

Bollywood Influence on Gen Z: Examining Ethical Judgment, Identity Development, and Managerial Decision-Making

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Abstract: This study examines the influence of Bollywood media exposure on the managerial decision-making orientation of Indian Generation Z management students, focusing on the mediating roles of ethical judgment and identity formation. Drawing on social cognitive and identity theories, the research explores how sustained engagement with cinematic narratives shapes ethical reasoning and self-concept, which subsequently guide managerial decision tendencies. Data were collected from management students using validated and culturally adapted measurement scales, and the proposed mediated framework was tested using partial least squares structural equation modelling. The findings indicate that Bollywood media exposure positively influences both ethical judgment and identity formation, which in turn significantly affect managerial decision-making orientation. Ethical judgment emerges as the stronger mediating mechanism, while identity formation plays a supportive role in explaining this relationship. The results highlight the role of cinematic media as a powerful socializing agent that shapes managerial cognition through ethical and identity-based processes. The study contributes to media psychology and management education literature by demonstrating how entertainment media exposure can influence future managerial behavior and underscores the importance of incorporating media literacy and ethical awareness into management education.

Keywords: Bollywood Media Exposure, Generation Z, Ethical Judgment, Identity Formation, Managerial Decision Making, PLS-SEM