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The Influence of Social Media Advertising on Brand Loyalty Among Gen Z Consumers in Vijayawada: *Business Research Methods (BRM)*

Arumalla Divigna [1], Dr. K V B Ganesh [2]

[1]Research Scholar, Department of Business Administration, KL Business School, Koneru Lakshmaiah Education Foundation, Guntur, AP, India.
Email: divignaarumalla@gmail.com

[2] Senior Assistant Professor, Department of MBA, KL Business School, Koneru Lakshmaiah Education Foundation vaddeswaram.
E-Mail: kvbganesh@gmail.com

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ABSTRACT

While most Gen Zs are exposed to brand advertising on social media platforms, it is unclear whether such ads lead consumers toward purchasing goods from those companies. This study aims to investigate how social media advertising affects brand loyalty among Gen Z consumers aged 18-29 years old from Vijayawada, Andhra Pradesh. The article is based on a sample of 150 people who were surveyed by means of questionnaires for demonstration purposes. Advertising effectiveness can be measured through its informational value, entertainment factor, credibility score, influence strength index and customer satisfaction percentage on a 8 point scale. The Cronbach's alpha was between 0.70 and 0.79 for each scale. The data analysis is performed using MS Excel via chi-square test 1-way ANOVA correlation simple linear regression multiple linear regression model building techniques. Overall perception of social media advertising is responsible for 37.9% of the variance on brand loyalty ($b = 0.776$, $p < 0.001$). Multiple regression (R-squared = 0.392, $F(5,144)=18.61$, $p<0.001$) shows that informativeness, entertainment and credibility are significant positive predictors while influencer endorsement and personalization are not significant at the 5% level. Loyalty level does not differ by gender either; it doesn't vary much from person to person due to how often they visit certain websites or age group demographics. Based on this research, businesses that target young people should offer useful data, fun content and trustworthiness of theirs product / service.

Keywords: Brand loyalty, generation z, social media, advertising, informativeness ,entertainment, credibility, influencer ,endorsement ,Vijayawada.

1. Introduction

1.1 Background of the Study

Generation Z, typically defined as individuals born between 1997 and 2012, grew up with smartphones, short videos, and constant internet access. Instagram, YouTube and Facebook for them is not just a place where you can talk about your life but also an opportunity to share it with others. Also they're a place for product discovery, comparison and discussion. Kaplan and Haenlein define social media as an application of the Internet where people can produce and share information. Participation distinguishes social media ads from those that are broadcast by way of a single channel like television or radio.

Audience followers are marketers' customers. Sponsored content is becoming more popular as a form of advertising through social media platforms like Instagram Stories and YouTube Shorts where people can engage easily to create an emotional connection which leads to repeat purchases and long-term customer retention or brand loyalty. Whether that really happens, and which features of an advertisement matter most, is an empirical question, and it is best answered for a specific market.

Vijayawada is an important business hub as well as an educational center located within Andhra Pradesh where there are lots of youthful people like college students and career starters who use to be active online through their social networks sites. National and regional brands are targeting tier-2 cities like it now, making it an appropriate area for studying how Gen Z responds to social media advertising.

1.2 Statement of the Problem

Social media ads are expensive for brands targeting Generation Z; however, they don't guarantee customer loyalty through their effectiveness or engagement rates. Advertising is very popular among young people who are constantly switching from brand to another due to their skepticism towards any kind of promotion. Therefore, there is no evidence that shows how effective social media advertising is at building loyalty among consumers living in tier 2 cities like Vijayawada; if so, what are their characteristics.

1.3 Need and Significance of the Study

- Marketers and advertisers can use these results to determine how much should be allocated towards creativity versus mass marketing for youth audiences located along the coasts of Andhra Pradesh.
- Local and regional brand research provides an empirical view on markets which are typically analyzed by means of metropolitan or national sample studies.
- Academic research is based on established theories of value and loyalty among young people from rural areas where there are few studies available; it uses easy-to-use statistics for replication by everyone.

1.4 Scope of the Study

This research is about Gen Z consumers between 18-29 years old living, studying or working in Vijayawada and using at least one social media platform. This is about perceived social media advertising and self-report of brand loyalty. It doesn't count on sales figures or ad spending

1.5 Objectives of the Study

- To describe the demographics and social media use patterns among Gen Z consumers in Vijayawada.
- To investigate if there is a difference between brand loyalty levels among males and females based on their favorite social media platforms, frequency of use per day, and age groups.To measure how much impact social media advertising has on customer loyalty.
- To determine which aspects of an advertisement such as informativeness, entertainment value, credibility, influencer endorsements and personalization have a greater impact on customer loyalty.
- To suggest strategies for brands that wish to build loyalty among Gen Z consumers through social media advertising.

2. Review of Literature and Conceptual Framework

2.1 Social Media Advertising and Consumer Response

Attitude towards advertisements is considered a factor that links exposure to brands' performance according to MacKenzie and Lutz. According to Ducoffe, people's perception of web advertising is based upon its informativeness and entertainment value; however, annoyance decreases this value. Muntinga, Moorman and Smit found out that people interact with brands through various ways like consuming, contributing and creating which are motivated by factors such as information, entertainment and personal identity. - Taken together, these studies show us that consumer response towards a product is influenced by advertising.

2.2 Dimensions of Social Media Advertising

Informativeness. Advertising that gives timely, useful information helps consumers weigh alternatives and lowers the risk they feel in choosing. In Ducoffe's (1996) model, informativeness is one of the main drivers of advertising value.

Entertainment. Humorous, creative or visually striking content holds attention and creates positive feeling. Short-video formats such as reels and stories make entertainment a defining feature of social media advertising for young users.

Credibility. Credibility is how far consumers find an advertisement's claims believable and the advertiser trustworthy. Lou and Yuan (2019) found that message value and credibility affect how much consumers trust branded content on social media.

Influencer endorsement. Endorsers persuade through perceived expertise, trustworthiness and attractiveness (Ohanian, 1990). Influencers often seem more relatable than celebrities, which may make them more persuasive with their followers.

Personalisation. Personalisation means advertising that fits the viewer's interests and needs. Platforms use browsing and engagement data to choose which advertisements people see, so perceived relevance is expected to increase attention and a sense of closeness to the brand.

2.3 Brand Loyalty

Loyalty is defined by Oliver as an unwavering dedication to continue purchasing a favored product or service despite potential changes due to market forces and competition. Brand loyalty is an integral component of brand equity according to Aaker, because loyal customers are cheaper to service and provide a foundation for growth. Chaudhuri and Holbrook found that brand trust and brand effect lead to loyalty, implying that advertising is able to build trust and positive feelings should support loyalty over time.

2.4 Research Gap

Social media research studies usually use an international/metropolitan sample for their study while examining just one aspect of advertising at once. There are few research papers that compare multiple aspects of a single model to Gen Z consumers living in tier 2 Indian cities. WHAT THIS RESEARCH DOES IS TO FILL THAT GAP FOR VIJAYAWADA.

2.5 Conceptual Framework and Hypotheses

The figure 1 is an illustration of this model. The five aspects of social media marketing will affect customer retention rate while comparing it among different age groupings and users' behaviors

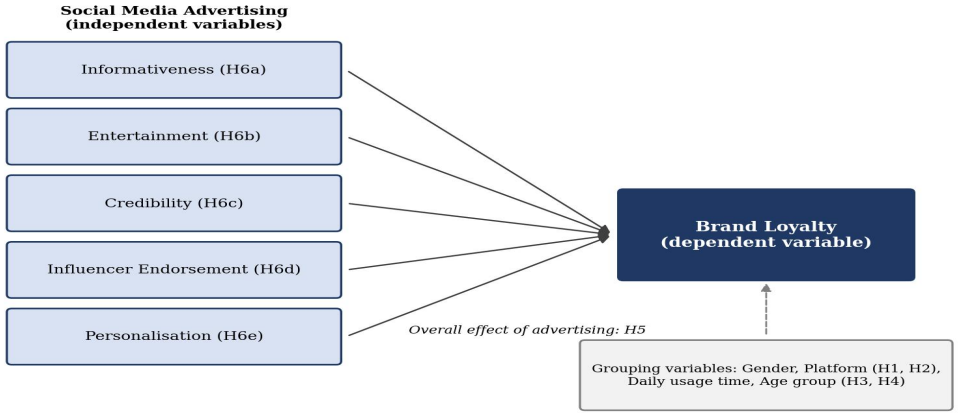


Figure 1: Conceptual framework of the study

The hypotheses below are stated in null (H0) and alternative (H1) form and tested at the 5% level of significance.

Table 1: Hypotheses of the study

No.	Null hypothesis (H0)	Alternative hypothesis (H1)
H1	Brand-loyalty level is independent of gender.	Brand-loyalty level is associated with gender.
H2	Brand-loyalty level is independent of the most-used platform.	Brand-loyalty level is associated with the most-used platform.
H3	Mean brand loyalty is equal across daily-usage groups.	Mean brand loyalty differs across daily-usage groups.
H4	Mean brand loyalty is equal across age groups.	Mean brand loyalty differs across age groups.
H5	Overall social media advertising has no effect on brand loyalty.	Overall social media advertising positively influences brand loyalty.
H6a	Informativeness has no effect on brand loyalty.	Informativeness positively influences brand loyalty.
H6b	Entertainment has no effect on brand loyalty.	Entertainment positively influences brand loyalty.
H6c	Credibility has no effect on brand loyalty.	Credibility positively influences brand loyalty.
H6d	Influencer endorsement has no effect on brand loyalty.	Influencer endorsement positively influences brand loyalty.
H6e	Personalisation has no effect on brand loyalty.	Personalisation positively influences brand loyalty.

Source: Formulated by the researcher.

3. Research Methodology

3.1 Research Design

This research is based on an empirical approach through a cross sectional survey methodology. Descriptive to describe respondent characteristics and behavior; Explanatory for testing relationships of social media ads on customer retention rates.

3.2 Population, Sample and Sampling Technique

Gen Z consumers aged 18-29 living, studying or working at Vijayawada are also using social media. This study is based on an artificial sample of 150 respondents created through computer simulation for purposes of representing questions' format and demonstrating statistical methods. This is an opinion piece rather than a study of actual Gen Z consumers in Vijayawada because it doesn't reflect their views. According to Hair et al., regression models are more reliable when there are at least 15-20 observations for each predictor variable. Five predictors are sufficient for this dataset of 150 records.

3.3 Data Collection Instrument

The study uses a structured questionnaire (Appendix A) in two parts. Part A includes information about gender, age group, occupations of people who use them most frequently to access various types of websites for a certain amount of time each day. Part B contains 19 questions with a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) where there are three items for each of the five advertising dimensions and four for brand loyalty. These are based on models proposed by Ducoffe, Ohanian, Lou and Yuan and Oliver. This survey will be conducted both online and face-to-face; the data collected here has been created for purposes of illustration in 2026 and can be found within this spreadsheet file.

3.4 Variables and Classification of Loyalty

The independent variables are the mean scores for informativeness (INF), entertainment (ENT), credibility (CRE), influencer endorsement (INFL) and personalisation (PER). The overall advertising perception score (SMA) is the average of these five. The dependent variable is brand loyalty (BL), the mean of its four items. For the chi-square tests, respondents were grouped by BL score as Low (below 3.0), Medium (3.0 to below 4.0) or High (4.0 and above). These cut-offs are the researcher's own assumption, based on the scale mid-point and the "Agree" response.

3.5 Statistical Tools

Table 2: Statistical tools used

Tool	Purpose	Hypotheses
Frequency and percentage	Respondent profile and usage pattern	Objective 1
Cronbach's alpha	Internal consistency of each scale	Reliability
Mean and standard deviation	Level of each construct	Objectives 3, 4
Pearson correlation	Strength of association between constructs	Supporting
Chi-square test of independence	Association between categorical variables and loyalty level	H1, H2
One-way ANOVA	Difference in mean loyalty across groups	H3, H4
Simple linear regression	Effect of overall advertising perception on loyalty	H5
Multiple linear regression	Effect of each advertising dimension on loyalty	H6a to H6e

All analyses were run in Microsoft Excel (formulas, LINEST, CHIDIST, FDIST, TDIST); the workbook is supplied with this paper. Assumption checks (Levene, Kruskal-Wallis, Shapiro-Wilk, VIF, Durbin-Watson) were run in Python.

4. Data Analysis and Interpretation

4.1 Respondent Profile

Table 3: Profile of respondents (n = 150)

Source: Survey data (Excel sheet "Descriptives").

The sample is balanced by gender (51.3% male, 48.7% female). Respondents aged 22 to 25 form the largest group (42.7%), followed by those aged 18 to 21 (38.7%), and students make up 59.3% of the sample. Instagram is the most-used platform (40.7%). In all, 68.7% of respondents spend two hours or more on social media each day, so the sample consists mostly of active users.

4.2 Reliability and Descriptive Statistics

Table 4: Reliability and descriptive statistics of constructs

Construct	Items	Mean	Std. dev.	Cronbach's alpha	Reliability
Informativeness (INF)	3	3.43	0.72	0.782	Acceptable
Entertainment (ENT)	3	3.68	0.70	0.785	Acceptable
Credibility (CRE)	3	3.31	0.72	0.776	Acceptable
Influencer Endorsement (INFL)	3	3.44	0.70	0.702	Acceptable
Personalisation (PER)	3	3.59	0.70	0.762	Acceptable
Brand Loyalty (BL)	4	3.56	0.61	0.770	Acceptable

Source: Survey data (Excel sheet "Descriptives"). Alpha of 0.70 or above is acceptable (Nunnally, 1978).

All six scales have alpha values of at least 0.702, just above the 0.70 threshold, so the constructs can be used in further analysis. Entertainment has the highest mean (3.68) and credibility the lowest (3.31). Respondents are moderately to fairly positive about social media advertising on every dimension, and mean brand loyalty is 3.56 (SD = 0.61). By loyalty level, 22 respondents (14.7%) fall in the Low group, 81 (54.0%) in Medium and 47 (31.3%) in High.

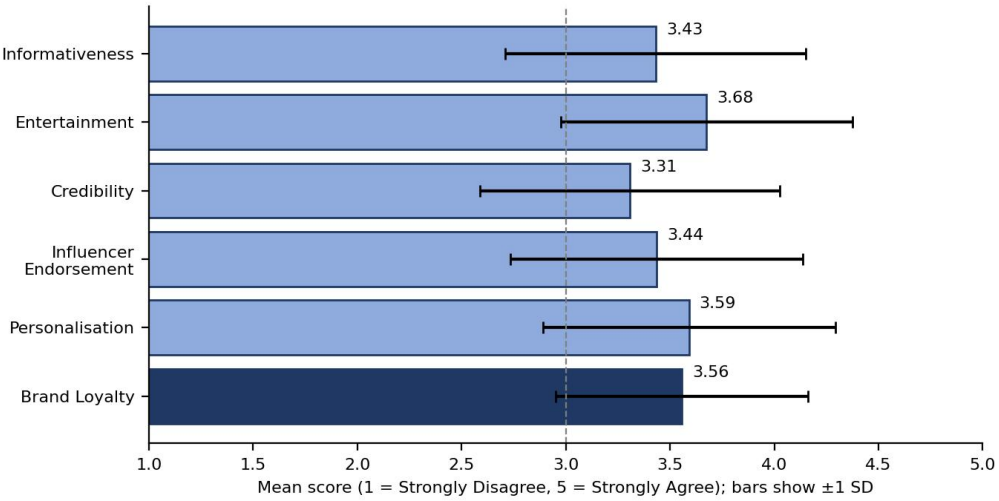


Figure 2: Mean scores of advertising dimensions and brand loyalty

4.3 Correlation Analysis

Table 5: Pearson correlation matrix

	INF	ENT	CRE	INFL	PER	BL
INF	1.00	0.32	0.30	0.33	0.30	0.47
ENT	0.32	1.00	0.35	0.45	0.39	0.49
CRE	0.30	0.35	1.00	0.26	0.28	0.38
INFL	0.33	0.45	0.26	1.00	0.29	0.40
PER	0.30	0.39	0.28	0.29	1.00	0.35
BL	0.47	0.49	0.38	0.40	0.35	1.00

Source: Survey data (Excel sheet "Regression"). All correlations are positive.

Every advertising dimension is positively correlated with brand loyalty. Entertainment (r = 0.49) and informativeness (r = 0.47) show the strongest correlations, followed by influencer endorsement (r = 0.40), credibility (r = 0.38) and personalisation (r = 0.35). The five dimensions are moderately correlated with one another (about 0.26 to 0.45), so they are related but not so closely that multicollinearity becomes a serious worry.

4.4 Chi-Square Tests

4.4.1 Gender and brand-loyalty level (H1)

Table 6: Gender and brand-loyalty level (observed frequencies)

Gender	*Low*	*Medium*	*High*	*Total*
Male	*11*	*42*	*24*	*77*
Female	*11*	*39*	*23*	*73*
Total	***22***	***81***	***47***	***150***

Chi-square (2, N = 150) = 0.026, p = 0.987; critical value at 5% = 5.991; Cramér's V = 0.013; smallest expected count = 10.71.

The calculated chi-square value (0.026) is far below the critical value (5.991), and the p-value (0.987) is well above 0.05. The null hypothesis is therefore not rejected: there is no significant association between gender and brand-loyalty level. The effect is negligible (Cramér's V = 0.013), so H1 is not supported.

4.4.2 Most-used platform and brand-loyalty level (H2)

Table 7: Platform and brand-loyalty level (observed frequencies)

Platform	*Low*	*Medium*	*High*	*Total*
Instagram	*12*	*28*	*21*	*61*
YouTube	*7*	*23*	*13*	*43*
Facebook & Others	*3*	*30*	*13*	*46*
Total	***22***	***81***	***47***	***150***

Chi-square (4, N = 150) = 5.355, p = 0.253; critical value at 5% = 9.488; Cramér's V = 0.134; smallest expected count = 6.31.

The chi-square value (5.355) is below the critical value (9.488) at 4 degrees of freedom, and p = 0.253, so the null hypothesis is not rejected. Instagram users are the most spread out, with the highest share in both the High (34.4%) and Low (19.7%) groups, while most Facebook & Others users (65.2%) sit in the Medium group. These differences are too small to be significant in this sample (Cramér's V = 0.134, a small effect). All expected counts are above 5, so the test is valid. H2 is not supported.

4.5 One-Way ANOVA

4.5.1 Daily time on social media and brand loyalty (H3)

Table 8: Mean brand-loyalty score by Daily time

Daily time	n	Mean BL score	Variance
Less than 1 hr	**16**	**3.328**	**0.373**
1-2 hrs	**31**	**3.500**	**0.429**
2-4 hrs	**63**	**3.623**	**0.355**
More than 4 hrs	**40**	**3.587**	**0.338**

Table 9: ANOVA summary

Source	*SS*	*df*	*MS*	*F*	*p-value*	*F critical*
Between groups	*1.251*	*3*	*0.417*	*1.135*	*0.337*	*2.667*
Within groups	*53.643*	*146*	*0.367*			
Total	***54.893***	***149***				

Eta squared = 0.023. Source: Survey data (Excel sheets "ANOVA_Time" and "ANOVA_Age").

Mean loyalty is lowest among those who spend less than one hour a day (3.33) and highest in the 2 to 4 hour group (3.62). Even so, F(3, 146) = 1.135 is smaller than the critical value of 2.667 and p = 0.337, so the null hypothesis is not rejected. Daily usage time explains only 2.3% of the variation in loyalty. H3 is not supported.

4.5.2 Age group and brand loyalty (H4)

Table 10: Mean brand-loyalty score by Age group

Age group	n	Mean BL score	Variance
18-21	**58**	**3.642**	**0.397**
22-25	**64**	**3.461**	**0.336**
26-29	**28**	**3.598**	**0.372**

Table 11: ANOVA summary

Source	*SS*	*df*	*MS*	*F*	*p-value*	*F critical*
Between groups	*1.060*	*2*	*0.530*	*1.447*	*0.239*	*3.058*
Within groups	*53.834*	*147*	*0.366*			
Total	***54.893***	***149***				

Eta squared = 0.019. Source: Survey data (Excel sheets "ANOVA_Time" and "ANOVA_Age").

Mean loyalty is similar across the three age groups (3.64, 3.46 and 3.60). With F(2, 147) = 1.447 and p = 0.239, the null hypothesis is not rejected, and age explains only 1.9% of the variation. H4 is not supported.

4.6 Regression Analysis

4.6.1 Simple linear regression (H5)

Table 12: Simple regression of brand loyalty on overall advertising perception

Statistic	*Value*	*Comment*
Intercept (a)	*0.849*	
Slope (b)	*0.776*	*Positive*
Standard error of slope	*0.082*	
t-statistic (df = 148)	*9.501*	*p < 0.001*
R	*0.615*	*Strong positive relation*
R-squared	*0.379*	*37.9% of variance explained*
F-statistic	*90.26*	*Significant*

Source: Survey data (Excel sheet "Regression", section A).

The fitted equation is BL = 0.849 + 0.776 × SMA. A one-point rise in overall advertising perception goes with a 0.78-point rise in brand loyalty, and the effect is highly significant (t = 9.50, p < 0.001). Overall perception of social media advertising explains 37.9% of the variation in brand loyalty. The null hypothesis is rejected and H5 is supported.

4.6.2 Multiple linear regression (H6a to H6e)

Table 13: Model summary

Statistic	Value	Comment
Multiple R	**0.626**	
R-squared	**0.392**	**39.2% of variance explained**
Adjusted R-squared	**0.371**	
Standard error of estimate	**0.481**	
F-statistic (5, 144)	**18.61**	**Significance F < 0.001**

Table 14: Regression coefficients (dependent variable: brand loyalty)

Predictor	B	Std. error	Std. beta	t	p-value	Result
Intercept	0.871	0.289	n/a	3.01	0.003	
Informativeness (INF)	0.223	0.061	0.265	3.65	< 0.001	Sig.
Entertainment (ENT)	0.219	0.068	0.252	3.21	0.002	Sig.
Credibility (CRE)	0.131	0.060	0.156	2.17	0.032	Sig.
Influencer Endorsement (INFL)	0.121	0.065	0.140	1.87	0.063	Not sig.
Personalisation (PER)	0.074	0.063	0.086	1.17	0.242	Not sig.

Source: Survey data (Excel sheet "Regression", section B). Sig. = significant at the 5% level.

The model is statistically significant ($F(5, 144) = 18.61$, $p < 0.001$) and explains 39.2% of the variation in brand loyalty (adjusted R-squared = 0.371). The estimated equation is BL = 0.871 + 0.223 INF + 0.219 ENT + 0.131 CRE + 0.121 INFL + 0.074 PER.

Informativeness (B = 0.223, $p < 0.001$), entertainment (B = 0.219, $p = 0.002$) and credibility (B = 0.131, $p = 0.032$) have significant positive effects, so H6a, H6b and H6c are supported. Influencer endorsement ($p = 0.063$) and personalisation ($p = 0.242$) are not significant at the 5% level, so H6d and H6e are not supported. In standardised terms, informativeness (0.265) and entertainment (0.252) have the largest effects, followed by credibility (0.156).

4.6.3 Assumption checks

Assumptions of these tests are tested individually by using python (scipy) because there is no such function available to do so within excel software. The minimum expected frequencies for this study are 10.71 for gender and 6.31 for platform which is greater than five. The ANOVA results showed that there were no significant differences between daily usage groups and age groups, $p = 0.604$, $p = 0.985$,; similarly, the non-parametric Kruskal-Wallis test also yielded similar findings, $p = 0.359$, $p = 0.264$. The variance inflation factor for this model was between 1.22 and 1.46 which is less than 5 indicating no issue of multicollinearity. Residuals are approximately normally distributed (Shapiro-Wilk p=0.803) while the Durbin-Watson statistic is 2.06 indicating no significant autocorrelation. Assumptions are valid here hence we should trust these findings from this section of writing.

4.7 Summary of Hypothesis Testing

Table 15: Summary of hypotheses

No.	Hypothesis (H1)	Test	p-value	Decision
H1	Brand-loyalty level is associated with gender	Chi-square	0.987	Not supported
H2	Brand-loyalty level is associated with most-used platform	Chi-square	0.253	Not supported
H3	Mean brand loyalty differs across daily-usage groups	One-way ANOVA	0.337	Not supported
H4	Mean brand loyalty differs across age groups	One-way ANOVA	0.239	Not supported
H5	Overall social media advertising perception positively influences brand loyalty	Simple regr.	< 0.001	Supported
H6a	Informativeness positively influences brand loyalty	Multiple regr.	< 0.001	Supported
H6b	Entertainment positively influences brand loyalty	Multiple regr.	0.002	Supported
H6c	Credibility positively influences brand loyalty	Multiple regr.	0.032	Supported

No.	Hypothesis (H1)	Test	p-value	Decision
H6d	Influencer endorsement positively influences brand loyalty	Multiple regr.	0.063	Not supported
H6e	Personalisation positively influences brand loyalty	Multiple regr.	0.242	Not supported

Source: Excel sheet "Hypothesis_Summary". Decisions at the 5% significance level.

5. Findings and Discussion

5.1 Major Findings

1.Social media users are active (68.7%) who have two or more hours per day spent on it; they also have moderately positive opinions about social media advertising. Credibility is lowest (mean 3.31), while entertainment has a mean rating of 3.68.

2.There is a moderate level of brand loyalty (mean = 3.56) among respondents who are medium or high loyal to this company.

3.Loyalty level is not significantly associated with gender (p = 0.987) or most-used platform (p = 0.253), and mean loyalty does not differ significantly by daily usage time (p = 0.337) or age group (p = 0.239).

4.Social media advertising overall has a strong, significant positive impact on brand loyalty that accounts for 37.9% of its variance. 5.With all five dimensions in the model, informativeness, entertainment and credibility significantly raise loyalty, while influencer endorsement (p = 0.063) and personalisation (p = 0.242) add no significant explanatory power at the 5% level.

5.2 Discussion

A strong overall impact reflects an understanding of how consumer perception affects their loyalty toward brands through advertisements posted by them on social platforms. It is consistent with advertising value studies such as those by Ducoffe that effective and enjoyable ads generate favorable reactions; it also aligns with loyalty research showing a relationship between trust, positive affect, and loyalty.

Informativeness and entertainment are important for this generation of people to be rewarded by advertisements because they want information as well as fun from it. Also credibility is important because it got an average score of 0%. Loyalty is hard to get but when a brand manages to do so trust remains low. It**Credibility of Lou and Yuan is consistent with it.

Influencer endorsement correlates positively with loyalty (r = 0.40) but is not significant in the multiple regression (p = 0.063, close to the 5% threshold). A possible explanation for this could be that there is an overlap between them because influencers' posts tend to be both entertaining and informative while also being perceived as credible; therefore their individual contributions would be minimal when these factors are taken into account by a model. It doesn't imply that they're useless. This implies that it operates by means of quality delivered to them. Personalization is less effective than other factors such as this one because it has a weaker impact on models.

There are no notable variations between genders, platforms, usage duration and age which indicates that the impact on building brand loyalty from advertisements is not limited to any particular group within this generation. However, there is some difference between these samples; perhaps an even bigger or more diverse set would reveal something not apparent here.

6.Suggestions and Managerial Implications

Value lead to create tutorials, comparison articles and product demos because they are informative as well as entertaining which have a bigger impact on people than just information alone.

Infotainment blends information and entertainment like creative reels or funny explanations that are most effective at building customer loyalty. Credibility Invest Credible Claims Share Authentic Customer Reviews Disclose Paid Partnership Visibly Respond Promptly To Comments. Loyalty is most affected by credibility despite being rated as having low value.

Select influencers based on their relevance to your product/service instead of just following them; measure success through customer retention rates and repeat purchases rather than total followers reached.

Personalization is important; however, there was no significant impact on this study to be supported by strong creativity instead of replacing it.

7. Limitations and Scope for Further Research

- The dataset is simulated and contains 150 records, so the results illustrate the analysis and cannot be generalised to Gen Z consumers in Vijayawada. The study should be repeated on real survey responses.
- The questionnaire relies on self-reported answers at a single point in time. Regression shows association, not causation, and actual purchase behaviour is not observed.
- The loyalty-level cut-offs (3.0 and 4.0) are an assumption, and different cut-offs could change the chi-square results.
- Future studies could use larger probability samples, add brand trust or satisfaction as mediating variables, test product categories separately, compare Gen Z with older cohorts and apply structural equation modelling.

8. Conclusion

The research paper is about what effect of social media advertisements on brand loyalty for young people living at Vijayawada. In general terms, there is an overall positive impact of advertisements on customer loyalty; information value, entertainment factor and trustworthiness play important roles as well. There was no difference between genders, platforms, hours of use or ages for loyalty here. The point for a brand would be to say that customer loyalty comes from good advertisements which are interesting, fun and trustworthy rather than just being exposed often by an influencer.

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Appendix A: Questionnaire

Dear respondent, this survey is part of an academic study on social media advertising and brand loyalty among young consumers in Vijayawada. Participation is voluntary, responses are anonymous and will be used only for research.

Part A: Profile

1. Gender: Male / Female

2. Age group: 18-21 / 22-25 / 26-29

3. Occupation: Student / Employed / Self-employed or Other

4. Social media platform you use most: Instagram / YouTube / Facebook & Others

5. Time spent on social media per day: Less than 1 hr / 1-2 hrs / 2-4 hrs / More than 4 hrs

Part B: Statements (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Code	Statement	Scale
INF1	Social media ads give me useful information about products and brands.	1 2 3 4 5
INF2	Social media ads keep me updated about new products, offers and trends.	1 2 3 4 5
INF3	Social media ads help me compare brands before I decide.	1 2 3 4 5
ENT1	Ads on social media are enjoyable to watch.	1 2 3 4 5
ENT2	Creative or humorous content in social media ads holds my attention.	1 2 3 4 5
ENT3	I enjoy social media ads more than traditional TV or print ads.	1 2 3 4 5
CRE1	Ads from brands on social media are trustworthy.	1 2 3 4 5
CRE2	The claims made in social media ads are believable.	1 2 3 4 5
CRE3	Brands are honest in what they show on social media.	1 2 3 4 5
INFL1	Influencer posts make me aware of new brands.	1 2 3 4 5
INFL2	I trust brands that are endorsed by influencers I follow.	1 2 3 4 5
INFL3	Influencer endorsement makes me more likely to prefer a brand.	1 2 3 4 5
PER1	The ads I see on social media match my interests.	1 2 3 4 5
PER2	The ads shown to me are relevant to my needs.	1 2 3 4 5
PER3	Personalised ads make me feel closer to a brand.	1 2 3 4 5
BL1	I consider myself loyal to the brands I regularly buy.	1 2 3 4 5
BL2	I would keep buying my preferred brands even if competitors advertise heavily on social media.	1 2 3 4 5
BL3	I would recommend my preferred brands to friends and family.	1 2 3 4 5
BL4	I intend to buy my preferred brands again in the future.	1 2 3 4 5