



## Impact of Social Media Marketing on Brand Engagement Among Gen Z Consumers

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### Abstract

This study explores the impact of social media marketing on Generation Z (Gen Z) consumer behavior and brand engagement. Born between 1997 and 2012, Gen Z is the first digitally native generation, characterized by high social awareness, technological fluency, and a preference for authentic, engaging brand interactions. The research investigates how social media influencers and platform-specific strategies shape brand perception and buying intentions. It highlights Gen Z's unique social media usage patterns, favoring platforms like TikTok and Instagram for both entertainment and information. Challenges such as ad fatigue, privacy concerns, and platform fluidity are identified as barriers to engagement. A quantitative approach using surveys and statistical analysis, including Chi-square tests, reveals that Gen Z demonstrates significantly higher interaction with brand content compared to older age groups. Findings stress the importance of tailored, authentic, and dynamic marketing strategies to effectively engage this influential demographic and foster lasting brand loyalty.

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**Keywords:** digital advertising, brand engagement, consumer interaction, online branding

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### 1. Introduction

Nowadays, social media marketing is a revolutionary concept that has been adopted by businesses around the globe to speak and connect with their clients. It means the process of advertising and marketing goods, services, and brands on social networks using posting, paid advertising, and working with key opinion leaders. Evaluating major forms of social media marketing, one must mention the following facts: First, it grants direct interaction between consumers and brands. It has transformed from the add-on marketing medium of the last decade to a crucial function of many companies' marketing strategies. The evolution has been brought about by the growing usage of social media sites like Facebook, Instagram, Twitter, and Tik-Tok, which have billions of active users. Given the trend toward active usage of Internet-based services, social media marketing continues to be one of the best ways for businesses to present their brand and goods, win over customers, and encourage sales.

### The Rise of Gen Z Consumers

In general, social media marketing, Generation Z or Gen Z can be considered special and impactful within this general theme. Gen Z is the generation that was born between 1997 and 2012, making it the first true "digital" generation to exist. This group can be described as highly informed technologically, pragmatic, and aware of social issues. This generation expects a brand to offer customized services and products, prefers companies that open with them, and customers who support brands that reflect their mentality. Technology and social media are part of their DNA since the websites and apps are not only considered as entertainment but also information, voice, learning, and protests. It is essential for marketers to gain knowledge about the inherent characteristics and potential behaviors of this generation in order to reach them effectively.

### Trends of Gen Z's social media usage

It will be important to note that the social media behaviours are unique and diverse for Gen Z.

This demographic indicated they spend 3-4 hours daily on social media, mostly on TikTok, Instagram, and Snapchat. These platforms are effectively not only channels for entertainment consumption; they are also the sites at which Gen Z learns about new products, interacts with brands, and even socializes. For instance, long-form and had more sophisticated content such as TikTok's of short-form video content is more suitable for Gen Z. However, Instagram targets its audience as a source of the lifestyle and brand inspiration. Electronic media, particularly social media is used in many ways among the Gen Z to keep abreast with current affairs, to sample new trends among others. These behaviours under taken reflects the need to ensure that marketing on social media platform is done in a way that is in line with their preferences and trends.

### The purpose of social media marketing strategies towards Generation Z

Social media marketing does not end at successfully creating accounts and pages; it goes as far as embracing Gen Z's interests and beliefs. Target posts of this group are also more likely to contain visually engaging graphics, short videos, and genuine stories. Influencer marketing works best as, for example, Generation Z highly values recommendations made by influencers who work with brands or products of their interest. Second, there should be differentiation as well, brands that target the specific messages and products in order to appeal to Gen Z consumer's preference will definitely keep her attention. The first is authenticity – this audience does not respond well to inauthentic or overly produced materials or messages. The successful strategies also include engagement where the brands contribute into the conversations through commenting, direct messaging, and use of features such as polls and Q&A).

### Unique challenges in engaging Gen Z

Some of the ways that you might find inform, challenge, and inspire Generation Z differ from previous generations are: While social media marketing is a goldmine for attraction of this generation, getting to interact with Gen Z is not without

some hurdles. A major issue is that of ad fatigue since this demographic is facing and receiving endless advertisement and promotional content. Privacy issues are also at work here given that the Gen Z already has heightened concern for data privacy and the use of invasive tactics in marketing. Secondly, especially the facet of social media is dynamic as users are growing more demanding for new platforms and features.

They also pointed out how this 'fluidity' puts a certain pressure on brands to always have to have new things happening, or new ideas to offer. These challenges require one to be creative, innovative and above all understand the generation Z or generation of new agers.

This demographic is heavily exposed to advertisement and promotional content, so ad fatigue is a big issue of concern. Privacy issues also come into the picture since the Gen Z is quite sensitive with data privacy and more so on invasive marketing and Getxa & Mingione, 2008)). In addition, it must be stated that the nature and environment of utilization of social media are constantly changing, and new platforms and trends appear very often. This nature of dynamism makes it very challenging for brands to remain relevant because it has to change its strategies from time to time. To alleviate such challenges, there is need to apply good creative and innovative strategies and have good understanding of Gen Z.

### How social media marketing affects brand engagement

Marketing has the ability to greatly improve brand interaction for Generation Z consumers on social media. Brands are also equally important with this audience; it's through well-illustrated content, engaging campaigns, and promotions that involve influencers. Traditional and customer-oriented promotions are effective to an extent in creating trust and customer base. For instance, those manufactures, which focus on social issues, environment or diversity would suit the needs of the Gen Z audience. Through such an approach, not merely will businesses be able to increase brand recognition of their products and services, but also will be able to build a long-term business relationship with this important segment.

## 2. Literature Review

Year	Title of Study	Authors	Objectives	Sample Size	Variables Used	Outcomes
2024	The Moderating Effect of Environmental Gamification on Social Media Marketing	Miao Huang Mohamad Saifudin Mohamad Saleh Izzal Asnira Zolkepli	To analyze the ways in which different social media marketing components affect Chinese Gen Z's brand-consumer interaction in Ant Forest.	305 respondents	Entertainment, Trendiness Customisation, Word-of- Mouth, Interaction, Gamification	With a negative impact on the link between trendiness and consumer-brand engagement and a positive impact on the relationship between customization and engagement, gamification was shown to be a significant moderating variable. Along with suggestions for improving gamified social media marketing tactics based on the study's findings, the theoretical and practical value of using gamification in social media marketing apps to increase consumer-brand interaction was underlined.
2024	Investigating the influence of social media marketing on Generation Z's	-Richa Aher -Crystal Angel Lazarus	To examine how social media marketing affects Gen Z	81	Demographic, Social media usage habits, Exposure	The study focused on how customer preferences are affected by social media advertising, brand legitimacy,

	purchasing intentions		customers' intentions to make purchases	respondents	to social media marketing -Purchase decision factor	online presence, content quality, and social media updates. It demonstrates how crucial customized social media marketing tactics are to successfully attracting and keeping Gen Z customers.
2023	Impact of Social Media Influencers on Consumer Behavior	Lie Ao, Ravi Bansal, Neha Pruthi, and Muhammad Bilal Khaskheli	To conduct a meta-analysis of social media influencers' traits and how they affect consumer interaction and buying intent.	62 independent studies with 22,554 people as the overall sample size	Features of Social Media Influencers (SMI): Purchase Intentions and Customer Engagement	Irrespective of all the characteristics examined, the entertainment value of social media influencers has the highest correlation with consumer engagement. Purchase intention is more impacted by influencers' credibility than by any other factor. The study offers a fresh method for lowering heterogeneity in influencer marketing research by outlining the paths of connections and the magnitude of their impacts.
2021	Influence of Social Media Influencers on Generation Z	Fransisca Andreani Leonardo Gunawan Selden Haryono	To examine how social media influencers affect Generation Z's brand awareness and purchasing decisions	108 respondent s	Reach, Brand awareness, resonance, relevance, and decision to buy	Purchase decisions were positively, but not significantly, impacted by reach. Purchase decisions were positively and significantly impacted by relevance and resonance. Generation Z shoppers in Surabaya made better but negligible purchases as a result of brand knowledge.
2020	The Impact of Social Media Marketing on Generation Z's Purchase Intentions	Navya Ninan, Joel Chacko Roy, and Dr. Namitha K Cheriyan	To determine how social media marketing affects Generation Z's propensity to buy	424 respondent s	Intention to buy, customer-business engagement, brand loyalty, product perception, and perception of the brand	This case study's findings show that Generation Z favors social media advertisements over traditional ones, which enhances customer-business engagement, brand loyalty, product perception, brand awareness, and purchase intention. Additionally, the study discovered that Generation Z's purchasing intention is greatly influenced by brand knowledge, impression, consumer devotion to the brand, and interaction between the company and its customers as

						a result of social media advertising.
2019	Influencer marketing impact on brand loyalty in cosmetics.	Karina Dogra	To investigate how influencers affect brand loyalty in cosmetics for Generation Z and Millennials.	104 respondent s	Expertise Attractiveness, Frequency of social media use, Engagement with influencer content	The study examined the link between customers, influencers, and cosmetic businesses using a conceptual framework. Answer the research question and shed light on how influencer marketing affects brand loyalty differently for the two age groups. Influencer marketing's effect on Millennials' and Generation Z's brand loyalty to cosmetic companies
2019	Influence of social media marketing on purchase intention and brand loyalty.	Ayben Ceyhan	To analyze marketing on social media perception's impact on intention to buy and brand loyalty for consumers.	23,618 respondent s	Consumer loyalty, purchasing intention, and interaction with the brand's Instagram page	The results showed that perception of functional value, hedonic value, social value, co-creation value, and congruence of one's own brand image were all positively impacted by the degree of interaction with a brand's Instagram profile. It was discovered that the connection between these impressions and purchase intention was mediated by brand loyalty. In order to link these views to purchase intention, brand loyalty acted as a mediator. Simply put, customers who were more active on a company's Instagram page saw the brand as having greater value, which boosted their loyalty and desire to buy.
2022	Influence of Social Media on Brand Perception	Lelasari Sijabat, Danny I. Rantung, and Deske W. Mandagi	To investigate Social media influencers' impact on consumer brand engagement	154 respondent s	- Social Media Influencers - Engagement with and Perception of the Customer Brand	(SMI) having a favourable and noteworthy effect on both customer brand perception (CBP) and customer brand engagement (CBE). (CBE) having a major and favourable impact on CBP (customer brand perception). (CBE) has been identified as a key mediator between Customer Brand Perception (CBP) and Social Media Influencers (SMI).
2022	Social Media Marketing Impact on Gen Z Purchases and Shaping Brand image	Evi C. Waworuntu 1, Deske W. Mandagi,1, Anthony S. Pangemanan	To examine the impact of social media marketing on the purchasing intentions of local products among Generation Z persons in Manado City.	184 respondent s	Brand Image Social Media Marketing (SMM) Purchase Intension Customer Satisfaction	Figuring out how Generation Z views the influence of social media marketing on local product purchasing intensions. Influencers on social media, buy intents, and brand loyalty in relation to apparel purchases.
2019	Brand engagement on social media and brand loyalty.	Agnès Helme-Guizon, Fanny Magnoni	To analze model tests SBE, self-brand connections impact CBE, loyalty via brand-hosted	161 respondent s	Brand Loyalty Intentions, Self-Brand Connections, Social Brand Engagement, and Consumer Brand	For adults under 40, CBE has a beneficial impact on brand loyalty intentions. CBE is favorably impacted by SBE. CBE modulates the relationship between loyalty

			social media.		Engagement	and SBE. Strong loyalty intentions are fueled by particular engagement combinations. PLS-SEM and fsQCA demonstrate intricate customer involvement, interaction, and loyalty.
2018	Study on Generation Z advertising avoidance in Bangladesh.	Madhobi Hossain from the School of Business Studies at Southeast University, Bangladesh.	To identify factors for Gen Z ad avoidance in Bangladesh, optimizing strategies for improved engagement.	280 respondent s	Ad clutter, privacy concerns, goal impediment, unfavorable experience, and advertising avoidance	Goal impediment and negative experiences significantly influence online ad avoidance in Gen Z consumers in Bangladesh, emphasizing the need for tailored promotional strategies. Balancing ad delivery and addressing consumer concerns like privacy and clutter is crucial for enhancing online ad engagement among Generation Z in Bangladesh.
2017	Social network marketing influences purchase intent via consumer engagement	Areeba Toor, Mudassir Husnain, and Talha Hussain	To examines social network marketing's impact on purchase intent, with consumer engagement as a mediator.	300 respondent s	Social media promotion, customer interaction, and consumer intent to buy	Consumer engagement acts as a mediator in the connection between customer purchasing intention and social network marketing, according to the case study's findings on "Impact of Social Network Marketing's Mediating Effect on Consumer Purchase Intention Consumer Engagement in Pakistan."
2016	Social media marketing in emerging markets	John Olotewo	To investigate how social media marketing techniques, affect and work in poor nations	200 respondent s	Brand Success, Firm's social activity on different social media platforms, Gender and age	According to the study, social media engagement and brand performance are positively correlated, suggesting that social media might enhance a company's reputation in certain areas. The findings also emphasize the importance of developing a comprehensive social media strategy and establishing a dedicated team to manage these efforts.
2014	Conceptualization, Scale Development, and Validation of Consumer Brand Involvement in Social Media	Hollebeek, L. D., Glynn, M. S., & Brodie, R. J.	To analyze CBE concept, measure scale, explore CBE levels with Facebook via questionnaire.	194 respondent s	Brand Usage Intent, Self-Brand Connection, Consumer Brand Involvement, Affection, and Cognitive Processing	To analyze CBE concept, measure scale, explore CBE levels with Facebook via questionnaire. Consumer participation has a major influence on self-brand connection, brand usage intent, and CBE characteristics. Self-brand connection is positively impacted by CBE's cognitive processing, affection, and activation characteristics. CBE dimensions positively influence consumer-perceived brand usage intent in a study with 556 consumers.
2012	CBE on social	J. Malciute, P.	To analyze	112	Content Quality,	The study likely identified

	media: Model and empirical analysis	Chrysochou	factors for brand engagement, validates model, offers marketing insights for social media	respondent s	Interactivity, Informational Value, Entertainment Value, Brand Authenticity	factors influencing brand engagement and validated the model, offering actionable insights for marketers to enhance social media strategies.
2011	The Impact of Social Media Marketing on Tire Industry buying decisions	Monica Ramsunder	To examine how social media marketing affects consumers' decisions to buy tires.	500 respondents	Consumer purchasing decisions, social media marketing initiatives, Price sensitivity and brand devotion	Social media engagement boosts tire brand awareness. Instagram and YouTube excel for tire marketing due to visual appeal. Engaging content increases tire purchase likelihood. Influencer collaborations impact younger consumers' tire choices
2009	Social media marketing impact on Gen Z engagement	Yi Liu	Brand awareness, brand image, Generation Z, social media marketing, and consumer-brand engagement	264 respondents	Social media marketing, Generation Z, consumer-brand interaction, , Brand Awareness, Brand Image	A study found that entertainment and customization increase customer brand engagement through social media marketing, leading to brand loyalty and image improvement. Brands targeting Generation Z in China should focus on entertaining, customized, and trendy social media campaigns to boost awareness.
2012	Social media marketing impact on brand loyalty	Eren Erdogmu and Mesut Çiçek	To comprehend how social media marketing affects the development of brand loyalty from the standpoint of customers	283 respondents	Brand loyalty, advantageous campaigns on social media, relevancy of content,	Advantageous campaigns are significant for brand loyalty, Relevant content is crucial for influencing brand loyalty, Content popularity among friends positively impacts brand loyalty, Offering a variety of platforms boosts brand loyalty

### 3. Research Methodology

#### Identification of research gap

- **Limitations in sample size:** Several of the studies cited required samples of people to be larger. to enhance the stability and the transferability of the results.
- **Generalizability issues:** That is, doubts were expressed regarding the external validity of the conclusions because of certain demographic specialties or cultural sensitivity affecting generalization of results in the different cultural regions.
- **Platform specificity concerns:** Some papers stressed the importance of acknowledging the closeness of the match of the social media platforms they used in their research to the ones being studied for relevance accuracy.
- **Lack of consideration for long-term effects:** Research investigating social media marketing and gamification impact in the long term remains minimal. Boosting

knowledge about consumer behaviour principles.

- **Inadequate comprehensiveness of the research framework:** Research indicates that the need exists to boost population-focused methods while improving them, so they incorporate all components of social media marketing approaches.
- **Gaps in understanding user demographics:** Multiple studies lack clarity regarding how different user groups and potential customers interact through social media since they do not clearly understand user demographics.

#### Research Objective

- To examine how customer brand engagement and perception is influenced by using social media influencers, more specifically, a positive impact of social media influencers on Customer Brand Engagement and Customer Brand Perception will be considered.
- To evaluate the social media marketing strategies

adopted in the developing economies, for which it will focus on two hypotheses, that there exists a positive relationship between the levels of social media activity and brand success, further, the research will focus on the need to adopt integrated social media marketing strategies.

- To understand the specific impact of Social Network Marketing towards the buying intentions of a consumer, role of engagement as a moderator was investigated in this study.

### Research Methodology

- **Population:** Marketing audiences comprised of Gen Z consumers who are social media users and using applications such as Facebook, Instagram, and Snapchat and who follow social media marketing campaigns.
- **Sample Size:** A sample size of between 100 and 300 respondents will be ideal to obtain validity of the study besides its reliability.
- **Sampling Method:** The research design should employ stratified random sampling to divide the population across age groups and gender categories and social media engagement time and preferred platform criteria. Such sampling approach ensures coverage of all members in the Gen-z generation. Data Collection Method:  
Primary Source: Surveys or questionnaires will be sent through social media with an emphasis on Generation Z. Poll will be conducted with active users of social media sites and the ones that often interact with the different brands.
- **Tools proposed for analysis statistical software**  
The researcher employs SPSS (Statistical Package for Social Sciences) to accomplish the factor analysis and regression tests and descriptive statistics determining this relationship. Comparing the collected data of populations and checking the significance of corresponding variables – preferences in social media platforms and levels of engagement – with t-tests, ANOVA, or chi-square tests.

### Data analysis and interpretation

The data was collected through a primary source using a questionnaire, targeting GEN- Z. The responses generated are displayed below. The interpretations derived from this data are presented through visualizations for enhanced clarity and insight. These visual representations aim to facilitate a deeper understanding of the findings, enabling better decision-making and strategic planning.

### 4. Data Analysis

#### Chi-square test of independence

**Purpose:** To analyse how gender influences people's behaviour regarding social media interactions with branded content promoted by influencers.

#### Variables

- Independent Variable: Age
- Dependent Variable: Likelihood of Interaction (Yes/No)

### Hypotheses:

- **H0:** There is no association between age and likelihood of interacting with a brand's social media post.
- **H1:** There is an association between age and likelihood of interacting with a brand's social media post.

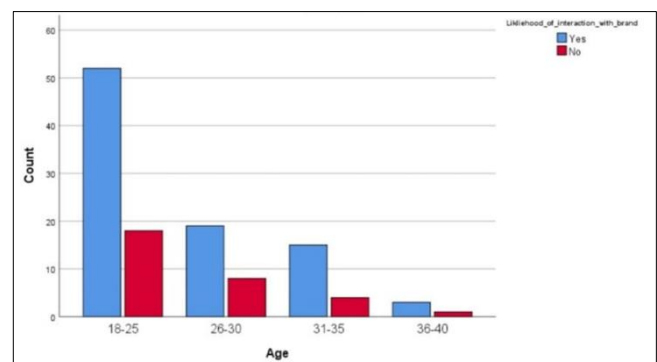
**Table 4.1:** Chi-Square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.432 <sup>a</sup>	3	.934
Likelihood Ratio	.436	3	.933
Linear-by-Linear Association	.046	1	.830
N of Valid Cases	120		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.03.

**Table 4.2:** Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal		
Phi	.060	.934
Cramer's V	.060	.934
N of Valid Cases	120	

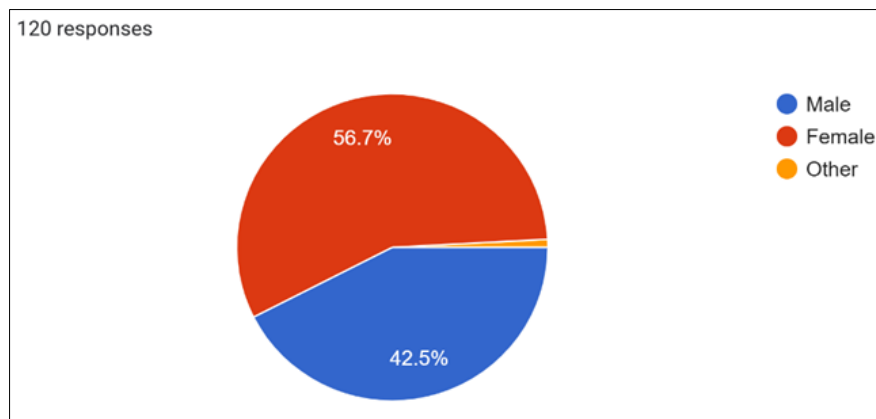


**Fig 4.1:** Bar Chart

### Analysis

The two-sided significance value of the Pearson Chi-square test is 0.934, which is greater than the threshold value of 0.05. The results reveal that the research team can accept the alternative hypothesis since age demonstrates a strong relationship with brand social media post interactions. The figure demonstrates how various age segments connect with brand social media posts. It is evident that the 18-25 age group (Gen Z) shows the highest engagement, with a significantly larger count of positive responses compared to negative ones. This indicates that Gen Z users are more inclined to interact with brand content online. In contrast, as the age increases, the level of interaction gradually declines, with the 36-40 age group showing the least engagement. Overall, the chart clearly demonstrates that Gen Z is the most active demographic on social media, making them a key target audience for brands aiming to boost online engagement.

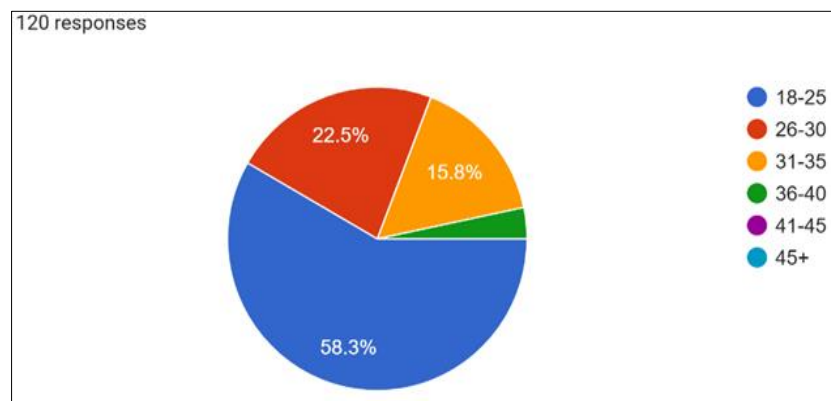
### Graphical Analysis/ Visualization of the responses



**Fig 4.2:** Gender

The study which examined social media marketing effects on Gen Z brand engagement included a total of 120 participants whose data was represented through a pie chart that displayed gender statistics. The dataset indicates that females make up 56.7% of the sample and males represent 42.5% with minimal

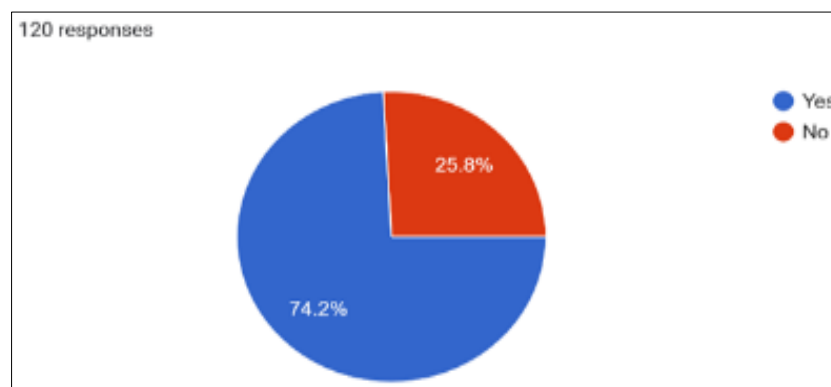
participants identified as "other." Brands should adjust their marketing strategies to respect gender-specific consumer preferences because this optimization method improves audience engagement through social media channels.



**Fig 4.3:** Age

The research about Gen Z brand engagement through social media marketing examined the age breakdowns of 120 participants using pie chart visualization. A total of 58.3% of respondents belong to the Gen Z demographic between 18 and 25 years old while 22.5% are between 26 and 30 years

old and 15.8% are between 31 and 35 years and 3.3% are between 36-40 years old. Social media marketing methods need to concentrate their efforts on reaching younger consumers since older demographic sections show minimal engagement on online platforms.



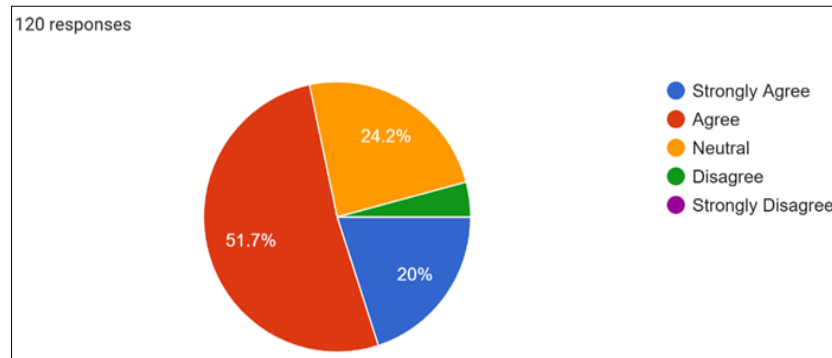
**Fig 4.4:** I am more likely to interact with a brand's social media posts if recommended by an influencer I follow.

Brand engagement among 120 respondents shows how social media influencers affect their interaction with brands according to the displayed pie chart. Survey results show a

strong agreement from 74.2% of participants that they will engage with brand social media posts when an influencer they follow recommends them. The group opposing this trend

amounts to 25.8%. Influencer marketing proves powerful enough to drive Gen Z consumer engagement because brands

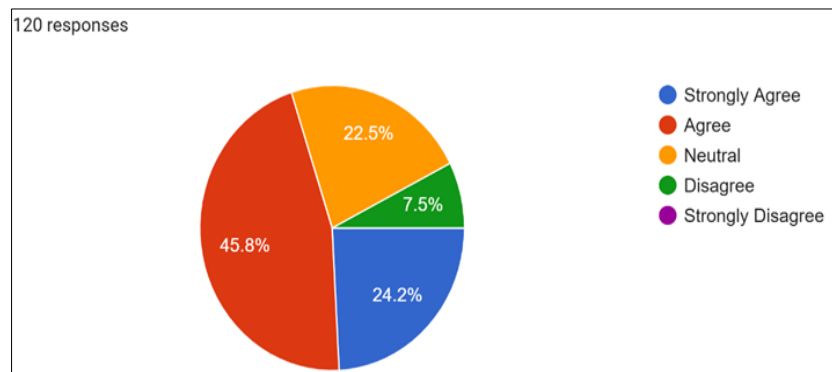
achieve better results through working with influencers according to survey results.



**Fig 4.5:** I am more likely to find a brand more credible if recommended by a trusted influencer

The surveyed 120 participants demonstrated their views on brand credibility through endorsements from trusted influencers by using a pie chart. A large percentage of 51.7% shows agreement and 20% displays strong agreement toward trusted influencer endorsement which produces a total of

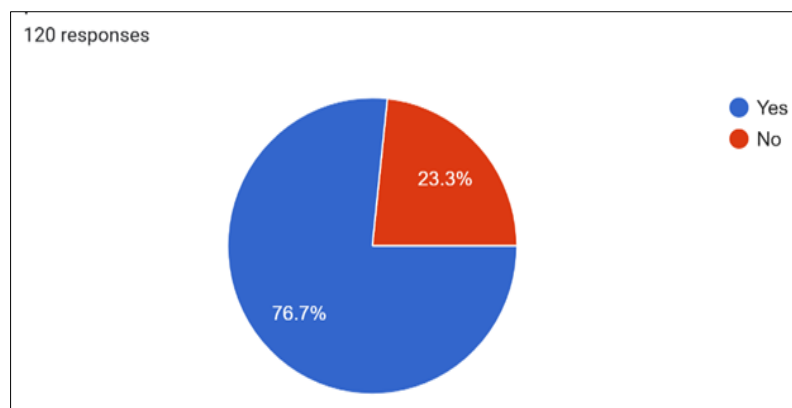
71.7% trust in recommendations and 5% shows disagree Gen Z consumers develop better brand trust through influencer marketing which proves why businesses need to focus on selecting influencers whose audience trusts.



**Fig 4.6:** I am more likely to purchase a product if an influencer demonstrates its use on social media.

The new products released by influencers result in purchase decisions according to the data represented in this pie chart from a total of 120 survey participants. The survey results show that 45.8% of respondents agree with the statement whereas 24.2% strongly agree demonstrating that

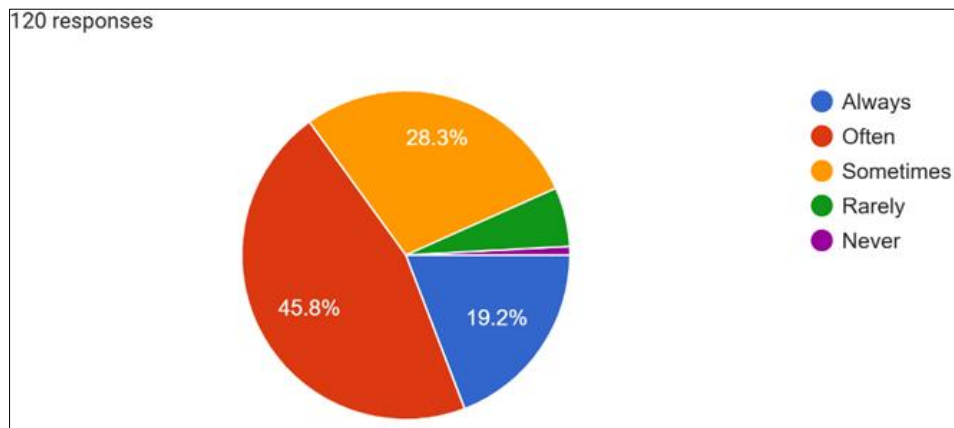
approximately 70% of participants opt for a product when influencers display its usage. Influencer-based product demonstrations show powerful results in boosting consumer purchases which establishes them as a critical marketing approach toward the Gen Z audience.



**Fig 4.7:** I am more likely to trust an influencer's brand endorsements if they are transparent about paid promotions.

According to the chart data there will be 76.7 percent of respondents react positively to influencer brand endorsements when these influencers reveal their paid promotion activities yet 23.3 percent of the study population demonstrates no interest in

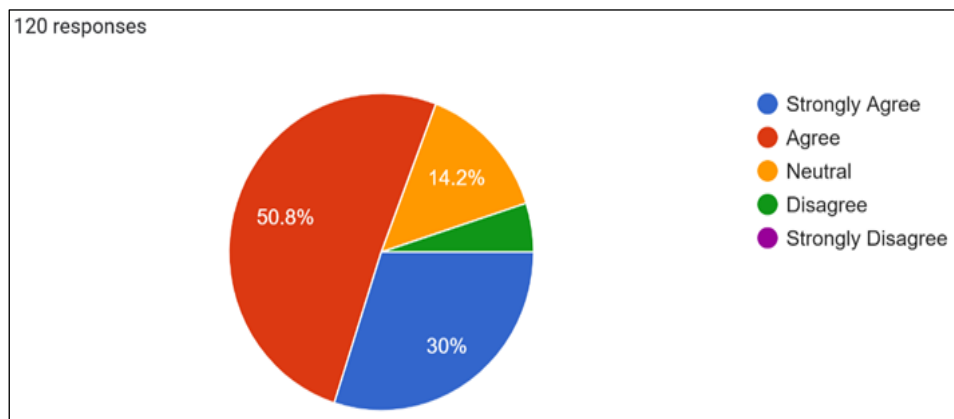
such disclosure for trustworthiness. The survey demonstrates the essential role of authenticity because most influencers' audience members value straight-forward honesty in brand collaborations.



**Fig 4.8:** I am more likely to prefer a brand when I see an influencer repeatedly endorsing it.

The distribution of survey data reveals that 45.8% of respondents typically buy a brand after repeated influencer endorsements yet 28.3% usually follow the trend and 19.2% always choose endorsed products whereas only minimal

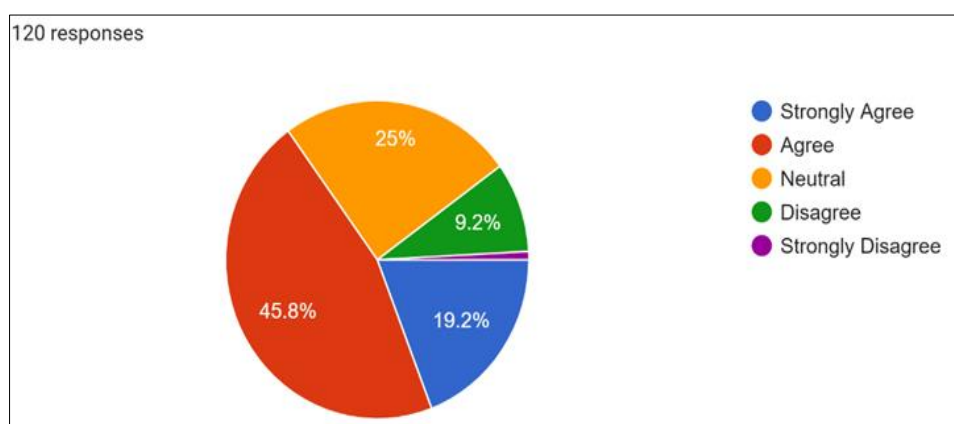
people ignore influencer recommendations. Regular influencer promotions of brands lead to substantial changes in consumer brand perception as well as preference choices.



**Fig 4.9:** I am more likely to believe that higher social media activity by brands leads to increased brand success in developing economies.

The study shows that 50.8% of respondents agree that brand success in developing economies grows with increased social media activities from brands. In addition to this strong agreement, 30% of participants share the same perspective. The remaining 14.2% stay neutral but the rest disagree with

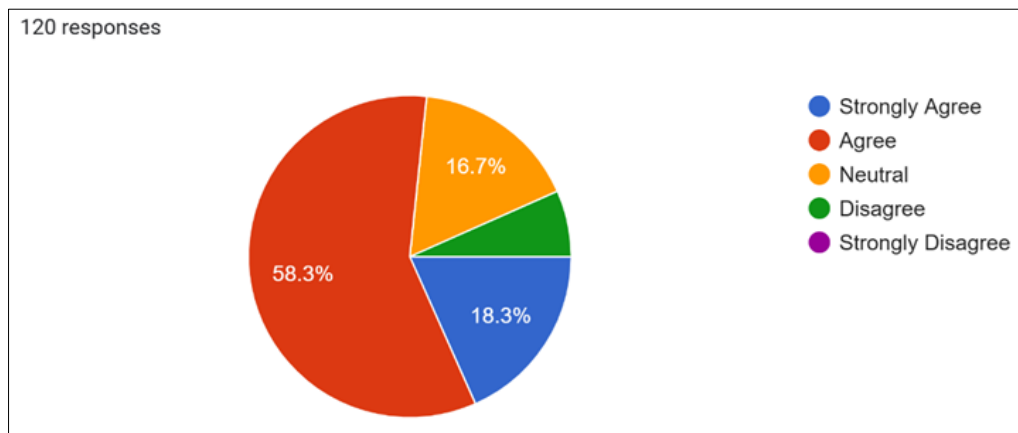
this assessment. Brand success relies heavily on social media engagement among companies particularly in emerging markets because these industries show fast digital engagement growth.



**Fig 4.10:** I am more likely to trust and stay loyal to brands that post regularly on social media

A substantial group of 45.8% among survey takers confirmed they prefer brands that maintain active social media presence yet 19.2% expressed strong agreement. Neutral responses and disagreement amounted to 25% and 9.2% respectively. Brand

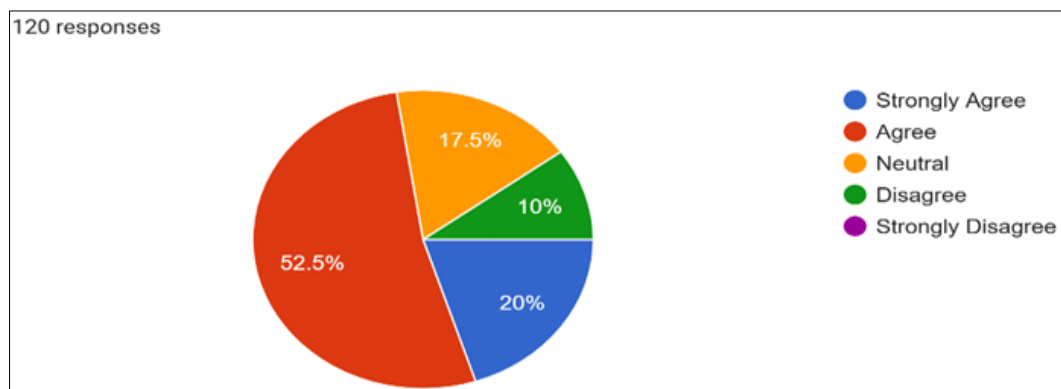
trust together with customer loyalty emerges from constant social media engagement while the current data confirms this fundamental aspect.



**Fig 4.11:** I am more likely to see better brand performance when various social media marketing strategies

A substantial portion of 76.6% among Gen Z consumers supports the belief that implementing social media marketing strategies leads to better brand performance as 58.3% strongly agree and 18.3% agree. These data show that 16.7% of respondents hold an uncertain position about the matter.

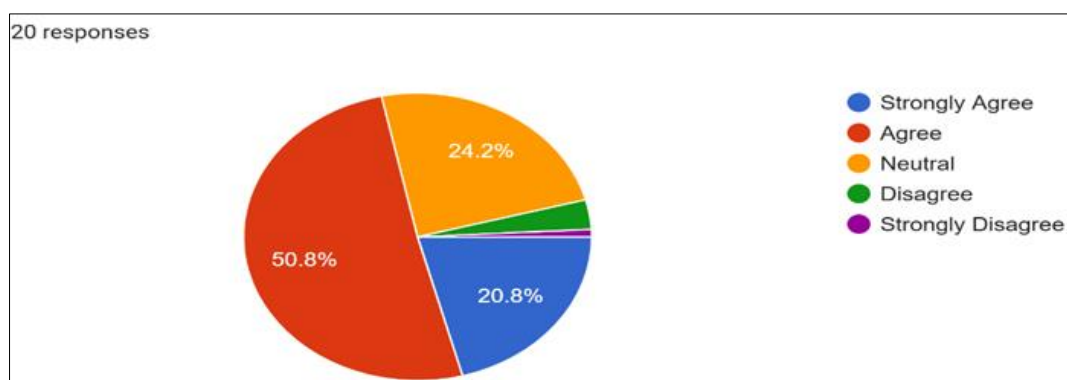
Social media marketing's positive influence on brand engagement receives little opposition from the public as in Most Gen Z members realize that various social media strategies result in higher brand engagement levels based on the collected deteriorated by the 6.7% who disagree.



**Fig 4.12:** I am more likely to engage with brands that use a mix of social media strategies compared to those that rely on a single method.

The majority of Gen Z customers choose brands which employ different social media tactics according to the graph. A large group of 72.5% among the respondents shows they interact better with brands that utilize multiple social media channels. Most respondents fall into the agree category at 52.5% while

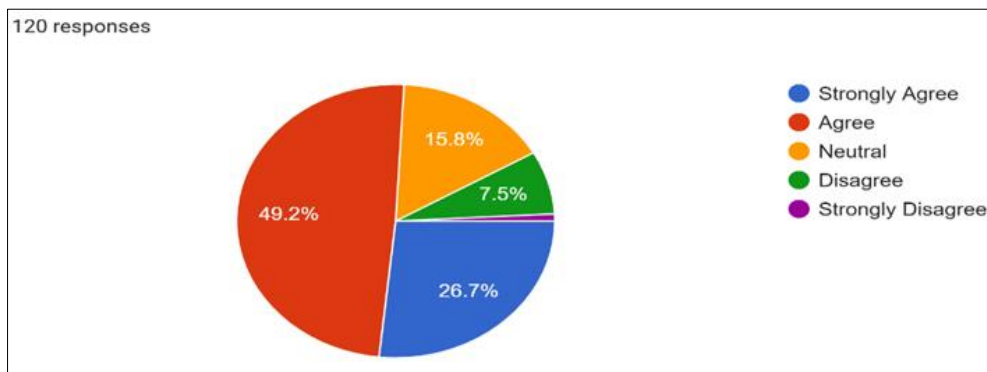
neutrality claims 17.5% and disagreement stands at 10% among the total surveyed individuals. This finding validates the requirement for brands to utilize different social media platforms because strong disagreement is non-existent.



**Fig 4.13:** I am more likely to consider metrics such as likes, shares, and comments as reliable indicators of a brand's success in social media marketing.

Most members of Gen Z depend on social media metrics like likes, shares and comments to determine brand success in their media engagement. A majority of 70.6% participants hold positive views about the importance of engagement metrics by endorsing them at either 50.8% strongly or 20.8%. Between the

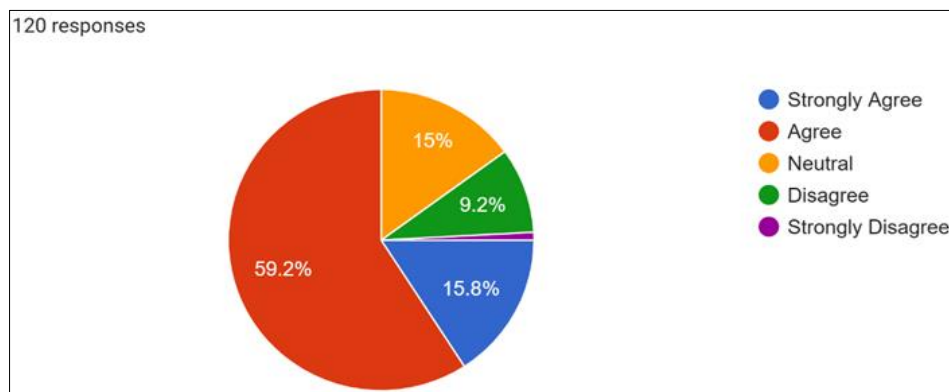
groups who stayed neutral and those who disagreed were 24.2% and a small segment respectively. Measuring brand performance mostly relies on social media interactions according to this data point.



**Fig 4.14:** I am more likely to be influenced by social network marketing when deciding to purchase a product or service.

Social network marketing stands as a major factor that shapes Gen Z consumers' choice to buy products according to the presented pie chart data. Majority of respondents registered their agreement at 49.2% and their strong agreement at 26.7% regarding the impact of social network marketing. Social network marketing has a strong influence on purchasing

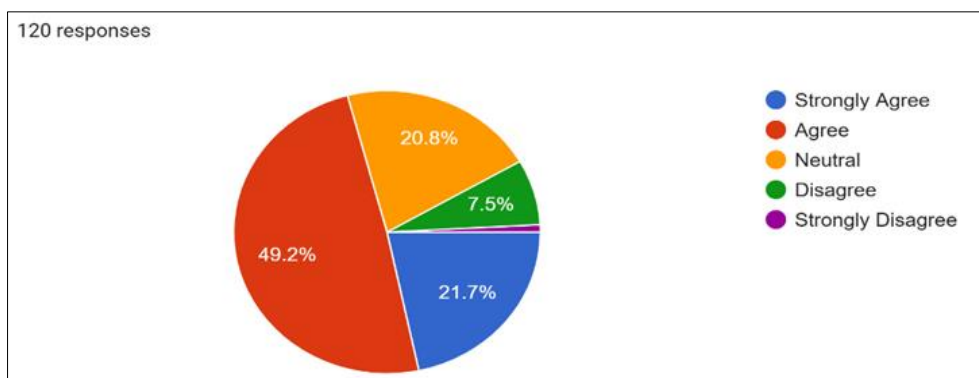
decisions according to 49.2% of respondents and 26.7% have strong agreement. The remaining 15.8% show neutrality toward social network marketing while 7.5% express direct disagreement. Social media functions as an essential force which determines how consumers make their purchasing decisions.



**Fig 4.15:** I am more likely to make a purchase if I engage with a brand's social media content.

Gen Z consumers allow social media engagement to power most of their purchasing decisions as data shows in the pie chart. Most consumers (59.2%) indicated their agreement to buying goods based on their social media brand experiences alongside the 15.8% who strongly agreed to the purchase intent. Among the respondents 15%

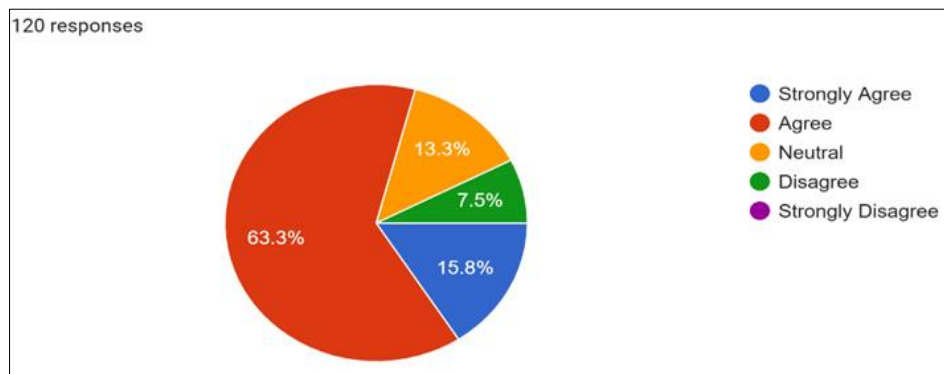
maintained a neutral perspective while 9.2% chose to disagree with the statement. Sales depend heavily on social media content that engages viewers according to these findings.



**Fig 4.16:** I am more likely to have higher purchase intentions when engaging with interactive social media content (e.g., polls, quizzes, live sessions).

Based on the presented pie chart data the delivery of interactive content through social media platforms leads Gen Z consumers to show greater purchase willingness. The results show that 49.2% of participants agree about the

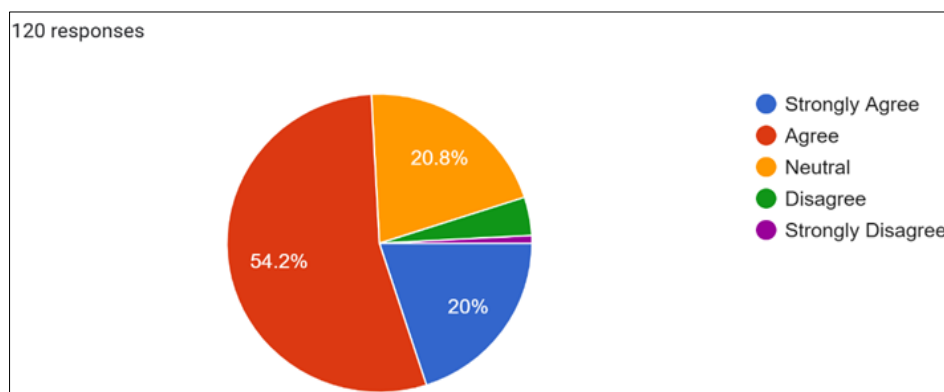
impact of interactive content formats on buying behaviour along with 21.7% who strongly agree on this point. The statistics show neutrality from 20.8% of the population coupled with 7.5% disagreement.



**Fig 4.17:** I am more likely to consider purchasing from a brand when I see other consumers engaging positively with it on social media

Social proof has a significant effect on Gen Z consumers when they make purchasing choices according to the pie chart presentation. A high percentage amounting to 63.3% together with 15.8% of the population demonstrates their support for the notion that observing positive consumer interactions

boosts their purchasing likelihood. Among the respondents 13.3% maintained a neutral stance while 7.5% totally disagreed with the influence of social proof on consumer decisions. Brand perception and purchasing decisions of customers get influenced by social validation mechanisms.



**Fig 4.18:** I am more likely to be influenced by affiliate marketing campaigns that encourage my active participation in my purchase decisions.

This shows that Gen Z consumers make extensive purchase choices because of affiliate marketing initiatives. Active participation in such campaigns receives approval from 54.2% of participants along with strong agreement from 20% of respondents indicating the campaigns enhance engagement levels. Data reveals that 20.8% of participants maintain a neutral position while the majority agree and a modest segment does not concur with the statement. Affiliate marketing proves effective in directing consumers toward their buying choices.

## 5. Conclusion

This study has demonstrated how social media marketing profoundly affects brand engagement in consumers from Generation Z. Born and raised in the digital era, Generation Z has shown remarkable brand consumption patterns, dictated by their use of social media for brand discovery, evaluation, and interaction. Social platforms like TikTok, Instagram, and Snapchat are vital marketing tools where branding approaches that are authentic, interactive, and content-centric appeal most to this demographic. The study confirms that engagement from brands within the Gen Z cohort is influenced by influencer marketing, personalized content, and interactive engagement tactics. Marketers who effectively incorporate these elements are able to increase their relationships with customers, enhance brand loyalty, and increase the likelihood of intended purchases.

Nevertheless, hurdles such as advertising overload, privacy issues, and the rapidly changing world of social media force marketers to be more creative and flexible in their strategies. This study has also noted gaps that need more attention, such as the need for a more expansive sample size, the study of long-term impacts in greater detail, and understanding demographic-specific preferences in detail. Emerging social media platforms and trends which impact brand interaction, as well as the impacts of gamification and artificial intelligence marketing, could be examined more thoroughly in further studies. To conclude, social media tools remain potent for marketing to Gen Z consumers; however, brands need to change their focus consistently in terms of their values, preferences, and online behaviours

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