

Technology Exposure, Parental Mediation, and Social Validation Pressures among Gen-Alpha: A Logistic Regression Study with Millennial Parents in Bangalore

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Abstract: *This study examines the connection between early technology exposure and social-digital outcomes as per parental guidance practices among Generation Alpha children. The research focuses on how parents mediate technology use regarding children's digital development. Data were surely collected from 141 millennial parents in Bangalore through structured questionnaires. Moreover, this approach helped gather reliable information for the study. Four major factors were used in this study: Technology-driven Social Validation Pressures, Digital Learning Disruptions, Marketing Influence and Consumer Susceptibility, and Emotional Resilience, which have been divided into high and low groups. In addition, the use of logistic regression was to check how technology exposure and parent control factors definitely affect children's results. The study also looked at basic family details to see their impact. It is also observed that learning orientation and parental support help to reduce high validation pressures in children, but resilience only increases these pressures unexpectedly. Basically, the model got 85.7% accuracy with good agreement ($\kappa = 0.71$), but the ROC curve showed poor discrimination with an AUC of 0.461, which is the same as saying it struggles with probability predictions. As per these findings, logistic regression shows good potential for predicting Gen-Alpha's digital validation habits but also has clear limitations. Regarding the results, this method can explain some patterns but cannot capture all aspects of their online behavior. The study shows that parental strategies and socio-cognitive orientations both shape children's digital behaviors. It further suggests that nonlinear modeling approaches can provide better predictive insights, as the relationship itself is complex.*

Keywords: Generation Alpha, Millennial parents, Technology-driven Social Validation Pressures, Digital Learning Disruptions, Marketing Influence and Consumer Susceptibility, and Emotional Resilience

