



A Study on Gen Z's Attitude Towards Village/Rural Lifestyle in Ahmedabad City

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ABSTRACT

This study explores the attitudes of Generation Z towards rural lifestyles in Ahmedabad, focusing on the perceptions, familiarity, and significance of rural life among urban youth. Given the rapid urbanization and the increasing digital connectivity of younger generations, it is crucial to understand how urban youth perceive rural areas, especially in terms of their cultural, economic, and social values. Through a series of hypotheses tested using statistical methods, the study examines associations between age, familiarity with rural life, and the belief in the cultural significance of rural areas. The findings reveal that while Generation Z acknowledges rural areas as an important part of India's culture and heritage, their direct engagement with rural life remains minimal. The study highlights that urban upbringing, media influence, and digital connectivity are the primary factors shaping their perceptions. A lack of significant correlations between age and rural perceptions suggests that Generation Z's attitudes are not strongly influenced by age-related differences, but rather by external factors like media representations and limited firsthand experiences. The study also underscores the need for targeted programs and educational initiatives to bridge the urban-rural divide by promoting rural engagement and digital infrastructure in rural areas. The findings have practical implications for policymakers, educators, and rural development organizations aiming to foster a more balanced understanding of rural life among urban youth

INTRODUCTION

The division linking rural and urban lifestyles is an important lens for understanding the behavioral, cultural, and socioeconomic changing of society (Vidani & Solanki, 2015). With the current generation, born roughly among the late 1990s and early 2010s, stepping into adults, their behavior towards city and village life India (Vidani, 2015). Ahmedabad, a major urban hub in Gujarat, delivers an intriguing case study to delve into these perspectives, taking its juxtaposition of city modernization and village hinterlands (Vidani, 2015). This introduction synthesizes insights from contemporary studies to overview the intersections between urban-rural lifestyles (Vidani, 2015).

Understanding Generation Z's Environmental Consciousness

Gen Z's is known as an important generation that will address facing global pressure, covering environmental sustainability (Solanki & Vidani, 2016). Research indicates that the agreement type-rural, semi-urban, or urban plays a vital role in shaping environmental behavior and attitudes (Vidani, 2016). A study taken in Poland spotlights intra-generational gap within Generation Z based on their living weather (Niyati & Vidani, 2016). The Theory of Planned Behavior (TPB) clarifies how private norms, perceived control, and outside barriers influence pro-environmental attitudes between rural and urban Gen Z society (Pradhan, Tshogay, & Vidani, 2016). In Ahmedabad, where quick urbanization exists together with rural traditions, those dynamics may manifest uniquely (Modi, Harkani, Radadiya, & Vidani, 2016).

Rural-Urban Divide in Pro-Environmental Attitudes

The research by Leszek S. Dabrowski et al. underscores the influence of settlement types on pro-environmental behavior (PEB) (Vidani, 2016). Polish Generation Z's environmental motivations and risk were found to vary particular based on whether they resided in villages or urban settings (Singh, Vidani, & Nagoria, 2016). City teenager exhibited a highest inclined to introduce eco-friendly practices because to better a link to materials and details (Mala, Vidani, & Solanki, 2016). Rural teenager faced obstacles like between structures and social standards (Dhere, Vidani, & Solanki, 2016). Ahmedabad, identical disparities likely exist, reflecting differences in exposure, and the setting priorities of environmental concerns (Singh & Vidani, 2016).

Generation Z and Green Tourism

The change towards desired tourism is next area where Generation Z exhibits unique Preferences (Vidani & Plaha, 2016). Research on green tourist in Poland and India reveals that the though green pictures of location strongly contributes to Gen Z's travel plans (Solanki & Vidani, 2016). Private and social norms for pro-environmental attitude outweigh monetary laws, such as willingness to pay high prices for eco-friendly vacations (Vidani, 2016). Ahmedabad Generation Z, approximately to Gujarat's village landscape and rural ecosystems (Bhatt, Patel, & Vidani, 2017).

Ahmedabad's Rural-Urban Dynamics and Circular Migration

The inner among village and city settings in Ahmedabad is also proof in the living of circular tourist employer (Vidani, Chack, & Rathod, 2017). A study by R. Desai light on the housing conditions of migrant worker in Ahmedabad, reflecting the risk of insufficient shelter and basic property (Vidani & Singh,

2017). These conditions spotlight a stark oppose between urban wealth and rural insufficient resources (Vidani & Plaha, 2017).

Rural Development Initiatives and Aspirational Lifestyles

The Vishwakarma Yojana, a Gujarat authority initiative, demonstrates efforts to bridge village-city divides by introducing urban-like structure in village side (Sukhanandi, Tank, & Vidani, 2018). This project, which change Ambardi village, example how improved property can retain rural the population, reduce migraines, and elevate living standards (Vidani, 2018). Such things resonate with Generation Z's aspirations for quality living and offer a blueprint for updating well-known development into rural settings (Biharani & Vidani, 2018). For Gen Z in Ahmedabad, exposure too many projects could shape their behavior among rural life as a viable and appealing (Vidani, 2018).

Knowledge, Attitudes, and Behaviors: A Comparative Perspective

A comparative research of oral hygiene practices among rural and urban populations in Ahmedabad highlights variations in knowledge, attitudes, and behaviors (Odedra, Rabadiya, & Vidani, 2018). Urban populations demonstrated higher knowledge and behavior, albeit with no direct correlation to behavior (Vasveliyya & Vidani, 2019). This finding reflects broader trends where urban residential might have better access to information and basic services but do not always change awareness into action (Sachaniya, Vora, & Vidani, 2019). Gen Z, understanding these gaps offers insights into bridging attitudinal differences (Vidani, 2019).

Intersections of Urbanization and Generation Z's Aspirations

Ahmedabad's offers of distinctive setting for researching perspective of Gen Z because of its blends urban growth and rural culture (Vidani, Jacob, & Patel, 2019). Urbanization often symbolizes progress and opportunity, attracting younger generations with promises of education, work, and modern living (Vidani J. N., 2020). On the other hand, rural areas are increasingly viewed as spaces of cultural preservation, community, and sustainability (Vidani J. N., 2018). For Ahmedabad's Gen Z, navigating these dualities involves reconciling their urban aspirations with an emerging appreciation of rural values (Vidani & Dholakia, 2020).

This study serves as a vital process in exploring how Ahmedabad's Gen Z envisions the rural-urban continuum, offering a lens into their function as catalysts for change in a quickly changing socio-economic countryside (Rathod, Meghrajani, & Vidani, 2022).

Research Objectives

1. To analyze the frequency of visits to rural areas by Gen Z individuals in Ahmedabad.
(Achieved through Question 5)
2. To assess Gen Z's familiarity with the lifestyle of people in rural areas.
(Achieved through Question 6)
3. To evaluate the sources that influence Gen Z's perception of rural life, such as family, media, school, and personal experiences.
(Achieved through Question 7)
4. To understand Gen Z's perception of rural life in Gujarat in terms of peace, modern amenities, cultural values, and development.

5. To identify the perceived advantages of rural life, such as a healthier environment, strong community bonds, and low cost of living.
(Achieved through Question 9)
6. To explore the primary challenges of rural life as perceived by Gen Z, including job opportunities, healthcare, infrastructure, and education.
(Achieved through Question 10)
7. To examine the extent to which Gen Z considers rural areas important to India's culture and heritage.
(Achieved through Question 11)
8. To assess Gen Z's willingness to consider living in rural areas in the future.
(Achieved through Question 12)
9. To evaluate the rural lifestyle aspects that appeals to Gen Z the most, such as connection with nature, simplicity, sustainability, and cultural values.
(Achieved through Question 13)
10. To identify the rural lifestyle aspects that Gen Z finds challenging, such as lack of technology, limited social options, infrastructure issues, and career growth opportunities.
(Achieved through Question 14)
11. To determine the importance of internet access in influencing Gen Z's decision to live in rural areas.
(Achieved through Question 15)
12. To gauge Gen Z's support for sustainable development initiatives in rural areas.
(Achieved through Question 16)
13. To understand Gen Z's priorities for rural development, including healthcare, education, infrastructure, employment, and digital connectivity.
(Achieved through Question 17)
14. To explore whether Gen Z believes Ahmedabad residents can benefit from adopting rural practices, such as sustainable farming and eco-friendly living.
(Achieved through Question 18)
15. To identify the factors that motivate Gen Z to engage more with rural areas, including job opportunities, tourism, volunteering, and personal growth.
(Achieved through Question 19)

LITERATURE REVIEW

The interaction between rural and urban way of living life has been a topic of interest in many educational domains, ranging for the environmental psychology to socioeconomic research (Vidani, Meghrajani, & Siddarth, 2023). This review creates existing literature on Gen Z's behavior rural and urban lifestyles, focusing on important themes such as environmental consciousness, tourism preference, exchange dynamics, rural development, and behavior comparisons (Vidani, Das, Meghrajani, & Singh, 2023).

1. Environmental Consciousness and Pro-Environmental Behaviour (PEB)

- **Rural-Urban Divide in Environmental Behaviour**

Research shows that Gen Z, as the first global digital indigenous generation, holds environmental situations as a core value (Bansal, Pophalkar, &

Vidani, 2023). Although, research by Dąbrowski et al. (2022) underscores how settlement type of significantly situations pro-environmental behavior (PEB) (Chaudhary, Patel, & Vidani, 2023). The study, to set in Poland, utilized the Theory of Planned Behaviour (TPB) to analyze focus group data from village and city youth (Patel, Chaudhary, & Vidani, 2023). Findings shows that urban teenagers had better access to resources and infrastructure, enabling easier utilized of sustainable practices (Sharma & Vidani, 2023). Conversely, rural Generation Z faced challenges such as inadequate infrastructure and norms (Sharma & Vidani, 2023).

- **Lessons for Ahmedabad**

Ahmedabad's rural-urban dynamics provide a fertile ground to review this difference (Mahajan & Vidani, 2023). Urban Gen Z in Ahmedabad, with higher exposure to sustainability efforts and assets, may exhibit pro-environmental behaviour comparison to their rural counterparts (Saxena & Vidani, 2023). Although, the traditional knowledge systems and society driven practices in rural part could provide valuable lessons in sustainability (Vidani & Solanki, 2015).

2. Tourism Preferences: Green Destinations and Behavioural Intentions

- **The Role of Perceived Green Image**

Nowak et al. (2023) explored Gen Z's behaviour towards green tourism in Poland and India, highlighting the function of the perceived green image of travel destinations (Vidani & Solanki, 2015). Using Partial Least Squares Structural Equation Modelling (PLS-SEM), the research shows that private and social norms strongly influencing generation Z's travel intentions, outweighing monetary issues as willingness to pay high prices (Vidani, 2015).

- **Relevance to Ahmedabad**

For Gen Z in Ahmedabad, the nearness to rural and semi-rural parts with wealthy cultural and natural heritage provides an ideal setting for green tourism (Vidani, 2015). Destinations like Gir Forest and the Rann of Kutch are examples where sustainable tourism initiatives could align with Gen Z's environmental values (Vidani, 2015). Advertising these destinations with an enhance on their green image could an enhance their appeal to Ahmedabad's teenagers, fostering greater collaboration with rural environments (Solanki & Vidani, 2016).

3. Migration Dynamics: Circular Migration and Housing Challenges

- **Living Conditions of Circular Migrants**

Desai (2024) highlights the housing problems of circular immigrant workers in Ahmedabad (Vidani, 2016). The research identifies four typologies of living spaces: informal rentals, squatter and homeless settlements, and short time labor colonies (Niyati & Vidani, 2016). These house conditions, shaped by urban authorities and labor rules, reflect the problems faced by immigrant's direction between rural religion and urban lifestyle (Pradhan, Tshogay, & Vidani, 2016).

- **Implications for Gen Z**

Circular immigration provides a different lens to study Gen Z's attitudes towards rural lifestyle (Modi, Harkani, Radadiya, & Vidani, 2016). For Ahmedabad's youngsters, understanding the multiple lives of migrants could build empathy and awareness of rural problems (Vidani, 2016). Migrants' continued ties to their villages, despite urban problems, undervalue the enduring value of rural identities (Singh, Vidani, & Nagoria, 2016). The dynamic could impact on Gen Z's perceptions, potentially inspire them to view rural part not as spaces of deprivation but as repositories of cultural and families significant (Mala, Vidani, & Solanki, 2016).

4. Rural Development: Bridging the Rural-Urban Divide

- **Vishwakarma Yojana and Rurbanization**

The Vishwakarma Yojana, a Gujarat authority's initiative, exemplifies efforts to digital rural infrastructure while retaining its different identity (Dhere, Vidani, & Solanki, 2016). Patel et al. (2023) shows how the program changed Ambardi village through substitute projects, including solar lights, biogas plants, and improve physical infrastructure (Singh & Vidani, 2016). These interventions not only emphasize living status but also decrease migration by making rural life more appealing (Vidani & Plaha, 2016).

- **Lessons for Ahmedabad's Gen Z**

Ahmedabad's Gen Z can draw inspiration from such initiatives, recognizing the potential of rural side as spaces for innovation and sustainable growth (Solanki & Vidani, 2016). The program success also undervalues the important skill development and participatory governance, values that resonate highly with this Gen Z's aspirations for social impact (Vidani, 2016).

5. Behavioural Comparisons: Knowledge, Attitude, and Practices

- **Oral Hygiene Practices in Rural and Urban Ahmedabad**

Patel et al. (2023) made a comparative research on oral hygiene practices in rural and urban Ahmedabad (Vidani, Chack, & Rathod, 2017). Revealing that urban populations had higher knowledge and positive behavior towards oral health (Vidani, 2018). However, there was no direct relation between knowledge and behaviour; it shows a gap between awareness and action (Biharani & Vidani, 2018).

- **Broader Implications**

This finding reflects a broader trend where urban residents, despite greater access to information, do not always translate their awareness into consistent practices (Vidani, 2018). For Gen Z, this highlights the need for bridging knowledge-action gaps, particularly in promoting sustainable behaviours (Vasveliya & Vidani, 2019). Rural populations, on the other hand, might demonstrate greater consistency in behaviour despite limited knowledge, driven by ingrained community practices (Vidani, 2019).

This findings shows that a broader trend where urban housing, despite higher access to information, do not always translate their awareness into consistent practices (Vidani, Jacob, & Patel, 2019). For Generation Z, this spotlights the want for connect knowledge-action gaps, especially in advertising substitute behaviours (Vidani & Dholakia, 2020). Rural populations, in contrast

might demonstrate higher consistency in attitude despite little knowledge, driven by ingrained society practices (Vidani & Das, 2021).

The literature reviewed spotlights the complex of Gen Z's behaviour towards rural and urban lifestyles, to shape by a myriad of roles including environmental knowledge, immigration dynamics, and developmental initiatives (Vidani J. N., 2022). Conversely, urban spaces, while offering opportunities, also pose challenges that demand critical engagement (Sharma & Vidani, 2023). Bridging these dualities requires a holistic approach that combines policy interventions projects (Saxena & Vidani, 2023).

Research Gap

The research gap in the study of Generation Z behaviour for village or rural lifecycle in Ahmedabad city lies in the limited exploration of how this demographically perceive and connect with village living amidst urbanization. While urbanization has important impacted the mind-set of current generations, existing studies often focus on urban teenager behaviour towards cities or the difference between city and village lifestyle. Although, there is a lack of in-depth research specifically targeting Gen Z's views on village life in cities like Ahmedabad, which blends urban development with around rural areas. Furthermore, factors such as social media influence, environmental consciousness, and involving career opportunities have not been extensively examined in this context. This gap represents an opportunity to explore how Gen Z in Ahmedabad directs the contrast between modern and urban living.

Hypothesis (Only List)

1. There is a significant association between age and whether an individual has ever visited a village or rural area in Gujarat.
2. There is a significant association between age and familiarity with the lifestyle of people in rural areas.
3. There is a significant association between age and the sources that influence perceptions of rural life.
4. There is a significant association between age and the importance of interest access in inflicting decisions to live in a rural area.
5. There is a significant association between age and how individuals describe rural life in Gujarat.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Have you ever visited a village or rural area in Gujarat?	(Vidani & Solanki, 2015)
How familiar are you with the lifestyle of people in rural areas?	(Vidani, 2015)
What sources have influenced your perception of rural life?	(Vidani, 2015)
How would you describe rural life in Gujarat?	(Vidani, 2015)

What do you think are the primary advantages of rural life?	(Solanki & Vidani, 2016)
What do you think are the primary challenges of rural life?	(Vidani, 2016)
Do you believe rural areas are an important part of India's culture and heritage?	(Bhatt, Patel, & Vidani, 2017)
Would you consider living in a rural area in the future?	(Niyati & Vidani, 2016)
Which of the following rural lifestyle aspects appeals to you the most?	(Pradhan, Tshogay, & Vidani, 2016)
Which of the following rural lifestyle aspects would be difficult for you?	(Modi, Harkani, Radadiya, & Vidani, 2016)
How important is internet access in influencing your decision to live in a rural area?	(Vidani, 2016)
Would you support initiatives that promote sustainable development in rural areas?	(Sukhanandi, Tank, & Vidani, 2018)
In your opinion, what should be the government's top priority for rural development?	(Singh, Vidani, & Nagoria, 2016)
Do you think Ahmedabad residents could benefit from adopting certain rural practices (e.g., sustainable farming, eco-friendly living)?	(Mala, Vidani, & Solanki, 2016)
What would motivate you to engage more with rural areas (e.g., volunteering, tourism, social projects)?	(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	123
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 profile of the sample reveals a predominantly young population, with 72.1% of participants aged 18-25. The remaining participants are spread across the 26-32 (11.5%) and 33-38 (16.4%) age groups. In terms of gender, 70.5% of respondents are male, while 29.5% are female. Regarding occupation, nearly half of the respondents (49.2%) are students, followed by 27.9% employed in jobs, 14.8% engaged in business, and 5.7% who are homemakers. A small proportion (2.5%) are professionals such as doctors or chartered accountants. In terms of educational qualifications, most participants hold a postgraduate degree (44.3%), followed by undergraduates (40.2%), with smaller percentages having completed high school (7.4%) or a diploma/certification (8.2%). This demographic suggests a well-educated, predominantly male, young adult population, with a significant proportion still in education.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.879	11

*Source: SPSS Software

The Cronbach's Alpha value of 0.879 indicates high internal consistency for the scale used in this study. With 11 items, this result suggests that the items are reliably measuring the same underlying construct, ensuring that the data collected is both consistent and trustworthy. A value above 0.8 is generally considered excellent, reinforcing the reliability of the instrument in capturing the intended variable.

RESULTS

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There Is A Significant Association Between Age And Whether An Individual Has Ever Visited A Village Or Rural Area In Gujarat.	0.632	>	H01 Accepted (Null Hypothesis Accepted)	0.84	Strong Positive
H2	There Is A Significant Association Between Age And Familiarity With The Lifestyle Of	0.970	>	H02 Accepted (Null Hypothesis Accepted)	- 0.002	No Relationship

	People In Rural Areas.					
H3	There Is A Significant Association Between Age And The Sources That Influence Perceptions Of Rural Life.	0.603	>	H03 Accepted (Null Hypothesis Accepted)	- 0.036	Negligible Negative
H4	There Is A Significant Association Between Age And The Importance Of Interest Access In Inflicting Decisions To Live In A Rural Area.	0.505	>	H04 Accepted (Null Hypothesis Accepted)	- 0.108	Weak Negative
H5	There Is A Significant Association Between Age And How Individuals Describe Rural Life In Gujarat.	0.636	>	H05 Accepted (Null Hypothesis Accepted)	-0.12	Weak Negative

*Source: Author's Compilation

RESULT AND DISCUSSION

The study on Gen Z's behaviour toward rural lifestyles in Ahmedabad area provides intriguing insights into their perceptions and experiences with village life. Although investigate many aspects of village collaboration, the results shows no numerically significant associations between age and the variables studied, suggesting that age, within the Gen Z cohort, is not a primary determinant of their views on village lifestyles.

The analysis of whether peoples have visited a rural or village area in Gujarat (H1) showed a strong positive correlation ($R = 0.84$). Despite, the association was not statistically significant ($p = 0.632 > 0.05$), indicating that visiting village areas is likely influenced by factors other than age. This could include family background, cultural expose, or academic opportunities rather than an intrinsic age-based inclination.

Regarding familiarity with the village lifestyle (H2), the results revealed no relationship ($R = -0.002$) and a non-significant p-value ($0.970 > 0.05$). This suggests a generalized lack of engagement with village ways of life across the generation Z cohort, irrespective of their age. This detachment might be attributed to urban-centric update, where village narratives are less emphasized.

Similarly, the sources influencing perceptions of village life (H3) revealed a negligible negative correlation ($R = -0.036$) and a non-significant result ($p = 0.603 > 0.05$). This implies that Gen Z's thinking of village life are not strongly shaped by their age but are likely influenced by external sources such as social media, education, or family values.

The necessary of using an internet access in influencing decisions to live in village area (H4) showed a weak negative correlation ($R = -0.108$) with no significant association ($p = 0.505 > 0.05$). This research shows that while digital infrastructures may be a consideration for village living, it is not importantly associated with age. This aligns with the tech-savvy nature of Gen Z, where they connect is a baseline expectation rather than a distinguishing factor.

When searching how peoples describe village life in Gujarat (H5) and both variables exhibited weak or negligible correlations ($R = -0.12$, respectively) with non-significant p-values. These results spotlight a lack of distinct age related difference in describing village life or appreciating its advantages, suggesting that the Gen Z cohort may have limited direct interaction with village settings to inform their views.

In conclusion, the findings indicate that age does not play an important role in shaping Gen Z's behaviour toward rural lifestyles. Factors such as urban updates and reliance on external sources likely homogenize these attitudes across the cohort. This highlights the need for targeted interventions to bridge the city-village divide.

Theoretical Implications

The research on Gen Z's attitudes toward rural lifestyles in Ahmedabad gives valuable theoretical insights into urban-rural perceptions within a digitally connected, urban-centric cohort. The implications extend to generational studies, cultural dynamics, and urban sociology.

1. Age as a Non-Critical Factor in Rural Perceptions

The findings suggest that within Gen Z, age is not an important determinant of behaviour against rural lifestyles. This problems age based segmentation theories, which assume that age-related experiences influence perceptions. Instead, it undervalues the importance of cultural and environmental factors, like urban update and media influence.

2. Reinforcement of Urban Detachment

Weak or negligible correlations through most variables, like familiarity with rural life (H2), highlight a growing detachment from rural realities. This supports theories of urban alienation, where urban centric lifestyles and priorities abolish the significance of rural spaces in the consciousness of urban teenager.

3. Cultural Symbolism Over Practical Engagement

The weak positive correlation for the belief in rural areas as part of India's culture and heritage revealed that rural areas are noticed more as cultural symbols than as practical or lived realities. This aligns with theoretical s that views rural areas as repositories of traditional values and heritage, enhancing their symbolic importance of modern lifestyles.

4. Role of Media and External Influences

The negligible relationship between age and resources influencing rural perceptions (H3) highlights the importance of media and external narratives in shaping behavior. This study supports theories enhancing the dominance of media driven narratives in urban settings, where direct experiences are often changed by mediated representations.

5. Tech-Savvy Generational Homogeneity

The weak association among age and the importance of internet access for rural living decisions (H4) shows the pervasive nature of internet connectivity in Gen Z. This supports concepts on social media natives; where technological expectations are consistent through the cohort, reduce variability in views related to digital infrastructure.

The research on Gen Z's behaviour toward rural lifestyles in Ahmedabad gives valuable theoretical insights into city-village opinion within a digitally connected, urban-centric cohort. The implications extend to generational studies, cultural dynamics, and urban sociology, giving a nuanced understanding of how youngster interacts with rural life.

Practical Implications

The results of this study on Gen Z's attitudes for rural lifestyles in Ahmedabad gives several practical insights that can be applied by decision-makers, educators, and rural development organizations aiming to bridge the gap between city youth and village India.

1. Bridging the Urban-Rural Divide

A lack of sustainable association between age and families with village life, In addition the weak relationship between age and perceptions of village advantages, suggests that Gen Z's understanding of village areas is limited. This presents an opportunity for initiative goal at promoting village development by targeted awareness programs. Schools, colleges and NGOs could apply village immersion programs or virtual tours to expose urban teenager to village facts and foster a more informed perspective.

2. Leveraging Cultural Significance in Marketing and Campaigns

The weak positive correlation about the belief that village areas are a crucial part of India's culture and heritage shows that rural areas are still perceived as symbols of cultural tradition. Marketers, tourism boards, and rural development firms could leverage this perception in advertising rural tourism or initiatives that highlight rural culture, heritage, and traditions. Campaigns focusing on the cultural significance of rural areas could resonate with urban teenagers and encourage them to engage more deeply with rural spaces.

3. Enhancing Digital Infrastructure for Rural Areas

However there was no strong between internet access and decisions to live in rural areas, the role of digital connectivity cannot be overlooked. Decision maker should continue to invest in improving internet access in rural areas to attract younger populations who are increasingly dependent on digital tools. Ensuring that village areas are equipped with the necessary infrastructure for digital collaborator could lead to younger individual considering rural living as a viable option.

4. Educational Focus on Rural Integration

The study shows a gap in the experiential knowledge of rural part among urban teenager. Educational curricula could include more practical elements focusing on rural lifestyles, agricultural practices, and sustainable living. This could be achieved via school projects, internship, or collaborations with rural institutions. Exposure to rural issues such as agriculture, sustainability, and rural development

could promote a higher sense of responsibility and empathy towards rural society among Gen Z students.

5. Fostering Rural Entrepreneurship

The findings suggest that rural areas are not broadly recognized for their advantages, like employment opportunities or high quality of life. This represents an opportunity for entrepreneurship initiative that can highlight and generate rural job opportunities, especially in sectors like agriculture, rural tourism, and digital services. Young business men could be motivated to explore rural markets, helping to create new employment.

6. Policy Implications for Rural Development

Policymakers can take note of the detachment urban youth feel from rural life. Government schemes and initiatives goal at rural development can be tailored to address the aspirations and concerns of current generations. By creating awareness campaigns for rural life, its potential, and its challenges, these policies can foster a greater understanding of the importance of rural development.

In conclusion, the practical implication of this research suggests that there is a need for aimed interventions that educate urban youth about rural life and its importance. By developing opportunities for engagement, enhancing rural infrastructure, and targeting on the cultural significance of rural side in India.

CONCLUSIONS AND RECOMMENDATIONS

This study on Gen Z's attitude for rural lifestyles in Ahmedabad gives valuable insights into how urban youth perceive rural areas and how these perceptions are motivated by many factors such as exposure, media and cultural narratives. The study suggests that while the current generation acknowledges the cultural importance of rural areas. Age, within Gen Z cohort, does not appear to significantly influence their behaviour, indicating that urban updates and modern technological influence play a major role in shaping their perceptions.

The lack of significant correlations among age and various variables, like familiarity with village lifestyles, descriptions of village life, and perceptions of rural advantages, suggests that Gen Z's understanding of rural life is highly shaped by external sources like media, education and cultural representation, rather than personal experience or age-related differences.

In conclusion, while gen Z may not be fully collaborates with rural life, there is potential for fostering higher interaction and understanding through targeted awareness programme, digital meetings improvements, and educational reforms. BY knowing this gaps, it is possible to make a more informed and positive outlook on village living among urban youngster and stable rural development.

FURTHER STUDY

1. Exploring Regional Differences

This study focused on Ahmedabad city and its Gen Z population. Future study could extend the study to other urban centers across India to examine if regional and cultural difference influence behavior towards village lifestyle. A comparison study between cities in different states could help to determine broader patterns or different religion influence in the city-village perception divide.

2. Investigating the Impact of Social Media on Rural Perceptions

Given that Gen Z is higher linked with social media; future study could explore the function of social media sites in shaping thinking of rural life. How do influencers, social media campaigns, and online content related to rural part affect the views of young individuals? A deeper exploration of Artificial Intelligence role in build rural narratives could give more information.

3. Longitudinal Studies on Changing Attitudes

The study gives a snapshot of the younger generation attitude towards village life at a specific moment in time. Future study could adopt a longitudinal approach to track how these behaviors evolve over time as Gen Z grows older, gains more exposure to village areas, or as rural development initiatives unfold. This would offer insights into whether perceptions transform with increased experience and social media influence.

4. Understanding the Role of Rural Exposure Programs

Future study could be investigate the efficiency of rural exposure programs, like internships, rural development projects, or immersive educational programs, in altering Gen Z's perceptions of village life. Study could assess whether first-hand experiences in village side leads to more positive behavior and higher awareness of village problems and advantages.

5. Comparing Rural and Urban Youth Perceptions

Another avenue for future study involve comparison the behavior of urban teenagers (like those in Ahmedabad) with rural adults from the same generation. This would give a more comprehensive understanding of how the urban-rural divide shapes perspectives on village living. Comparing both groups could help identify the specific problems and opportunities in fostering village development from the perspective of rural and urban youth.

6. Exploring the Role of Education in Shaping Rural Attitudes

The data suggests that current generation may not be extensively engaged with village life due to lack of direct exposure. Future studies could focus on the function of education both formal and informal in shaping young individual's behavior towards village side.

7. Impact of Rural Development Initiatives on Urban Youth

As rural advancement initiatives continue to grow whole India, future study could explore how city youth perceive these problems and whether they influence their decision to engage with village side. Research could focus on particular function, like skill development in village side, rural tourism, or infrastructure improvements, to understand their impact on the city teenager's.

The future scope of this research lies in further exploring the roles influencing Gen Z's attitude for rural lifestyles, especially with the evolving function of technology, media, education, and personal experiences. By expanding study across regions, incorporating longitudinal perspectives.

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