

The Impact of Social Media Engagement on Brand Resonance Among Millennials and Gen Z: Exploring the Role of Content Quality and Social Identity

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ABSTRACT

In the digital era, social media engagement has emerged as a critical factor in shaping brand-building strategies, especially among Millennials and Gen Z. This research investigates the relationship between Digital Interaction Intensity and Brand Affinity Index, with a focus on the mediating role of Content Appeal Factor and the moderating effect of Generation Connection Coefficient. The study adopts a mixed-methods approach, combining surveys and secondary analysis of social media engagement data. This methodology allows for a detailed exploration of how varying levels of digital interactions influence brand resonance, with particular attention to the relevance and appeal of content shared on social media platforms. By examining these dynamics, the research seeks to understand the extent to which generational identity and content strategies impact brand affinity. The conceptual framework highlights the interplay between interaction intensity, content appeal, and generational characteristics, offering insights into the nuanced behaviors of Millennials and Gen Z. While not directly addressing causation, the study identifies meaningful patterns in how engagement and content align with generational preferences, thus contributing to brand resonance. The findings underscore the need for marketers to develop tailored content strategies that resonate with specific social and cultural identities. This research contributes to the growing body of knowledge on social media marketing and brand resonance. It provides actionable insights for marketers aiming to deepen their understanding of generational differences and their implications for building emotional connections with consumers.

Keywords: Social Media Engagement, Brand Resonance, Millennials.

