



The
QUEST
REPORT
by iQOO



A GLOBAL YOUTH STUDY
2024



iQuest On and On





FOREWORD

India's economy is rapidly emerging as one of the fastest-growing major economies worldwide, and the country is on track to evolve into a developed nation in the coming decades. At the heart of this transformation is our dynamic and vast youth population, which serves as a crucial engine of growth.

Today's youth are characterized by their bold dreams and an unwavering drive to bring those dreams to fruition. This indomitable spirit is encapsulated in our brand philosophy: "i Quest On and On" and we proudly refer to these passionate and determined individuals as Questers.

While we specialize in high-performance smartphones, we've been inspired by the innovative ways young people utilize technology to chase their ambitious goals. This inspiration led us to decode the aspirations of today's youth and to offer them the support they need. The result is the iQOO Quest Report - our brand's inaugural exploration into how passion fuels this ever-optimistic generation.

Through our survey of 6,700 individuals across 7 countries, we developed a Quest Index score to measure the drive and passion of young people. Our findings highlight the tremendous potential India holds on the global stage and underscore the optimism driving this remarkable generation.

We welcome you to the world of Questers

Brace yourselves, and expect to be amazed!

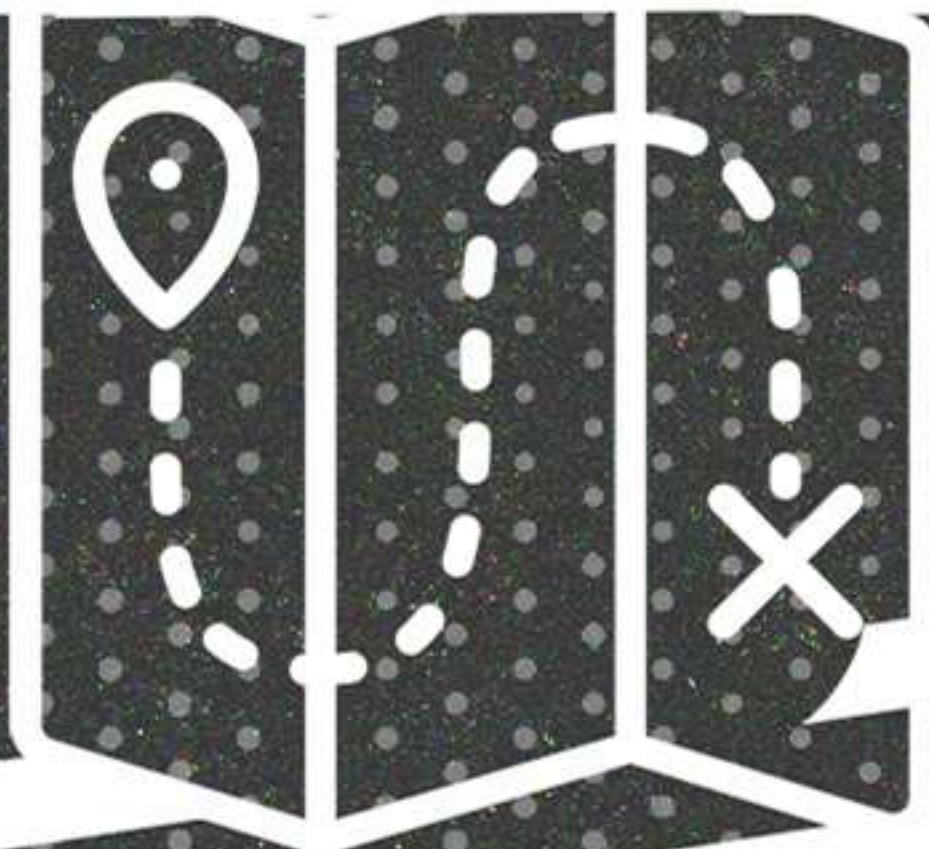
Nipun Marya

Nipun Marya
CEO iQOO India

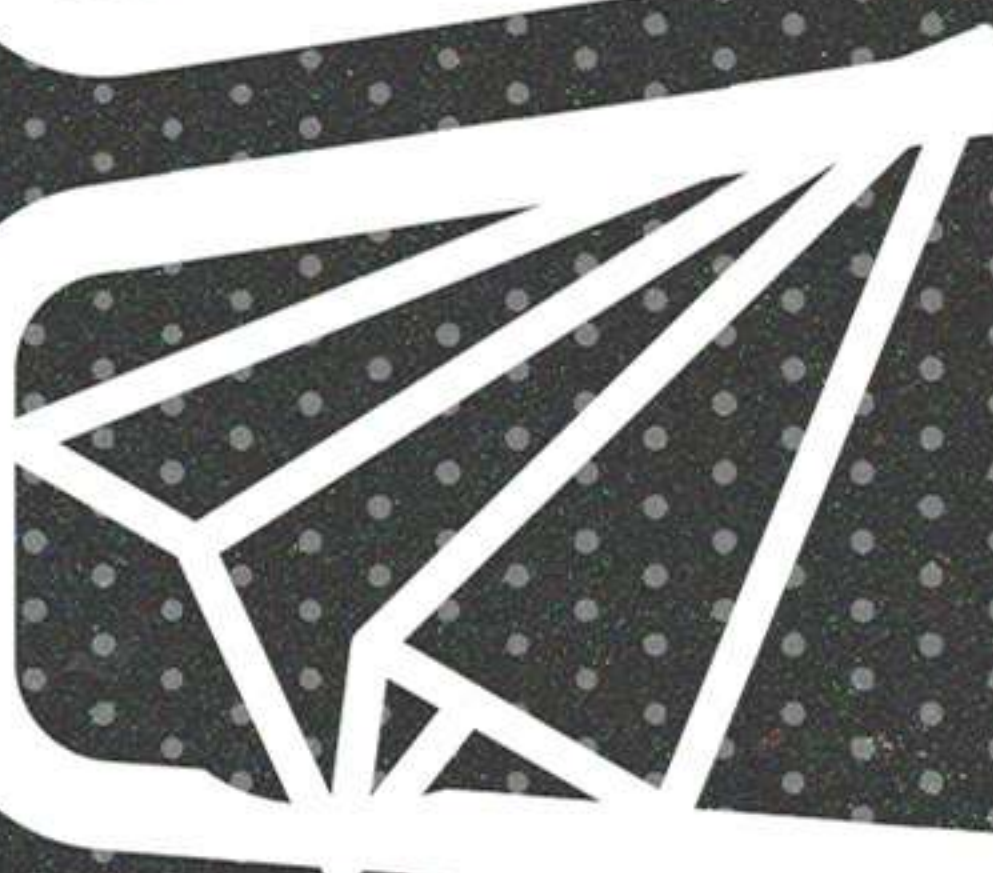
The Gen Z Mantra

Good things come to those who ...

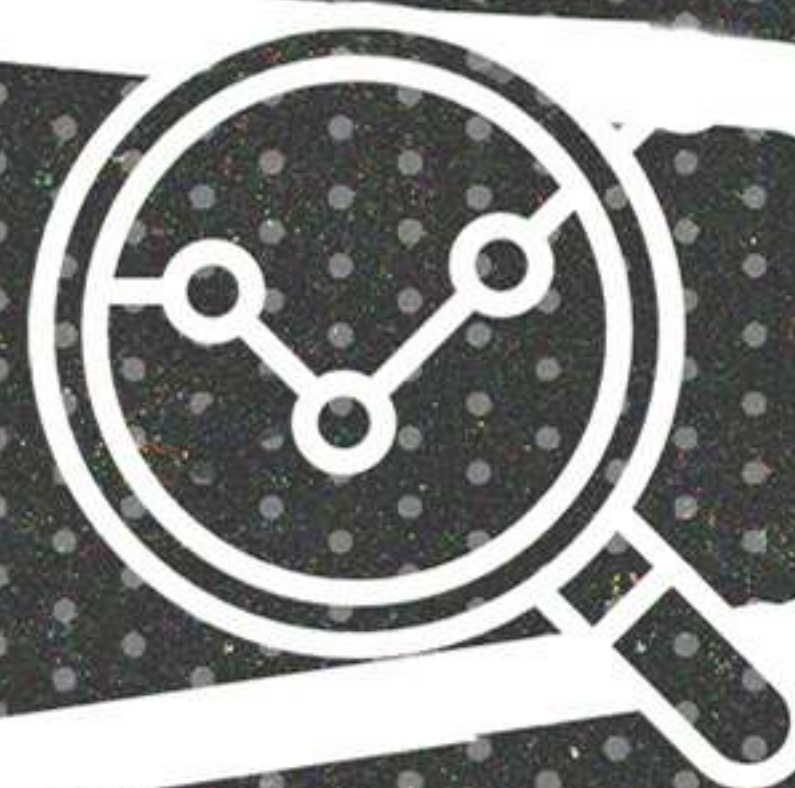
PLAN



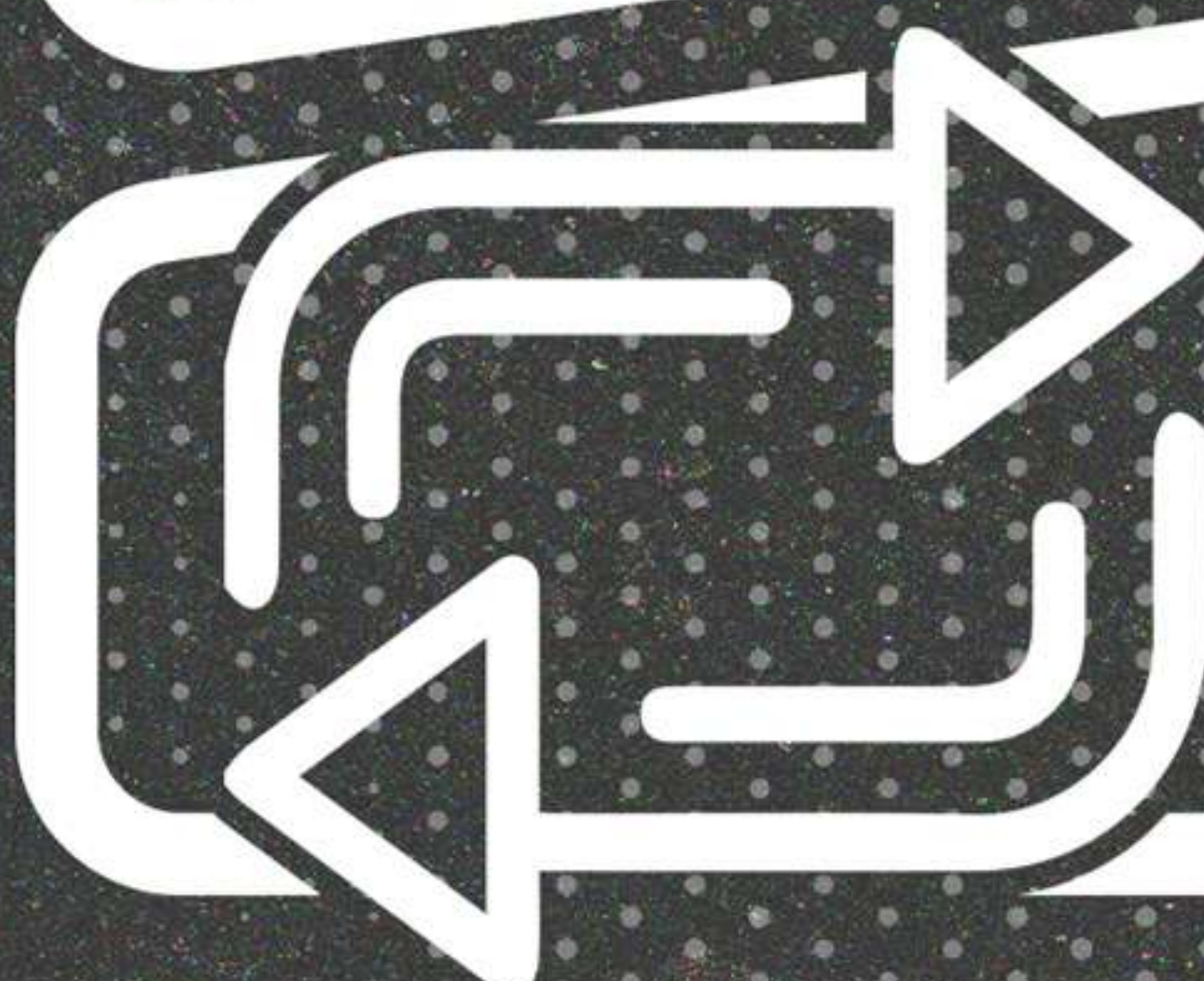
ACT



QUEST



REPEAT



INDEX

06	Methodology
07	Executive Summary
11	Who is a Quester?
14	What is Quest Index?
19	What is youth Questing for?
24	Why do they Quest?
30	Actions to fulfil their Quest
36	Barriers faced in their Quest
42	The Gap Year
48	Way Forward
50	Quester stories from iQOO Community

Methodology

The study, run across 7 countries, aimed to investigate the dreams and aspirations of youth aged between 20 to 24 years.

Sample Size: The sample size of **6700** was determined to achieve a **95%** confidence level with a margin of error (precision) of **± 4%**.

Country wise number of respondents is as shown below:





Executive Summary

Youth dream big with growing aspirations in new-age fields

93% youth globally have big dreams

94% Indian youth have clarity on their dreams, highest globally

1 out of 4 of Indian respondents find comfort in new-age careers

Self-motivation & happiness drives Indian youth

1 in every 2 see personal passion as their core motivator

86% believe happiness is important while chasing their dreams



Hustle and focus key traits in pursuit of their dreams

2X more initiatives by Indian youth v/s global peers

62% are willing to give up their hobbies to fulfil their aspirations

Despite high self-confidence, external barriers abound

1.5X more societal pressure on Indian youth v/s global counterparts

2X more Indian women see gender affecting their quest, compared to men





Mentorship & higher education are key support mechanisms

1 in 2 believe that mentorship by experts provides the support to face external barriers

45% Indian youth feel higher studies enables them in their quest

Gap year emerging as a year of focus

70% believe a gap year will help them in their career

41% have taken or are considering taking a gap year





**Who is a
QUESTER?**





Hyperactive, creative, self-aware, expressive, and at times, explosive

Today's youth are living in an era of multi-achieving and, not just multitasking. Not only complex and layered, the youth today are multidimensional and fearless. They are experimentative, original and innovation-seekers.

Questers!

Questers are truly ambitious and are inspired to pursue their dreams, challenge conventional notions, and break barriers. They're driven and inspired to go the extra mile.

93%

of the people we surveyed
have dreams and aspirations
to make it big.



Meet a Real-Life Quester Bhuvan Bam

His quest is truly exemplary.

Known for his creation 'BB Ki Vines', Bam pushed the envelope to create his own identity. His journey to the youth sensation that he is today, is commendable for more reasons than one. He didn't give up. He was consistent and his will to quest was endless. For someone who did not have the means to achieve his dreams - gaining over 40 million fans online and counting is a remarkable feat. His key to success was focus, belief in his art and the drive to beat all odds.



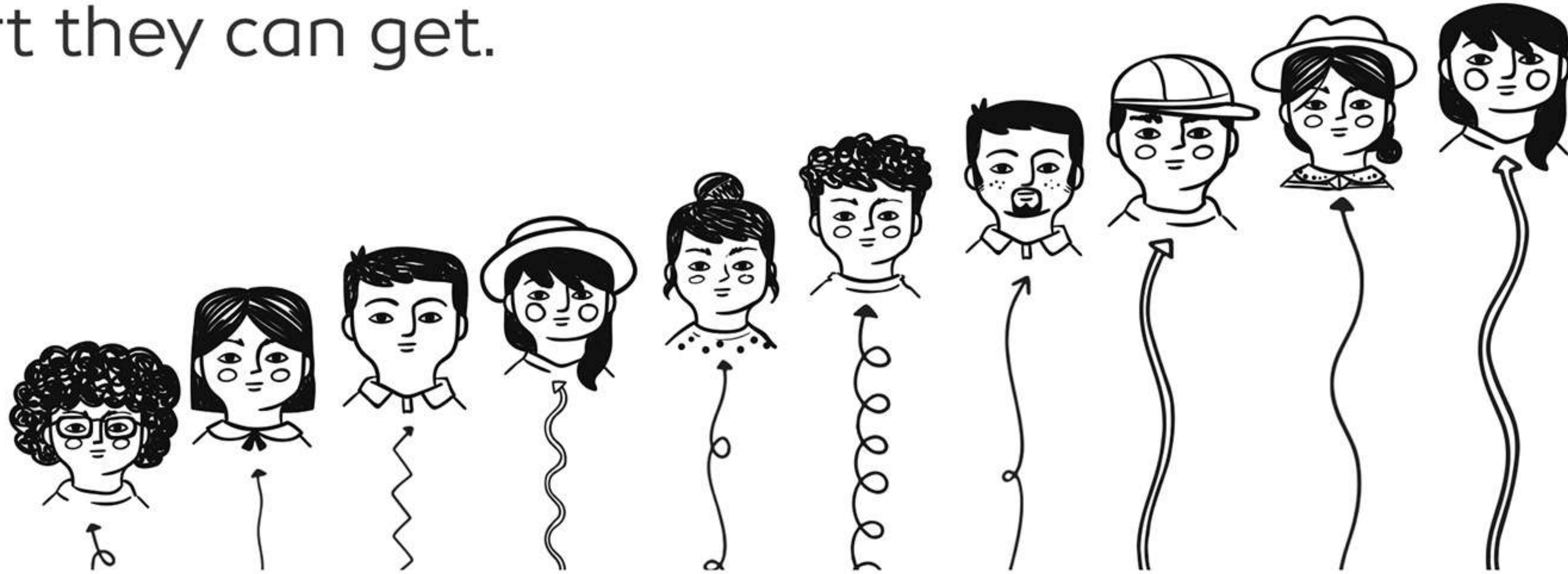


What is QUEST INDEX?



The young questers

play a pivotal role in the growth of a country and we firmly believe they need all the support they can get.



To help drive this vision, we felt the need to decode the Quester's drive, passion and ambition through a quantitative metric.



Growth

Clarity

Motivation

Action

Alignment

**Quest
Index**

(10 point scale)

Here are some findings based on that:



India- 9.1 QI

(Clarity, Alignment, Motivation, Action, Growth)

The Youth in India are making significant strides towards their dreams while learning from setbacks. They aspire to inspire others and pursue careers aligned with their goals.

Malaysia- 8.7 QI

(Clarity, Alignment, Motivation, Action, Growth)

Malaysian Questers are motivated and dedicated. They thrive on challenges and are willing to make sacrifices, not just to achieve success but also to inspire others.

Thailand- 8.2 QI

(Clarity, Alignment, Motivation, Action, Growth)

In Thailand, many aspire to be entrepreneurs. They find fulfilment in achieving their dreams and prioritise personal growth as their primary motivation.

Indonesia- 8.1 QI

(Clarity, Alignment, Motivation, Action, Growth)

The Indonesian Quester pursues relevant opportunities that help them reach their aspirations. Personal growth stands as their greatest motivation, driving their dedication and efforts toward success.

UK- 8 QI

(Clarity, Alignment, Motivation, Action, Growth)

The British youth are optimistic about their pursuits, finding overall happiness in chasing their dreams. Motivated by personal passions, they are dedicated to their goals.

Brazil- 7.8 QI

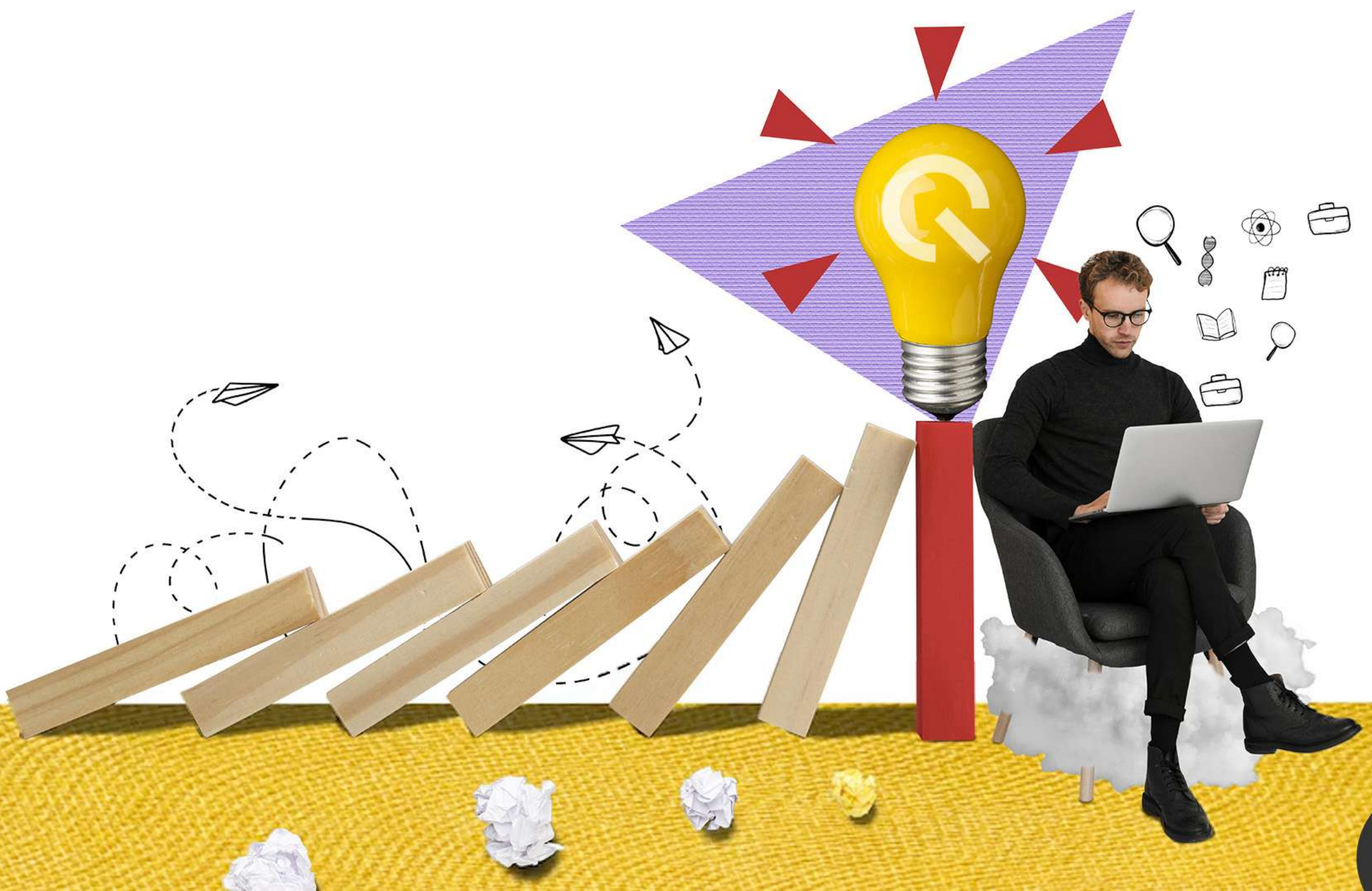
(Clarity, Alignment, Motivation, Action, Growth)

Prioritises achieving overall happiness and well-being while pursuing their dreams. Higher education, strong commitment to personal growth and success are important to them.

USA- 8.2 QI

(Clarity, Alignment, Motivation, Action, Growth)

Clear and determined in their objectives, Questers here are prioritizing personal growth above all else. They demonstrate a proactive approach to success.







What is youth
QUESTING
for?



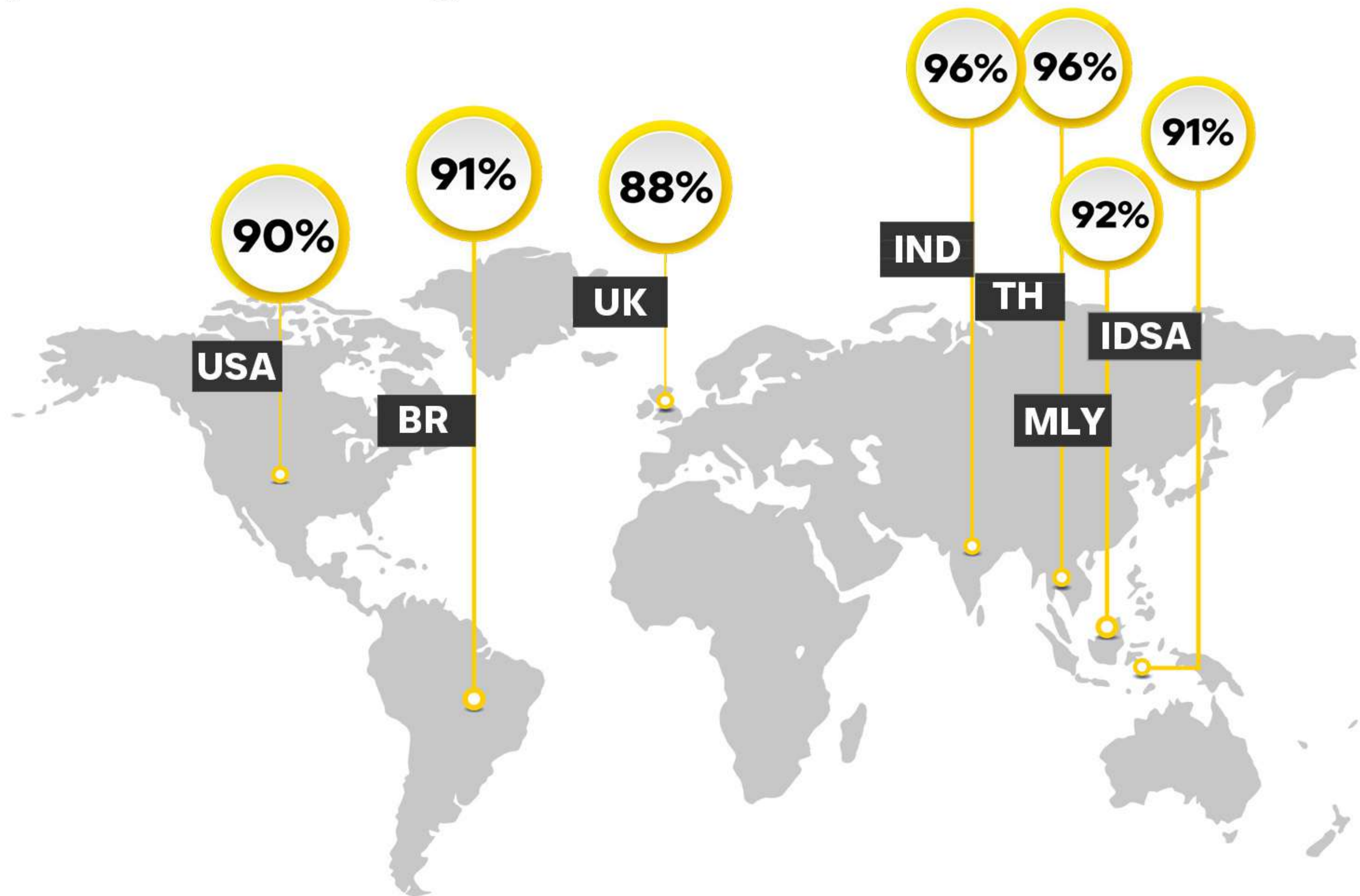
Dream

BIG

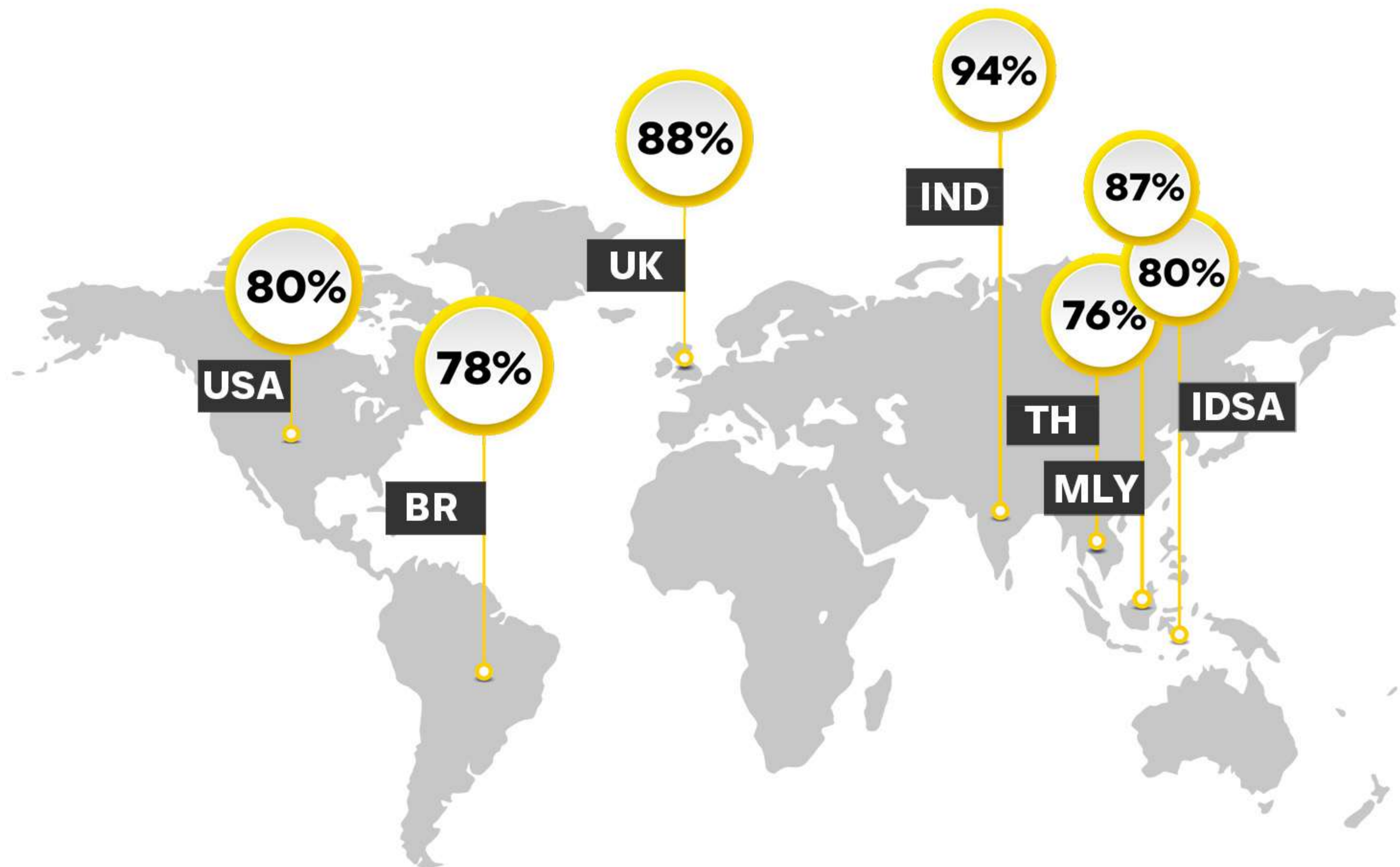
Indian youth have big dreams and they are very clear on what they want to do.



% youth who have big dreams in life



% youth who are clear of their goal and aspirations

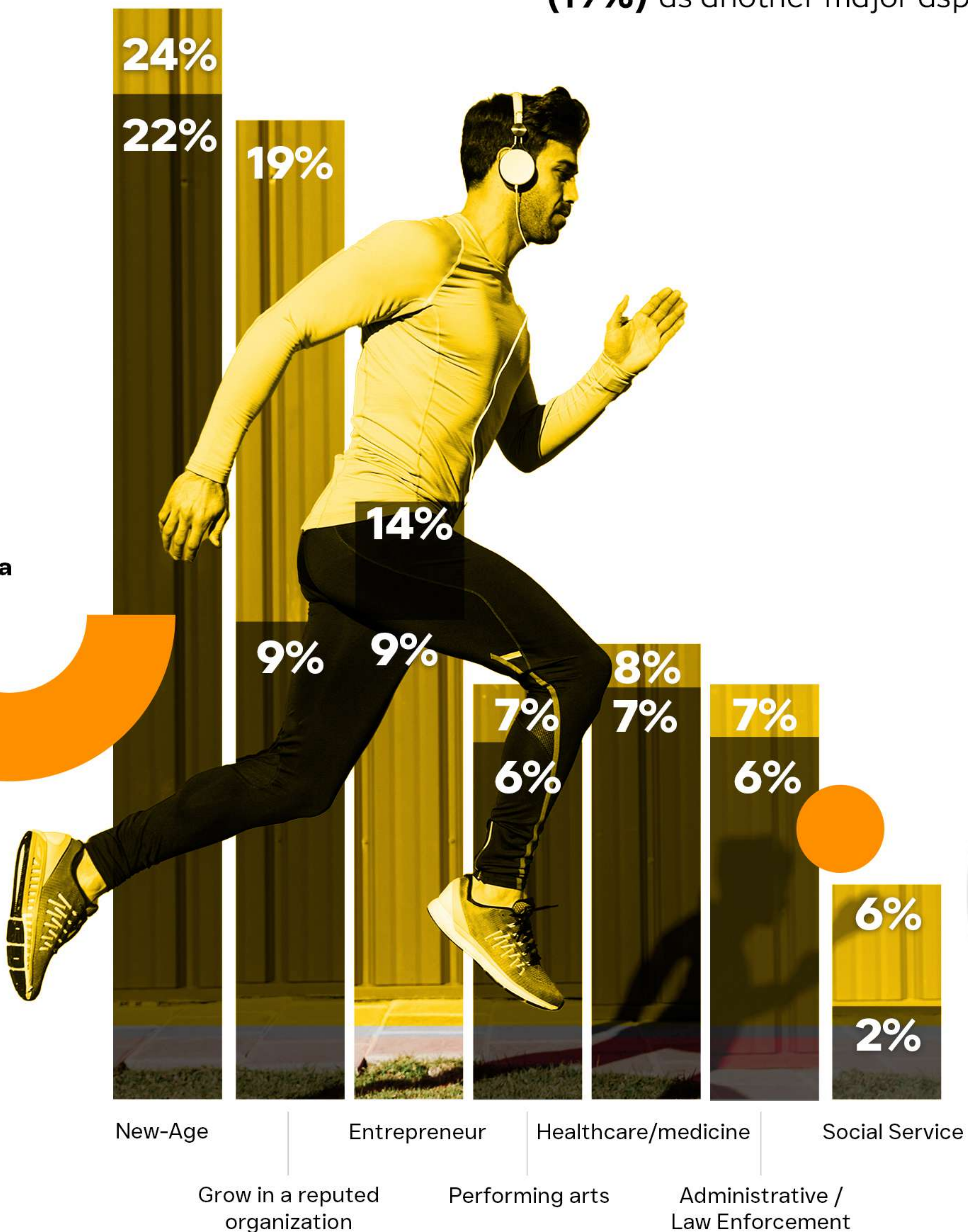


USA United States of America
 BR Brazil
 UK United Kingdom
 IND India
 TH Thailand
 MLY Malaysia
 IDSA Indonesia

It's a new-age Quest, with a new-age passion.

The Gen Z are digital natives and **1 out of 4** of our Indian respondents aspire to build a career in new-age fields such as content creators, gamers, AI, etc. to follow their passion.

Inspired by numerous Indians such as Indra Nooyi, Satya Nadella, Sundar Pichai creating a mark globally, we see career advancement in reputed organisations **(19%)** as another major aspiration.



Let's hear from the expert

“Searching and exploring, vigorous pursuit of a journey or adventure are becoming the defining characteristics of the youth of new modern India. These energetic souls are refusing to put their signatures on complacency, apathy, stagnation, inertia and resignation. They are marching on, making sense, and leading the charge. They are having exciting academic and career orientations in newer fields such as AI, e-Sports, content creations and many such others. They are often getting engaged in innovative entrepreneurship. There are increases in social and political activism and a variety of cultural explorations. We are in for an exciting time and future. Let us facilitate their navigation process in an enabling ecosystem.”

Professor Jay K Mitra,
Former Head & Dean of FMS,
University of Delhi





Why do they Quest?

Intrinsic Motivation

The catalyst to Quest

For most Questers, motivation is an intrinsic choice.



1 in every 2

is driven by personal passion;

Family or community goals and creating a positive impact overall are the other key motivators

What is the primary source of motivation for our Questers?



Gen-Z are truly scared of nothing. Not even failure.

65%

of our Indian respondents see failure as a learning opportunity and 60% of them believe that failure pushes them towards their dreams even more.

Our global respondents are not far behind, with almost

52%

of them accepting that failure motivates them even more.



Wellbeing and happiness

are important in their Quest.

“

**For the Gen Z,
the road to
success is
through**

Happiness.



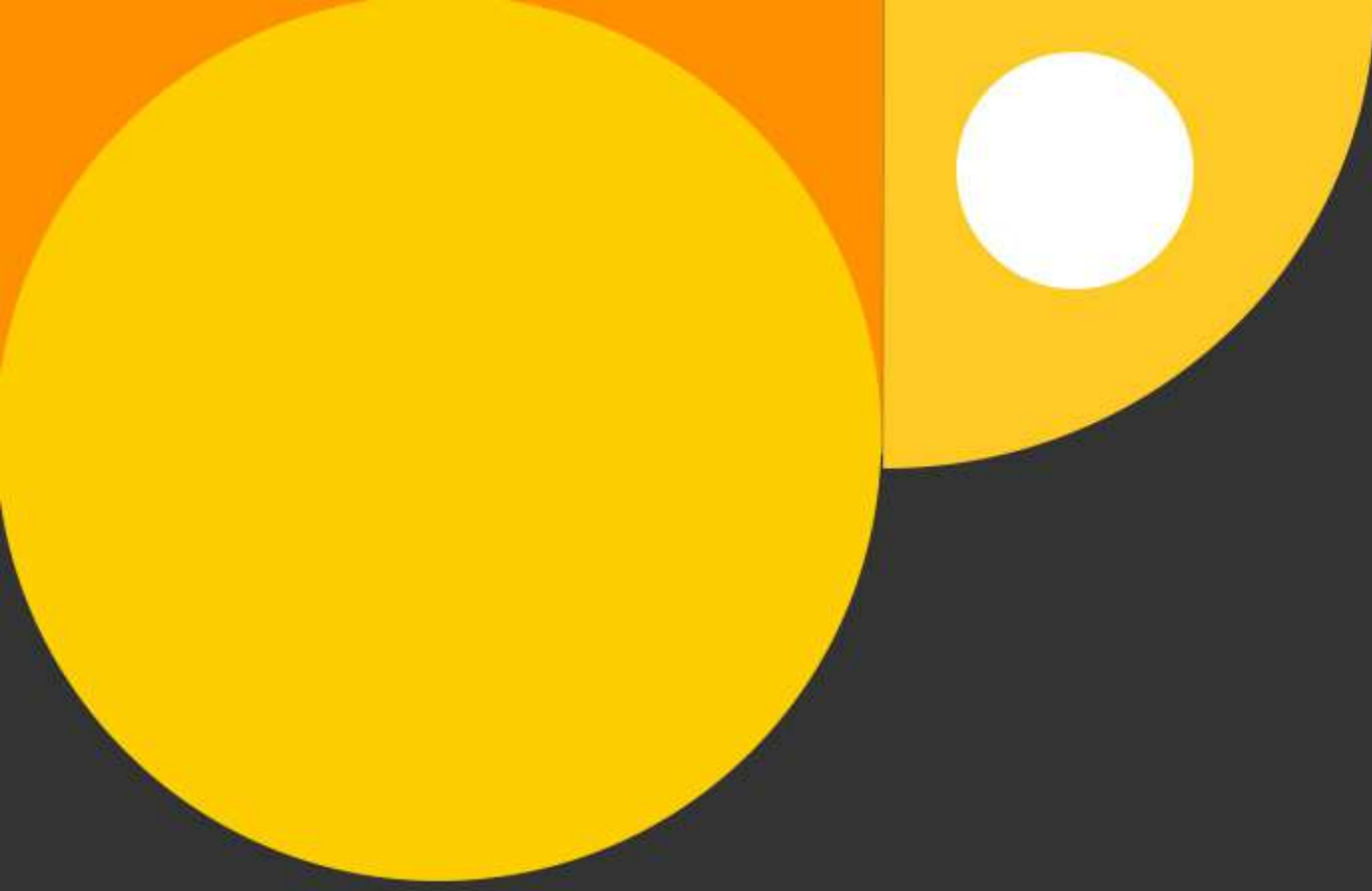
Gen-Z clearly knows how to turn that frown upside down.

% Youth believing overall happiness is important in their dreams

86%
India

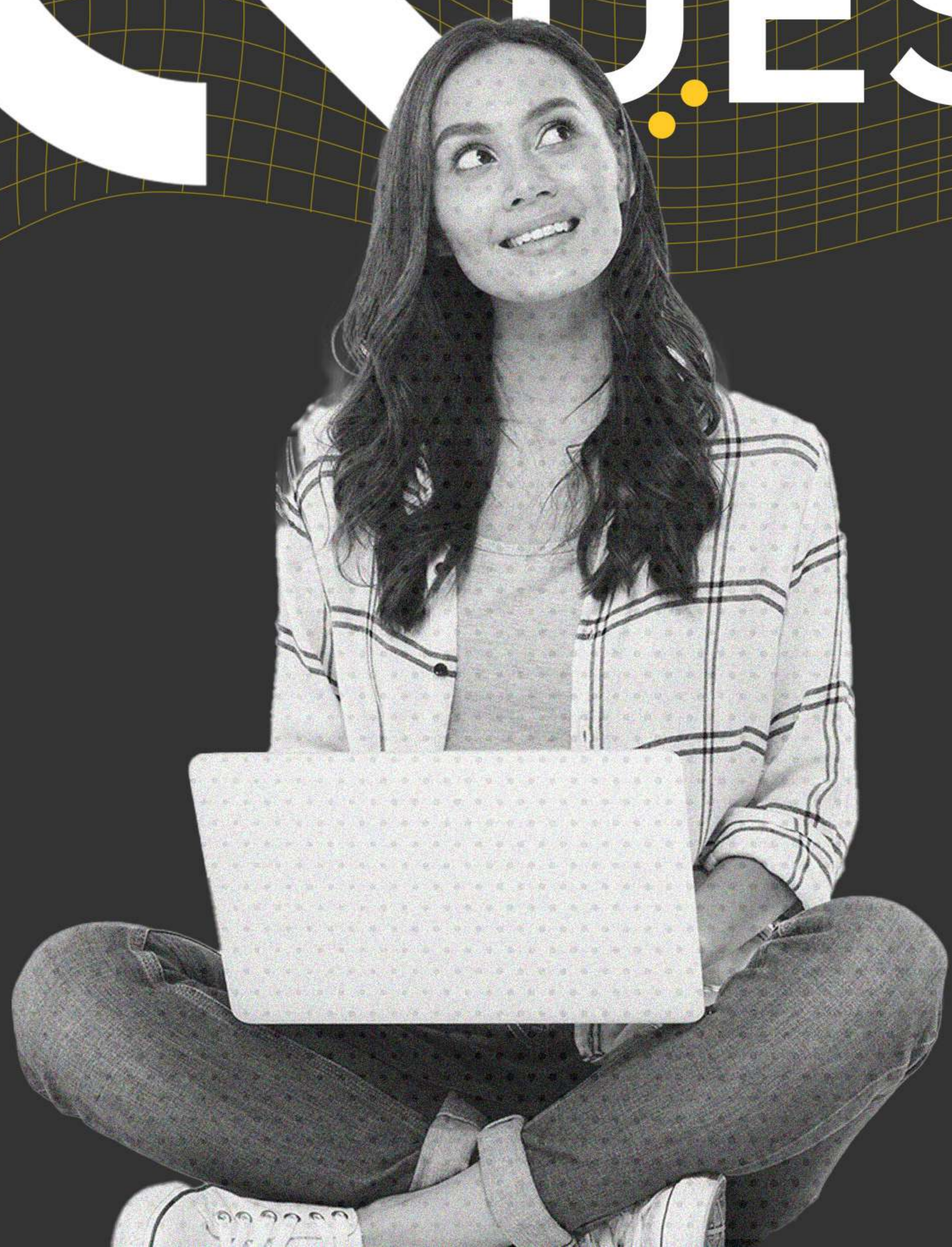
75%
Global

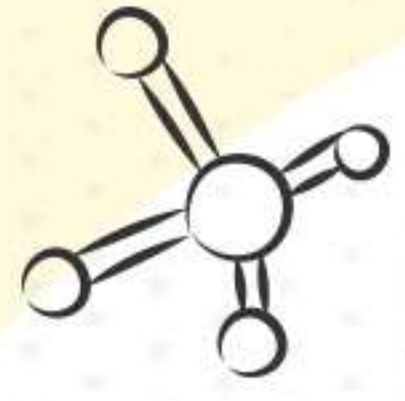




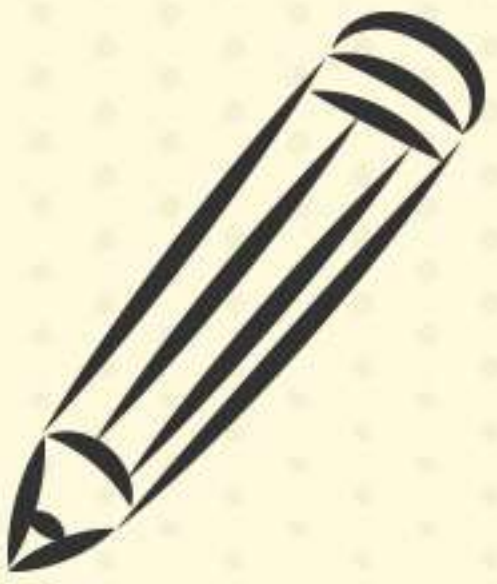
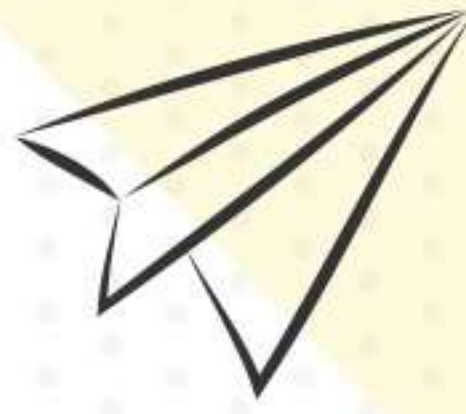
QUEST?

How are the youth going about their





Indian youth are hustlers

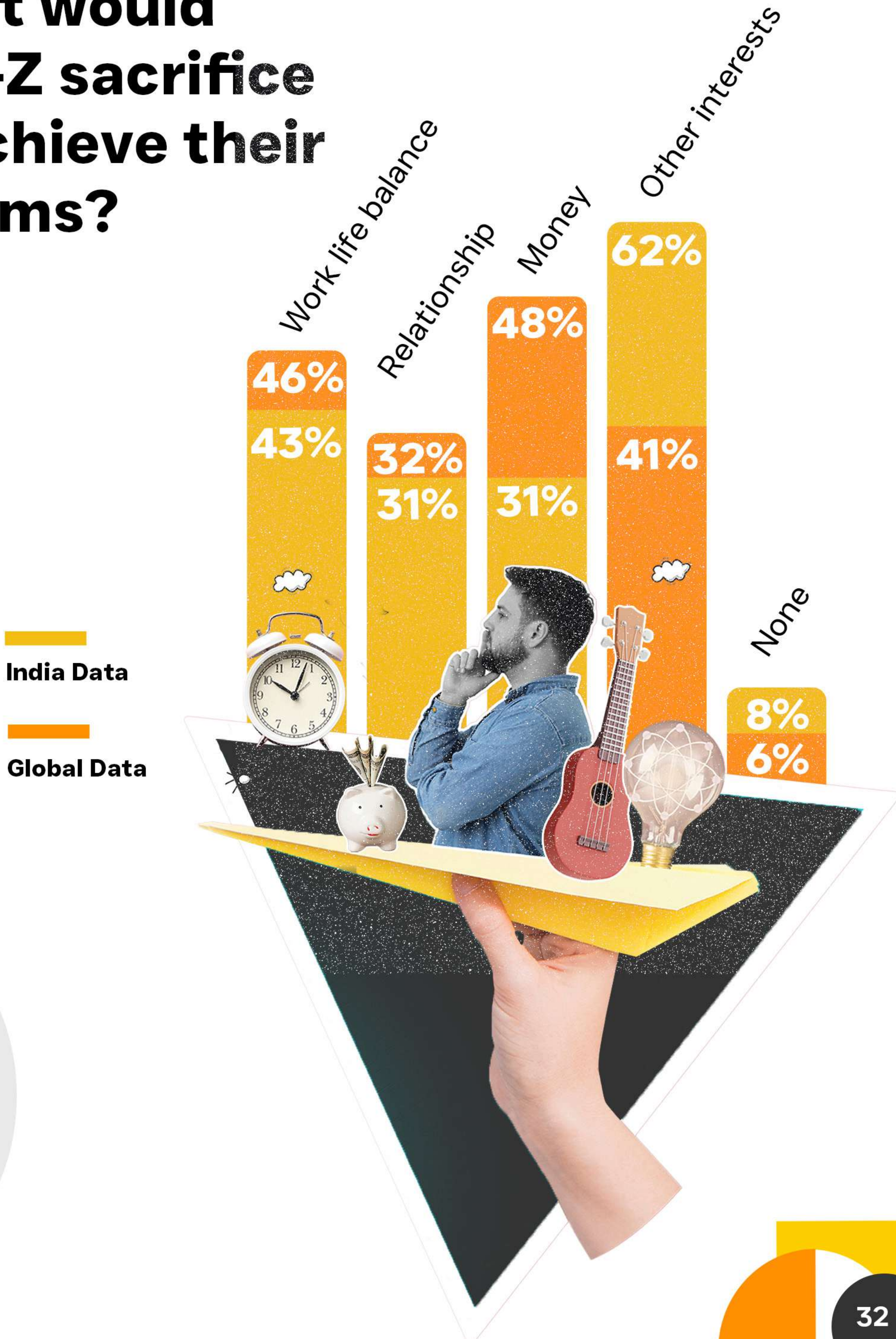


Indian youth undertake the highest number of initiatives to fulfill their quest.

They are hustlers to the core, they take **2X** the initiatives compared to their global peers to achieve their dreams.

2X

What would Gen-Z sacrifice to achieve their dreams?

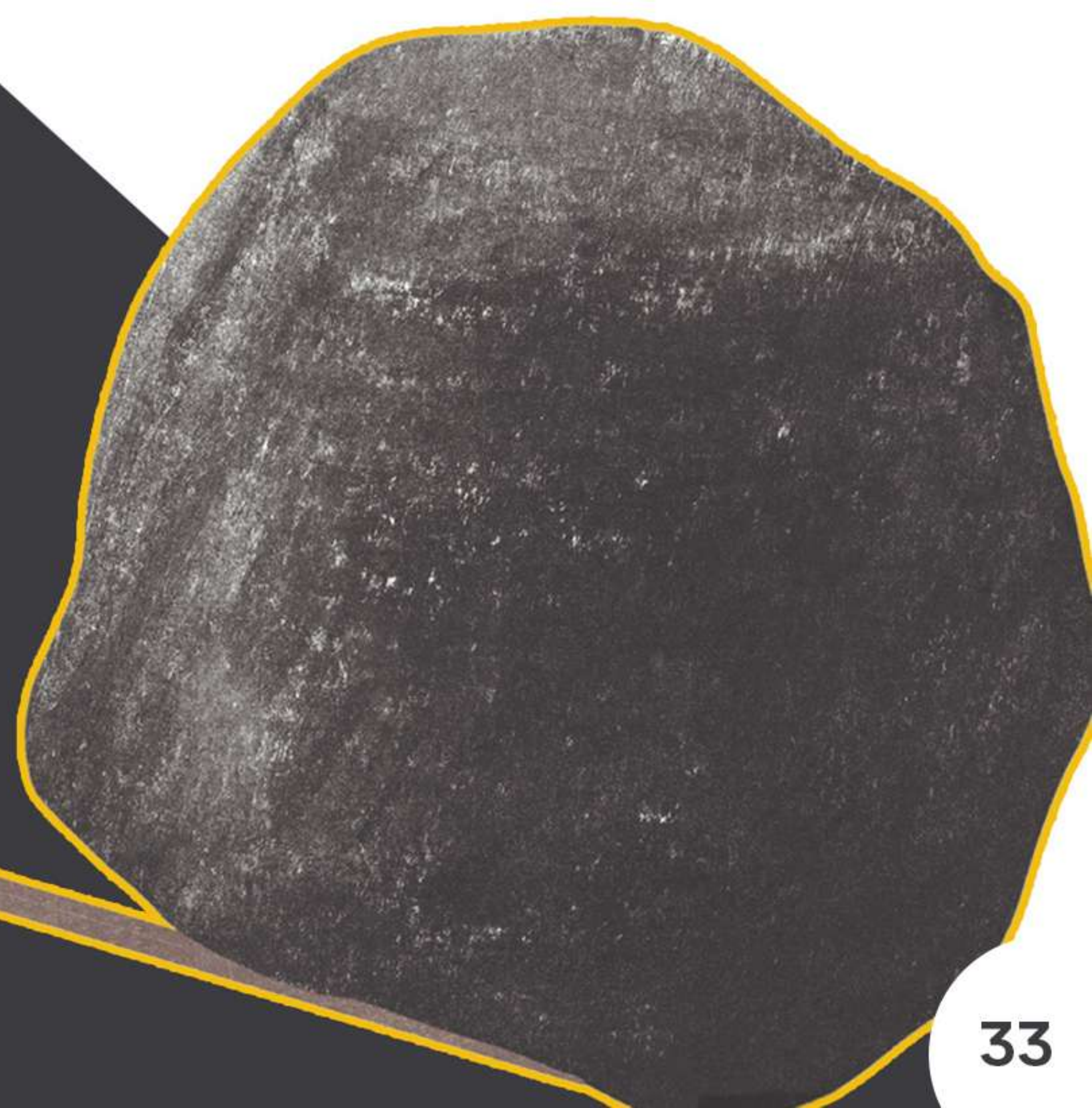




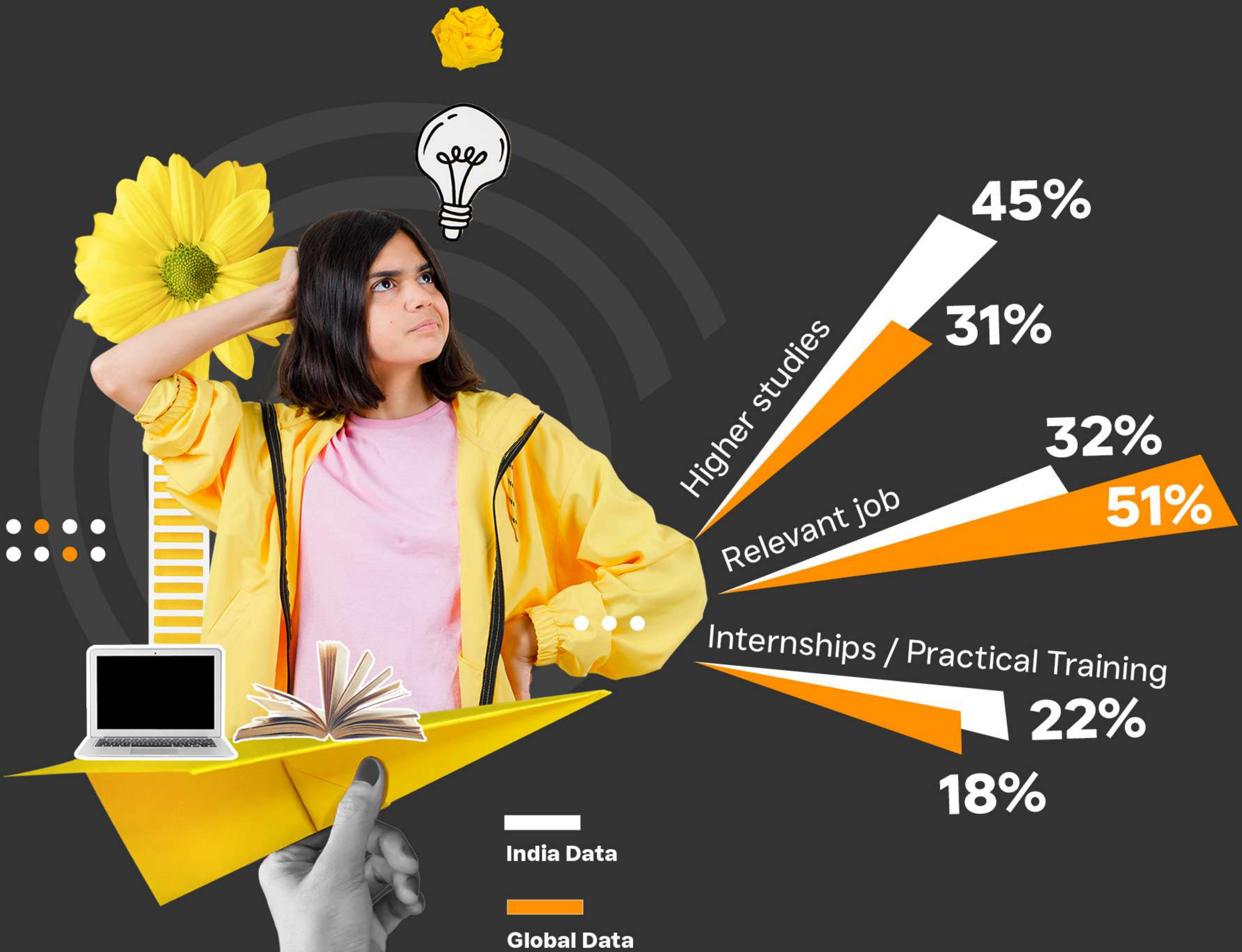
Questers are fueled by the desire to achieve it all and more. And nothing comes in the way of their dreams.

62% of the Indian youth are willing to give up their hobbies and other interests to achieve their dreams.

**Gain Some,
Lose Some...**



What is more important for **Gen-Z** to achieve their **dreams**?



**Commitment is in.
Procrastination is out.**



Questers are at the front lines of pursuing their dreams and aspirations - constantly working to find time for their quest.

More than **55%** of the Indian respondents are actively pursuing their aspirations full-time, against the global figure of **47%**

Barriers faced
in their

QUEST

?





What Doesn't Kill You Makes You Stronger

And while the drive, love, and passion for Quest is on the surge, inevitably it will be affected by challenges beyond their control.

Reasons impacting pursuit of their Quest

INDIA

62%

Societal pressure

48%

Lack opportunities

46%

Financial constraints

GLOBAL

42%

30%

40%

How **financial constraints** affect my quest

1 out of 3

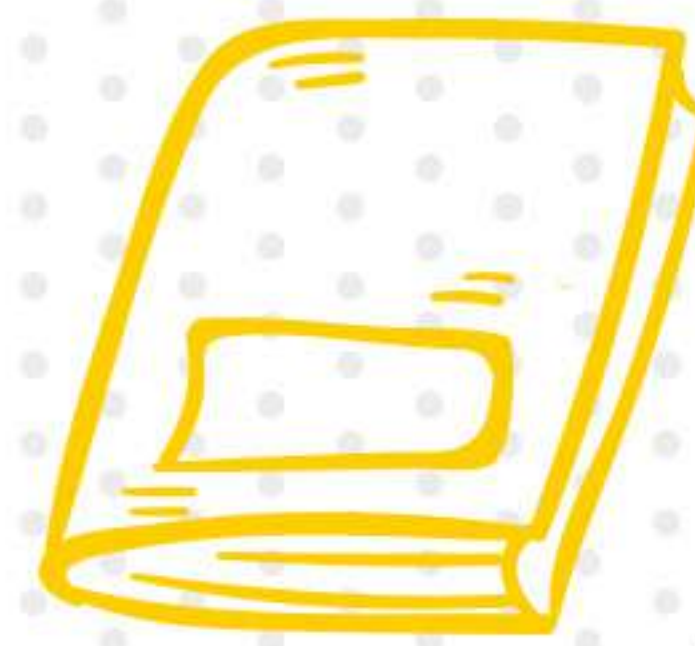
of our Indian respondents require more funds to support their dreams and aspirations.

89% of Indians feel their family's financial background affects the pursuit of their dreams compared to **75%** globally.



Gender impacts the pursuit of my dreams

2X Indian women feel their gender influences their quest compared to men



% youth who feel their gender affects pursuit of their dreams



48%
Women

24%
Men



My country's
economic status
plays a role in the pursuit of my dreams



Whatever it takes to support your quest

Higher education and mentorship by experts stand out as two key areas of support required.

Went for Higher Education

51%

Mentorship by experts

49%

Took up online courses

45%

Picked up a new hobby or interest

42%

Started a business or new venture

35%





The GAP YEAR



But as they say,
where there's a will, there's a way.



Over **70%** of the questers in India believe
taking a **'gap year'** will assist them in
achieving their dreams.



By failing to prepare, you are preparing to fail.

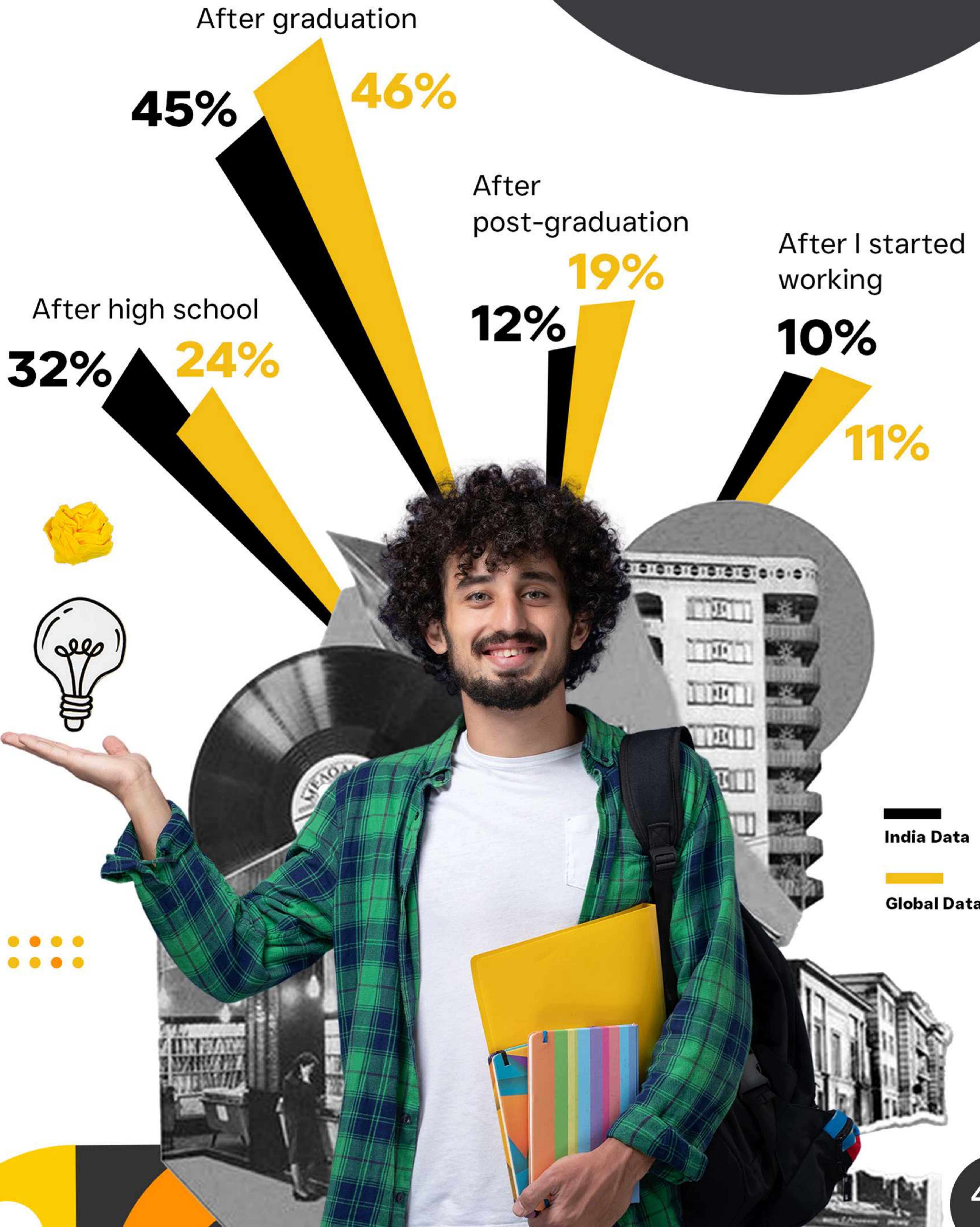
Questers are writing their own rules. One way to pursue their dreams that's becoming increasingly popular is taking a Gap Year.

Gap Year allows them a break from academics or their career to prepare for their future.

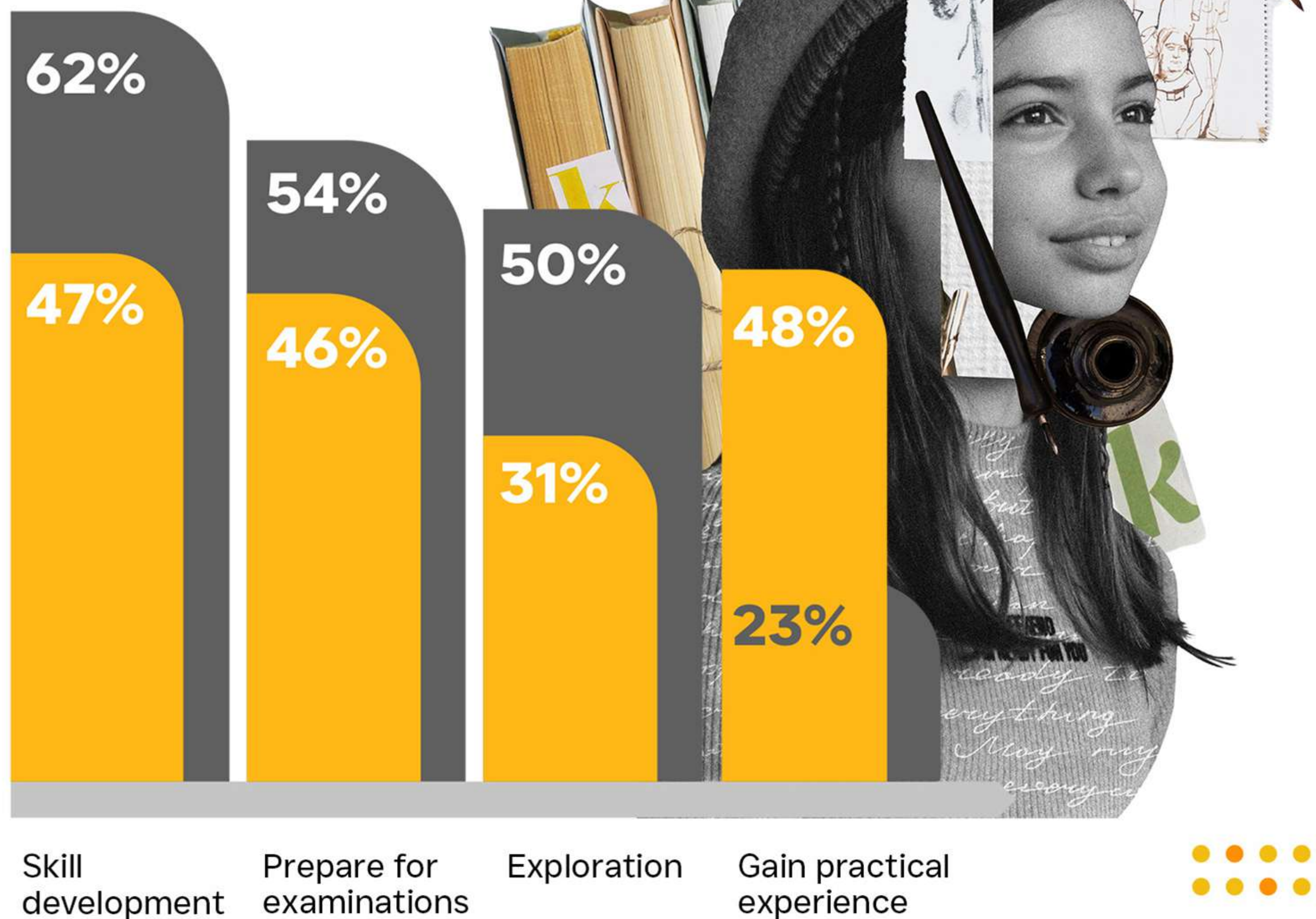
41% of Indians surveyed have taken or are currently on a gap year.



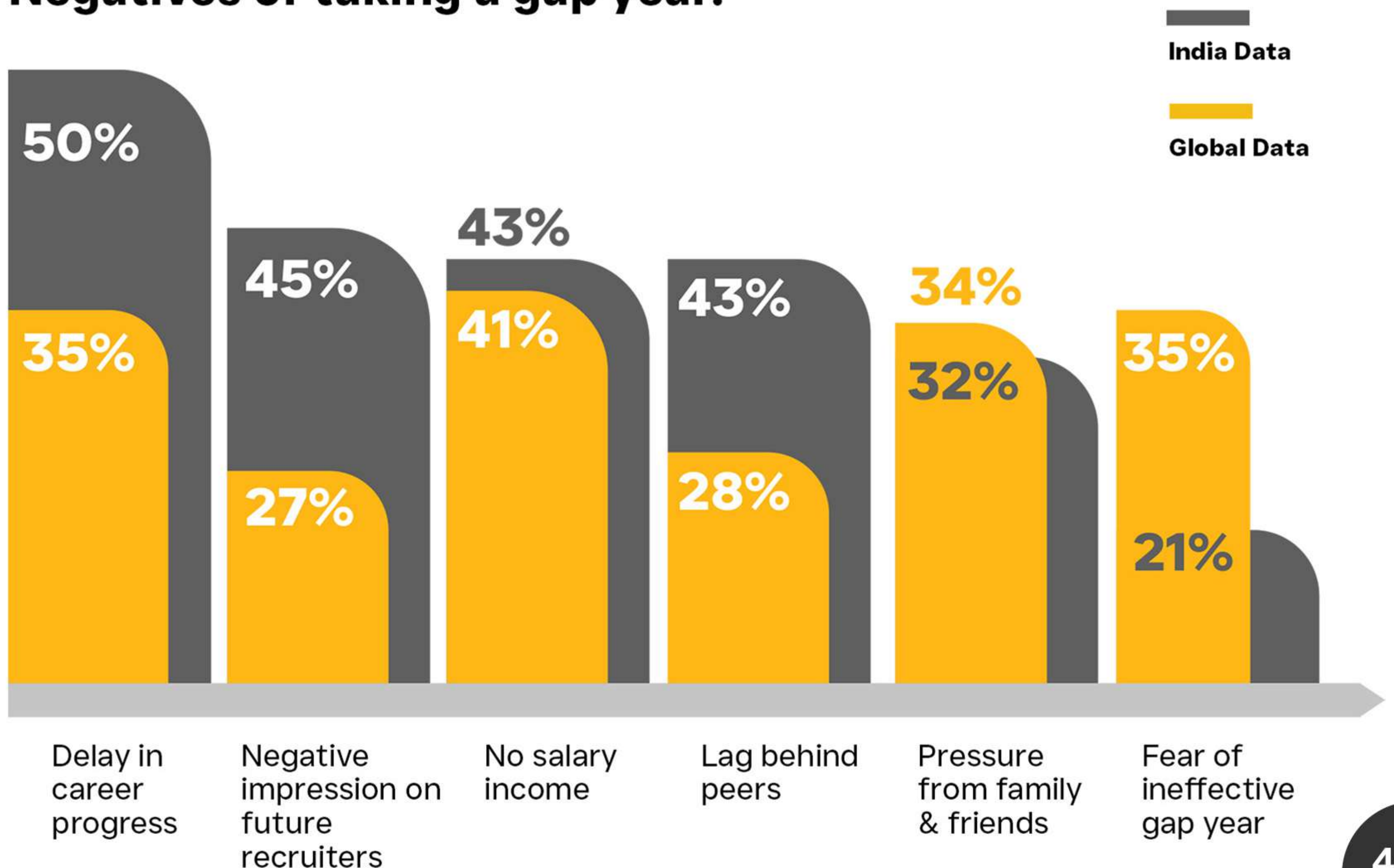
When did they take a GAP YEAR?



Positives of taking a gap year:



Negatives of taking a gap year:



India lags behind in parental acceptance of gap year



Parental support of gap year

77% in India v/s **82%** globally



Way Forward

iQuest On and On



The Greatest Quest

in life is to reach one's potential

Questing dreams to reality

India is a vibrant country with beaming aspirations and dreams of youth. These young minds are not only brimming with big dreams but also possess remarkable clarity about their aspirations. For them, success is synonymous with happiness as they hustle with a single-minded focus, with pragmatic efforts that align with their passions and values.

It is with this same intensity of drive and clear focus that majority of Gen Z in India are now resorting to or are planning to pursue new-age careers like content creation, E-sports, AI, etc. However, Gen Z - who could be one of the first generations to pursue these new age careers, often see themselves struggling for guidance & mentorship.

Clearly, India is evolving.

As India evolves, it's crucial to better accept and support these new-age career choices. The country is creating numerous opportunities, and young people are seizing them. We must step up to support these ambitious individuals, ensuring they stay motivated and on track. Providing this backing will not only aid their personal growth but also foster a culture of progress and innovation.



The
QUESTER
STORIES
from

iQOO Connect
THE OFFICIAL COMMUNITY

Sourav Kapil

As a final-year pharmacy student and a dedicated YouTube content creator, balancing my studies with my passion for video creation has been a challenging yet rewarding journey.

I started my YouTube channel focusing on tech and gaming, and over time, expanded my content to include anime, superheroes, and other interests. After six years of consistent effort, I reached 60K subscribers. Along the way, I faced numerous setbacks, including a period where my growth stalled at around 10K subscribers for two years. However, my unwavering dedication, combined with the support of my family and friends, enabled me to revitalize my channel. By reworking my approach from the ground up, I was thrilled to see my content resonate with a younger audience, helping my subscriber count surpass 200K and continue to grow.

But my journey is far from over. Every day, I strive to innovate and push the boundaries to ensure continued progress and success.



Gerold Praveen J

My journey into dancing began when I was in my 11th grade and had an opportunity to perform at a college event. Here I was noticed by a professional dancer who motivated me to seriously pursue it further.

While my parents weren't entirely supportive of this idea, I knew this was my calling and was entirely committed to it. I used to undertake small performances to help pay the dance class fees.

Eventually, my parents accepted my passion for dancing as I began choreographing for reality shows, with my students reaching the finals, one of my most prestigious achievements is becoming the official choreographer for the Madras Institute of Technology.

With time as I gained recognition, I started my own dance community in Chennai with five dancers and we recently celebrated our 8th year anniversary.



• Aniket Patil

I graduated with a B.Sc. in IT excited to dive into the tech industry. My first job was with a startup as a UI Designer. It was a thrilling experience, unfortunately, the company faced financial difficulties and shut down just before the COVID-19 pandemic hit.

Finding a new job amidst the global crisis proved challenging. Throughout my career, photography has always been a beloved hobby. I often worked as a wedding photographer on weekends, finding joy in capturing the special moments of people's lives.

With the loss of my job, I decided to turn this passion into a full-time career and committed myself entirely to it. This transition wasn't easy, but it allowed me to focus entirely on something I love, turning my hobby into a rewarding career. I have now joined one of the best wedding photography firms in the country.



