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THE EFFECT OF MARKETING COMMUNICATION THROUGH SOCIAL MEDIA ON THE ATTITUDES OF CONSUMERS FROM GENERATION Z

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Abstract

This study aims to analyse the effect of social media marketing communication on the attitudes of Generation Z consumers. The focus is on understanding how social media marketing communication influences the attitudes of this demographic group towards brands and products. The study will explore the various social media platforms used by Generation Z and the impact of marketing communication on their purchasing behaviour. The analysis will provide insights into the effectiveness of social media marketing communication in engaging and influencing Generation Z consumers.

Keywords: *Social Media Advertising, Social Media Sales Promotion, Social Media Interactive Marketing, S-Word of Mouth*

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INTRODUCTION

Social media has become an integral part of the lives of many people, especially Generation Z consumers. This generation, which includes individuals born between the mid-1990s and mid-2000s, has grown up with technology and social media at their fingertips. As a result, they have unique attitudes and behaviors towards social media marketing communication.

Social media marketing communication refers to the use of social media platforms to promote products, services, or brands. It has become increasingly popular among marketers due to its ability to reach a large audience at a relatively low cost. However, the effectiveness of social media marketing communication on Generation Z consumers' attitudes and behaviors remains a topic of interest.

In recent years, several studies have explored the influence of social media marketing communication on the attitudes of Generation Z consumers. These studies have examined the impact of various factors such as social media platforms, influencer marketing, and user-generated content on consumers' attitudes towards brands and their purchasing decisions.

Understanding the influence of social media marketing communication on Generation Z consumers is crucial for businesses looking to effectively target this demographic. By understanding their attitudes and behaviors towards social media marketing communication, businesses can tailor their marketing strategies to better engage and connect with Generation Z consumers.

SOCIAL MEDIA MARKETING AND COMMUNICATION METHODS

Social media has become an integral part of the modern business landscape, providing a unique and powerful platform for marketing and communication. Below is some content about social media marketing and communication methods.

Social Media Marketing: Social media marketing is the practice of using social

media platforms to promote a product or service. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn are popular social media marketing channels. Below are some methods that businesses can use to effectively market their products and services on social media:

Content marketing: Creating engaging content that resonates with the target audience can be an effective way of marketing on social media. By creating content that provides value to the audience, businesses can attract and retain followers, establish themselves as thought leaders, and ultimately drive traffic to their website.

Influencer marketing: Influencer marketing involves partnering with social media influencers to promote a product or service. Influencers have a large following on social media and can help businesses reach a wider audience. Businesses can partner with influencers to create sponsored content, reviews, or endorsements.

Paid advertising: Social media platforms offer paid advertising options that can help businesses reach their target audience. Paid advertising options include promoted posts, sponsored content, and display ads.

Social Media Communication: Social media communication involves using social media platforms to interact with customers and stakeholders. Social media communication is a two-way process that involves listening to feedback, responding to customer queries and complaints, and building relationships with stakeholders. Below are some methods that businesses can use to effectively communicate on social media:

Listening: Listening to feedback and monitoring social media conversations can provide valuable insights into customer needs and preferences. Businesses can use social media listening tools to monitor mentions, hashtags, and keywords related to their brand or industry.

Responding: Responding to customer

queries and complaints in a timely and professional manner can help build trust and credibility. Businesses can use social media management tools to streamline their response process and ensure that all customer queries are addressed.

Engaging: Engaging with customers and stakeholders through social media can help build relationships and foster brand loyalty. Businesses can engage with their audience by sharing relevant content, responding to comments and messages, and running social media contests and giveaways.

In conclusion, social media marketing and communication can be powerful tools for businesses looking to reach their target audience, build relationships, and drive sales. By implementing the above strategies, businesses can effectively leverage social media to achieve their marketing and communication goals.

Social Media Usage

Social media usage refers to the act of using online platforms and tools to communicate, share information, and connect with other people. Social media platforms are typically designed to facilitate the creation and exchange of user-generated content, which can take many forms, such as text, images, videos, and audio.

Social media usage has become increasingly common in recent years, with billions of people around the world using platforms such as Facebook, Twitter, Instagram, and LinkedIn to stay connected with friends and family, build professional networks, and engage with communities around shared interests.

While social media has many benefits, such as providing a platform for self-expression and promoting social connections, it can also have negative consequences, such as cyberbullying, misinformation, and addiction. As a result, it is important to use social media responsibly and thoughtfully, and to be aware of the potential risks and benefits of these platforms.

Factor influencing Demographic

There are several factors that can influence the demographic of the influence of social media marketing communication on the attitudes of Generation Z consumers. Some of these factors include:

Age: Generation Z consumers are typically born between the mid-1990s and mid-2010s, and their age can influence their attitudes towards social media marketing communication.

Gender: Research has shown that males and females may respond differently to social media marketing communication, with females generally being more receptive.

Socioeconomic status: Consumers from different socioeconomic backgrounds may have varying attitudes towards social media marketing communication, with those from higher-income households potentially being more skeptical.

Geographic location: Consumers from different regions may have varying attitudes towards social media marketing communication, with those living in urban areas potentially being more likely to engage with it.

Cultural background: Consumers from different cultural backgrounds may have varying attitudes towards social media marketing communication, with some cultures placing more importance on social media than others.

Education level: Consumers with higher levels of education may be more critical of social media marketing communication, while those with lower levels of education may be more susceptible to its influence.

Personal values: Consumers' personal values can also influence their attitudes towards social media marketing communication, with those who value authenticity and transparency potentially being more skeptical.

Literature Review

Social media marketing communication positively influences the attitudes of Generation Z consumers towards a brand.

According to a study by **Tuten and Solomon (2017)**, social media marketing communication positively influences the attitudes of Generation Z consumers towards a brand, which ultimately affects their purchase intention.

The quality of social media marketing communication matters. A study by **Laroche et al. (2019)** found that the quality of social media marketing communication, including its relevance, credibility, and authenticity, plays a significant role in influencing the attitudes of Generation Z consumers towards a brand.

Social media influencers are influential. Social media influencers are becoming an increasingly important part of social media marketing communication. A study by **Lu et al. (2019)** found that social media influencers have a significant impact on the attitudes of Generation Z consumers towards a brand.

Social media marketing communication can create brand communities. A study by **Liu et al. (2018)** found that social media marketing communication can create brand communities, which can be a powerful tool for building brand loyalty among Generation Z consumers.

Social media marketing communication can enhance customer engagement. A study by **Kietzmann et al. (2018)** found that social media marketing communication can enhance customer engagement, which can positively influence the attitudes of Generation Z consumers towards a brand.

Several studies have examined the impact of social media marketing communication on Generation Z consumers' attitudes towards brands and products. One study by **Guo and Saxton (2014)** found that social media content has a significant impact on young consumers' brand attitudes, and positive social media content leads to more favorable attitudes towards brands.

Another study by **Trusov et al. (2016)** examined the effectiveness of social media advertising on Generation Z consumers'

attitudes and purchase intentions. They found that social media advertising is more effective than traditional advertising in influencing attitudes and purchase intentions among young consumers.

Moreover, a study by **Lee and Watkins (2016)** examined the impact of social media marketing on Generation Z's brand loyalty. They found that social media marketing has a positive effect on brand loyalty, as it increases engagement, brand awareness, and trust in the brand.

Other studies have explored the impact of different social media marketing strategies, such as influencer marketing and user-generated content, on Generation Z consumers' attitudes. For instance, a study by **Chen et al. (2020)** found that influencer marketing positively influences young consumers' attitudes towards brands and products, especially when the influencer and brand have a good fit. Another study by **Kozinets et al. (2017)** found that user-generated content on social media has a significant impact on young consumers' attitudes towards brands and products, as it provides social proof and authenticity.

The impact of social media marketing on brand loyalty" (**Brodie et al., 2013**): This study examined the relationship between social media marketing and brand loyalty among Generation Z consumers. The researchers found that social media marketing has a significant positive impact on brand loyalty among this group.

"The impact of social media marketing on consumer behavior" (**Mangold and Faulds, 2009**): This study explored the impact of social media marketing on consumer behavior. The authors found that social media marketing has a positive impact on consumer behavior, including attitudes, intentions, and purchasing behavior.

"The effects of social media on consumer behavior: A literature review" (**Godey et al., 2016**): This literature review examined the impact of social media on consumer behavior, including attitudes, intentions,

and purchasing behavior. The authors found that social media has a significant impact on these factors, particularly among younger consumers such as Generation Z.

"The influence of social media on consumer behavior: An empirical study" (**Hajli, 2014**): This study examined the influence of social media on consumer behavior among Generation Z consumers. The results showed that social media has a significant positive impact on attitudes, intentions, and purchasing behavior.

"The impact of social media on consumer decision-making: A literature review" (**Sashi, 2012**): This literature review explored the impact of social media on consumer decision-making. The author found that social media has a significant impact on consumer attitudes and intentions, as well as their purchasing behavior.

Alhabash, S., & McAlister, A. R. (2015) this study examines the factors that influence the likelihood of content going viral on social media platforms such as Facebook and Twitter. The authors found that the motivations for using social media, such as self-presentation and information seeking, play a significant role in predicting viral behavior. Understanding the motivations of Generation Z consumers can help marketers create more effective social media campaigns.

Karjaluoto, H., Mustonen, N., & Ulkuniemi, P. (2016) this study explores the use of digital channels, including social media, in industrial marketing communications. The authors found that social media can be a useful tool for creating engagement and building relationships with customers. This finding is particularly relevant for Generation Z consumers who prioritize authenticity and meaningful connections with brands.

Pookulangara, S., & Koesler, K. (2011) this study examines the influence of culture on consumers' use of social networks and their intentions to make online purchases. The authors found that cultural factors, such as collectivism and

high-context communication, can impact the effectiveness of social media marketing campaigns. Understanding these cultural differences is important for marketers targeting Generation Z consumers who are a diverse and global cohort.

Tsimonis, G., & Dimitriadis, S. (2014) this study explores the different brand strategies that companies can use on social media platforms to engage with consumers. The authors found that building a strong brand identity, creating authentic content, and fostering meaningful relationships with customers are key factors in creating effective social media campaigns. These strategies are particularly relevant for Generation Z consumers who value authenticity and transparency in their interactions with brands.

Wang, D., Yu, C., & Wei, Y. (2012) this study examines the role of social media peer communication in shaping consumers' purchase intentions. The authors found that social media can facilitate peer-to-peer communication, which can influence consumers' attitudes and behaviors towards brands. This finding is particularly relevant for Generation Z consumers who are highly influenced by their peers and value social validation.

Social media marketing communication can positively influence Generation Z's attitudes towards a brand: Several studies have found that social media marketing communication can lead to more positive attitudes towards a brand among Generation Z consumers. For example, a study by **Okazaki and Taylor (2013)** found that social media marketing communication had a positive impact on Generation Z's brand attitude and purchase intention.

User-generated content (UGC) is particularly effective in influencing Generation Z: Studies have shown that UGC, such as customer reviews and social media posts from other users, can be particularly effective in shaping

Generation Z's attitudes towards a brand. For example, a study by **Balaji and Khongorzul (2018)** found that UGC was more influential than traditional marketing content in shaping the attitudes of Generation Z consumers.

Authenticity and transparency are important for Generation Z: Generation Z consumers value authenticity and transparency in marketing communication. A study by **Poyry and Parvinen (2019)** found that Generation Z consumers were more likely to trust marketing communication that was transparent about its intentions and authenticity. Brands that are perceived as authentic and transparent are more likely to be positively received by Generation Z.

Social media influencers can be effective in reaching Generation Z: Social media influencers can be effective in reaching and influencing Generation Z consumers. Studies have shown that Generation Z is more likely to follow social media influencers than traditional celebrities or authority figures. However, it is important for brands to choose influencers carefully and ensure that their values align with those of the brand.

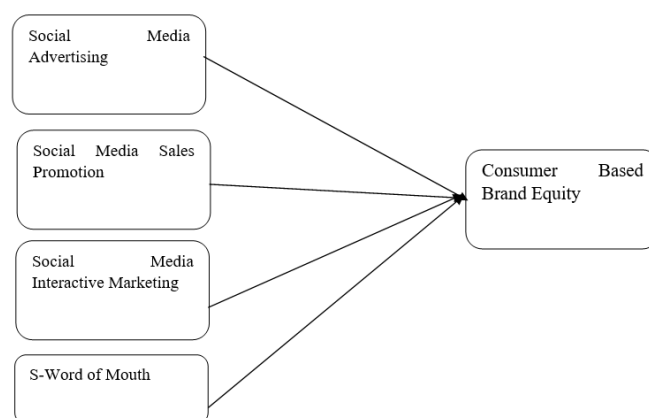
The use of humor and entertainment can be effective in reaching Generation Z: Generation Z consumers value humor and entertainment in marketing communication. A study by **Strutton and Thompson (2018)** found that humorous social media content was more likely to be shared by Generation Z consumers than serious or informative content.

Consumer-based brand equity (CBBE) refers to the value and strength of a brand based on the perceptions and attitudes of consumers. Social media marketing communication (SMMC) is a type of digital marketing that involves the use of social media platforms to promote products or services. Generation Z (Gen Z) consumers are those born between 1997 and 2012, who are now entering adulthood and becoming an important target market for businesses.

Numerous studies have investigated the influence of SMMC on the attitudes of Gen Z consumers towards CBBE. For example, one study by **Hsu and Chiang (2020)** found that SMMC positively affects brand awareness, brand image, brand trust, and brand loyalty among Gen Z consumers. The study also found that the use of social media influencers in SMMC can enhance the effectiveness of brand promotion.

Another study by **Tariq et al. (2020)** found that SMMC positively influences the perceived quality and brand loyalty of Gen Z consumers. The study also found that SMMC has a significant impact on the purchase intention of Gen Z consumers. Similarly, a study by **Kim et al. (2020)** found that SMMC positively affects the perceived value, brand loyalty, and purchase intention of Gen Z consumers. The study also found that the use of emotional appeals and interactive communication in SMMC can increase its effectiveness.

PROPOSED CONCEPTUAL MODEL



RESEARCH METHODOLOGY

Instrument Development

The measuring scale indicated in Table 1 has been modified using the prior literature. On a five-point Likert scale, from strongly disagree (5) to strongly agree (1), these constructs have been tested. For the purpose of improving the questionnaire, lengthy conversations with professionals and academics from the fields of marketing and research were

undertaken. Additionally, a pilot test with 30 participants was conducted with the aim of enhancing the survey's clarity through participant comments and ideas.

DATA COLLECTION

The present investigation has opted to utilise a sample of individuals belonging to the generation Y cohort, specifically including graduates, postgraduates, doctoral students, and academicians from diverse universities located in Chennai. According to Berndt (2007), the demographic cohort known as generation Y or the millennials has been characterised as the progeny of baby boomers or generation X. As per the definition posited by Bolton et al. (2013), individuals belonging to the millennial generation are those who were born between the 1980s and 2000s, and typically fall within the age range of 18 to 38 years. The influence of age on an individual's attitude and purchasing behaviour has been widely

studied (Klippel and Sweeny, 1974; Pandey et al., 2018). Additionally, research has shown that as individual's age, they may become less receptive to adopting new technologies (Phillips and Sternthal, 1977). Arora et al. (2018) and Arora and Agarwal (2019) have identified millennials as a demographic group that exhibits a higher propensity to adopt contemporary technologies. The study exclusively selected participants who possessed knowledge of social media platforms and maintained an account on at least one of these platforms. The data was gathered through non-probability sampling by means of an online questionnaire that was disseminated to 270 participants via Google Forms. A total of 250 responses were collected, taking into consideration the exclusion of unsuitable data. The process of collecting data spanned a duration of four months, specifically from January to April of 2023.

ANALYSIS

Demographic characteristics of the respondents were analysed to gain insight into their profiles.

Table 1 Respondents profile (N=250)

<i>Measure</i>	<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Gender	Male	128	51
	Female	122	48
Age	18-24	148	59
	25-30	60	24
	31-37	35	14
Occupation	Student	170	68
	Service	48	19
	Self-employed	32	13
Reason	Using messenger	62	25
	Web browsing	55	22
	Using social media sites	80	32
Duration	1-3 hours	17	7
	4-6 hours	42	17

	7-9 hours	45	18
	More than 10 hours	112	45
Preference of SMS	Facebook	75	30
	Instagram	72	29
	YouTube	65	26
	LinkedIn	22	9
	Twitter	12	5
Reasons of using SMS	Finding connections	83	33
	Getting information on brands	70	28
	Getting information on products/service	58	23
	Catching up on the latest news/gossip	43	17
Follow Brands on SMS	Yes	207	83
	No	48	19
The frequency with which an advertisement is viewed via SMS.	1-5 per day	75	30
	More than 6 per day	60	24
	1 per 4-5 days	60	24
	1 per week	52	21
Acquire a commodity subsequent to viewing its advertisement on a social media platform.	Yes	80	32
	No	122	49
	Not sure	50	20

The current investigation employed ANOVA and generalised linear model (GLM) analyses to assess the association between the response and predictor variables, revealing a non-significant relationship. The outcomes of the ANOVA examination indicate variations in individuals' attitudes concerning cognitive, affective, and behavioural aspects towards online marketing communication.

Table 2 ANOVA for Social Media Advertising towards Attitude

Description		Sum of Squares	Df	Mean Square	F	Sig
Attitude 1	Between Groups	8091.521	21	434.321	13.793	0.000
	Within Groups	19277.352	213	37.564		
	Total	27368.873	234			
Attitude 2	Between Groups	8328.4	21	24.402	12.239	0.000

	Within Groups	8333.821	213	328.472		
	Total	16662.221	234	42.223		
Attitude 3	Between Groups	8265.723	21	372.413	7.578	0.000
	Within Groups	14321.120	213	22.773		
	Total	22586.843	234			

Table 3 ANOVA for Social Media Promotion towards Attitude

Description		Sum of Squares	Df	Mean Square	F	Sig
Attitude 1	Between Groups	1266.234	14	82.963	1.237	0.129
	Within Groups	18767.265	220	57.666		
	Total	20033.499	234	90.857		
Attitude 2	Between Groups	19345.023	14		1.745	0.022
	Within Groups	1361.882	220	51.661		
	Total	20706.905	234			
Attitude 3	Between Groups	12768.724	14	19.823	1.678	0.056
	Within Groups	1520.434	220	79.198		
	Total	14289.158	234			

Table 4 ANOVA for Social Media Interactive Marketing towards Attitude

Description		Sum of Squares	Df	Mean Square	F	Sig
Attitude 1	Between Groups	87.332	4	24.861	0.42	0.794
	Within Groups	19832.632	230	59.183		
	Total	19919.964	234			
Attitude 2	Between Groups	112.328	4	29.304	0.546	0.702
	Within Groups	18176.32	230	53.655		
	Total	18288.558	234			
Attitude 3	Between	66.523	4	17.887	0.255	0.907

	Groups					
	Within Groups	32456.269	230	70.167		
	Total	32522.792	234			

Table 5 ANOVA for S-Word of Mouth towards Attitude

Description		Sum of Squares	Df	Mean Square	F	Sig
Attitude 1	Between Groups	1341.543	14	86.956	1.236	0.197
	Within Groups	16854.731	220	42.444		
	Total		234			
Attitude 2	Between Groups	1321.967	14	90.321	1.712	0.056
	Within Groups	14061.721	220	42.678		
	Total		234			
Attitude 3	Between Groups	1231.498	14	178.503	1.694	0.087
	Within Groups	20534.427	220	51.629		
	Total		234			

The Generalised Linear Model (GLM) was utilised to determine the extent to which various attitudes exert similar or distinct effects. Table 6 displays the outcomes that demonstrate the impact of communication related to marketing on social media platforms on attitudes, including cognitive, affective, and behavioural aspects. The impact of social media and demographics on attitudes is negligible.

Source	Dependent Variable	F	Sig
Social Media Advertising	Attitude	123.897	0.000
Social Media Sales Promotion	Attitude	276.675	0.000
Social Media Interactive Marketing	Attitude	81.878	0.528
S-Word of Mouth	Attitude	0.676	0.356

FINDINGS

The results of this study demonstrate consistency, indicating that social media marketing communication has a significant impact on individuals in terms of their attitudes. The clear and comprehensible communication utilised in social media marketing has the potential to evoke positive individual attitudes towards a brand. Therefore, by engaging in extensive social media promotion, contemporary businesses can effectively introduce new developments in the digital age. The utilisation of social media platforms does not exert an impact on an individual's cognitive attitudes in relation to their frequency of usage, duration of engagement, and profile enhancement. According to Cox's (2010) findings, the efficacy of advertising among proficient Internet users decreased as they became increasingly exposed to bothersome ads and subsequently attempted to prevent their display. The collected data indicates that the respondents' social media usage does not have a significant impact on their cognitive behaviours. The rationale behind this phenomenon is that contemporary adolescents are not utilising social media in a suitable manner, but rather are inclined to exhibit their private lives. Organisations ought to take into account the advancements occurring in social media platforms and their utilisation to generate public interest in the products or services offered by the enterprise. The employment of social media as a platform for brand engagement by business management is recommended, with a focus on adapting to and leveraging the evolving perceptions of the millennial generation. The consumers of social media generate mutual advantages. Individuals who have been utilising social media for an extended period of time are not inherently susceptible to its influence in terms of their conduct. The collected evidence suggests that the utilisation of social media

platforms is predominantly observed through the use of computers and mobile devices. However, it is noteworthy that the employment of these technological devices does not appear to have a significant impact on the behavioural attitudes of the respondents. Individuals worldwide conduct online events that are both extensive and intensive. Individuals have diverse motivations and objectives when utilising online resources, particularly social media.

Nasrullah has observed that the utilisation of social media has piqued the attention of analysts and scholars in a comparative manner. The supposition that individuals have a proclivity to initially disclose their experiences or undertakings with acquaintances on social networking platforms contributes to this veracity. The veracity of the fact that individuals' self-presentation and endeavours are manifested on social media platforms highlights the achievements of those who are not part of the online community. The aforementioned discovery demonstrates that the utilisation of social media in marketing communication is influenced by factors such as entry, duration, frequency of log-ins, log-in intervals, and profile updates. However, these factors have minimal effects on the emotional, affective, and behavioural attitudes of Generation Z. It is suggested that businesses may enhance their marketing strategies by collaborating with popular artists or celebrities who are currently idolised by the adolescent demographic. This approach could potentially augment the distinct allure of the products offered by the company to this particular age group.

It has been elucidated that the affective state and apprehension of consumers are outcomes of the level of transparency in advertising. The findings indicate that digital marketing does not have a direct influence on purchase decisions, but it

does have a significant impact on word-of-mouth communication. The desire to establish a social connection on the Internet is a significant incentive for individuals to utilise media.

The results suggest that the attitudes of Generation Z were not influenced by the demographics of the participants when evaluating perceptual, affective, and behavioural attitudes. The results of this research are congruent with previous studies that have demonstrated that attitude does not exert a noteworthy influence on gender-related demographic factors. Teenage females exhibit a significant inclination towards social media marketing engagement. Recent research has indicated that demographic variables such as age have a modest impact on attitudes, with older adolescents exhibiting more favourable sentiments compared to their younger counterparts. Consequently, it would have been advisable to incorporate participants within the age range of 15-18 years in the survey, given that this demographic is also actively seeking to establish their sense of self and would likely yield favourable results in subsequent investigations.

LIMITATIONS AND FUTURE RESEARCH

Although the current body of literature sheds light on the impact of social media marketing communication (SMMC) on the attitudes of Generation Z (Gen Z) consumers towards consumer-based brand equity (CBBE), it is important to acknowledge the various constraints and potential avenues for further investigation.

Primarily, a significant portion of the extant literature has utilised self-reported data obtained from surveys, which may not necessarily provide a precise representation of the conduct of Gen Z consumers. Subsequent studies may integrate unbiased metrics, such as purchase data or social media engagement

metrics, to yield a more precise evaluation of the influence of social media marketing communication (SMMC) on consumer-based brand equity (CBBE).

Secondly, the preponderance of extant literature has concentrated on the favourable impacts of social media marketing communication (SMMC) on consumer-based brand equity (CBBE). It is imperative for forthcoming research endeavours to delve into plausible adverse ramifications, such as the possibility of social media influencers endorsing impractical beauty norms or perpetuating detrimental stereotypes.

Thirdly, a significant portion of the extant literature has concentrated on examining the influence of social media marketing communications (SMMC) on conventional components of consumer-based brand equity (CBBE), namely brand awareness and brand loyalty. Prospective studies may explore the influence of SMMC on contemporary constituents of CBBE, such as brand genuineness and brand mission, which could be especially pertinent to the Gen Z demographic.

Finally, extant literature has predominantly concentrated on the examination of Gen Z consumers residing in Western nations. Subsequent studies may explore the influence of social media marketing communications (SMMC) on consumer-based brand equity (CBBE) among Generation Z cohorts in diverse global locales, as cultural variances could potentially affect the efficacy of SMMC tactics.

In summary, forthcoming studies concerning the impact of social media marketing communications (SMMC) on the perceptions of Generation Z customers towards consumer-based brand equity (CBBE) should integrate impartial metrics, scrutinise plausible adverse consequences, examine novel constituents of CBBE, and broaden the scope beyond Western nations.

CONCLUSION

To summarise, existing literature indicates that social media marketing communication (SMMC) can exert a notable influence on the attitudes of Generation Z (Gen Z) consumers towards consumer-based brand equity (CBBE). SMMC has the potential to augment brand recognition, brand perception, brand credibility, and brand allegiance within the Gen Z consumer demographic. Utilising social media influencers and emotional appeals in social media marketing campaigns (SMMC) has been shown to enhance their efficacy. Moreover, SMMC has been observed to have a constructive impact on the perceived quality, perceived value, and purchase intention of Generation Z consumers.

Notwithstanding the extant research, there exist certain limitations such as the dependence on self-reported data and the necessity for further exploration of plausible adverse ramifications of social media marketing communication on consumer-based brand equity. Moreover, it is imperative to broaden the scope beyond Western nations and explore contemporary elements of Consumer-Based Brand Equity (CBBE), such as brand genuineness and brand mission.

In general, companies have the opportunity to utilise social media marketing communications (SMMC) to improve their consumer-based brand equity (CBBE) with Generation Z customers. However, it is crucial for these businesses to develop SMMC tactics that align with the specific demands of this demographic, which include a strong emphasis on genuineness, openness, and ethical accountability. Subsequent investigations may offer additional knowledge regarding the optimal SMMC tactics and their influence on distinct constituents of consumer-based brand equity (CBBE) among Generation Z customers.

The findings of this study indicate that there is a significant impact of social media marketing communication on the perceptual, affective, and behavioural attitudes of Generation Z. The impact of social media and demographics on the attitudes of the current generation was found to be insignificant. The enhancements that ensue can be acknowledged through the utilisation of social media as a means of communication by augmenting the aesthetics of social media platforms, imparting knowledge on their merchandise, and employing compelling digital communication to amplify customer consciousness. One instance pertains to the utilisation of endorsements from musicians, particularly those who are presently adored by the youth demographic. The rationale behind this phenomenon is that contemporary adolescents are not utilising social media in a suitable manner, but rather are inclined to employ it as a platform for flaunting their personal lives. In order to enhance performance, scholars have the option of utilising one of the existing social media platforms.

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