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Survey on lifestyle of young Asians

YOUNG Asians are not driven by materialism and are still holding on to their traditional values, according to GENIE (Generation who Independently Engage in society).

Said to be the largest survey on youth lifestyle in Asia, GENIE is the brainchild of advertising agency Ogilvy and Mather (O&M). The recently released consumer survey, with more than 300 Malaysians participating, covered 7,000 individuals aged between 20 and 29 in 14 cities throughout South East Asia, India and China.

Single men and women of Malay and Chinese origin with a monthly income of RM3,500 and above were interviewed in groups throughout the survey.

Results from the report debunked the "Generation X" myth in most Asian countries. Young Malaysians, according to the report, are highly motivated and self-driven with no regard for material gain.

O&M regional planning director Mark Blair says GENIE discovered that as a result of the emerging economies in Asia, young Asians are highly motivated and driven in their outlook compared with their Western counterpart, who are depressed due to the recession they are experiencing.

Though rapid progress is taking place, most Asians adhere to their traditional values.

"Most survey participants desire freedom which they can carry forward, especially their Asian heritage of respecting elders and the authorities," says Blair in a Press conference announcing the results of GENIE.

Young Asians see themselves as part of the driving force of the new order. Pragmatic approaches to money indicate financial control as a means of moving up the status ladder.

Marriage, money and political opinions were also covered as main topics in the survey. Results from questionnaires in the survey were astonishing as most participants responded positively.

Young and upcoming Malaysians, says GENIE, uphold their traditional values of hard work, humility, and family ties. Most young Malaysians are motivated and driven by Prime Minister Datuk Seri Dr Mahathir Mohamad's call for Vision 2020. They respect the Prime Minister and think he is witty and has vast knowledge to handle future challenges. Other interesting aspects of the survey indicated that our youth place high importance on friendship.

The self-funded research was carried out by O&M for the benefit of informing their clients on the current lifestyle and advertising impact over young Asians, particularly up-and-coming trendsetters.

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