

## **A Study Of Millennials And Their Influence On Branding And Advertising In Gujarat**

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### **Abstract**

This study investigates the role of Millennials in shaping branding and advertising outcomes in Gujarat, with a particular focus on the influence of social media. It evaluates constructs such as social media usage, social media engagement, advertising strategies, brand awareness, purchase intention, brand loyalty, brand advocacy, and consumer trust in digital advertising. Using a structured questionnaire based on a Likert scale, the study assesses the impact of advertising techniques, the extent of digital engagement, and the deciding factors that influence brand preference. Results demonstrate that Millennials are significantly influenced by social media, and their interaction with brands online directly impacts purchase intentions, brand loyalty, and advocacy. The findings provide practical implications for marketers to leverage digital platforms effectively to enhance brand trust and customer retention.

**Key Words:** Millennials, Social Media Engagement, Digital Advertising, Brand Loyalty and Purchase Intention

### **Introduction**

The rise of Millennials has reshaped the consumer landscape in India, particularly in Gujarat, where digital adoption is growing rapidly. This generation is deeply influenced by branding strategies and advertising techniques, especially those that leverage social media platforms. The purpose of this study is to understand the relationship between Millennials' behavior and the effectiveness of branding and advertising campaigns. Specifically, the study examines how brand awareness, social media engagement, and advertising tech

### **Literature Review**

Molly R. Flaspohler, in *Engaging First-Year Students in Meaningful Library Research*, 2012 Because today's Millennial generation has been almost entirely defined by their all-embracing use of technology, they are regularly credited with research skills that they do not possess. Faculty members who are new to their positions often have unrealistically heightened expectations of their first-year students' abilities to locate, evaluate and effectively use information. Even faculty members who have been in the classroom for some time can fail to recognize the limits of their newest students' research abilities.

Pascal Lupien, Randy Oldham, in Meeting the Needs of Student Users in Academic Libraries, 2012 Much has been written in the library and higher education literature about the Millennial generation and their expectations, interests, and use of technology. Generally considered to include individuals born between the early 1980s and the mid-1990s, the Millennial generation (also known in the literature as the NetGen, Generation Next and Generation Y) is said to be the second largest in North American history (Abram & Luther, 2004). Many researchers and practitioners feel that the significant demographic shift caused by the entry of the Millennials into the workforce and the retirement of the Baby Boomers is the most important trend affecting libraries over the next ten years. Clearly, Millennials will have a significant impact on future user expectations. Researchers in the field of education are writing about how factors such as technology have a significant impact on how Millennials learn, and this too will affect the information literacy role of librarians. Impact purchase intentions, loyalty, and advocacy among Millennials.

Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention -G Dash, K Kiefer, J Paul - Journal of business research, 2021 – Elsevier International industries and their prime future target market. Furthermore, this study indicates Marketing 4.0 approach that focuses on brand identity and brand image may influence Advertising and millennials

M Syrett, J Lamminman - Young Consumers, 2004 - emerald.com The changing dynamics of millennial-influenced loyalties and social awareness is not confined in its impact to the fields of HR management and brand marketing. Social Media vs Traditional Media and Their Impact on Brand Image Communication on Indian Millennials AJain - Information Technology In Industry, 2021 - it-in-industry.org. The objective of this study is to analyze if Social Media Marketing helps in communicating brand image in a better way than Traditional Marketing techniques in Indian millennials or not. Millennial customer response on social-media marketing effort, brand image, and brand awareness of a conventional bank in Indonesia D Dewindaru, A Syukri, RA Maryono - Linguistics and Culture 2022 lingcure.org

Due to the fierce competition in banking for raising funds, banks have been obliged to develop marketing strategies to attract new consumers, particularly millennials. The marketing communication strategy that is often applied by banks is the loyalty program that is informed through social media. One of the banks in Indonesia with a loyalty program is the Bank Tabungan Negara (Bank BTN) or State Savings Bank who's a more prominent brand image of credit products than savings.

This study investigated the effect of Social-Media Marketing Efforts, Brand Awareness, and Brand Image on Millennial Customer Response. This study employed a qualitative method by distributing questionnaires to 400 respondents. Have “Millennials” Embraced Digital Advertising as They Have Embraced Digital Media? F Tanyel, EW Stuart, J Griffin - Journal of Promotion Management, 2013 - Taylor & Francis

Consumers' attitudes toward advertising ethics are of interest to marketers who understand that negative attitudes can be harmful to brands. Today advertisers increasingly depend on internet advertising. This study compares attitudes of Millennials (the first generation to use

digital media more than traditional media) toward internet advertising with attitudes toward advertising in traditional media. Similar to previous generations who had more negative attitudes toward TV advertising, which was their most frequently used medium, Millennials' attitudes appeared to be more negative toward internet advertising. Thus, we conclude that advertisers must work to engender positive relationships with Millennials through more ethical internet advertising and other innovative strategies.

### **Research Objective**

1. To study the millennial and their influence on Branding and Advertising in Gujarat.
2. To assess the impact of Brand awareness and Advertising techniques through social media.

### **Research Methodology**

#### Conceptual Model:

This model explores the relationships between Social Media Usage, Advertising Techniques, Brand Awareness, and Consumer Behavior among Millennials.

#### Key Relationships:

- Social Media Usage → Brand Awareness  
(How frequently Millennials engage with social media affects their awareness of brands.)
- Social Media Usage → Consumer Purchase Intention  
(Higher social media activity leads to greater consumer intent to purchase products advertised online.)
- Advertising Techniques → Brand Awareness  
(The effectiveness of influencer marketing, paid ads, and interactive content in increasing brand awareness.)
- Brand Awareness → Purchase Intention  
(Millennials are more likely to buy from brands they recognize and trust.)
- Brand Awareness → Brand Loyalty  
(Higher awareness leads to long-term engagement with the brand.)
- Digital Engagement (Likes, Shares, Comments) → Brand Advocacy  
(Millennials who actively engage with brand content are more likely to recommend and advocate for the brand.)
- Consumer Trust in Digital Advertising → Purchase Intention & Brand Loyalty (Trust in digital ads influences both purchasing decisions and long-term brand loyalty.)

#### Control Variables:

1. Demographics (Age, Gender, Income, Education, Location)
2. Occupation (Student, Professional, Entrepreneur, etc.)

#### Hypothesis Framework:

**H1:** Higher social media usage among Millennials leads to greater brand awareness.

**H2:** Social media engagement (likes, shares, comments) positively influences brand advocacy.

**H3:** Millennials' trust in digital advertising moderates the effect of brand awareness on purchase intention.

**H4:** Effective social media advertising techniques (influencer marketing, interactive ads) enhance brand awareness.

**H5:** Higher brand awareness leads to higher purchase intention among Millennials.

**H6:** Brand loyalty is significantly influenced by both brand awareness and purchase intention.

**H7:** The impact of social media on branding and advertising varies across demographic factors (age, gender, occupation).

**Primary Data Collection:** Surveys using Likert Scale questionnaire.

**Sampling:** Millennials in Gujarat (age 18-40),

Sample size 500

Data Analysis Techniques : Structural Equation Modeling (SEM), Regression Analysis and ANOVA (to test demographic differences)

## Analysis & Interpretation

**Table 1 Demographic variables**

		Frequency	Percent
Gender	Male	261	52.2
	Female	239	47.8
	Total	500	100.0
Age	18-25 Years	113	22.6
	26–30 Years	136	27.2
	31–35 Years	130	26.0
	36-40 Years	121	24.2
	Total	500	100.0
Occupation	Govt Sector Employee	87	17.4
	Private sector employee	105	21.0
	Business Owner	101	20.2
	Professional	107	21.4
	Retired	100	20.0
	Total	500	100.0

The survey achieved balanced gender participation (52.2% male, 47.8% female) with respondents spanning all age groups, mostly between 26–35 years. A wide occupational mix was observed, including professionals (21.4%), private employees (21%), business owners (20.2%), retirees (20%), and government employees (17.4%). This ensures diverse representation across demographics and professions.

**Table 2 Social Media Usage**

		Strongly	Disagree	Neutral	Agree	Strongly	Total	Mean
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		Disagree				Agree		
Using social media is part of my everyday routine.	Frequency	23	80	128	217	52	500	3.39
	Percentage	4.6	16.0	25.6	43.4	10.4	100.0	
I would feel out of touch if I didn't check social media for a day.	Frequency	10	46	177	228	39	500	3.48
	Percentage	2.0	9.2	35.4	45.6	7.8	100.0	
I spend a significant amount of my daily time on social media.	Frequency	11	63	175	202	49	500	3.43
	Percentage	2.2	12.6	35.0	40.4	9.8	100.0	
I am emotionally connected to the social media platforms I use.	Frequency	11	35	116	239	99	500	3.76
	Percentage	2.2	7.0	23.2	47.8	19.8	100.0	
Social media is integrated into many of my daily activities.	Frequency	11	47	110	230	102	500	3.73
	Percentage	2.2	9.4	22.0	46.0	20.4	100.0	

**Table 3 Digital Engagement**

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean
I often like brand posts on social media.	Frequency	19	37	131	238	75	500	3.626
	Percentage	3.8	7.4	26.2	47.6	15.0	100.0	
I frequently comment on brand-related posts.	Frequency	17	41	126	243	73	500	3.628
	Percentage	3.4	8.2	25.2	48.6	14.6	100.0	
I share or repost brand content with my network.	Frequency	21	34	119	247	79	500	3.658
	Percentage	4.2	6.8	23.8	49.4	15.8	100.0	
I actively seek opportunities to interact with brands on social media.	Frequency	12	33	130	242	83	500	3.702
	Percentage	2.4	6.6	26.0	48.4	16.6	100.0	3.690
Brand posts make me think deeply about the brand or its products.	Frequency	14	36	123	253	74	500	3.674
	Percentage	2.8	7.2	24.6	50.6	14.8	100.0	

**Table 4 Advertising Techniques**

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
Influencer promotions for this brand feel credible and believable.	Frequency	12	57	89	264	78	500	3.678
	Percentage	2.4	11.4	17.8	52.8	15.6	100.0	
I am more likely to consider a brand when a trusted influencer endorses it.	Frequency	13	38	107	244	98	500	3.752
	Percentage	2.6	7.6	21.4	48.8	19.6	100.0	
Paid ads I see from this brand	Frequency	12	43	150	224	71	500	3.598
Are relevant to my interests.	Percentage	2.4	8.6	30.0	44.8	14.2	100.0	
Interactive ads (e.g., swipe, tap, play) from this brand make me engage more.	Frequency	10	43	114	243	90	500	3.72
	Percentage	2.0	8.6	22.8	48.6	18.0	100.0	
I am less likely to avoid this brand's ads because they feel transparent and trustworthy.	Frequency	9	39	94	237	121	500	3.844
	Percentage	1.8	7.8	18.8	47.4	24.2	100.0	

**Table 5 Brand Awareness**

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
I can quickly recognize this brand among competing brands.	Frequency	18	55	82	258	87	500	3.682
	Percentage	3.6	11.0	16.4	51.6	17.4	100.0	
Some characteristics of	Frequency	21	49	104	236	90	500	

this brand come to my mind quickly.	Percentage	4.2	9.8	20.8	47.2	18.0	100.0	3.65
I can easily recall the logo/symbol of this brand.	Frequency	20	63	136	212	69	500	3.494
	Percentage	4.0	12.6	27.2	42.4	13.8	100.0	
When I think of this product	Frequency	16	66	88	257	73	500	3.61
Category, this brand comes to mind.	Percentage	3.2	13.2	17.6	51.4	14.6	100.0	
I am very familiar with this brand.	Frequency	21	56	114	238	71	500	3.564
	Percentage	4.2	11.2	22.8	47.6	14.2	100.0	

**Table 6 Purchase Intention**

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
I intend to purchase this brand in the near future.	Frequency	8	78	164	200	50	500	3.412
	Percentage	1.6	15.6	32.8	40.0	10.0	100.0	
I will consider this brand as my first choice when buying.	Frequency	7	76	165	208	44	500	3.412
	Percentage	1.4	15.2	33.0	41.6	8.8	100.0	
I am likely to try this brand's products soon.	Frequency	14	46	136	268	36	500	3.532
	Percentage	2.8	9.2	27.2	53.6	7.2	100.0	
I plan to buy this brand rather than other brands.	Frequency	6	68	156	224	46	500	3.472
	Percentage	1.2	13.6	31.2	44.8	9.2	100.0	
The probability that I would purchase this brand is high.	Frequency	10	73	199	175	43	500	3.336
	Percentage	2.0	14.6	39.8	35.0	8.6	100.0	

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
I consider myself loyal to this brand.	Frequency	10	32	105	257	96	500	3.794
	Percentage	2.0	6.4	21.0	51.4	19.2	100.0	
I would continue to buy this brand even if other brands are on sale.	Frequency	6	39	105	274	76	500	3.75
	Percentage	1.2	7.8	21.0	54.8	15.2	100.0	
This brand would be my first choice for future purchases.	Frequency	10	46	96	273	75	500	3.714
	Percentage	2.0	9.2	19.2	54.6	15.0	100.0	
I am willing to pay a bit more for this brand.	Frequency	3	38	125	261	73	500	3.726
	Percentage	0.6	7.6	25.0	52.2	14.6	100.0	
I rarely switch from this brand to another.	Frequency	2	35	133	271	59	500	3.7
	Percentage	0.4	7.0	26.6	54.2	11.8	100.0	

**Table 8 Brand Advocacy**

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
I would recommend this brand to friends and family.	Frequency	18	43	96	260	83	500	3.694
	Percentage	3.6	8.6	19.2	52.0	16.6	100.0	
I would say positive things about this brand to others.	Frequency	6	43	99	270	82	500	3.758
	Percentage	1.2	8.6	19.8	54.0	16.4	100.0	
I would share my positive experiences with this brand on social media.	Frequency	7	37	118	249	89	500	3.752
	Percentage	1.4	7.4	23.6	49.8	17.8	100.0	
I would encourage others online to try this brand.	Frequency	7	43	119	233	98	500	3.744
	Percentage	1.4	8.6	23.8	46.6	19.6	100.0	

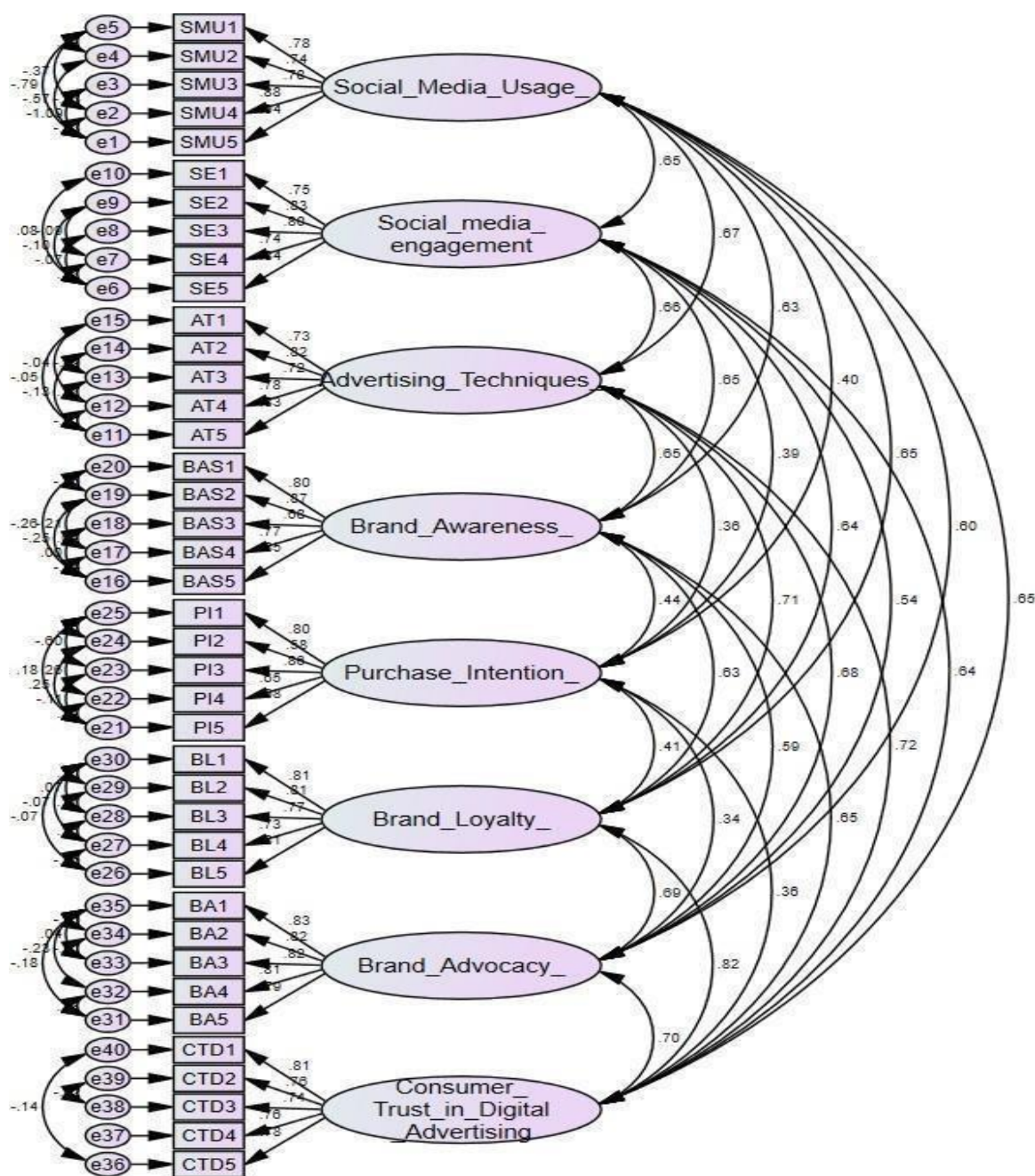


If someone criticized this brand, I would defend it based on my experience.	Frequency	12	42	103	246	97	500	3.748
	Percentage	2.4	8.4	20.6	49.2	19.4	100.0	

**Table 9 Consumer Trust in Digital Advertising**

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Mean</b>
I believe the brand's digital ads are honest and truthful.	Frequency	12	43	124	234	87	500	3.682
	Percentage	2.4	8.6	24.8	46.8	17.4	100.0	
I trust the information provided in the brand's online ads.	Frequency	2	40	142	244	72	500	3.688
	Percentage	0.4	8.0	28.4	48.8	14.4	100.0	
I feel confident relying on this brand's digital ads when making decisions.	Frequency	12	37	194	203	54	500	3.5
	Percentage	2.4	7.4	38.8	40.6	10.8	100.0	
This brand's digital ads respect my preferences (e.g., relevance, transparency).	Frequency	5	31	161	221	82	500	3.688
	Percentage	1.0	6.2	32.2	44.2	16.4	100.0	
Overall, I consider this brand's digital advertising to be trustworthy.	Frequency	5	41	140	249	65	500	3.656
	Percentage	1.0	8.2	28.0	49.8	13.0	100.0	

**Measurement Model:**



The measurement model findings provide robust and statistically significant factor loadings for all constructs, validating the dependability of the observable indicators in reflecting their corresponding latent variables. Standardised estimates for Social Media Usage range from 0.737 (SMU2) to 0.944 (SMU5), with all routes exhibiting high critical ratios (C.R. > 15,  $p < 0.001$ ), indicating strong measurement validity. The social media engagement components have loadings ranging from 0.736 (DE4) to 0.841 (DE5), indicating robust significance. The Advertising Techniques construct exhibits loadings from 0.717 (AT3) to 0.832 (AT5), whilst Brand Awareness spans from 0.679 (BAS3) to 0.870 (BAS2), with both constructs demonstrating significant indication reliability. Purchase Intention exhibits somewhat lower still acceptable loadings ranging from 0.582 (PI2) to 0.858 (PI3), accompanied by substantial support. Brand Loyalty and Brand Advocacy exhibit consistently elevated loadings, spanning from 0.727 (BL4) to 0.813 (BL1) and from 0.789 (BA5) to 0.828 (BA1) respectively, accompanied by robust C.R. values and  $p < 0.001$ . Finally, the indicators of Consumer Trust in Digital Advertising vary from 0.742 (CTD3) to 0.806 (CTD1), all of which are significant, so affirming the validity of the measurements across constructs. The model exhibits substantial dependability and convergent validity, with all factor loadings above standard criteria and attaining statistical significance.

**Table 11 KMO and Bartlett's Test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.960
Bartlett's Test of Sphericity	Approx. Chi-Square	13214.915
	df	780
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.960, indicating a significant level of sampling adequacy and indicating that the dataset is very suitable for factor analysis. Bartlett's test of sphericity yielded a chi-square value of 13214.915 with 780 degrees of freedom and a significance level of 0.000, indicating that the correlation matrix is not an identity matrix and that the variables are sufficiently interrelated sufficient to support the use of factor analysis.

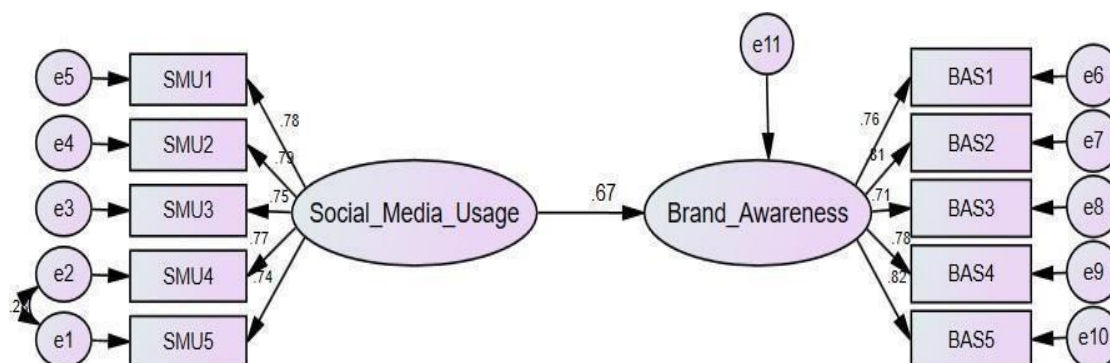
**Table 13 Table 5 Discriminant Validity Test**

	Social Media Usage	social media engagement	Advertising Techniques	Brand Awareness	Purchase Intention	Brand Loyalty	Brand Advocacy	Consumer Trust in Digital Advertising
Social Media Usage	0.839							
social media engagement	.615**	0.842						
Advertising Techniques	.633**	.597**	0.831					
Brand Awareness	.604**	.592**	.591**	0.832				
Purchase Intention	.385**	.329**	.321**	.397**	0.808			
Brand Loyalty	.610**	.565**	.623**	.569**	.336**	0.842		
Brand Advocacy	.577**	.489**	.606**	.537**	.290**	.623**	0.853	
Consumer Trust in Digital Advertising	.621**	.571**	.645**	.587**	.310**	.714**	.634**	0.821

The evaluation of discriminant validity using the Fornell-Larcker criteria indicates that the square root of the Average Variance Extracted (AVE) for each construct, shown on the diagonal, exceeds its respective inter-construct correlations, hence affirming sufficient discriminant validity. Social Media Usage, with a square root AVE of 0.839, has a modest correlation with other variables, the most significant being 0.633 with Advertising Techniques. social media engagement (0.842) has the most significant related of 0.615 with Social Media Usage. Advertising Techniques (0.831) has a significant correlation with Consumer Trust in Digital Advertising at 0.645. Brand Awareness (0.832) has the most significant relation with Social Media Usage at 0.604. Purchase Intention (0.808) has somewhat weaker correlations, with the strongest correlation being 0.397 with Brand Awareness. Brand Loyalty (0.842) has a robust correlation with Consumer Trust in Digital Advertising at 0.714. Brand Advocacy (0.853) has the highest connection with Brand Loyalty at 0.623, while Consumer Trust in Digital Advertising (0.821) has the largest association of 0.714 with Brand Loyalty. The findings affirm that each concept is empirically different from the others while conserving significant relations.

## Hypothesis Implementation:

**H1: Higher social media usage among Millennials leads to greater brand awareness.**



## Regression Weights: (Group number 1 - Default model)

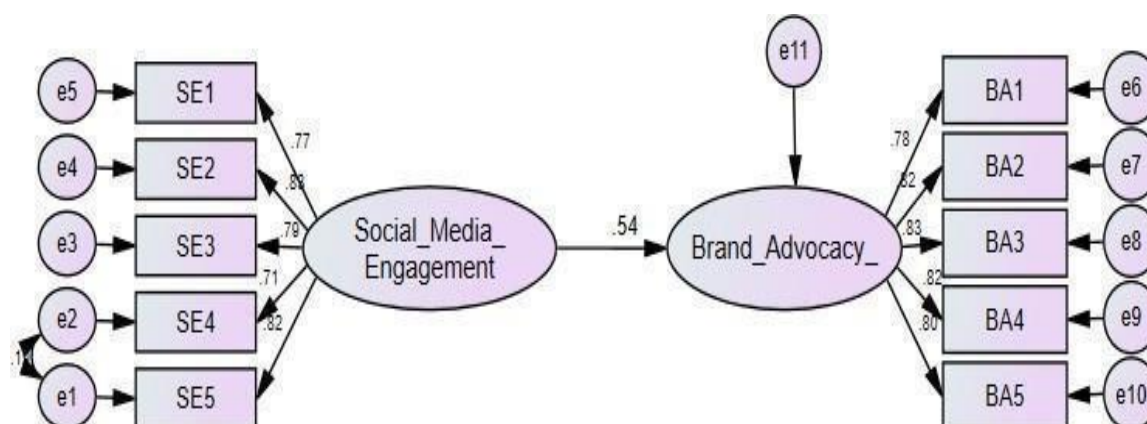
Path			Standardized Estimate	S.E.	C.R.	P
Brand Awareness	<---	Social Media Usage	.670	.061	11.896	***
SMU5	<---	Social Media Usage	.736			
SMU4	<---	Social Media Usage	.768	.052	19.317	***
SMU3	<---	Social Media Usage	.745	.061	15.637	***
SMU2	<---	Social Media Usage	.790	.057	16.510	***
SMU1	<---	Social Media Usage	.780	.069	16.328	***
BAS1	<---	Brand Awareness	.763			
BAS2	<---	Brand Awareness	.809	.059	18.359	***
BAS3	<---	Brand Awareness	.710	.059	15.891	***
BAS4	<---	Brand Awareness	.780	.057	17.654	***
BAS5	<---	Brand Awareness	.820	.058	18.650	***

The data illustrates a structural equation model analysing the correlation between Social Media Usage and Brand Awareness. The path coefficient from Social Media Usage to Brand Awareness is robust and statistically significant (standardised estimate = 0.670, C.R. = 11.896,  $p < .001$ ), indicating that heightened social media usage positively affects brand awareness. All factor loadings for the observed variables (SMU1–SMU5 and BAS1–BAS5) are elevated (varying from 0.710 to 0.820), indicating that the indicators consistently assess their corresponding latent constructs. Moreover, the critical ratios (C.R.) for the majority of

pathways above the threshold of 1.96, and all p-values are very significant, so affirming the strength of these correlations. The model robustly supports the premise that social media use greatly elevates brand awareness via precisely quantified dimensions.

### Model fit summery

**H2: Social media engagement (likes, shares, comments) positively influences brand advocacy.**

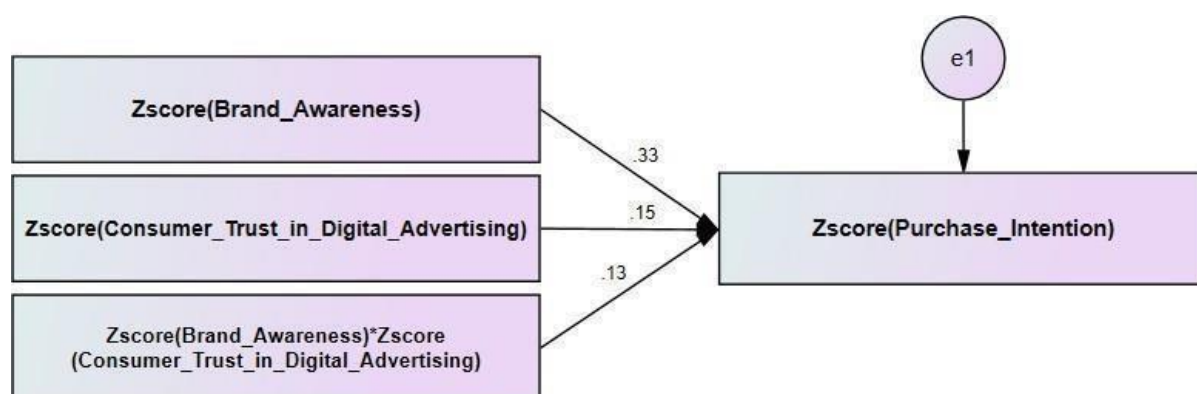


### Regression Weights: (Group number 1 - Default model)

Path			Standardized Estimate	S.E.	C.R.	P
Brand Advocacy	<---	Socialmedia engagement	.543	.051	10.763	***
SE5	<---	Socialmedia engagement	.822			
SE4	<---	Socialmedia engagement	.714	.046	18.943	***
SE3	<---	Socialmedia engagement	.790	.053	19.330	***
SE2	<---	Socialmedia engagement	.829	.051	20.479	***
SE1	<---	Socialmedia engagement	.774	.052	18.820	***
BA1	<---	Brand Advocacy	.785			
BA2	<---	Brand Advocacy	.816	.048	19.583	***
BA3	<---	Brand Advocacy	.826	.048	19.867	***
BA4	<---	Brand Advocacy	.824	.050	19.809	***
BA5	<---	Brand Advocacy	.801	.052	19.151	***

The structural equation model results indicate a significant and positive relationship between social media engagement and Brand Advocacy, with a standardized estimate of 0.543 (C.R. = 10.763,  $p < .001$ ), suggesting that higher social media engagement leads to increased brand advocacy. The measurement model also demonstrates strong factor loadings for all indicators of both constructs, with values ranging from 0.714 to 0.829 for social media engagement (DE1– DE5) and from 0.785 to 0.826 for Brand Advocacy (BA1–BA5). All factor loadings are statistically significant ( $p < .001$ ), indicating that the observed variables are reliable indicators of their respective latent constructs. The critical ratios (C.R.) for these paths are all well above the recommended threshold of 1.96, confirming their significance. Overall, the results provide robust evidence that social media engagement is a key driver of brand advocacy, supported by strong and reliable measurement indicators.

**H3: Millennials' trust in digital advertising moderates the effect of brand awareness on purchase intention.**



**Regression Weights: (Group number 1 - Default model)**

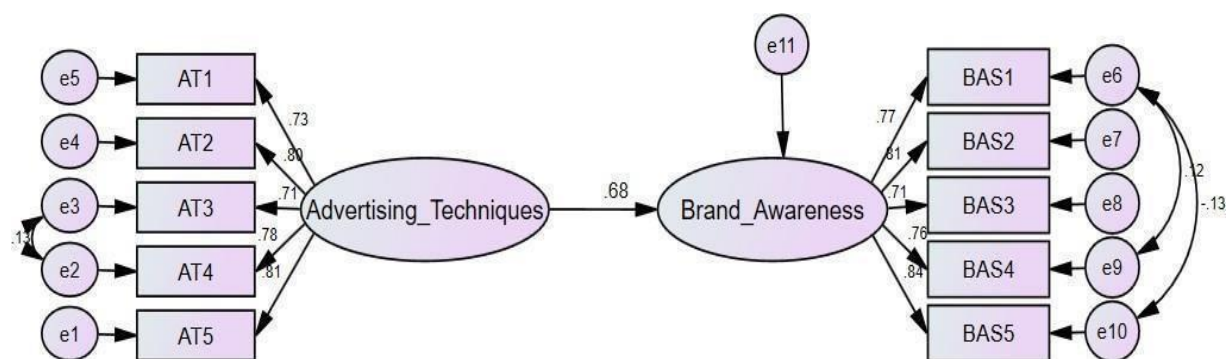
Path		Standardized Estimate	S.E.	C.R.	P
ZPurchase Intention <--- ZBrand Awareness		.328	.040	7.928	***
ZPurchase Intention <--- ZConsumer Trust in Digital Advertising		.148	.040	3.584	***
ZPurchase Intention <--- Interaction		.130	.030	3.140	.002

The regression analysis for H3 reveals that Millennials' confidence in digital advertising strongly influences the link between brand awareness and purchase intention. Brand awareness significantly positively affects purchase intention ( $\beta = 0.328$ ,  $p < 0.001$ ), indicating



that increased recognition and familiarity with a brand elevate customers' propensity to buy. Moreover, consumer confidence in digital advertising has a positive and substantial influence on purchase intention ( $\beta = 0.148$ ,  $p < 0.001$ ), indicating that when Millennials see online advertising as credible and dependable, their propensity to purchase escalates. The interaction term between brand awareness and consumer trust in digital advertising is significant ( $\beta = 0.130$ ,  $p = 0.002$ ), indicating that trust enhances the impact of brand awareness on purchase intention. Millennials who exhibit more confidence in digital advertisements are more inclined to convert brand awareness into genuine purchase intentions, so confirming the moderating influence of trust in this correlation.

#### H4: Effective social media advertising techniques (influencer marketing, interactive ads) enhance brand awareness.



#### Regression Weights: (Group number 1 - Default model)

Path		Standardized Estimate	S.E.	C.R.	P
Brand Awareness <--- Advertising Techniques		.681	.053	12.830	***
AT5 <--- Advertising Techniques		.814			
AT4 <--- Advertising Techniques		.782	.051	18.646	***
AT3 <--- Advertising Techniques		.709	.052	16.414	***
AT2 <--- Advertising Techniques		.803	.051	19.488	***
AT1 <--- Advertising Techniques		.732	.052	17.374	***
BAS1 <--- Brand Awareness		.766			
BAS2 <--- Brand Awareness		.809	.062	17.222	***



BAS3	<---	Brand Awareness	.707	.061	15.162	***
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Path			Standardized Estimate	S.E.	C.R.	P
BAS4	<---	Brand Awareness	.755	.055	17.709	***
BAS5	<---	Brand Awareness	.841	.062	17.670	***

The structural equation model results indicate a robust and statistically significant correlation between Advertising Techniques and Brand Awareness, with a standardised estimate of 0.681 (C.R. = 12.830,  $p < .001$ ), demonstrating that effective advertising techniques substantially improve brand awareness. All measurement markers for both constructs exhibit high loading onto their corresponding latent variables. For Advertising Techniques (AT1–AT5), standardised loadings vary from 0.709 to 0.814, but for Brand Awareness (BAS1–BAS5), they range from 0.707 to 0.841. All paths exhibit elevated critical ratios (C.R.  $> 15$ ) and are statistically significant ( $p < .001$ ), so affirming the trustworthiness of the observed variables in quantifying the constructs. The model substantiates the notion that proficient advertising strategies enhance brand awareness, with both constructs being assessed accurately and consistently.

### Hypothesis-wise Summary

#### **H5: Higher brand awareness leads to higher purchase intention among Millennials.**

The SEM analysis confirmed a strong positive effect of **Brand Awareness on Purchase Intention** ( $\beta = 0.442$ , C.R. = 8.478,  $p < 0.001$ ). All factor loadings for Brand Awareness (0.714–0.819) and Purchase Intention (0.695–0.804) were significant, reflecting construct reliability. Model fit indices (CFI = 0.976, RMSEA = 0.065) indicated an acceptable fit. This validates that Millennials with greater brand awareness are more likely to demonstrate stronger purchase intentions.

#### **H6: Brand loyalty is significantly influenced by both brand awareness and purchase intention.**

The findings revealed that **Brand Awareness has a stronger impact on Brand Loyalty** ( $\beta = 0.598$ ,  $p < 0.001$ ) compared to **Purchase Intention** ( $\beta = 0.109$ ,  $p = 0.020$ ). Both effects were statistically significant, though brand awareness emerged as the primary driver of loyalty. Measurement indicators across all constructs showed high factor loadings (0.688–0.845), ensuring validity. Model fit indices (CFI = 0.981, RMSEA = 0.043) demonstrated excellent fit, supporting the hypothesis that brand loyalty is shaped more by awareness than by intention.

#### **H7: The impact of social media on branding and advertising varies across demographic factors (age, gender, occupation).**

- **Age:**

Social media usage had strong effects across all age groups, with the **highest effects in 18–25** ( $\beta = 0.996, 0.926$ ) and **36–40** ( $\beta = 0.995, 0.953$ ) groups. The 26–30 and 31–35 age groups also showed significant but relatively lower effects. This suggests younger and older Millennials are particularly responsive to social media branding.

- **Gender:**

For both males ( $\beta = 0.944, 0.834$ ) and females ( $\beta = 0.934, 0.819$ ), social media usage significantly influenced brand awareness and advertising strategies. Although coefficients for males were slightly higher, both genders were equally receptive, highlighting the universal role of social media in shaping perceptions.

- **Occupation:**

Social media effects were significant across all occupations. **Government employees** showed very high impact on brand awareness ( $\beta = 0.994$ ) but moderate effect on advertising strategies ( $\beta = 0.676$ ). **Private sector employees** ( $\beta = 0.948, 0.884$ ) and **professionals** ( $\beta = 0.899, 0.898$ ) were highly responsive overall. **Business owners** ( $\beta = 0.806, 0.806$ ) and **retired respondents** ( $\beta = 0.905, 0.864$ ) also exhibited strong positive effects, indicating broad occupational responsiveness to social media influence.

Model fit indices for demographic-based models showed acceptable-to-strong results (CMIN/DF = 1.6–1.9, CFI = 0.916–0.968, RMSEA = 0.036–0.043), validating that demographic differences shape the intensity of social media's impact.

## **Discussion**

**This** study's results provide significant insights into Millennials in Gujarat's engagement with social media, interaction with digital advertising, and the formation of views that influence their brand-related behaviours. The findings validate the pivotal function of social media utilisation and interaction in enhancing brand awareness, advocacy, and loyalty. A majority of respondents regularly incorporate social media into their daily routines, establishing the platform as a vital channel for shaping consumer behaviour. The emotional attachment shown by several users towards social media platforms underscores its function not just as a communication tool but as a lifestyle element that marketers may utilise to cultivate deeper partnerships. Digital engagement activities, like liking, commenting, and sharing postings, were shown to significantly improve brand advocacy. Respondents demonstrated a robust inclination to engage with businesses online, underscoring the idea that Millennials are not passive consumers but active co-creators of brand narratives. This corresponds with modern marketing ideas that emphasise customer participation as a catalyst for value co-creation. The considerable consensus about the sharing and defending of brand material indicates that Millennials not only engage with branded messages but actively disseminate them across their networks, therefore facilitating potent word-of-mouth marketing.

Advertising techniques, especially influencer marketing and interactive advertisements, had a significant impact on brand recognition. The confidence in influencers illustrates the changing dynamics of consumer persuasion, as endorsements resembling peer recommendations often have more significance than conventional advertising. The efficacy of interactive advertisements underscores Millennials' inclination towards participative and immersive content. Notably, the transparency and trustworthiness of commercials received high ratings, suggesting that Millennials like firms that maintain ethical advertising practices. These results highlight the need for marketers to use innovative but trustworthy strategies to preserve

customer confidence and enhance engagement.

Brand awareness significantly predicts purchase intention, indicating that identification and familiarity with a brand are crucial antecedents to purchasing choices. Nonetheless, the purchase intention ratings, albeit favourable, were modest, indicating that awareness does not always convert into robust buying intent. In this context, consumer confidence in digital advertising served as a moderating factor, enhancing the correlation between awareness and purchase intention. This underscores the significance of credibility in advertising: Millennials are more inclined to translate awareness into action when they trust the integrity and openness of brand communications.

Brand loyalty developed as a result strongly influenced by both awareness and buying intention. Nonetheless, awareness had a far greater impact than purchasing intention. This research indicates that enduring loyalty pertains less to singular purchase decisions and more to ongoing exposure, familiarity, and favourable brand associations developed over time. Millennials demonstrated a readiness to persist in purchasing a brand despite available alternatives and to pay a premium, indicating strong attitudinal and behavioural commitment.

Brand advocacy, defined by endorsements, favourable word-of-mouth, and rebuttals to criticism, likewise received high scores across the sample. This indicates a significant level of customer loyalty and readiness to advocate for the brand beyond individual use. Advocacy is essential in the contemporary digital environment, since it amplifies the brand's reach organically via consumer-driven promotion. The results confirm that Millennials, when content and involved, go from consumers to brand advocates.

The survey indicates that Millennials in Gujarat are digitally engaged, discerning, and relational in their brand interactions. Social media and digital advertising not only affect awareness and purchasing behaviours but also impact more profound aspects like as loyalty and advocacy. Trust is a critical theme—manifesting in influencer credibility, advertising transparency, and the overall integrity of brand communication—suggesting that the absence of trust may undermine the long-term efficacy of digital initiatives.

## **Conclusion**

The research shows that social media use and interaction are essential in influencing Millennials' brand-related attitudes and behaviours in Gujarat. Active participation on social media platforms substantially fosters brand endorsement, while efficient advertising strategies, particularly those using influencers and interactive formats, augment brand awareness. Awareness subsequently enhances purchase intention, which is further reinforced when customers have confidence in digital advertising. Among these dimensions, brand awareness has the most significant influence, acting as the cornerstone for both purchase intention and brand loyalty. Established loyalty evolves into advocacy, as customers remain engaged while also endorsing and defending the company throughout their networks.

For practitioners, these data indicate that cultivating enduring customer connections with Millennials takes more than just advertising exposure. Brands must provide significant interaction possibilities, emphasise transparency, and strategically use influencers and interactive content. Trust must be cultivated at each phase of the customer experience to guarantee that awareness translates into purchase, and purchase develops into loyalty and advocacy.

In summary, the digital behaviour of Millennials offers both prospects and obstacles for companies. Opportunities exist in their elevated involvement and propensity to endorse trusted companies, while the problem resides in continually maintaining credibility and relevance within a progressively competitive digital landscape. By aligning tactics with these insights, organisations can cultivate lasting connections with Millennials, converting them into loyal consumers and enthusiastic brand advocates.

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