and Techniques

In this study, various tools and techniques have been used ranging from varied statistical tools for analyzing and interpreting the responses of the respondents. Skewness and Kurtosis were used to analyze normality of the data.

In order to further compare the values of the 2 generation Mann Whitney U test has been used on Predictive Analysis Software – Software Package for Social Sciences.

### Population

The population targeted for this study was Generation X and Y. People born in the years from 1965 to 1979 (Crampton S. M & Hodge J. W,2009) were considered Generation X (aged 42 to 56) and the ones born from 1980 to 1995 were considered Generation Y (aged 26 to 41).

For the purpose of this report, unless indicated otherwise, the focus is on Generation X and Y who are at least 26 years old and at most 56 years old, working or not working. This study examines their work preferences, lifestyles and life priorities. Most of the information in this report is based on the findings derived from the survey.

### Sample

For the purpose of this study, Non-Probability Sampling has been used. Convenience Sampling is a non-probability sampling technique, wherein both questionnaires were circulated among colleagues, family and friends. The rationale behind choosing this method was its speed, cost- effectiveness and ease of availability of the sample. Also because the population has similar traits.

Furthermore, snowball sampling has also been used which involves a primary data source nominating other potential data sources that will be able to participate in the research studies. This method is also enabled to include hidden populace. Moreover, it was also helpful in collecting data in a cost-effective manner, consuming less time.

## Sample Size

The questionnaire was shared with 200 people from generation X and Y each. Out of 200, 82 people responded from each generation. These filled questionnaires have been used to analyse the attitudes and values of both the generations to draw logical comparisons between them.

## Analysis

First and foremost normality of the data was checked using SPSS and calculating skewness and kurtosis for both the groups i.e. generation x and generation y. Since the data was found to be non normal and we had categorical and ordinal data the best tool to be used was found to be Mann Whitney U test.

Table 3: Ranks

	Generation	N	Mean Rank	Sum of Ranks
1 Comfortable life	Generation X	82	71.84	5891.00
	Generation Y	71	82.96	5890.00
	Total	153		
2 Equality	Generation X	82	81.07	6648.00
	Generation Y	71	72.30	5133.00
	Total	153		
3 An exciting life	Generation X	82	85.51	7012.00
	Generation Y	71	67.17	4769.00
	Total	153		
4 Family security	Generation X	82	65.74	5390.50
	Generation Y	71	90.01	6390.50
	Total	153		
5 Freedom	Generation X	82	79.84	6546.50
	Generation Y	71	73.73	5234.50
	Total	153		
6 Health	Generation X	82	69.47	5696.50
	Generation Y	71	85.70	6084.50
	Total	153		
7 Inner harmony	Generation X	82	72.97	5983.50
	Generation Y	71	81.65	5797.50
	Total	153		
8 Mature love	Generation X	82	82.79	6788.50

	Generation Y	71	70.32	4992.50
	Total	153		
9 National security	Generation X	82	83.17	6820.00
	Generation Y	71	69.87	4961.00
	Total	153		
10 Pleasure	Generation X	82	75.43	6185.00
	Generation Y	71	78.82	5596.00
	Total	153		
11 Salvation	Generation X	82	82.52	6766.50
	Generation Y	71	70.63	5014.50
	Total	153		
12 Self-respect	Generation X	82	80.55	6605.00
	Generation Y	71	72.90	5176.00
	Total	153		
13 Sense of accomplishment	Generation X	82	73.60	6035.00
	Generation Y	71	80.93	5746.00
	Total	153		
14 Social recognition	Generation X	82	71.46	5860.00
	Generation Y	71	83.39	5921.00
	Total	153		
15 True friendship	Generation X	82	72.95	5982.00
	Generation Y	71	81.68	5799.00
	Total	153		
16 Wisdom	Generation X	82	74.55	6113.00
	Generation Y	71	79.83	5668.00
	Total	153		
17 A world of peace	Generation X	82	82.41	6758.00
	Generation Y	71	70.75	5023.00
	Total	153		
18 A world of beauty	Generation X	82	71.62	5873.00

	Generation Y	71	83.21	5908.00
	Total	153		
19 Ambitious	Generation X	82	90.95	7457.50
	Generation Y	71	60.89	4323.50
	Total	153		
20 Broadminded	Generation X	82	85.03	6972.50
	Generation Y	71	67.73	4808.50
	Total	153		
21 Capable	Generation X	82	83.44	6842.00
	Generation Y	71	69.56	4939.00
	Total	153		
22 Clean	Generation X	82	75.52	6193.00
	Generation Y	71	78.70	5588.00
	Total	153		
23 Courageous	Generation X	82	80.47	6598.50
	Generation Y	71	72.99	5182.50
	Total	153		
24 Forgiving	Generation X	82	78.93	6472.50
	Generation Y	71	74.77	5308.50
	Total	153		
25 Helpful	Generation X	82	71.06	5827.00
	Generation Y	71	83.86	5954.00
	Total	153		
26 Honest	Generation X	82	72.57	5951.00
	Generation Y	71	82.11	5830.00
	Total	153		
27 Imaginative	Generation X	82	88.01	7216.50
	Generation Y	71	64.29	4564.50
	Total	153		
28 Independent	Generation X	82	79.52	6520.50

	Generation Y	71	74.09	5260.50
	Total	153		
29 Intellectual	Generation X	82	72.73	5964.00
	Generation Y	71	81.93	5817.00
	Total	153		
30 Logical	Generation X	82	78.52	6439.00
	Generation Y	71	75.24	5342.00
	Total	153		
31 Loving	Generation X	82	71.91	5896.50
	Generation Y	71	82.88	5884.50
	Total	153		
32 Loyal	Generation X	82	73.91	6060.50
	Generation Y	71	80.57	5720.50
	Total	153		
33 Obedient	Generation X	82	66.01	5412.50
	Generation Y	71	89.70	6368.50
	Total	153		
34 Polite	Generation X	82	68.34	5603.50
	Generation Y	71	87.01	6177.50
	Total	153		
35 Responsible	Generation X	82	71.52	5864.50
	Generation Y	71	83.33	5916.50
	Total	153		
36 Self controlled	Generation X	82	65.69	5386.50
	Generation Y	71	90.06	6394.50
	Total	153		

Test Statisticsa						
	Comfortable Life	Equality	An Exciting Life	Family Security	Freedom	Health
Mann-Whitney U	2488.000	2577.000	2213.000	1987.500	2678.500	2293.500

Wilcoxon W	5891.000	5133.000	4769.000	5390.500	5234.500	5696.500
Z	-1.560	-1.225	-2.559	-3.420	-.855	-2.289
Asymp. Sig. (2-tailed)	.119	.220	.011	<.001	.393	.022
Test Statisticsa						
	Inner Harmony	Maturelove	National Security	Pleasure	Salvation	Selfrespect
Mann-Whitney U	2580.500	2436.500	2405.000	2782.000	2458.500	2620.000
Wilcoxon W	5983.500	4992.500	4961.000	6185.000	5014.500	5176.000
Z	-1.215	-1.741	-1.857	-.474	-1.665	-1.069
Asymp. Sig. (2-tailed)	.224	.082	.063	.636	.096	.285

Test Statisticsa						
	Sense Of Accomplishment	social recognition	True Friendship	wisdom	Aworldofpeace	
Mann-Whitney U	2632.000	2457.000	2579.000	2710.000	2467.000	
Wilcoxon W	6035.000	5860.000	5982.000	6113.000	5023.000	
Z	-1.027	-1.669	-1.219	-.738	-1.642	
Asymp. Sig. (2-tailed)	.305	.095	.223	.461	.101	

Test Statisticsa						
	Aworldofbeauty	Ambitious	Broadminded	Capable	Clean	Courageous
Mann-Whitney U	2470.000	1767.500	2252.500	2383.000	2790.000	2626.500
Wilcoxon W	5873.000	4323.500	4808.500	4939.000	6193.000	5182.500
Z	-1.649	-4.228	-2.424	-1.938	-.444	-1.046
Asymp. Sig. (2-tailed)	.099	<.001	.015	.053	.657	.296

Test Statisticsa						
	Forgiving	Helpful	Honest	Imaginative	Independent	Intellectual

Mann-Whitney U	2752.500	2424.000	2548.000	2008.500	2704.500	2561.000
Wilcoxon W	5308.500	5827.000	5951.000	4564.500	5260.500	5964.000
Z	-.582	-1.790	-1.336	-3.318	-.758	-1.287
Asymp. Sig. (2-tailed)	.561	.073	.182	<.001	.448	.198

Test Statisticsa						
	Logical	Loving	Loyal	Obedient	Polite	Responsible
Mann-Whitney U	2786.000	2493.500	2657.500	2009.500	2200.500	2461.500
Wilcoxon W	5342.000	5896.500	6060.500	5412.500	5603.500	5864.500
Z	-.459	-1.533	-.931	-3.323	-2.609	-1.650
Asymp. Sig. (2-tailed)	.646	.125	.352	<.001	.009	.099
		Self controlled				
Mann-Whitney U		1983.500				
Wilcoxon W		5386.500				
Z		-3.415				
Asymp. Sig. (2-tailed)		<.001				

a. Grouping Variable: Gener

Value	Hypothesis	Difference is significant or not	Generation whose Mean Rank is higher
Comfortable life	There is a statistically significant difference in the mean ranks of value 'comfortable life' between generation X and generation Y.	No	Generation Y
Equality	There is a statistically significant difference in the mean ranks of value 'equality' between generation X and generation Y.	No	Generation X
An exciting life	There is a statistically significant difference in the mean ranks of value 'an exciting life' between generation X and generation Y.	Yes	Generation X
Family Security	There is a statistically significant difference in the mean ranks of value 'family security' between generation X and generation Y.	Yes	Generation Y

Freedom	There is a statistically significant difference in the mean ranks of value 'freedom' between generation X and generation Y.	No	Generation X
Health	There is a statistically significant difference in the mean ranks of value 'health' between generation X and generation Y.	Yes	Generation Y
Inner Harmony	There is a statistically significant difference in the mean ranks of value 'inner harmony' between generation X and generation Y.	No	Generation Y
Mature Love	There is a statistically significant difference in the mean ranks of value 'mature love' between generation X and generation Y.	No	Generation X
National Security	There is a statistically significant difference in the mean ranks of value 'national security' between generation X and generation Y.	No	Generation X
Pleasure	There is a statistically significant difference in the mean ranks of value 'pleasure' between generation X and generation Y.	No	Generation Y
Salvation	There is a statistically significant difference in the mean ranks of value 'salvation' between generation X and generation Y.	No	Generation X
Self-respect	There is a statistically significant difference in the mean ranks of value 'self-respect' between generation X and generation Y.	No	Generation X
Sense of accomplishment	There is a statistically significant difference in the mean ranks of value 'sense of accomplishment' between generation X and generation Y.	No	Generation Y
Social recognition	There is a statistically significant difference in the mean ranks of value 'social recognition' between generation X and generation Y.	No	Generation Y
True friendship	There is a statistically significant difference in the mean ranks of value 'true friendship' between generation X and generation Y.	No	Generation Y
Wisdom	There is a statistically significant difference in the mean ranks of value 'wisdom' between generation X and generation Y.	No	Generation Y
A world of peace	There is a statistically significant difference in the mean ranks of value 'a world of peace' between generation X and generation Y.	No	Generation X
A world of beauty	There is a statistically significant difference in the mean ranks of value 'a world of beauty' between	No	Generation Y

	generation X and generation Y.		
Ambitious	There is a statistically significant difference in the mean ranks of value 'ambitious' between generation X and generation Y.	Yes	Generation X
Broadminded	There is a statistically significant difference in the mean ranks of value 'broadminded' between generation X and generation Y.	Yes	Generation X
Capable	There is a statistically significant difference in the mean ranks of value 'capable' between generation X and generation Y.	No	Generation X
Clean	There is a statistically significant difference in the mean ranks of value 'clean' between generation X and generation Y.	No	Generation Y
Courageous	There is a statistically significant difference in the mean ranks of value 'courageous' between generation X and generation Y.	No	Generation X
Forgiving	There is a statistically significant difference in the mean ranks of value 'forgiving' between generation X and generation Y.	No	Generation X
Helpful	There is a statistically significant difference in the mean ranks of value 'helpful' between generation X and generation Y.	No	Generation Y
Honest	There is a statistically significant difference in the mean ranks of value 'honest' between generation X and generation Y.	No	Generation Y
Imaginative	There is a statistically significant difference in the mean ranks of value 'imaginative' between generation X and generation Y.	Yes	Generation X
Independent	There is a statistically significant difference in the mean ranks of value 'independent' between generation X and generation Y.	No	Generation X
Intellectual	There is a statistically significant difference in the mean ranks of value 'intellectual' between generation X and generation Y.	No	Generation Y
Logical	There is a statistically significant difference in the mean ranks of value 'logical' between generation X and generation Y.	No	Generation X
Loving	There is a statistically significant difference in the mean ranks of value 'loving' between generation X and generation Y.	No	Generation Y

Loyal	There is a statistically significant difference in the mean ranks of value 'loyal' between generation X and generation Y.	No	Generation Y
Obedient	There is a statistically significant difference in the mean ranks of value 'obedient' between generation X and generation Y.	Yes	Generation Y
Polite	There is a statistically significant difference in the mean ranks of value 'polite' between generation X and generation Y.	Yes	Generation Y
Responsible	There is a statistically significant difference in the mean ranks of value 'responsible' between generation X and generation Y.	No	Generation Y
Self controlled	There is a statistically significant difference in the mean ranks of value 'self controlled' between generation X and generation Y.	Yes	Generation Y

## FINDINGS & SUGGESTIONS

There is no statistically significant difference between the mean ranks of terminal values; comfortable life, equality, freedom, inner harmony, mature love, national security, pleasure, salvation, self respect, sense of accomplishment, social recognition, true friendship and wisdom, world of peace and world of beauty.

There is a statistically significant difference between the mean ranks of terminal values; an exciting life, family security and health.

For terminal value; exciting life, Generation X has a higher mean rank than that of Generation Y.

For terminal value; family security, Generation Y has a higher mean rank than that of Generation X.

For terminal value; health, Generation Y has a higher mean rank than that of Generation X.

There is no statistically significant difference between the mean ranks of instrumental values; capable, clean, courageous, forgiving, helpful, honest, independent, intellectual, logical, loving, loyal and responsible.

There is a statistically significant difference between instrumental values; ambitious, broad minded, imaginative, obedient, polite and self controlled.

For instrumental value; ambitious, Generation X has a higher mean rank than that of Generation Y.

For instrumental value; broad minded, Generation X has a higher mean rank than that of Generation Y.

For instrumental value; imaginative, Generation X has a higher mean rank than that of Generation Y.

For instrumental value; Obedient, Generation Y has a higher mean rank than that of Generation X.

For instrumental value; polite, Generation Y has a higher mean rank than that of Generation X.

For instrumental value; self controlled, Generation Y has a higher mean rank than that of Generation X.

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## CONCLUSION

For terminal value; exciting life, Generation X has a higher mean rank (85.51) than that of Generation Y (67.17). As the difference in the mean ranks of Generation X and Generation Y is significant, it means that Generation X values exciting life more than Generation Y. For terminal value; family security, Generation Y (90.01) has a higher mean rank than that of Generation X (65.74). As the difference in the mean ranks of both the generations is significant it means that Generation Y values family security more than Generation X. It can also be seen that Generation Y values family security more than an exciting life and Generation X values an exciting life more than family security. The reason can be that government jobs were easily available in the working period of Generation X as compared to the working period of Generation Y. So, as Generation X had the option of family security it was of less importance to them while on the other hand, Generation Y saw the period of less permanent jobs and more contractual jobs thus, for them family security was more important. In addition to this, Gen Yers parents adored them and feed them with self-confidence as indicated by Tulgan (2004), thus for them, family is the main institution that shapes their values and provides them unconditional love and security which can also be the reason for them to give value to family security.

Generation Y (85.70) has a higher mean rank than that of Generation X (69.47) in case of health, with a significant level of difference between the mean ranks. This means that health is valued more by Generation Y than Generation X. Generation X in India did not have access to much adulterated food and outside food as compared to Generation X. With the advent of the LPG era (Liberalisation, Privatisation and Globalization) the food joints like KFC, Burger King, McDonalds, Dunkin Doughnuts entered India and even Indians started with food joints like Burger Singh also entered this market. With this came to Healthy food companies like Subway, Andhra Bhawan, Sarwan Bhawan also joined the race. Generation X still prefers make ke roti, sarso ka saag topped with desi ghee and hence are not very worried about their health on the other hand Generation Y loves ordering food from Swiggy and Zomato therefore are aware and concerned about their health. This health consciousness of millennials has made employers offer health and medical benefits as perquisites to their employees seeking that people of this generation are more willing to spend money on fitness, healthy food, and self-care. But as health care costs become more and more unpredictable, millennials have learned to do their research beforehand and thus prefer jobs with more healthcare benefits. Also, many companies have gym in their own premises.

For instrumental value; ambitious, Generation X has a higher mean rank (90.95) than that of Generation Y (60.89). The difference between the mean ranks of the 2 generations is significant. For instrumental value; broad minded, Generation X (85.03) has a higher mean rank than that of Generation Y (67.73). The difference between the 2 generations is significant. Ambition and broad mindedness go hand in hand and mean ranks for both of these for both the generations are also showing that only.

For instrumental value; imaginative, Generation X (88.01) has a higher mean rank than that of Generation Y (64.29). The difference between the mean ranks of the 2 generations is significant. It means generation X values imagination more than generation Y. For instrumental value; Obedient, Generation Y has a higher mean rank (89.7) than that of Generation X (66.01) with a significant difference between the mean ranks.

For instrumental value; polite, Generation Y (87.01) has a higher mean rank than that of Generation X (68.34) with a significant difference in the mean ranks. This shows that generation Y prefer managers who are well-mannered and use positive, respectful, motivational communication style. Unlike generation X who were parented by strict parents and grandparents, most millennials of India grew up in nuclear families; brought by helicopter parents belonging from Generation X and thus are versed with polite and mostly positive feedback.

For instrumental value; self controlled, Generation Y (90.06) has a higher mean rank than that of Generation X (65.69) with a significant difference between the means. Due to this self-disciplined nature of millennials, employers are no more very particular with timings and deadlines. Generation Y themselves value the norms and thus do not need any reminders. The success of new found work from home trend is also reasoned with the self-controlled nature of millennial employees.

Based on the discussion above we can conclude that for Generation X an exciting life (85.51) is the top most terminal value and for Generation Y, family security (90.01) is the top most terminal value. For Generation X,

the top most instrumental values are ambitious (90.95), imaginative (88.01) and broad minded (85.03). For Generation Y, the top most instrumental values are; self-controlled (90.06), obedient (89.7) and polite (87.01).

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