

Social Media Marketing Activities and Their Effect on Brand Loyalty Among Generations

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ABSTRACT

Purpose: The purpose of this study is to examine how age differences between Generation Z and Millennials influence the effectiveness of Social Media Marketing Activities (SMMA) on Consumer Brand Engagement (CBE) and brand loyalty.

Method: This quantitative study utilized an online survey targeting 110 active TikTok users from Generation Z (ages 17-26) and Millennials (ages 27-42) who engage with personal care brands. Data were collected through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS. The survey measured the impact of Social Media Marketing Activities (SMMA) dimensions—Interactivity, Informativeness, and Trendiness—on Consumer Brand Engagement (CBE) and brand loyalty.

Result: The results reveal that age differences significantly influence the impact of Social Media Marketing Activities (SMMA) on Consumer Brand Engagement (CBE) and brand loyalty. While both Generation Z and Millennials respond positively to the SMMA dimensions of Informativeness and Trendiness, only Generation Z shows a significant relationship between Interactivity and CBE, highlighting distinct generational preferences in social media marketing effectiveness.

Practical Implications for Economic Growth and Development: The study's findings suggest that adapting social media marketing strategies to the unique preferences of Generation Z and Millennials can enhance consumer engagement, increase brand profitability, and stimulate economic growth by promoting digital market competitiveness and encouraging innovation in the business sector.

Keywords: brand loyalty, consumer brand engagement, gen Y, gen Z

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INTRODUCTION

In marketing literature, Consumer Brand Engagement (CBE) plays a pivotal role in influencing brand loyalty, brand usage, and purchasing behavior (Algharabat et al., 2020). CBE adds value to companies by fostering a sense of value and control for consumers. Consequently, engaging with consumers is critical for brands to be recognized and maintain their presence in the market (Conover & Feldman, 1989). Social Media Marketing Activities (SMMA) have been identified as key drivers of CBE and brand loyalty (Nyadzayo et al., 2020; UI Islam & Rahman, 2017). Previous studies emphasize the impact of SMMA dimensions, such as interactivity, informativeness, and trendiness, on CBE and brand loyalty (Liu et al., 2021; Yadav & Rahman, 2018).

For example, social media features like accessibility and interactivity successfully fulfill the emotional and cognitive needs of Millennials, fostering CBE (Athwal et al., 2019). Likewise, entertainment and trending content in SMMA significantly influence CBE and brand loyalty (Godey et al., 2016; Kim & Ko, 2012). However, CBE behavior on social media varies across different age groups (Nelson et al., 2019), as consumer attitudes and experiences are shaped by their age (Jacoby, 2002). Therefore, the impact of SMMA on consumers' thoughts and emotions differs between generations, such as Millennials (Generation Y) and Generation Z (Duffett, 2017).

Generation Z comprises individuals born between 1997 and 2012, while Generation Y includes those born between 1981 and 1996. As of 2023, Generation Z is between 11 and 26 years old, and Generation Y is between 27 and 42 years old. According to a 2021 survey by the Annie application, TikTok in Indonesia is predominantly used by individuals aged 18-24 (40%), with 37% of users aged 25-34, meaning that 76% of Indonesian TikTok users are between the ages of 18 and 34. A DECC Survey (2022) further shows that TikTok usage in Indonesia grew significantly from 17% in 2020 to 40% in 2022.

In 2022, the skincare and personal care market in Indonesia generated US\$7.23 billion, with personal care products accounting for US\$3.18 billion (Statista, 2022). Consumers are becoming increasingly selective in choosing high-quality personal care products that meet their needs. Brands have capitalized on social media platforms to promote their products, engage with consumers, and build long-term relationships (Felix et al., 2017). Social media platforms allow consumers to view product reviews, testimonials, and influencer content, all of which significantly impact purchasing decisions. These platforms emphasize interaction between brands and consumers, facilitating CBE by influencing consumers' cognitive, emotional, and behavioral engagement processes (Hollebeek et al., 2014).

Previous studies predominantly analyzed platforms like Facebook and Twitter, without exploring how age differences influence the relationship between SMMA and CBE. Many focused exclusively on Generation Y (UI Islam & Rahman, 2017), neglecting Generation Z, whose social media behavior is distinct. Recent research explored the impact of SMMA on CBE across age groups on Instagram (Hazzam, 2022). Some studies also examined the relationship between SMMA and CBE for exclusive, luxury, and fast fashion brands (Ajitha & Sivakumar, 2019).

This study builds on previous research, such as Hazzam's (2022) work on fast fashion brands in the United Arab Emirates, which used Instagram as the primary SMMA platform. By applying this research model to personal care products on TikTok, this study offers a more comprehensive understanding of the relationship between SMMA, CBE, and brand loyalty, focusing on two distinct age groups.

The purpose of this study is to measure how age differences across SMMA dimensions—Interactivity, Informativeness, and Trendiness—impact CBE and brand loyalty for personal care brands on TikTok. The study utilizes three models to compare outcomes across the overall population, Generation Y, and Generation Z.

METHOD

In this research, quantitative methods were employed to collect and analyze data and test the conceptual model. An online survey was used to gather data by distributing questionnaires to respondents. Responses were measured using a Likert scale ranging from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree." This scale allows respondents to express their level of agreement in a way that best reflects their opinions. The Social Media Marketing Activities (SMMA) dimensions—Interactivity, Informativeness, and Trendiness—were each measured using three items. The Consumer Brand Engagement (CBE) dimensions were measured through cognitive processes (three items), affective responses (four items), and active engagement (three items), all adapted from Hazzam (2022). The brand loyalty scale, also adapted from Hazzam (2022b), consists of three items.

The population targeted in the study included Generation Z (ages 17-26) and Millennials (ages 27-42), both of whom are frequent users of social media. These two generations are key consumers of personal care brands such as Garnier, Originote, My Personal Care, Madame Gie, Scarlett, and Somethinc, and they are active users of TikTok. The research focused on personal care brands with more than 1,000,000 followers on TikTok. The questionnaire was distributed online, with respondents asked if they had used these brands for more than six months and were followers of one of these brands. The sample size was determined by multiplying the number of items by 5, resulting in 110 respondents who are active TikTok users.

This study used Structural Equation Modeling (SEM) to assess age-related differences in the impact of SMMA on CBE. Validity and reliability were tested using the Average Variance Extracted (AVE), where an AVE greater than 0.5 indicates valid factor analysis. Convergent validity was assessed by examining the shared variance among indicators within the same construct, while discriminant validity evaluated the extent to which constructs differ from one another, ensuring that they measure distinct concepts.

Table 1. Variable Measurement

Variables	Indicators	Statements
Social Media Marketing	Interactiveness	The TikTok account "My Personal Care" allows its content to be shared by followers. The TikTok account "My Personal Care" regularly interacts with its followers. Followers can communicate with the TikTok account "My Personal Care."
	Informativeness	The TikTok account "My Personal Care" provides accurate information. The TikTok account "My Personal Care" provides useful information. The TikTok account "My Personal Care" provides complete
	Trendiness	The TikTok account "My Personal Care" offers content that aligns with trends. The TikTok account "My Personal Care" creates a trendy impression. The TikTok account "My Personal Care" offers products that are currently trending.
Consumer Brand Engagement	Cognitive Processing	The TikTok account "My Personal Care" captures my interest. The account offers engaging content, making me spend more time exploring it. It sparks my curiosity about other products from "My Personal Care."

	Affection	I feel excited, happy, and comfortable when browsing the account. Browsing the TikTok account makes me feel proud. I explore the "My Personal Care" account more than other brands.
	Activation	Whenever I open TikTok, I always check out "My Personal Care" first. I spend more time exploring the "My Personal Care" account.
Brand Loyalty	Loyalty	I am a loyal customer. "My Personal Care" is my top choice. I will continue using "My Personal Care."
	Brand preference	I am a loyal customer. "My Personal Care" is my top choice. I will continue using "My Personal Care."
	Continued use	I am a loyal customer. "My Personal Care" is my top choice. I will continue using "My Personal Care."

Source: Developed by the authors (2024)

Hypotheses Development

Interactiveness and Consumer Brand Engagement

Interactive social media brand pages encourage communication between brands and consumers, facilitating the development of positive brand perceptions (Ismail, 2017). Interactivity enables two-way communication, making consumers feel more involved in brand-related activities (Hidayanti et al., 2018). This engagement fosters a deeper emotional connection and motivates consumers to dedicate time and effort to interacting with the brand (France et al., 2016). The opportunity to provide feedback and share ideas further strengthens the consumer-brand relationship, thereby enhancing Consumer Brand Engagement (Barger et al., 2016).

H1: Interactivity has a positive effect on Consumer Brand Engagement

Informativeness and Consumer Brand Engagement

In this digital era, consumers prefer information that is relevant to their interests and needs on social media. Unlike traditional methods such as advertisements or pamphlets, informative content on social media platforms offers consumers valuable information tailored to their preferences (Cheung et al., 2020). This content helps consumers make informed decisions about brands, thereby strengthening their connection with the brand. Informative posts are more likely to capture consumers' attention and encourage engagement, as they provide practical value and enhance the overall brand experience (Islam & Rahman, 2017).

H2: Informativeness has a positive effect on Consumer Brand Engagement

Trendiness and Consumer Brand Engagement

Trendiness in social media marketing activities appeals to consumers' desire for uniqueness and staying updated with the latest trends (Vivek et al., 2012). Consumers who are attracted to trendy brands tend to engage more frequently, as these brands offer fresh and innovative ideas that resonate with their personal style and preferences (Labrecque et al., 2013). By

regularly updating content to align with current trends, brands can inspire consumers to stay engaged and foster positive interactions that lead to deeper involvement.

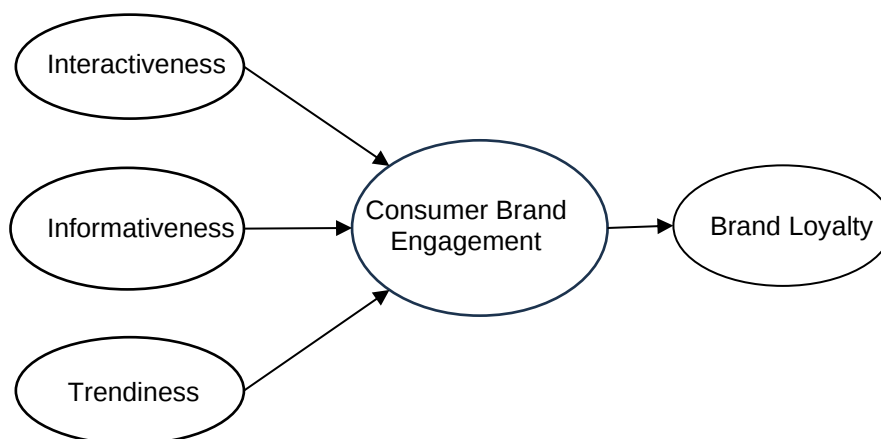
H3: Trendiness has a positive effect on Consumer Brand Engagement

Consumer Brand Engagement and Brand Loyalty

Consumer Brand Engagement refers to the energy, time, and effort consumers invest in interacting with brands online. This engagement helps build a stronger emotional connection with the brand, which, in turn, increases the likelihood of loyalty. Consumers who are more engaged with a brand are more likely to recommend it to others, engage in positive word-of-mouth, and remain committed to using the brand's products or services. Therefore, greater engagement contributes to long-term Brand Loyalty by fostering a deeper and more meaningful relationship between the consumer and the brand.

H4: Consumer Brand Engagement positively influences Brand Loyalty

Figure 1. Research Framework



Source: Developed by the authors (2024)

RESULT AND DISCUSSION

Initial Data Analysis

The initial data analysis included validity and reliability tests, structural model tests, and goodness-of-fit measures. A total of 128 respondents were collected, with 54% representing Generation Z (aged 17-26) and 46% representing Generation Y (aged 27-42). The outer model test was conducted to evaluate the convergent and discriminant validity of the constructs. Convergent validity was assessed using outer loadings, with values greater than 0.70 considered acceptable (Hair et al., 2017).

Table 2. Validity and Reliability Test

Construct	Indicator	Outer Loading	Composite Reliability	AVE
Interactiveness	X1A	0.853	0.880	0.710
	X1B	0.875		
	X1C	0.798		
Informativeness	X2A	0.805		

	X2B	0.776	0.841	0.638
	X2C	0.815		
Trendiness	X3A	0.872		
	X3B	0.868	0.898	0.747
	X3C	0.852		
Cognitive Processing	Y1A	0.791		
	Y1B	0.776	0.940	0.611
	Y1C	0.789		
Affection	Y2A	0.749		
	Y2B	0.799		
	Y2C	0.748	0.940	0.611
	Y2D	0.765		
Activation	Y3A	0.741		
	Y3B	0.829	0.940	0.611
	Y3C	0.824		
Brand Loyalty	Z1	0.870		
	Z2	0.897	0.905	0.761
	Z3	0.849		

Source: Processed data (2024)

Based on Table 2, all indicators met the criterion for convergent validity, as the outer loadings exceeded 0.70. Additionally, the Average Variance Extracted (AVE) values surpassed 0.50, further confirming satisfactory convergent validity. Reliability was also established, with composite reliability values exceeding 0.80 and Cronbach's alpha values greater than 0.70, demonstrating that the measurement items are reliable (Hair et al., 2017).

Discriminant validity was assessed using the Fornell-Larcker criterion, which confirmed that each variable's correlation with itself was higher than its correlation with other variables (Table 3), indicating that the constructs are distinct from one another (Hair et al., 2019). Additionally, the goodness-of-fit test showed an SRMR value of 0.079, which is below the 0.08 threshold, indicating a good model fit. Although the NFI value of 0.715 was below the ideal 0.90 threshold, it still suggests an acceptable fit (Henseler et al., 2016). Therefore, the model is considered a good fit for the data.

Table 3. Discriminant Validity and Model Fit Test

Variables	X1	X2	X3	Y	Z	Saturated Model
Interactivities (X1)	0.843					SRMR=0.079 NFI=0.715
Informativeness (X2)	0.671	0.799				
Trendiness (X3)	0.615	0.630	0.864			
CBE (Y)	0.629	0.659	0.652	0.782		
Brand Loyalty (Z)	0.518	0.526	0.555	0.729	0.872	

Source: Processed data (2024)

Hypotheses Testing

The R-Square values for Consumer Brand Engagement (CBE) and Brand Loyalty are 0.553 and 0.531, respectively, indicating moderate explanatory power (Henseler et al., 2016). Hypothesis testing results (Table 4) show that all relationships between Social Media Marketing Activities (SMMA) dimensions and CBE are significant, except for Interactivity in Generation Y, which was not supported ($p = 0.141$). All other hypotheses were accepted with p -values less than 0.05, indicating significant relationships.

Table 4. Hypotheses Testing Result

	Coefficient	T Statistics	P Values	Conclusion
X1 → Y	0.229	2.67	0.004	Accepted
X2 → Y	0.304	3.42	0.000	Accepted
X3 → Y	0.320	3.76	0.000	Accepted
Y → Z	0.729	17.33	0.000	Accepted
X1 → Y*	0.144	1.07	0.141	Rejected
X2 → Y*	0.234	1.71	0.043	Accepted
X3 → Y*	0.378	3.12	0.001	Accepted
Y → Z*	0.773	17.20	0.000	Accepted
X1 → Y**	0.298	2.72	0.003	Accepted
X2 → Y**	0.337	2.83	0.002	Accepted
X3 → Y**	0.297	2.37	0.009	Accepted
Y → Z**	0.598	7.98	0.000	Accepted

*Hypotheses testing in Gen Y (Millennials)

**Hypotheses testing in Gen Z

Source: Processed data (2024)

Discussion

The analysis indicates that interactivity positively affects Consumer Brand Engagement (CBE), with a standardized coefficient of 0.229 and a p-value of 0.004 for the overall model. However, this effect is not significant for Generation Y, which shows a coefficient of 0.144 and a p-value of 0.141. Prior studies, such as Cheung et al. (2020), suggest that interactive content enhances consumer engagement by encouraging participation in brand activities. For Generation Z, interactivity in social media marketing activities boosts engagement through active participation in quizzes, giveaways, and other interactive elements. Conversely, Generation Y may be less responsive to interactive features due to lower interest in social media interactions or concerns about privacy (Permatasari et al., 2022). This generational difference in engagement levels may be attributed to varying social media usage patterns and differing degrees of skepticism toward promotional content.

Informativeness demonstrates a significant impact on CBE, with a coefficient of 0.304 and a p-value of 0.000. Both Generation Y and Generation Z respond positively to informative content. Research supports these findings, indicating that accurate and reliable information enhances engagement by building trust and delivering value. Informative posts not only provide value but also foster emotional attachment and interaction with the brand. Both generations highly appreciate reliable and accurate information, which increases brand trust and motivates engagement. This aligns with theories suggesting that informative content strengthens consumer-brand relationships through perceived usefulness (Yadav & Rahman, 2018).

Trendiness also shows a positive impact on CBE, with a coefficient of 0.320 and a p-value of 0.000 across both generations. Bilal et al. (2021) argue that trendy content captures consumer interest by keeping them engaged with up-to-date and innovative information. Consumers from both Generation Y and Generation Z value trendy content because it enhances their sense of connection to current trends. Trendiness helps reinforce the brand's relevance and appeal to younger audiences, thus fostering stronger engagement (Bilal et al., 2021).

Consumer Brand Engagement strongly influences brand loyalty, with a coefficient of 0.729 and a p-value of 0.000, indicating a clear link between engagement and loyalty for both generations (Perez Benegas & Zanfardini, 2023). Algharabat et al. (2020) highlight that CBE leads to brand loyalty through emotional attachment and repeated interactions with the brand.

Engaged consumers are more likely to remain loyal due to their emotional connection and positive experiences with the brand's social media presence. This relationship holds true across both generations, as Generation Y and Generation Z reported strong connections between CBE and brand loyalty. These findings suggest that promoting CBE through social media marketing activities is an effective strategy for fostering long-term brand loyalty.

CONCLUSION

The purpose of this study was to analyze the impact of Social Media Marketing Activities (SMMA) and Consumer Brand Engagement (CBE) on Brand Loyalty, focusing on how different dimensions—such as interactivity, informativeness, and trendiness—affect various generational cohorts. The findings indicate that the interactivity dimension does not significantly influence CBE for Generation Y, while it positively affects Generation Z. In contrast, both informativeness and trendiness show positive effects on CBE for both generations. This generational difference may be attributed to Generation Z's greater familiarity with technology and higher levels of social media usage compared to Generation Y.

The practical implications of this study emphasize the need for managers to tailor their SMMA strategies to engage different generations effectively. For Generation Z, who prefer simpler, more interactive content—such as polls, quizzes, and giveaways—on platforms like TikTok and Instagram, brands must focus on these types of engagement strategies. In contrast, Generation Y tends to favor more in-depth discussions and detailed content. Thus, it is crucial for brands to adjust their SMMA approaches based on the target audience's age group, especially to enhance Generation Y's engagement on platforms like TikTok, which could lead to increased brand loyalty.

For future studies, it is recommended to expand the research sample beyond the 128 respondents and include a broader range of brands to capture more diverse consumer responses. Additionally, future research should examine different social media platforms for launching sales promotions, new products, and events, as consumer engagement varies significantly across platforms depending on age. Including other variables, such as purchase intention, brand trust, brand awareness, brand image, and cultural influences, would provide a more comprehensive understanding of how SMMA and CBE contribute to Brand Loyalty. Furthermore, researchers should explore how economic conditions and perceived brand quality might affect CBE across different generations.

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