



**INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND
LOYALTY AND CUSTOMER ENGAGEMENT AMONG
GENERATION Z**

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ABSTRACT

The fast-changing nature of the social media networks has greatly altered the functioning of the marketing, especially in shaping the consumer culture of the generation Z. The paper and the descriptive and analytical research design included and the primary data were to be gathered through a 90-respondent structured questionnaire and 5-point Likert scale, the social media marketing effect on brand loyalty and customer engagement amongst the generation Z was addressed. The percentages and correlation analysis were used to measure the awareness, engagement and loyalty perceptions in the study in terms of percentages. The results showed that most of the respondents were highly aware of social media marketing and viewed it as an excellent option in promotion of customer relations. In addition, the findings have demonstrated that brand loyalty varies considerably as a result of marketing through social media and the customer engagement is the main mediator. The correlation analysis revealed that the customer engagement and the campaign of the social media marketing with the brand had a strong positive relationship. The conclusions drawn in the research are that personalized, interactive, and influencer-driven social media can be beneficial in creating effective relationships with the brand and keep the generation Z consumers faithful to the digital era.

Keywords: Social Media Marketing, Brand Loyalty, Customer Engagement, Generation Z, Digital Marketing, Consumer Behavior

1. INTRODUCTION

The emergence of the social media as an effective form of communication has transformed the landscape of modern day marketing to a large extent in that organizations can now communicate with consumers more dynamically in a more personalized and more cost effective way. Development of content, collaboration with influencers, interactive campaigns, and real-time communication with customers are some of the practices associated with the social media marketing concept that is involved in the formation of consumer perception and behavior. With more companies adopting the digital platforms to conduct interactions with their target audiences, including Instagram, Tik Tok, Snapchat, and YouTube among others, companies have started to rekindle their marketing efforts on these platforms as they seek to reach their target audience and, in turn, convince them.



Being largely considered as anyone born in the middle of the 1990s to early 2010s, generation Z is a highly varied and potent consumer demographic, being digital natives with low attention span and the need to find creative and genuinely appealing content. Gen Z customers will rely on peer reviews and online platforms reviews along with social media influencers to make buying decisions in comparison with older generations. Their everyday activities on online platforms have altered their consumption pattern, in addition to heightening their anticipation in relation to brand transparent, responsive and interactive elements.

It is a dynamic digital world with a more multi-dimensional form of brand loyalty today. The traditional loyalty variables such as price, product quality is now supported with the experiential and emotional aspects during the online interactions. The importance of social media marketing in brand loyalty is that, it assists the brand to foster trust, develop continuity, and develop valuable relationships with the consumer. With the help of individualized content and storytelling, influencer promotion, brands can make the appeal more emotional and encourage the Generation Z consumers to become interested once more.

Customer engagement is the level of cognitive, emotional and behavioral dedication of the customer on interested brand and has become a key product of a successful social media marketing. The consumers like, comment, share and are actively involved in the contents of a brand which implies that the interaction between the consumer and the brand is deeper. The interaction is bi-directional to the Generation Z, and one must co-create content and promote the brand in question. The association between social media marketing, customer relationships, and brand loyalty is therefore significant to any organization that wants to have a long-term relationship with this generation that has been digitally empowered.

2. LITERATURE REVIEW

Andreani et al. (2021) analyzed how social media influencers affect brand awareness and buying intentions in a sample of consumers of Generation Z in Surabaya. This paper has highlighted the importance of the influencers in influencing the consumer perception as they are relatable, credible, and they have high presence online. As it was noted, influencer endorsements were very helpful in creating brand awareness and trust, ultimately affecting purchase intentions. The results proposed that the influencers in social media would be a valid mediator between the brand and Gen Z, creating awareness and creating a connection through the authentic and compelling communication.

Fajarwati and Haliza (2024) conducted a study related to the impact that social media marketing activities have on brand loyalty among the representatives of different generational cohorts with particular attention to Generation Z. The research came up with the significant dimensions of social media marketing including entertainment, interaction, customization, and trendiness as being important in fostering brand loyalty. The findings showed that the consumers of the generation Z were most receptive to the engaging and interactive content in contrast to other generations. The study also emphasized that those brands that remained consistent in terms of providing valuable and entertaining content had higher chances of



creating strong emotional relationships and viewer loyalty in the minds of young customer groups.

Ginting and Hadikusuma (2024) explored the relationship between customer engagement and brand loyalty and social media marketing among the GenZ consumers in Indonesia. The study found out that customer involvement by the social media marketing was quite high and direct which in turn had a tremendous influence on the brand loyalty. The mediating variable established was engagement which enhanced the association between the marketing activity and the results of loyalty. The results highlighted interactive communication, user engagement and two way communication as crucial in strengthening consumer brand relations in digital world.

Rahmawati and Hidayati (2023) investigated how social media marketing affects brand experience, brand equity, and brand trust of Generation Z consumers, especially in relation to Muslim fashion. The research found that effective social media marketing strategies played a significant role of enhancing brand experiences of consumers by offering information, attractive and culturally relevant content on the platform. As it turned out, the improved brand experience caused the increase in the brand trust and equity that resulted in the improvement of the brand loyalty. The study came to the conclusion that emotional engagement and experiential marketing played a significant role in enhancing the general brand relationship between the generation Z consumers.

3. RESEARCH METHODOLOGY

This part describes the research design that needs to be used to examine the effects that social media marketing has on brand loyalty and customer engagement among generation Z consumers. It also gives the research design, sampling structure, data acquisition procedures, data gathering tools and how they analyze the data so as to ensure reliability and validity of the study. This required a systematic approach to the study so as to be able to appropriately record the perceptions and behavioral trends of respondents in the online setting.

a. Research Design

The research design was a descriptive and analytical study with an objective of the study being to map the current trends in the adoption of social media among the generation Z, and to investigate the association between social media marketing, consumer interaction and brand loyalty. The descriptive factor contributed to the interpretation of the qualities of the respondents and the extent of their awareness, and the analytical element contributed to the research of the variable's relationships.

b. Sample Size and Population

The sample population addressed in the study is the Gen Z generation which falls within the 18-25 age range and are active users of the social media sites. A total of 90 respondents were decided to be used in the study. I applied convenience sampling technique since I looked at the availability of respondents and the ease of the respondents working online. A chosen sample was deemed to be relevant to reflect the behavior and taste of the Gen Z consumers in the framework of the social media marketing.

c. Data Collection



The research was developed on primary data collection that was collected using online survey format. The questionnaire was sent by Google Forms and the link was posted on different online platforms like WhatsApp, Instagram, and email. This approach guaranteed fast reactions and appropriateness toward reaching digitally active generation Z consumers.

d. Data Collection Tools and Instruments

The primary research instrument was a developed systematic questionnaire. The questionnaire has been structured to include some sections, which included demographics, knowledge of social media marketing, extent of customer interaction, brand loyalty perceptions. The attitude and opinion of the respondents were measured on the 5-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree). This tool has been formulated in such a way that it is easy to understand and it addresses the objectives of the research.

e. Data Analysis

The acquired data has been analyzed in a systematic way and discussed using certain statistical techniques, including percentage analysis, frequency distribution and correlation analysis. The results were presented in forms of tables and charts making them easy to understand and comprehend. The discussion was to determine the trends, patterns and correlation of the social media marketing efforts, customer interaction, and brand loyalty among the generation Z respondents.

4. RESULTS AND DISCUSSION

The given section contains the analysis and interpretation of the collected data with 90 representatives of the Generation Z aiming at the discussion of the role of social media marketing in the process of customer engagement, as well as brand loyalty. These results are arranged in logical structure (in tables and in the corresponding pictures) to obtain the fair idea about the level of awareness, perception, interdependence of the influential variables of the respondents. A complex assessment of the effects the social media marketing can cause to the behavioral and attitudinal outcomes of the generation Z consumers can be presented using the frequency distribution, percentage analysis, and correlation analysis.

The awareness of social media marketing among the respondents will be distributed in table 1. The responses are tabulated into five levels highly aware, aware, neutral, unaware, highly unaware as level and frequency and percentages. A visual display of such distribution is in Figure 1 where the distribution of respondents can be seen against the different levels of awareness on social media marketing.

Table 1: Awareness of Social Media Marketing

Response Category	Frequency	Percentage
Highly Aware	34	37.8%
Aware	36	40.0%
Neutral	9	10.0%
Unaware	6	6.7%
Highly Unaware	5	5.5%

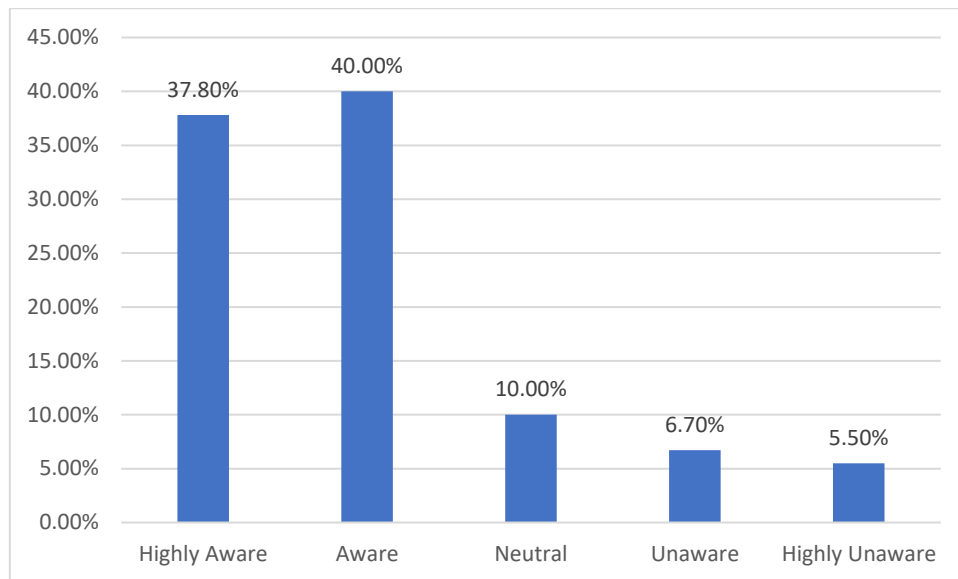


Figure 1: Visual Representation of Awareness of Social Media Marketing

The results have shown that most of the respondents are of the aware (40.0) and highly aware (37.8) category, which together comprise 77.8 percent of the sample. A smaller percentage of the respondents said that they had been neutral (10.0%), with very few percentages being unaware (6.7) or highly unaware (5.5). These results indicate that the respondents of Generation Z are highly aware of the aspects of social media marketing, as well as are highly exposed to the world of digital platforms and online marketing.

Table 2 presents the results of the participants according to the impressions of the implications of social media marketing on customer engagement. The responses are sorted in five scales as SA, A, and N, D, SD and the frequency and the percentage of the same. Figure 2 depicts all these answers in a graphical way and this indicates the general pattern of the perception regarding the effectiveness of the social media marketing in strengthening the customer engagement.

Table 2: Social Media Marketing Effect on Customer Interaction

Response Category	Frequency	Percentage
S A	31	34.4%
A	33	36.7%
N	11	12.2%
D	8	8.9%
S D	7	7.8%

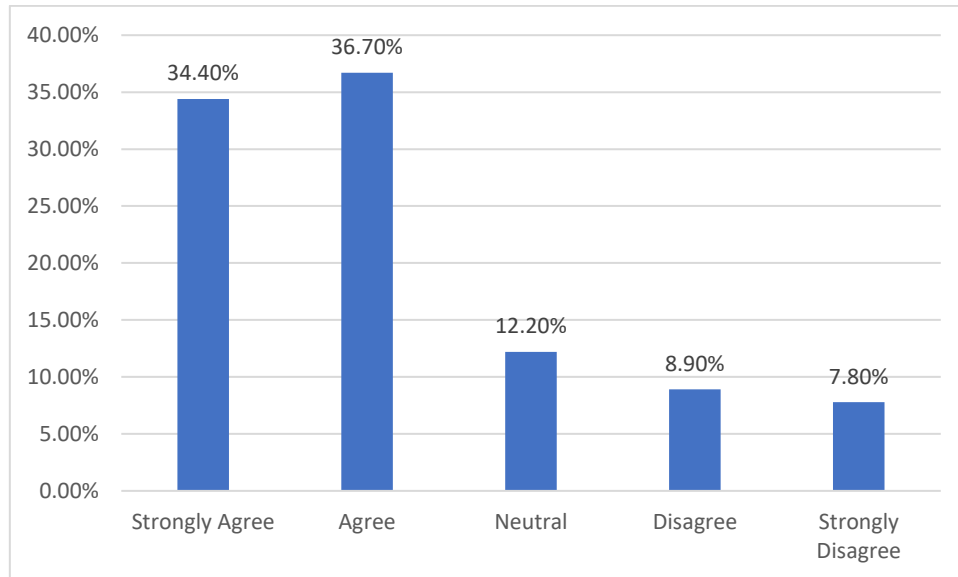


Figure 2: Visual Representation of Social Media Marketing Effect on Customer Interaction

The findings disclose that most of the respondents (36.7) or strongly (34.4) agreed that social media marketing has a positive impact on the engagement of customers, which is 71.1% of all respondents. The least percentage (12.2) was as neutral and the least percentage (8.9) was as SD and highest percentage (7.8) as in disagreement. These findings suggest that the majority of the representatives of Generation Z are convinced that social media marketing can be a potent tool of enhancing interaction and engagement with brands.

Table 3 presents the distributions of the respondents regarding their views on what effect the marketing with the help of social media has on the brand loyalty. The responses are grouped into five scales comprising SA, A, N, D and SD with the frequency and percentage of the scales. This is graphically construed in figure 3 because the shapes represent the distribution of opinion of the respondents in terms of relevance of social media marketing in the establishment of brand loyalty.

Table 3: Influence of Social Media Marketing on Brand Loyalty

Response Category	F	%
S A	29	32.2%
A	35	38.9%
N	10	11.1%
D	9	10.0%
S D	7	7.8%

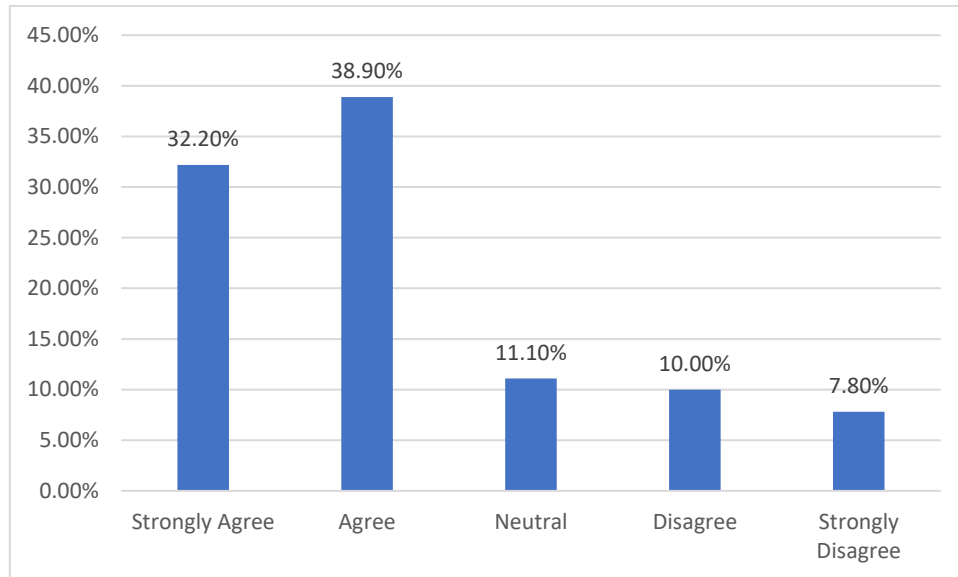


Figure 3: Visual Representation of Influence of Social Media Marketing on Brand Loyalty

According to the data, the majority (38.9) and SA (32.2) to the fact that social media marketing affects brand loyalty in the positive way became the majority (71.1) of the entire sample. The lower proportion of the respondents were neutral (11.1%), with the remaining others (10.0% and 7.8% respectively) D and SD. All these results imply that most of respondents belonging to the Generation Z consider social media marketing as a significant factor in brand loyalty development and retention.

Table 4 is a correlation analysis of the key variables of the research i.e. social media marketing, customer engagement and brand loyalty. The table shows the correlation coefficients (r values), which shows the level of strength and direction of the relationships between each of the pairs of the variables. Figure 4 has provided the visual image of these relationships and shown the strength of the association between the variables in a relative manner.

Table 4: Correlation Analysis Between Variables

Variables	Correlation Coefficient (r)
Social Media Marketing & Customer Engagement	0.74
Customer Engagement & Brand Loyalty	0.77
Social Media Marketing & Brand Loyalty	0.71

The correlation findings reveal that the relationship between all the variables is strong and positive. The highest ($r = 0.77$) was customer engagement and brand loyalty and the second had social media marketing and customer engagement ($r = 0.71$). The conclusion of these findings is that the more intensive the marketing in social media, the more the customer working and the reverse will result in the brand loyalty of Gen Z customers growing strongly.



5. CONCLUSION

The study concluded that marketing of social media influences the customer engagement and brand loyalty of Generation Z consumers positively. These findings have revealed that a significant portion of the respondents are the most proficient in social media marketing and consider it to be a handy instrument to enhance their communication with the brands. The results also revealed that interactive and personalized content that is interesting is relevant in capturing the attention of Generation Z and the bond with the brand is strengthened. Moreover, the positive correlation between social media marketing, customer engagement, and brand loyalty was high, which highlighted that the more the customer engaged, the more the long-term loyalty. Overall, this paper underscores the opinion that a company should use new and interaction-based social media practices in order to earn trust, build better relationships with customers, and remain competitive in the cyberspace market.

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