

Abstract

This research paper is a pioneer research which aims to study the distinctive perceived values, consumption behaviours, behaviours on internet and social media, age group of and attitudes to Cultured Youth and Junk Youth in public's perception. It also investigates how perceived values to the two subcultures would affect their perceived consumption behaviours, as well as the interactions between public's views on the two subcultures. The broad approach of the research provides foundations for future studies in the area.

Keywords: Cultured Youth, Junk Youth, values, consumption behaviours