

A study on reflective factors of social media marketing activities and its influence on purchase intention of gen z

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ABSTRACT

Social Media Marketing Activities (SMMA) are crucial for a brand's identity. Generation Z is called digital natives as they have been exposed to the internet, social networks, and mobile systems from an early age. Driving intent to purchase for this target segment is crucial for brands. Hence, this study develops a model for measuring SMMA and validates the nomological model by verifying its influence on Purchase Intention. The paper uses 24 items on a five-dimensional scale for measuring SMMA for Gen Z. The items were generated from the literature review and focus group interviews. 310 responses were collected. After data cleaning, an Exploratory Factor Analysis (EFA) was run on 290 responses using SPSS version 27. The study revealed that SMMA is a four-dimensional construct with 20 variables. Electronic- Word Of Mouth (e- WOM), Interaction, Customisation, and Advertisements were the four dimensions. To further validate the nomological model, the impact of SMMA on the Purchase Intention (PI) of Gen Z was studied using multiple linear regression. The analysis confirmed the validity of the scale by describing the impact on PI for Gen Z. Customisation, Advertisements, and Interaction had a significant influence on Purchase Intention. The study theoretically confirms the constructs defining SMMA in line with previous research. It specifically outlines the measurement for Gen Z, practically enabling brands to identify the significant factors to focus on to capture the Gen Z market through social media marketing.

1. Introduction

Social media is one of the most effective ways for marketers to interact with their target audience in today's digital marketing environment. Social media is not only a communication tool for Gen Z customers, but it is an essential component in their way of living, impacting their behaviour and choices about what to buy (Zafar et al., 2021). Brands must comprehend the significance of social media for their marketing strategy and how it influences Gen Z's purchasing decisions.

1.1. Gen Z

Gen Z is those born between the mid-1990s and the early 2010s (Priporas et al., 2017; Djafarova & Bowes, 2021; Liu et al., 2021; Zafar et al., 2021). They have grown in the era of iPhones and in times of recession. According to the Pew Research Centre classification studies, anyone born after 1997 is Gen Z. They are also called digital natives (Prensky, 2001). The cell phones were already there when they were

born. According to a data decision intelligence company, Morning Consult, about 4 h a day is spent by Gen Z on social media, and 68 % of them use it for just scrolling and entertainment. Statistically, the digital well-being index (DWBI) is a measure of Gen Z's online psychological well-being. India scores 68. With over 380 million Gen Z consumers in India, they hold a significant sway over the social media landscape. (Economic Times, 2024, Oct 21).

1.2. Social media

Social media is "New media technologies facilitating interactivity and co-creation that allow for the development and sharing of user-generated content among and between organisations (e.g., teams, government agencies, and media groups) and individuals (e.g., customers, athletes, and journalists)" (Filo et al., 2015). It is a widely acknowledged interaction medium and an effective advertising vehicle (Rana & Arora, 2022). This can further be justified by the growth in infrastructure with the evolution of 5G networks and above, and the users of these. The industry is also speaking about the direct satellite uplink and downlink,

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which would make the infrastructure stronger. This would imply that the opportunity to reach out to the target segment would become easier and more attractive. Social media has become a powerful tool for the interaction of customers with the company and other customers (Hajli, 2015). Social networking sites play an important role in online communication, especially for marketers (Irfan et al., 2019). It is no longer just a tool for entertainment and interaction but has enhanced its scope of usage to become a part of the everyday life of customers and customer transactions (Ko et al., 2018).

1.3. Social media marketing activities

Internet fuelling data with public interactions defines Social Media Marketing (Kelly et al., 2010). Social Media Marketing is used by businesses to promote their products or services. It includes a set of activities like creating and sharing engaging content, running social media ads, interacting with customers and followers, and monitoring their social media activities through social media analytics. They can also partner with influencers, run contests and giveaways, and create their own communities. It is a means to reach the customers, convey the message and create awareness in their minds, and build communities (Kelly et al., 2010). It is an easier and more efficient way to approach customers and is also cost-effective. It enables knowledge sharing, building business partnerships, and increasing profitability (Neti, 2011). It is different from conventional marketing, and different authors define it in different ways.

Kim and Ko (2012a, 2012b) have used entertainment, interaction, trendiness, customisation, and word of mouth as measurement factors for SMM for the Korean Luxury market study. Godey et al. (2016) define SMM with entertainment, interaction, trendiness, customisation, and word of mouth as the constructs for 4 nations and 5 luxury brands. Chen and Qasim (2021) have used informativeness, interaction, trendiness, personalisation, and word of mouth as the constructs for SMMA for the Chinese market study. Althuwaini (2022) reported that customisation, entertainment, and promotions had the highest impact on trust and loyalty of commercial Saudi Arabian banks' customers. Whereas they had used interaction, entertainment, customisation, promotion, and word of mouth as SMMA constructs. Masa'deh et al. (2021) defined SMMA as a reflective combination of Customisation, Interaction, Entertainment, e- WOM, and Trendiness for airline customers in Jordan.

1.4. Research gap

The impact of Social Media Marketing Activities (SMMA) on consumer behaviour has been the subject of many studies; however, the majority of these studies have focused on general consumers, leaving Gen Z as an understudied group despite their high level of digital engagement and purchasing power (Djafarova & Bowes, 2021; Francis & Hoefel, 2018; Seo & Park, 2018; Yadav & Rahman, 2018). Previous research frequently focuses on specific SMMA components, including entertainment, interaction, or informativeness, but infrequently examines reflective variables comprehensively and how they combine to influence purchase intention. Additionally, most of the literature takes a Western cultural viewpoint, with little research done in developing nations like India, where consumer behaviour and social media usage patterns are very different. A cause and effect directionality model study with purchase intention is required (Ahmed et al., 2023).

Due to their distinct digital behaviour and value orientation, this leaves a void for empirical research that examines which SMMA elements most strongly influence Gen Z's purchase intention in the Indian setting. Thus, as Social Media Marketing is a powerful tool to influence the purchase decisions of customers, its use has seen explosive growth (Khoa et al., 2021). Hence, based on the above discussions, the objective of this research is to identify the reflective factors that constitute SMMA.

1.4.1. Objective 1

To identify the reflective factors that constitute Social Media Marketing Activities.

1.5. Purchase intention

There are a lot of studies done on the impact of social media marketing activities on brand loyalty (Christou, 2015), brand equity (Koay et al., 2020; Morgan-Thomas & Veloutsou, 2013), brand love (Carroll & Ahuvia, 2006; Singh et al., 2021), and brand trust (Christou, 2015). After a person realises that there is a need for something, his intention to buy gets created, and he starts to search for the same to get maximum value out of his decision. It is also referred to as Behavioural Intentions (Ghosh et al., 2024). The best way to do this in this era is to go online where there is a huge information that he can narrow down by knowing the pros and cons of each, collecting feedback, comparing, going through the reviews, and finally making a purchase (Salem et al., 2019). "Customer willingness to purchase a product/service after perceiving Simple Notification Service (SNS) marketing content" is defined as Purchase Intention (Bonsón et al., 2015; Dodds et al., 1991). The AIDA (Awareness, Interest, Desire, and Action) model in marketing clearly defines that desire leads to action. The intentions of purchase would lead to the action of buying the product (Lewis, 1898). Therefore, it is important to focus on generating purchase intentions. The marketing activities, when done through social media, are said to have a stronger and deeper impact on the intention to purchase. Hence, the second objective would be framed as.

1.5.1. Objective 2

To find the influence of Social Media Marketing Activities factors on the purchase Intention of Gen Z.

Thus, the conceptual model developed in the paper is shown in Fig. 1.

The novelty of the study lies in integrating the various reflective factors of SMMA into a conceptual model to assess their impact on purchase intention for Gen Z. With evolving social media trends and Gen Z social media usage patterns, this study becomes highly relevant for marketers. The study finds that Advertising on social media has come out as a significant factor, which is a new finding. It has emerged as a new construct for Gen Z, whereas in previous studies, it was a part of entertainment. Thus, it means that advertisements play a significant role in communicating about the brand, which shapes Gen Z's purchase intention.

2. Methodology

The literature review and focus group interviews were used as the main techniques for item identification. Table 1 shows the details of the steps involved in the process.

2.1. Focus group discussion

As a qualitative pre-study, a Focus Group Discussion (FGD) was held to determine and validate the reflective aspects of SMMA that are pertinent to Gen Z consumers. Gathering detailed information about Gen Z attitudes, inclinations, and actions in response to brand activity on social media platforms was the aim of this conversation. Each participant in the focus group was selected based on certain criteria, such as a) should use social media daily, and b) should be a Gen Z.

40 volunteers in all (4 groups of 10 each), representing the Gen Z



Fig. 1. Conceptual model.

Table 1
Items identification.

Steps Involved	Particulars
Focus Group Interviews	4 groups of 10 Gen Z each were identified 8 variables were identified
Item generation	Literature review 18 variables identified
Scale refinement	$n = 290$
Exploratory Factor Analysis	20 items retained
Dimensionality	4 Dimensions
Validity studies	
Reliability	>0.7
Convergent validity	Factor loading >0.5
Discriminant validity	Factor correlation matrix values <0.7
Nomological validity	Examined the impact of SMMA on the Purchase Intention of Gen Z

demographic and ranging in age from 18 to 27, were specifically chosen because of their active use of social media and control questions. Open-ended questions intended to identify the precise components of social media marketing that affect their attention, trust, and purchase decisions served as the framework for the focus group discussion. Concerning branded content they came across online, participants were invited to describe particular experiences and preferences.

With permission, the conversation was recorded during the roughly 60-min conversation. The transcripts were subjected to thematic analysis in order to identify recurrent themes and possible variables by three experts. Eleven variables were identified. The structured questionnaire for the study’s quantitative phase was subsequently created using these dimensions, along with the ones found in the literature.

2.2. Survey instrument

A questionnaire was sent online to the target population. The questionnaire consisted of 3 sections, starting from demographic details, followed by questions on SMMA (Masa’deh et al., 2021; Godey et al., 2016; Kim & Ko, 2012a, 2012b), and then questions on PI (Koay et al., 2020). Demographic details were collected. It was followed by a control question to correctly choose the respondents. Only those respondents who have used social media and come across any social media marketing by a brand were considered eligible to respond to the questionnaire. The next section consisted of questions on SMMA items, and the last section on Purchase Intention (PI). Responses on SMMA and PI were collected on a 5-point Likert scale.

2.3. Sample size

310 responses were collected, and 290 were considered after data screening. Data screening involved removing incomplete responses, checking for the standard deviation of the data for the same repeated responses, which determined the respondents’ non-involvement in the survey, and checking for the skewness of the data, which confirmed the normality of responses collected.

2.4. Statistical techniques

The purpose of this research is to find the major factors of SMMA that influence the Purchase Intention of Gen Z. Exploratory Factor Analysis is used for identification of the factors and hypothesis testing is conducted using Multiple Linear Regression to find the influence of these factors on Purchase Intention for Gen Z. As AIDA model is considered as the theoretical model for drawing the conceptual model, a quantitative study of the responses obtained from Gen Z was conducted which would help in identifying patterns and relationships between variables (Ahmed et al., 2024).

The responses were coded. Factor analysis was conducted on 24

variables selected from the literature and focus group discussions. This was followed by multiple linear regression on the factors thus formed to test the hypothesis. Excel and SPSS 27 were used for analysis.

3. Data analysis and results

A sample of 290 Gen Z responses was analysed. The mean age group of the respondents was 21 to 27 years, with 52 % male and 48 % female respondents belonging to the Gen Z population. The percentage of respondents using specific social media platforms and their daily usage periods are depicted in Table 2.

3.1. Objective 1

To identify the reflective factors that constitute Social Media Marketing Activities.

Dimensionality reduction technique- Exploratory Factor Analysis was conducted on 24 items obtained through Focus Group Discussions and Literature Review. The Maximum Likelihood Method with Promax rotation, which suppresses smaller coefficients with absolute values below 0.4, was used for factor analysis in SPSS. Communality or proportion of variance in each variable accounted for by the common factors (Ho, 2006) was examined. It gives information about how much of the variance in each item is explained (Pallant, 2007). Although no statistical guidelines indicate the exact value to be taken (Hair Jr. et al., 2006), this research considers 0.4 as a minimum value. Following the rule, variables V1 and V6 with communalities less than 0.4 were removed. V8 and V15, having no loadings in the initial analysis, were also removed.

Bartlett’s Test of Sphericity was used to test for the adequacy of the correlation between variables and was found to be significant (Table 2). Kaiser Meyer- Olkin MSA value was 0.936 (Table 3), which is acceptable. Thus, it was assumed that Factor Analysis was appropriate. Furthermore, the overall patterns of these correlations were tested by the Measure of Sampling Adequacy as suggested by Hair Jr. et al. (2006).

Although Factor loadings of ± 0.30 to ± 0.40 are minimally acceptable, values greater than ± 0.5 are generally considered necessary for practical significance, whereas loadings exceeding ± 0.7 are considered indicative of well-defined structure and are the goal of any factor analysis (Hair Jr. et al., 2006).

The divergent validity is confirmed by the Pearson Correlation coefficient of each variable with the response total, as shown in Table 4. All the correlations are significant, and hence, divergent validity was confirmed.

An Eigenvalue of 1 was set to a minimum cut-off (Kim & Mueller, 1978a, 1978b). Four factors were extracted- the first factor consisting of 5 items, the second consisting of 8 items, the third consisting of 4 items, and the fourth consisting of 3 items. The pattern matrix is shown in Table 5. Based on the interpretation and meaning of the items, the four factors were named as e-WOM, Customisation, Advertisements, and Interaction.

Construct reliability is measured by Cronbach’s alpha. The Cronbach’s alpha coefficient for these 4 factors was 0.896, 0.89, 0.871, and 0.776, respectively, as calculated from SPSS. Nunnally (1978) has recommended that the minimum level of acceptance should be 0.70 and above. The total variance explained by the four factors formed was 58.539 % of the total variance, as shown in Table 6.

Table 2
Demographic details.

Gender	Platform	Usage per day
Male	52 %	Insta 52 % less than an hour 10 %
Female	48 %	WhatsApp 17 % 1 to 2 h 44 %
		YouTube 12 % 2 to 3 h 22 %
		Others 19 % more than 3 h 24 %

Table 3
KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.936
Bartlett's Test of Sphericity	Approx. Chi-Square	3581.591
	df	190
	Sig.	0.000

Table 4
Divergent validity with correlations to total.

	Pearson Correlation	Sig. (2-tailed)
V2	0.584**	0.000
V3	0.563**	0.000
V4	0.656**	0.000
V5	0.644**	0.000
V7	0.615**	0.000
V9	0.656**	0.000
V10	0.705**	0.000
V11	0.712**	0.000
V12	0.685**	0.000
V13	0.718**	0.000
V14	0.744**	0.000
V16	0.768**	0.000
V17	0.779**	0.000
V18	0.689**	0.000
V19	0.785**	0.000
V20	0.783**	0.000
V21	0.747**	0.000
V22	0.707**	0.000
V23	0.719**	0.000
V24	0.704**	0.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5
Pattern matrix^a.

	Factor			
	1	2	3	4
V2				0.600
V3				0.743
V4				0.580
V5		0.423		
V7		0.522		
V9		0.637		
V10		0.603		
V11		0.624		
V12		0.523		
V13		0.577		
V14		0.517		
V16	0.656			
V17	0.655			
V18	0.820			
V19	0.531			
V20	0.605			
V21			0.426	
V22			0.778	
V23			0.610	
V24			0.811	

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.

^a Rotation converged in 9 iterations.

Table 6
Total variance explained.

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.829	49.144	49.144	9.401	47.004	47.004
2	1.445	7.223	56.367	1.004	5.018	52.022
3	1.082	5.412	61.780	0.729	3.646	55.668
4	1.002	5.008	66.787	0.574	2.871	58.539

The factor correlation matrix validating the convergent validity is shown in [Table 7](#). The correlations between the factors are below 0.7, which confirms the convergent validity.

Thus, the nomological model is shown in [Fig. 2](#). This study assumes that SMMA impacts Gen Z's purchase intention to check the nomological validity of the higher-order reflective SMMA model.

3.2. Objective 2

To find the influence of Social Media Marketing Activities factors on the purchase Intention of Gen Z.

Multiple Linear Regression was conducted to find the relationship between factors obtained with the Purchase Intention for Gen Z. The hypothesis was generated as below.

H1. *The e- WOM has a positive influence on Purchase Intention.*

H2. *The Customisation has a positive influence on Purchase Intention.*

H3. *The Advertisement has a positive influence on Purchase Intention.*

H4. *The Interaction has a positive influence on Purchase Intention.*

The model summary for the multiple linear regression is shown in [Table 8](#).

The coefficient of determination is 41.1 %, which explains the variation in Purchase Intention due to the four factors generated. The normal probability plot is shown in [Fig. 3](#). All the residuals lie along a line very close to a straight line; the data is normal and suitable for regression.

[Table 9](#) confirms the goodness of fit of the model, as the significance value obtained is less than the level of significance considered.

The regression [Table 10](#) shows that three factors have a positive influence on the Purchase Intention of Gen Z for the data collected in this research. E- WOM has an insignificant influence on the PI for Gen Z. Thus, **H2, H3 and H4** are accepted.

4. Discussion

The focus of this study was to identify the SMMA factors that influence the PI of Gen Z. Gen Z is the digital native. They are the young employees with rising disposable income and changing lifestyles ([Ghosh et al., 2023](#)). The distinct behaviour of Gen Z is dominant in India, which needs companies to address and customise their offerings with changing trends ([Thangavel et al., 2021](#)). This study further contributes to the extant literature on Gen Z's PI due to SMMA. The visual model confirmed in this research paper is shown in [Fig. 4](#).

Table 7
Factor correlation matrix.

Factor	1	2	3	4
1	1.000	0.693	0.636	0.477
2	0.693	1.000	0.659	0.585
3	0.636	0.659	1.000	0.438
4	0.477	0.585	0.438	1.000

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.

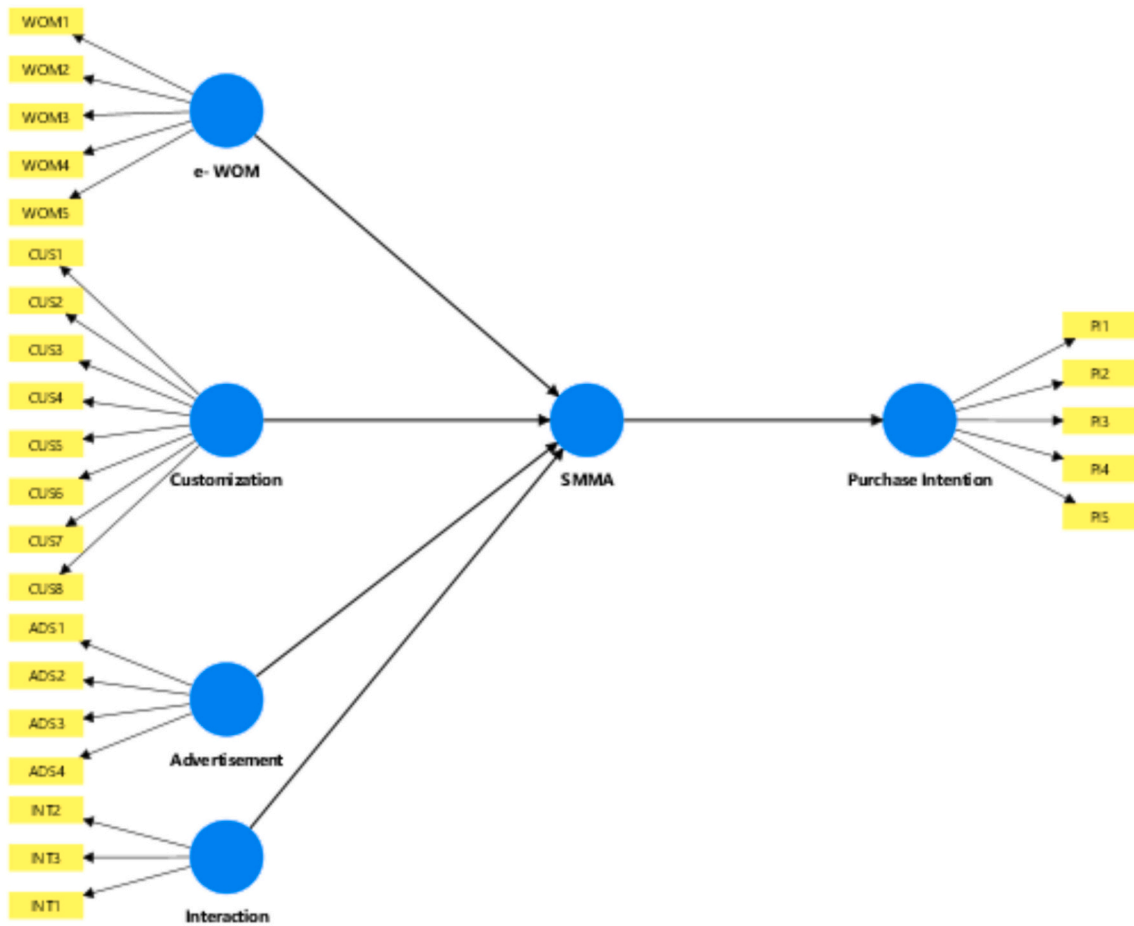


Fig. 2. Nomological model (Developed using SmartPLS).

Table 8
Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641a	0.411	0.402	0.516

Customisation, Advertisement, and Interaction were the significant contributors to influencing the PI of Gen Z. India is home to the largest Gen Z cohort in the world, with about 377 million members of Generation Z as of 2024, according to a Boston Consulting Group & Snap Inc. report (Khetarpal, 2024). Thus, this model makes a major contribution both practically and theoretically.

4.1. Theoretical contribution

This study contributes significantly to theory and practice. Theoretically, the study conceptualises and measures the SMMA construct from the consumers’ point of view. The factors developed are in line with the scale developed from previous studies in India (Yadav & Rahman, 2017). The findings suggest that SMMA is a multidimensional and reflective construct that can be manifested in three aspects for Gen Z. The study contributes to the present literature (Godey et al., 2016; Ismail, 2017; Kim & Ko, 2012a, 2012b) by developing a scale of measurement for Gen Z. The current scale provides three dimensions for SMMA measurement for Gen Z. Drawing insights from Godey et al. (2016); Yadav and Rahman (2017); Kim and Ko (2012a, 2012b), the developed scale fits in line with the existing ones. Table 11 shows the studies that have similar results to this study. Advertisements have come out as a significant factor for Gen Z. The findings of this research

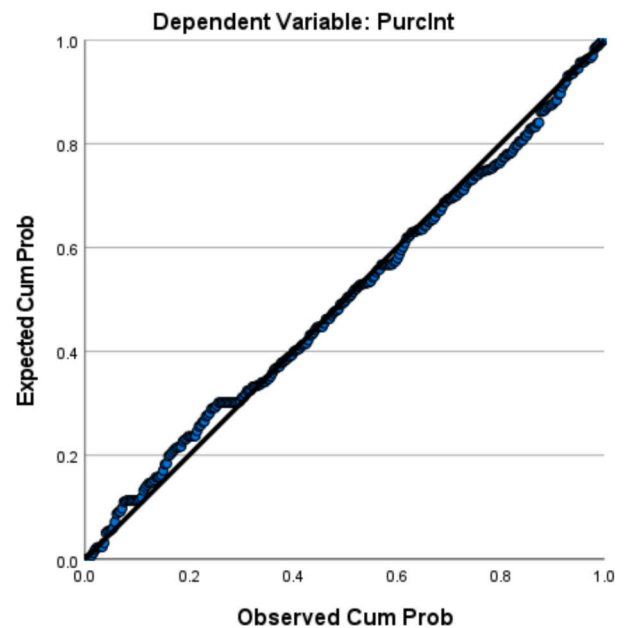


Fig. 3. Normal probability plot.

highlight social media advertisements as a major factor which attracts Gen Z.

However, e-WOM has been a significant player in influencing PI in other researchers with specific categories of products or services (Chen

Table 9
ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53	4	13	50	.000b
	Residual	76	285	0		
	Total	129	289			

^a Dependent Variable: PurcInt.

& Qasim, 2021; Althuwaini, 2022; Masa'deh et al., 2021), and it seems to have an indirect impact on PI (Fazila et al., 2023; Tafolli et al., 2025).

By providing an integrated framework that illustrates how various aspects of Social Media Marketing Activities (SMMAs), including advertisements, interaction and customisation, affect Gen Z consumers' intentions to make purchases, this study adds to the body of knowledge already available on consumer behaviour and digital marketing. Although the influence of social media on consumer choices has been studied before, this study includes SMMAs as stimuli, service value/satisfaction as organisms, and purchase intention as responses, extending the Stimulus-Organism-Response (S-O-R) framework in a way that is especially relevant to Generation Z. The study enhances conceptual clarity by providing empirical support for reflective SMMAs as a multifaceted construct and a sophisticated knowledge of how individual elements influence intentions. It provides demographic-specific insights into Gen Z, a generation with distinct digital behaviour patterns, adding age-specific behavioural tendencies to consumer theory that have not received enough attention in previous research.

4.2. Practical implications

The output has essential implications for marketers and researchers. The methodological framework of this study provides useful guidance for future studies and marketers based on the reflective measurement model. It may assist them in shaping their strategies to meet the demands of Gen Z. Businesses can tailor their social media content to drive conversions. It will also help in assessing the difference in SMMA efforts before and after the campaigns. The e-marketers can formalise their strategies by utilising the scale, which would tell them the most significant factors of SMMA to be considered. The scale can also be used to analyse the same product category between competitors.

Table 10
Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.451	0.030			80.906	0.000
	e- WOM	0.069	0.055	0.098		1.246	0.214
	Customization	0.194	0.063	0.273		3.050	0.003
	Advertisement	0.104	0.052	0.146		2.019	0.044
	Interaction	0.159	0.047	0.213		3.383	0.001

^a Dependent Variable: PurcInt.

The role of Artificial Intelligence (AI) in SMM cannot be neglected. Companies can reap the benefits of early adoption of AI in their businesses. With Gen Z being the digital natives, the use of AI for SMMA would enhance the company's chances of success (Anand Vardhan, 2022).

By directing resources towards particular SMM activities that have been shown to influence purchase intent, businesses can increase their return on marketing investment (ROMI) and cut down on unnecessary expenditure on unsuccessful campaigns. Marketers may use the methodology to create data-driven launch campaigns that prioritise the ideal balance of significant SMMA factors when introducing items to Gen Z consumers.

4.3. Limitations and future direction

The present research possesses certain limitations that can be a future scope for further research. Firstly, the study is limited to Gen Z as the target population and hence can be applied to various age groups, and a comparative study can be done between age groups. Secondly, the moderating variables like gender, tier of cities living in, disposable income levels, personality traits, and social media usage can be incorporated in the model. Third, it can be applied to Gen Z from different nations with cultural diversity. Fourth, the impact of SMMA using the scale developed on the various behavioural outcomes like loyalty, equity, trust, and other factors can be further studied.

This study could be expanded in the future by examining the long-term effects of SMMA on Gen Z consumers' behaviour. Marketers may create more successful campaigns that not only grab attention but also

Table 11
Findings- Literature mapping.

Constructs	Findings	Citations
Customization	Most Significant	Bilgin, 2018; Kim & Ko, 2012a, 2012b; Godey et al., 2016; Chen & Qasim, 2021; Althuwaini, 2022; Masa'deh et al., 2021
Advertisement	Most Significant	Bilgin, 2018
Interaction	Most Significant	Bilgin, 2018; Chen & Qasim, 2021, Kim & Ko, 2012a, 2012b



Fig. 4. Final visual model.

motivate action by remaining aware of the values and digital habits of this age.

Although the study evaluates the purchase intention, it does not monitor actual purchasing behaviour, which may deviate from declared intentions because of factors like trust, budget, or last-minute changes in decision-making. Implementation of AI for SMM would be a wonderful scope for further research.

5. Conclusion

As a group that is constantly redefining consumer behaviour in the digital age, Gen Z's PI was examined in this study along with the reflective elements of SMMA. According to the results, Customisation, Advertisement, and Interaction have the biggest effects on Gen Z customers' PI out of all the SMMA dimensions. These observations are in line with the digital-native characteristics of this generation, which appreciates involvement, relevance, and authenticity from brands. The study emphasises the necessity for marketers to go beyond basic advertising. To provide more individualised experiences, they must instead start encouraging two-way communication and utilising data for marketing.

In conclusion, brands seeking to engage with Gen Z face both opportunities and challenges due to the evolving landscape of social media. Businesses must give a relevant and flexible social media strategy top priority if they want to turn interaction into purchase intention.

CRedit authorship contribution statement

Deepika K S: Writing – original draft, Validation, Methodology, Formal analysis, Conceptualization. **Ajay Massand:** Writing – review & editing.

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Data availability

Data will be made available on request.

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