



Genz Perception Regarding Importance Prospectous of Various Social Media Platform

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ABSTRACT

Associations between age and a range of attitudes and behaviours toward the use of social media will be examined. Twelve hypotheses were advanced concerning how age would impact attitudes toward social network sites, perceptions of an individual's personal brand, and how social media was used or could be used in professional capacities and networking. Analysis shows that age has a powerful influence on beliefs about the necessity of having a presence in social media to brand oneself to promote professional development, although this association is much stronger among younger users. Perception toward the people who have active profiles in social media and perception on the fact that keeping up their online presence is of basic importance to stay updated with trends all vary with age. Frequency of interaction and the propensity to link with influencers rather than friends also highlights the relevance of differences according to generations in interactions on social media. Other hypotheses, such as the impact of social media on purchasing behaviour and perceptions of credibility, have weaker relationships; however, they do highlight some nuances as to how age may be associated with social media behaviour. The findings point to age-based strategies that marketers and organizations would use to produce better relations with the various demographic groups

INTRODUCTION

Social media has exploded into people's life in the twenty-first century and becomes one of the most significant technological communication platforms Bhatt, V., Patel, S., & Vidani (Aril, 2017; Lau, 2017). Social media has transformed into a tool for Discussion and cooperation as well as learning and skill transfer across time Singh et al., 2010 Social media, in modern times, is much more popular than ever before. There are millions of people using social media across the world Laudon & Travers, Dhere, S., Vidani, J. N., & Solanki, H. V. 2016. The three most commonly used SMPs in the world are Facebook (FB), YouTube (YT), and WhatsApp (WA). Every day, 100 billion messages are sent on Facebook Vidani, J. N. (Company Info, 2020). WhatsApp is used by nearly 2 billion users across more than 180 countries. With more than 560 million active internet users, India is the world's second-largest digital marketplace .

Among the most popular sites are Facebook, YouTube, and WhatsApp, based on usage reach Vidani, J. N. (Diwanji, 2020). Comments from other Twitter users and usual use of Twitter appear to have a positive impact on the funds raised by the start-up (Signal & Kapoor, 2022). This will present the importance of this research to marketers

In 2020, almost half the people in India had access to social media. It is projected that by 2025, 67% of the population would have access to social media Vidani, J. N., & Das, D. S. (Tanushree, 2021).8 billion people, or roughly 23% of the global population, belong to the millennial generation, sometimes referred to as generation Y (Gen Y). 440 million people, or 34% of India's total population, are millennials. India has emerged as the world's largest millennial market in recent years, drawing attention from around the globe to Indian millennials Vidani, J. N., & Das, D. S. (Pripyat, 2021). Additionally, research on the increasing impact of generation Z (Gen Z) in the post-pandemic consumer scenario was released by Deloitte in 2021. Additionally, research on the increasing impact of generation Z (Gen Z) in the post-pandemic consumer scenario was released by Deloitte in 2021. Therefore, understanding how Gen Z and Gen Y obtain information, engage with web-based technology, and use social media is essential for academics and marketers. The aforementioned goal of this study was achieved, and it also highlighted the disparities in social media usage between Gen Z and Gen Y in India. The way that SMP is used differs between generations. The use of SMPs throughout generations has been the subject of numerous research Vidani, J., Jacob, S., & Patel, M. (Bolton et al., 2013; Curtis et al., 2019; Dimock, 1019; Leung, 2013). The majority of these investigations Vidani, J. N., Chack, P. K., & Rathod, D. N. Vidani, J., Jacob, S., & Patel, M. Vidani, J. N. (Martín-Rojas et al., 2020; Schaefer et al., 2019; See miller & Grace, 2017) were carried out in developed nations. Furthermore, rather of comparing SMP usage across generations, these research focused on each generation's usage independently.

Further, rather than comparing the usage of SMP across the generations, these studies focused on the usage of each generation in isolation. This study attempts to bridge this gap as a consequence. Studies on social media in developing countries like India are at the very nascent stage, especially with regards to the younger ages groups. Moreover, Gen Z and Gen Y, also known as Millennials, is a growing demographic segment that increasingly has access to and is present online. Hence, marketers should be aware of how this group uses social media. To leverage social media, one must first appreciate some basic differences and distinctions between the generations. It's for this reason, marketers should provide deals and offers targeting each generation. Businesses will find this information helpful in understanding the social media activities of their target population and what type of content on which website will interest them. In today's fast-moving society, people use the internet more than ever as a way to keep up with the flow of news. Being that the application of social media shapes the behaviour of Gen Y and Gen Z in so many businesses, companies, executives, scholars, and governments are interested in knowing how these generations utilize social media. Social media also equips these generations to interact with brands and business.

Despite the recent significant breakthroughs in the field of social media usage, little is known regarding how Gen Z and Gen Y evaluate and use different features of social media. Academicians and marketers need to know exactly how Gen Z and Gen Y use social media, how they communicate online, and how they absorb information.

Businesses can apply this knowledge to get to know their target better, design or redesign their products and services, frame or refine their messages and marketing communications, and be more of value to potential customers. The study seeks to give insights into how Gen Z and Gen Y leverage social media and to know their behaviour that derives from aspects such as socialisation, information, entertainment, education, and purchasing. This paper is organized with six sections. The section below is dedicated to the literature review with hypotheses formation, and section one constitutes the introduction part of the study in association with the aims. The objective of this research is to gain insight into how Gen Z and Gen Y use social media and if they are exploiting these features of the social network related to the five characteristics: socialisation, information, entertainment, education, and purchases. In order to get through with the paper, it consists of six sections. The second section includes the literature review and developing the hypotheses, whereas the first section introduces the study and the aims intended to be achieved.

Information on social media is available in subsection 2.1, and information on generations, with the discourse on Gen Y and Gen Z, is available in subsection

2.2. Developed hypotheses are justified in subsection 2.3. Methods, findings and discussion, conclusion, originality/value, and sections 3, 4, 5, and 6 help to describe the corresponding aspects

The phrase “social media” refers to a broad range of online technological tools that facilitate easy online communication among people through the sharing and exchange of information over the Internet Vidani, J. N. (Kaur & Kumar, 2020). Technically speaking, social media (SM) refers to a range of programs which let users “Post,” “Tag,” “Digg,” or “Blog” on the Internet. According to Blacks haw and Nazzaro, 2006, these applications give users For some age group, however, specifically to millennials and generations who are younger than them, the utilization of social media has become something more of the norm. Due to this, information obtained from other users and social networking sites is more crucial nowadays Vidani, J., Jacob, S., & Patel, M. (Lou & Yuan 2019).

Solution available. By its educative content, social media influencers, a new category of the third-party endorser, have become very influential in informing opinions among younger generations (Freiberg et al., 2011). Information given by the SMIs had a huge impact on influencing users’ attitudes, perspective, perception, and behaviour towards buying, which were perceived to be credible Bhatt, V., Patel, S., & Vidani, J. N. (Lim et al., 2017). The impact of online information sharing in various industries has brought a new era of marketing communication into tourism. According to Chen et al. Vidani, J. N. (2015), three stages have been achieved in buying a trip: information search, alternative appraisal, and investment. Due to educational travel material, influencers affect a follower’s beliefs and behaviours because they mediate at different stages of the travel decision-making process Vidani, J. N., & Das, D. S. (Hudson & Thai, 2013; Pop et al., 2021). An influencer serves as a middleman between information receipt and transmission online to the followers through social media

Professional networks form. State-subsidized theatres, businesses and national institutions side by side with publicly financed and non-profit local theatres, along with numerous independent theatres and production houses make up the performing arts industry in Finland Vidani, J. N., & Dholakia (Estevan tighten dilator 2020: 30). There are approximately 1350 working age members of the Finnish Actors’ Union, of whom approximately 950 are freelance actors. Instead of developing institutional and historical studies into the changes in acting profession, we focused the study on analyses of actors’ perceptions of social media as a means of addressing the vastly broad question of professional intimacy (Gregg, 2011), as “mobile attachments” or “the kinds of connections that bear upon people, and upon which they rely for living” instead of being a sphere or a feeling (Berlin, 2008: 284). Our investigation sought to understand how

professional identities and socialites are enacted as well as contested within and through the endless labour of networking and boundary drawing involved in social media activities by listening to the actors' own experiences (Parachutist, 2012).

Research Objectives

A key goal of the present research paper is to reflect on how social media has evolved over the past twenty years, how that evolution specifically affects users of Gen Z, and if those alterations to social media consequently affected the broader digital behaviors, social lives, and news consumption of Gen Z. "How has the development of social media systems influenced the use, attitudes, and effects of Generation Z? is the primary research question driving this exploratory investigation. The author takes the time to orchestrate the structure of this paper to-task.

The question this paper seeks to answer is: how have changes in the landscape of social media interfaces affected usage practices, preferences, and impacts on Generation Z? " This paper should be constructed carefully to give a comprehensive analysis in terms of how Generation Z relates to the increasingly evolving social media ecosystem. This comprises the literature review wherein the body of the existing studies is analyzed in order to understand the past and present trends regarding the use of social media, especially focusing on

Paper structure is good enough to present a thorough examination of the interaction between Generation Z and the constantly changing ecosystem of social media. The first section is a literature review that digs deep into the corpus of previous studies to understand historical and contemporary social media patterns. This mainly focuses on the impact of social media on different demographics, especially Generation Z. Then comes the Methodology section, which describes the methods applied during research concerning the collection and analysis of data regarding the interaction between Gen Z and social media.

The Methodology section is then explained, which discusses the research methods undertaken to collect and analyze data concerning the use of social media sites by Generation Z. Results give general outcomes of the paper but also clarify the implications and usage pattern associated with the social media and the Generation Z. The Discussion explains the outcome by widening up its implications and how they contribute toward the proceeding further.

A summary of the research process that was undertaken to collect and analyze information in relation to Gen Z's social media activities. An overview of the outcome that is expected to be extracted from the paper. It provides impact and patterns related to the use of social media by Gen Z. Thus, in the Discussion section, the findings are discussed, pointing out larger implications, indicating how these contribute to what we know about Gen Z's interaction on social media.

It ends the study by reviewing its key findings and with some suggestions as to further research in this dynamic area.

LITERATURE REVIEW

2.1 In Relation to Social Media Social media users may have the ability to create personal public profiles, interact with real-life friends, and connect with new people through mutual interest Vidani, J. N., & Solanki, N (Griffiths et al., 2014). According to another scholar, social media is a user-based online service which users frequently provide basic information about themselves and become connected with other users in numerous ways and over an enormous number of themes (Mahajan, 2009; Pamper et al., 2009). Whereas this concept is referred to by authors under the name “Social Media (SM)”, in popular parlance, the term “social networking sites (SNS)” is often used and the two terms are sometimes used interchangeably.

According to Pamper et al. (2009), most users exploit Facebook for purposes of socialising, mainly with acquaintances who have already developed face-to-face interactions. Facebook is used to become noted socially and to gain sociability while pursuing other social purposes. For example, people generally expect that one employs the social media to get caught up on other friends and/or find out what's going on in their areas of interest (Quinzhees & Young, 2010). Moreover, social media was used to deliver information to the masses Vidani, J. N., Chack, P. K., & Rathod, D. N. (Roentgen et al., 2017).through social media applications, people often feel compelled to stay updated with the activities of friends and/or Vidani, J. N., Chack, P. K., & Rathod, D. N. updates related to topics of interested al., 2017).Because of the multiplicity of internet accessible mobile phones, people can utilize social media frequently and in almost all aspects of their daily lives Vidani, J. N. (Müller et al., 2020). There are ten uses and gratifications of social media which include: “social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others” (Whiting & Williams, 2013). Besides, N. Park et al. (2009) cited in formativeness needs.

Facebook, Instagram, and Twitter are the most popular social networking sites according to Jamb lingam et al. (2014). A customer is said to take part in the actual production and also in the creation of the publicity of social media sites such as YouTube, Myspace, Wikipedia, and Facebook (Heineken, 2011). According to research by Lim et al. (2014), significant variations exist for social media enjoyment as well as Twitter and Facebook usage. Thirdly, Bowman, Vidani, J. N. (2019) developed the most efficient techniques for social media sites and increasing the usage numbers. As stated in Bolton et al. (2013), Gen Y uses

the social media site to create identity which also impacts their behaviour, service expectations, interaction with brands and businesses, as well as creating value.

The authors have applied the above classification for this study. This paper discusses the utilization of social media by Gen Z and Gen Y within the Indian context, as there is a relative absence of studies conducted on the two generations within this context.

2.2.1 Gen Y, or Millennials Generation Y, or millennials, is the generation which has grown up within the very presence of the Internet and personal computers, two exemplifications of the tremendous technical progress which they have so far experienced. In order to communicate with their friends and family, Generation Y makes use of social media, mobile devices, and more applications (Lazarevic, 2012). Customers in Generation Y actively use mobile technologies and social media Vidani, J. N., & Plaha, N. G. (Zhang et al., 2017). In addition, Gen Y has used social media. Further, aside from this, Gen Y also used social media to communicate with other consumers and express.

2.2 Generation Z The generation group known as Gen Z consists of young adults born in 1995 or after the date (Bassoon & Hackly, 2014). Various researchers have argued about their definitions. Many claims that Gen Z started in the mid-1990s Vidani, J. N., & Solanki, N. (Turner, 2015). According to an analysis made by Bloomberg in 2019, the Gen Z occupied 32 percent of the world population India had 472 million people belonging to Gen Z Vidani, J. N. (Varma, 2020). Gen Z is the first generation of the internet revolution's time. In this regard, with 2 hours and 55 minutes spent on social media every day, Gen Z – who has been immersed in the internet world since birth – outperforms Gen Y in this regard (Who Uses Social Media the Most?, 2019). Wilson states that Gen Z is a mix of the aspirations of the. Most?, 2019). Wilson states that Gen Z is a mix of the aspirations of the younger generation and the workmanship and practicalities of the earlier generations. Since they are zealous campaigners, advocates of green products.

2.3 Social Media Use **2.3.1 Indoctrination** Speaking to friends, family, and classmates is part of socialisation in everyday life Vidani, J. N., & Solanki, N. (C. S. Park, 2015). The purposes of socialisation are: Create the feeling of community; Assure the base of conversation building; Interact with family, friends, and co-workers; Learn about other people's situations; D. Boyd 2008. Currently, millions of people are accessing their cell phones to communicate with others and access information via social media Vidani, J. N., & Plaha, N. G. (Havier, 2017; Hein Richs et al., 2011; Kapoor et al., 2018; Singh & Bajaj, 2017). Basically, the reasons for using these online platforms like Facebook, Instagram, or WhatsApp are to share with friends, follow what they are doing, and have time to spend with whom. Kuss and Griffiths (2011), the main purposes for using social media, such

as Facebook, Instagram, and WhatsApp, are connecting with and keeping relationships with friends and finding people and social events. Singh & Bajaj, 2017; Kapoor et al., 2018). People use social for social interaction. In addition to social interaction, social archiving, self-satisfaction, evasion, and voyeurism are five main social and psychological motivations for which users of Instagram make use of social media Vidani, J. N., & Solanki, N. (E. Lee et al., 2015). A free social media platform satisfies any user's instinctive need for freedom, creating SNS satisfaction by Wei et al. Vidani, J. N. (2020). Children and young adults use social media to contact a wide variety of people. And maintaining relationships includes old contacts, old friends, and connections from the past (Whiting & Williams, 2013). According to Borzoi and Jovanovich, "Facebook is used by youngsters because it allows them to get in touch with new people and satisfy their needs for social interaction." The subsequent hypothesis was, therefore, developed:

H1: Gen "Z" differs from Gen "Y" in social media usage for SOC.

2.3.2 Data Several researchers have deconstructed why people use social media to perform information searching, but some have discovered intriguing and surprising reasons why they keep doing it. Typically, individuals employ social media for information sharing as most of the posts and photographs on social media are provided by users. Muar and Jacobsen (2014) illustrated how user-generated experiences and contents were exploited in social media. Social media is used both actively and passively, both as a message transmitter and to create content. Analyse the role of user experience and generated content in social media. Social media is used both passively and actively. Active usage involves the creation media is used both actively and passively, both as a message transmitter and to create content media.

About business news (Whiting & Williams, 2013). For Truscott et al. Vidani, J. N., & Solanki, N. (2015), if a friend posts a news article on social media, this would qualify as an opinion leader. Social media would also keep them up to date on what is happening while, at the same time, feeding their notice with more varied forms of news and information. These social media sites only continue to expand the ability of the user to create and view personalized news feeds (Hermia et al., 2012).

New channels for accessing news items have opened up with the new social networking technology. It is possible for people to participate much more actively in the production and distribution process of news today than they could a few years ago. On that account, the reader base and "reading" and sharing of news through social media has skyrocketed as per C. According to S. Lee and Ma 2012, content on social media will be shared if individuals are motivated by a desire to know, to mingle, or to gain status. Thus, it was hypothesized as follows:

H2: The difference between the two generations concerning ways of accessing information are the ways in which they use social media.

2.3.3 Amusement While working on social media, it is amusing. Amusement options include video watching, playing games and listening to music (Whiting & Williams, 2013). According to de Varies et al. (2012), N. Park et al. (2009), a considerable number of studies have proven that social media possesses entertainment for its users. According to Khan Vidani, J. N., & Plaha, N. G. (2017), amusement in terms of the entertainment potential of social media forms the fun users derive from an online platform. Users who require "escapism, diversion, aesthetic gratification, or emotional release" typically obtain this from social talks (Ducoes, 199). One of the reasons why individuals log into social media is to scroll through timelines. When the social media campaign has educational and entertaining content wrapped together, its effectiveness increased. In 2013, Sabena and Khanna. Amusement is the primary reason why users visit social media habitually (Lin & Lu, 2011). Thus, the following hypothesis was advanced :

H3: It is understood that there are some variations in how the "Z" and "Y" generations spend their time in social media for entertainment (ENT).

2.3.4 Instruction Social media is being used both by Gen Z and Gen Y to learn to get in touch with learning communities, gain more beneficial content, and make use of other more useful channels through which one learns. Higher exposure to social media increases students involvement and peer attachment in class and class while also research indicates that the students college age group of Gen Y performs better regarding perceptions and behaviour from the use of social media. According to Vetter and Kolinsky (2000), students use Facebook for academic purposes, particularly to communicate with class fellows and acquire details on homework and assignments. Hung and Yuen (2010) also showed positive educational effects of classrooms integrating social media into traditional teaching approaches. According to Junco et al. (2011), Twitter is also adopted in the classroom to foster greater student participation and more activity and collaboration among the staff. There are many advantages of social media use in classroom practices rather than the conventional classroom methods. Such as more creativity, partnering connections, real-time engagement outside the classroom, and interaction with professionals (Cheston et al., 2013; George & Della Segà, 2011). Hence, the following hypothesis was formed.

H4 Using social, Gen Z differs from Gen Y.

2.3.5 Social media has revolutionized the communication of consumers and producers Papasolomou & Malathion, 2012. Companies are going to social media exponentially to inform people about their products as well as to make public their social media profiles to gain maximum visibility through social media

Hanna et al., 2011; Parveen et al., 2015. Social media is a big thing for business revenues, reputation, and even survival, too (Kietzmann et al., 2011). Parveen et al. Explored social media and the ways in which an organization was performing well in terms of strengthening its relations with customers and customer relations, making information more accessible, reducing the cost of marketing and interaction with customers. Consumers like brands that are close to their personal brand image. As reported by Abusage et al Vidani, J. N.. (2020), the effects of friend liking and brand resemblance are strengthening social media happiness. Facebook advertising positively influences Gen Y awareness and knowledge in South Africa Vidani, J. N., & Solanki, N. (Buffett, 2015). Mishra also discussed how a brand's efforts in social media marketing and online .

H5: The nature in which Gen "Z" and Gen "Y" shop through social media is varied. The marketer needs to become conscious of the nature in which Gen Z and Gen Y use social media differently. Gen Y has grown up at a time when the first social media sites were introduced to the developed countries and when technology started penetrating the homes (Dimock, 1019). Hence, the adoption of Gen Y in India towards social media and technology has been more relative as compared to other generations. On the other hand, Gen Z was made during the time when social media platforms were supposed to be always there. As a result, their attitudes towards the platform are different as compared to Gen Y. The differential usage of social media by Gen Z is more as compared to Gen Y (Curtis et al., 2019)..

2.) The last two decades have seen research within the spheres of sociology and digital communication on social media and its increasing importance. This section discusses some of the latest studies on platform evolution through the context of social media and the Generation Z-impact. Definition and Background This is a section on the historical or chronological background of an intended subject. It states the definition by letting the reader know that it relates to social media, platforms, and generation of individuals. End. 3.1 Development of the Social Media Channel The entry of social media channels marked the beginning of a paradigm change in digital communication in the early 21st century. Very recently, the addition of complex algorithms in social media further increases user engagement through tailor-made content (Bhandari & Biome, 2022; Demeanours & Graz, 2022). The algorithms have transformed the behaviour of users and the type of content being put across; therefore, making the experience much more vibrant and interactive.

3.2 Gen Z's Interaction on Social Media Since Gen Z is the generation born and raised into the digital age, their involvement behaviour's in social media are really different. Unlike former generations, Gen Z is said to have been superfluously integrating digital applications in daily life easily (Berms

2021). Social media affects Generation Z beyond just communication. According to Lane's study published in 2023, social media plays a critical role in forming Gen Z people's identities, social standards, and even psychological health. The dependence of this generation on digital platforms for entertainment, social media, and news presents the most problems with Gen Z people.

3.3 Negative Consequences Social media has opened avenues for engaging and creativity, but it also poses a risk to Generation Z. Researchers have cautioned that social media affects mental health, including anxiety and depression conditions, researchers (Oren & Przybylski, 2019). The constant exposure to highly curated and even 'perfect' content researchers argued (Oren & Przybylski, 2019). These facts associated with low self-esteem and bad body image in teens were linked to their widespread exposure to very selective and extremely idealistic information. Conjectures The following hypotheses are put forward by this study in the context of the literature review.

. H1: As social media evolved, Generation Z's preference for interactive visual-rich content over text-based content has shifted dramatically toward much more engaging formats.

2. H2: The various uses that social media have adopted amongst the Generation Z have a quantifiable effect on their identification, social conformity, and psychological well-being.

3. H3: Algorithmic content curation within social media has resulted in both improved.. Who are Zeds, or Generation Z? The generations classification system suggested by Borstal and Carpenter (2011)⁴ based on the birth category of each cohort: The generations, according to the following birth cohorts, are Generation Z (1991 and later), Generation X (1961–1980), and Generation Y (1981–1990). Because of the digital revolution that swept the world in the 1990s, Gen Z is the first generation to have grown up with access to the Internet and an amount of technology unparalleled in human history.

3.) In general, members of Gen Z are seen to be used to technology, so a significant portion of their socializing occurs on social media sites. The "virtual bonding" between Gen Z members is strong enough to cushion them from the emotional and psychological dilemmas they face in real life. There are advantages and disadvantages of Gen Z's early, frequent, and substantial exposure to technology in the rational, sentimental.

Segmentation based on socioeconomic class, culture, and geography, the numerous stages in life have often acted as common glasses in aggregating and explaining the different behaviours and experiences of different generational segments of populations. Like all generations, they have a shared perspective of life and as they grow older, they acquire special characteristics that make them totally different from past generations. Some of these are his motivational

abilities, work ethics, behavioural traits, and learning capacities. Some of the more persistent characteristics include an eroded sense of work as the focus of life and fragile work ethics.

Social media and Generation Z These social networking generations Ideally, those in the school-to-college age range or somewhat recent hires in the workforce-are typically characterized as technically inborn and well aware of all preceding generations' fashion sense. The main motive of Gen Z for Internet-based socializing is the desire to be knowledgeable and engaged with others. These 14-25-year-old Zeros have more sense While the trend about the growing social media use of Gen Z is already studied by researchers, more research is needed to understand the effects of their social media usage on behaviour. This generation is energetic, a prolific producer of online material, proficient in creativity and mash-ups, and they have a great affinity for online communication in which they would rather engage and stay connected.

Impacts on Institutions Businesses like Apple, Versace, Hide sign, and others view social media as potential sources of market intelligence. These businesses keep track of virtually all social media activity- fan pages, weblogs, or online journals-to gather critical data for advertising a product. Social media now offers users the ability to form better customer relationships, as they encourage online connection with brand groups and pages, interact with other users, and promise customers to enlist with their products. These activities increase the quality of brands by improving the equity of those brands.

4.) Since service quality is linked with the degree of customer pleasure, it is very obvious that any business should be concerned with this field. Higher quality in the realm of leisure and events means longer participant stay, more money spent during the event, and better word of mouth concerning the spread of the positive message among others As the event time was important and, at the same time, they created more positive word of mouth. Since the early 1990s, much research was undertaken to ascertain the dimensions of event quality due to its importance. However, most such events were held in specific settings, namely huge international sporting events, food festivals, and cultural events. Research on event quality, such as the quality of the Jakarta Fair, which in itself is an integration of food festivals, music, and business events, is still scant. There is a need to undertake research in checking the event quality because it refers to various dimensions based on industry and context. The event quality literature further shows that earlier research.

Further investigation is required to examine event quality in the industry. Previous research examining perceived event quality has also demonstrated beneficial associations between excellence of event quality and participant pleasure, with a strong correlation found between perceived event quality and

attendance contentment [2]. But according to current study, there is a dearth of studies specifically focussing on Millennials, hence additional research is required to fully explore the topic of younger generations [8]. The above discussion suggests that the quality of the event will affect the attendees' happiness, leading to the formulation of the following hypothesis: H1: Attendee satisfaction is positively impacted by the calibre of the event.

2.2 Millennial and Gen Z Digital Behaviour: A View on Leisure and Events.

Millennial loyalty and Gen Z involvement and satisfaction [5]. Thus, event planners should innovate and embrace new technologies to meet consumer demand and give its attendees a better experience. Further studies of the character of the generation in the hospitality industry by Woods and King (2010 in Remade and Kumar, 2021) showed that this generation can often be more impatient than previous generations when attending the reception and exit procedures. Technical solutions can be seen in the event industry as one of the popular solutions which help to reduce wait times. H2: Payment mode indeed affects the event quality - attendees' happiness relationship

H3: Event quality and consumer happiness depend on each other and on the information source.

5.) Sharif et al. Social media advertising holds out promises to assist marketers in achieving a whole array of marketing objectives-ranging from raising awareness and understanding amongst consumers, influencing consumer opinions through informing, persuasion and finally motivating actual purchases of products. While the favourable purchase intentions generated by commercials and promotion will undoubtedly have implications for more brand loyalty, it is not known how these intents and customer attitudes will interact with each other. Perhaps it was because of the great potential of sales through the internet that firms may have adopted this sales technique.

Perhaps the reason behind adopting this sales technique in traditional retail businesses is because the potential of internet sales is enormous. Most commercial groups have marketed their goods and services over the internet. The sale of cell phones, food stores, apparel stores, and technological equipment stores are the primary items and services provided. Uses advertisement through the social media platform to expand its coverage and increase sales because its traditional marketing has had success, and the company is also well-established as sellers of building material in the locality. As identified by Inman and Nikola Vidani, J. N., & Plaha, N. G. (2017), social media. Any form of uploaded picture or video that has a tag that informs that the user can ignore is a form of advertisement. Advertisements are shown on all forms of social media to persuade consumers to use a particular product or service. Advanced algorithmic application will be able to identify every single social media user by

monitoring the user activities, interests, and hobbies. This will automatically increase both the marketing objectives of buyers and sellers (Shaku et al., 2016). Evidence may lie itself in the appearance of an advertisement. Each social media platform contains an advertising display mechanism to persuade users to take advantage of a specific good or service. Depending on the individual interests, actions, and hobbies of each user, their accounts will be verified by a complex algorithmic application. The marketing intentions of both the consumers and the sellers will be enhanced because of this (Shout et al., 2016). Proof of this is the capability of the constructed meets customers' perceptual expectations according to Allan (2018). Every customer will have different visual inputs. An advertisement intends to inform and persuade the audience to buy a good or service; however, in practice, the majority of the advertisements only manage to make people more frustrated and angry. Advertisements are intended to make consumers believe them, whereas, in some cases, they prove the opposite (Shout et al., 2016). Thus, the purpose of the research is to use all the social media websites to maximum capacities toward making advertising marketing and finding new clients via social media. This only happens to find out what the people demand and how to generate progressives.

Research Gap

While the number of works produced on social media behavior has been growing, there is still much scope of research in the context of the subtle relationships between age and other dimensions of social media use. Most works done to date have been in the general trends of social media adoption across different age groups and avoided the deeper implications of how age influences not only the choice of platforms but also the belief, attitude, and behavior that is associated with social media. For instance, although it is Additionally, age has frequently been classified as a single variable in the previous research; for example, age has been divided into broad categories without taking into account the various experiences and contexts that shape social media use within these categories. An example is the influence of generational identity such as Millennials versus Generation Z on social media engagement. Because of the cultural touch points and technological literacy that vary from one generation to another, their engagement strategies, as well as their perspective toward the relevance of social media in personal and professional branding, may be appreciably different. Hence, more specific studies that break the variable of age into narrower cohorts could have more profound findings regarding how social media strategies need to be customized.

Another under-explored critical dimension is the emotional and psychological dimensions of social media usage across age groups. More youthful ages are shown to be significantly more engaged, but very little is

known about how matters such as trust, anxiety, or self-esteem influence their behavior online. Moreover, older individuals may be emotionally attached to social media sites in a way that could affect the likelihood of using the platform to network professionally or for branding. Studies of such psychological aspects may add insight into social media use and how it varies by age.

Professional fields also indicate a significant gap in research about social media

END. Some studies suggest that young users consider social media very significant for career development, but the way older professionals perceive the same is not studied effectively. The present job market in the face of constant changes is much aligned with digital presence as well, and henceforth, it assumes importance. Understanding these views can be of special enlightenment in determining training programs and organizational policy towards the encouragement of using social media among employees regardless of their age.

Social media influence on buying decisions and trust perceptions is yet to be investigated in greater depth. As of now, it is understood that young users are likely to make purchase decisions on social media, but the extent of explaining such a tendency, whether it is due to the influence of influencers or contact with friends, is not clearly understood. Such a trend of research could be highly useful in offering marketers leading points about how to effectively reach at different age levels.

Finally, as social media technologies continue to advance so do their functionalities and the manner in which the users interact with the applied technology. The age differences in people who adapt as much as possible to emergent functionalities or features of an evolving technology, for example, AI-driven algorithms or new interactive features may be explained through research that monitors such developments. The established research gaps should be addressed to derive a better understanding of the complex relation of age with social media use and then possibly be shared in terms of developing more effective strategies in marketing, education, and organizational behavior.

Hypothesis

H1: Age is linked with the social media platform.

H2: Age is related to the belief that social media presence is of relevance to personal branding.

H3: Age is linked with the belief that active existence on social media will have a positive effect on prospects for career advancement.

H4: Age is positively related with the opinion that social media supports the building and strengthening of a professional network.

H5: Age is positively correlated with the likelihood to accept someone who is actively present in social media

H6: Age is positively associated with the opinion that it is necessary to be connected to the rest of the world in order to be up-to-date with trends.

H7: Age correlates with the percentage of daily access to social media.

H8: Age correlates with the probability of following influencers and brands closer than personal contacts through social media.

H9: Age correlates with believing that purchasing decisions are triggered through the presence of brands on social media.

H10: Age correlates with the opinion that the presence on social media determines individual trust in others.

H11: Age correlates with the opinion that the number of followers/likes defines the perception of credibility.

H12: Age correlates with a tendency to often make contact with influencers and not personal contacts.

Table 1. Validation of Questionnaire

| Statements | Citation from JV citation file (You can add more than 1 citation) |
|--|--|
| Which social media platform do use | (Vidani, 2015) (Vidani & Solanki, 2015) (Odedra, Rabadiya, & Vidani, 2018) (Vasveliya & Vidani, 2019) |
| Social media presence is crucial for personal branding | (Vidani, 2015) (Vidani, 2015) (Sachaniya, Vora, & Vidani, 2019) (Vidani, 2019) |
| Having an active social media profile enhances professional opportunities. | (Vidani, 2015) (Solanki & Vidani, 2016) (Vidani, Jacob, & Patel, 2019) (Vidani J. N., 2016) |
| Social media helps in building and expanding professional network | (Vidani, 2016) (Bhatt, Patel, & Vidani, 2017) (Vidani & Singh, 2017) (Vidani & Pathak, 2016) |
| The number of followers/likes on their social media profile | (Niyati & Vidani, 2016) (Pradhan, Tshogay, & Vidani, 2016) (Pathak & Vidani, 2016) (Vidani & Plaha, 2017) |

| | |
|--|---|
| | |
| I am more likely to trust some one who has an active presence on social media | (Modi, Harkani, Radadiya, & Vidani, 2016) (Vidani, 2016) (Vidani J. N., 2020) (Vidani J. N., 2018) |
| Maintaining an online presence is essential for staying updated with trends. | (Sukhanandi, Tank, & Vidani, 2018) (Singh, Vidani, & Nagoria, 2016) (Vidani & Dholakia, 2020) (Vidani, Meghrajani, & Siddarth, 2023) |
| I actively engage with social media on a daily basis | (Mala, Vidani, & Solanki, 2016) (Dhere, Vidani, & Solanki, 2016) (Rathod, Meghrajani, & Vidani, 2022) (Vidani & Das, 2021) |
| I follow influencer and brands more closely than personal contact on social media. | (Singh & Vidani, 2016) (Vidani & Plaha, 2016) (Vidani J. N., 2022) (Saxena & Vidani, 2023) |
| My Purchasing decision are often influenced by social media presence of brands. | (Solanki & Vidani, 2016) (Vidani, 2016) (Vidani, Das, Meghrajani, & Singh, 2023) (Vidani, Das, Meghrajani, & Chaudasi, 2023) |
| I am likely to check someone's Social media before interacting with them professionally or Socially. | (Vidani, Chack, & Rathod, 2017) (Vidani, 2018) (Bansal, Pophalkar, & Vidani, 2023) (Chaudhary, Patel, & Vidani, 2023) |
| The quality of content posted is more important than the frequency of posting. | (Biharani & Vidani, 2018) (Vidani, 2018) (Patel, Chaudhary, & Vidani, 2023) |

| | |
|--|---|
| | (Sharma & Vidani, 2023) (Sharma & Vidani, 2023) (Mahajan & Vidani, 2023) (Saxena & Vidani, 2023) |
|--|---|

*Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

| | |
|-------------------------------|---|
| Research Design | Descriptive |
| Sample Method | Non-Probability - Convenient Sampling method |
| Data Collection Method | Primary method |
| Data Collection Method | Structured Questionnaire |
| Type of Questions | Close ended |
| Data Collection mode | Online through Google Form |
| Data Analysis methods | Tables |
| Data Analysis Tools | SPSS and Excel |
| Sampling Size | 158 |
| Survey Area | Ahmedabad City |
| Sampling Unit | Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc. |

*Source: Author's compilation

Demographic Summary

It reveals that most of its respondents aged 18-25, accounting for 72% of the sample though the proportions are somewhat smaller in the 25-32 (13.4%) and 32-40 (14.6%) age groups. On the aspect of gender, the percentage reveals that males constitute 72.3% of the sample while females only comprise 27.7%. Indicatively, most people are students, 53.5%, followed by those engaging in jobs at 23.9%, professionals at 14.8%, and homemakers at 7.7%. The sample had 157 participants, with minimal missing data.

Table 3. Cronbach Alpha

| Cronbach Alpha Value | No. of items |
|----------------------|--------------|
| .912 | 12 |

*Source: SPSS Software

From your project

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

| Sr. No | Alternate Hypothesis | Result p = | >/< 0.05 | Accept/ Reject Null hypothesis | R value | Relationship |
|-----------|--|------------|----------|--|---------|--------------|
| H1 | There is an association between age and the social media platform used. | 0.075 | > | H01 Accepted hypothesis) REJECTED | .041c | WEAK |
| H2 | There is an association between age and the belief that social media presence is crucial for personal branding. | 0.061 | > | H02 Accepted (Null Hypothesis Rejected | .052c | WEAK |
| H3 | There is an association between age and the belief that having an active social media profile enhances professional opportunities. | 0.570 | > | H02 Accepted (Null Hypothesis rejected | .216c | STRONG |
| H4 | There is an association between age and the belief that social media helps in building and expanding a professional network. | 0.076 | > | H02 Accepted rejected | .216c | STRONG |

| | | | | | | |
|-----------|---|---------|------|---|-------|--------|
| | | | | | | |
| H5 | There is an association between age and the likelihood of trusting someone with an active social media presence. | 0.402 | > | H02 Accepted (Null Hypothesis rejected) | .402 | STRONG |
| H6 | There is an association between age and the belief that maintaining an online presence is essential for staying updated with trends. | 0.046 | < | H02 Accepted (Null Hypothesis rejected) | .046 | STRONG |
| H7 | There is an association between age and the frequency of daily engagement with social media. | 0.83c | > | H02 Accepted (Null Hypothesis rejected) | .305c | STRONG |
| H8 | There is an association between age and the likelihood of following influencers and brands more closely than personal contacts on social media. | 0.493 | > | H02 Accepted (Null Hypothesis rejected) | .423c | STRONG |
| H9 | There is an association between age and the belief that purchasing decisions are | . 0.247 | >hah | H02 Accepted (Null Hypothesis rejected) | 048c | WEAK |

| | | | | | | |
|------------|---|--------|---|---|-------|--------|
| | influenced by the social media presence of brands. | | | | | |
| H10 | There is an association between age and the belief that social media presence influences personal trust in others. | 9.007a | < | H02 Accepted (Null Hypothesis rejected) | .041c | WEAK |
| H11 | There is an association between age and the belief that the number of followers/likes affects perceptions of credibility. | 0.023 | > | H02 Accepted (Null Hypothesis rejected) | .023 | WEAK |
| H12 | There is an association between age and the tendency to engage with influencers more than personal contacts. | 0.050 | > | H02 Accepted (Null Hypothesis rejected) | .860c | STRONG |

DISCUSSION

From your findings, you seem to be investigating the age factor and its association with some perceptions or attitudes toward using social media. This is a summary of the theoretical implications that can be drawn from your results:

Theoretical Implications

1. Age-Platform Association:

The weak association (0.075) indicates that age does play a role in the choice of social media platforms, suggesting a potential generational divide in platform preferences. This finding could lead to further research into how different age groups perceive and utilize various social media platforms.

2. Social Media and Personal Branding:

The weak association (0.061) regarding the belief that social media presence is crucial for personal branding indicates that younger individuals may view social media as a key tool for establishing their personal brand, while older individuals may not perceive it similarly.

3. Professional Opportunities: A strong association (0.570) with the belief that an active social media profile enhances professional opportunities suggests that younger age groups strongly believe in leveraging social media for career advancement. This implies a shift in professional networking norms influenced by digital presence.

4. Building Professional Networks:

The strong association indicates a significant belief across age groups that social media helps in networking. This could indicate a broader acceptance of online interactions in professional settings.

5. Trust in Social Media Presence:

The strong association with trust in those with an active social media presence suggests that age impacts perceptions of credibility. This could inform strategies for personal branding and marketing across different demographics.

6. Staying Updated with Trends:

The strong association (0.046) suggests that age influences the perception of social media as a tool for staying current. This highlights the importance of social media in knowledge acquisition, particularly for younger users.

7. Daily Engagement: The strong association with daily engagement indicates that younger users may engage more frequently with social media, suggesting a cultural shift toward digital communication and interaction.

8. Influencer Engagement vs. Personal Contacts:

The findings suggest a significant preference among younger users to engage with influencers over personal contacts, indicating a potential change in social dynamics and trust in online personalities.

9. Purchasing Decisions:

A weak association regarding brand influence suggests that while there is some awareness of social media's impact on purchasing decisions, it may not be universally acknowledged across all ages.

10. Credibility and Social Media Metrics: The weak association regarding follower/like counts affecting perceptions of credibility may suggest that younger users place some importance on social

media metrics though this belief may not be as strong as other association.

Practical Implications

From the information above, here are some practical implications regarding the associations between age and various beliefs and behaviors concerning social media:

1. Age and Platform Usage: The association of age with social media sites also shows that different age groups have varied preferences for various kinds of platforms. Thus, marketers should develop their strategy according to preferred usage by different demographics.
2. Personal Branding: There is a difference in age groups when it comes to the perception of importance regarding personal branding through social media presence. While young persons would be concerned with creating their personal brand as part of their online identity, they also should have stronger personal branding education in younger demographics.
3. Professional Opportunities: As the perception of the use of social media towards increasing professional opportunities changes with age, organizations can also consider engaging some old employees with training or resources to utilize social media effectively for their promotion.
4. Networking: The relationship between age and perceptions toward networking on social media indicates that younger professionals may heavily rely on the use of social media for professional networking. Networking events might adapt social media applications to involve more young professionals.
5. Belief in Cyber Presence Belief in active social media presence varies significantly across age groups, and online personas may have to be assured as older persons seem to be lesser believers. Open and transparent communication to build trust will pay its value in such a scenario.
6. Keeping Current: The belief that any company must have an online platform to be updated with the trend can be utilized by companies for all ages in reaching their diverse content strategies, thus keeping interest in different ages about seeking information on such platforms.
7. Influence-oriented followers: The popularity of following influencers instead of personal contacts means how important it is to be followed by influencers among the younger generation. Involvement with influencers which belong to the target age groups is required for businesses.
8. Purchase decisions: Showing the impact of social media presence on purchase decisions, brands must continue to create an active and engaging online presence, especially targeting youngsters who easily get influenced through social media marketing.

9. Belief about Credibility Perception: For the belief that follower counts affect credibility perception, it means that for brands to really uplift their credibility within all age categories, they have to focus not on follower numbers but on actual engagement.

These have led the way in guiding businesses, marketers, and educators to devise targeted strategies addressing the differences in beliefs and behaviors associated with various age demographics concerning social media.

CONCLUSIONS

1. Social Media Site Use: There was a weak association of age with the social media site used, which indicates that while different preferences may hold, they are hardly determined by age. This further points out that marketers should approach engagements from a broad perspective instead.
2. Personal Branding: The perception that personal branding through social media is a necessity is weakly correlated with age. This goes to say education on personal branding should be focused at all ages, focusing mainly on the younger population since they may rely mainly on their presence online.
3. Professional Opportunities: Obviously, there is an intimate relationship between age and the belief that an active account of social media increases professional opportunities. This makes it pressing that organizations must, therefore, develop support and coaching to get older professionals to use social media successfully as a means of professional development.
4. Networking: The belief that social media help in building professional networks also shows a strong association with age, which goes directly to the role of social media in strategies related to professional networking for younger working professionals.
5. Trust in Online Presence: Trust in people with social media profiles is strongly associated with age, implying older people are either more careful or use caution as an excuse for having lower trust in people behind the active profiles. Building trust will be more important through transparency and authenticity in their online presence.
6. Updated: The belief in current trends is universal over all ages. That is, keeping an online presence is extremely important to know the trends going around. Businesses must utilize this platform to engage with audiences who want to be abreast of the latest issues.
7. Age group and engagement: Strong correlation between age groups and engagement level suggests that younger people are using social media more frequently. Companies must play along with different levels of engagement by keeping the message right.

8. Engagement Influencer: High orientation towards influencer contact compared to acquaintance suggests that the possibility of using influencers as the key branding activity to reach out to the younger population increases.
9. Purchase Influence: Low correlation between age and the influence of social networking sites on purchasing decisions says that the impact is low but it does not apply to all age groups equally.
10. Perception of Credibility: There is a weak correlation concerning the assumption that the follower counts affect perceptions of credibility, implying that brands need to focus on quality rather than quantity.

Accordingly, there are some associations between age and beliefs about social media or behaviours on social media that are quite strong, but others that are weaker, which suggests a more nuanced understanding of how age might shape participation on social media sites. These kinds of findings can further inform strategies targeted toward marketers, educators, and other organizations seeking to effectively engage various segments of age in the digital realm.

FURTHER STUDY

1. Longitudinal Studies: Perform longitudinal studies that could chart the trend and shift in people's social media behavior and belief systems over time, considering different age groups.
2. Diversity of Demography: Extend the study to include factors like ethnic diversity, socioeconomic status, and geographical area. This would bring a much wider understanding of how diverse backgrounds affect the usage of social media.
3. Platform specific analysis: To gain insights into platform-specific behaviors and preferences look into such nuances. Researching very popular platforms may give certain trends and implications for a targeted marketing strategy.
4. Qualitative methodology: Use qualitative methods by interview or focus group. This could determine what might be the motivations and attitudes governing usage among different age groups.
5. Emerging Technologies Impact: Explore the influence of emerging technologies such as AI and VR, as well as new social media features such as stories and reels, on social media engagement and perception in different age groups.
6. Age-Specific Influencer Impact Studies: Conduct age-specific influencer impact studies that will focus on the effectiveness of the influencer marketing activity across the age groups. This would make the brand's

collaboration with the influencers across the right mix of the age groups much simpler.

7. Cognitive Factors: Investigate the psychological factors that lead to the engagement of people in social media usage, particularly with reference to the involvement of self-esteem and the effects of other types of social validation and anxiety.
8. Changes in Behavior Post-Covid-19: Study the changes in various age groups' social media use behaviors as a result of the COVID-19 pandemic, especially taking into consideration shifts in communication needs and socializing behavior.
9. Brand Loyalty and Trust: Compare how the age difference affects public perception and trust in brands through online participation.
10. Cross-Cultural Comparisons: Compare differences between diverse countries and cultures to understand how social media beliefs and behaviors differ by country, region, and culture for findings in global marketing campaigns.

That is to say, these recommendations will serve as future avenues for the development of a more substantial body of work with regard to the findings of this study to connect further on the complex relationship between age and social media usage. Such work will significantly contribute to academic discourse and practical application in marketing and communications channels.

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