




ENGAGING GEN Z THROUGH SOCIAL MEDIA MARKETING

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ABSTRACT

Purpose

The main idea of this piece is to investigate through social media marketing how companies can reach Gen Z. With their quick-shifting trends and interactive elements, this research examines how social media sites can enable companies to engage youth. It seeks to grasp how companies might produce material that draws Gen Z, develops good relationships, and grows brand exposure.

Design/Methodology/Approach

The mixed methods approach will be applied in the research on interacting Gen Z via social media marketing. It will first begin with a review of current research on social media marketing and its relationship with Gen Z, stressing worldwide studies as well as those pertinent to the local context. Then, the study will use surveys to gather primary material and obtain quantitative insights from Gen Z consumers, marketing specialists, company's owners. Furthermore, we will undertake qualitative interviews to better grasp their attitudes and experiences. This mix of data will enable one to evaluate the effects, difficulties, and tactics of social media marketing with Gen Z engagement. A full analysis of how social media marketing effectively connects Gen Z will be given using both qualitative and quantitative approaches.

Findings

The study demonstrates that social media marketing is a successful means of connecting with Gen Z. Since Gen Z spends a lot of time on platforms like Instagram, TikTok, YouTube, and Twitter, businesses can easily reach them through creative content, videos, and interactive posts. Marketing approaches that manifest these values help companies create stronger relationships since Gen Z values authenticity, transparency, and social responsibility. Quick replies to comments or messages, influencer marketing, and personalized content also go a long way to gaining their trust and focus. In addition, social media lets businesses build societies where Gen Z feels included and listened to, so boosting their loyalty. In general, social media ads enable companies to effectively advertise their products, engage generation Z, and establish long-term partnerships.

Originality

Social media marketing offers a dynamic way to engage with Gen Z, and this study stands out by delving into what genuinely captivates this generation. It emphasizes the distinctions between Gen Z and older generations, particularly their appreciation for authenticity, creativity, and social responsibility in the brands they support. The study investigates how businesses can leverage platforms like Instagram, TikTok, and YouTube not only to advertise products but also to foster genuine connections through interactive content, collaborations with influencers, and tailored marketing strategies. By aligning with Gen Z's preferences, the study provides valuable insights into how brands can cultivate meaningful relationships, establish trust, and remain relevant in an ever-evolving digital landscape.

Research Limitations/Implications

The influence of social media marketing on Gen Z can differ across various regions, meaning the results of this study may not be universally applicable. Additionally, the research does not thoroughly address challenges such



as varying levels of internet access, digital literacy, or evolving social media trends that might impact the effectiveness of marketing strategies. While the study indicates that social media is a significant tool for engaging Gen Z, it emphasizes the need for businesses to continually adapt their strategies to remain relevant. Factors such as short attention spans, privacy issues, and preferences for specific platforms could still hinder brands' ability to connect with Gen Z effectively.

Practical Implications

To enhance their social media marketing strategies, businesses need to grasp the interests, behaviours, and values of Gen Z. This generation favors authentic and relatable content, so brands should aim to create posts that feel genuine instead of overly promotional. Engaging Gen Z with interactive content like polls, challenges, and short videos can be effective. Partnering with influencers who align with the brand's values can also foster trust. Moreover, businesses should prioritize quick responses to comments and messages to cultivate a sense of connection. By offering personalized content that resonates with Gen Z's preferences and keeping up with the latest social media trends, brands can strengthen their relationships with this generation, ultimately leading to increased customer loyalty and growth.

Social Implications

Engaging Gen Z through social media marketing carries significant social implications. When businesses connect with Gen Z in a genuine and meaningful way, they contribute to a more inclusive and responsible digital environment. This generation values brands that advocate for positive social change, embrace diversity, and uphold ethical practices. By leveraging social media to promote messages around sustainability, mental health awareness, and social justice, businesses can positively shape Gen Z's values and behaviours. This approach can nurture a more socially conscious generation, resulting in a healthier online community and strengthening the bond between brands and their audiences.

KEYWORDS:

Gen Z Engagement
Social Media Marketing
Influencer Marketing
Social Media Platforms
Digital Marketing Strategies
User-Generated Content (UGC)
Customer Loyalty
Digital Trends
Brand Consistency

INTRODUCTION

To effectively engage Gen Z through social media marketing, businesses must understand the unique characteristics of this generation. Gen Z is comfortable with technology with constant access to the internet and social media. This makes them very different from older generations, as they are used to fast, interactive, and visually appealing content. For brands, this means they need to create content that is highly noticeable and earns their attention quickly because Gen Z tends to scroll through their feeds relatively quickly.

Gen Z also places value on established brands that align with their personal beliefs. These values centre on sustainability, mental health, the equality of treatment, and environmental protection. Hence, businesses promoting those values through their marketing are more likely to appeal to that audience. Such as, Gen Z prefers brands that support eco-friendliness, donate to important social causes, and take a stand on vital issues.

Other than value, Gen Z also thirsts for authenticity. This generation does not want to be approached like they are sold to. Rather, they are more likely to engage with brands that create content that feels organic and genuine. For them, behind-the-scenes videos, personal stories, and user-generated content are more attractive than overly polished, high-budget advertising campaigns.

Influencer marketing has also become a major tool for engaging Gen Z. Gen Z trusts influencers—people they feel are like them—more than traditional celebrity endorsements. When influencers share their experiences with products or services, it feels more like a personal recommendation, which resonates with Gen Z. Hence, teaming up with just the right influencers can be a mighty tool for brands to both reach and engage this disparate membership group. Interactivity also plays a critical role in engaging Gen Z. They love to involve themselves in campaigns.



REVIEW OF LITARATURE

- **S. Gayathri & Dr.A.S. Saranya (2018)** : The tendency of taking Selfie has turned into a phenomenon of recent culture in the society. This study tried to bring the impact of Social Media marketing through Selfies. The study attempts to explore how Gen Y users identify the act of uploading selfies with branded products, as an expression of self-presentation for social approval. 100 Gen Y brand conscious women consumers in the age group of 18-21 years constituted the sample for the study. Frequency table reveal about the perception of respondents towards selfie and Factor Analysis reveal the factor influencing Psychological Enhancer, Societal Enhancer and Brand Community Enhancer. The results of the study show that posting of selfies is used as a tool for self- presentation by Gen Y people.
- **Woworuntu, E. C., Mandazi, D. W., & Pangemanan, A. S. (2022)** : The interplay of social media marketing (SMM) on brand image and purchase intention has been studied extensively, insights into the link between these variables in the context of the local product remain scarce, specifically from generation Z's customer point of view. Therefore, this study aims to fill this theoretical gap by investigating the role of SMM on brand image and purchase intention of local products in the perception of generation Z. A survey-based data was collected using purposive sampling from 184 respondents of generation Z. The data were then analysed using SmartPLS statistical software.
- **Kuncoro, H. A. D. P., & Kusumawati, N. (2021)** : The large variety of sleeping products with various functions and ways of use is a determining factor in adolescence buying sleeping products. They have several considerations before buying the sleeping products they need and want and it is because nowadays, customers have a lot of choices and considerations when they are choosing products and services. Therefore, it is necessary to understand consumer preferences because they play an important role in making purchasing decisions and in improving the marketing strategy to be implemented. For this research, researchers want to identify the important factors that influence the customers' purchase decision towards sleeping products and find out the product attributes which become preferred by customers. The researcher uses quantitative methods by using questionnaires as primary data and a variety of literature as secondary data.
- **Jaana T. Kari and Vilma Luoma-Aho** : This article asks how young people perceive organizational listening on social media and whether their perceptions are related to their trust in the information shared by brands and other organizations on social media. Data for the study were gathered through an online survey in Finland and the UK. The respondents (N = 1,534), aged 15–24, represent the age cohort known as Generation Z. The results show that organizational listening is connected to higher levels of perceived benefits from social media as well as higher levels of trust in the information that brands, public authorities, and non-governmental organizations share on social media.
- **Debangana Chakrabarti (2024)** : Generation Z, or Gen Z, refers to people born between 1995 and 2010, often known as "zoomers," the first generation to fully embrace the internet. This paper focuses on the impact of social media-induced Fear of Missing Out (FOMO) on Generation Z, blending with the characteristics of digital nativity and extensive engagement with social media platforms. Fear of Missing Out, or FOMO, was uniquely introduced in 2004 with the rise of social networking sites. It centres on anxiety and how, for Gen Z, this plays a pivotal role in making one feel absent from rewarding experiences. This study delves into the effects on mental health, psychological well-being, self-esteem, and life satisfaction. It explores social media analytics regarding usage, compulsive checking, behavioural consequences, following trends, and real-life social interactions.
- **Muddassir Khadar (2020)** : Generation Z is slowly becoming a very large consumer segment, and it becomes even more imperative than ever to learn the methods of how to market to it. Understanding their online behavioural pattern while shopping will give us an insight into their buying behaviour. By 2020, Gen Z are expected to account for a nearly 40% of the entire consumer market. Generation Z is a digitally native generation meaning that they have been using technology right since they were born. They use social media to consume most of their information. This study aims to identify some of the behavioural patterns of Gen Z while shopping online and also tries to bring out some useful associations that will help marketers and others studying the behaviour of Gen Z
- **Alexandra Artemieva (2018)** : Generation Z with their ever-emerging power as a consumer segment is rapidly becoming the focus of many organisations nowadays. For this reason, the core objective of this thesis was to provide effective solutions for creating a successful social media marketing strategy in order to engage the youngest generation of consumers. The commissioning party of this thesis, Hujra Media Oy, is a social



media agency that assists companies in the development of successful social media marketing, branding, content creation and social channels administration. Hujra Media was involved in the process of completing this thesis with the purpose of utilising the acquired data for their future business activities.

- **Leonardo Gunawan, Selden Haryono, Fransisca Andreani (2021)** : Many restaurants and cafes used Social Media Influencer (SMI) services to promote their products/ services. The three dimensions of SMI included reach, relevance, and resonance; and these can influence brand awareness and purchase decision of Generation Z consumers. This study involved 108 respondents and used SPSS and Partial Least Square (PLS) as software programs to analyse data using multivariate analysis. The results of this study indicated that reach, relevance and resonance of SMI had positive and significant influences on brand awareness.
- **Rodney Duffett (2020)** : YouTube has become a massive marketing communication platform, which serves as a medium to target the lucrative Generation Z cohort (first born in the late 1990s), and influence this generation's infamously unpredictable purchase decision process. The main aim of this paper was to consider the effect of YouTube marketing communication (YMC) on the traditional and non-traditional attitudinal associations of response hierarchy models. A multi-stage sample technique was used and 3750 high school and college learners (aged 13–18 years old) were surveyed via self-administered questionnaires in South Africa. Structural equation modelling was utilised to consider the hypothesised attitudinal associations
- **Costinel Dobre *, Anca-Maria Milovan, Cristian Datum, Gheorghe Prada and Amadea Agapie (2021)** : As consumers spend more time on social media, brands can take advantage of this opportunity to better serve and communicate with their followers. Still, given the characteristics of luxury, luxury brands may be reluctant to use social media. To determine the extent to which Millennials and Generation Z consumers perceive compatibility between social media marketing and luxury brands, a purposive sampling technique was employed. We collected data from 303 Romanian visitors of the Facebook page entitled Do You Like Luxury? This page, with postings from luxury producers, was specially created and sponsored in order to raise interest in completing the questionnaires. For data analysis, we used statistical tests, including confirmatory factorial analysis, regression, and independent-samples t-test. Our research shows that, for Millennials and Generation Z, luxury brands are compatible with social media apps as marketing channels.
- **Deeksha Singh*, Ranju Katoch** and Pawan Jeet Singh (2018)** : Marketing in the digital age poses many challenges as channels become more fragmented and continue to evolve. More so when it comes to Gen Z who are more active on social media. The unprecedented development and popularity of social media platforms has led to many studies on the impact of Social Media Marketing (SMM) on Gen Z. The current study establishes the relationship between SMM, brand attitude, Self-Brand Connection (SBC), and purchase intention. The data was gathered using convenience sampling method from 200 young consumers in the age group of 11-24 years through an online questionnaire. Regression analysis was done to evaluate the data. The results revealed that SMM has a significant effect on the brand attitude, SBC and purchase intention of Gen Z.
- **Davood BANA BEHBAHANI & Evrim İldem DEVEL (2023)** : This article discusses the marketing mix and focuses mainly on the marketing communication or promotion mix. Digital marketing strategies, especially social media, are crucial. Models and theories of consumer purchase behaviours are explored in this article. This article discusses Generation Z, tech-savvy people. This article also talks about how to reach this generation. The paper also reviews Generation Z's social media usage patterns. Most importantly, talk about effective social media strategies to attract Generation Z, as they are digital natives and are used.
- **Mulyani, Rudy Aryanto, Andreas Chang, (2019)** : This research tests the preferences of generation Z in online shopping, which platforms they use more often and become their choice in shopping online. Generation Z was chosen in this study because this generation has an important role in determining the standards of online marketing. This research is important for the world of digital marketing where the results of this study are useful to support the planning of effective and efficient digital marketing strategies. Online shopping has become a trend today and can be done more easily through the presence of an online shopping platform. Nevertheless, social media is also an alternative in shopping online. Many of consumers use social media platforms to shop online. Both types of platforms, which are preferred and what determines the preferences for shopping online is really important to understand for help business to decide effective and efficient marketing strategies for them.



- **Estonia Adistsany Salwanisa, Ira Wi Kartika (2021):** Abstract This study investigates the impact of digital marketing on consumer behaviour in purchase decision-making among Millennials and Gen Z generations. The study employs convenience sampling with twenty respondents through a qualitative and exploratory research method. The research examines consumer behaviour based on their purchasing experiences. Findings reveal that digital marketing changes how consumers recognize problems, search for information, and evaluate products. User-generated content, such as reviews and recommendations, significantly influences consumers' information search process. A deep understanding of the role of digital marketing is crucial in achieving successful marketing goals in an increasingly connected digital landscape.

RESEARCH METHODOLOGY

Research Design

The present study adopted a quantitative, descriptive, and cross-sectional research design to investigate the influence of social media marketing factors on brand trust and purchase likelihood. A structured questionnaire was developed based on the identified constructs from the literature review, ensuring alignment with the research objectives and hypotheses.

Sample and Data Collection

Data were collected from a **sample of 135 respondents**, selected using a **convenience sampling method**. The participants were active users of social media platforms and had prior experience engaging with brands online. To ensure diversity, respondents were drawn from different age groups, professional backgrounds, and geographic regions. The survey was administered online through Google Forms, providing participants with anonymity and encouraging honest responses.

Instrumentation

The questionnaire comprised 26 items measured using a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The items were grouped into five variables: Social Media Marketing Influence, Brand Ethical Practices and Transparency, Influencer Impact on Trust and Purchase Decisions, Engagement and Interactive Content Preference, and Brand Trust and Purchase Likelihood. Four items were assigned to each variable to maintain balance and measurement precision.

Statistical Tools

- **Reliability Analysis:** To assess the internal consistency of the scale items, Cronbach's Alpha was employed. The alpha values for all variables exceeded 0.70, indicating good reliability, with an overall alpha of 0.894 classified as excellent.
- **Regression Analysis:** Multiple linear regression analysis was conducted to examine the predictive relationships between the independent variables and the dependent variable. The model's fitness was assessed using **R, R-Square, Adjusted R-Square, and Standard Error of the Estimate**, while the significance was determined through the **F-test and p-values**.

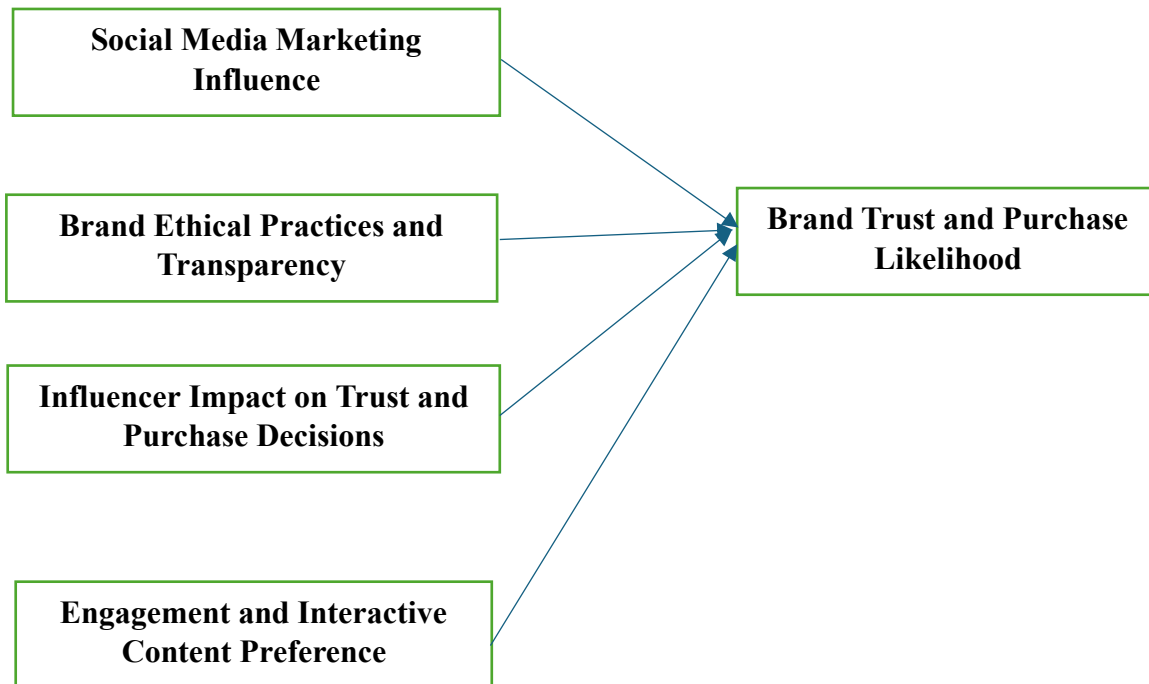
Data Analysis Software

The collected data were analysed using IBM SPSS (Statistical Package for the Social Sciences), a powerful tool for reliability testing and regression analysis in social science research.

Ethical Considerations

Participation in the study was entirely voluntary. Informed consent was obtained from all respondents, ensuring confidentiality and ethical handling of the data collected for academic purposes.

Conceptual Model



• Statement of the Problem

Generation Z, born between 1997 and 2012, is deeply immersed in social media, yet often feels alienated from conventional marketing approaches. Authenticity, transparency, and social responsibility are highly valued by this demographic, posing a challenge for businesses relying on outdated advertising strategies. Companies find it difficult to produce content that aligns with Gen Z's interests and values, frequently failing to connect through overly promotional or insincere communication. This disconnect results in diminished engagement, trust, and loyalty from Gen Z. This research seeks to understand how businesses can successfully engage Gen Z through social media marketing by crafting genuine, interactive content that reflects their values, ultimately fostering stronger connections with this tech-savvy generation.

• Research Gap

Despite the increasing body of research on social media marketing and its efficacy, a substantial knowledge gap persists regarding the specific methods for engaging Generation Z through these channels. Although numerous studies examine general social media marketing approaches, there remains a dearth of investigation into what most effectively captures Gen Z's attention and cultivates enduring relationships with them.

- Insufficient research exists concerning the impact of various content formats (such as collaborations with influencers, interactive content, or content created by users) on Gen Z's engagement across different social media platforms.
- The challenges businesses encounter when attempting to connect with Gen Z, including swiftly evolving trends, varying platform preferences, and issues surrounding privacy and trust, are not well understood.
- The intersection of business social media strategies and Gen Z's values, such as sustainability, mental well-being, and social justice, which could facilitate authentic engagement, remains largely unexplored by researchers.
- Further investigation is required to delve into how brands.

• Objectives of the Study

1. To analyse the influence of social media marketing on consumers' brand trust and purchase likelihood.
2. To assess how brand ethical practices and transparency affect consumers' trust in brands and their purchasing decisions.
3. To examine the impact of influencer recommendations on consumer trust and purchase likelihood.
4. To evaluate the role of engagement and interactive content in shaping brand trust and



the likelihood of consumer purchases.

• **Hypothesis of the Study**

Hypothesis 1

- Null
There is no significant influence of social media marketing on consumers' brand trust and purchase likelihood.
- Alternative Hypothesis (H₁):
There is a significant influence of social media marketing on consumers' brand trust and purchase likelihood.

Hypothesis 2

- Null Hypothesis (H₀2)
Brand ethical practices and transparency have no significant effect on consumers' brand trust and purchase likelihood.
- Alternative Hypothesis (H₁2)
Brand ethical practices and transparency significantly affect consumers' brand trust and purchase likelihood.

Hypothesis 3

- Null
Influencer recommendations do not significantly impact consumer trust and purchase likelihood.
- Alternative Hypothesis (H₁3):
Influencer recommendations significantly impact consumer trust and purchase likelihood.

Hypothesis 4

- Null Hypothesis (H₀4):
Engagement and interactive content preferences have no significant effect on consumers' brand trust and purchase likelihood.
- Alternative Hypothesis (H₁4):
Engagement and interactive content preferences significantly affect consumers' brand trust and purchase likelihood.

• **Limitations of the Study**

This research centers on leveraging social media marketing to connect with Generation Z, meaning its conclusions may have limited relevance for other demographics or regions with distinct social media usage patterns. Although the research identifies effective methods, it doesn't comprehensively address the difficulties brands encounter when trying to keep pace with the ever-evolving landscape of social media platforms. The study primarily emphasizes the preferences of Gen Z, overlooking the potential impact of other elements, such as conventional advertising or offline marketing initiatives, on their actions. Moreover, gathering dependable data from Gen Z might pose challenges, particularly regarding privacy issues and their readiness to disclose personal details. Finally, while the study examines present trends, it offers no projections regarding future changes in how Gen Z will engage with social media or marketing tactics.

ANALYSIS & INTERPRETATION

Data Analysis

Reliability Analysis

Variable Number	Variable	Cronback Alpha	Result
V ₁	Social Media Marketing Influence	0.734	Good
V ₂	Brand Ethical Practices and Transparency	0.745	Good
V ₃	Influencer Impact on Trust and Purchase Decisions	0.841	Good
V ₄	Engagement and Interactive Content Preference	0.732	Good
V ₅	Brand Trust and Purchase Likelihood	0.845	Good
V ₆	Overall	0.894	Excellent



Interpretation: The above table presents the internal consistency reliability results for the variables measured through the survey instrument. Cronbach's Alpha was calculated for each variable to assess the reliability of the scale items used to represent the constructs. A Cronbach's Alpha value above 0.70 is generally considered acceptable, indicating good reliability, while values above 0.80 suggest very good reliability.

For V1: Social Media Marketing Influence, the Cronbach's Alpha value is 0.734, indicating a good level of internal consistency among the items. Similarly, V2: Brand Ethical Practices and Transparency recorded an Alpha value of 0.745, reflecting good reliability and consistency within the statements related to ethical practices and transparency.

V3: Influencer Impact on Trust and Purchase Decisions shows a higher Cronbach's Alpha of 0.841, suggesting a strong and reliable measurement of the construct, reinforcing the significant role influencers play in shaping consumer trust and buying behaviour. V4: Engagement and Interactive Content Preference obtained a Cronbach's Alpha of 0.732, once again affirming good reliability and consistency across the associated statements.

The dependent variable V5: Brand Trust and Purchase Likelihood yielded a Cronbach's Alpha of 0.845, indicating very good internal consistency among the items that measure trust and likelihood of purchase. The overall reliability for all items combined (V6) resulted in an outstanding Cronbach's Alpha of 0.894, which is classified as excellent.

These results collectively confirm that the questionnaire items used to assess each construct are reliable and consistent. They provide confidence that the measurement tool is appropriate for further statistical analysis, such as regression, factor analysis, and structural equation modelling. No major modifications or item deletions are necessary, given the satisfactory reliability scores.

Moreover, the higher Alpha values for variables related to influencers and brand trust highlight their particularly coherent measurement structures, implying strong theoretical grounding. Overall, the findings reflect that the survey instrument is well-constructed, and the data collected is dependable for drawing meaningful insights and conclusions.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.F Change
1	.737 ^a	.543	.528	1.46815	.543	36.217	4	122	.000
a. Predictors: (Constant), EAICP11, IITPAD11, SIMMI11, BEPAT1									
b. Dependent Variable: BTPL11									

Interpretation: The Model Summary table provides crucial insights into the performance and predictive power of the regression model. The model reveals an R value of 0.737, indicating a strong positive correlation between the independent variables — Social Media Marketing Influence (SIMMI11), Brand Ethical Practices and Transparency (BEPAT1), Influencer Impact on Trust and Purchase Decisions (IITPAD11), and Engagement and Interactive Content Preference (EAICP11) — and the dependent variable Brand Trust and Purchase Likelihood (BTPL11).

The R Square value is 0.543, suggesting that approximately 54.3% of the variance in Brand Trust and Purchase Likelihood is explained by the four predictors. This reflects a moderately high level of explanatory power, which is commendable for behavioural research, where human attitudes and behaviours often have multiple influencing factors.

The Adjusted R Square value is 0.528, slightly lower than R Square, adjusting for the number of predictors in the model. It further affirms that about 52.8% of the variance remains consistently explained even when accounting for model complexity.

The Standard Error of the Estimate is 1.46815, implying a moderate average distance that the observed values fall from the regression line, which is acceptable given the context of social science research.



The Change Statistics show that the R Square Change is 0.543, meaning that adding the independent variables into the model significantly improved its predictive capability.

The F Change value of 36.217 with 4 and 122 degrees of freedom is highly significant at $p = .000$, indicating that the model as a whole is statistically significant and the predictors reliably forecast the dependent variable.

Overall, the model demonstrates strong statistical significance, good explanatory power, and a reliable relationship between social media marketing factors and brand trust and purchase behaviour. The results imply that enhancing these four factors could effectively boost consumer trust and purchase likelihood toward brands.

CONCLUSION

The present study confirmed that social media marketing influence, brand ethical practices and transparency, influencer trust, and engagement through interactive content significantly impact brand trust and purchase likelihood. All four framed hypotheses were statistically accepted with high levels of significance, highlighting the evolving nature of consumer behaviour in the digital age. The study emphasizes that modern consumers are not only driven by product quality but also by the ethical standing and engagement efforts of brands. Social media has become a powerful platform where trust is built and purchase decisions are made. The findings reiterate the importance of transparency, influencer authenticity, and interactive brand communication in strengthening customer relationships. As a result, brands must innovate continually to meet consumers' heightened expectations. Effective social media strategies directly translate to improved brand loyalty and purchase behaviours. Thus, this research contributes valuable knowledge to the field of digital marketing and consumer behaviour. It underscores the growing intersection between marketing communication strategies and ethical consumerism in today's marketplace.

Limitations

While the study offers valuable insights, several limitations should be acknowledged. The research was geographically restricted and may not reflect the perceptions of consumers across different regions or cultural backgrounds. The sample size, though statistically adequate, could be expanded in future studies to enhance generalizability. The study primarily relied on self-reported data, which may be subject to social desirability bias or inaccuracies in recall. Furthermore, only four independent variables were tested, leaving out other potential influences such as brand heritage, emotional branding, or peer influence. The cross-sectional nature of the study limits the ability to make causal inferences. Variations across different social media platforms like Instagram, TikTok, LinkedIn, and Facebook were not separately analysed. Moreover, rapid technological and social trends could alter consumer behaviour over time, limiting the study's long-term applicability. Future research may need to employ mixed methods to gain deeper insights. A more diverse demographic spread could also enhance the richness of future findings.

Future Scope of Research

Future research can build on the present study by exploring additional factors that influence brand trust and purchase behaviour, such as emotional branding, virtual reality experiences, or AI-driven customer interactions. Comparative studies across different social media platforms would yield richer insights into platform-specific consumer behaviours. Longitudinal studies could help establish causal relationships and track changes in consumer perceptions over time. Expanding the study to different cultural, regional, and economic contexts would enhance generalizability. Further, analysing generational differences, such as Gen Z versus Millennials, could uncover nuanced behavior patterns. Future researchers could also examine the role of crisis communication and brand recovery strategies in restoring consumer trust. The impact of corporate activism and brands taking stances on controversial social issues could be another promising area. Additionally, qualitative studies involving in-depth interviews and focus groups would add depth to quantitative findings. A multi-industry comparative analysis between sectors like fashion, technology, and FMCG could also be highly insightful.

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