

A Comparative Analysis of the Values of Generation X and Generation Y in India

Dr. Arpita Kaul¹, Ankit Satija², Karnika Pagaria³, Harsh Gupta⁴

¹Assistant Professor, Department of Commerce, Sri Venkateswara College, University of Delhi,

²Grant Thornton

³THB

⁴Deloitte, USI.

DOI: <https://dx.doi.org/10.51244/IJRSI.2025.12110141>

Received: 03 December 2025; Accepted: 09 December 2025; Published: 19 December 2025

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