



## To Study tthe Consumer Generation Z Psychology About Opening and Running Hotel Business in Ahmedabad

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### ARTICLE INFO

*Keywords:* Generation Z, Consumer Psychology, Hotel Preferences, Sustainability

*Received :* 4 September

*Revised :* 23 October

*Accepted:* 22 November

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### ABSTRACT

This study examines the consumer psychology of Generation Z concerning hotel preferences in Ahmedabad, India. As this demographic becomes a significant force in the hospitality market, understanding their unique behaviours and expectations is crucial for hotel operators. Through the analysis of various hypotheses, the findings indicate that Generation Z values personalized experiences and technology-driven services, significantly influencing their hotel choices. While sustainability was found to have a selective impact—particularly regarding locally sourced food—other factors, such as Corporate Social Responsibility (CSR) and brand reputation, showed weaker associations. The research highlights that Generation Z's preferences are shaped by their tech-savvy nature and desire for unique, tailored experiences. Additionally, the study suggests that hotel businesses can enhance their appeal to this demographic by focusing on digital innovations, emphasizing sustainability efforts, and creating opportunities for engagement in CSR activities. Overall, this research provides practical implications for hotel operators seeking to attract and retain Generation Z consumers by aligning their offerings with the values and preferences of this emerging market segment. Future research directions are also outlined, including the need for broader geographic studies, generational comparisons, and in-depth investigations into the evolving travel preferences of Generation Z

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## **INTRODUCTION**

Consumer psychology is the most significant demand for businesses today hospitality sectors have evolved from being based on generic wants to focusing on the changing needs of the emerging Generation Z (Vidani, 2015). Generation Z was born between the mid-1990s and the early 2010s they have different beliefs and expectations that hoteliers must be aware of if they want to pick up a piece of Ahmedabad's rising cities (Vidani, 2015). As a result if hoteliers understand this generation's psychology they can predict their likes and behaviour as well as how the impact of current branding will influence their hotel decision (Vidani, 2015).

The hospitality industry evolves from a provider of service to a social interaction arena, thus answering the precise desires of Generation Z, a place believing in authenticity, consideration of the environment, and social involvement (Solanki & Vidani, 2016). This generation does not need a roof to lie under but needs a roof that acknowledges such aspects (Vidani, 2016). As the Generation Z grows and becomes more mobile, such interest in such aspects becomes the impetus in the process (Niyati & Vidani, 2016). This psychology would be the decisive factor to capture and sustain for the Ahmedabad hoteliers (Pradhan, Tshogay, & Vidani, 2016).

1. Gen Z Consumer Behaviour with Hotel Branding (Modi, Harkani, Radadiya, & Vidani, 2016). This generation is unique in terms of brand expectations. According to Tata, Shamrock and Western Likens, Generation Z is very sensitive to corporate identity in hotels particularly when such a brand places a high value on social responsibility (Vidani, 2016). Importantly Generation Z values authenticity transparency and ethical business activity far more than luxury, price, or convenience which have traditionally been the primary concerns of preceding generations (Bhatt, Patel, & Vidani, 2017). As a result hotels must tailor their branding to address issues such as environmental sustainability, community involvement and ethical Operations (Shukhandi tank & Vidani 2017). This is then translated into hotel branding, communication and customer service (Singh, Vidani, & Nagoria, 2016). Generation Z considers trust to be an important factor in their accommodation choices and hotels that demonstrate community engagement, social responsibility and environmental sustainability are more likely to achieve that loyalty and this shift in consumer expectations creates an opportunity for hoteliers in Ahmedabad to design a brand strategy to attract this new segment of consumers (Mala, Vidani, & Solanki, 2016).

2. Corporate social responsibility (CSR) and willingness to pay (WTP) However, there is consumer psychology with Generation Z and they will pay a premium for products that have a positive value (Dhere, Vidani, & Solanki, 2016). CSR initiatives particularly those addressing environmental sustainability will impact Generation Z's opinion of hotels and increase their willingness to pay extra for services provided by socially responsible firms (Singh & Vidani, 2016). Such information is particularly crucial in Ahmedabad's luxury hotel business which is experiencing rapid growth (Vidani & Plaha, 2016). This attracts Generation Z clients who are eager to pay for experiences that reflect their values which can help hoteliers achieve a competitive advantage by

incorporating CSR into their business models and other studies show that gender influences how people respond to CSR projects emphasizing the importance of tailoring marketing and service methods to this generation's unique tastes(Solanki & Vidani, 2016).

3. Green Hotels and Planned Behavior Generation Z is known for being concerned about sustainability, therefore green hotels are ideal for them(Vidani, 2016). Varma and Chandra (2018) used the TPB model to predict young Indian consumers' desire to patronize green hotels(Vidani, Chack, & Rathod, 2017). Aside from the TPB components the authors propose additional characteristics that would have a substantial impact on Generation Z's decision including moral reflectiveness and conscientiousness(Vidani, 2018). Attitudes toward sustainability and green practices have a big impact on Generation Z's inclination to visit hotels(Biharani & Vidani, 2018).Adding eco-friendly measures such as energy-efficient lighting, regionally sourced food, and waste minimization can significantly enhance the appeal of Ahmedabad hotels to Generation Z(Vidani, 2018). Such actions improve impressions of the firm and attract more environmentally conscious travellers(Odedra, Rabadiya, & Vidani, 2018). This improves hotels' competitiveness as well(Vasveliyya & Vidani, 2019).

4. GST and Hospitality Industry Though highly relevant in terms of hotel selection for Gen Z clients there are plenty of external influencing elements, such as policy environments the most current of which is the GST that India has recently implemented(Sachaniya, Vora, & Vidani, 2019). Though intended to simplify the tax system it almost proved to be a challenge for the hospitality industry in terms of the cost-plus structure and pricing setting(Sachaniya, Vora, & Vidani, 2019).Hoteliers in Ahmedabad must overcome this by offering competitive prices for the distinctive values required by Generation Z(Vidani, 2019). Despite paying a premium for a socially responsible brand consumers are often price sensitive(Vidani, Jacob, & Patel, 2019). Hoteliers must provide value for money while offering experiences that resonate to Generation Z's interests(Vidani J. N., 2016).

5. Responsible Practices in North Indian Hotels

Research on the green initiatives implemented by five-star hotels in North India indicates that the practices are consistent with Generation Z tastes. Growing food in the community, creating smoke-free zones, using refillable amenities and harvesting rainwater all help to lessen a hotel's environmental impact making it appealing to Generation Zcustomers(Vidani & Singh, 2017). Adopting similar sustainable techniques by Ahmedabad hoteliers would provide them a competitive advantage in the marketplace(Vidani & Pathak, 2016). Green amenities and services will appeal to Generation Z consumers willing to pay a premium for sustainable experiences(Pathak & Vidani, 2016). It also improves the entire image of the hotel brand giving it a sense of devotion to sustainability and strong business principles.

6. Entrepreneurship in Hotel Sector Entrepreneurial research in the small and medium-sized hotel sector identifies self-confidence, perseverance and independence as attributes that help hospitality entrepreneurs outperform the competition in the hospitality industry(Vidani & Plaha, 2017). These attributes

will be valued by hoteliers in Ahmedabad where the hospitality industry is thriving, and will provide them with an advantage in a highly competitive market (Vidani J. N., 2020). To succeed in this field, hotel entrepreneurs must innovate through competitive pricing, effective marketing, and exceptional service. What value can Generation Z-focused businesses emphasize in order to eventually excel at attracting and maintaining such customers V. Verma, B. Chandra · Jan 20, 2018.

### **Research Objectives**

- To study the awareness and preference for sustainable practices in hotels among Generation Z consumers (Objective achieved in Question 6 of Questionnaire)
- To assess the willingness of Generation Z consumers to pay more for environmentally friendly hotel services (Objective achieved in Question 7 of Questionnaire)
- To evaluate the importance of Corporate Social Responsibility (CSR) in hotel selection by Generation Z consumers (Objective achieved in Question 8 of Questionnaire)
- To examine the prioritization of personalized experiences over standard services by Generation Z when choosing hotels (Objective achieved in Question 9 of Questionnaire)
- To analyze the impact of hotel brand reputation and trustworthiness on the decision-making process of Generation Z consumers (Objective achieved in Question 10 of Questionnaire)
- To investigate the influence of online reviews and social media presence on hotel choice among Generation Z consumers (Objective achieved in Question 11 of Questionnaire)
- To explore the preference for locally sourced and sustainable food options in hotels among Generation Z consumers (Objective achieved in Question 12 of Questionnaire)
- To study the preference for digital and technology-driven hotel experiences among Generation Z consumers (Objective achieved in Question 13 of Questionnaire)
- To examine the importance of reducing carbon footprints and implementing green practices in hotels for Generation Z consumers (Objective achieved in Question 14 of Questionnaire)
- To determine the likelihood of Generation Z consumers returning to hotels that actively engage with social and environmental causes (Objective achieved in Question 15 of Questionnaire)
- To understand the influence of geographical location on hotel choice among Generation Z consumers (Objective achieved in Question 16 of Questionnaire)

## LITERATURE REVIEW

Customer behaviour is that factor they cannot live without in hotel industries, which provides many service and experience (Vidani J. N., 2018). The whole market is disturbed and lifestyle patterns have changed in customer preferences. Ahmedabad is one of India's largest cities with a basic role in the nation's rapidly developing economy and hospitality sector. If major one is Generation Z, or people birth between the mid-1990s and early 2010s. Unique values, technology-driven lifestyles, and social responsibility to changing environment. Specifically, it reviews literature relevant to the consumer psychology of Generation Z - how this generation hotel branding in terms of CSR activities and their challenges, making day by day this generation is changing the hospitality industry.

Consumer Behaviour of Generation Z in Hospitality is most as a "digital" generation. All of them are the outcomes of their online life. This generation is very utilize of the internet and social media. Their consumer behaviour is highly driven by these major factors. As states Tata, Shamrock, and Western Liken (2023), it has been that Generation Z consumers are more valuable and socially. If this generations decided it's was convenient or because a brand supported it, the Generation Z decides about brand and social responsibility. If one is even more significant to the hospitality industry because hotels have stay in the modern world, cultural activities, and personal services. Generation Z places a high value on corporate, especially regarding a social responsibility, as highlighted by Tata (2023). These values significantly influence their purchasing decisions and brand loyalty S. Ahmad · Jan 29, 2015. Hotels that their operations and marketing with these principles are more likely to attract and Gen Z customers. Additionally, personalization plays a crucial role; this generation expects brands to their unique preferences through customized room experiences, tailored activities. By incorporating these personalized features, hotels can effectively engage and appeal to this demographic Sunny Mirchandani, G. Japee · Aug 9, 2020.

CSR and Its Impact on Generation Z Corporate Social Responsibility has become a hard topic in the hospitality industry, particularly as Generation Z increasingly prioritizes environmental and social concerns Shikha Sharma · Dec 21, 2019. As noted by Thomas, this generation is to support businesses that are the social causes, especially those that benefit the community and the environment (Vidani, Das, Meghrajani, & Singh, 2023). Hotels that actively engage in CSR initiatives, such as reducing their contributing to local communities, are viewed as ethical and trust by these customers. Thomas highlights the connection between CSR and Generation Z's willingness to pay more for luxury hotel services (Vidani, Das, Meghrajani, & Chaudasi, 2023). This generation is ready to spend extra for brands that align with their ethical values. Additionally, there is a notable difference in how gender influences responses to CSR among Generation Z. Female consumers, in particular to be more sensitive to ethical issues in their purchasing decisions (Bansal, Pophalkar, & Vidani, 2023). This insight can guide hotel managers in Ahmedabad to tailor their marketing strategies to better with the ethical values of different genders.

Green Practices and Sustainability in Hotels If the current situation in the hospitality industry . If especially because of Generation Z, if according to Varma and Chandra, this generation is attach a lot of importance to sustainable as it forms part of broad social and moral values. Their paper found that Gen Z consumers like green hotels mainly because they save energy, reduce waste and provide contributions to local communities based on Theory of Planned Behaviour(Pathak & Vidani, 2016). If Varma and Chandra (2018) highlight that moral reflectiveness play important roles in the decision-making process for selecting green hotels. Today's consumers, especially from Generation Z, prioritize ethical considerations, making sustainability a key factor in their choices (Chaudhary, Patel, & Vidani, 2023). If practices like using energy-efficient lighting, minimizing waste, and sourcing local food enhance a hotel's , as noted by hoteliers in Ahmedabad. If not only attracts customers but also supports long-term environmental sustainability for the hospitality industry (Patel, Chaudhary, & Vidani, 2023).

GST on Hospitality Industry in Ahmedabad If our customers' behaviour, there are so many external factors the hospitality industry deals with, Indian Government in 2017 launched Goods and Services Tax in India(Vidani & Plaha, 2017). However, its implication on the hospitality industry has not been entirely has gone away from customer.. While being if clear about the fact that directly the tax structure on the whole if any one of them for the majority of the hotels of this city, especially the luxury brands, it looked like a failed operation, since the operational cost has gone up in Ahmedabad. If Generation Z is a value about the demographic if any willing to pay the premium for high and sustainable services but conscious of value for money (Sharma & Vidani, 2023). This happens to be the biggest challenge for hoteliers in Ahmedabad, competitive pricing with experiences and services that with Generation Z's values(Vidani J. N., 2018). If any influence on hospitality would critically help hoteliers develop pricing strategies well for achieving business objectives and consumer expectations is increases.

Sustainability in Northern Indian Hotels In "Five-star hotels of Northern India: The importance in sustainable management," Sharma's study of 2019 has added further importance to the fact that sustainable is very important for the hospitality industry(Vidani & Dholakia, 2020). If our conclusion for this study is that consumers belong to the Generation Z market will be more sensitive to those hotels that incorporate sustainability, such as using local food , energyefficient lighting, and rainwater harvesting. This can be is Generation Z willing to pay a high amount of money for services associated with the green value(Vidani, Meghrajani, & Siddarth, 2023) . This market is always different about others. If Sharma (2019) is that the location of green hotels plays a important role in shaping customer preferences. Generation Z is particularly about the environmental values of a region and the implementation of eco-friendly practices. Therefore, for hoteliers in Ahmedabad, adopting sustainability initiatives that reflect their local environment will significantly enhance their brand image and also to Generation Z consumers(Vidani J. N., 2020).

Entrepreneurship in Hospitality Sector .If there are many sized hotel start up business in small and large no of hospitality sector ,More challenges faced the small and medium-sized hotels. Ahmedabad, 2015 carried out research on hotel entrepreneurs in the United Arab Emirates. The findings show that financial independence and possibility for growth represent important drivers to entrepreneurship in the hospitality industry(Rathod, Meghrajani, & Vidani, 2022). If Such knowledge is very helpful to understand hotel in Ahmedabad, if all are facing similar challenges within a competition . Hotel entrepreneurs, for their part, need creativity to hospitality industry. If also check a quality services, competitive pricing, and focused marketing . All such thugs will attract customers that fall within the category of Generation Z, if they directly with authenticity, sustainability, and customization of experience. In this respect, hotel entrepreneurs of Ahmedabad may strategically position themselves to respond effectively to the rising more expectations(Vidani & Das, 2021). If Consumer psychology is one of the critical factors for all hotels in the competitive hospitality industry . The consumers of Generation Z is values like authenticity and sustainability along with social responsibility. Such a hotel that values through branding and marketing strategies is likely to attract and consumers of the Generation Z(Vidani J. N., 2022). If CSR and green practice is way more practice defining the perception of a hotel brand in front of Generation Z, the same generation is ready to spend higher for services that speak . If GST already affects the pricing strategy of the hotels in whole market (Saxena & Vidani, 2023). More or less, this is the driving need of competitive pricing and value-driven experience by the hotelier attaining the right balance that day by day is increasing George Thomas · Dec 14, 2022. The nature of entrepreneurship within the hospitality industry is very silently to all are understand them especially among small and medium scale hotel owners, but if innovation, personalization, and sustainability seem at the hospitality entrepreneurship with a focus on experiences of the Generation Z, then such hoteliers would surely have been responding to that, and it also tells all are connected to each other in market industry Eleni Tata, Megan Sharrock, R. Westerlaken · Jun 26, 2023.

### **Research Gap**

the research gap regarding generation z's psychology toward opening and running a hotel business in ahmedabad is significant as much of the existing literature on entrepreneurship in the hospitality industry tends to focus on older generations or on general consumer behaviour without a clear generational focus. studies often explore millennials' or baby boomers approaches to business ownership but there is limited insight into how generation z with their unique values, digital fluency and entrepreneurial spirit, perceives hospitality ventures. moreover specific regional studies, particularly in cities like ahmedabad, which is witnessing economic growth and tourism expansion are scarce. understanding the motivations, challenges, and expectations of gen z in this context remains under researched making this study timely and essential for filling that gap.

**Hypothesis (Only list)**

H1: There is a significant association between the categorical variables being analyzed.

H2: There is a significant association between [Variable A] and [Variable B].

H3: There is a significant association between age and the appeal of hotel brands that engage in sustainable practices.

H4: There is a significant association between age and the appeal of hotel brands that engage in sustainable practices.

H5: There is a significant association between age and the preference for staying in hotels that support local communities through Corporate Social Responsibility (CSR) activities.

H6: There is a significant association between age and the prioritization of personalized experiences over standard services when choosing a hotel.

H7: There is a significant association between age and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.

H8: There is a significant association between age and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.

H9: There is a significant association between age and the preference for staying in hotels that offer locally sourced and sustainable food options.

H10: There is a significant association between age and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).

H11: There is a significant association between age and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).

H12: There is a significant association between age and the likelihood of returning to a hotel that actively engages with social and environmental causes.

H13: There is a significant association between age and the influence of a hotel's geographical location on the choice of accommodation

H14: There is a significant association between age and the influence of a hotel's geographical location on the choice of accommodation.

H15: There is a significant association between current occupation and education level.

H16: There is a significant association between current occupation and the frequency of staying in hotels.

H17: There is a significant association between current occupation and the appeal of hotel brands that engage in sustainable practices.

H18: There is a significant association between current occupation and the appeal of hotel brands that engage in sustainable practices.

H19: There is a significant association between current occupation and the preference for staying in hotels that support local communities through Corporate Social Responsibility (CSR) activities.

H20: There is a significant association between current occupation and the prioritization of personalized experiences over standard services when choosing a hotel.

H21: There is a significant association between current occupation and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.

H22: There is a significant association between current occupation and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.

H23: There is a significant association between current occupation and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.

H24: There is a significant association between current occupation and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).

H25: There is a significant association between current occupation and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).

H26: There is a significant association between current occupation and the likelihood of returning to a hotel that actively engages with social and environmental causes.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
How often do you stay in hotels	(Vidani, 2015)
Hotel brands that engage in sustainable practices are more appealing to me.	(Vidani & Solanki, 2015)
I am willing to pay more for a hotel that adopts environmentally friendly practices.	(Vidani, 2015)
I prefer to stay in hotels that support local communities through Corporate Social Responsibility (CSR) activities.	(Vidani, 2015)
When choosing a hotel, I prioritize personalized experiences over standard services.	(Vidani, 2015)
The reputation and trustworthiness of a hotel brand strongly influence my decision to stay there.	(Solanki & Vidani, 2016)
I am more likely to choose a hotel based on positive online reviews and social media presence.	(Vidani, 2016)
I prefer staying in hotels that offer locally sourced and sustainable food options.	(Bhatt, Patel, & Vidani, 2017)
I prefer staying in hotels that offer locally sourced and sustainable food options.	(Bhatt, Patel, & Vidani, 2017)
I am more likely to stay in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).	(Pradhan, Tshogay, & Vidani, 2016)

I believe that hotels should prioritize reducing their carbon footprint and implementing green practices.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I am more likely to return to a hotel if it actively engages with social and environmental causes.	(Vidani, 2016)
A hotel's geographical location significantly influences my choice of accommodation.	(Sukhanandi, Tank, & Vidani, 2018)

\*Source: Author's Compilation

## RESEARCH METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	103
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

\*Source: Author's Compilation

### Demographic Summary

The demographic summary of the sample (N = 103) shows that 60.2% of the respondents were male while 39.8% were female. In terms of age the majority (72.8%) were between 18-25 years, 14.6% were between 25-32 years and 12.6% were in the 32-40 age range. Regarding occupation nearly half of the respondents (49.5%) were students 21.4% were working professionals, and both entrepreneurs and unemployed individuals each made up 14.6% of the sample. In terms of education, 43.7% held a bachelor's degree 35.9% had a master's degree, and 20.4% had completed high school.

### Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.728	13

Source: SPSS Software

In the research study the Cornbrash's Alpha value was calculated to be 0.728 for the 13 items included in the scale. This value indicates a good level of internal consistency suggesting that the items are reliably measuring the same

underlying construct. A Cornbrash's Alpha above 0.7 is generally considered acceptable demonstrating that the scale is suitable for further analysis and interpretation in the context of this research.

Table 4: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between the categorical variables being analysed.	0.722	>	H01 Accepted(Null hypothesis Accepted)	0.208	Weak
H2	There is a significant association between [Variable A] and [Variable B].	0.237	>	H02 Accepted (Null hypothesis Accepted)	0.007	Weak
H3	There is a significant association between age and the appeal of hotel brands that engage in sustainable practices.	0.123	>	H03 Accepted (Null hypothesis Accepted)	0.036	Weak
H4	There is a significant association between age and the appeal of hotel brands that engage in sustainable practices.	0.720	>	H04 Accepted (Null hypothesis Accepted)	0.486	Weak
H5	There is a significant association between age and the preference for staying in hotels that support local	0.131	>	H05 Accepted (Null hypothesis Accepted)	0.401	Weak

	communities through Corporate Social Responsibility (CSR) activities.					
H6	There is a significant association between age and the prioritization of personalized experiences over standard services when choosing a hotel.	0.345	>	H06 Accepted (Null hypothesis Accepted)	0.870	Strong
H7	There is a significant association between age and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.	0.107	>	H07 Accepted (Null hypothesis Accepted)	0.610	Strong
H8	There is a significant association between age and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.	0.147	>	H08 Accepted (Null hypothesis Accepted)	0.330	Weak
H9	There is a significant association between age and the preference for staying in hotels that offer locally sourced and sustainable food options.	0.087	>	H09 Accepted (Null hypothesis Accepted)	0.813	Strong
H10	There is a	0.363	>		0.432	Weak

	significant association between age and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).			H10 Accepted (Null hypothesis Accepted)		
H11	There is a significant association between age and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).	0.007	<	H11 Rejected (Null Hypothesis Rejected)	0.589	Strong
H12	There is a significant association between age and the likelihood of returning to a hotel that actively engages with social and environmental causes.	0.278	>	H12 Accepted (Null hypothesis Accepted)	0.369	Weak
H13	There is a significant association between age and the influence of a hotel's geographical location on the choice of accommodation.	0.331	>	H13 Accepted (Null hypothesis Accepted)	0.348	Weak
H14	There is a significant	.331	>	H14 Accepted	.348	Weak

	association between age and the influence of a hotel's geographical location on the choice of accommodation.			(Null hypothesis Accepted)		
H15	There is a significant association between current occupation and education level.	.001	<	H15 Rejected (Null Hypothesis Rejected)	.028	Weak
H16	There is a significant association between current occupation and the frequency of staying in hotels.	.001	<	H16 Rejected (Null Hypothesis Rejected)	.001	Weak
H17	There is a significant association between current occupation and the appeal of hotel brands that engage in sustainable practices.	.374	>	H17 Accepted (Null hypothesis Accepted)	.330	Weak
H18	There is a significant association between current occupation and the appeal of hotel brands that engage in sustainable practices.	.854	>	H18 Accepted (Null hypothesis Accepted)	.938	Strongly
H19	There is a significant association between current occupation and	.004	<	H19 Rejected (Null Hypothesis Rejected)	.004	Weak

	the preference for staying in hotels that support local communities through Corporate Social Responsibility (CSR) activities.					
H20	There is a significant association between current occupation and the prioritization of personalized experiences over standard services when choosing a hotel.	.346	>	H20 Accepted (Null hypothesis Accepted)	.953	Strong
H21	There is a significant association between current occupation and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.	.006	<	H21 Rejected (Null Hypothesis Rejected)	.525	Strong
H22	There is a significant association between current occupation and the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.	.068	>	H22 Accepted (Null hypothesis Accepted)	.765	Strong
H23	There is a significant association between current occupation and	.011	<	H23 Rejected (Null Hypothesis Rejected)	.106	Weak

	the influence of a hotel brand's reputation and trustworthiness on the decision to stay there.					
H24	There is a significant association between current occupation and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).	.604	>	H24 Accepted (Null hypothesis Accepted)	.399	Weak
H25	There is a significant association between current occupation and the likelihood of staying in a hotel that provides a digital and technology-driven experience (e.g., mobile check-in, smart rooms).	.001	<	H25 Rejected (Null Hypothesis Rejected)	.185	Weak
H26	There is a significant association between current occupation and the likelihood of returning to a hotel that actively engages with social and environmental causes.	.060	>	H26 Accepted (Null hypothesis Accepted)	.234	Weak

Source: Author's Compilation

## DISCUSSION

If consumer psychology to Gen Z thinking is a very good idea for opening and running a hotel business in Ahmedabad. If many are critical situations to understand about age, occupation, and other factors are to understand about experiences in these sectors. If any changes, find out situations about Gen Z customers and various preferences.

Sometimes, many hypotheses are rejected from our association. H1 tested the relationship between categorical variables and found a weak relationship with an R-value of 0.208; this is a weak variable. The p-value (0.722) was greater than 0.05, leading to the acceptance of the null hypothesis. Similarly, H2 tested a significant association between two variables but resulted in the null hypothesis being accepted ( $p = 0.237$ ,  $R = 0.007$ ), indicating a weak variable.

If sometimes a data analysis between age and the appeal of hotel brands that engage in total practices (H3 and H4), the results show weak relationships, with p-values of 0.123 and 0.720, in condition. Generation Z is totally about customer preferences, and data will show you about the open hotels in cities.

If a new association will observe all data on our services and experiences in our work when choosing a hotel [H6]. Here, the R-value was 0.870, they show a strong relationship. Nowadays, generation Z is changing our preferences and new choices to demand our services, and also, all needs are different in hotels.

If our brand value is more than just about our reputation, it is also high, and the market is on our side. H7 and H8 tested this relationship, and while H7 indicated a strong variable ( $R = 0.610$ ), H8 was a weak variable ( $R = 0.330$ ). Some are checking all the data of our hotel, and some are checking only branding and trust easily and also loyal Generation Z.

Other side checking to understand between age and also preferences in food choices (H9). The p-value of 0.087, although greater than 0.05, indicated a strong variable ( $R = 0.813$ ). This suggests that the best food options could be a considerable factor influencing hotel options for Generation Z consumers.

If also about to checking new technology in our between age and staying hotel to digital technology in driven- experience in H11. (e.g., mobile check-in and smart rooms), with an R-value of 0.589, they were a strong variable. It is very difficult for Generation Z to select a hotel with digital technology.

The study also in outside the relationship between occupation and hotel preferences. For example, H15 and H16 rejected the null hypothesis, revealing a weak relationship between occupation, education level, and the rarely of staying in hotels. These findings show that new implementation in higher education levels and current occupations will influence is high, and Generation Z consumers to stay in hotels. Moreover, H19 tested the association between occupation and the appeal of hotels supporting to helps us to Corporate Social Responsibility (CSR) activities. The results ( $p = 0.004$ ,  $R = 0.004$ ) indicate a weak but significant relationship, suggesting that some consumers value hotels that directly cause our other hotels.

In conclusion, while many of the associations tested were weak, some variables like personalized experiences, and sustainable food and strong relationships with the preferences of Generation Z consumers in Ahmedabad.

This is a very difficult situation to handle at the current time. Can hotel operators in Ahmedabad understand which factors may attract Generation Z consumers. Understanding these preferences is essential for developing targeted strategies to attract that consumer and ensure the success of a hotel business in this market in the long term.

### **Theoretical Implications**

Because of the many changes, it is also understandable to find out how to implement new ideas to consumer behaviour in Generation Z's hotel business in Ahmedabad. There are many changes to develop to expand consumer psychology a hospitality and they show directly in results. Generation Z value is a common value but not in all time in our experience. The strong association found between age and the preference for personalized experiences (H6,  $R = 0.870$ ) shows young consumers have new thoughts and new offerings to increase their business and are also supportable. The target customer is to experience marketing and Generation Z is providing better servicing and hospitality in all hotels and also taking care of customer satisfaction.

All are important factors but some like digital technology to attract consumers and technology driven experiences are hard from the strong association found in H11 ( $R = 0.589$ ). This confirms the technology of Generation Z which has a very basic role in understanding consumer preferences but sometimes changes to not understanding consumer psychology. The new implication is that hotels must continue to innovate with digital solutions, such as mobile check-ins smart rooms, and contactless services this generation demands more and more unique changes.

They provide better facilities to others, and all-time changes and services to consumer review in consumer preferences were generally weak (H3, H4, H5) the strong variable found in H9 ( $R = 0.813$ ) regarding locally sourced and sustainable food suggests that environmental are important in some time to consumer preferences. If our theoretical understanding is difficult for consumer demand and areas and foods etc, they cannot make particular decision-making in our association.

Because of two weak variables between Corporate Social Responsibility (CSR) and hotel preference (H19,  $R = 0.004$ ) if some are important to CSR the new challenges and hotel preferences are also different. The young generation is very motivated by social media preferences and the environment which also suggests that thinking capacity is different from others and also responsible for CSR. They are very experienced and also understand CSR activities in cities.

If the final result is done, they are showing the right way (H7, H8) showing a mixed influence on Generation Z if they also understand and contribute to trusting our brand it may not be a dis-factor for all time in our association. This suggests that the generation may be more open to trying new or less-known hotel brands provided they offer the personalized and tech-driven experiences they value and expand our business.

This study contributes to the theoretical understanding that Generation Z's consumer behaviour is different in the hospitality industry, with personalization digitalization and selective sustainability as key factors. It

challenges certain assumptions regarding CSR and brand loyalty offering new perspectives for future research and better implementation to hotel management.

### **Practical Implications**

If our practical implications for implementing a study to find out the hotel business in Ahmedabad and also targeting consumers is Generation Z.

Because of the various types of preferences to understand hotel services and expectations to consumers.

One of the key insights from the study is that Generation Z consumers prefer personalized experiences over better services (H6,  $R = 0.870$ ). For hotel businesses this means offering customizable options such as personalized room settings travel packages or tailored dining experiences. By focusing on personalization, hotels can be different to other competitors in Generation Z guests, leading to higher customer satisfaction, Better servicing and loyalty.

They are different, and the initiative to compare personalized (H11,  $R = 0.589$ ) suggests that hotels must invest in digital solutions to meet the expectations of guests. Implementing mobile check-ins smart rooms and digital services is essential to attracting this demographic and new thoughtful ideas and uniqueness. If the marketing strategy is also different and various types of new features to efficiently in Generation Z. This generation is very practical it means they all trust in practical thinking and demographics.

If consumers are on various days it changes our choices and customer preferences for locally sourced and sustainable food (H9,  $R = 0.813$ ), which provides a clear direction for hotel businesses. Hotels should have locally sourced organic and sustainable food options in their dining services. It is all about highlighting a new offering but sometimes they are going only from trend consumption to generation's. If also all partners decide to expand our business then they will sell propositions to promote our farmers and food suppliers.

CSR has only a minor effect on hotel preferences (H19,  $R = 0.004$ ) companies can still strategically capitalize on these initiatives by making them more prominent in the guest experience. Hotels that participate in community support or environmental programs should actively promote these efforts incorporating guest participation through activities like volunteering or visibly demonstrating their sustainable practices. If they are increasing to profitable in brand transparency and authenticity with their experience .

The mixing results regarding the influence of brand reputation and trustworthiness (H7,  $R = 0.610$ ; H8,  $R = 0.330$ ) indicate that while some Generation Z consumers prioritize brand trust, others are open to new Experiences. Hotels only focus on building trust and good communication with consumers. However they should also not be afraid to innovate or create unique trend-driven experiences that may attract more adventurous Generation Z consumers.

If this time marketing is totally about digital and also new various aspects to digitalized in hotels. Promotions should focus on the convenience of mobile apps online booking systems and contactless services, those that are

more relevant post-pandemic and also hygiene. Social media platforms like Instagram and YouTube for these all platforms are visually connected with our daily life its means that sometimes they have a direct effect on our health.

Moreover, all are investing in staff and training to implement and improve to more profit in our business. This generation's values are effective, efficient and friendly service. Staff is totally knowledge about consumer behavior, sustainability initiatives, and personalization options to better meet the needs of these guests. Strong digitally integrated customer needs are also different from others at all times in Generation Z.

## **CONCLUSION**

If our consumer psychology of hotel business is various types of choices and new ideas about that in generation z in Ahmedabad they are more study to identify decision making and customer preferences and demands.

Understanding the unique preferences and behaviours of this demographic can help hotel operators design services and strategies that align with their expectations in the hotel.

Suddenly, all hotels are personalized experiences for Generation Z, and some are individual and also personalized experiences in day-to-day changes in consumer preferences. If you are new to technology, provide facilities in services and smart rooms, new expectations in this generation, and innovations in hoteliers. This generation's values are effective, efficient, and friendly service. Staff is totally knowledge about consumer behaviour, sustainability initiatives, and personalization options to better meet the needs of these guests in digital services.

Many hotels that participate in community support or environmental programs should actively promote these efforts, incorporating guest participation through activities like volunteering or visibly demonstrating their sustainable practices. If they are increasing to profitable in brand transparency and authenticity with their experience in CSR and also personalized experience. The practical implications are also important to the research suggest that hotels in Ahmedabad should use personalized services, digital innovation, and selective efforts to Attract Generation Z consumers. If you understand the unique preferences of this demographic, hotels can enhance their market strategy and build stronger relationships with Generation Z consumers, ultimately leading to long-term success in hospitality management and improvement in hotel management.

### **Recommendations for Future Research/ Future Scope of the Study**

Because of much research to study and find out hotels focused on Ahmedabad during that time, consumer behaviour and choices are different to understand Generation Z.

If only focusing on Ahmedabad is not only on rural mindset but also apply an urban area to develop and expand our business. If any changes to develop the urban market, some difficulties and other problems also in that time, and control the situation and consumer behaviour in other cities are different cultures. Comparing preferences across different geographical areas could provide a broader understanding of how new locations influence hotel

preferences among Generation Z consumers and also better services on the other side.

Hotel businesses could benefit from comparing Generation Z's behaviours and preferences to those of Millennials, Generation X, and Baby Boomers. With the differences in what each generation values, such as technology, sustainability, or service, hotels can develop strategies that attract consumers.

If any changes to develop a technology, personalized and CSR activities to implement, and such variables directly affect our social media influencers, they are connected to hotel brand perception at that time and also such as pricing preferences. A range of factors could provide a better understanding of Generation Z's decision-making process is very easy.

In Generation Z, reviews are online, and all are digital platforms. Future to check whether using social media and online reviews is influencing the selection of hotels. The Research on the role of Instagram, YouTube, and Generation Z's perceptions of hotels could offer practical and implement marketing strategies to expand our business.

Generation Z is a relatively young group, and their preferences are likely to change as they age, increase their income, and enter new phases of life, such as family travel. Future research could involve conducting longitudinal studies to observe how their hotel preferences, hotels anticipate market changes and their strategies.

The COVID-19 pandemic has transformed the travel and hospitality industry, with hotels implementing new health measures and digital solutions in those times. Future research could investigate how Generation Z's preferences for hotels have shifted in this post-pandemic. Looking into their opinions on health protocols, contactless services, and flexible booking options would provide useful new travel trends in the market.

This study found that sustainability had a limited impact on Generation Z's hotel preferences, but future research could focus on specific aspects of sustainability. For example, exploring their views on green building designs and energy-saving initiatives could offer valuable insights for hotels looking to set themselves apart with environmentally friendly practices.

The Future studies the cultural and psychological factors that influence Generation Z's hotel preferences and consumer behaviour. If checking all cultural backgrounds, family values, or socioeconomic status in their decision-making process, it could provide more understanding and run a hotel in Generation Z.

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