

Research Article

To study Generation-Z awareness about Thank god it's Monday & Thank god it's Friday in Vadodara & Kutch District

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How to cite this article:

Sapra V, Rajgor Y, Vidani J. To study Generation-Z awareness about Thank god it's Monday & Thank god it's Friday in Vadodara & Kutch District. *J Adv Res Servi Mgmt* 2025; 10(2): 12-19.

Date of Submission: 2025-11-05

Date of Acceptance: 2025-12-04

A B S T R A C T

The expressions “Thank God It’s Friday” (TGIF) and “Thank God It’s Monday” (TGIM) symbolise contrasting workplace mindsets—one of relief and escape, and the other of motivation and engagement. With changing global work cultures, these sentiments have become vital indicators of employee well-being and workplace satisfaction. This study explores Generation Z’s awareness and perceptions of TGIF and TGIM in the Vadodara and Kutch districts of Gujarat, India. As digital natives entering a rapidly evolving work environment, Gen Z represents a generation redefining work-life balance, flexibility, and purpose-driven employment. The research draws upon literature from psychology, organisational behaviour, and occupational health to analyse the psychological, cultural, and socio-economic underpinnings of weekday attitudes.

A structured questionnaire was used to collect data regarding Gen Z’s awareness of TGIF/TGIM, emotional associations with Fridays and Mondays, and perceived impact of work-life balance and flexibility. The findings aim to understand how regional, occupational, and generational contexts influence weekday perceptions and contribute to shaping modern work culture. The study holds significance for organisations seeking to cultivate positive weekday engagement, enhance employee well-being, and align workplace culture with Gen Z’s evolving expectations.

Keywords: Generation Z, Work Culture, TGIF, TGIM, Weekday Attitudes, India

Introduction

Work and leisure have long been shaped by the rhythm of the seven-day week—a universal structure dividing time between productivity and rest. Within this cycle, two cultural phrases – “Thank God It’s Friday (TGIF)” and “Thank God It’s Monday (TGIM)” – capture contrasting emotional states toward work.⁴⁹ TGIF symbolises relief from

work-related stress and anticipation of relaxation, while TGIM reflects enthusiasm and optimism toward work as a meaningful pursuit.¹

In modern times, especially in post-pandemic hybrid work environments, these attitudes are not mere sayings but reflect broader changes in workplace psychology. TGIF embodies a traditional narrative of work as exhausting and weekends as recovery, whereas TGIM promotes the idea

of work as fulfilling and intrinsically rewarding.^{50,51} This evolving balance between stress and satisfaction forms the core of workplace well-being discussions today.²

Generation Z, born between 1997 and 2012, has entered this changing workforce with unique expectations.⁴¹ Known for their digital fluency, independence, and desire for meaningful work, Gen Z views employment through a lens of flexibility, balance, and purpose.⁴⁰ Their perspectives differ from older generations who often viewed work as an obligation rather than an opportunity.³⁹ For Gen Z, a job's emotional and psychological resonance often outweighs financial stability alone. Understanding whether they lean more toward TGIF or TGIM can thus reveal critical insights into emerging workplace dynamics.³

This research focuses on Generation Z in Vadodara and Kutch, two distinct districts of Gujarat. Vadodara, an industrial and educational centre, is characterised by students, startups, and professional organisations fostering modern work culture.³⁵ Kutch, known for trade, tourism, and traditional industries, represents a unique blend of modern development and cultural rootedness.³⁶ Studying TGIF and TGIM across these regions enables a comparative understanding of how context shapes generational attitudes toward work.⁴

Existing literature emphasises that weekday moods and workplace engagement vary based on job satisfaction, stress, and cultural background.^{37,42} Studies by Stone and Schneider⁵ confirmed that Friday and weekend moods are significantly better than weekday moods. Grazian^{6,43} highlighted that coworking spaces and flexible environments encourage a TGIM mindset by redefining work as creative and collaborative.³⁸ Similarly,^{7,44} that weekend recovery, particularly sleep quality, substantiates the TGIF sentiment physiologically.^{8,45}

Despite these insights, Indian studies on TGIM vs. TGIF remain scarce, especially among Gen Z. Western-centric research dominates the field, leaving regional variations unexplored.^{46,52} Given India's evolving workforce culture and demographic diversity, understanding weekday attitudes at the intersection of generational identity and local context is essential.^{9,47}

Hence, this study aims to examine Gen Z's awareness and perceptions of TGIF and TGIM in Vadodara and Kutch, focusing on how regional work culture, psychological factors, and generational identity influence weekday attitudes.⁴⁸ The findings will help organisations and educators design environments that reduce stress, enhance motivation, and align with Gen Z's evolving vision of meaningful work.^{10,53}

Research Objectives

- To study the awareness of the phrase "Thank God It's Friday (TGIF)" among Generation Z in Vadodara and Kutch.⁵⁴

(Objective achieved in Question 5 of the questionnaire)

- To analyse Generation Z's perception of Fridays as a source of relief and freedom from stress.⁵⁵ (Objective achieved in Question 7 of the questionnaire)
- To analyse Generation Z's perception of Mondays as fresh opportunities and motivation.⁵⁶ (Objective achieved in Question 8 of the questionnaire)
- To study the extent of stress or low mood experienced on Monday mornings among Generation Z. (Objective achieved in Question 11 of the questionnaire)

Literature Review

Stone, Schneider & Harter (2012): Weekday Mood Patterns Their large-scale U.S. study revealed that moods improve significantly on Fridays and weekends, confirming TGIF's psychological basis. However, cultural and demographic differences influence these effects, suggesting the need for localised studies [11].

Grazian (2020): Coworking and TGIM

Through ethnographic research in coworking spaces, Grazian found that flexible and creative work environments foster TGIM attitudes by reframing work as enjoyable and community-driven.¹²

Petersen et al. (2017): Sleep and TGIF

This study showed that individuals sleep longer and deeper on weekends, validating TGIF as a recovery mechanism both mentally and physically.¹³

Fontaneda et al. (2024): [27] Weekday

Effect on Workplace Accidents Analysis of 2.8 million accidents revealed a "Monday Effect", where accidents peak early in the week, suggesting lower focus and engagement—an area TGIM culture could improve.¹⁴

Ketterman et al. (2016): [28] Positive Psychology and TGIM Framework

The Character Champions® model proposed aligning work with personal temperaments to foster emotional intelligence, reduce turnover, and encourage TGIM attitudes.¹⁵

Research Gap

Despite increasing discussion on TGIM and TGIF, empirical research on Indian Generation Z's weekday attitudes is limited. Most studies focus on Western populations, overlooking cultural, regional, and occupational variations within India. Furthermore, research rarely compares TGIM and TGIF simultaneously or explores how flexible work environments influence Gen Z perceptions. There is also a lack of understanding of how local socio-economic contexts (like Vadodara's industrial setting and Kutch's traditional economy) shape these attitudes. This study addresses these gaps by conducting a

comparative, region-specific analysis of Gen Z's awareness and perceptions of TGIF and TGIM in Gujarat.

Hypothesis

H₁(5): There is a significant association between age and familiarity with the phrase "Thank God It's Friday (TGIF)"

H₁(6): There is a significant association between age and familiarity with the phrase "Thank God It's Monday (TGIM)".

H₁(7): There is a significant association between age and the belief that Fridays represent relief and freedom from stress

H₁(8): There is a significant association between age and the belief that Mondays represent fresh opportunities and motivation.

H₁(9): There is a significant association between age and the feeling of being more energetic and positive on Fridays compared to Mondays.

H₁(10): There is a significant association between age and the belief that meaningful work/studies can make Mondays motivating (TGIM attitude).

H₁(11): There is a significant association between age and experiencing stress or low mood on Monday mornings.

H₁(12): There is a significant association between age and the belief that weekends are important for rest and recovery.

H₁(13): There is a significant association between age and the perception that work-life balance influences TGIF/TGIM attitudes.

H₁(14): There is a significant association between age and the belief that flexible schedules encourage a TGIM attitude.

H₁(15): There is a significant association between age and the belief that Generation Z values purpose-driven work more than financial stability.

Validation Of Questionnaire

The survey included a series of statements supported by previous research.²⁹ Participants were asked about their familiarity with the phrases "Thank God It's Friday (TGIF)" and "Thank God It's Monday (TGIM)," based on studies by Vidani (2015).^{16,32} and^{17,31} Additional items explored

emotional associations with Fridays and Mondays, such as feelings of relief, freedom, fresh opportunities, and motivation, as noted by.^{18,19} The questionnaire also assessed differences in energy and positivity between the two days, referencing (2017).²⁰ Further statements examined beliefs about meaningful work or studies influencing a positive TGIM attitude²¹ and the common experience of stress or low mood on Monday mornings.²² Respondents were also asked about the importance of weekends for rest and recovery, informed by.^{23,34} The role of work-life balance in shaping attitudes toward Fridays and Mondays was highlighted by (2018)²⁴, while the impact of flexible schedules on adopting TGIM was drawn from Singh.^{25,33} Finally, a statement regarding Generation Z's preference for purpose-driven work over financial stability was based on findings by.^{26,30}

Research Methodology

The study adopts a descriptive research design and utilises a non-probability convenient sampling method. Primary data were collected using a structured questionnaire consisting of close-ended questions, administered online through Google Forms. The sample size comprises 180 respondents from the areas of Vadodara and Kutch. The sampling units include students, private and government employees, businessmen, homemakers, and professionals such as chartered accountants and doctors. Data were analysed using tables, with SPSS and Excel employed as the primary analytical tools.

Demographic Summary

The study consisted of 170 respondents, mostly aged 18–25 years, with a majority being female and students pursuing undergraduate education. Most respondents belonged to urban areas and nuclear families, with an average monthly income ranging between ₹10,000 and ₹25,000.

Cronbach's Alpha

The reliability test for the TGIF–TGIM scale (11 items) showed a Cronbach's Alpha of 0.898, indicating excellent internal consistency. This confirms that all statements related to TGIF and TGIM perceptions are highly reliable and measure a consistent construct.

Table 1. Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	p-value	Result (</> 0.05)	Accept / Reject Null Hypothesis	R Value	Relationship
1	There is a significant association between Age and awareness of the phrase "Thank God It's Friday (TGIF)".	0.021	< 0.05	Reject Null Hypothesis	0.312	Moderate Positive
2	There is a significant association between Age and awareness of the phrase "Thank God It's Monday (TGIM)".	0.048	< 0.05	Reject Null Hypothesis	0.285	Moderate Positive

3	There is a significant association between Age and the belief that Fridays represent relief and freedom from stress.	0.062	> 0.05	Accept Null Hypothesis	0.198	Weak Relationship
4	There is a significant association between Age and the belief that Mondays represent fresh opportunities and motivation.	0.032	< 0.05	Reject Null Hypothesis	0.326	Moderate Positive
5	There is a significant association between Age and feeling more energetic and positive on Fridays compared to Mondays.	0.017	< 0.05	Reject Null Hypothesis	0.351	Moderate Positive

*Source: Author's compilation

Discussion

The study aimed to explore the perceptions of Generation Z toward the cultural expressions “Thank God It’s Friday (TGIF)” and “Thank God It’s Monday (TGIM)”, along with understanding how work–life balance, flexibility, and meaningful engagement influence these attitudes.

The demographic profile revealed that the majority of respondents were young adults aged 18–25 years, primarily female undergraduate students, belonging to nuclear families and residing in urban areas. This suggests that the findings largely reflect the views of the younger and more academically orientated segment of Generation Z.

The descriptive statistics indicate that respondents show higher familiarity and positive feelings toward TGIF (mean = 3.66) compared to TGIM (mean = 3.41). Fridays are associated with relief and freedom from stress (mean = 3.54), while Mondays are only moderately linked to fresh opportunities and motivation (mean = 2.63). These findings confirm that the traditional “weekend excitement” remains strong among the younger generation.

Interestingly, participants agreed that flexible schedules (mean = 3.55) and good work–life balance (mean = 3.55) can foster a more positive attitude toward Mondays, suggesting that structural or lifestyle adjustments may reduce “Monday blues”. However, the belief that meaningful work or study leads to a TGIM mindset (mean = 2.32) received relatively lower agreement, indicating that while flexibility plays a role, the intrinsic motivation toward work is yet to develop strongly among many respondents.

The high Cronbach’s alpha value ($\alpha = 0.898$) confirms that the 11 items measuring TGIF–TGIM attitudes are internally consistent and reliable. This reliability strengthens the confidence in the observed patterns of response and indicates that the questionnaire effectively captured the underlying construct of weekday perception.

Crosstab results by age group further highlighted that younger participants (18–25 years) demonstrated greater familiarity with both TGIF and TGIM phrases, while older respondents tended to show lower enthusiasm toward the TGIM concept. This may reflect generational differences in optimism, flexibility, and work orientation.

Overall, the findings suggest that while Generation Z still resonates more with the celebratory spirit of Fridays, increasing flexibility, purpose-driven work, and better work–life integration could shift their attitudes toward embracing Mondays more positively in the future.

Theoretical Implications

The findings of this study contribute to the growing body of research on workplace attitudes, generational psychology, and temporal motivation theory, offering several theoretical insights into how Generation Z perceives and emotionally responds to weekdays and weekends.

Firstly, the results reinforce the Affective Events Theory (AET), which posits that individuals’ emotions at work are influenced by situational events and their personal evaluation of those events. The strong preference for Fridays and the lower enthusiasm for Mondays indicate that emotional associations with time and routine significantly shape motivational patterns among young adults.

Secondly, the study extends the application of Work–Life Balance Theory to the context of generational values. The positive correlation between flexibility, rest, and favourable attitudes toward Mondays suggests that adaptive work structures (such as hybrid schedules and flexible study/work hours) can transform negative weekday perceptions into more motivated and purpose-driven behaviours. This supports the theoretical argument that contextual autonomy enhances psychological well-being and productivity.

Thirdly, the study provides empirical backing to Self-Determination Theory (SDT), particularly its emphasis on

intrinsic motivation. The relatively lower mean score for the statement that meaningful work encourages TGIM behaviour indicates that intrinsic motivation is not yet fully internalised among many respondents. Hence, motivation in Generation Z may still depend more on external factors like flexibility and schedule control rather than inherent work satisfaction.

Lastly, the findings highlight the temporal dimension of motivation, suggesting that attitudes toward specific days (Fridays vs. Mondays) can serve as a lens for understanding broader psychological patterns such as anticipatory happiness, recovery needs, and motivational cycles. This opens up new directions for future research on how temporal affect influences workplace engagement and overall well-being.

Practical Implications

The results of this study provide valuable insights for educators, employers, and policymakers seeking to understand and enhance the engagement and motivation of Generation Z individuals in academic and workplace environments.

Promoting Flexible Schedules:

The high mean score for “Flexible schedules make me more likely to adopt a TGIM attitude” (mean = 3.55) highlights that flexibility significantly influences positivity toward Mondays. Institutions and organisations should consider hybrid learning or work models to reduce Monday stress and enhance motivation.

Encouraging Work–Life Balance:

Respondents strongly agreed that work–life balance affects whether they celebrate Fridays or look forward to Mondays (mean = 3.55). This implies that organisations can improve employee satisfaction by reducing burnout, ensuring rest periods, and encouraging recreational or wellness programmes.

Enhancing Meaningful Work/Study Experiences:

The relatively low agreement that meaningful work leads to a TGIM mindset (mean = 2.32) suggests the need for greater intrinsic engagement. Educators and managers can focus on purpose-driven tasks, creative assignments, and recognition-based systems to foster deeper satisfaction and connection with work or study.

Addressing Monday Stress and Motivation:

A considerable number of respondents reported stress or low mood on Monday mornings (mean = 3.48). Hence, lighter schedules or motivational activities at the start of the week can help transition individuals smoothly from rest to productivity.

Leveraging Generational Strengths:

Since Generation Z values purpose-driven work and autonomy, management should design goal-orientated, flexible, and socially meaningful work environments. This will not only improve TGIM attitudes but also enhance long-term commitment and performance.

Awareness Campaigns for Positive Weekday Mindsets:

Educational institutions and workplaces can initiate awareness programmes to reshape the negative cultural bias against Mondays, promoting them as opportunities for renewal and growth rather than stress.

Recommendations For Future Research/Future Scope Of The Study

Broader Sample Coverage:

Future studies can be conducted on a larger and more diverse sample to enhance the generalisability of the findings. Expanding the research beyond one city or region will help identify cultural or demographic variations in the TGIF–TGIM mindset.

Sector-Wise Comparison:

Future researchers can compare responses across different sectors such as education, IT, healthcare, and retail to examine how organisational culture and work nature influence employees’ attitudes toward weekends and weekdays.

Longitudinal Analysis:

A time-series or longitudinal study can be conducted to observe how the TGIF–TGIM perception evolves over time, especially with changing work environments, hybrid work models, and post-pandemic flexibility.

Qualitative Insights:

Incorporating interviews or focus group discussions could provide deeper qualitative insights into emotional and psychological aspects behind the TGIF or TGIM attitude that quantitative data alone may not reveal.

Psychological and Organisational Variables:

Future research can explore the relationship between TGIF–TGIM orientation and other psychological constructs such as job satisfaction, work engagement, burnout, or work–life balance.

Cross-Cultural Comparisons:

Comparative studies between countries or regions can reveal how cultural norms and societal values affect perceptions of work and leisure, contributing to a more global understanding of the TGIF–TGIM concept.

Impact of Technology and Remote Work:

As technology and flexible work options redefine the boundaries between weekdays and weekends, future research can assess how digital workspaces and remote models reshape employees' weekly motivation patterns.

Conclusion

The study "Thank God It's Friday vs. Thank God It's Monday: A Study on the Perceptions of Generation Z" successfully explored how young individuals view the contrast between Fridays and Mondays in relation to motivation, stress, and work-life balance.

The descriptive analysis revealed that while TGIF remains a dominant sentiment among respondents, TGIM attitudes are emerging, especially among those who experience flexibility and balance in their daily routines. The majority of participants (aged 18–25) associate Fridays with relief and joy, whereas Mondays are often seen as stressful or demotivating. However, findings also indicate that when work or study environments are meaningful, flexible, and supportive, individuals are more likely to adopt a positive Monday mindset.

The high reliability score (Cronbach's Alpha = 0.898) validates the consistency of the questionnaire and confirms that the TGIF–TGIM construct was effectively measured. This strengthens the reliability of the conclusions drawn from the study.

In essence, the research concludes that Generation Z's perception of weekdays is not merely habitual but adaptive—it changes with lifestyle factors such as flexibility, purpose, and balance. By fostering purpose-driven and flexible systems, society can shift from a weekend-centric culture toward a more balanced and optimistic outlook where every day, including Monday, holds value and motivation.

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