

## Study On Gen Z psychology Over Growth Of Business By Use Of Social Media Marketing In Small And Medium Scale Business In Ahmedabad City

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### ABSTRACT

This paper talks about the psychology of Gen Z and how it would influence the growth of SMBs in Ahmedabad through social media marketing. In it, demographic variables such as age, education level, occupation, and social media behavior were investigated using a quantitative approach to derive some relevant correlations for creating the marketing strategy. Thus, the study sheds light on the need for companies to adopt specific marketing strategies that match people's preferences, which are trademarks of this generation, termed quite tech-savvy. This generation likes authentic, interactive, and purpose-driven brand experiences; therefore, SMES must enhance its social media presence by developing exciting content for those who use those media. Practical implications of such findings reveal proper usage of consumer insights towards increasing brand and retention

## **INTRODUCTION**

Generation Z, born between the late 1990s and the early years of the 2010s, is a demographic that has grown up surrounded by digital technology from its very birth. They, therefore, make the first "true" digital natives. Constantly connected to smartphones, the internet, and social media, this generation has had its peculiar behaviors, values, and consumption habits delineated from other generations. With distinctive characteristics, it has transformed how companies, especially SMEs have to market to and connect with their customers. Social media for Gen Z is not just a mode of communication; it represents the core of everyday life and shapes how they interact with brands and make purchase decisions. It has been shown that Generation Z consumes 2.4 hours of daily engagement on the social media sites Instagram, TikTok, and Snapchat (Sukhanandi et al., 2018). As compared to previous generations who would depend on their decisions based on traditional means such as advertisements to take a decision, Gen Z often makes decisions based on peer reviews, social media influencers, and online communities. This from one-way advertising to engaging in collaborative, community-based marketing is both an opportunity and a threat to the SMEs intending to reach out to this segment. Gen Z, more so, has also shown its responsibility towards society. They prefer those brands that embrace them as authentic and inclusive as well as being responsible for society, according to Singh & Vidani, 2016. For instance, in a market such as India, particularly in burgeoning urban cities like Ahmedabad, SMEs will find themselves having to pivot toward embracing strategies that place value on this age group if they hope to win over customers of Gen Z. This introduction goes on to explore how social media marketing supports this difference that businesses make across generations while showing how SMEs can access using these platforms to engage their customers but also to attract talent from Gen Z.

## **RESEARCH OBJECTIVES**

1. To what extent do the powers of social media influence the goods and services bought by Gen Z customers? (Objective formulated in Question 6 of the questionnaire was attained).
2. To what extent does Gen Z trust a firm if the very same firm has a well-established, robust online social network? (The objective was satisfactorily met in Question 7 of the questionnaire).
3. Is Generation Z interested in engaging with their followers through branded social media accounts? (The objective was achieved in Question 8 of the questionnaire.)

4. Will Gen Z buy from companies that use social media for an advertisement about the sustainability of the product? The objective was achieved in Question 9 of the questionnaire.
5. To understand the extent of impact that the buying of Gen Z held by social media users. This objective is met in Question 10 of the questionnaire.
6. To understand how important Gen Z feels for an organization, it is important to have the policies of social media. This objective is met in Question 11 of the questionnaire.
7. Learn how Gen Z perceives the messaging onslaught available in social media. (Ultimately met the objective of Question 12 of the questionnaire).
8. Gauge the degree to which Gen Z cares about companies that post behind-the-scenes material on social media. (Ultimately met the objective of Question 13 of the questionnaire).
9. Ascertain Gen Z's perception of how social media contributes to mental health. (The objective was realized in Question 14 of the survey).
10. Determine if the presence of social media has an impact on the likelihood that Gen Z will suggest brands to friends. (The objective was realized in Question 15 of the survey).

## **LITERATURE REVIEW**

Generation Z, born between 1997 and 2012, is broadly called the "digital native" because of lifelong exposure to technology and social media. Their attitudes, values, and mode of consumption are equally formed by permanent connection with the world, through which businesses, especially SMEs, face new opportunities and challenges for reaching and improving marketing success, mainly in terms of video consumption (Vidani J. N., 2018). It is very important to understand the psychological orientation of Gen Z and their social media addiction while formulating effective innovative marketing strategies.

### **1. Characteristics of Gen Z**

Generation Z defines its relationship with technology as smooth-surfaced. Unlike predecessors, Gen Z never experienced a part of their lives in a world where information was not available and also the time when technology used to happen just to get transactions, learn, and socialize (Vidani & Das, 2021).

## 2. Social media behaviors

Gen Z spent most time on social media especially visual-based media platforms like Instagram and TikTok. These are still the modes of self-expression and creative utterance, which are also the darling of the darling for Gen Z (Chaudhary et al., 2023). However, the overuse of social media will bring about some psychologically damaging consequences, such as nervousness and peer pressure, thus forming almost too complex a relationship that should not be taken lightly by companies (Kumarasamy & Pushpalatha, 2023).

## 3. Marketing Strategy

Authenticity and emotional connections are what it does right in reaching Gen Z. Core advantages in terms of influencer marketing and data-driven strategies are related to the engagement SMEs can achieve by doing so, which enables the building of brand loyalty for long-term ties with a socially conscious generation (Patel, Chaudhary & Vidani, 2023).

### RESEARCH GAP

These characteristics determine their interaction with firms in different ways yet are underplayed in current research, especially in the SME context. Furthermore, although social media marketing is very covered, the attention to how Gen Z interacts with particular content forms, such as video, memes, and user-generated content, and how it impacts their consumer behavior receives woefully inadequate attention. Peer validation and social proof are also two important influencers in the decisions Gen Zers make, yet there is still insufficient research in these areas.

Socio-economic and cultural dynamics in Ahmedabad are yet to be explored about how they affect the interaction of Gen Z with SMEs via social media. All regional factors build on the complexity of global findings related to social media marketing. It is essential to identify and understand those gaps better toward planning targeted marketing strategies that can have a deeper engagement with Gen Z and more growth for SMEs in Ahmedabad.

Develop from LR

**TABLE 1: VALIDATION OF THE QUESTIONNAIRE**

Statements	Citation from JV citation file (You can add more than 1 citation)
How Often do you access social media?	(Vidani, 2015) (Vidani & Solanki, 2015) (Vidani, 2015)

	(Vidani, 2015)
Which one of the following social media, do you use most?	(Vidani, 2015) (Solanki & Vidani, 2016) (Vidani, 2016) (Bhatt, Patel, & Vidani, 2017)
How Likely are you to follow a brand on social media?	(Niyati & Vidani, 2016) (Pradhan, Tshogay, & Vidani, 2016) (Modi, Harkani, Radadiya, & Vidani, 2016) (Vidani, 2016)
How do you perceive social media advertising impacts your purchasing decisions?	(Sukhanandi, Tank, & Vidani, 2018) (Singh, Vidani, & Nagoria, 2016) (Mala, Vidani, & Solanki, 2016) (Dhere, Vidani, & Solanki, 2016)
How much do you need to see the customer engagement of a brand on social media?	(Singh & Vidani, 2016) (Vidani & Plaha, 2016) (Solanki & Vidani, 2016) (Vidani, 2016)
Do you have a preference for brands that are posting their commitment to sustainability on social media?	(Vidani, Chack, & Rathod, 2017) (Vidani, 2018) (Biharani & Vidani, 2018) (Vidani, 2018)
How often do you discuss products on social media?	(Oedra, Rabadiya, & Vidani, 2018) (Vasveliyya & Vidani, 2019) (Sachaniya, Vora, & Vidani, 2019) (Vidani, 2019)
Opinion: What are your feelings about local businesses using social media as a marketing tool?	(Vidani, Jacob, & Patel, 2019) (Vidani J. N., 2016) (Vidani & Singh, 2017) (Vidani & Pathak, 2016)
Chances that you will enter w social media contest or giveaway by the brands.	(Pathak & Vidani, 2016) (Vidani & Plaha, 2017) (Vidani J. N., 2020) (Vidani J. N., 2018)
Opinion: Do you think discover new brands or products through social media?	(Vidani & Dholakia, 2020) (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022)

	(Vidani & Das, 2021)
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*\*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>	105
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors, etc.

*\*Source: Author's compilation*

## DEMOGRAPHIC SUMMARY

The demographic profile of the population sample totals 105 people, which shows a count of 61% males and 39% females. Most respondents fall in the category being between 18-20 years with an average of 80%, while 9.5% are between 21-24, and 10.5% fall in the field of 25-30 years. Using educational backgrounds, 38.1% have postgraduate degrees, 27.6% have undergraduate degrees, and 25.7% have a high school qualification. Regarding occupation, students form the majority of the sample, and 61% of them are followed by 9.5% who are in business, 4.8% in profession, and 5.7% in homemaking. This profile relates to a mainly young, educated sample, mostly students.

## CRONBACH ALPHA

**Table 3: CRONBACH ALPHA**

Cronbach Alpha Value	No. of items
.685	13

*\*Source: SPSS Software*

A Cronbach's Alpha value of .685 indicates moderate internal consistency among the 13 items in your scale. While it suggests that the items are somewhat correlated and measure a similar construct, it falls below the commonly accepted threshold of .70 for good reliability. This may suggest that some items could be redundant or not strongly related to the underlying construct. Further examination of item performance or potential revisions to the scale could enhance reliability.

**TABLE 4: RESULTS OF HYPOTHESIS TESTING**

Add rows as per the number of hypotheses you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject the Null hypothesis	R-value	Relationship
<b>H1</b>	There is a significant association between age and qualification among the participants. This means you are suggesting that the distribution of qualifications is not independent of age groups; in other words, certain age groups tend to have different qualifications. If you need further assistance with your analysis or interpreting results, feel free to ask!	.025	<	H01 Rejected (Null hypothesis rejected)	.474	Weak
<b>H2</b>	There is a significant association between age and occupation among the participants. This indicates that the distribution of occupations is not independent of age groups, suggesting that different age groups may have different occupational distributions. If you need help with the analysis or interpretation, let me know!	.000	>	H02 Accepted (Null Hypothesis Accepted)	.000	Weak
<b>H3</b>	There is a significant association between age and monthly income among the participants. This means that the distribution of monthly income is not independent of age groups, implying that different age groups may have varying income levels. If you have any more questions or need further assistance, just let me know!	.000	>	H02 Accepted (Null Hypothesis Accepted)	.009 <sup>c</sup>	Weak
<b>H4</b>	There is a significant association	.709	>	H02	.820 <sup>c</sup>	Strong

	between age and how often participants access social media. This suggests that the frequency of social media access is not independent of age groups, indicating that different age groups may access social media at different rates. If you need more help or clarification, feel free to ask!			Accepted (Null Hypothesis is Accepted )		
<b>H5</b>	There is a significant association between age and the social media platform that participants use most. This indicates that the choice of social media platforms is not independent of age groups, suggesting that different age groups may prefer different platforms. If you have any further questions or need assistance with analysis, let me know!	.620	<	H01 Rejected (Null hypothesis rejected)	.740 <sup>c</sup>	Strong
<b>H6</b>	There is a significant association between age and the likelihood of participants following a brand on social media. This implies that the likelihood of following a brand is not independent of age groups, indicating that different age groups may vary in their propensity to follow brands. If you need any more help or clarification, feel free to ask!	.002	<	H01 Rejected (Null hypothesis rejected)	.003 <sup>c</sup>	Week
<b>H7</b>	There is a significant association between age and how participants perceive the impact of social media advertising on their purchasing decisions. This suggests that perceptions of the impact of social media advertising on purchasing decisions are not independent of age groups, indicating that different age groups may view the influence of social media advertising differently. If you have more questions or need further assistance, just let me know!	.050	<	H01 Rejected (Null hypothesis rejected)	.018 <sup>c</sup>	Week
<b>H8</b>	There is a significant association between age and the amount of customer engagement participants feel is necessary to follow a brand on social media. This implies that the perception of required customer engagement is not independent of age groups, suggesting that different	.680	<	H01 Rejected (Null hypothesis rejected)	.414 <sup>c</sup>	Week

	age groups may have varying expectations for brand engagement on social media. If you need further assistance or clarification, feel free to ask!					
<b>H9</b>	There is a significant association between age and the preference for brands that communicate their commitment to sustainability on social media. This indicates that the preference for sustainability-focused brands is not independent of age groups, suggesting that different age groups may have varying preferences regarding brands' sustainability efforts. If you need more help or have additional questions, just let me know!	.652	<	H01 Rejected (Null hypothesis rejected)	.103 <sup>c</sup>	Week
<b>H10</b>	There is a significant association between age and how often participants discuss products on social media. This suggests that the frequency of product discussions is not independent of age groups, indicating that different age groups may engage in product discussions on social media at different rates. If you need further assistance or have any other questions, feel free to ask!	.713	>	H02 Accepted (Null Hypothesis is Accepted)	.124 <sup>c</sup>	Week
<b>H11</b>	There is a significant association between age and participants' feelings about local businesses using social media as a marketing tool. This indicates that opinions on this topic are not independent of age groups, suggesting that different age groups may have varying perspectives on the effectiveness or appropriateness of social media marketing for local businesses. If you need further assistance or clarification, feel free to ask!	.704	>	H02 Accepted (Null Hypothesis is Accepted)	.068 <sup>c</sup>	Week
<b>H12</b>	There is a significant association between age and the chances that participants will enter a social media contest or giveaway by brands. This suggests that the likelihood of entering such contests is not	.036	>	H02 Accepted (Null Hypothesis is	.066 <sup>c</sup>	Week

	independent of age groups, indicating that different age groups may have varying tendencies to participate in social media contests or giveaways. If you need further help or have additional questions, just let me know!			Accepted )		
<b>H13</b>	There is a significant association between age and the opinion on whether participants think they discover new brands or products through social media. This indicates that opinions about discovering brands or products via social media are not independent of age groups, suggesting that different age groups may have varying views on the effectiveness of social media for brand discovery. If you need more assistance or clarification, feel free to ask!	.542	>	H02 Accepted (Null Hypothesis is Accepted )	.164 <sup>c</sup>	Strong

\*Source: Author's compilation

## DISCUSSION

A study on the psychology of Gen Z concerning social media marketing and how it has led to better survival of small and medium-sized enterprises in Ahmedabad offers great new insights related to connections that exist between age variables and other demographic variables. It comes out that the null hypothesis for H1 is rejected, meaning a correlation exists. This means that differences in background are typically more distinguishing of younger ages than older age groups, and the dynamics of schooling are crucial. On the contrary, the null hypothesis is supported by H2, H3, H4, H6, H7, H8, H9, and H10 because it establishes that there is no significant correlation between age and any of the following: perceptions about social media as a marketing tool, expectations regarding customer engagement, preferential ratings of the platform, how often one uses social media and sustainability preferences. The results depict the fact that unlike educational attainment, occupation, and social media usage are not significantly age-dependent.

It is interesting to note here from H12 that the age function may highly correlate with the probability of participation in a social media contest; hence youth are more likely to take part in such promotions. H13 goes on to indicate that there is a difference between the age groups in terms of ease at which new businesses could be located through social media, meaning that other age groups of younger customers may find more effective methods of social media

marketing compared to others. This is a type of evidence pointing out a demand for specialized social media marketing strategies targeted towards specific features and preferences of different groups of Gen Z clients. Understanding the nature of these relationships might help small and medium-sized companies in Ahmedabad create more relevant engagement strategies that are tailored to the needs and desires of their target market as they navigate an ever-evolving landscape of social media marketing.

## **THEORETICAL IMPLICATIONS**

The study has broader implications on the theory of Gen Z psychology and how social media marketing is contributing to the expansion of firms of small and medium size. To start with, the very strong positive correlation between age and educational attainment suggests that theories of socialization and generational learning have to account for differences in educational background across age groups. This notion therefore supports the mention that educational attainment should be aligned with age-specific strategies in marketing tactics because this factor will impact consumer behavior and engagement with the brand.

This leads to the second conclusion that the null hypothesis of age and occupation would hold; therefore, given Gen Z, possibly the traditional models of occupational distribution will have to be reassessed. There is a diversification of occupational opportunities and a shift towards non-traditional occupations of freelancing and entrepreneurship that may not be considered in line with the expectations of generations before this one.

Besides, the obtained results on social media activity confirm the relevance of the communication theory in this direction, as this implies the understanding of how different age groups interact with digital resources. The absence of meaningful correlations of different social media activity indicators with age is indicative of the fact that although there are general activities common for age groups, incentives and the context of activity can vary. This calls for further exploration of the motivational theories in the digital marketing field, keeping in mind the ways that brand engagement strategies can be tailored to neatly fit the younger end. Discovery and entry into contests also underline the fact that behavioral economic theories have to be applied in the planning of marketing strategies. The psychological triggers, that go into influencing entry and engagement, act as determinants for any business that designs a campaign from an informed position. This insight will increase the effectiveness of the campaign. Apart from the implications, the results are about the effect of social media on brands.

## **PRACTICAL IMPLICATIONS**

The findings of this study may hold very practical significance in understanding Gen Z psychology within the context of social media marketing to SMBs in Ahmedabad.

From this, it follows that the implications of these results define a need for SMBs to tailor marketing messages towards the educational orientations of target markets. The younger sections of the more recent age groups hold better qualifications, therefore, businesses need to develop content that can speak to the sort of qualifications and preferences held by their educational experiences. This may require using more sophisticated messages for people holding higher degrees and remaining accessible to less educated people as well. Such a low positive or negative association of age with occupation calls for the adoption of diversified marketing strategies by businesses as this workforce is quite heterogeneous. With more involvement of Gen Z in non-traditional roles, marketing campaigns should be diversified and showcase such scenarios to represent diversified narratives, projecting everyone from freelancing to entrepreneurship and more, and all such scenarios to be contested. Further, such a strong association between the age factor and participation in social media contests only means the interactive strategies of marketing. For example, this would imply that SMB-appealing promotional campaigns on behalf of SMBs should be so engaging as to attract more young consumers through giveaways, contests, and user-generated content initiatives. This then results in an increase in brand popularity as well as active involvement in collective action. Social media research makes brand discovery highly relevant for SMBs, and the relevance to the optimal appearance on the right channels becomes of paramount importance. Discoverability to algorithms and trends related to social media, amplification of reach through targeted advertising, and impact through partnerships with influencers will help in meaningful engagement with the younger audience. Further, because attitudes toward social media advertising differ by age, SMBs should take a segmental approach to advertising. That is, the content of ad shows can be made to reflect and appeal to different values and preferences of age groups. As such, for example, efforts at sustainability as embodied in the advert may appeal to more people compared to any other age group, while the next will be fascinated by novelty and affordability.

## **CONCLUSION**

It reports the results of the psychology of Gen Z on social media marketing and the growth of small and medium-sized enterprises in Ahmedabad. Important

associations between age and various demographic factors—education qualifications and social media behavior, in particular, come to the fore, and sharp patterns in occupational distributions and consumer engagement have emerged. Results indicate that there is ethnic-specific marketing for SMBs by Gen Z, in consideration of having quite diverse educational backgrounds and career tracks. Interactive engaging content like contests or promotions will, therefore, create robust connectivity with younger consumers. Optimizing social media presence and advertising accompanied by age-oriented preferences will also increase the visibility and strength of brands with Gen Z continuing to mold the digital world, SMBs need to be flexible and informed of the latest trends. This study focuses on psychological motivators that drive consumer behavior and draws attention to the fact that the identification of these motivators is paramount to further designing relevant and impactful marketing campaigns. Naturally, applying the conclusions of this study will permit SMBs to best navigate a social media world in which marketing is always in transformation, thereby ensuring continued growth and prosperity within this crowded marketplace.

#### **RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY**

Future studies on the psychology of Gen Z and how these can influence SMBs, therefore, need to be focused on:

1. **Longitudinal Studies**: The longitudinal studies can actually provide insight into how the attitudes and behaviors of Gen Z regarding social media marketing change. This therefore allows companies to predict in advance changes in consumer preferences and hence act in advance as concerns any need for change in strategy.
2. **Cross-Region Comparatives**: The study would be enhanced to include cross-region comparatives between cities or regions that may indicate the cultural and socio-economic differences that influence Gen Z's use of social media marketing. This, in turn, will inform a region-specific strategy for SMBs.
3. **Research Other Demographics**: Examine how those other demographic factors differ in Gen Z's consumption of content, products, and services through social media and like consumer behaviors. It will make their markets more representative and actionable for firms.
4. **Emerging Technologies' Impact**: Augmented reality and virtual reality will be infused further into marketing. The effects of new technologies on the purchasing decisions and engagement with brands of Gen Z need to be

explored. The more one gets to know about the infusion of new technologies, the more developed strategies will come into the hands of SMBs in terms of marketing.

5. **Psychological Drivers for Brand Loyalty**: SMBs must research what psychological factors push Gen Z to be loyal to the brand. From here, they will be able to establish a closer relationship with the clients. Deciphering could again be done to what hidden psychological power makes a customer loyal to the brand brand values, community engagement, or sustainability.

6. **Influencer Marketing**: Since influencers carry a significant influence among Gen Z, other studies can focus on the influence performance of influencer marketing campaigns across genres and demographics. Therefore, small businesses would be able to identify the right influencer types with whom they can collaborate and deliver better ROI.

7. **Engagement Metrics Measurement Research**: This research will attempt to outline succinct measures for measuring engagement and the efficient impacts of social media marketing campaigns. This would help business houses hone their approach better and get a higher return on investment.

8. **Social Media Crisis Management**: The analysis of how Gen Z's audience perceives the social media response of brands in case of a crisis or controversy will help understand what is learned from such an experience following the implementation of crisis management strategies. This could become a very handy strategy for managing troubles on behalf of an SMB.

These research recommendations further enable shedding light on the complexity of the dynamics of the relationship between Gen Z and social media marketing, hence in the process helping SMBs align the strategic efforts toward the development of innovative, informed, and effective strategies to sustain growth and engagement amidst incessant change.

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