Statistical Insights into Generational Gratitude: A Study of Generation Z and Millennials in India

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Abstract

This study examines differences in levels of gratitude among Generation Z and Millennials and how different life experiences—like economic downturns, the internet explosion, and the COVID-19 pandemic—influence their perspectives toward adversity, resilience, and empowerment. It analyzes the larger influence of adversity on well-being, resilience, and gratitude across the two groups. The literature review points to the research that establishes a connection between gratitude and mental health, resilience, and lower materialism, and between work-life balance, job satisfaction, and performance in Gen Z and Millennial employees. The paper also discusses how gratitude affects prosocial behavior among adolescents. Employing a descriptive and correlational survey technique, the research gathers information from a diverse pool of Gen Z and Millennial participants. It also examines the impact of digital convenience and self-help trends on expressions of gratitude. The results are anticipated to provide insights into differences in gratitude across generations and guide strategies for enhancing gratitude and resilience among young adults.

Keywords*: gratitude, generation Z, millennials, correlational*

1. INTRODUCTION

For each generation, the lives they experience take on the colors and textures that are made by the realities of time. Millennials and Gen Z have walked on drastically different surroundings to guide their individuality. While older millennials were formed by economic downturns, the internet boom, and workplace changes, Gen Z inherited an atmosphere that constantly convinces them to be social and be online while battling global threats and the COVID-19 pandemic. These differences may account for opposing attitudes toward challenges, resilience, and personal power.

This research seeks to investigate how the millennial generation and Gen Z perceive challenges, be they personal, professional, or societal, and how the perspectives affect appreciation. Do struggles inspire appreciation for life, or do they inspire cynicism? Does growing up in a hyper-connected, saturated-information environment shape Gen Z's appreciation difference compared to the millennial experience, which entails experiences in economic turmoil and technological change? The proposed study will, through the different perspectives provided for the generations, examine the wider implications of adversity on well-being, resilience, and gratitude in these two widely studied cohorts.

2. LITERATURE REVIEW

The research by Panhwar, Marvi, and Muniza Malik (2023) investigates the impact of resilience and gratitude on psychological well-being among 18–23-year-olds in Hyderabad and Jamshoro, Pakistan. Findings, based on data from 200 students from colleges and universities, are found to have strong positive relationships between resilience, gratitude, and mental health. Females had higher scores on all the variables, reflecting gender difference, but no urban-rural differences were observed. The study

emphasizes the global significance of resilience and thankfulness to mental well-being and suggests school interventions and additional study of socio-economic and age-based effects.

The systematic review by Wawaruntu (2022) investigates the effect of work-life balance and job satisfaction on the performance of millennial and Gen Z employees. It concludes that both have a positive effect on productivity. Gen Z places importance on balance and opportunities for growth, as well as both generations valuing supportive cultures and career growth. Flexibility in work schedules, leave, and telecommuting are important. The review highlights scarce research on Gen Z and calls for additional studies, presenting employers with recommendations to enhance productivity through enhanced workplace practices.

The qualitative investigation by Amy Chasteen Miller (2019) into Millennial and Gen Z students' perceptions of faculty caring based on 31 interviews in hard courses at a public university produced two dominant themes: caring as attitude and pedagogy. Students appreciated supportive, accessible, and enthusiastic instructors, particularly adaptive teaching practitioners, which increased motivation and engagement. The study puts more emphasis on in-class instruction than out-of-class support and suggests faculty professional development in adaptive teaching to better promote student success effectively.

The research by Terrie Hilbun (2024) investigates the outcomes of a two-week social gratitude intervention on the mental health and persistence of college students. With 25 participants from a northeast Alabama community college, the study employed a pre- and post-test design. Findings indicated a significant reduction in depression and anxiety and an increase in academic persistence. While the increase in gratitude was not statistically significant, descriptive data showed an upward trend. The research points to the possible advantages of gratitude interventions in enhancing mental health and academic perseverance among college students, a population commonly struggling with these issues.

Edel McEvoy's (2024) PhD thesis investigates the interrelation between social media, materialism, and gratitude, and how they affect values and well-being. Drawing on a quantitative sample of 106 participants, the study concludes that greater social media use is associated with greater materialism and reduced gratitude. Nevertheless, gratitude moderates, lowering materialism's negative influence and improving psychological well-being. The research reveals that whereas social media contributes a little towards materialistic values, gratitude negatively predicts them. IT suggests using interventions of gratitude to counteract materialism's effect and future studies on gender differences and implementation-friendly strategies to promote gratitude in an age of digital technology.

M. Mendini et al. (2002) researched how much time that users of Instagram dedicate to their platform and its impact on gratitude qualities as well as altruistic attributes and donation intentions. Three observational studies conducted studies on Gen Y and Z users who do not earn money from Instagram while primarily engaging with its content. According to Study 1 heavy users decrease their negative emotional states and express increased gratitude levels. Research in Study 2 established that high levels of Instagram use lead to greater altruistic behavior among participants. Heavy Instagram users displayed higher levels of donation readiness according to Study 3.

The authors of Grénman et al. (2023) explored how Gen Z consumers understand a good life outside of materialistic values specifically in times of crisis. Research has shown that members of Gen Z prioritize meaningful living above all else when it comes to their well-being. The pandemic transformed their lives to value basic rhythms of life including casual living practices and daily routines together with an enhanced sense of appreciation. The ecological crisis profoundly distresses Gen Z individuals because more than 70% from both U.S. and Finland population groups exhibit major climate change and biodiversity loss concerns which influence their values in addition to their day-to-day behaviors.

Terrie Hilbun's (2023) study's goal was to research the effects of a two-week gratitude intervention on attitude health, focusing on gratitude, depression, anxiety, and persistence of college students. A pre- and post-test research design evaluated changes in gratitude levels and depression symptoms together with anxiety and persistence measurements.

Socially expressed gratitude emerges from the study as an intervention which decreases mental health problems while advancing life well-being thus potentially enhancing academic success through improved emotional resilience and increased motivation.

Helena Chui et. al. (2021) examined the association between gratitude and loneliness across the adult lifespan using a seven-day daily diary study design. This study examined age and gender differences in gratitude and loneliness in adults' daily life. Findings indicated that greater daily gratitude was, in general, associated with less loneliness. The link between gratitude and loneliness showed stronger connections in women who were younger adults but stronger in males who were older adults. Age together with gender shape the emotional advantages which gratitude brings to people throughout their everyday activities.

B. D. Hoy et al. (2012) studied the relationship between gratitude and life satisfaction and hope between parents and their children through emotions measured in the past, present and future. Research showed a minimal yet statistically significant relation between mother-child gratitude alongside no connection between fathers and their children. Children's life satisfaction followed that of their parents and showed stronger association with fathers' satisfaction. A connection did not exist between parent hope and child hope but life satisfaction showed a relationship with child hope that demonstrated emotional importance.

Chopika et. al (2017) found that level of gratitude varied with age. Their study examined the magnitude and direction of age difference in the context of gratitude. Further, they associated gratitude with subjective well-being and found a positive correlation between age and gratitude. The study used the Gratitude Questionnaire and the Subjective wellbeing questionnaire across three large samples varied by age. The results of the study indicate that This implies an increase in gratitude with age, which replicated existing literature like that of Hill & Allemand (2011).

Another study by Hussong et. al (2023) investigates the trends of gratitude amongst the American Youth, focusing on the role of gratitude in promoting prosocial actions and attitudes. Conducted in two parts, Study 1 confirms the reliability and validity of the *Gratitude Moments Scale* in a diverse sample of adolescents. Authors examine gratitude as an indicator of self-association, finding that gratitude does not predict self-and-other -orientation indices. Results found prosocial behaviour was more consistently associated with the outcomes, making it crucial to the development of other-oriented values like social justice attitudes.

Furthermore, a Literature review examined gratitude across various stages of human development (Naito & Washizu, 2019). The review focused on gratitude in childhood, in adolescence and adulthood, highlighting routines, identity formation and life integrity. Both qualitative and quantitative studies were included which suggested that gratitude changes across the lifespan, underscoring the need for a more informed approach to the subject and the implication of its findings in educational and clinical settings tailored for each developmental phase.

Interestingly, Townes (2021) argues that gratitude can be used to establish effective relationships between the Church and the Youth (Millennials and Gen Z), but this requires theological and practical application. The "why" of gratitude is grounded in the concepts of the book "Jesus, Humanity and the Trinity" while the "how" is addressed by cultivating spiritual habits. This approach is taken with the objective of integrating gratitude in the Church's teachings and practices making it more relatable to the youth and enhancing their spiritual engagement.

Research also studied the potential of using gratitude as a strategy to reduce materialism in adolescents (Chaplina et. al, 2018). The two studies conducted revealed that the more grateful adolescents exhibited less materialism and showed that adolescents who maintained a gratitude journal donated 60% more than the control group. Thus, indicating that gratitude influences materialism and impacts generosity. The authors further suggest practical interventions and recommend investigating the influence of gratitude on prosocial behaviors and minimizing materialistic values.

Research by Bartone et al. (2022) establishes hardiness as a mental quality which consists of control and challenge together with commitment to create resilience during times of stress. The study points out that Generation Y members demonstrate

both technological proficiency and adaptability to change which makes them resilient.

Aftab and Irshad (2021) conducted research that evaluated how spirituality links to demographics and gratitude in university students. This investigation sought to assess how spiritual beliefs affect gratitude perceptions while understanding their connection to gender and socio-economic variables of students. The investigators used quantitative research methods while choosing their subjects through random sampling from 80 university students. Standardized questionnaires served as the data-collection method. The research data established that spiritual students demonstrated elevated levels of gratitude through positive correlation studies. The study detected gratitude variations based on gender identification and social economic status of participants. The research demonstrated that spirituality serves as an essential psychological tool for students to experience gratitude which leads to enhanced well-being.

The research by Damri et al. (2024) explored relationships between gratitude and personal control mechanisms in shaping the level of Fear of Missing Out (FoMO) among Generation Z in Indonesia. The excessive social media usage during the digital era causes psychological distress in people who experience FoMO. According to the study FoMO develops because people fail to fulfill their social needs and continually experience online content exposures. The research design adopted a quantitative method through conducting survey-based data collection that involved Generation Z participants. The study utilized standardized psychological scales to measure gratitude alongside self-regulation and the intensities of FoMO. The study revealed that gratitude demonstrates a downward relationship against FoMO indications that better gratitude levels correlate with lower FoMO levels in individuals.

The research conducted by Norris (2023) focuses on how Generation Z caregivers experience both socially and emotionally when they care for older family members. New demographics of young caregivers continue to emerge as the population ages, yet scientists have conducted sparing research on their mental health status. The researchers used depth interviews along with a qualitative phenomenological approach to study Generation Z

caregivers both regarding their challenges in caregiving and their adaptation methods and emotional responses. The study showed that metarelational caregivers from Generation Z develop severe emotional distress while experiencing social disconnect and conflicting responsibility strains between caregiving tasks and their educational or professional duties.

Kyiv National Economic University along with other authors (2019) conducted research on Generation Z's business-related attitudes toward cultural interaction in an online globalized society. A quantitative methodology supported this research by administering an online survey which collected data from 324 university students. The research results show Generation Z members generally embrace multicultural interaction because they respect both diverse perspectives and digital communication methods in international business deals. The process of collaboration remains affected by both cultural prejudices and divergent ways of communicating between people.

The effects of gratitude, an emotional manifestation of appreciation, on wellbeing have been extensively researched. By promoting pleasant feelings and lowering stress, thankfulness may improve psychological, social, and physical health, according to research. However, despite the fact that the majority of participants in a study by Sreenandhini (2020) looking at gratitude levels among Generation Z students showed low levels of gratitude, their quality of life was unaffected. This runs counter to earlier research that associates thankfulness with increased well-being and life satisfaction.

Given that Millennials and Generation Z have high levels of stress, their growing digital connectedness has a substantial impact on their mental health. Many young adults include spirituality into their self-care practices, according to Park et al.'s (2023) investigation of the function of spiritual self-care applications in promoting wellbeing. According to their research on the Skylight app, Gen Zers mostly utilise digital platforms for personal development, mood enhancement, and relaxation. Gratitude and spirituality have also been linked in the past to better psychological health. A comparison of Millennials' and Generation Z's levels of appreciation may shed light on how changing spiritual practices and

internet participation affect attitudes towards thankfulness across generations.

Millennials' satisfaction is greatly influenced by their levels of patience (sabr) and gratitude (syukr). According to Rahmania et al. (2019), there is a significant positive link between life satisfaction and both patience and gratitude (r = 0.996 and r = 0.997). According to these results, Millennials who cultivate patience and thankfulness report feeling happier and less stressed. Additionally, gratitude is a useful coping strategy for anxiety and stress. Comparing the levels of thankfulness among Millennials and Generation Z can highlight disparities in coping mechanisms, emotional health, and general life satisfaction in response to contemporary issues.

The research study by Leijen et al. (2022) looks at how values change over a 12-year period for different generations. According to the study, older generations like Baby Boomers and the Silent Generation show more constancy in their values, whereas Millennials show the most variation. While security and universalism become more significant as people age, millennials place a higher value on hedonism and stimulation than earlier age groups. These results imply that value variations over time are caused by generational movements rather than aging alone. Since value stability and generational effects may have an impact on how appreciation is viewed and expressed across different cohorts, this supports the research goal of comparing gratitude levels in Generation Z and Millennials.

Baby Boomers, Generation X, and Millennials (Generation Y) are the main subjects of Staples' (2014) study, which examines generational variations in psychological capital (PsyCap). Using a quantitative survey, the study discovered that younger generations scored lower on PsyCap, while Baby Boomers showed the highest levels, especially in resilience, optimism, and efficacy. According to these results, psychological resources vary among age cohorts, which may have an impact on commitment, retention, and job satisfaction. Since psychological capital, particularly optimism and resilience, may be correlated with expressions of appreciation, influencing generational variations in attitudes and behaviours, it can help in comparing the levels of gratitude among Generation Z and Millennials.

Aylin Acilar's (2024) study investigates the influence of nostalgic brand communication on emotional responses in Generation Z, focusing on their consumption behavior. What can be assumed from this research is that Gen Z derives emotional fulfillment from online interactions and past experiences, which is different from Millennials' desire for greater interpersonal emotional connections. These findings support previous research indicating a shift in sources of emotional experience through generations, challenging whether Gen Z's fleeting and virtual emotional commitments influence their ability to develop and convey long-term gratitude. This research adds to increasing research on how emergent communication modes structure expressions of gratitude across generations.

Shabnam et al.'s (2021) study examines the Millennial and Gen Z core values during uncertainty, revealing that Millennials value self-expression, personal growth, and social relationships, whereas Gen Z emphasizes economic stability, technological resilience, and autonomy. These results are consistent with earlier research positing that Millennials' gratitude is more intrinsic and relational, while that of Gen Z is pragmatic and goal-directed. This aligns with larger studies suggesting that the changing socio-economic climate impacts how various generations perceive and experience gratitude, further supporting the importance of studying how these changing values impact gratitude in personal and organizational settings.

M. Krishna and Agrawal's (2024) study examines reward preferences and work motivation, with findings that Millennials value intrinsic rewards such as purpose, mentorship, and appreciation— factors that result in gratitude in relational and developmental environments. In contrast, Gen Z exhibits a stronger preference for extrinsic rewards like financial incentives and job security, which tie gratitude to tangible accomplishments. These results corroborate recent work indicating that organizational design and expectations influence generational expressions of gratitude, such that Gen Z's gratitude is more achievement-conditioned.

Clayton J. Fury's (2023) research examines how religious and spiritual beliefs affect emotional behaviors across generations. It discovers that

Millennials, in more religious-raised households, are more prone to see gratitude as a moral virtue. By contrast, Gen Z, who is subject to greater secularization, embraces a more pragmatic, socially verified pattern. This adaptation is consonant with recent discoveries that declining religious affiliation impacts depth and context of gratitude, and that Millennials respond with more values-based expressions and Gen Z tries to get approved through internet feedback.

Christie Wolfenbarger (2023) study has direct evidence of gratitude levels by generation, with Generation X having the highest levels, followed by Millennials, and then Gen Z having the lowest. Economic conditions, technological changes, and organizational design are mentioned as determinants. The results confirm theoretical frameworks such as Socioemotional Selectivity Theory and the Moral Affect Theory of Gratitude, indicating that social orientation of Millennials gives rise to more gratitude expressions, and that Gen Z's transactional and individualistic orientations give rise to a more conservative form of gratitude. These findings add depth to current debates about how changing societal and cultural phenomena continue to redefine expressions of generational gratitude.

3. RESEARCH METHODOLOGY
3.1. Research Design

A descriptive and correlational research design has been used for this study in order to look into the levels of gratitude of two generations, i.e. Generation Z and Millennials, and to study the effect of digital convenience and self-improvement efforts on their level of gratitude. Then, a comparison is drawn between these two generations regarding all aspects of this study. A survey was conducted, and a questionnaire was circulated to relevant individuals to get relevant responses. This approach was taken for efficient collection of responses.

3.2 . Research Questions

1. What role does digital convenience play in shaping attitudes toward gratitude?

2. What impact do self-improvement movements have on gratitude expression?

3.3. Research Objectives

Research Objectives:

The study aims to:

1. To examine the role of digital convenience in shaping attitudes towards gratitude.

2. To examine the impact of self-improvement movements on gratitude expression

Research Hypothesis

a) Ho: There is no significant role of digital convenience in shaping attitudes towards gratitude in Gen Z and Millennials.

Ha: There is a significant role of digital convenience in shaping attitudes towards gratitude in Gen Z and Millennials.

b) Ho: There is no significant impact of self improvement movements on gratitude expression in Gen Z and Millennials.

Ha: There is a significant impact of self improvement movements on gratitude expression in Gen Z and Millennials.

3.4. Data Collection

- **Target Population:**

The target population of the study are Generation Z and Millennials and this population was selected based on their generational classification to draw a comparison between the gratitude levels of the two generations.

- **Sampling Technique:**

A convenience sampling method was used to gather responses. The questionnaire was circulated among the researchers' contacts and 206 responses were collected, of which about 50% were from Generation Z and 50% from Millennials. These respondents include people from different genders, different educational backgrounds & different professional backgrounds ensuring diversity in demographics. A larger sample was taken since it helps improve the generalizability of the study.

- **Data Collection Method:**

An online survey was conducted, and a questionnaire was created through Google Forms which was distributed through WhatsApp to the researchers 'contacts.

3.5. Data Analysis Techniques

a) Descriptive Statistics:

Descriptive statistics were utilized to summarize and show major trends in expressions of gratitude among Gen Z and Millennials. The demographic variables and responses of gratitude were analysed using measures such as mean, median, standard deviation, and frequency distributions. Histograms and bar charts gave an overview of central tendencies and variations in expressions of gratitude among the two generations.

b) Comparative Analysis:

To determine differences in trends of gratitude between Millennials and Gen Z, a comparative study was performed. Independent samples t-tests and ANOVA (where available) were employed to determine statistically significant difference in gratitude-related expression, attitudes, and behaviour. This enabled improved understanding of differences in gratitude perception and practice across generations.

c) Correlation and Regression Analysis:

Pearson correlation analysis was used to explore the correlations between levels of gratitude and factors like the use of social media, happiness with life, and cultural variables. Multiple regression analysis was also conducted to establish the predictive ability of demographic and behavioural variables on gratitude expression and to identify influential determinants of gratitude across different generational groups.

d) Thematic Analysis:

For quantitative data, closed-ended survey responses were analysed to identify correlations and trends. For qualitative data, thematic analysis of open-ended survey responses and interview transcripts was carried out. Data were coded and grouped into frequent themes to spot patterns in how gratitude is manifested, perceived, and shaped by social and cultural influences. The qualitative method of analysis gave insights into the meanings and motivations underpinning gratitude-related behaviors of Gen Z and Millennials.

4. DATA ANALYSIS

4.1. Descriptive statistics

The descriptive statistics for a sample of n = 208 is summarized below. The data is collected through an online questionnaire distributed among individuals from Generation Z and Millennials.

A comparison is drawn between the responses of Generation Z and Millennials for each question. The responses are on a scale of 1 to 5.

Generation Z

How do you feel about the people and experiences that have shaped your life?	
Mean	3.783019
Standard Error	0.10297
Median	4
Mode	4
Standard Deviation	1.060141
Sample Variance	1.123899
Kurtosis	-0.52564
Skewness	-0.53036
Minimum	1
Maximum	5

Millennials

How do you feel about the people and experiences that have shaped your life?	
Mean	3.901961
Standard Error	0.1
Median	4
Mode	4
Standard Deviation	1.009949
Sample Variance	1.019996
Kurtosis	0.023366
Skewness	-0.74118
Minimum	1
Maximum	5

The tables indicate that the mean for Question 1 for Generation Z is 3.78 while for Millennials the same

is 3.90. This means that both generations have 4 = 'Somewhat Positive' as the most frequent answer for this question. This indicates that both generations

have somewhat positive feelings about the people and experiences that have shaped their lives.

The median, i.e. the middle value and mode i.e. the most recurring value is also 4 for both generations.

Generation Z

How do you typically express your feelings when someone offers help?	
Mean	3.09434
Standard Error	0.127544
Median	3
Mode	4
Standard Deviation	1.313145
Sample Variance	1.724349
Kurtosis	-1.19642
Skewness	-0.15146
Minimum	1
Maximum	5

Millennials

How do you typically express your feelings when someone offers help?	
Mean	3.627451
Standard Error	0.095442
Median	4
Mode	4
Standard Deviation	0.963919
Sample Variance	0.92914
Kurtosis	-0.15156
Skewness	-0.47182
Minimum	1
Maximum	5

The mean for Question 2 for Generation Z is 3.09 while for Millennials the same is 3.6. This means that Generation Z has 3 = 'I feel neutral and accept help when needed', as the most frequent answer for this question while Millennials have 4 = 'I appreciate help and express gratitude' as the most frequent answer. This indicates that while

Generation Z has a neutral response and accept help, Millennials have a positive response when someone tries to help them out and they make sure to express gratitude unlike Generation Z.

The median and mode are 3 and 4 respectively for Generation Z while both values are 4 for Millennials.

Generation Z

How often do you stop to appreciate things like good health, nature, or a comfortable home in your everyday routine?	
Mean	3.443396
Standard Error	0.107307
Median	3
Mode	3
Standard Deviation	1.104796
Sample Variance	1.220575
Kurtosis	-0.73079
Skewness	-0.22112
Minimum	1
Maximum	5

Millennials

How often do you stop to appreciate things like good health, nature, or a comfortable home in your everyday routine?	
Mean	3.264706
Standard Error	0.115677
Median	3
Mode	4
Standard Deviation	1.168281
Sample Variance	1.364881
Kurtosis	-0.79342
Skewness	-0.2683
Minimum	1
Maximum	5

The mean for Question 3 for Generation Z is 3.44 while for Millennials the same is 3.26. This means that both generations have 3 = 'Sometimes' as the most frequent answer for this question. This

indicates that both generations stop to appreciate things in their everyday routine only sometimes.

The median and mode are both 3 for Generation Z while they are 3 and 4 respectively for Millennials.

Generation Z

In social settings, how do you approach conversations or interactions in terms of giving appreciation or recognition?	
Mean	3.660377
Standard Error	0.101105
Median	4
Mode	4
Standard Deviation	1.040941
Sample Variance	1.083558
Kurtosis	0.037214
Skewness	-0.72229
Minimum	1
Maximum	5

Millennials

In social settings, how do you approach conversations or interactions in terms of giving appreciation or recognition?	
Mean	3.558824
Standard Error	0.111094
Median	4
Mode	3
Standard Deviation	1.121999
Sample Variance	1.258882
Kurtosis	-0.84236
Skewness	-0.2571
Minimum	1
Maximum	5

The mean for Question 4 for Generation Z is 3.66 while for Millennials the same is 3.55. This means that both generations have 4 = 'I frequently express appreciation and recognition' as the most frequent answer for this question. This indicates that both generations often express appreciation.

The median and mode are both 4 for Generation Z while they are 4 and 3 respectively for Millennials.

Generation Z

Imagine you order food online, and it arrives 20 minutes later than expected. What is your initial reaction?	
Mean	2.933962
Standard Error	0.117069
Median	3
Mode	4
Standard Deviation	1.205297
Sample Variance	1.45274
Kurtosis	-1.29481
Skewness	-0.03742
Minimum	1
Maximum	5

Millennials

Imagine you order food online, and it arrives 20 minutes later than expected. What is your initial reaction?	
Mean	3.196078
Standard Error	0.113228
Median	4
Mode	4
Standard Deviation	1.14355
Sample Variance	1.307707
Kurtosis	-0.8797
Skewness	-0.43533
Minimum	1
Maximum	5

The mean for Question 5 for Generation Z is 2.93 while for Millennials the same is 3.19. This means that both generations have 3 = 'Neutral, it doesn't bother me much' as the most frequent answer for this question. This indicates that both generations are not bothered by late food deliveries.

The median is 3 and mode is 4 for Generation Z while both values are 4 for Millennials.

Generation Z

Do you feel that the ability to get what you want instantly (e.g., instant purchases, fast food, one-click services) has reduced your patience in everyday life?	
Mean	3.603774
Standard Error	0.105278
Median	4
Mode	4
Standard Deviation	1.083902
Sample Variance	1.174843
Kurtosis	0.080323
Skewness	-0.84439
Minimum	1
Maximum	5

Millennials

Do you feel that the ability to get what you want instantly (e.g., instant purchases, fast food, one-click services) has reduced your patience in everyday life?	
Mean	3.558824
Standard Error	0.101983
Median	4
Mode	4
Standard Deviation	1.029982
Sample Variance	1.060862
Kurtosis	-0.07882
Skewness	-0.68791
Minimum	1
Maximum	5

The mean for Question 6 for Generation Z is 3.6 while for Millennials the same is 3.55. This means that both generations have 4 = 'Somewhat Agree' as the most frequent answer for this question. This indicates that both generations do feel that the ability

to get what they want instantly has reduced their patience in everyday life.

The median and mode are both 4 for Generation Z and for Millennials as well.

Generation Z

How often do you feel gratitude when using modern conveniences (e.g., streaming services, food delivery, instant messaging)?	
Mean	3.566038
Standard Error	0.104713
Median	4
Mode	3
Standard Deviation	1.078084
Sample Variance	1.162264
Kurtosis	-0.4741
Skewness	-0.31342
Minimum	1
Maximum	5

Millennials

How often do you feel gratitude when using modern conveniences (e.g., streaming services, food delivery, instant messaging)?	
Mean	3.627451
Standard Error	0.090214
Median	4
Mode	3
Standard Deviation	0.911115
Sample Variance	0.83013
Kurtosis	0.078846
Skewness	-0.30736
Minimum	1
Maximum	5

The mean for Question 7 for Generation Z is 3.56 while for Millennials the same is 3.62. This means that both generations have 4 = 'Often' as the most frequent answer for this question. This indicates that

both generations often feel gratitude when using everyday conveniences.

The median and mode are 4 and 3 respectively for Generation Z. The values are same for Millennial.

Generation Z

How strongly do you agree with the statement: 'Because of digital convenience, I sometimes overlook the effort that goes into things I use daily.	
Mean	3.726415
Standard Error	0.097159
Median	4
Mode	4
Standard Deviation	1.000314
Sample Variance	1.000629
Kurtosis	0.207769
Skewness	-0.76221
Minimum	1
Maximum	5

Millennials

How strongly do you agree with the statement: 'Because of digital convenience, I sometimes overlook the effort that goes into things I use daily.	
Mean	3.607843
Standard Error	0.105339
Median	4
Mode	4
Standard Deviation	1.06387
Sample Variance	1.131819
Kurtosis	-0.19078
Skewness	-0.66562
Minimum	1
Maximum	5

The mean for Question 8 for Generation Z is 3.72 while for Millennials the same is 3.60. This means that both generations have 4 = 'Somewhat Agree' as the most frequent answer for this question. This indicates that both generations somewhat agree with the given statement.

The median and mode are both 4 for both generations.

Generation Z

Do you follow self-improvement trends (e.g., mindfulness, journaling, gratitude practices)?	
Mean	3.283019
Standard Error	0.118204
Median	4
Mode	4
Standard Deviation	1.216981
Sample Variance	1.481042
Kurtosis	-0.80352
Skewness	-0.4009
Minimum	1
Maximum	5

Millennials

Do you follow self-improvement trends (e.g., mindfulness, journaling, gratitude practices)?	
Mean	3.607843
Standard Error	0.104413
Median	4
Mode	4
Standard Deviation	1.054522
Sample Variance	1.112017
Kurtosis	-0.14123
Skewness	-0.65207
Minimum	1
Maximum	5

The mean for Question 9 for Generation Z is 3.28 while for Millennials the same is 3.60. This means that Generation Z has 3 = 'Neutral' as the most frequent answer for this question whereas Millennials have 4 = 'Somewhat Agree'. This indicates that Millennials tend to follow more self-improvement trends than Generation Z.

The median and mode for both generations are 4.

Generation Z

To what extent do you agree with the statement: 'Self-help influencers, books, or podcasts have positively influenced my perception of gratitude'?	
Mean	3.320755
Standard Error	0.109353
Median	3.5
Mode	4
Standard Deviation	1.125862
Sample Variance	1.267565
Kurtosis	-0.55391
Skewness	-0.41879
Minimum	1
Maximum	5

The mean for Question 10 for Generation Z is 3.32 while for Millennials the same is 3.36. This means

Millennials

To what extent do you agree with the statement: 'Self-help influencers, books, or podcasts have positively influenced my perception of gratitude'?	
Mean	3.362745
Standard Error	0.113014
Median	4
Mode	4
Standard Deviation	1.141384
Sample Variance	1.302757
Kurtosis	-0.55935
Skewness	-0.55052
Minimum	1
Maximum	5

that both generations have 3 = 'Neutral' as the most frequent answer for this question.

The median and mode for both generations are 4.

Generation Z

To what extent do you agree with the statement: 'The rise of self-care culture has made me more intentional about practicing gratitude'?	
Mean	3.481132
Standard Error	0.102293
Median	4
Mode	4
Standard Deviation	1.053169
Sample Variance	1.109164
Kurtosis	0.132138
Skewness	-0.72218
Minimum	1
Maximum	5

The mean for Question 11 for Generation Z is 3.48 while for Millennials the same is 3.35. This means that both generations 3 = 'Neutral' as the most

Millennials

To what extent do you agree with the statement: 'The rise of self-care culture has made me more intentional about practicing gratitude'?	
Mean	3.352941
Standard Error	0.100133
Median	3
Mode	4
Standard Deviation	1.011293
Sample Variance	1.022714
Kurtosis	-0.40069
Skewness	-0.3501
Minimum	1
Maximum	5

frequent answer for this question. The median and mode both are 4 for Generation Z and are 3 and 4 respectively for Millennials.

Generation Z

Do you follow self-improvement influencers or pages that talk about gratitude and mindfulness?	
Mean	3.216981
Standard Error	0.124316
Median	4
Mode	4
Standard Deviation	1.279916
Sample Variance	1.638185
Kurtosis	-0.94603
Skewness	-0.50023
Minimum	1
Maximum	5

Millennials

Do you follow self-improvement influencers or pages that talk about gratitude and mindfulness?	
Mean	3.147059
Standard Error	0.123368
Median	3
Mode	4
Standard Deviation	1.24596
Sample Variance	1.552417
Kurtosis	-0.95613
Skewness	-0.3472
Minimum	1
Maximum	5

The mean for Question 12 for Generation Z is 3.21 while for Millennials the same is 3.14. This means that both generations have 3 = 'Neutral' as the most frequent answer for this question.

The median and mode both are 4 for Generation Z while they are 3 and 4 for Millennials.

OVERALL:

Standard deviation for the dataset of both generations indicates that the data is relatively consistent with some variation. The sample variance shows how much the data is spread from the mean.

The kurtosis for all datasets is low, indicating that the data is more evenly distributed. All datasets are negatively skewed.

The minimum and maximum values are the same for all the questions.

4.2. Comparative Analysis

Chart 4.2.1.
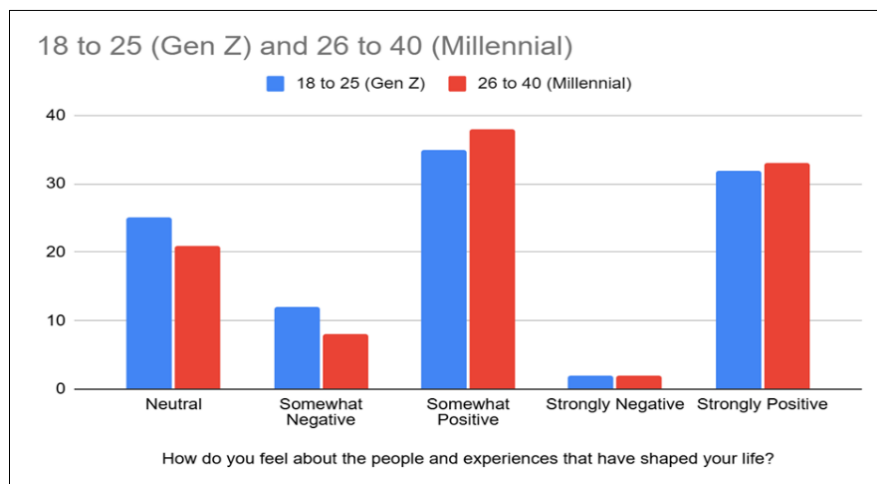
Both Millennials and Gen Z feel the same way, but Millennials are slightly more positive (69.6%) than Gen Z (63.2%). Gen Z has a greater neutral reaction (23.6% compared to 20.6%), which means more people are indifferent. Negative sentiment is almost equal in

both. In general, Millennials are slightly more positive, and Gen Z is more neutral.

Chart 4.2.2.
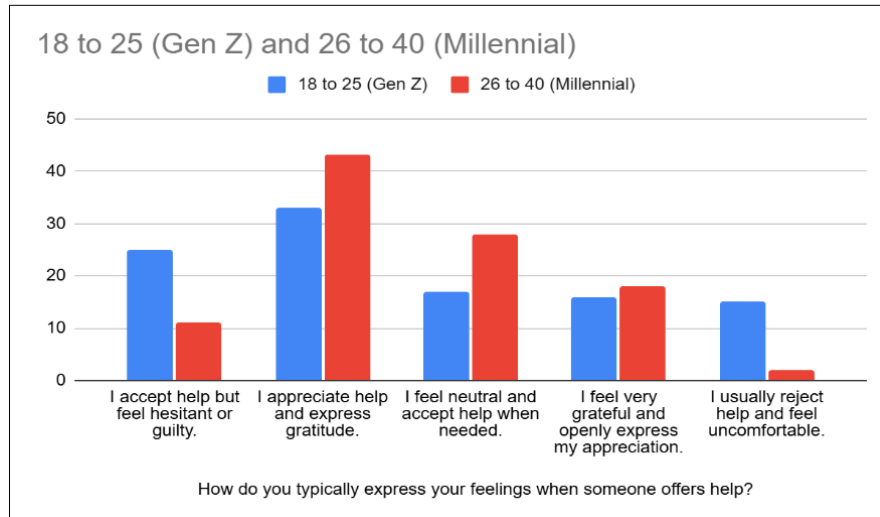
Millennials are more likely to enjoy and freely give thanks for assistance (59.8%) than Gen Z (46.2%). Gen

Z has greater reluctance or shame in accepting assistance (23.6% vs. 10.8%) and is more likely to turn down assistance (14.2% vs. 2%). Neutral acceptance is more prevalent for Millennials (27.5% vs. 16%). Generally, Millennials are more at ease receiving assistance, with Gen

Z feeling more reluctance or discomfort.

Chart 4.2.3.
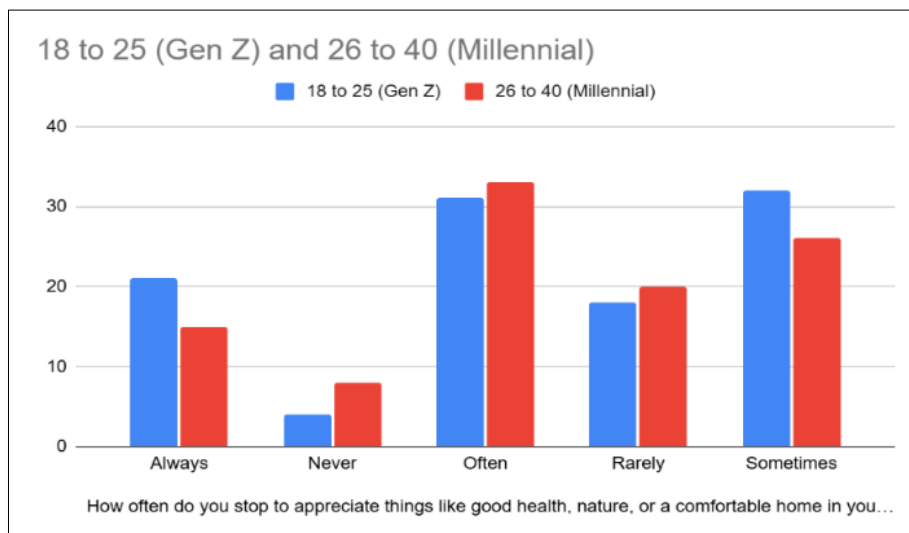
Both Millennials

and GenZ also share similar appreciation habits, the most frequent one being "Often" (30%+ each). Gen Z does, though, have marginally higher percentages of "Always" responses (19.8% compared to 14.7%), but Millennials have more "Never" responses (7.8% compared to 3.8%). Millennials display a generally more diverse distribution, while Gen

Z is slightly heavier toward persistent appreciation.

Chart 4.2.4.
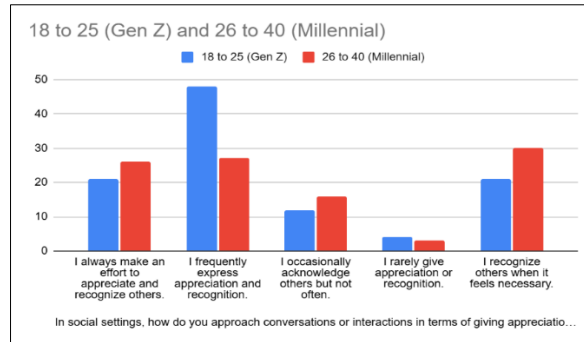
Gen Z would be more likely to express gratitude often (45.3%) than Millennials (26.5%) whereas Millennials would be more likely to compliment others only when required (29.4% vs. 19.8%). Both possess the same ratio of individuals who always go out of their way to compliment others. Gen Z tends towards frequent appreciation overall, while Millennials prefer a situational style.
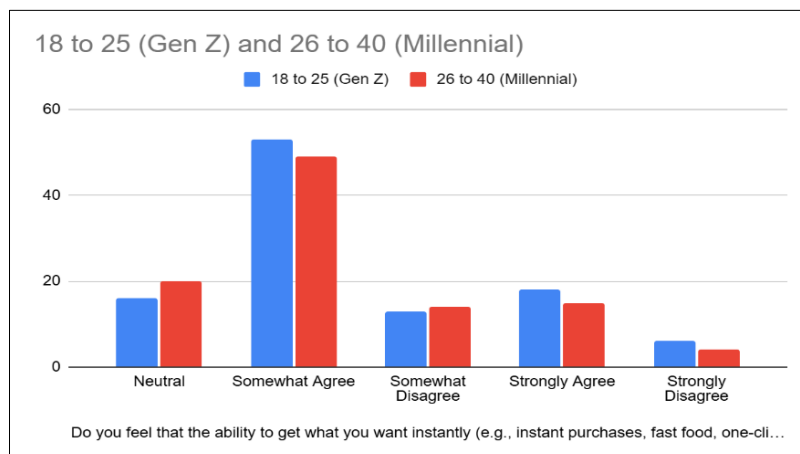
Chart 4.2.5.
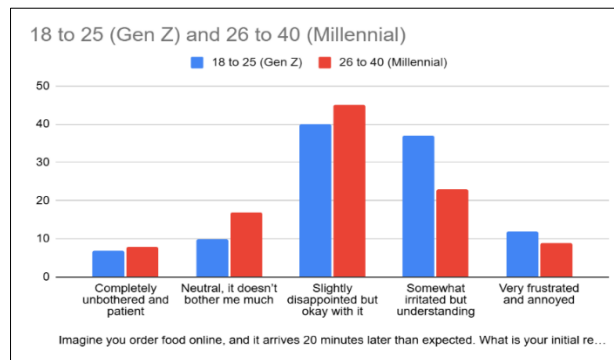
Gen Z is more reactive to tardiness, with more (34.9%) reporting irritation than Millennials (22.5%). Millennials are more patient or neutral (24.5% vs. 16%). Both primarily cluster in the "a little disappointed but ok with it" space (about 41%), but overall Millennials are more patient while Gen Z is more frustrated.

Chart 4.2.6.

Both Gen Z and Millennials share the general sentiment that immediate access to services has decreased their patience, with a combined 70% choosing "Somewhat Agree" or "Strongly Agree." Gen Z (66.9%) and Millennials (62.7%) have similar levels of agreement, although Millennials are slightly more neutral (19.6% vs. 15.1%). Both generations are aware of the effect of instant gratification, but Millennials are slightly less concerned.

Chart 4.2.7.
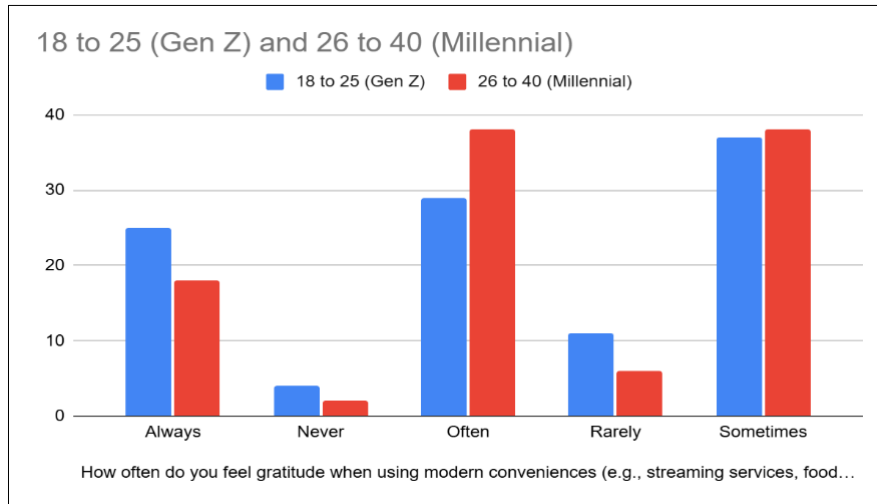
Both Millennials and Gen Z report gratitude for contemporary amenities at comparable levels, with "Often" and "Sometimes" being the most frequent answers. Yet, Millennials are more likely to report feeling gratitude "Often" (37.3% compared to 27.45), whereas Gen Z is more likely to report it "Always" (23.6% compared to 17.6%). In general, Millennials exhibit more stable appreciation, while Gen Z exhibits a slightly broader emotional spectrum.

Chart 4.2.8.
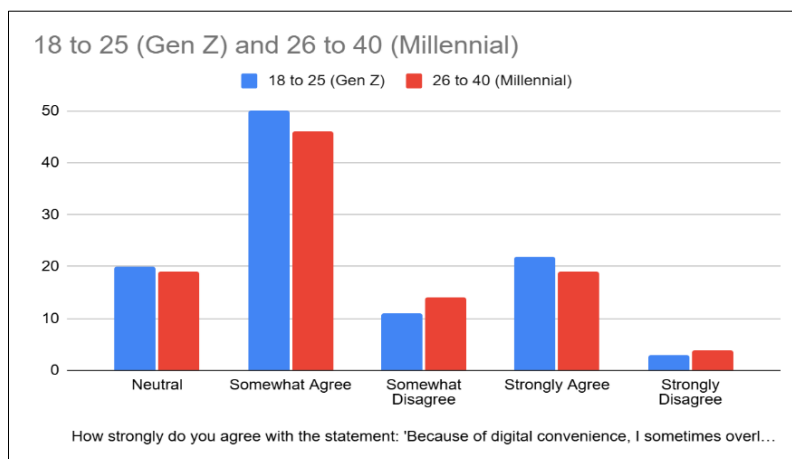
Both Millennials and Gen Z both mostly agree that convenience online causes them to forget the work involved in everyday services, with approximately 66% of each group choosing "Somewhat Agree" or "Strongly Agree." Millennials disagree slightly more (17.6% compared to 13.2%), and Gen Z slightly more strongly agree(20.8% compared to 18.6%). Both generations otherwise recognise this effect, although the Millennials have a slightly more varied view.

Chart 4.2.9.
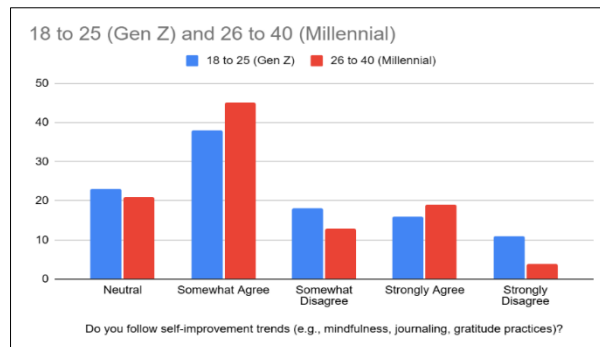
Both Millennials and Gen Z are highly interested in self-improvement trends, with more than half of each group choosing "Somewhat Agree" or "Strongly Agree" (50.9% for Gen Z, 62.7% for Millennials). Millennials are more likely to actively pursue these trends, whereas Gen Z has a greater percentage of neutrality (21.7% vs. 20.6%) and disagreement (27.3% vs. 16.7%). Overall, Millennials seem more dedicated to self-improvement, while Gen Z is more ambivalent.

Chart 4.2.10.
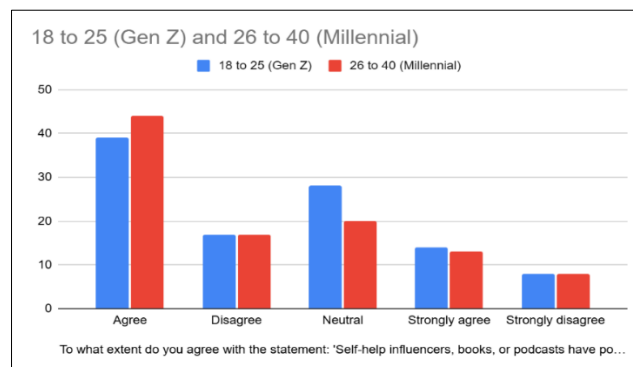
Millennials are slightly more affected by self-help material in forming their view of gratitude, with 55.9% agreeing or strongly agreeing, compared to 50% of Gen Z. Gen Z has a higher neutral response (26.4% vs. 19.6%), which indicates greater ambivalence. The levels of disagreement are almost identical between both groups. Overall, Millennials are more accepting of self-help influences, and Gen Z is more polarized.

Chart 4.2.11.
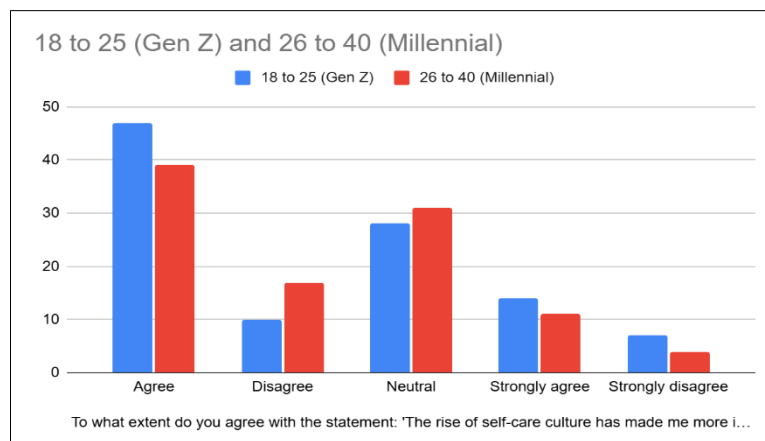
Gen Z is more impacted by self-care culture in expressing gratitude, with 57.5% agreeing or strongly agreeing versus 49% of 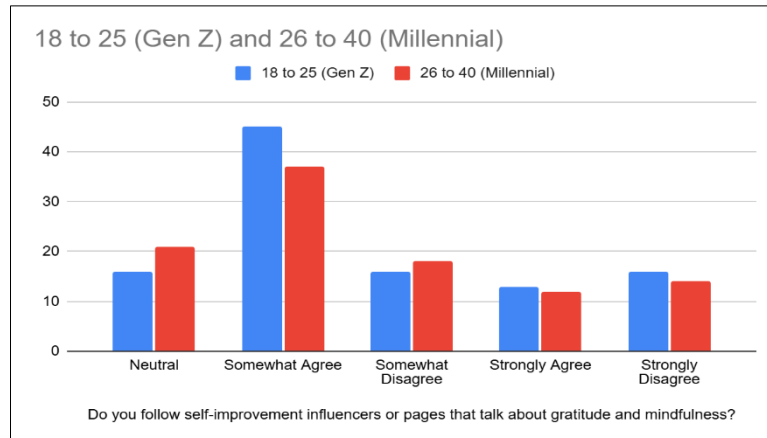Millennials. Millennials have a greater neutral response (30.4% vs. 26.4%) and are more likely to disagree (20.6% vs. 16%). Gen Z is generally more deliberate regarding gratitude as a result of self-care culture, while Millennials are more mixed in their view.

Chart 4.2.12.

Gen Z and Millennials are equally engaged with self-help influencers, with roughly 51% of both groups agreeing or strongly agreeing. Yet, Millennials have a bit more neutral response (20.6% compared to 15.1%), whereas Gen Z has a bit more strong disagreement (15.1% compared to 13.7%). Both generations have a mixed attitude overall, but with a slight inclination towards following such content.

Final Summary

Gen Z and Millennials share similar gratitude attitudes, but there are differences in emotional responses and behaviours. Millennials typically express gratitude more frequently, especially when receiving assistance (59.8% vs. 46.2%) and when using contemporary conveniences (37.3% vs. 27.4%). They are also more involved with self-improvement movements (62.7% vs. 50.9%) and self-help influences when forming the perception of gratitude (55.9% vs. 50%).

Gen Z, however, is more expressive socially, often showing appreciation towards others (45.3% compared to 26.5%). Yet, they also tend to be more hesitant in accepting assistance (23.6% compared to 10.8%) and have a greater tendency to get annoyed by small annoyances, for example, delays in food delivery (34.9% compared to 22.5%).

Though both generations recognize the influence of instant gratification on patience, Gen Z is ever so slightly more impacted, with 66.9% concurring that it decreases patience as opposed to 62.7% of Millennials. Gen Z also seems more impacted by self-care culture in being grateful (57.5% vs. 49%), although Millenials are still more ambivalent on this issue.

In general, Millennials have a more consistent and habitual expression of gratitude, while Gen Z is more intensely grateful but with more emotional ups and downs. Millennials are more patient, situational, and systematic in their gratitude, while Gen Z is more outspoken but conflicted in their emotional expression.

4.3. Correlational Analysis

1. People and Experience Reflection

Correlation ($r = -0.0089$) → No Significant Relationship

Both Gen Z and Millennials display similar trends in reflecting on influential relationships and experiences. Beyond differences in their formative environments—Gen Z reared with digital saturation and Millennials amid an era of transition—both generations appear to prioritize personal relationships and life-defining moments equally.

The fact that they are similar indicates that reflection is influenced more by personal upbringing and character than by generation, particularly with both being subjected to the same grist about gratitude and personal development online.

2. Appreciation of Everyday Things (Health, Nature, Comfort)

Correlation (r = -0.0673) → Weak Negative Correlation

Millennials seem to show a little more gratitude for mundane yet basic comforts, such as good health or a serene atmosphere. This could be due to having grown up with fewer comforts, making them more appreciative of the fundamentals. Gen Z, on the other hand, has never known anything but digital convenience, instant services, and climate-controlled comfort, perhaps making them less self-aware of what they've always had.

3. Instant Gratification Decreasing Patience

Correlation (r = 0.0826) → Weak Positive Correlation

Gen Z seems to be more influenced by the instant gratification culture, leading to slightly decreased patience levels. Their one-click ordering, speed content, and instant solution world has conditioned people to expect speed as the standard. Millennials having witnessed slower and faster systems in place seem to have developed greater resistance towards waiting and lag.

4. Appreciation for Modern Convenience

Correlation (r = -0.0835) → Weak Negative Correlation

There exists a weak tendency for Millennials to appreciate newer digital conveniences slightly more. As they experienced life prior to services such as Netflix or Swiggy being standard, they are more likely to appreciate these conveniences as incredible developments. Gen Z, on the other hand, came of age knowing such services as a norm and is consistent with the belief that familiarity breeds contempt.

5. Neglect of Effort Behind Digital Services

Correlation (r = 0.1426) → Weak Positive Correlation

Gen Z might tend to ignore the behind-the-scenes work that goes into digital services. Being used to having AI-driven tools and hassle-free platforms all their lives, they might not completely acknowledge the intricacy or human effort behind such tech. Millennials, who have witnessed the shift from physical to digital, are more cognizant of the infrastructure behind convenience.

6. Following Self-Improvement Trends (Mindfulness, Gratitude Practice, Journaling)

Correlation (r = -0.2186) → Weak to Moderate Negative Correlation

Millennials are more inclined to actively engage with self-improvement practices like journaling and mindfulness. Their embrace of wellness culture has been more intentional and structured, often involving books, courses, or coaching. Gen Z, while exposed to similar trends, may engage more as passive observers through social media rather than committed practitioners.

7. Self-Help Content's Impact on Gratitude

Correlation (r = -0.1773) → Weak Negative Correlation

Millennials are influenced to a smaller extent by self-help material when it comes to forming attitudes of gratitude. They tend to find books, podcasts, and leaders in the space of self-development. Gen Z, however, might use such material in a more leisurely manner—quite frequently through short-form video—and this may lessen the depth of influence.

8. Self-Care Culture and Gratitude Consciousness

Correlation (r = -0.2496) → Weak to Moderate Negative Correlation (Strongest Correlation in the Data)

Self-care culture appears to have a stronger influence on instilling gratitude among Millennials. Being a generation that had to learn and mainstream therapy, wellness practices, and mindfulness, Millennials would see self-care as a conscious and effective instrument. For Gen Z, these ideas were already prevalent while growing up, and therefore, less new or revolutionary.

9. Following Gratitude & Mindfulness Influencers

Correlation (r = -0.1246) → Weak Negative Correlation

Millennials will more likely follow certain gratitude or mindfulness influencers than Gen Z. They purposefully look for systematic guidance by someone like Jay Shetty or Brené Brown. Gen Z generally, however, will stick with algorithm-based content instead of deliberately following influencers in the wellness sphere.

Final Summary

Millennials are more conscious and intentional regarding gratitude, led largely by the shift in self-care and wellness culture. They are more mindful of daily comforts and more heavily impacted by improvement and self-help material. Gen Z, socialized with convenience and technology from the beginning, will likely experience gratitude content more passively and may take some comforts for granted. Both generations appreciate gratitude but differ in depth and method according to the decade they were brought up in.

Chart 4.7.1.

Chart 4.7.2.

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4.4. Regression Analysis

Figure 4.8.1.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	0.04768397						
R Square	0.00227376						
Adjusted R Square	-0.0026655						
Standard Error	1.03191171						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	0.490196078	0.490196	0.460346	0.49823867		
Residual	202	215.0980392	1.064842				
Total	203	215.5882353					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.70588235	0.228469093	16.2205	1.94E-38	3.25539216	4.1563725	3.255392163	4.156372543
X Variable 1	0.09803922	0.144496542	0.678488	0.498239	-0.1868758	0.3829542	-0.186875797	0.382954229

The influence of age group is trivial — the modest boost in Millennials' answers is insignificant. Because the p-value is large (0.498), we don't reject the null hypothesis — there is no significant distinction between Gen Z and Millennials for this question. The R² value is extremely low, so age group accounts for nearly none of the differences in responses. There is no notable variation in the way Gen Z and Millennials feel about the individuals and experiences that defined their lives. Both of them appear to share similar feelings on this.

Figure 4.8.2.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	0.07718571						
R Square	0.00595763						
Adjusted R Square	0.00103663						
Standard Error	1.14537382						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	1.588235294	1.588235	1.210655	0.272512		
Residual	202	265	1.311881				
Total	203	266.5882353					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.61764706	0.253590026	14.26573	2.13E-32	3.117624	4.117670137	3.11762398	4.11767014
X Variable 1	-0.17647059	0.160384415	-1.1003	0.272512	-0.492713	0.139771774	-0.49271295	0.13977177

The. negative coefficient indicates that Millennials would stop to appreciate less often than Gen Z. The p-value (0.273) is many times larger than 0.05. — so the difference isn't statistically significant. R² is extremely low, so age group explains virtually none of the variance in responses. No statistically significant difference exists between Gen Z and Millennials in frequency of appreciation in daily life. Any difference. observed likely results from chance.

Figure 4.8.3.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	0.01385286						
R Square	0.0001919						
Adjusted R Square	-0.0047576						
Standard Error	1.06671732						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	0.044117647	0.044118	0.038772	0.844099827		
Residual	202	229.8529412	1.137886				
Total	203	229.8970588					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.61764706	0.236175185	15.31764	1.18E-35	3.15196217	4.08333195	3.15196217	4.083331947
X Variable 1	-0.0294118	0.149370302	-0.19691	0.8441	-0.323936749	0.26511322	-0.32393675	0.265113219

Very low R²: Age group accounts for next to no variance in perceived loss of patience. P-value (0.844) is very high — there is no significant difference. Coefficient is practically zero, revealing no real difference between the groups. There's no significant distinction between Gen Z and Millennials over whether instant gratification has lost them patience. Both groups equally share this belief.

Figure 4.8.4.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	1.19905E-08						
R Square	1.43772E-16						
Adjusted R Square	-0.0049505						
Standard Error	0.98926484						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	2.84217E-14	2.84E-14	2.9E-14	0.999999864		
Residual	202	197.6862745	0.978645				
Total	203	197.6862745					
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	3.62745098	0.219026917	16.56167	1.75E-39	3.195578659	4.0593233	3.195578659	4.059323302
X Variable 1	-7.7731E-17	0.138524785	-5.6E-16	1	-0.273140039	0.27314	-0.27314004	0.273140039

This model displays no difference between Gen Z and Millennials. The age group coefficient is essentially zero, and the p-value is 1.00, which means statistical insignificance. R² is tiny, so age is not explanatory in this case. Gen Z and Millennials express exactly the same level of appreciation of contemporary conveniences. Age group is not accountable for a measurable difference in this feeling.

Figure 4.8.5.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	0.055974717						
R Square	0.003133169						
Adjusted R Square	-0.00180182						
Standard Error	1.142297562						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	0.828431373	0.828431	0.634889344	0.42650303		
Residual	202	263.5784314	1.304844				
Total	203	264.4068627					
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	3.676470588	0.113104312	32.50513	3.45708E-82	3.45345406	3.899487114	3.45345406	3.899487114
X Variable 1	-0.12745098	0.159953653	-0.7968	0.426503035	-0.44284398	0.187942014	-0.442844	0.187942014

The age group effect is not significant (p-value > 0.05). Millennials will tend to agree a little less than Gen Z, but the difference is extremely small and statistically insignificant. R² is nearly zero, so age accounts for virtually none of the variation in agreement. No significant difference exists between Gen Z and Millennials in perceiving that they take the effort for granted behind everyday digital ease.

Figure 4.8.6.

SUMMARY OUTPUT							
Regression Statistics							
Multiple R	0.1248204						
R Square	0.01558013						
Adjusted R Square	0.01070677						
Standard Error	1.13556457						
Observations	204						
ANOVA							
	df	*SS*	*MS*	*F*	*Significance F*		
Regression	1	4.12254902	4.122549	3.196996	0.075272534		
Residual	202	260.4803922	1.289507				
Total	203	264.6029412					
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	3.02941176	0.251418222	12.04929	1.51E-25	2.533671001	3.5251525	2.533671	3.525152528
X Variable 1	0.28431373	0.159010845	1.788015	0.075273	-0.02922026	0.5978477	-0.0292203	0.597847714

Positive coefficient indicates Millennials tend to follow more self-improvement trends compared to Gen Z. The p-value is 0.075, meaning the result is statistically significant at a borderline level — perhaps there's a trend one can investigate using a

larger dataset. R^2 remains low, so other conditions presumably affect this behavior more than age group only. There is a small but not statistically significant inclination for Millennials to practice self-improvement more than Gen Z. The finding is indicative but not conclusive.

Figure 4.8.7.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	5.1908E-08
R Square	2.6945E-15
Adjusted R Square	-0.0049505
Standard Error	1.11948729
Observations	204

ANOVA

	df	SS	MS	F	Significance F
Regression	1	6.82121E-13	6.82E-13	5.44E-13	0.999999412
Residual	202	253.1568627	1.253252		
Total	203	253.1568627			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.3627451	0.247858652	13.56719	3.12E-30	2.874023013	3.8514672	2.874023013	3.85146718
X Variable 1	9.3277E-16	0.156759576	5.95E-15	1	-0.309094987	0.309095	-0.30909499	0.30909499

There is no variation between age groups in agreement with the effect of self-help content on gratitude. The 1.00 p-value and R^2 approximately equal to zero indicate zero predictive power — age has no real impact here. Individuals from both Gen

Z and Millennial cohorts seem to react in the same way. Age group does not affect how individuals view the effect of self-help content on their level of gratitude — both generations are equally (or un-) affected.

Figure 4.8.8.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.06257308
R Square	0.00391539
Adjusted R Square	-0.0010157
Standard Error	1.0214407
Observations	204

ANOVA

	df	SS	MS	F	Significance F
Regression	1	0.828431373	0.828431	0.794018	0.373948124
Residual	202	210.754902	1.043341		
Total	203	211.5833333			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.60784314	0.226150772	15.95326	1.29E-37	3.16192416	4.0537621	3.16192416	4.05376211
X Variable 1	-0.127451	0.143030307	-0.89108	0.373948	-0.4094749	0.1545729	-0.4094749	0.15457294

High p-value (0.374) → No statistically significant difference between Millennials and Gen Z. Both generations concur to about the same degree that self-care culture has made them more deliberate regarding gratitude. The effect size is extremely

small (coefficient = -0.127), and even if it were significant, it wouldn't be significant. Age group does not have an effect on how individuals view the impact of self-care culture on their practice of gratitude. Gen Z and Millennials seem to be in agreement here.

Figure 4.8.9.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.04313659
R Square	0.00186077
Adjusted R Square	-0.0030805
Standard Error	1.25502291
Observations	204

ANOVA

	df	SS	MS	F	Significance F
Regression	1	0.593137255	0.593137	0.376575355	0.540132184
Residual	202	318.1666667	1.575083		
Total	203	318.7598039			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.3627451	0.277866743	12.10201	1.04059E-25	2.814853738	3.9106365	2.81485374	3.910636458
X Variable 1	-0.1078431	0.175738359	-0.61366	0.540132184	-0.454360059	0.2386738	-0.45436006	0.238673784

The p-value is extremely high → There is no difference between Gen Z and Millennials regarding following self-help influencers/pages. The difference between means is minimal and not statistically significant. Gen Z and Millennials are equally likely to follow influencers/pages discussing gratitude and mindfulness. No age trend seen.

Final Summary:

None of the regression models indicate statistically significant differences (p < 0.05) between Gen Z and Millennials. R Squares are very low → Age group accounts for nearly no variation in responses. Responses are uniform across age groups, indicating generational attitudes towards gratitude and related content are generally similar.

The regression tests show no statistically significant differences in response between Gen Z and Millennials. The uniformly low R^2 values suggest that generation does not significantly predict gratitude, self-care, or self-help influence attitudes or behaviors. This implies that trends in gratitude are not age-specific but are instead universally felt and influenced by larger cultural or technological changes.

4.5. Thematic Analysis

Thematic Analysis of Gen Z Responses

1. Digital and Social Media Influence

Frequent mentions of "social media" suggest that the younger generation of today primarily uses social media platforms to easily show appreciation for others through their digital network. Gen Z users make use of social media platforms including Instagram and TikTok and Twitter to express gratitude through their sharing capabilities which include standard posts and stories and shoutouts and more. Gen Z uses digital forms of interaction primarily over verbal or written methods of gratitude expression like:

- Posting thank-you messages online.
- The combination of emojis together with gifs and memes serves Gen Z members as effective gratitude messengers.
- Participating in social media content through liking posts enables successful acknowledgment while sharing content helps raise visibility.

The manner in which people show gratitude has evolved towards public acknowledgments and instant expressions instead of maintaining private expressions.

2. **Different from Older Generations**

Phrases like "older generations" and "compared to" highlight a perceived shift in gratitude expression styles. A noticeable number of survey participants compared their own actions toward gratitude against the patterns displayed by earlier generations. Previous generations show gratitude in a stricter and conventional way by sending thank-you cards in addition to making phone calls. Gen Z maintains the standpoint that their way of showing gratitude differs from previous generations.

- They use informal means such as short texts or reactions in place of formal gratitude letters.
- Users from Gen Z rely on digital methods (they use messages or tags or emojis instead of verbal expressions of gratitude).
- People from Gen Z express their gratitude by their own desires rather than following conventional traditions.

The modern form of gratitude adopted by Gen Z integrates the values of appreciation with personal creativity which deviates from traditional expressions.

3. **Expressing Gratitude Actively**

Words like "express gratitude" and "our generation" indicate that Gen Z sees itself as proactive in showing appreciation. Gen Z's methods of gratitude expression might vary yet it cannot be established that they show gratitude in reduced amounts. The study reveals that members of Gen Z take initiative in expressing appreciation according to numerous participants. Gratitude serves its purpose as a tool to develop meaningful friendships and enhance their digital social bonds and maintain genuine relationships.

Some examples include:

- Group members receive public appreciation through group messaging rather than individual private messages.
- Thank you expressions in the digital space come in three forms which include video

messages alongside personalized content and digital art.

- Gen Z individuals express thankfulness through highly frequent small actions such as sending quick messages and using reactions instead of traditional formal gestures.

The methods of Gen Z feel different regarding gratitude, but they maintain the value of showing appreciation through their brief, efficient and communication-driven approaches.

Thematic Analysis of Millennials' Responses

1. Comparing Generations

Millennials frequently considered how their ways of communicating differed from older generations' ways of communicating. Many indicated that when they were growing up, gratitude was typically expressed in formatted ways - handwritten notes, lengthy phone calls, or face-to-face exchanges. Some noticeable trends were:

- Older generations were more disciplined in gratitude expressions in social or professional contexts.
- Millennials seem to feel that gratitude has become more spontaneous and less formal over time.There is a shift from private, one-on-one expressions to casual, digital forms of expressing gratitude.

Overall, this motif leads one to see that Millennials recognize a role between traditional and contemporary, digital -e.g. social media-, expressions of gratitude.

2. Digital and Social Media Influence

Like Gen Z, Millennials are aware of the role technology and social media play in gratitude. Yet there was a stronger sense that technology has changed what gratitude looks like. Some believed it was less personal, as everything is done through a screen. Recurring themes of their perspective were:

- Social media provides for more public gratitude yet seems less authentic.
- While Millennials still practice face-to-face gratitude, they are likely to use digital gestures more frequently.
- There is a balance between quick digital gestures that convey gratitude (likes, comments, messages) and exhibiting real meaning in person.

This theme speaks to the generation's acceptance of technology, yet it critically thinks about whether the medium enhances or weakens gratitude.

3. Perceived Changes in Gratitude

Millennials often articulated that gratitude is nowadays:

- Somewhat faster but a bit shallower (a quick text as opposed to a heartfelt letter)
- Somewhat easier but a bit less memorable (a like vs a handwritten thank you)
- Somewhat more public but a bit less intentional (thanking someone in a comment vs privately)

That said, Millennials ultimately believe that real appreciation is important. Respondents notably pointed out that they often strive to incorporate older and newer forms of gratitude, such as:

- Sending voice notes or personal messages instead of general reactions.
- Making time to thank someone in person, especially when gratitude has occurred (notably in communities).
- Utilizing modern mediums (e.g. sending an e-card) in tandem with older ways of doing things (e.g. a handwritten thank you).

This theme suggests that Millennials believe that gratitude is not static, and they intentionally find a balance between efficiency and initializing authenticity.

5. FINDINGS

- Influence of Digital Convenience

Modern digital platforms and social media networks have transformed how the youth generations show appreciation for one another. Digital platforms enable fast communication but typically produce brief and shallow messages about appreciation.

- Role of Self-Improvement Movements

Modern readers from both generations use motivational media and self-guide literature to build gratitude practices into their personal growth process. To Generation Z gratitude serves personal advancement but their emphasis lies mainly on their individual accomplishments rather than collective welfare.

- Generational Differences in Gratitude Expression

The practice of gratitude appears more frequently among millennials in both depth and sincerity while they choose direct encounters along with handwritten expressions. Generation Z members who grew up with technology tend to tell their gratitude through short online messages or emoji symbols or by using social media platforms.

- Gender-Based Gratitude Levels

Women belonging to both age groups demonstrated higher levels of gratitude along with emotional strength than male participants. Such behavior appears because society wants women to show their emotions openly.

- Influence of Mental Health Awareness

The growing mental health awareness has led to an increase in appreciation-based practices through activities like writing in journals and maintaining positive affirmations. The regular participation of Millennials contrasts with Generation Z who responds to trends and current patterns.

- Impact of Social Validation Culture

Today's young people associate gratitude mainly with the approval indicators found on social media platforms which they value above authentic emotional connections. The contemporary generation shows preference for genuine expressions of gratitude through personal contacts rather than abstract displays.

- Emotional Disconnect in Digital Communication

The research shows Generation Z members experience difficulty showing appreciation in person thus they prefer to send electronic messages. The population segment known as Millennials values direct human encounters more than digital options because personal relationships exceed the advantages of electronically communicating.

6. CONCLUSION

Research studied the gratitude levels within Millenniums and Generation Z to understand their appreciation expressions and perceptions about gratitude. Various societal changes combined with cultural time differences and fast-paced technological progress result in dissimilar gratitude expression among these two generations who equally value gratitude. Members of the Millennial generation who experienced limited digital presence during their upbringing express their gratitude through traditional, emotionally authentic methods which include personal discussions and handwritten notes and physical gestures. Gratitude practices from their cultural context develop through established emotional bonds between people who maintain long-term social relationships.

Generation Z individuals who have experienced digital-first life tend to express gratitude through private transactions rather than traditional manners. Due to their background in social media and internet culture they show gratitude through digital expressions such as emoticons combined with short messages and reposting. Digital quickness in their world minimizes emotional intensity and leads to simpler and less complex ways of expressing gratitude.

Both generations express gratitude through factors including self-improvement trends and mental well-being consciousness as well as societal recognition requirements and gender-related values. Data showed that females within each generation displayed higher gratitude levels than males which reveals gender affects emotional communication. Technology innovations and social changes have reshaped how people from both generations display and experience their feelings of gratitude in modern society.

7. FUTURE SCOPE

- **Expansion to Larger and More Representative Samples**: Future research findings will obtain greater accuracy and wider relevance by increasing participant diversity.

- **Inclusion of Cross-Cultural and Global Perspectives**: Studies about different cultural nations help show how local societal values influence the ways individuals express gratitude through the years.

- **Longitudinal Studies to Track Gratitude Over Time**: Following research participants for a longer duration will reveal shifts in their gratitude levels linked to their aging process and life development.

- **Impact of Mental Health and Emotional Intelligence**: Highly skilled emotional analyses combining gratitude research with emotional well-being and emotional intelligence leads to better psychological understanding.

- **Effect of Educational and Social Conditioning**: The assessment of school factors together with parenting methods and the delivery of empathy and service values inside communities helps explain behavioral development.

8. LIMITATIONS

- Sample Size: The sample size for the study is about 200 with about 100 respondents from each generation being studied. This sample size is fairly small and makes it difficult to find significant differences between the responses of the two generations.

- Sampling Bias: Since the sample was not randomized and convenience sampling was used, the results of this study may not be generalizable beyond the sample population.

- External Validity (Generalizability): The use of convenience sampling for data collection further affects the generalizability of the results of this study to a larger population. This is because of the specificity of the demographic background of the respondents in terms of the regions, type of households, etc. thus making the results inapplicable to people from other backgrounds in the same generation.

- Confounding Variables: Uncontrollable factors such as lifestyle of the respondents, their socio-economic status, standard of living, mental well-being, etc. may have further influenced their responses creating a respondents' bias, therefore giving biased results.

- Hawthorne Effect: The sample may have exhibited the Hawthorne effect by providing altered responses that are socially acceptable without full disclosure or honesty as they were aware of the fact that they were being studied for research. This will deem the results slightly unreliable and may require more scrutiny and further investigation to be generalizable.

- Social Desirability Bias: The respondents may have given responses that are more socially acceptable rather than giving the true responses leading to inaccurate data.

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