



A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISING ON BRAND LOYALTY AMONG GENERATION Z CONSUMERS

Dr M Reddi Naik

Associate Professor of Commerce, Govt Degree College (A) Nagari

Abstract

The influence of social media advertising on brand loyalty among Generation Z consumers. In the contemporary digital marketplace, social media platforms have become central to brand communication, consumer engagement, and relationship building. Generation Z, as a digitally native cohort, is particularly exposed to advertising content on platforms such as Instagram, YouTube, Snapchat, and Facebook, and their brand-related decisions are increasingly shaped by perceived relevance, authenticity, influencer credibility, and interactive content. The study adopts a descriptive and analytical quantitative design using structured questionnaire responses from Generation Z respondents. The analysis indicates that social media advertising has a meaningful impact on brand awareness, engagement, purchase intention, and loyalty formation. Instagram emerged as the most influential platform, while content quality, influencer recommendations, and personalization were identified as key drivers of consumer response. The findings further suggest that brand loyalty in this segment is not purely habitual but is shaped by trust, emotional connection, and ongoing digital interaction. The study concludes that brands seeking long-term loyalty among Generation Z must prioritize authenticity, creativity, relevance, and two-way engagement in their social media communication strategies.

Keywords: Social Media Advertising, Brand Loyalty, Generation Z, Influencer Marketing, Consumer Engagement, Digital Marketing.

Introduction

The emergence of Generation Z as a dominant consumer segment has fundamentally altered the dynamics of marketing and brand loyalty. Unlike previous generations, Gen Z has grown up in an environment where digital connectivity is constant, and access to information is instantaneous. According to Pew Research Center, over 95% of individuals within this cohort

own smartphones, and daily internet usage frequently exceeds eight hours. This level of exposure has transformed not only how consumers interact with brands but also how they evaluate and commit to them. Digital marketing operates at the center of this transformation. Platforms such as Instagram, TikTok, and YouTube have become primary channels for brand discovery, with Statista reporting that approximately 70–75% of Gen Z consumers encounter new brands through social media. These platforms function as ecosystems where content, commerce, and community intersect, enabling brands to reach consumers in highly personalized and interactive ways.

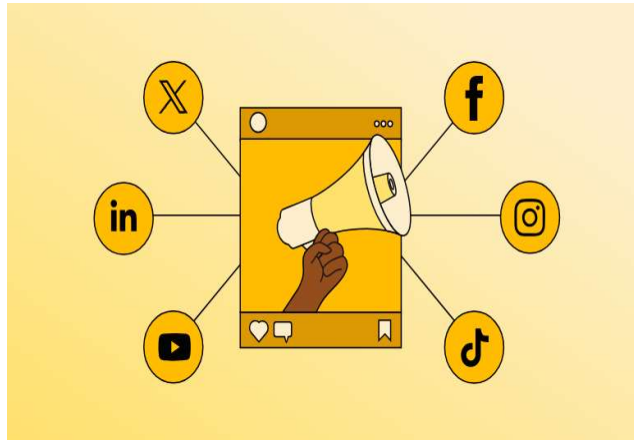
However, this increased accessibility has also intensified competition. Consumers are exposed to a constant stream of alternatives, making it easier to switch between brands without significant cost or effort. This phenomenon has led to a decline in traditional forms of loyalty, where repeated purchases were driven by habit or limited choice. Instead, loyalty is now influenced by dynamic factors such as relevance, experience, and alignment with personal values.

The relevance of this study lies in understanding how these structural changes impact brand



loyalty in the current digital environment. While businesses invest heavily in digital marketing strategies, there is growing evidence that such investments may not translate into long-term consumer commitment. For instance, Deloitte reports that 62% of Gen Z consumers prefer brands that align with their values, yet many are willing to switch brands quickly if expectations are not met.

Influences marketing



Influence factors to Gen Z

Platform Popularity and Time Spent on Social Media

The Instagram is the most popular platform among Gen Z consumers, followed by Facebook and YouTube, aligns with previous research that identifies Instagram as a favoured platform for younger audiences due to its visually engaging content and influencer culture (Saini et al., 2021). The reported average daily usage of 2 to 4 hours reflects broader trends noted in the literature, where Gen Z consumers exhibit high engagement levels on social media platforms. This extended time spent online amplifies the potential for brands to leverage influencer marketing strategies, as consumers are more exposed to promotional content

Influencer Following Patterns and Niche Preferences

The result indicating that around half of Gen Z consumers follow influencers weekly corroborates findings by Sfenrianto, Yunital&Gunawan (2018), who emphasize the importance of regular interaction with influencers in fostering brand loyalty. The preference for specific types of influencers—fitness influencers in Delhi and fashion influencers in Mumbai—suggests that cultural and regional factors play a significant role in shaping consumer preferences. This finding supports the notion that the effectiveness of influencer marketing can vary based on audience demographics and cultural contexts (Rathjens et al., 2024)

Influence on Purchases and Brand Perceptions

The statistic that around half of consumers in both cities make purchases influenced by social media reflects research showing that influencer endorsements can significantly sway consumer buying decisions(Zoubi, 2019). Moreover, the finding that negative impressions of

influencers can lead to the abandonment of brands aligns with Santoso&Dewi (2018). This highlights the fragile nature of brand relationships in the influencer landscape, where a single misstep by an influencer can tarnish brand loyalty

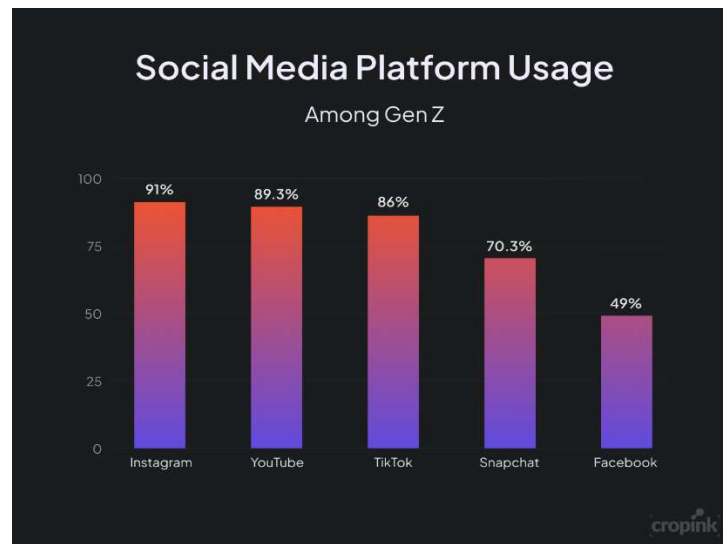


Social Media Usage and Purchase Behaviour

the significant impact of social media usage on purchase decisions reinforces the connection identified in existing literature between high social media engagement and increased consumer responsiveness to influencer marketing (Santoso&Dewi, 2018).This suggests that brands aiming to enhance their market presence should focus on platforms that engage their target demographics effectively. The results underline the importance of strategic content creation and engagement practices to convert online interactions into tangible sales.

impact on Brand Loyalty across Regions

Finally, the finding that social media influencers significantly impact brand loyalty, with notable differences between consumers in Delhi and Mumbai, emphasizes the need for localized marketing strategies. This aligns with previous research indicating that cultural nuances can significantly affect consumer behaviour and loyalty patterns (Saini et al., 2021). The differing preferences between the two cities could suggest that brands need to tailor their influencer partnerships and marketing strategies to resonate with the unique values and interests of consumers in different regions.



Conclusion

The study concludes that social media advertising has a significant and positive influence on brand loyalty among Generation Z. The evidence shows that respondents are active social media users, frequently exposed to advertising, and highly responsive to brand content that is relevant, engaging, and trustworthy. Instagram is the most influential platform, while content quality, influencer credibility, and personalization emerge as major determinants of favourable brand responses. Brand loyalty among Generation Z is shaped less by conventional promotion and more by the quality of digital relationships that brands create. Social media advertising contributes to loyalty when it fosters emotional connection, perceived value, and trust. Accordingly, brands that seek to build sustainable loyalty among Generation Z must prioritize authentic communication and meaningful engagement over aggressive persuasion. The results of this study add to the expanding corpus of research on how social media influencers affect Generation Z consumers' brand loyalty. By situating these results within the context of existing research, it becomes evident that social media platforms, regional preferences, and consumer engagement significantly influence purchasing behaviour and brand relationships. These dynamics should be further investigated in future studies, especially in culturally varied settings. to refine influencer marketing strategies and enhance brand loyalty



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