

1 **Impact of Social media Marketing on the Gen-Z consumers behavioural attitude and** 2 **purchase intention toward Personal Care Products.**

6 **Abstract**

7 Advancements in internet and communication technologies have prompted
8 considerable changes in marketing techniques and customer behaviour. Social media has
9 become a primary medium for establishing connections between businesses and consumers,
10 as well as impacting multiple phases of the purchasing and decision-making process. Over the
11 years, social media has gradually evolved into a crucial marketing platform affecting
12 customer purchasing behaviour, particularly among urban Gen-Z consumers in India. The aim
13 of this work is investigating the impact of social media marketing on the perspectives and
14 buying behaviour of Gen Z consumers in the Chennai Region, Tamilnadu with a special
15 focus on personal care products. The study included 480 respondents of Gen-Z category who
16 regularly use personal care products and active in social media usage. Based on the popular
17 theories like Theory of Reasoned Action and Theory of Planned Behaviour, the study
18 identified the influencing variables in social media marketing. The variables included in the
19 study were Targeted Advertisements, Engagement and Interactions, Referrals and
20 Recommendations, Influencer Marketing, Discounts and Offers, and Brand Image. The study
21 hypothesised that the influencing factors in social media advertising and marketing techniques
22 have profound impact on the Behavioural Intention to Purchase and Actual Purchase of
23 personal care products. The results of the empirical analysis have illustrated that social media
24 significantly impacts each stage of the Gen Z's decision-making process, in particular the
25 factors like Targeted Advertisements, Referrals and Recommendations, Engagement and
26 Interactions have strong impact on the behavioural intention to purchase personal care
27 products among Gen-Z consumers. However, the study found that Brand Image was not a
28 defining factor for the Gen-Z consumers, and they tend to alter brands that suit their needs.
29 This flexibility allows them to seek out products that align more closely with their values and
30 lifestyles, often prioritising authenticity and sustainability over traditional brand loyalty. The
31 results of the study has implications for personal care companies and advertisement firms
32 focussed in social media promotions and marketing.

33 **Keywords:** *Social media marketing, advertisements, personal care products, Gen-Z*

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37 **1. Introduction**

38 The utilisation of the internet, social media, mobile applications, and other digital
39 communication technology has become integral to the daily lives of billions of
40 individuals. General population and younger generation in particular are increasingly
41 exposing themselves to digital and social media. This serves multiple objectives, including
42 their duties as consumers as they seek information about products/services, acquire and
43 utilise them, and share their experiences with others (Stephen, 2016). Businesses have reacted
44 to this fundamental change by augmenting their use of digital marketing channels.

45

46 In the contemporary digital landscape, social media has emerged as a potent instrument for
47 marketing and communication, transforming the manner in which brands engage with and
48 connect to consumers. Organisations increasingly utilise these digital channels to strengthen
49 customer relationships, augment brand loyalty, and affect purchasing behaviour through
50 personalised communications, influencer collaborations, and interactive marketing.

51

52 Several past studies have highlighted that more than one-third of worldwide advertising
53 expenditure are allocated to digital channels. Consequently, consumer marketing in future are
54 poised to predominantly occur in digital environments, especially social media and mobile
55 platforms. Consequently, it is essential for consumer research to analyse and comprehend
56 customer behaviour in digital contexts (Alghizzawi, 2019).

57

58 **2. Background**

59 **2.1 Growth of Social media Users**

60 Globally, the number of social media users has seen tremendous growth in the recent past.
61 Fedkina (2022) predicted that the number of people interacting with digital data daily—a
62 primary driver for social media use—is forecasted to hit 6 billion in 2025. According to Jafar
63 et al. (2023), there were roughly 4.26 billion social media users in 2021, this figure is
64 projected to increase to nearly 6 billion by 2027. The Journal of Contemporary Clinical
65 Practice (2024) estimated that the global social media users surpassed 4.9 billion,
66 representing over 60% of the world's population as of Jan 2024. The general expectations are

67 that the number of social media users in the worldwide would reach approximately 5.6 to 5.8
68 billion by 2026.

69

70 The scenario in India with respect to active social media users is no different. As of early
71 2026, there are approximately 500 million active social media user identities in India,
72 representing about 34.3% of the total population (DataReportal, 2026). Researchers suggest
73 the number of people interacting with social networks could reach 900 million by the end of
74 2026, driven by the expansion of the digital population which now exceeds 1 billion internet
75 users (Coralbees, 2026). Over 588 million users in India are active consumers of short-video
76 content (IAMAI, 2026).

77

78 In contrast to other nations, the expense of internet access is relatively low in India. In 2025,
79 India's internet user count surpassed 950 million, mostly propelled by swift advancements in
80 rural connection, heightened consumption of short videos, and growing acceptance of
81 artificial intelligence. Concurrently, smartphone usage rose to 85.5%, thereby broadening its
82 digital ecology. By 2026, India's digital populace is projected to surpass 900 million active
83 users, making it the second-largest online viewership worldwide. IAMAI survey indicated that
84 rural India comprises 57 percent of India's active internet users, approximately 548 million
85 individuals (IAMAI, 2026). The report further noted that the social media adoption is more
86 pronounced among younger demographics, solidifying their position as a principal catalyst of
87 digital engagement. The IAMAI report stated that quick commerce is driving a significant
88 transformation in the online shopping habits of Indians, with social commerce following
89 closely, as the e-commerce landscape evolves beyond conventional online marketplaces.
90 Among urban users, 230 million individuals (56 percent of the urban active internet
91 population) engaged in online shopping in the previous year, with quick commerce and social
92 commerce rising in popularity alongside established marketplaces.

93

94 **2.2 Social media Platforms in India**

95 Social media applications in India are becoming integral to discourse, entertainment,
96 commerce, and education. Video calls, messaging application functionalities, and short-form
97 videos in vernacular languages garner substantial engagement in both urban and rural
98 markets.

99 Various reasons, such as cheaper data plans, the proliferation of localised content, and a
100 vibrant community of content creators, contributed to the popularity of social media

101 applications. Intensive engagement is observed among specialised communities on leading
102 social media platforms in India, particularly on short-video applications. Businesses choose
103 solutions such as WhatsApp Business for immediate communication with consumers, as the
104 application facilitates rapid connections and fosters high-trust interactions. Brands that
105 comprehend the optimal timing for hashtag usage on social media can enhance trend
106 amplification and more precisely target audience segments. The following social media
107 platforms are most popular in India

108 **1. Instagram** – India’s Most Active Social Platform

109 Instagram facilitates brief videos, visual narratives, and creator-focused initiatives. Brands
110 utilise it to connect with communities, while influencers enhance their postings by identifying
111 optimal posting times on Instagram.

112 **2. YouTube** – The Undisputed Video Giant

113 YouTube captivates millions of visitors from all age demographics each hour. It possesses a
114 robust recommendation engine that promotes extended viewing durations, rendering it
115 indispensable for video dissemination and brand narrative.

116 **3. WhatsApp** – India’s Default Communication App

117 WhatsApp continues to be the most favoured messaging application among Indians. This
118 platform facilitates conversations, broadcasts, communities, and video calls, which accounts
119 for the widespread use of the WhatsApp Business feature by firms to maintain client
120 connectivity.

121 **4. Facebook** – Still Strong Among 25+ Audience

122 Facebook persists in appealing to older demographics, whether for groups, conversations, or
123 events. Brands that recognise the advantages of social media marketing frequently utilise
124 Facebook and other channels for efficient engagement.

125 **5. Snapchat** – Popular Among Teenagers and Gen Z

126 Snapchat captivates Generation Z through augmented reality filters, brief films, and
127 expressive content types. With an increasing user base, it continues to be one of the most
128 utilised social networking applications in India.

129 **6. X (Twitter)** – Real-Time Conversations

130 X remains pertinent for immediate news, popular subjects, and expert analysis. The
131 immediacy of its nature appeals to professionals, journalists, and companies seeking live
132 engagement.

133 **7. LinkedIn** – Professional Networking Leader

134 LinkedIn facilitates the growth of professional networks and is extensively utilised for career
135 advancements and business-to-business communication. Numerous experts who recognise
136 the significance of branding in business utilise LinkedIn to disseminate knowledge and
137 establish authority.

138 **8. ShareChat** – Regional Language Powerhouse

139 ShareChat exerts significant influence via regional languages and user-generated content. Its
140 extensive penetration in Tier 2 and Tier 3 cities provides brands with significant access to
141 Indian viewers.

142 **9. Moj / Josh** – Short Video Entertainment

143 These platforms facilitate rapid, captivating short-form videos that attract youthful users in
144 search of imaginative pleasure. Their creative communities consistently draw millions of
145 monthly active users.

146 **10. Pinterest** – Visual Inspiration Platform

147 Pinterest continues to be a favoured platform for lifestyle, décor, fashion, and DIY
148 exploration. It is frequently utilised by audiences seeking novel concepts and selected visual
149 stimuli.

150

151 **2.3 Characteristics of Generation Z Consumers**

152 Generation Z is prominently referred to consumer demographic born between the mid-1990s
153 to the early 2010s. They have become a significant component of the workforce. Generation
154 Z's consumer traits often exhibit their realistic attitude towards finances and education.
155 Generation Z is gaining significant influence regarding purchasing power and disposable
156 income. Additional significant impacts are their proclivity for technology, their commitment
157 to social concerns, and a pronounced individualistic tendency. Generally, Generation Z
158 exhibits the following consumer behaviours:

- 159 • They are typically 'educated customers' who frequently conduct research and evaluate
160 alternatives prior to making a purchasing choice.
- 161 • They are generally less loyal to certain companies, opting instead to seek the most
162 advantageous offers.
- 163 • They prioritise brand ethics and business responsibility to a greater extent than
164 Millennials.
- 165 • Among all generations, they are the most inclined to engage in shopping using social
166 media.

- 167 • Although Generation Z is mindful of prices, they are not as focused on cost as certain
168 preceding generations.
- 169 • Products and companies must demonstrate a combination of value, quality, and
170 ethical behaviours to engage the Gen Z consumer.
- 171 • They prefer customised shopping experiences that can be adapted to their specific
172 preferences.

173 Notably, Generation Z wields considerably greater influence over the consumer market than
174 their real purchasing power would imply. They significantly impact their parents' purchasing
175 choices and broader product trends.

176

177 **3. Statement of the Problem**

178 In the modern digital environment, marketing techniques have grown more complex due to
179 the ever-increasing impact of Generation Z. This generation, termed "digital natives," has
180 unique problems and opportunities for marketers due to their technological proficiency and
181 distinctive buying behaviours. Marketers have slowly started moved away from traditional
182 marketing tactics and accustoming to a variety of tools and methods to get new customers'
183 attention or keep current customers. One of the most popular trends in marketing theory and
184 practice recently has been using social media to market. This approach allows brands to
185 engage directly with their audience, fostering a more personal connection. By leveraging
186 platforms companies can create tailored content that resonates with their target demographic.
187 Marketing managers often use the behavioural intention to purchase as one of important
188 inputs to forecast future sales and to determine what actions should be taken that will impact
189 consumers' actual purchase. Social media has revolutionized the promotion and marketing of
190 products through social media applications like Instagram, YouTube, Facebook, X(Twitter),
191 etc.

192

193 **4. Research Model**

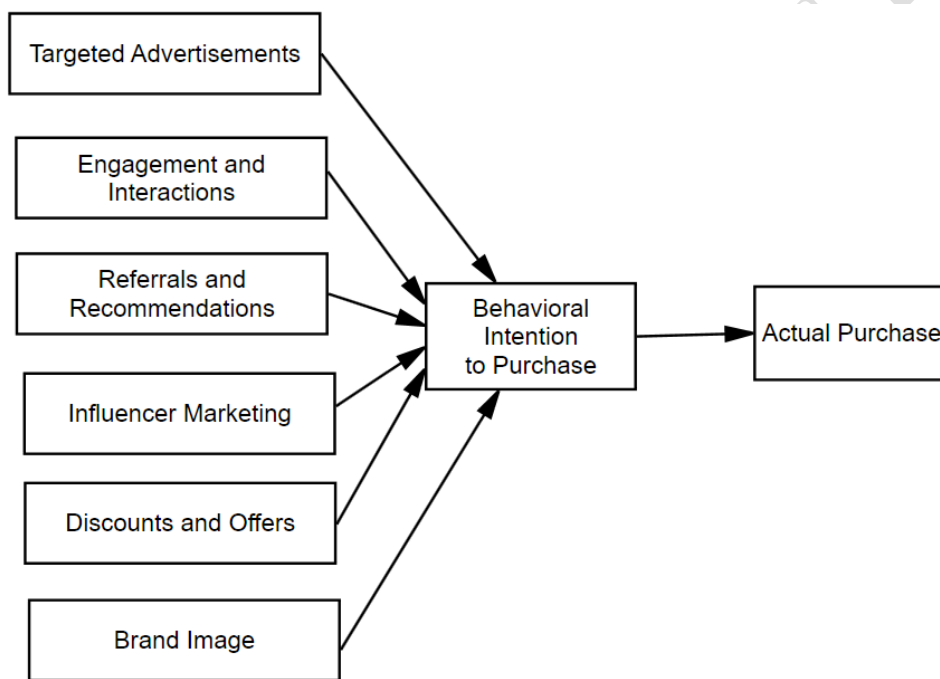
194 The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen in
195 1975, is a fundamental psychological model used to predict how consumers will behave
196 based on their pre-existing attitudes and behavioural intentions. In the context of consumer
197 purchase intention, TRA suggests that a person's decision to buy a product is the direct result
198 of their Intention to perform that behaviour. Theory of Planned Behaviour (TPB) has been

199 employed in numerous studies to analyse consumers' buying patterns and intentions
200 (Armutcu et al., 2024).

201

202 This study adopted the Theory of Reasoned action (Ajzen&Fishbein, 2000) and Theory of
203 Planned Behaviour (Ajzen, 1991) to develop the conceptual model that investigates the
204 impact of influencing factors like Targeted Advertisements, Engagement and Interactions,
205 Referrals and Recommendations, Influencer Marketing, Discounts and Offers and Brand
206 Image on the

207 Behavioural Intention to Purchase and Actual Purchase of personal care products by Gen-Z
208 consumers.



209

210

Figure 1: Conceptual Model

211 5. Hypothesis

212 Based on the research model, following hypothesis were framed for the study:

- 213 • Targeted advertisements in social media has significant effect on the behavioural
214 intention to purchase of personal care products.
- 215 • Referrals and Recommendations in social media has significant effect on the
216 behavioural intention to purchase of personal care products.
- 217 • Discounts and offers in social media has significant effect on the behavioural
218 intention to purchase of personal care products.
- 219 • Engagement and interactions in social media has significant effect on the behavioural
220 intention to purchase of personal care products.

- 221 • Influencer Marketing in social media has significant effect on the behavioural
222 intention to purchase of personal care products.
- 223 • Brand Image in social media has significant effect on the behavioural intention to
224 purchase of personal care products.
- 225 • Behavioural intention to purchase in social media has significant effect on actual
226 purchase of personal care products.

227

228 **6. Research Design**

229 **6.1 Methodology**

230 This work adopted quantitative methodology and descriptive research as employed in which a
231 structured survey instrument designed and standardised by the authors was used to collect
232 primary data from Gen Z customers using personal care products regularly. The data were
233 collected from respondents in the Chennai Region of Tamil Nadu. A mix of convenience and
234 snowball sampling strategy was employed to encompass a diverse array of individuals from
235 both urban and semi-urban areas. The survey aimed to assess critical variables in social
236 media marketing and advertising like “Targeted Advertisements (TA)”, “Engagement and
237 Interaction (EI)”, “Referrals and Recommendations (REF)”, “Influencer Marketing (IM)”,
238 “Discounts and Offers (DO)”, “Brand Image (BI)”, and “Purchase Intention (PI)”. The data
239 collected from the respondents was analysed using SPSS 25.0 software package and
240 structural model was validated using AMOS 21.0 software.

241

242 **6.2 Population and Sample**

243 The population of the study consisted of Gen-Z consumers from the Chennai Region, Tamil
244 Nadu who regularly purchase and use personal care products (skin care, body care, hair care,
245 color cosmetics, anti-aging products, etc.). The respondents were contacted through online
246 medium and emails along with link for Questionnaire. Prior to data collection, it was ensured
247 that the respondents have fair knowledge and experience in online purchases.

248 The sample size for the study was determined using the sample size determination
249 calculations (Cohen, 2025). It was observed that the minimum sample size should be greater
250 than 384. As a result, it was planned to collect data from 600 Gen-Z consumers through non-
251 probability sample method. The study adopted a mix of purposive and snow ball sampling
252 technique in which each respondent was asked provide at-least five references (future
253 sample) for further data collection. Out of the 600 questionnaires, a few response sheets had

254 incomplete entries and contained errors, and were therefore not considered for inclusion in
 255 the final sample. Thus, the final study only included 480 respondents. The calculated nett
 256 response rate was 80.0%. Data on the demographic characteristics of survey participants is
 257 displayed in Table 1.

258

259

Table 1: Demographic Characteristics (N=480)

Parameter	Category	Frequency	Percent
Gender	Male	160	33.33
	Female	320	66.67
Qualification	Under Graduation	310	64.58
	Post-Graduation	170	35.42
Occupation	Student	180	64.4
	Private Employee	110	14.4
	Self-Employed	70	12.2
	Homemaker	120	8.9
Income (Per Annum)	Below 4L	130	27.08
	4L – 8L	180	37.50
	8L – 12L	92	19.17
	Above 12L	78	16.25
Preferred Social media	Instagram	172	35.83
	Facebook	60	12.50
	Youtube	68	14.17
	Snapchat	55	11.46
	WhatsApp	60	12.50
	X(Twitter)	45	9.38
	LinkedIn	20	4.17

260 The demographic profile of the respondents shows that the majority of the Gen-Z consumers
 261 of the study were female (66.67%) and male accounted for 33.33%. Majority of the
 262 respondents were below 25 years (40.7%). The majority of respondents (64.58%) were
 263 undergraduates and 35.42% of respondents have a post-graduate qualification. Occupational
 264 profile indicates that 64.4% of the respondents were students and 14.4% were employed in
 265 private companies, 12.2% were self-employed and 8.9% of the respondents were
 266 homemakers. The annual income level showed that about 37.50% of the respondents have
 267 reported earning between Rs. 4L to Rs. 8L, while 27.08% of the respondents have income
 268 below Rs. 4L. 19.17% of the respondents have income Rs.8L – Rs. 12L. 16.25% of the
 269 respondents have income exceeding Rs. 12L per year. Instagram (35.83%) was identified as
 270 the predominant social media among the Gen-Z respondents of the study, followed by
 271 Youtube (14.17%), Facebook (12.50%) and WhatsApp (12.50%). Interestingly, Snapchat

272 (11.46%) has evolved as a dominant social media among the Gen-Z population unlike other
273 generations.

274

275 7. Results and Discussion

276 Table 2 displays the descriptive statistics of the variables of the study. The parameters
277 measured were mean (M), standard deviation (SD), Skewness and Kurtosis. In addition, the
278 reliability of the variables was also measured using Coefficient of reliability namely,
279 Cronbach's Alpha. Skewness and Kurtosis were used in the study to check the normality of
280 the data. Skewness value between +/- 3.0 and kurtosis value between +/- 3.0 is acceptable for
281 measuring psychometric constructs (Hair et al., 2010). Since the values for Skewness and
282 Kurtosis are well below the specified criteria, the data adhere to the conditions of normality
283 and permit the effective execution of parametric tests.

284

285

Table 2 Descriptive Statistics and Reliability Analysis (N=480)

Variable	No. of Items	Mean	Std. Deviation	Skewness	Kurtosis	Cronbach's Alpha
Targeted Advertisements	6	3.95	0.69	-0.92	0.98	0.842
Engagement and Interactions	6	4.18	0.55	-1.06	1.50	0.912
Referrals and Recommendations	6	3.72	0.71	-0.40	0.53	0.824
Influencer Marketing	6	3.92	0.61	-1.04	2.20	0.764
Discounts and Offers	6	4.01	0.56	-0.46	0.61	0.844
Brand Image	6	4.09	0.62	-1.17	2.23	0.862
Behavioural Intention to Purchase	4	3.86	0.67	-0.73	1.04	0.922
Actual Purchase	4	4.04	0.68	-1.19	2.19	0.902

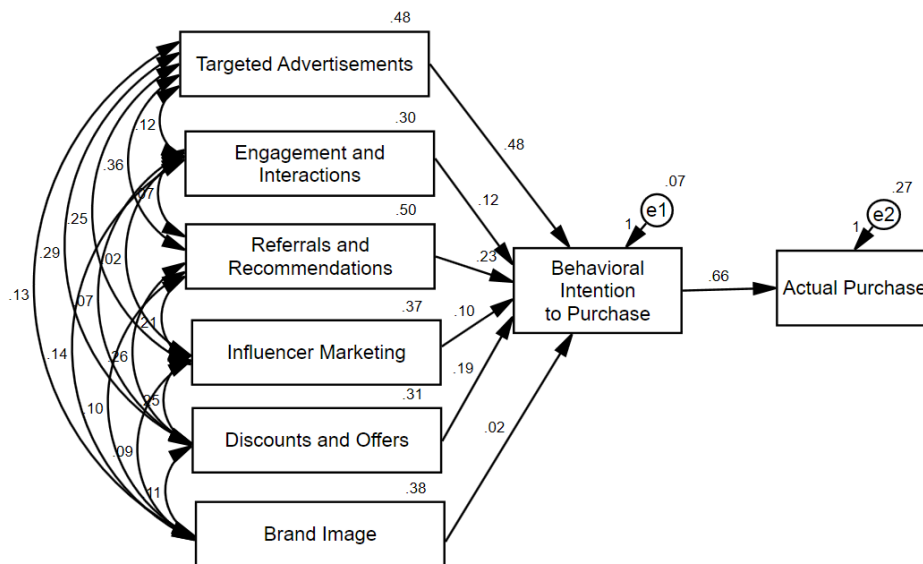
286 From the above table, it can be inferred that Engagement and Interactions (M=4.18,
287 SD=0.55) are the highly rated variables in social media influencing the consumer purchase of
288 personal care products. This was followed by Brand Image (M=4.09, SD=0.62), Actual
289 Purchase (M=4.04, SD=0.68) and Discounts and Offers (M=4.01, SD=0.56). Targeted
290 Advertisements received a mean rating of 3.95 with a standard deviation of 0.69, and
291 Influencer Marketing (M=3.92, SD=0.61) received optimal mean ratings. Behavioural
292 Intention to Purchase (M=3.86, SD=0.67) and the variable, Referrals and Recommendations

293 (M=3.72, SD=0.71), received comparatively lower mean ratings. The reliability of the
 294 influencing factors in social media marketing for personal care products was measured using
 295 the coefficient of reliability, called “Cronbach's alpha” (Table 2). The Cronbach's alpha
 296 values ranged from 0.764 to 0.912, surpassing the minimum threshold of 0.7 (Nunnally,
 297 1978). Thus, all the variables of the study have satisfied the conditions for reliability. The
 298 validity of the scale was ensured by measuring content validity and face validity using the
 299 expert's opinion method. These findings indicate a robust framework for analysing the impact
 300 of social media on consumers' behaviour in the personal care sector.

301

302 7.1 Evaluation of Conceptual Model

303 The conceptual model of the study was validated using structural equation model (SEM)
 304 analysis in AMOS 21.0 software (Figure 1).



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307

308

Figure 2: Evaluation of Structural Model

Table 3 Regression Estimates

Dependent Variable		Predictor Variable	Beta Estimate	S.E.	C.R.	p-value
Behavioural Intention to Purchase	<---	Targeted Advertisements	0.50	0.03	16.24	0.00
Behavioural Intention to Purchase	<---	Engagement and Interactions	0.10	0.03	5.04	0.00
Behavioural Intention to Purchase	<---	Discounts and Offers	0.16	0.04	4.76	0.00

Behavioural Intention to Purchase	<---	Referrals and Recommendations	0.24	0.03	8.96	0.00
Behavioural Intention to Purchase	<---	Influencer Marketing	0.09	0.03	3.32	0.00
Behavioural Intention to Purchase	<---	Brand Image	0.02	0.02	0.94	0.35
Actual Purchase	<---	Behavioural Intention to Purchase	0.64	0.04	18.42	0.00

309

310 Table 3 displays the regression estimates showing the impact of different influencing factors
311 in social media marketing on behavioural intention to purchase and actual purchase of
312 personal care products. Below are the summarized findings of the hypothesis testing.

- 313 • Targeted Advertisements in social media($\beta=0.50$, $p=0.00$) has significant and positive
314 effect on the Behavioural Intention to Purchase of personal care products. The
315 hypothesis “Targeted advertisements in social media has significant effect on the
316 behavioural intention to purchase of personal care products” was accepted (p -level =
317 0.01).
- 318 • Referrals and Recommendations in social media ($\beta=0.24$, $p=0.00$) has significant and
319 positive effect on the Behavioural Intention to Purchase of personal care products.
320 The hypothesis “Referrals and Recommendations in social media has significant
321 effect on the behavioural intention to purchase of personal care products” was
322 accepted (p -level = 0.01).
- 323 • Discounts and Offers in social media ($\beta=0.16$, $p=0.00$) has significant and positive
324 effect on the Behavioural Intention to Purchase of personal care products. The
325 hypothesis “Discounts and offers in social media has significant effect on the
326 behavioural intention to purchase of personal care products” was accepted (p -level =
327 0.01).
- 328 • Engagement and Interactions in social media($\beta=0.10$, $p=0.00$) has significant and
329 positive effect on the Behavioural Intention to Purchase of personal care products.
330 The hypothesis “Engagement and interactions in social media has significant effect on
331 the behavioural intention to purchase of personal care products” was accepted (p -level
332 = 0.01).

- 333 • Influencer Marketing in social media($\beta=0.09$, $p=0.00$) has significant and positive
334 effect on the Behavioural Intention to Purchase of personal care products. The
335 hypothesis “Influencer Marketing in social media has significant effect on the
336 behavioural intention to purchase of personal care products” was accepted (p -level =
337 0.01).
- 338 • Brand Image in social media($\beta=0.02$, $p=0.35$) has no significant effect on the
339 Behavioural Intention to Purchase of personal care products as the p -value is greater
340 than 0.05. The hypothesis “Brand Image in social media has significant effect on the
341 behavioural intention to purchase of personal care products” was REJECTED (p -level
342 > 0.05).
- 343 • Behavioural Intention to Purchase in social media($\beta=0.64$, $p=0.00$) has significant and
344 positive effect on Actual Purchase of personal care products. The hypothesis
345 “Behavioural intention to purchase in social media has significant effect on actual
346 purchase of personal care products” was accepted (p -level = 0.01).

347
348 Table 4 presents the values for goodness of fit indices for the validation of structural model of
349 the study.

350 **Table 4 Goodness of FIT - AMOS Model**

Variables	Obtained Value	Recommended Value
Chi square value	14.115	-
p-value	0.028	-
Chisq/df	2.35	<5.0 (Schumacker & Lomax, 2004)
RMSEA	0.053	<0.09 (Hair et al. 2011)
RMR	0.007	<0.08 (Hair et al. (2011)
GFI	0.95	>0.90 (Hair et al. (2011)
AGFI	0.93	>0.90 (Hair et al. (2011)
CFI	0.95	>0.90 (Hair et al. (2011)
TLI	0.94	>0.90 (Hair et al. (2011)
RFI	0.92	>0.90 (Hair et al. (2011)
NFI	0.96	>0.90 (Hu, Bentler, 1999),

351
352 The above table demonstrates that the measured values for different parameters clearly
353 comply with the specified values mentioned in the literature. Consequently, the model is

354 considered to exhibit a strong fit. The computed values for different indices including GFI
355 (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), CFI (Comparative Fit
356 Index), TLI (Tucker-Lewis Index), NFI (Normed Fit Index), and RFI (Relative Fit Index) are
357 well above the recommended threshold of 0.9(Hair et al., 2011).The Root Mean Square Error
358 of Approximation (RMSEA) decreased below the 0.08 threshold, indicating that the model is
359 highly accurate and can be regarded as an ideal fit (Hair et al., 2011). Similarly, RMR (Root
360 Mean Square Residual) value for the model is below the threshold limit of 0.08 (Hair et al.
361 (2011).Overall, the obtained values for model fit indices and measurements fall within the
362 acceptable range, confirming that the structural model is validated.

363

364 **8. Conclusions**

365 Understanding the perspectives of customers and their needs is important for any marketing
366 strategy. Social media marketing has become indispensable part of human life. Social media
367 enables marketers to directly reach intended customers of all ages, particularly millennials
368 and Gen-Z. These platforms allow for targeted advertising and personalised content, fostering
369 stronger connections with these demographics. As a result, brands can engage with their
370 audiences in real time, adapting strategies to meet their evolving preferences.

371

372 This influence of social media marketing not only shapes Gen Z consumer perceptions but
373 also enhances engagement and loyalty through continuous interactions. As brands respond to
374 these changes, they must strategically utilise social media to cultivate stronger connections
375 with their audience.Generation Z individuals respond favourably to tailored communications
376 through socialmedia and seek to perceive the worth of their purchases. Integrating special
377 offers and rewards with social media will enhance the ability to engage Gen Z target
378 demographic.

379 Alternatively, marketers can leverage Gen Z's preference for micro-influencers and social
380 media. Assigning distinctive referral codes to pertinent micro-influencers for dissemination
381 among their followers holds significant promise as a promotional marketing strategy.
382 Selecting micro-influencers judiciously to cultivate a robust Gen Z clientele should be given
383 utmost priority.However, it is important to note that Generation Z exhibits a lack of brand
384 loyalty. It is essential to remain vigilant in order to maintain their attention with innovative
385 offers, products, and exemplary customer service.

386

387 Generation Z individuals are pragmatic and well-informed consumers; therefore, it is
388 essential to provide them with products / services and promotions that possess genuine value.
389 Additionally, they are highly conscious of social issues, therefore marketers should consider
390 strategies to make your business more socially conscious. Gen-Z consumers routinely
391 transition between channels; therefore, it is advisable to adopt an omnichannel strategy to
392 gain access to this vast market.

393

394 **9. Limitations**

395 The study was conducted with a comparatively smaller sample of 480 respondents. The
396 future study could focus on incorporating a larger with diverse population comprising of
397 Millennials, Gen X, Baby Boomers etc. The effect of different demographic variables on the
398 influencing factors in social media marketing could be taken in future studies to gain deeper
399 understanding of consumer preferences and buying behaviours.

400

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434 A primary difficulty in digital advertising is limited brand awareness. In the extensive realm
435 of online information and products, a brand's capacity for consumer recognition and recall
436 has emerged as a critical determinant of success.

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