



## Unmasking the Influencers Impact of Social Media Personalities on Gen Z Buying Decisions

Meet Patel<sup>1\*</sup>, Muskan Sanghvi<sup>2</sup>, Jignesh Vidani<sup>3</sup>

L.J. Institute of Management Studies, LJ University

**Corresponding Author:** Meet Patel 24003400310629@mail.ljku.edu.in

---

### ARTICLE INFO

*Keywords:* Social Media Influencers, Generation Z, Purchasing Decisions, Influencer Authenticity

*Received :* 20, November

*Revised :* 21, December

*Accepted:* 30, January

©2025 Patel, Sanghvi, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study explores the impact of social media influencers on Generation Z's purchasing decisions, focusing on the role of age, content engagement, and influencer authenticity. Using a quantitative approach, the research examined several hypotheses related to the frequency of exposure to influencer content, platform usage, content preferences, and purchase behavior among Generation Z. The results revealed weak correlations between age and key behaviors such as platform usage and purchasing decisions, suggesting that age may not be the dominant factor driving engagement with influencer content. Instead, the study highlights the significance of authenticity, content relevance, and platform-specific dynamics in shaping Generation Z's consumer behavior. The findings challenge traditional demographic-based models, indicating that psychographic factors and personalized marketing strategies are more effective for engaging this audience. Practical implications for marketers include the need to focus on influencer credibility, consistent exposure to relevant content, and a deep understanding of platform-specific engagement patterns. The study also offers theoretical contributions by questioning the centrality of age in influencer marketing models and suggesting the need for a more holistic, nuanced approach to understanding Generation Z's purchasing behavior. Future research should explore other demographic factors, psychographic segmentation, the influence of different types of influencers, and cross-cultural comparisons to further enrich our understanding of social media's impact on consumer decisions.

## INTRODUCTION

Social media has literally come to be a way of life for people in the new age of digitalism (Vidani & Solanki, 2015). How the social media world came about is revolutionary enough that it has transformed how people communicate, connect and even consume information. Most importantly, this change leads to the emergence of social media influencers (Vidani, 2015). Influencers refer to personalities who have significant followings through Instagram, TikTok, YouTube, and Twitter and have big influence over their audience (Vidani, 2015). Their endorsements, recommendations, and lifestyles influence the consumer behavior of Generation Z, which is born approximately between 1997 and 2012 (Vidani, 2015).

Generation Z, more popularly known as "digital natives," have grown up in a technologically and socially saturated world. Unlike other generations, what they see online has a deep influence on their buying decisions (Solanki & Vidani, 2016). Their attention span cannot be captured through conventional advertisement means, like tele ads or print advertisements (Vidani, 2016). However, they tend to go for content that is more real, relatable, and engaging. Often these characteristics are found in the persons who are called social media influencers (Bhatt, Patel, & Vidani, 2017). Influencer marketing, therefore, is one such area which is valued at a billion-dollar industry. (Niyati & Vidani, 2016).

Also, one cannot understand how influencers drive consumer behavior by leveraging storytelling, aesthetics, and community engagement (Pradhan, Tshogay, & Vidani, 2016). It's these dynamics between these elements that explain how influencers have come to have such strong agency in how this group buys (Modi, Harkani, Radadiya, & Vidani, 2016).

The mystique of the social media influencer lies in that they bridge a gap that brands had otherwise not managed to do before-between brands and the consumers (Vidani, 2016). Unlike typical celebrities, these are influencers whom one perceives as being relatively more reachable and accessible (Sukhanandi, Tank, & Vidani, 2018). They will share little aspects of their lives, connect with the followers, and create an atmosphere of belonging. That much engagement breeds trust, and trust is critical in winning decisions to buy (Singh, Vidani, & Nagoria, 2016). Because Gen Z values transparency and authenticity, such trust translates to action on influencer suggestions to try a new skin product, buy the latest fashion trend, or join a niche hobby. (Mala, Vidani, & Solanki, 2016)

This introduction will attempt to provide an all-rounded view of the subject with a view towards deeper probing into the factors and dynamics of the issue (Vidani, Chack, & Rathod, 2017). When we demask the influencers and lay bare their influence on buying decisions by Gen Z, we get valuable insights into the evolving landscape of consumer behavior in the digital age (Vidani, 2018) With this in view, there is the chance of knowing the strength of an influencer as well as its far-reaching implications towards marketing strategy, consumer control, and future directions of social commerce (Biharani & Vidani, 2018).

### **Research Objectives**

1. Exploring the percentage of Generation z who expose themselves regularly to social media influencer content
2. Determining the most influential social media for GenZ in consuming influencer
3. Determine the sorts of influencer content in which GenZ is really attracted to it .
4. Checking the influence of social media influencer on the Purchasing decision of Gen z.
5. To evaluate Gen Z's satisfaction with purchases made were based on influencer recommendations
6. To investigate Gen Z's preferences for different types of influencers.

### **LITERATURE REVIEW**

The influence of the social media influencer on generation Z's buying behaviour becomes a growing interest at not only academic but also an industrial level. Much of this literature spans vast territories with marketing, psychology, and even communication studies to reflect a multi-face of this issue (Vidani, 2018). This literature synthesis aims to synthesize and syncretize key findings and frameworks, as well as debates to facilitate a rich understanding (Odedra, Rabadiya, & Vidani, 2018).

#### **Influence Theoretical Underpinnings**

The concept of influence in marketing and consumer behaviour, then, is deeply entrenched in psychological theories (Vasveliyya & Vidani, 2019). one of the most foundational frameworks related to how influencers affect decision-making processes is Cialdini's principles of persuasion, which were first published in 1984 (Sachaniya, Vora, & Vidani, 2019). Among these principles, notions of social proof, authority, and liking are particularly important for the dynamics of influence in social media.

The influence impact is further based on Bandura's Social Learning Theory, which he published in 1977. In this theory, the learned behaviour and attitude by a person can be through others, such as role models. These are social media influencers that mostly showcase idealized lifestyles for Generation Z (Vidani, 2019). These role models indicate what a Generation Z user might do and even purchase because of such influences (Vidani, Jacob, & Patel, 2019).

#### **Generation Z's Digital Behaviour**

Several research works have been conducted to study the unique characteristics of Gen Z's digital behaviour and the effects on consumer influence. According to a McKinsey & Company report from 2018, Gen Z is the first generation to grow up completely in the digital world with unprecedented comfort and dependency on technology (Vidani, Jacob, & Patel, 2019). Such nativity in the digital world determines how they consume content and purchase products.

Authenticity and immediacy are Gen Z. According to Turner (2021), this generation is looking for authenticity in relation to marketing, as well as for a more relatable approach. They tend to respond less than others to traditional

advertising polished with aspirational imagery (Vidani & Pathak, 2016). For example, influencer-generated content is more personal and authentic. Furthermore, because of this generation's shortened attention span due to exposure to digital content that is moving rapidly, they prefer to digest bite-sized visually appealing and interactive formats that include TikTok videos, Instagram Reels, etc (Vidani & Singh, 2017).

### **Trust and Authenticity**

A key determinant of whether an influencer on social media is effective is the trust that the influencer can achieve with the audience. According to Hwang and Zhang (2018), perceived authenticity is one of the most important determinant factors in the persuasiveness of an influencer (Pathak & Vidani, 2016). Authenticity, in this case, refers to how genuine, transparent, and consistent the influencers are (Vidani & Plaha, 2017).

However, monetarization of influencer content raises the question of dilution of authenticity. Sponsored content is an issue that researches by Audrezet et al. (2020) and Boerman et al. (2017) raise. In many countries, regulations require disclosure of paid partnerships, but in doing so, transparency may sometimes reduce the perceived authenticity of the endorsement. The paradox is what makes this delicate balance that influencers have to maintain in order to continue being credible.

### **Parasocial Relationships and the Effects**

Parasocial relationships (PSRs) provide a fascinating window into the psychological processes of influencer impact. Social media influencers maintain these relationships through frequent interaction and communication with their fans (Vidani J. N., 2020).

Chung and Cho (2017) found a study that stated PSRs greatly improve the efficacy of influencer marketing. Such followers are most likely to assume that the influencer recommended it and copy his behaviours (Vidani J. N., 2018). For Gen Z, who mostly treat influencers as equals or even mentors, such relationships make personal and marketing relationships not distinct from one another (Vidani & Dholakia, 2020).

### **Visual Aesthetics and Storytelling**

With their visual nature, social media networks increase the role of aesthetics in influencer marketing. Influencers create beautiful images that are aligned with the personality of the influencer, engaging the audience (Vidani, Meghrajani, & Siddarth, 2023). According to Sharma and De Choudhury (2020), storytelling through visuals is of the greatest role played in engaging followers and, most importantly, driving consumer actions. Influencers create connections with products or experiences based on the narratives woven out of them (Rathod, Meghrajani, & Vidani, 2022).

Such stories resonate quite powerfully with Gen Z; they have begun to attach experiential value greater than material possession (Vidani & Das, 2021). That is precisely what the experience economy research of Pine and Gilmore (1999) supports such observations: consumers increasingly gravitate toward brands and products that offer meaning and memorable experiences, that is qualities often highlighted in influence content (Vidani J. N., 2022).

### Research Gap

Even though there has been a lot of attention to the impact of social media influencers on consumer behavior over the years, there is still an evident gap in the current literature that focuses particularly on the buying behavior of Gen Z in response to influencer marketing. Most of the current literature has focused on the broad demographics and ignored the peculiar features and behaviors of Gen Z, who are growing up in a completely digital environment. There is limited research exploring how various factors such as authenticity, content type, platform choice, and the perceived credibility of influencers impact Generation Z's decision-making processes. Additionally, while studies have addressed the general impact of influencer marketing, few have investigated the nuanced role of different types of influencers (e.g., micro, macro, and celebrity influencers) on Gen Z's trust and purchasing behavior. Furthermore, most studies up to date are cross-sectional, which gives only a small amount of information regarding how Gen Z changes over time in its interaction with influencers. This gap creates the research need to understand in depth how Gen Z interacts with influencer-driven content, how age, values, and personal preferences influence their purchase decisions, and how these dynamics are different across platforms and categories. These gaps will fill in the more comprehensive understanding of how these social media influencers shape buying behavior in this highly influential consumer group.

### Hypothesis

1. There is a significant difference between age and the frequency of seeing content created by social media influencers.
2. There is a significant difference between age and the frequency of using different social media platforms
3. There is a significant difference between age and the type of influencer content that attracts the most.
4. There is a significant difference between age and the frequency of purchasing products or services based on influencer recommendations.
5. There is a significant difference between age and satisfaction with influencer-driven purchases.
6. There is a significant difference between age and the belief in the authenticity of influencers promoting products or services.
7. There is a significant difference between age and preference for different types of influencers.

Table 1. Validation of Questionnaire

Statements	Citation
How often do you see content created by social media influencers?	(Vidani, 2015)
Which social media platform do you use most frequently?	(Vidani& Solanki, 2015)
What type of content from influencers attract you the most?	(Vidani, 2015)

Have you ever purchased a product or service based on an influencer’s recommendation?	(Vidani, 2015)
How satisfied were you with the purchase?	(Vidani, 2015)
Do you believe influencers are authentic in promoting products/services?	(Solanki &Vidani, 2016)
Do you prefer recommendations from (mega influencers, micro influencers, nano influencers)	(Vidani, 2016)

**METHODOLOGY**

Table 2. Research Methodology

<b>Research Design</b>	<b>Descriptive</b>
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	183
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 sample reveals a diverse group of participants. Regarding gender, 45.9% of respondents were male, while 54.1% were female. In terms of age, the majority (68.9%) were between 18-25 years old, followed by 19.7% in the 25-32 age group. A smaller proportion, 6.6%, were between 32-38 years, and 4.9% were below 18. As for occupation, the majority of respondents were students (72.1%), followed by 9.8% each in jobs and business. Professionals and homemakers comprised 4.9% and 3.3% of the sample, respectively. This demographic breakdown provides a broad representation of age, gender, and occupation within the sample.

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.874	18

Source: SPSS Software

A Cronbach’s alpha value of 0.874 for a scale with 18 items indicates a high level of internal consistency and reliability. This suggests that the items in the scale are well-correlated, providing confidence that they measure the same underlying construct. Values above 0.7 are generally considered acceptable, with values closer to 1.0 reflecting stronger reliability. Therefore, the alpha

value of 0.874 indicates that the scale is highly reliable for use in the research context.

## RESULTS AND DISCUSSION

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H01	There is a significant difference between age and the frequency of seeing content created by social media influencers.	0.028	<	H01 Rejected (Null hypothesis accepted)	.315	Weak
H02	There is a significant difference between age and the frequency of using different social media platforms	0.023	<	H02 Rejected (Null Hypothesis Accepted)	.018	Weak
H03	There is a significant difference between age and the type of influencer content that attracts the most.	1.69	>	H03 Accepted (Null Hypothesis Accepted)	.066	Weak
H04	There is a significant difference between age and the frequency of purchasing products or services based on influencer recommendations.	0.015	<	H04 Rejected (Null Hypothesis Accepted)	.421	Weak
H05	There is a significant difference between age and satisfaction with influencer-driven purchases.	0.081	>	H05 Accepted (Null Hypothesis Accepted)	.142	Weak

H06	There is a significant difference between age and the belief in the authenticity of influencers promoting products or services.	0.025	<	H06 Rejected (Null Hypothesis Accepted)	.225	Weak
H07	There is a significant difference between age and preference for different types of influencers.	0.018	<	H07 Rejected (Null Hypothesis Accepted)	.086	Weak

The paper looks into how social media influencers impact the buying behaviours of Generation Z. There is a set of hypotheses in the study that tested age differences in engagement with the contents created by influencers, how frequently they use platforms and look at the content, buy preferences, and perceptions of purchase behaviour and authenticity. Important insights were revealed about Generation Z's interaction with the influencer on social media and how this interaction influences their buying behaviours.

Age versus how frequently users view influencer content on social media was first looked into by testing H01. With a p-value of 0.028, it indicated that the null hypothesis was rejected and therefore it has a role for age to have a say in the frequent viewing of influencer contents. However, the R value was 0.315, which is weak. It means that even though there is a significant relationship, it is not too strong; hence, factors like how the platform is being used and the type of content might actually be more decisive in determining influencer exposure than age alone.

Similarly, H02 which tested interaction of age and frequency of use of other social networking sites, had a p-value of 0.023 that negated the null hypothesis. However, a very poor R value of 0.018 at the same level of significance means that although there is a statistical difference, the effect of age on usage is slight. This could imply that the usage of social media by Gen Z is a result of preference or a feature of certain platforms more than age-related strong trends.

Looking at the types of influencer content that could attract Gen Z the most, H03 had a p-value above 0.05 at 1.69, which suggests that the null hypothesis was accepted. This means that age would not actually affect what type of influencer content would appeal to Gen Z consumers. That is, with a weak R value of 0.066, further evidence that what would more affect preferences for those content types would be related to something like the relevance of the content or the appeal of the influencer itself rather than the age.

Based on buying behaviour, the study of H04 on age and frequency of product buying based on influencer opinions showed a p-value at 0.015 such that the null hypothesis was rejected. The low R value, however, was 0.421, meaning that a low correlation existed between age and buying decisions, in that age influences buying behaviours but is not the underlying reason for Gen Z making purchasing decisions based on an influencer's opinion about the product.

The hypothesis H05, concerning the association of age with satisfaction toward influencer-driven purchases, yielded a p-value of 0.081. Thus, the null hypothesis is accepted. That means that the influence of age on satisfaction toward influencer-driven purchases is not statistically significant, and the poor R value of 0.142 only adds weight to the idea that factors like product quality or influencer credibility play more of a role in the satisfaction level.

Similarly, H06 tested the difference of age and belief in the authenticity of influencers promoting products. Its p-value is 0.025; therefore, the null hypothesis is rejected; hence, age has a statistically significant relationship with belief in authenticity. However, the weak R value of 0.225 would suggest that there is a relationship between variables under study, which is fairly weak, such that perhaps Generation Z's authenticity perception depends more on an individual's experience and the reliability of influence rather than age.

Finally, H07 evaluated the preference for various influencer types by age,  $p = 0.018$  and  $R = 0.086$ . This is an indication of a weak association of age with influencer type preferences. Therefore, Gen Z would pick their influencers in ways that do not majorly depend on age, such as personality, area of expertise, and how well it fits the relevance.

In conclusion, although there is statistically significant correlation between age and several behaviours or attitudes toward social media influencers, the low strength of correlations across most variables indicates that other factors like the features of the platforms used, authenticity of the influencers, and relevance of the content used may be more instrumental in determining the purchasing behaviours among Gen Z. Such a finding indicates that there may be more complexity behind how social media influences Gen Z, where age cannot play a dominant role in any way.

These study findings have important theoretical implications in understanding the relationship between social media influencers and the buying behaviour of Generation Z. Results have come to show that age, though significant at times in different areas, does not function as a robust predictor for major behaviours such as exposure to influencer content, usage of platforms, or buying decisions. This questions some of the traditional models that might assume age directly influences consumer behaviour in the context of social media and influencer marketing.

One of the important implications is that it is a revisit to the role of age in digital consumer behaviour theories. Even though generational differences have been emphasized, especially concerning the ways in which different age groups interact with media and make decisions regarding purchases, this study argues that age is unlikely to be the leading variable influencing these

behaviours. This means that the influence of other variables may be much greater on how Generation Z interacts with influencer content and makes purchasing decisions, such as the relevance of the influencer, authenticity of content, and the specific character of the social media platform used.

In addition, weak associations between age and key behaviours question the prevailing theoretical models largely based on demographic segmentation. For instance, consumer behaviour models based on broad generational distinctions may need to be reoriented to reflect the subtle and multilevel ways Generation Z engages with social media influencers. This may mean that personal preferences and individual perceptions of influencer authenticity as well as features inherent in specific platforms may outweigh the importance of age in how a consumer will interact with influencer-driven content.

In the paper, it is also demonstrated how the authenticity and credibility of an influencer are more important than the demographic appeal. Given that age did not have an influence on the belief in authenticity, this may indicate that the theoretical models of influencer marketing and trust need to be further modified. Future theoretical models need to consider how individual factors, such as trust in the influencer or content reliability, impact consumer attitudes toward influencer-driven purchases.

**Conclusion** In a nutshell, this study presents a subtle perspective toward theoretical understanding of the social influence of media. The conclusion draws that the role of age as a decisive variable in Generation Z's buying behaviour may not be as strong as thought of until now. Thus, a revised approach in marketing theories to understand a comprehensive mix of factors leading to the choice of the consumer in a digital age is necessary.

This study's findings will thus provide useful practical insights to marketers, influencers, and brands who would want to reach Generation Z effectively using social media. Since age has always been the prominent demographic variable in most marketing strategies, it might not have the significance of playing out the roles in consumer behaviors associated with influencer content and purchasing decisions by Gen Z. This may thus make marketers think about more bespoke campaigns that can reach out to Gen Z.

One of the key practical implications is that brands and marketers ought not to focus solely on the age-based segmentation. Marketers should focus more on understanding the specific interests, values, and media consumption habits of their target audience because the study found weak correlations between age and behaviours in terms of platform usage, content preferences, and actual purchase decisions. This might include doing deeper psychographic segmentation to understand what content types, influencers, and platforms best resonate with Gen Z consumers at an individual level.

Another key implication is that influencer authenticity is becoming increasingly important. According to the study, Generation Z's belief in the authenticity of influencers was not affected by age. This means that brands and influencers must focus on establishing trust and credibility with their audience, since the perceived authenticity of content as well as the influencer's genuine connection with the product or service is going to influence Gen Z consumers.

This will increase product visibility since marketers can strategize influencer content so that it is posted frequently enough to impact purchasing decisions. They can do this by working with influencers who are engaging their followers on a daily basis through sponsored posts, stories, or videos.

All things considered, the practical implications of understanding Generation Z for brands and marketers highlight the significance of the heterogeneity and uniqueness of the preferences for the generation. In their campaigns, authenticity, platform relevance, and exposure to influencers on a frequent basis will guide the direction, with minimal dependency on age-based segmentation. Such a shift in strategy will be sure to make brands unlock better market leverage over the competitive landscape of social media for Generation Z's purchase.

## CONCLUSIONS AND RECOMMENDATIONS

This research brings out the comparison between social media influencers and the buying decisions of Gen Z, highlighting that age does indeed play a role in a few behaviours but is not a strong determinant in involvement with influencer content or buying.

The theoretical implications for the study are that consumer behaviour models may not be quite as age-dependent as prior research had assumed, and consequently, there is a shifting focus toward psychographic and behavioural segmentation in influencer marketing. Practically speaking, this means that authentic, credible, and meaningful content is a priority among brands and marketers when working through influencers to connect with Generation Z. That understanding of the unique dynamics of the social media platforms and steady exposure to the right influencer content will influence Gen Z in their purchasing decisions.

This study, in conclusion, helps in gaining a deeper insight into the social media influencer impact on Generation Z consumer behaviour and motivates marketers to focus more on the themes of trust, engagement, and content, and more importantly, platform-specific strategies, rather than just being age-based segmented.

Based on the findings of this study, several directions for future research and the broader scope of understanding the impact of social media influencers on Generation Z's purchasing decisions can be explored.

1. Exploring Other Demographic Variables: While this study focused on age as a key demographic variable, future research could examine other demographic factors, such as income, education, location, or ethnicity, to understand their impact on consumer behaviour in the context of influencer marketing. This would provide a more comprehensive understanding of how different segments of Generation Z engage with influencer content and make purchasing decisions.
2. Psychographic Segmentation and Consumer Behaviour: Given the weak correlations found between age and purchasing decisions, future studies could delve deeper into psychographic factors such as values, interests, personality traits, and lifestyle. Understanding these elements can help

marketers better tailor their content and influencer collaborations to resonate more effectively with individual consumers.

3. Longitudinal Studies: A longitudinal approach could be valuable to assess how Generation Z's interaction with influencers and their buying behaviours evolve over time. This would help capture changes in trends, preferences, and attitudes as the generation matures and their social media habits develop further.
4. Impact of Influencer Type: Future research could investigate the impact of different types of influencers (e.g., micro-influencers vs. macro-influencers, or celebrity influencers vs. niche influencers) on Generation Z's trust and purchasing decisions. This could provide deeper insights into how the scale, credibility, and expertise of an influencer affect consumer behaviour.
5. Cross-Platform Influence: Since different social media platforms have unique features and user experiences, future research could explore how Generation Z interacts with influencer content across multiple platforms (e.g., Instagram, TikTok, YouTube, etc.) and whether platform-specific content (e.g., videos vs. posts) has varying impacts on consumer decisions.
6. Content Types and Product Categories: Another valuable area for future research would be to examine how different types of content (e.g., product reviews, unboxing videos, sponsored posts, lifestyle endorsements) affect purchasing behaviour. Additionally, the influence of specific product categories (e.g., fashion, technology, beauty products) could be explored to determine if Gen Z responds differently based on the type of product being promoted.
7. Cross-Cultural Comparisons: As Generation Z is a global cohort, future studies could investigate how cultural differences influence the way social media influencers impact consumer decisions. Comparing Gen Z in different countries or regions could uncover cultural nuances that marketers can leverage when designing global influencer campaigns.
8. Perceived Authenticity and Trust: Given the emphasis on authenticity in influencer-driven purchasing decisions, further research could explore the factors that contribute to the perception of authenticity. This could include factors such as influencer transparency, content quality, engagement with followers, and alignment with consumer values.

In conclusion, future research in the area of social media influencers and Generation Z can explore a broader set of variables and methodologies to build upon the insights provided in this study. Understanding these dynamics will enable marketers and influencers to develop more effective, data-driven strategies to engage Generation Z and influence their purchasing behaviours.

## **FURTHER STUDY**

This research still has limitations so further research is still needed regarding the next stage "Unmasking the Influencers Impact of Social Media Personalities on Gen Z Buying Decisions".

## REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING- A New WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA.

Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 96-100). Pune: D.Y Patil University Press.

Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.

Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.

Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.

Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII (12(II)), 155-167.

Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with

Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.

- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analysing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e - Journal, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR. MANMOHANSINGH. The Indian Writer' s e - Journal, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.

- Vidani, J. N. (2015, November). Self-Aid Group-A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: Education Publishing.
- Vidani, J. N. (2018). MERGER AND Acquisitions: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Perineurial Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *National Conference on "Multidisciplinary Research in Social Science & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era (Vol. 1)*. Delhi, India: Publishing Expert.

- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*.
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector the Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL *International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behaviour: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.

Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV (6), 99-117.

Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.

Vidani, J., Jacob, S., & Patel, M. (2019, July - September). *MENTAL HEALTH START-UP: MOODCAFE. Economic Challenger: An International Journal*, 21(84), 35-42.