# Can Social Media Consumption behaviour shape personalities? -A comparison between GenZ and GenAlpha

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## Keywords
Social Media Consumption Behaviour, Personality, GenZ, GenAlpha, Consumer Behaviour

## Abstract
*Purpose: The research aims to find the answer to the question if social media consumption behavior can shape personalities and a comparison has been made between GenZ and GenAlpha.*
*Design/Methodology/Approach: Two surveys consisting of total 150 respondents,75 respondents each were conducted. The two types of respondents were the GenZ and GenAlpha. The respondents of GenZ are basically the students at University and Freshers who just landed to a job. For the GenAlpha cohort students from a private school were surveyed through a Bengali questionnaire provided in hardcopy to get the responses. For getting more detailed information about the GenAlpha cohort schoolteachers were also included as expert opinion and secondary data analysis has also been analyzed for better insights.*
*Findings: According to the study, all five personality traits — extraversion, neuroticism, openness to new experiences, agreeableness, and conscientiousness — have a considerable impact on media consumption, which shapes the personalities of different generations.*
*Practical Implications & Conclusion: Research on social media consumption among Gen Z and Gen Alpha can help managers understand their unique traits, values, and interests. This knowledge can be used to modify workplace regulations, product development, and marketing tactics to effectively engage and manage these generations. Understanding media consumption habits can also be applied to internal communications and marketing information.*

## Introduction
Human beings tend to do what they see as if it is their fundamental nature. Every situation differs to individuals as perspective differs. The purpose of media is making people believe their perspective, the way they portray a particular case. When someone is following something influenced by media, this is where the success of media lies. It must be acknowledged that in this era, from a very early phase of childhood to adults, almost every individual has some kind of media dependency, and it somehow affects the personality that is shaping the personality as well they are bearing. Children who watch instructional television shows, read books, and use interactive applications have higher cognitive and linguistic abilities. Excessive exposure to violent or aggressive media content, such as violent video games or movies, can desensitize individuals to violence and even lead to aggressive behaviour; the "BLUE WHALE" game is a good example here. Individuals often absorb news and information from a specific ideological standpoint may establish and strengthen their own political opinions.

Media consumption behaviour is the way individuals or communities of people get involved with and consume numerous kinds of media, spanning podcasts, social media, online communities, newspapers, magazines, and more. It encompasses every facet of how individuals view, analyse, and interact with media. Numerous elements, such as particular preferences, cultural rules and regulations, improvements in technology, and society trends, have an impact on media consuming behaviour (Abel A. Grijalva Verdugo, 2014). The prevalent theories of media attendance and media effects are challenged by the fact that habits account for a significant portion of media consumption behaviour. Recent advances in the neuropsychology and social psychology of habits, as well as discussions about Internet addiction and other problematic media consumption patterns, have drawn attention to automatic, nonconscious processes and

the importance of self-regulation in understanding media consumption and its effects on behaviour, culture, and society (Larose, 2017). Personality is a reliable psychological trait that can be used to predict numerous additional elements of a person's behaviour and attitudes, notably their music choices, apparel choices, communicating patterns, and more. In the past two decades, psychologists have come to an agreement that most personality traits may be grouped into five broad categories: extraversion, agreeableness, openness to new experiences, emotional stability, and conscientiousness (McCrae, 1997).

Generation Z (Gen Z) and Generation Alpha (Gen Alpha) are leading this technological transformation as today's digital natives, with unparalleled exposure to a variety of media; Knowing how their social media consumption habits affect their personalities is crucial given their unique access to digital content and particular generational features (Anderson, 2022).It is to be acknowledged that GenZ comprises the people born between 1996 and 2010 whereas GenAlpha ranges from 2010 to now. Numerous studies have been done on the media consumption habits and personalities of GenZ and GenAlpha separately as well as on the older generations. Most research have focused on       the different media consumption behaviour, how different media affect marketing negatively, and purchase intensions (Gyan Prakash Yadav, Jyotsna Rai 2017, Sadaf Karim, 2019, Mai, Quang Huan,2023).

The connection between people's personality qualities and their use of digital media has received considerable attention in research on digital media. Beginning with (Amichai-Hamburger, Wainanel & Fox,2002) and (Hamburger & Artzi,2000), researchers investigated the relationship between personality and Internet usage in general. These studies are currently concentrating on certain applications of digital media, such as social media (Amichat-Lamburger & Vinitzky.2010),(Correa, Ilinsley, & de Zrga, 2010), (Guadagno, Okdie, & Eno. 2008), (Ross et al. 2009); (Zywica & Danowski, 2008). There were other literatures that focused on specific tools such as AI and their future ahead whereas there were also some research that discussed about how communication shapes the youths. (Dr. V. Thamil Selvi1, Dr. M. Bhuvaneswari et.al, Asst. Prof. PhD. Mustafa Özkan, Research Assistant Betül Solmaz,2017).

We may derive a conclusion that, most of the material now in circulation is concerned with how media exposure affects older generations like Millennials and Generation X, despite the growing database of research addressing the impact of social media consumption on people's personalities, there is still a sizable knowledge gap on how Generation Z (Gen Z) and Generation Alpha (Gen Alpha) differ in this relationship. It is critical to look at any potential changes in the relationship between media use and personality formation, however, as Gen Z is already nearing adulthood and Gen Alpha is growing up in an even more digital environment. Knowing these distinctions can help educators, parents, and legislators better understand the unique opportunities and difficulties that media presents to each generation's development. This research project attempts to fill the knowledge gap by examining how Gen Z and Gen Alpha's social media consumption habits transform their personalities.

It further seeks to give relevant stakeholders the evidence-based information they need to make selections about media exposure and the way it affects these two generational cohorts' psychological development. Now a question needs to be answered, Can Social Media Consumption Behaviour really have an influence in shaping personalities? And how they differ among GenZ and GenAlpha? With that objective in mind, two different types of questionnaires with similar concepts were made for the GenZ and GenAlpha as each generation needs concentration to get the desired data. Regression analysis was performed on the gathered data.

The results show that how social media consumption behaviour can shape personality be demonstrated by using the Big Five Personality Traits (The Five Factor Model)-Extraversion, Neuroticism, openness to new experience, Agreeableness, Conscientiousness. The remainder of the paper is structured as follows: the hypothesis was developed by a review of the literature on the response tactics. The approach addresses the creation of the conceptual framework, questionnaire design, and sample techniques.

literature review
*Who are Genz and Genalpha?*
Following Generation X (1961–1980), Generation Y (1981–1990), and Generation Z (1991–2010), the categorization of generations by Brosdahl and Carpenter ,2011 is used. The digital revolution that took place throughout the 1990s gave Gen Z access to Internet technology for the first time, and they were exposed to

an unprecedented quantity of technology throughout their development. People of Generation Z are assumed to be so used to technology that chatting on social media websites makes up a sizable amount of their socializing habits. Whereas, Children of Millennials, Generation Alpha is the generational group born between 2010 and the middle of the 2020s. These youngsters, who range in age from zero to thirteen, have grown up in a society where technology is an essential component of daily life. As a result, they are sometimes referred to as "digital natives," as they are the first generation to have grown up in an age where smartphones, tablets, and other mobile gadgets are commonplace. As a result, to interact with Generation Alpha and foster brand loyalty, marketers must adopt a new strategy (Urrutia, 2019).

*Big Five Personality Model*

 According to personality psychologists, "provid[ing] an integrative framework for understanding the whole person" is a major area of focus (McAdams & Pals 2006). The Big Five features have become the standard Approach for assessing personality traits in psychology during the past 20 years. These characteristics are known as dispositional or basic attributes by psychologists. By using this term, the Big Five are set apart from additional aspects of a person's personality such as their typical adaptations (values, attitudes, and interests), self-concepts (self-esteem, identity), and objective chronology (careers, background) (McAdams & Pals 2006; McCrae & Costa 1996). Researchers and practitioners in a range of fields, including the social, therapeutic, and industrial-organizational domains, have found the five elements to be of great use (Grice, J. W.2023).

Media consumption may be indirectly influenced by personality traits like those in the Big Five model, according to theories about media choices such as the uses and gratifications hypothesis and mood management theory and according to research, certain forms of media usage show moderate but substantial relationships with each of the Big Five personality traits (Hall, 2020).Through this study, it is expected to gain understanding about how the five dimensions of this model effect the social media consumption behaviour of the generations and therefore shape their personalities.

**Extraversion**

Talkative, vivacious, aggressive, and outgoing qualities are examples of extraverted tendencies. Extraverts frequently assume leadership roles and are the first to voice their ideas and opinions. They frequently make rapid approaches to others, especially when dating (Salmon, 2012). Users of social media specifically are compelled by FOMO, or the fear of missing out, to check their notifications frequently, which results in problematic social media use and causes them to miss out on meaningful interactions and in-person relationships (Bergman, 2023). In social media or on any other media platform, the concept of "connectedness" is directly tied to connectivity and implicit engagement.

The core of social media firms' business is to commoditize connections and relationships to transform connectedness into connectivity (van Dijck,2013). The social media stars that Generation Z looks up to have a big impact on them. Because people respect the advice and viewpoints of influencers, they are receptive to companies that collaborate with authentic and pertinent influencers. Influencer marketing may be used to engage and effectively reach Generation Z. Generation Z has a mixed or indifferent view toward digital marketing. Currently, Generation Alpha is developing in a highly technical setting.

They often are accustomed to utilizing digital gadgets and have grown up around technology. They are keen to accept new digital platforms and have a high degree of digital literacy. YouTube and TikTok are two of the most widely used platforms for entertainment and education among Generation Alpha. Generation Alpha has a favourable attitude toward digital and social media marketing material. (Matikainen, 2016).

Therefore, it can be hypothesized that,

H1: Extraversion significantly influences social media consumption behaviour and contributes to the shaping of personalities, leading to distinct patterns in preferences, engagement, and self-perception.

**Neuroticism**

The tendency to experience unpleasant emotions, such as rage, anxiety, self-consciousness, irritability, emotional instability, and sadness, is known as neuroticism. People with high degrees of neuroticism react

badly to environmental stress, perceive everyday events as dangerous, and may find even slight irritations to be utterly overpowering (Widiger, T. A., & Oltmanns, J. R.2017). People with high levels of neuroticism may be drawn to media content that mirrors their emotional experiences and coping mechanisms. This could contain content that explores the hardships and difficulties of the individual, drama, psychological thrillers, etc. (Schaefer, M., Rotte, et.al,2013). The emotional impact of media information may also be impacted by neuroticism. When consuming media, those with greater degrees of neuroticism may have more powerful emotional reactions, especially if the material reflects their own emotional states. They may be able to process and cope with their own emotions indirectly through media if there is an emotional resonance that gives them a cathartic outlet for their sentiments (Thomas Bowden-Green, Joanne Hinds, Adam Joinson,2021) They briefly divert their attention from their emotional pain. As a coping method, engaging with media that relates to their emotional issues can provide them with a sense of understanding and validation (Stanisławski K.2019).

Therefore, it can be hypothesized that,

H2: Neuroticism significantly influences social media consumption behaviour and plays a substantial role in shaping personalities.

**Openness to Experience**

"Openness to experience," or simply "openness," is the personality characteristic that most accurately captures the common understanding of open-mindedness. People that are open are often inquiring in the mind, innovative, and creative (Smillie, L.,2017). Due to their quest for fresh and exciting experiences, those with greater degrees of novelty seeking are more likely to consume a variety of media. This conduct may influence how people consume media and how they develop personally (Hirschman, E. C.1980). Different cultures have unique values, beliefs, and customs that affect how its people choose to consume media. People from cultures of collectivism could be drawn to media that stresses family values and communal harmony, whereas people from individualistic cultures would choose media that emphasizes individual success and liberty (Mediatexthack.,2014). The methods through which people may access and consume media material are expanded by new technology. There are more possibilities for media consumption thanks to the growth of cell phones, streaming services, social media, and augmented reality gadgets. This easier accessibility may have an impact on both the quantity and kinds of media information that individuals consume (Abid Haleem, Mohd Javaid, Mohd Asim Qadri, Rajiv Suman,2016)

Therefore, it can hypothesize that,

H3: Openness to Experience is positively correlated with diverse social media consumption behaviour and contributes to the formation of more complex and adaptable personalities.

**Agreeableness:**

Agreeableness is frequently used to characterize a person's degree of friendliness, kindness, and even politeness. A high score for pleasant inclinations also indicates that you have the capacity to preserve connections because agreeable individuals are often liked and prefer collaboration over confrontation (Agreeableness Personality Trait. (n.d.). Thomas,2014). A person's faith in the honesty, plausibility, and objectivity of the information offered by various media channels is referred to as their trust in media sources. According to theoretical terms, the level of confidence that people have in media sources has a significant impact on how they consume media and, as a result, how they develop as people (Kohring, Matthias & Matthes, Jörg.2007). Social influence and recommendations have a huge impact on media consumption behaviour, causing preferences to align and personalities to develop that are influenced by interpersonal interactions and outside ideas. This impact may lead to common interests, a sense of community, and restrictions on exposure to opposing ideas (Arias, E.2019).

Therefore, it can be hypothesized that,

H4: Agreeableness significantly influences social media consumption behaviour and plays a role in shaping personalities.

**Conscientiousness**

Conscientious people have a strong work ethic, are dependable, prompt, pay attention to detail, and display dedication and purpose. They are the people you will see organize their task down to the smallest

of details or even a timetable ((Agreeableness Personality Trait, n.d.,2021). People with a stronger sense of responsibility are more inclined to interact with media content that supports their moral, ethical, and social principles. This could result in a liking for informative material, documentaries, and reliable news (H. Ecker et al., 2022). Higher conscientiousness scores are associated with being disciplined, goal-oriented, and structured. When people have good self-control, they are better able to resist impulsive media consumption and stick to scheduled consumption schedules. They may engage in organized media consumption to match their media choices with their own beliefs, objectives, and responsibilities. To prevent overindulgence, they can set aside certain time windows for media usage (The World Counts, n.d.,2022).

Therefore, it can hypothesize that,

H5: The Interaction Between Conscientiousness and social Media Consumption Behaviour Shapes Personalities

**Research Methodology**

The study used both quantitative and qualitative method for research purposes. For the qualitative approach the literature has been reviewed rigorously and for the quantitative approach's data collection method, a person survey method has been utilised and for each generation the survey approach was different for the convenience and understanding of the respondents.

**Measurements**

For this study, the constructs have been developed from a rigorous review of existing journal and the theoretical framework is based on an established model (Big Five personality Model) which consist of five broad constructs.
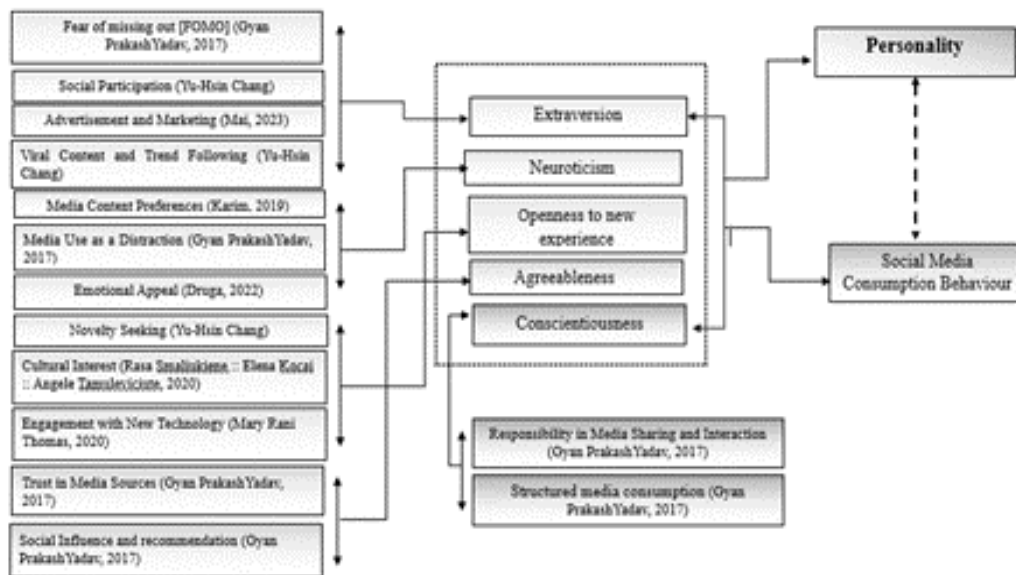


Fig 1: Theoretical Framework

**Questionnaire Design**

The goal of this paper is to quantify the how personality of the respondents is affected by the media consumption behaviour of individuals and a comparison is drawn between two significant generations. So, two questionnaire was developed to collect the primary data. The first segment of the questionnaire included the demographic information of the respondents. In the last segment, the respondents were asked to rate the construct items on a 4-point Likert scale with 'strongly agree' in one extreme and 'strongly disagree' in the other. It is to be mentioned that both the questionnaires we developed based on the same constructs, but the approach were different as the understanding of both groups are on different level that

is why for GenAlpha the questionnaire were developed in Bengali and then translated into English for the ease of data analysis.

## Pretest and Pilot Survey

A pretest and pilot survey were conducted prior to the final survey. Two seasoned researchers initially reviewed the questionnaire. A small number of clients were approached for the pretest for each questionnaire. They discovered several issues. The questionnaires were altered in response to their suggestions, which might encourage more participation from the respondents. After the pretest, a pilot survey of 20 people was conducted for each survey. Tests for validity and reliability were run on the information gathered from the pilot survey. The findings revealed that all the constructs had Cronbach's alpha values above 0.7. This indicates that the elements and structures were coherent. As a result, we completed the questionnaire before starting the survey.

## Sample Area and Size

The sample has been collected with two methods depending on the generation. For GenZ To eliminate bias, the sample was chosen using a simple random sampling (SRS) procedure. Even though the selection was arbitrary, we tried to make it as representative as we could by choosing individuals from a wide range of ages, educational levels, and other factors. But for the sampling of GenAlpha the sample was collected directly, and all the students present in the class who fall into the age cohort of GenAlpha were considered. 150 respondents made up the sample where 75 respondents were from a private school,75 respondents were from various backgrounds focusing on the GenZ age cohort, which was only conducted in the city of Dhaka and in the month of August 2023.

## Data Analysis Method

Through the research the regression and the validity of the data has been examined. To come to a solution for the research challenge, hypotheses were put to the test. regression analysis has been performed to determine the extent to which social media consumption behaviour predicts variations in personality traits, controlling for demographic factors. The goal of this paper is to identify the relationship between these variables. These analyses provide the clearest understanding of that kind of interaction to make a Conduct group comparison between GenZ and GenAlpha to identify any generational differences in social media-personality relationships.

## Data Analysis and Findings
*Demographic Profile:*

From the Table 1 and 2 from the Appendix 2 we can see that for the GenZ there were more male participants whereas for the GenAlpha females were the majority and for GenZ mostly were students and the GenAlpha participants were entirely from student base. For GenZ particularly the respondents were from a middle-class family mostly and undergrad students. As the GenAlpha needed a different approach, from the survey it has been seen that they mostly belong to a nuclear family where mostly fathers are businessman and mothers are housewife. And it can be assumed that because of being in a nuclear family media is a mode for their time consumptions and mostly chose YouTube as their mode of media consumption as they don't have a social media on their own.

## Regression Analysis

Extent to Which the Independent Variables Can Explain the Dependent Variable?

A regression analysis has been performed to see how much the independent variables chosen in the graphical model can explain the dependent variable customer satisfaction. The R square, in this case, is.934, as we can see from the model summary, which suggests that 93.4% of the variation in the dependent variable (Personality) can be accounted for the change in the independent variables. And the value of the modified R square close to the original R square value. This suggests that the data had a very low error rate. Thus, we can conclude that the regression model fits the data well. Additionally, the ANOVA's significance level of.000 demonstrates how well the independent variables predict the dependent variable, customer

personality. From APPENDIX 2, Table 08 we can see, the significance hold for each construct is less than 0.05. Therefore, each of them may accurately forecast the dependent variable. In addition, all three variables' coefficient values are less than 0.05, indicating that the hypothesis is accepted.

**Hypothesis Testing and Results:**

H1: The first hypothesis observes whether Extraversion significantly influences social media consumption behaviour and contributes to the shaping of personalities, leading to distinct patterns in preferences, engagement, and self-perception. The results from the data analysis support this fact as the significance level is level .000. The value of the beta coefficient indicates that 22.6% of the dependent variable, personality can be explained by Extraversion. ($\beta$ =.226). So, the hypothesis is accepted.

This result is consistent with the views of Salmon,2012 where they illustrated that extraversion is crucial in social engagement. Vân Dijck,2013 argued that extraversion is the most influencing factor to c commoditize connections and relationships to transform connectedness into connectivity.

H2: Hypothesis two (H2) indicates whether Neuroticism significantly influences social media consumption behaviour and plays a substantial role in shaping personalities The results from the data analysis support this fact as the significance level is (.000) below 0.5 Also, the value of the coefficient ($\beta$ = .457) indicates that 45.7% of personality shaping can be explained by neuroticism.

The hypothesis is accepted. This view has been supported by (Widiger, T. A., & Oltmanns, J. R.2017) that People with high degrees of neuroticism react badly to environmental stress, perceive everyday events as dangerous, and may find even slight irritations to be utterly overpowering(Widiger, T. A., & Oltmanns, J. R.,2017).Schaefer, M., Rotte, et.al,2013 said that The emotional impact of social media information may also be impacted by neuroticism.

H3: Next, we have hypothesis three (H3) where we determine whether Openness to Experience is positively correlated with diverse social media consumption behaviour and contributes to the formation of more complex and adaptable personalities. The hypothesis has been proven to be true from the results of our data collection (significance level .000). The value of the beta coefficients indicates that 79.2% of the dependent variable, can be explained by this construct. ($\beta$ =.792).

The result is consistent with the views of (Hirschman, E. C.1980) as Due to the quest for fresh and exciting experiences, those with greater degrees of novelty seeking are more likely to consume a variety of media. This conduct may influence how people consume media and how they develop personally (Hirschman, E. C.1980).

H4: In hypothesis four, the target is to conclude whether the Agreeableness significantly influences social media consumption behaviour and plays a role in shaping personalities. The results from the data analysis support this fact as the significance level is below 0.05. Also, the value of the coefficient ($\beta$ = 0.774) indicates that 77.4% of personality can be explained by agreeableness.

So, the hypothesis can be accepted. The results are consistent with the view of Arias, E.2019 as they said social influence and recommendations have a huge impact on media consumption behavior, causing preferences to align and personalities to develop that are influenced by interpersonal interactions and outside ideas. This impact may lead to common interests, a sense of community, and restrictions on exposure to opposing ideas.

H5: Finally, the last hypothesis (H5) emphasizes The Interaction Between Consciousness and social Media Consumption Behavior Shapes Personalities The significance level is below 0.05 for this construct, with a beta coefficient ($\beta$ =.222) that says that 22.2% of the dependent variable can be explained by this construct.

So, the hypothesis is accepted. The result elaborates positively with the views of The World Counts, n.d.it has been stated that Higher conscientiousness scores are associated with being disciplined, goal-oriented, and structured. When people have good self-control, they are better able to resist impulsive media consumption and stick to scheduled consumption schedules. They may engage in organized media consumption to match their media choices with their own beliefs, objectives, and responsibilities. To prevent overindulgence, they can set aside certain time windows for media usage.

**Comparison Between GenZ and GenAlpha:**

As discussed, before it has been assured that social media consumption behaviour shape personalities as the hypothesis results were positive. All the five constructs influence the media consumption behaviour and eventually they shape the personalities, in the table below a comparison in been made among the two generations by mean analysis and it is evident that GenAlpha are more influenced or easily influenced towards the media consumption behaviour and as well as the media consumption has much more effect in shaping their personalities. The Age cohort is basically 0-14 for this Generation. It's crucial to keep in mind that members of Generation Alpha, or those who were born after 2010, are still very young and that their conduct is impacted by a variety of elements, including their parents, carers, classmates, and the environment in which they grow up.

This generation's children are still in the earliest phases of development, and as a result, their conduct is quite changeable. In comparison to older people, children are often more sensitive and influenced by those around them. It's crucial to remember that every generation, including Generation Z, went through a time in their early years when their conduct was significantly impacted by outside forces. GenZ are now in an age where they have already gone through significant stages of development and their beliefs, values and behaviour is rather static and formed, so social media consumption will substantially have less influence in shaping their personalities. And from the survey responses and the analysis similar scenario has been tested as positive. The results shows that GenAlpha personality is more influenced by social media consumption behaviour than GenZ.

| Mean | | |
|---|---|---|
| Category | GenZ | GenAlpha |
| Extraversion | 3.15 | 3.2 |
| Neuroticism | 3.13 | 3.2 |
| Opnenness to experience | 3.17 | 3.2 |
| Agreeableness | 3.19 | 3.3 |
| Conscientiousness | 2.75 | 2.8 |

**Discussions & Conclusion**

The aim of this study is to determine if social media consumption behaviour can shape personality. The Big Five Personality model plays a crucial role in the social media consumption measuring the personality shaping among generations. In this paper we have used the Big Five personality model for evaluating which factors influence personality in case of social media consumption behaviour. From the analysis and findings, it is still a question if personalities have a very strong connection and if it can entirely be shaped by social media consumption behaviour or not, but from the study it can be claimed that there is a positive relation between the shaping of personality and social media consumption behaviour and the effects are much stronger among GenAlpha than GenZ.

**Limitation and Future Research**

The first limitation of this paper is sample size. The sample size is 150 which is equally divided among the two generations, the sample size only meets the minimum number for the generalization. In future, the study can be conducted on a bigger sample size. GenAlpha is the upcoming future so there were a very limited literature to be reviewed. In future there will be more scope to work with GenAlpha The survey of GenAlpha were solely based on one school, for which the results may seem biased, in future the survey can be done on a wide range of schools and other options. Due to time and logistical constraints, this research focuses on Dhaka only. Further research could be conducted on the whole of Bangladesh.

This research is focused on the answer to the question if media consumption behaviour can shape personalities or not but in future It is possible to learn whether there are long-term consequences and how these associations may change over time by conducting longitudinal studies that follow people's media consumption habits and personality traits over an extended period. This strategy could aid in determining causal links and capturing adjustments that might be made as people develop. Look into any mediating or moderating factors that may have an impact on the correlation between media consumption and

personality. Parental supervision, peer pressure, cultural context, and self-awareness are just a few examples of the variables that may influence how social media intake affects personality development.

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**Appendix:**

**Table 01**

| Category | | Frequency | Percenatge |
|---|---|---|---|
| Gender | Male | 48 | 64% |
| | Female | 27 | 36% |
| | | | |
| Age | 14-19 | 5 | 7% |
| | 20-24 | 32 | 43% |
| | 25-29 | 28 | 37% |
| | 30-34 | 10 | 13% |
| | | | |
| Occupation | Student | 59 | 79% |
| | Business Owner | 12 | 16% |
| | Government Employee | 0 | 0% |
| | Private Employee | 3 | 4% |
| | Housewife | 1 | 1% |
| | | | |
| Education | Masters/MBA/Undergraduate | 12 | 16% |
| | Undergraduate | 56 | 75% |
| | Higher Secondary level | 7 | 9% |
| | Secondary Level | 0 | 0% |
| | Primary Level | 0 | 0% |
| | | | |
| Family Income | 10,000 or below | 0 | 0% |
| | 10,001-20,000 | 1 | 1% |
| | 20,001-30,000 | 54 | 72% |
| | 30,001-40,000 | 11 | 15% |
| | 40,000 or Above | 9 | 12% |

**GenZ: Demographic Profile**

**Table 02**

| Category | | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 30 | 40% |
| | Female | 45 | 60% |
| | | | |
| Age | 0-6 years | 5 | 7% |
| | 7-16 years | 70 | 93% |
| | | | |
| Grade | 1 | 2 | 3% |
| | 2 | 6 | 8% |
| | 3 | 45 | 60% |
| | 4 | 22 | 29% |
| | | | |
| Father's Occupation | Business Man | 63 | 84% |
| | Service Holder | 12 | 16% |
| | | | |
| Mother's Occupation | Business women | 6 | 8% |
| | Service Holder | 20 | 27% |
| | Housewife | 49 | 65% |
| | | | |
| Family Structure | Nuclear | 68 | 91% |
| | Joint | 7 | 9% |
| | | | |
| Favourite mode of Entertainment | Television | 3 | 4% |
| | Youtube | 48 | 64% |
| | Tiktok | 16 | 21% |
| | Facebook | 8 | 11% |
| | | | |
| Social Media Account | Own | 6 | 8% |
| | Parents | 69 | 92% |

**GenAlpha: Demographic Profile**

**Table 03**

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | Openness_to_Experience, Conscientiousness,Neuroticism, Extraversion, Agreeableness<sup>b</sup> | . | Enter |

a. Dependent Variable: P1
b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .934<sup>a</sup> | .873 | .869 | .310 | .873 | 198.308 | 5 | 144 | 0.000b .000 |

a. Predictors: (Constant), Openness_to_Experience, Conscientiousness, Neuroticism, Extraversion, Agreeableness

**ANOVA<sup>a</sup>**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 95.469 | 5 | 19.094 | 198.308 | .000<sup>b</sup> |
| | Residual | 13.865 | 144 | .096 | | |
| | Total | 109.333 | 149 | | | |

a. Dependent Variable: P1
b. Predictors: (Constant), Openness_to_Experience, Conscientiousness, Neuroticism, Extraversion, Agreeableness

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.160 | .156 | | -1.027 | .306 |
| | Extraversion | -.263 | .071 | .226 | -3.695 | .000 |
| | Agreeableness | 1.093 | .091 | .774 | 11.997 | .000 |
| | Neuroticism | -.467 | .060 | .457 | -7.807 | .000 |
| | Conscientiousness | -.224 | .032 | .222 | -7.080 | .000 |
| | Openness_to_Experience | .886 | .105 | .792 | 8.435 | .000 |

a. Dependent Variable: P1

**Regression Analysis**