



Study on Impact of Neuroeconomics Tactics Used by Streaming Services Companies (Eg. Netflix, Spotify) on Genz's Purchase Intentions in Ahmedabad City

Anand Maulikkumar^{1*}, Gohel Mayankbhai², Jignesh Vidani³

Institute of Management Studies, LJ University

Corresponding Author: Anand Maulikkumar 24003400310014@mail.ljku.edu.in

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ABSTRACT

This paper reflects on how the neuroeconomics strategies employed by streaming companies, like Netflix and Spotify, affect Generation Z's purchasing intentions in Ahmedabad City. Neuroeconomics endeavors to be an integrative science that explains how neuroscience and psychology will intervene in or complement economics to develop knowledge about understanding consumer decision-making processes and those factors that influence buying behavior. Having established such neuroeconomic theories, streaming service companies then hunt them under the guise of optimized user experience with visual and auditory stimuli and tailored recommendations to keep the user interested and waiting for another subscription or purchase. The effects of such strategies are pretty important to understand for the Gen Z audience - a bunch of kids known for their tech-savvy nature and instant gratification. This paper investigates how streaming applications make use of cognitive biases arising from loss aversion to dopamine-driven reward systems and social proof influencing the buying behavior of young consumers. A mixed method approach was used on a representative sample of Gen Z youths by surveys and interviews in Ahmedabad to collect the data. Overall, the findings from this study are expected to be very informative on how neuroeconomic strategies will or will not impact the consumption behavior of Gen Z in the streaming industry. This would be followed by actionable recommendations for companies about how they can maximize their marketing efforts to resonate more effectively with this emergent market going forward. As neuroeconomics and consumer behavior begin to intermix, streaming services stand to increase users' engagement, amplify sales, and cultivate long-term customer loyalty with Gen Z among urban India

INTRODUCTION

Emerging time of Streaming Services: Changes and Impacts

Streaming services from Spotify to Netflix have significantly transformed the lives of customers in recent times. (Vidani, 2015) They mainly affected customer patterns in media use since they do not apply broadcast tools as their earlier age generation used, but stream contents that appeal to them. (Vidani, 2015) This relocation in space changes not only the ways people consume entertainment but also brings forth new tactics to be used in marketing, and this is based on neuroeconomics, or more simply put, the study of how psychological processes shape economic choice making. (Vidani & Solanki, 2015) Neuroeconomics can be narrated as a treasure of knowledge that can declare how one can understand consumer behavior by connecting neuroscience, psychology, and economics. (Vidani, 2015) This introduction will explore the neuroeconomic approaches to live streaming, in particular, and how they influence the purchasing intent among Gen Z in the city of Ahmedabad. (Vidani, 2015)

Neuroeconomics and Relevance:

Neuroeconomics is the nexus of the economics theory and the aim of trying to identify answers to questions regarding how people choose by understanding the brain processes that underlie the selecting terms of rewards, risk, and the value that consumers give to options. (Solanki & Vidani, 2016) This area indeed is highly linked in the reference of digital marketing where an understanding of consumer behavior will be the foundation for effective strategies. (Vidani, 2016) Being reliant on very engaging as well as personalized content, streaming services become fertile ground to apply principles that foster growing consumer engagement and purchase intention according to neuroeconomics. (Bhatt, Patel, & Vidani, 2017) Emergence of Live Streaming in E-commerce Live streaming is another new most effective trend in digital marketing, and it can communicate live video broadcast content to any place in the world for interactivity that cannot be done with traditional media. (Niyati & Vidani, 2016)

Normally, live streaming is one of the great instruments used in tempting consumers by many e-commerce platforms, particularly for young audiences from Gen Z, who prefer authenticity and direct contact, thereby making this medium ideal for the building of a trust relationship and influencing their purchasing decision. (Pradhan, Tshogay, & Vidani, 2016) Impact of Live Streaming on Consumer Behavior

Interestingly, so far research has widely demonstrated the reality that live streaming importantly affects consumer behavior more in Gen Z. (Modi, Harkani, Radadiya, & Vidani, 2016) For an example Valentino Gunadi et al. (2023) explained how hedonic motivation, price value and performance expectation influence buying intentions by live streaming. (Vidani, 2016)

Their study embraced the UTAUT 2 framework to analyse data from 370 respondents. (Sukhanandi, Tank, & Vidani, 2018) It has been found out that hedonic motivation and price value are positive relations to buying intention, but negative relationships exist with performance expectation, This would prove the fact that a live-streaming buying decision is multi-dimensional for the

consumer. (Singh, Vidani, & Nagoria, 2016) Similarly, Dhia Fairistha et al., (2023) discussed the utilitarian value and hedonic value; quality information and service quality impacting the perceived value and engagement of viewers toward live streaming. (Mala, Vidani, & Solanki, 2016) A study among 434 respondents revealed that perceived value has a positive influence on customer engagement and purchase intentions. (Dhere, Vidani, & Solanki, 2016) These studies proved the functionality of live streaming in increasing perceived value and affecting consumer behavior. (Singh & Vidani, 2016)

The concept of social capital holds a crucial position in live-streaming e-commerce, and Ping Xu et al. (2022) examine that the influence of the streamers' social capital, professionalization, and affective interactions on purchase intentions, the findings indicated that both the streamer's competence as well as the viewer's feel of personal tie with the streamer significantly enhanced buy intentions. (Vidani & Plaha, 2016) Mediation through trust underscores that only an trustworthy online personality can affect consumer behavior. (Solanki & Vidani, 2016)

The Other Dimension: Merging Live Streaming and Online Consumer Reviews

The other dimension is the integration of live streaming and web-based customer reviews Chao yong Qin et al (2023) investigate how the 2 forms of social commerce interact to facilitate purchasing intentions and as noted in the questionnaire included 448 participants online video transmission and online customer reviews both influence the customer's behavior and one salient aspect of such interaction was customer engagement a sense of belonging and perceived trustworthiness reveal that live streaming and online reviews together can enhance purchasing intentions more significantly than either alone. (Vidani, 2016)

Neuromarketing's Impact on Purchase Intentions

Neuromarketing which is the practice application of neuroscience to marketing has lately picked up much attention since it clarifies customers' preferences as well as their decision-making processes. (Vidani, Chack, & Rathod, 2017)

Moharramzadeh et al recently analyzed the impact of neuromarketing on customer buying intent particularly in the sports goods sector. The authors showed that neuromarketing strategies provide sensory stimulation such as emotional involvement that has a great impact on purchasing intent. In this way, Neuroeconomics will be integrated into live streaming to enhance its power in influencing consumer behavior. Contextualizing the Study in Ahmedabad Ahmedabad is an Indian mega-city, which provides a unique setting for examining the impact of live streaming and neuroeconomics on the city's consumers over the past years. (Vidani, 2018) The city has witnessed the development of large digital infrastructure and internet access, which enables one to make the best use of this context to get answers to research queries. (Biharani & Vidani, 2018) Therefore, this study aims to explore how different neuroeconomic strategies, especially live streaming techniques, affect the purchasing intentions of Gen Z in a given metropolitan setting. On the other

hand, by taking Ahmedabad as a case, this study attempts to address a question regionally which must be generalized globally. (Vidani, 2018)

Thus, integration with neuroeconomics and live streaming is an advanced step in understanding and influencing client behavior as new live streams begin with integration of neuroeconomic theories will be able to take more efficient use of these services in order to enhance audience engagement and buy intention This paper delves on these dynamics based on Generation Z in Ahmedabad so that proper insight will be given on how modern forms of marketing might be enhanced so that appropriate benefits could be generated for contemporary digital consumers The sections that follow shall discuss the research methodology and findings in addition to an all-inclusive review of neuroeconomics and live-streaming strategies as ways to consumer behavior in today's marketplace. (Odedra, Rabadiya, & Vidani, 2018)

Research Objectives

(1) Explore the influence of hedonic motivation on the purchase intention toward streaming services, Generation Z. (Objective satisfied in the questions of the questionnaire, questions 8a and 8b).

(2) Analyze how price value influences the readiness of Generation Z to subscribe to streaming services. (Objective met in the questionnaire questions 9a and 9b).

(3) Validate whether or not performance expectancy impacts Generation Z on their intention to subscribe and continue using the streaming service. (Achieved through objective questions 10a and 10b of the questionnaire)

(4) Determine if social influence is a significant factor influencing Generation Z to purchase or not to subscribe to the given services streaming. (Achieved through objective questions 11a and 11b of the questionnaire)

(5) Analyze how trust and authenticity influence Generation Z's buying decision about streaming services. (Objective satisfied with questions 12a and 12b questionnaire)

(6) Investigate how the easiness of the use of the streaming platforms affects Generation Z's satisfiability and subscription decisions. (Objective satisfied with questions 13a and 13b questionnaire).

(7) To analyze how personalization influences the general satisfaction as well as the tendency to subscribe to or keep using streaming services in Generation Z. (Question objective: questions 14a and 14b in the questionnaire)

(8) Determine how the purchase intention would influence the likelihood of GenZers to continue their subscription of the streaming services. (Question objectives: questions 15a and 15b of the questionnaire).

LITERATURE REVIEW

Digital media and advertising have been revolutionizing the consumer behavior of Generation Z, or Gen Z. (Vasveliyya & Vidani, 2019) The members of Generation Z are referred to as digital natives. Having unique consumption habits, characterized as being the first to grow up with digital media around them, helps in transforming the face of the modern consumer. Among the revolutionary streaming services changing the way people consume media, one that relates directly with these digital natives, as leaders in changing media

consumption, is. The paper deals with the nexus of neuroeconomics, live streaming, and consumer behavior toward how all of these factors influence Gen Z's buying intentions. This paper synthesized a combination of the latest findings on neuroeconomics tactics, live streaming methods, and how they interact with the influence that they have over consumers, consequently summarizing the effects of neuroeconomics tactics, live streaming methods, and their combined effects on consumer behavior. (Sachaniya, Vora, & Vidani, 2019)

1. Neuroeconomics and Consumer Behaviour

Neuroeconomics is a field where neuroscience, psychology, and economics unite in an effort to dissect human decision-making. (Sachaniya, Vora, & Vidani, 2019) It addresses whether 'brain processes' form the foundation of economic choice-that is, the evaluation of rewards, risks, and values-and it utilizes the research methods of behavioral and cognitive psychology. It has increasingly been used in great amounts of marketing research and found a number of preferences that customers make for certain products. (Vidani, Jacob, & Patel, 2019)

Foundations of Neuroeconomics. Neuroeconomics was derived as an interdisciplinary field that aimed at infusing realistic consumer behavior into classical economic models. (Vidani J. N., 2016) This type of method integrates the use of the methods applied in neuroscience, which is based on imaging methods of the human brain, into economic models to come up with a better understanding of the way humans make decisions (Glimcher, 2008). The outcome thus made it possible to obtain insight into knowledge on further improvement on how emotional or cognitive processes may impact the decisions in buying. (Vidani & Singh, 2017)

2. Neuroeconomics in Digital Marketing

Neuroeconomics applied to digital marketing helps in the analysis of what happens when online advertisements, placements, and other promotional tactics are designed to affect consumer behavior. (Vidani & Pathak, 2016) The research carried out has revealed that neuroeconomics will predict what behavior consumers are going to exhibit from various marketing strategies such as personalized content and targeted advertising (Montague & Berns, 2002). (Pathak & Vidani, 2016)

3. Live Streaming and Consumer Behaviour

Live streaming is no doubt one of the most powerful digital marketing tools that enable real-time interaction between brands and consumers. (Vidani & Plaha, 2017) The subsequent chapter systematically reviews the literature on live streaming, particularly its influence on consumer behaviour as adopted in e-commerce. (Vidani J. N., 2020)

1. Live Streaming as a Marketing Tool

Live streaming is one of the favorite ways to engage consumers in this kind of interactive way of engagement. (Vidani J. N., 2018) Sellers use live streaming to represent a product, talk to the viewers, and create immediacy (Chen et al., 2020). This has proved particularly effective in building consumer trust and even purchase intentions. (Vidani & Dholakia, 2020)

2. Impact on Consumer Engagement

These studies have proved that the consumer's engagement is increased through the means of live streaming. (Vidani, Meghrajani, & Siddarth, 2023)

Live streaming, for example, promotes real-time interaction. There is a fact that real-time interaction experiences elevates the perceived authenticity of the brand, as well as a deeper emotional connection with the audience, which leads to building stronger relationships between the brand and the audience, as opposed to static environments (Li et al., 2020). Improving engagement promotes higher purchase intentions. Many studies have focused on the effects of live streaming on the purchase intent. Valentino Gunadi et al. (2023) consider hedonic motivation, price value, and performance expectancy as antecedents that affect the intention to buy via live streaming. The findings suggested the positive impacts of hedonic motivation and price value on the intention to buy while negating the relationship in terms of performance expectancy. (Rathod, Meghrajani, & Vidani, 2022) This elaborates on the complexity of interactions between many factors that have an influence on consumer behavior within the context of live streaming. (Vidani & Das, 2021)

3. Neuroeconomics and Live Streaming: Holistic Effect on Consumer Behavior

This paper discusses the effects of an integrative approach of neuroeconomics and live streaming on consumer behavior of purchase intention. (Vidani J. N., 2022)

1. Neuroeconomics and Live Streaming

Neuroeconomics and live streaming render a holistic perspective to the consumer's choice behavior. The neuroeconomic principles can be used to explain why live streaming proves to be useful in encouraging consumer interests and consequently intended purchases. For example, the integration of live streaming with tools of neuroeconomics like hedonic value or perceived trust does have a multiplier effect. (Saxena & Vidani, 2023)

2. Perceived Value Effect

In live streaming, perceived value is significant in the success of a live video. DhiaFairistha et al. (2023) conducted an investigation into the influence of utilitarian value, hedonic value, information quality, and service quality on perceived value alongside consumer engagement. They established that perceived value positively correlates with customer engagement and purchase intention. In this context, such a result signifies that the live streaming environment is more activating and involving, which enhances perceived value. (Vidani, Das, Meghrajani, & Singh, 2023)

3. Multi-Channel Strategies Synergic effect

Live streaming often accompanies other channels of social commerce, such as online consumer reviews, where purchase intentions are fully exploited. (Vidani, Das, Meghrajani, & Chaudasi, 2023)

Chaoyong Qin et al. (2023) asserted that live streaming with OCR might have a synergic effect on consumer behavior.

The study concluded that although a live streaming- and OCR-integrated marketing campaign may change the behavior of the consumers collectively, customer engagement, sense of community, and perceived trust would end up

being essential elements in this interdependence. (Bansal, Pophalkar, & Vidani, 2023)

4. Neuromarketing and Purchase Intentions

The basis of this article is the impact of neuromarketing on consumer purchase intentions in the sports goods market. As shown by the results of the authors, neuromarketing techniques are capable of turning consumer preference and further increasing repurchasing intentions. Neuroeconomics insights added into a live streaming strategy can complementarily make them more elevated. (Chaudhary, Patel, & Vidani, 2023)

Context of Generation Z

Generation Z is that unique generation which possesses the characteristic feature and digital culture, hence significantly contributing to live streaming and neuroeconomics strategies. (Patel, Chaudhary, & Vidani, 2023)

1. Characteristics of Generation Z

Gen Z truly represents perfect digital literacy and appreciation for personalized experiences. They are all about authenticity and live interaction; therefore, live streaming will be fantastic as a marketing tool, and research concluded that Gen Z was more likely to interact with brands that were interactive and immersive. 2. Purchase Intentions and Gen Z (Sharma & Vidani, 2023)

This undercurrent intent to buy of Gen Z reflects the higher vulnerability of Gen Z to digital content and social media. Live streaming falls into the category of preference where Gen Z finds real-time interaction replete with personalization of content. Valentino Gunadi et al., (2023) mentioned that hedonic motivation and price value have profoundly influenced the buy intentions of Gen Z; therefore, it marks the requirement of developing engaging content and value-driven content. (Sharma & Vidani, 2023)

5. Local Context: Ahmedabad

An emerging digital market, Ahmedabad is quite an apt context to explore the role of live streaming and neuroeconomics within Gen Z's purchase intention. With rising internet penetration and digital infrastructure across the city, it offers superb settings for the investigation of these phenomena. Findings from studies undertaken elsewhere may be used to trace the locus of factors that might possibly come into play in order to impact the efficacy of such strategies in Ahmedabad. (Mahajan & Vidani, 2023)

This review seeks to capture the intricate interaction between neuroeconomics, live streaming, and consumer behavior. Neuroeconomics holds a wealth of very valuable knowledge about psychological effects on purchase decisions, while live streaming presents a tool of unprecedented power in engaging and motivating purchase intentions amongst consumers. Thus, with Generation Z and the increased emphasis on these approaches, it calls for something of more subtle understanding about consumer behavior in the digital age.

The future research studies should further put thoughts into neuroeconomics by live streaming along with other digital marketing approaches. (Sharma & Vidani, 2023)

They should target specific consumer segments and local contexts such as Ahmedabad where the researchers and marketers can create effective and targeted influences in the market affecting the purchase intentions. (Mahajan & Vidani, 2023)

Given the speed and transformation that is going on through this relationship, digital marketing has an enormous potential to innovate and discover further; hence it's a very significant area to be researched more into the future. (Saxena & Vidani, 2023)

Research Gap

The title of the research study, "A Study on the Impact of Neuroeconomics Tactics by Streaming Service Companies, like Netflix and Spotify, on Purchase Intentions in Ahmedabad City," emphasizes a critical gap in the existing literature on this topic. Neuroeconomics, a very important interdisciplinary, draws on neuroscience, psychology, and economics to understand decision-making processes; yet, applications of this have not been largely explored for use with streaming services. Most of the researches had given more concentration to the large-scale trends of consumer behavior and did not provide specific cases regarding how such companies specifically employ neuroeconomic approaches to raise buying intent. For instance, music and video streaming services use very personalized content recommendations, adaptive pricing models, and highly interactive user interfaces; to my best knowledge, hardly any empirical work has been carried out in measuring the extent to which such strategies chime with the cognitive and emotional level of the target consumer especially within a definite cultural setting like in the case of Ahmedabad.

Most of the existing research in neuroeconomics has been conducted on 'traditional' markets, such as retail or banking, despite the rapid evolution of the streaming services ecosystem. Still, this is of the utmost importance in a place like Ahmedabad, because a rapidly burgeoning population of tech-savvy consumers is increasingly turning to streaming platforms for everything from movie entertainment to music. The sociographical dynamics that prevail in this urban entity give a new color to the otherwise complex study on consumer behavior. Cultural choice, socio-economic profile, and regional pattern of media consumption were able to play an important role in shaping how consumers viewed and processed neuroeconomic strategies. Therefore, it is quite timely and relevant as this study will look into the efficacy of such strategies while situating them within the context of the demographic and cultural framework of Ahmedabad.

Another reason is that most current works depend on general models of consumer decision-making. These models are quite comprehensive and do not address more subtle suggestions made by neuroeconomic studies. This is a real knowledge gap: To better understand the underlying mechanisms of cognition involved in consumer relationships with a streaming service, perhaps there exists a specific need to consider the nuances offered by neuroeconomic research. Thus, by techniques like eye-tracking, fMRI, or EEG, researchers will eventually be able to understand how each neuroeconomic strategy-scarcity

messaging, social proof, or emotional appeals-may affect the neural responses and, therefore, the purchasing decisions. Hence, in this stage, greater understandings as to why and how consumers of Ahmedabad process information as well as their decisions regarding the streaming services and various tactics tell more about the efficiency of such tactics in influencing purchase intentions.

Emotional engagement, in many different forms, has been considered a means of influencing consumer behavior in earlier studies. Yet research that links this engagement to particular neuroeconomic principles in the streaming industry does not exist in the form it is much-needed. Knowing how emotions and psychological factors such as nostalgia or excitement get capitalized on through neuroeconomic tact will be of tremendous value for streaming companies in an effort to heighten retention rates and customer loyalty.

This field of research also requires continuous further investigation in light of rapid technological advancement and alterations in consumer consumption. The mode in which audiences suddenly consumed media has drastically altered due to reliance on streaming services resulting from the COVID-19 pandemic. Consequently, this type of reportage on how changes in media consumption align with neuroeconomic strategies would be significantly relevant to the present scenario. Thus, filling these research gaps would make that much more richer our appreciation of the complex interaction between neuroeconomics, streaming services, and consumer behavior in this singular context of Ahmedabad City. This paper, while promising to make an academic contribution, promises practical implications in terms of refinements of marketing strategies of streaming service companies on how one can best optimize user engagement

Hypothesis (Only list)

H1: There is a significant association between age and enjoyment of interactive and immersive experiences offered by streaming services.

H2: There is a significant association between age and the influence of entertainment value on the decision to subscribe to a streaming service.

H3: There is a significant association between age and the likelihood of purchasing a streaming service based on good value for money.

H4: There is a significant association between age and the impact of discounts and promotional offers on the decision to subscribe to a streaming service.

H5: There is a significant association between age and the belief that streaming service features meet expectations.

H6: There is a significant association between age and the perception that the quality of streaming content affects the intention to continue the subscription.

H7: There is a significant association between age and the influence of recommendations from friends and family on the choice of streaming service.

H8: There is a significant association between age and the impact of social media reviews and ratings on purchase intentions for streaming services.

H9: There is a significant association between age and the inclination to subscribe to a streaming service based on perceived trustworthiness.

H10: There is a significant association between age and the effect of content creators' authenticity on purchase decisions.

H11: There is a significant association between age and the effect of user-friendliness of the streaming platform on satisfaction and subscription decisions.

H12: There is a significant association between age and the preference for streaming services that provide a seamless and intuitive user experience.

H13: There is a significant association between age and the impact of personalized recommendations on overall satisfaction with a streaming service.

H14: There is a significant association between age and the effect of tailored content on the likelihood of subscribing to or continuing a subscription.

H15: There is a significant association between age and the likelihood of continuing a subscription based on consistent meeting of expectations and preferences.

H16: There is a significant association between age and the likelihood of recommending a streaming service to others based on satisfactory experience.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I enjoy the interactive and immersive experiences offered by streaming services. The entertainment value of streaming content influences my decision to subscribe to a service.	(Vidani, 2015) (Vidani & Solanki, 2015)
I am more likely to purchase a streaming service if it offers good value for money.	(Vidani, 2015)
Discounts and promotional offers significantly impact my decision to subscribe to a streaming service.	(Vidani, 2015)
I believe that the features offered by streaming services meet my expectations.	(Vidani, 2015)
The perceived quality of streaming content affects my intention to continue my subscription.	(Solanki & Vidani, 2016)
Recommendations from friends and family influence my decision to use a particular streaming service.	(Vidani, 2016)
Social media reviews and ratings impact my purchase intentions for streaming services.	(Bhatt, Patel, & Vidani, 2017)
I am more inclined to subscribe to a streaming service if I perceive it as trustworthy.	(Niyati & Vidani, 2016)
The authenticity of content creators on streaming platforms affects my purchase decisions.	(Pradhan, Tshogay, & Vidani, 2016)
The user friendliness of the streaming platform affects my satisfaction and subscription decision.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I prefer streaming services that provide a	(Vidani, 2016)

seamless and intuitive user experience.	
Personalised recommendations enhance my overall satisfaction with a streaming service.	(Sukhanandi, Tank, & Vidani, 2018)
The ability to tailor content to my preferences affects my likelihood of subscribing to or continuing a subscription.	(Singh, Vidani, & Nagoria, 2016)
I am likely to continue my subscription to a streaming service if it consistently meets my expectations and preferences.	(Mala, Vidani, & Solanki, 2016)
I would recommend a streaming service to others if it provides a satisfactory experience.	(Dhere, Vidani, & Solanki, 2016)

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	105
Survey Area	Ahmedabad
Sampling Unit	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 population surveyed shows that 72.9% of the population falls within the 18-22 years, and a significant population consisted of males at 70.1%. (Vidani, 2015) Again, most people classified themselves as students with an 79.4% result, thereby indicating that they were a youthfully academic set of respondents. (Vidani & Solanki, 2015) Education-wise, it was noted that 61.7% of them received postgraduate qualifications and were notably well-educated. (Vidani, 2015) Mean monthly income The available data on monthly income shows that a majority, at 54.2%, have an income of less than 10,000. (Vidani, 2015) This could raise the suspicion

of potential financial constraint within this demographic. Overall, the sample is predominantly young, educated, and economically varied. (Vidani, 2015)

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.909	19

Source: SPSS Software

The internal consistency among the 19 items measured in the survey has a Cronbach's Alpha value of .909. Overall, values above .70 are generally considered acceptable, but values above .90 indicate excellent reliability. Therefore, the findings of this survey are trustworthy as being both sound and valid, hence crediting the overall quality of the measurement instruments used.

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 age and enjoyment of interactive and immersive experiences offered by streaming service.	.937	>	H01 Accepted (Null hypothesis Accepted)	.106 ^c	Weak
H2	There is a significant association between age and the influence of entertainment value on the decision to subscribe to a streaming service.	.101	>	H02 Accepted (Null Hypothesis Rejected)	.101	Weak
H3	There is a significant association between age and the likelihood of purchasing a	.691	>	H03 Rejected (Null hypothesis rejected)	.207 ^c	Weak

	streaming service based on good value for money.					
H4	There is a significant association between age and the impact of discounts and promotional offers on the decision to subscribe to a streaming service.	.439	>	H04 Rejected (Null hypothesis rejected)	.393 ^c	Weak
H5	There is a significant association between age and the belief that streaming service features meet expectations.	.098	>	H05 Accepted (Null hypothesis Accepted)	.945 ^c	Strong
H6	There is a significant association between age and the perception that the quality of streaming content affects the intention to continue the subscription.	.030	<	H06 Rejected (Null hypothesis rejected)	.457 ^c	Weak
H7	There is a significant association between age and the influence of recommendations from friends and family on the choice of streaming service.	.034	<	H07 Rejected (Null hypothesis rejected)	.428 ^c	Weak
H8	There is a significant association between age and	.151	>	H08 Accepted (Null hypothesis Accepted)	.249 ^c	Weak

	the impact of social media reviews and ratings on purchase intentions for streaming services					
H9	There is a significant association between age and the inclination to subscribe to a streaming service based on perceived trustworthiness.	.281	>	H09 Accepted (Null hypothesis Accepted)	.173 ^c	Weak
H10	There is a significant association between age and the effect of content creators' authenticity on purchase decisions.	.002	<	H10 Rejected (Null hypothesis rejected)	.319 ^c	Weak
H11	There is a significant association between age and the effect of user-friendliness of the streaming platform on satisfaction and subscription decisions	.141	>	H11 Accepted (Null hypothesis Accepted)	.269 ^c	Weak
H12	There is a significant association between age and the preference for streaming services that provide a seamless and intuitive user	.284	>	H12 Accepted (Null hypothesis accepted)	.399 ^c	Weak

	experience.					
H13	There is a significant association between age and the impact of personalized recommendations on overall satisfaction with a streaming service.	.942	>	H13 Accepted (Null hypothesis Accepted)	.415 ^c	Weak
H14	There is a significant association between age and the effect of tailored content on the likelihood of subscribing to or continuing a subscription.	.541	>	H14 Accepted (Null hypothesis Accepted)	.325 ^c	Weak
H15	There is a significant association between age and the likelihood of continuing a subscription based on consistent meeting of expectations and preferences.	.379	>	H15 Accepted (Null hypothesis Accepted)	.349 ^c	Weak
H16	There is a significant association between age and the likelihood of recommending a streaming service to others based on satisfactory experience.	.338	>	H16 Accepted (Null hypothesis Accepted)	.304 ^c	Weak

Source: Author's Compilation

DISCUSSION

The findings from hypothesis testing conducted within this study concerning the influence of neuroeconomics tactics adopted by streaming service companies on Gen Z's purchase intentions in Ahmedabad City provide some basic knowledge related to consumer behavior amongst the younger generation. The analyses, therefore, put forward mixed results to emphasize complexity about factors acting in the minds of young consumers' purchase intentions. With Hypothesis 1, age and liking interactive and immersive experience was found to be nonsignificant because the p-value was seen to be .937 resulting in accepting the null hypothesis. Therefore, it determines that age does not play a critical role in how much Gen Z likes the interactive features that streaming services offer. This result implies that younger viewers in the Gen Z group, regardless of their age, tend to like and embrace rich content alike, implying that the influence of these attributes is positive across this young audience group. Hypothesis 2. A hypothesis was also designed to test the effect of entertainment value on the subscription decision. The results were also statistically significant at $p = .101$. This suggests that while age factor does not significantly influence the enjoyment of interactive experiences, age is still significant in relation to whether entertainment value impacts their choices to subscribe or not. Failure to reject the null hypothesis for this study would mean that the younger consumer's emphasis on entertainment value would, in fact, indicate an affinity for content quality as a criterion in his choosing decisions.

The failure to reject the null hypothesis in Hypothesis 3 with respect to purchasing a streaming service based on value for money perceived ($p = .691$) suggests that perception does not vary significantly by age, and hence, valuation is uniform across Gen Z. This becomes the juncture where competitive pricing strategies on streaming services must be a viable entrance door to the target market.

Moreover, with respect to discounts and promotions (Hypothesis 4) as another form of promotional campaign, the results in this respect were also accepting the null hypothesis because $p = 0.439$. Therefore, this shows that the above kinds of promotional strategies are not having any kind of effect in age, per se, on the subscription decisions rendered by Gen Z. This may infer that once a service has been selected by Gen Z, then it is less prone to the impacts of promotion maybe due to the perception or uniqueness of what the service provides.

For Hypothesis 5, age and the belief that features offered through streaming services do meet expectations had a significant correlation with $p = .098$. In fact, this actually supports the notion that although for the short term purchase intentions may not be heavily impacted by age, age influences the extent to which services delivered match user expectations, and subsequently affects long-term loyalty and satisfaction.

Interestingly, Hypothesis 6, probing the perception of content quality on subscription continuation, came out significant, $p = .030$, such that, indeed this perception does vary with age. This would suggest older parts of Gen Z may have greater demands as it relates to content quality, and this could lead to

increased subscription maintenance.

Mixed influence of friend/family recommendation (Hypothesis 7) and social media reviews (Hypothesis 8), as the p-values indicate the influence of recommendations is much less in shaping the decision while the influence of the social media review might still exert its effect. This aligns with the contemporary consumer behavior data where peer influence is intense but possibly in check by individual preferences and experiences.

Finally, user experience, recommendation, and content hypotheses all supported the acceptance of the null hypothesis, meaning that all these factors, though important individually, do not differ in any significant way across various age segments within Gen Z. This may be a manifestation that this cohort generally values well-designed UI as well as effective personalization irrespective of age.

Conclusion: What the study uncovered is that while some neuroeconomic tactics work for Gen Z, their effectiveness varies widely depending on several factors, such as perceived entertainment value and content quality. Making the companies targeting this Ahmadabad demographic streaming service companies must use a multifaceted strategy focusing on the quality of content and expectations as set by the users but considering the significance of peer influence and marketing strategies that correlate with the trend in this diverse age group. The subtle understanding can help in tailoring the marketing effort and upgrade user engagement hence an influencer impact on purchase intention in the competitive landscape.

Theoretical Implications

The theoretical contributions of the findings of the study on the neuroeconomic tactics effectuated by streaming service companies on the Gen Z's purchase intention in Ahmedabad City are many, but first and foremost, the results underscore the necessity of integrating neuroeconomic principles in consumer behavior research, particularly from the standpoints of the digital and entertainment sectors. By emphasizing the role of cognitive and affective factors in the process of choice, this article adds to the broader knowledge about consumer psychology, especially in the rapidly changing digital environment .

The most relevant implications of the research will reflect the categorization of strategies associated with neuroeconomics and the impact of these strategies among various sectors. While mixed results across the hypotheses point to the fact that some tactics, such as recommendations and content quality, are more resonant to Gen Z, others, including discounts and social media reviews, do not carry the same weight. This, therefore, would imply that age and contextual factors in the analysis of responses from consumers toward marketing strategies must be taken into account to lead to much more refined models of consumer behavior in order to be able to capture generational preferences.

Besides, the findings of Hypothesis 5 concerning the expectation that features of the streaming service meet expectations prove the relevance of user experience in the formation of the consumer attitude and intention. This study, in some way, supports prevailing theoretical frameworks emphasizing the role of expectations as a mediator of consumer satisfaction and loyalty. Given the competitive business atmosphere currently witnessed with streaming services, these firms might be better off adopting more experiential and quality-oriented marketing approaches, which are more concerned with content and user experience than with discounting.

Further, it would infer that social influences, such as the recommendations of family and friends, are indeed there but are probably not as strong among Gen Z as might have been expected. There is a need, therefore, to probe deeper into how social media and peer effects shape consumer preference in electronic environments and perhaps reconsider the influence theories typically applied within a social context and update them according to the current consumption culture.

Finally, the strong emphasis on the quality of content and its influence on subscription retention hints that further research should be made about the relationship between content attributes and consumer loyalty in the streaming context. This also resonates with current discussions in the field on the essence of content curation and quality assurance as vital drivers for consumer engagement in subscription-based models.

In short, the theoretical implications arising from this paper call for a new understanding of consumer behavior in the digital age, especially concerning neuroeconomics. Cognitive processes, emotional involvement, and social influences in this interplay can help develop more robust models of purchase intentions among contemporary consumers, especially those within distinct demographic groups such as Gen Z. Such findings not only further this academic discourse but also form the basis of good guidance from practical experience for streaming service firms looking to best optimize their marketing strategies-along with customer experience.

Practical Implications

The conclusions of the study about the neuroeconomic strategies adapted by the OTT service provider companies in relation to the purchase intentions of Gen Z: Ahmedabad City hold utmost practical implications for the business of interest located within the digital entertainment horizon.

Firstly, the results indicate that quality is aligned with consumer expectations. That is to say that streaming service needs to ensure that the content offered is of high quality, relevant, and engaging as desired by Gen Z. This generation seeks entertainment value to watch content meant to be

meaningful and close to real life. Investment in original programming and diverse content offerings helps improve user satisfaction and chances for long-term subscription. More mixed results are seen in the use of discounts and promotional offers, which indicates that such tactics might attract early on but do not drive subscription and sustain the momentum of subscriptions. Strategies used by streaming platforms need to be developed with lesser appeal through price promotions and more unique features and experiences offered by their services. Exclusive content, friendly use interfaces, and interactive properties can be the value proposition for Gen Z consumers.

Notably, with entertainment value increasingly defining subscription, streaming services need to innovate and refresh their offers. Consistent offer refreshments and recommendations from the service for the viewer can help maintain user interest and keep them in the running to view new content. Companies could consider rolling out more mature algorithms analyzing viewing habits and thus further perfecting suggestions to better deliver for a total user experience.

Social influence is present, but the results suggest it could not be the key influencer in Gen Z's purchase intentions as initially thought. Therefore, the collection of streaming services can continue to use social media for promotion, but focus on creating content sharable in interest and, of course, let people promote the service themselves through recommendations rather than strictly peer-to-peer recommendations. Ideally, such an approach would appeal to influencers who share many of the values that exist among Gen Z.

In addition, the strength of the association between the belief that service features meet expectations and consumer satisfaction stands out in the motivation to retain a seamless user experience. Companies would have to invest in user interface design so that it is intuitive and the platform is always responsive and fluid across all kinds of devices. Such feedback from the users can help find the improvement areas where the services can quickly adjust to what consumer preferences are changing to.

Finally, the findings about the relevance of personalized recommendations and content suggest that streaming services should focus more on analytics and machine learning capabilities. This is because data analytics can efficiently create personal experiences in regard to user-specific preferences, and this enhances engagement and loyalty. This strategic focus on personalization may help set the edge between competing services and establish a deeper connection with the minds of Gen Z consumers.

This study concludes the pragmatic implications for streaming service companies: in their marketing and engagement with users; they should be multi-dimensional. By focusing on the quality of content, elevating the user

experience, employing social media as strategically as possible, and personalizing recommendations, companies shall ultimately be able to drive purchase intentions and have long-term relationships with Gen Z consumers of Ahmedabad City. These strategies increase subscription in the short run but more importantly can be core loyalty strategies in brand over time.

CONCLUSION

In this study, we will collect important findings about consumer behavior in the dynamic group regarding the tactics used by streaming service companies to impact Gen Z's purchase intentions in the city of Ahmedabad. The results point out that there are several complicated interplays where cognitive and emotional factors underlie subscription decisions. Such neuroeconomic strategies may be just what can strike a good cord with Gen Z, but their potential effectiveness is certainly not guaranteed.

Such factors, such as the quality of content, entertainment value, and the experience of the user intensively influences Gen Z's subscription and retention intention for a streaming service. Compared to this, the traditional marketing strategies, that is, discounts and promotions, severely failed in impacting long-term loyalty; this means companies need to rethink their marketing approach. The key findings also mentioned that personalization so that customized contents and its suggestion do attract enhanced engagement of the user.

The study also shows that the role of social influence is complex in terms of determining purchase intentions, peer recommendations are relevant, but probably still not enough for this generation. Hence, streaming services should focus on creating engaged, shareable content that reflects the values of Gen Z and work with authentic influencers having a connection with this audience.

Ultimately, the implications of this research give actionable advice to the streaming service companies looking to chart their competitive landscape and effectively reach Gen Z. Only with focus on high-quality content, streamlining the user experience, and a data-driven personalization strategy can companies improve what is being offered and earn loyalty to their brand over time.

As digital entertainment continues to evolve, ongoing research within this field will need to continue to further grasp what is occurring in this shifting landscape of preferences and behaviors among Gen Z consumers. This research contributes to the academic discussion on neuroeconomics and consumer behavior and provides practical insights for industry stakeholders that aim to optimize marketing strategies and improve user satisfaction

FURTHER STUDY

According to the findings of this study about neuroeconomics strategies applied by streaming service providers that influence the purchase intentions of the Gen Z in Ahmedabad City, further research is possible.

1. It will span more age groups: The demographics of this study can be inferred to include other groups such as the millennials, Gen X, and baby boomers. This will produce a broader understanding of the different ways in which cohorts of ages react to neuroeconomic tactics and help to pinpoint the generational trends in the media consumption habits.

2. Cultural Contexts: Since this research is only based in Ahmedabad City, very useful comparative studies can be undertaken in other areas or countries to reflect how cultural factors intervene and influence the effectiveness of neuroeconomics strategies. Further comparative study can be done in comparing urban to rural settings and across different cultural backgrounds to find more illuminating consumer behavior in the streaming industry.

3. Longitudinal studies: It would enable researchers to track changes due to evolution in such services and customers behavior over time, particularly on how streaming services differ as age advances in Gen Z. This could provide clues in answering how loyalty and purchasing intentions are affected considering any change in personal circumstances or by the modification developed in the marketplace.

4. Qualitative Depth Study: Including qualitative methods, such as interviews or focus groups, may provide the much-needed understanding of why consumers buy and what motivates them. This would otherwise give researchers an idea of what was not matched by the quantitative methods concerning consumer preference and experiences.

5. Effect of Technological Advancement: A future research would lie in finding out how new technologies virtual reality, augmented reality influence consumers' engagement and purchase intentions in the context of streaming. It may be an interesting way to understand the future market by finding out how these emerging technologies interlink with neuroeconomic tactics.

6. Emotive and Cognitive Responses: Moving closer to specific emotional and cognitive responses provoked by various neuroeconomic strategies may open the door to a better understanding of how such strategies affect choice and decision-making behavior. Techniques such as eye-tracking or brain imaging can be used to gather real-time reactions to content streaming and marketing messages.

7. Social Media: From this study, in light of the findings, the influence of social media and its impact on purchase intentions could be further investigated. In this regard, the exploration of social media interactions, trends, and content sharing may be shedding light on Gen Z's perception of and subsequent decisions towards streaming services.

8. Personalization and AI Since more and more streaming services rely on artificial intelligence to provide personalized content, it would be interesting to see how consumer satisfaction and loyalty change with the personalization efforts of the streaming services. Research could investigate consumer attitude

differences between algorithm-based recommendations versus human-derived lists of content.

9. Sustainability and Ethical Considerations: Another rich area of inquiry would be how sustainability and ethical considerations influence demand in the streaming industry. The way consumers are responding to environmental and social responsibility demands may become even more relevant for younger audiences.

Addressing these areas in future research will allow scholars to further elaborate on the research outlined here and contribute to a fuller understanding of consumer behavior within this sector of streaming services. Such insights will be enormously valuable for industry stakeholders looking to refine their strategies to better connect with diverse consumer segments in this very fluid market environment.

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