

The Influence of Personalization and Visual Content in Social Media Advertising on Purchase Intention: The Mediating Role of Consumer Brand Perception among Gen Z Consumers

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Abstract

Purpose: This study aims to investigate the influence of personalization and visual content in social media advertising on the purchase intention of Gen Z consumers, with consumer brand perception acting as a mediating variable.

Methodology: The research employed a quantitative approach using a structured questionnaire distributed among Gen Z consumers. The data collected from 432 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess reliability, validity, and the structural relationships among the constructs.

Design: A conceptual framework was developed linking personalization and visual content (independent variables) to purchase intention (dependent variable), mediated by consumer brand perception. The constructs were measured using validated scales from prior studies and tested through a reflective measurement model.

Findings: The analysis revealed that both personalization and visual content significantly influence purchase intention, and consumer brand perception plays a key mediating role. Personalization had a stronger impact, suggesting that tailored content enhances brand perception, which in turn strengthens purchase intention among Gen Z.

Limitation: The study is limited to Gen Z consumers within a specific demographic and may not generalize to other age groups or cultural contexts.

Originality: This study contributes to the literature by integrating personalization, visual content, and brand perception into a cohesive model specific to Gen Z consumer behavior in social media marketing. It offers practical insights for marketers aiming to enhance brand engagement and conversion through digital platforms.

Keywords: Social Media Advertising; Personalization; Visual Content; Consumer Brand Perception; Purchase Intention; Gen Z Consumers; Digital Marketing; PLS-SEM; Mediating Effect; Consumer Behavior.

1. Introduction

1.1. Social media in the Gen Z era

Social media is fully integrated into Gen Z's daily lives and overall lifestyle, communication, and shopping habits. Platforms such as Instagram and YouTube, and Snapchat are now used not just for social communication with peers but also as brand discovery and promotion spaces in which they scroll through bucket loads of visual media. Unsurprisingly, Gen Zs are spending considerable time online, and they expect brands to use social media actively, responsively, and engagingly. Sadly, they prefer content that is quickly conveyed, immersive, and mobile-friendly, and expresses their identity and values. They greatly ignore traditional ads, while creativity, interactivity, and authenticity grab their attention, and they value peer reviews, influencer mentions, and branded content when making a purchase. Naturally, their digital fluency means that marketing can occur in real-time and should always be relevant content. A compelling and visually appealing marketing message is therefore not only what they expect, but it is becoming critical for accelerating engagement as a brand directly encourages purchasing behavior. Key takeaways for brands looking to educate social media usage among Gen Z include the importance of understanding their behaviours as social media consumers if they aim to build ongoing engagement and/or influence purchasing behaviour.

1.2. Rise of personalization in digital Ads

In the digital advertising landscape, personalization entails the creation of individualized messages targeting users based on personal preferences, demographics, browsing history, and behaviour. Gen Z consumers anticipate a personalized experience whereby, when brands are providing them content that aligns with their interests and represents their lifestyles, personalized advertising content promises a better chance to capture their attention and connect the user emotionally with the brand, while holding their attention in the relevant moment. Dynamic content, such as user names in greetings, browsing history, recommended products, suggested care suggestions based on prior behaviour, and other elements, further affirms relevance for the user based on personalization. The act of personalization further combats information overload by filtering out irrelevant, unwanted information, facilitating a better overall experience. Personalization also builds value based on increasing the overall user-perceived value of an advertisement and their overall user experience, via connecting with the user in advertising as if they were personal consumers, and the brand recognizes them as a person.

1.3. Importance of visual content

Visual content is a form of communication that can be especially beneficial to social media marketing campaigns, especially on visual-based platforms such as Instagram, TikTok, and Pinterest. Gen Z is digitally capable and responsive to engagement based on visuals that include short videos, infographics, memes, animations, and aesthetically pleasing product layouts. Well-crafted visuals can increase attention, retention of messages, and emotional engagement when compared to a basic text-based ad. Visuals with utmost detail and vividness can quickly and effectively communicate, skilfully providing users with brand personality, brand values, and product advantages. Detailed text or high-quality images and videos convey a higher level of professionalism and trustworthiness to young consumers. Interactive visuals, such as polls, reels, Augmented Reality (AR) filters, and stories, can contribute to a higher engagement rate, higher user participation, and thus retention. Gen Z prefers quick and eye-catching visuals that can be consumed in seconds and shared with other users with limited barriers. In an environment overflowing with solutions, compelling and engaging visual content has the capacity to create standout opportunities and can affect which products are ultimately bought.

1.4. Influence on consumer brand perception

Brand perception is the way consumers interpret the identity, values, and credibility of an organization based on their experience and exposure. Around 70% of Gen Z participants who saw a personalized message or creative visual content rated brand relevance and authenticity higher. It aligns with a much-enjoyed experience when social media ads have similarities to the consumer's interests and values. Gen Z wants to associate and have emotional ties with brands that have some visual creativity, social responsibility, and can speak their language. When ads have relatable, flow, and expressive content, they can elevate the trust, respect, and emotional bonds consumers establish with a brand. Generic ads or poorly identified consumers may have no impression or a negative impression of the brand. Brand perceptions are one of the psychological filters that determine if an ad is activated or ignored. Therefore, personalization and creativity can have a positive impact on Gen Z's mental image of a brand.

While Gen Z is widely recognized as digital natives with high levels of social media fluency, existing literature often repeats these characteristics without addressing the underlying research gaps. Limited studies have tested the combined effects of personalization and visual content on purchase intention in the Indian Gen Z context, and even fewer have modeled the mediating role of brand perception. Furthermore, contradictory findings—such as the relative importance of influencer attractiveness versus expertise, or entertainment versus usefulness in short video ads—remain unresolved. This study addresses these gaps by examining how personalization and visual content influence purchase intention through brand perception, thereby offering theoretical and managerial insights into Gen Z's unique digital behavior.

2. Review of Literature

2.1. Social media advertising and Gen Z marketing behavior

Gen Z Born between 1997-2012, Gen Z are digital natives who heavily engage in different social media platforms for entertainment and shopping. [1] Indicated that Gen Z consumers respond positively to brands that are delivering engaging and relevant digital media content. Platforms such as YouTube and Instagram impact Gen Z consumers' buying decisions. [2] Found that Gen Z's limited attention spans made ad format, creativity, and personalization of ads important.

2.2. Digital advertisements personalization

Personalization means content and ads can be tailored according to some features, such as consumers' preferences for products, consumers' browsing history, or consumer behavior. [3] Found that the use of personalized ads led to greater user engagement and recall. Gen Z uses personalization to give them a sense of relevance and connection to the brand. [4] Found that consumers were more likely to develop favorable brand attitudes and purchase intent when an ad was congruent with their interests.

2.3. Importance of visual content

Visuals are a key part of communication in digital marketing. According to [5] A visually memorable message can enhance brand communication effectively with a better emotional response and recollection. Gen Z responds even more strongly to multimedia formats, including shorts, reels, and GIFs. [6] A study of visual storytelling noted its potential to reinforce consumer-brand relationships because it can foster credibility and loyalty to brands.

2.4. Consumer brand perception

Brand perception is the global mental concept and emotional beliefs towards a brand, which consumers develop from the messages contained in their marketing repertoire, as well as their experiences. [7]. A favorable brand perception increases brand equity and purchase

intention. More recent scholarship [8] Indicated that Gen Z's mental perceptions of brands and of brand customer relationships are developed from the quality of their interactions on social media.

2.5. Purchase intention as a behavioral outcome

Purchase intention is a significant measure of marketing effectiveness. [9] Founded the basis of how attitudes trail lead a person to actual buying behavior, with their Theory of Reasoned Action model. Personalized and appealing advertisements have strong effects on purchase intention in digital marketing. Although Gen Z consumers have historically been accurately described as having heavily affective-based decision-making frameworks, advertising means higher purchase intention when the brand is perceived more favorably in an initiated emotional response.

2.6. Mediating role of brand perception

Brand Perception has been proposed from earlier studies that there may be a mediating factor that conveys advertising inputs (visuals, personalization, etc.) to behavioral outputs (intended purchase). According to Y. R. Kristiyono [10] Strong brand perception strengthens the influence of ad characteristics on consumer decisions. For Gen Z, trust, authenticity, and perceived value are key components of brand perception that shape their final purchase decision.

2.7. Emerging insights on Gen Z digital marketing behavior

[11] Found that entertainment-driven video content on platforms such as Instagram Reels and YouTube Shorts significantly enhances purchase intention, with trust mediating the relationship between content and behavior. Similarly, Indian Gen Z expertise, trustworthiness, and similarity are stronger predictors of influencer credibility than attractiveness, challenging conventional endorsement theory. [12] Further showed that while perceived usefulness and expertise positively influence brand attitudes, visual appeal alone does not determine purchase intent among South African Gen Z. At the same time, research on virtual influencers demonstrates both opportunities and risks: [13] Observed that AI-driven influencers may be perceived as more competent and credible than human influencers, whereas [14] Highlighted ethical and authenticity concerns. These findings suggest a shifting landscape where Gen Z values authenticity, trust, and relevance over superficial appeal, underscoring the need for contextual studies in India that test how brand perception mediates the effects of digital content on purchase intention.

3. Research Methodology

This study employed a quantitative, cross-sectional survey design, enabling the collection of standardized data from a large number of respondents at a single point in time. The target population consisted of Gen Z consumers (born 1997–2012) residing in urban Chennai who actively use social media for shopping and entertainment. Purposive sampling was applied to ensure respondents met these criteria. Data were collected through an online Google Forms survey, distributed via WhatsApp, Instagram, and email networks. Out of 450 questionnaires distributed, 432 valid responses were received, yielding a response rate of 84%. The questionnaire included two parts: demographic information (gender, age, education, income) and measurement items for personalization, visual content, brand perception, and purchase intention, adapted from validated scales in prior studies. A five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was used.

The data were analyzed using SPSS for descriptive statistics and reliability tests, and SmartPLS 4.0 for Structural Equation Modeling (PLS-SEM). This approach enabled the testing of direct and mediating relationships among the constructs.

4. Conceptual Model

Personalization in social media advertisements is highly important to help engage Gen Z consumers with ads that reflect their maiden preferences, behaviors, and interests through content that personalizes emotional engagement and enhances perceived relevance. [3]. From the perspective of the Elaboration Likelihood Model (ELM), personalized messages are more likely to be processed through the central route, which leads to greater attitudes and behavioral intention. [15]. For example, visual content such as images and video, interactive media, etc., has a similar utility in building brand equity and fostering emotional engagement with consumers, as it stimulates personal experiences of perception. This is especially valuable considering ways for immersive and immersive interaction with stimulation that is interesting and fast-paced, which is preferred by Gen Z consumers. This idea, which is loosely connected, is discussed in relation to the Dual Coding Theory. [16], meaning exposure to information happening simultaneously is beneficial as developing cognition followed by a visual stimulus is favourable for memory, and makes supported visual advertisements more persuasive. Moreover, personalization and visual deviation in advertisements also create relevance; brand perceptions are the meanings assigned to concepts and value assigned to concepts in the minds and virtual lives of consumers, and ultimately their thoughts and feelings when evaluating a brand, which influences their interpretations of a brand's authenticity, trustworthiness, and relevance. As we discussed previously, brand perception is a mediating factor in TRA (Theory of Reasoned Action) [9] About the marketing inputs and purchase intention, because brand perception provides an emotionally favourable attitude that translates into a favourable attitude toward purchasing intention.

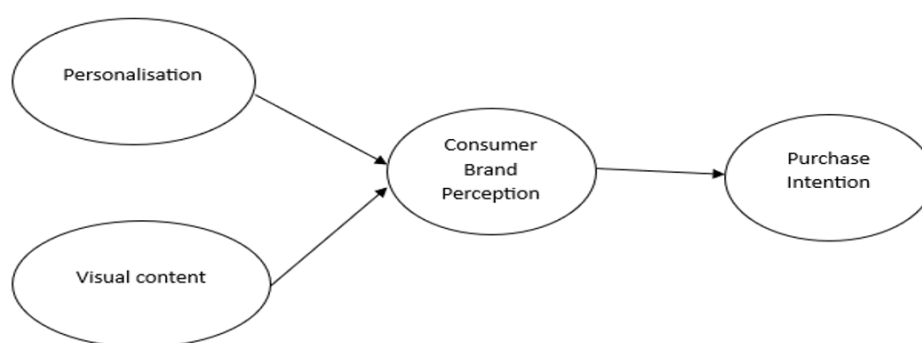


Fig 1: Conceptual Model.

5. Hypothesis Development

When it comes to digital advertising, it is becoming increasingly evident that personalization and visual content are critical factors that drive consumer engagement, particularly as it pertains to Gen Z consumers, who are generally motivated to engage with content that reflects their own preferences, values, and sense of identity.

Personalization in social media advertising allows consumers to pay closer attention to messages that are tailored to their interests and behaviour, which also increases their emotional engagement with that advertisement. When consumers view content that they feel is relevant and that directly addresses their needs, the likelihood of Gen Z consumers contemplating making a purchase increases.

H1: Personalization in social media advertising will have a positive effect on Gen Z consumers' purchase intention.

Visual content, especially imagery, short-form video, infographics, and interactive features, is highly pertinent to Gen Z consumers. It is understood that some characteristics of visual content are eye-catching and attractive to consumers, such as imagery, which performs better than text-only advertisements. High-quality web videos are the most relatable and effective advertisement form, infographics can be more impactful than text, and interactive web content is seen as attention-getting, increases emotional connection, and consumer response.

H2: Visual content in social media advertising will have a positive effect on Gen Z consumers' purchase intention.

Brand perception indicates the view of the consumer of a brand, and what trust, authenticity, relevance, and emotional connection mean to a brand. For Gen Z, personalization and high-quality visuals play a part in forming a good impression of the brand.

H3: Personalization in social media advertising has a positive effect on Gen Z consumers' brand perception.

H4: Visual content in social media advertising has a positive effect on Gen Z consumers' brand perception.

When consumers create a positive perception of a brand, they will likely act on their interests and come closer to purchasing.

H5: Consumer brand perception has a positive effect on Gen Z consumers' purchase intention.

Brand perception also acts as a bridge linking social media advertising elements and purchase behavior, translating marketing efforts into actual consumer behavior.

H6: Brand perception acts as a mediator between personalization and purchase intention.

H7: Brand perception acts as a mediator between visual content and purchase intention.

6. Data Analysis

Table 1: Demographic Profile of the Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	198	45.80%
	Female	234	54.20%
Age Group	18–20 years	146	33.80%
	21–23 years	200	46.30%
	24–26 years	86	19.90%
	Others	0	0.00%
Educational Level	Undergraduate	238	55.10%
	Postgraduate	162	37.50%
	Others (Diploma, etc.)	32	7.40%
Monthly Internet Usage	<2 hours/day	48	11.10%
	2–4 hours/day	124	28.70%
	>4 hours/day	260	60.20%
Preferred Social Media Platform	Instagram	196	45.40%
	YouTube	104	24.10%
	Snapchat	58	13.40%
	Others (e.g., Twitter)	74	17.10%

Table 1 shows that 432 Gen Z respondents were made up of 54.2% female respondents and 45.8% male respondents. The largest segment (46.3%) was 21–23 years old, followed by 18–20 (33.8%), which suggests there is a young audience using online platforms. Additionally, the education levels of respondents consisted of 55.1% undergraduate-only and 37.5% postgraduate (including CETV, PhD students, and teachers). This may indicate a mostly student or early-career population that exhibits strong digital literacy skills. The majority of respondents (60.2%) indicated that they spent more than 4 hours a day online, which strengthens Gen Z's record of digital literacy use in various situations (i.e., social media). Instagram was the most selected social media platform (45.4%), followed by YouTube (24.1%) and Snapchat (13.4%), indicating that Gen Z generally engages with visual and interactive content primarily through these sites or apps.

Table 2: Reliability Measures

	Cronbach's alpha	Composite reliability (rho _a)	Composite reliability (rho _c)	Average variance extracted (AVE)
Consumer Brand Perception	0.712	0.714	0.874	0.776
Personalization	0.778	0.801	0.869	0.69
Purchase intention	0.75	0.751	0.889	0.8
Visual Content	0.742	0.751	0.885	0.794

Source: Primary data.

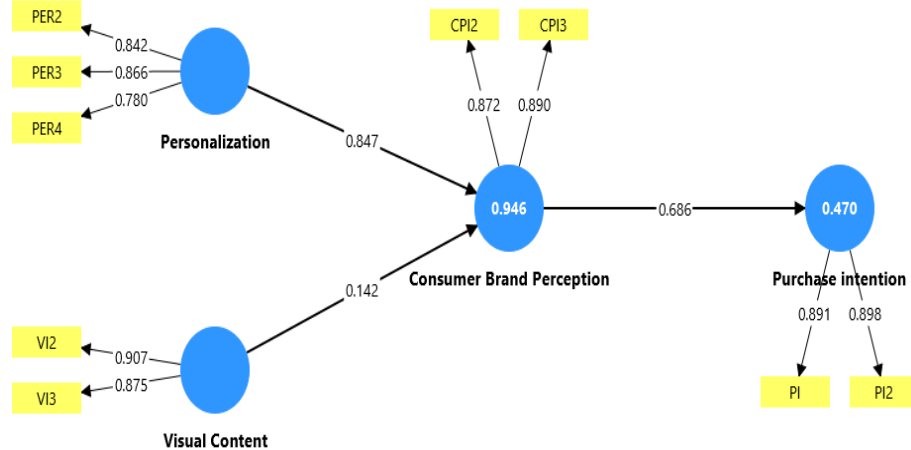
Table 2 shows the results of reliability and validity testing, indicating that each of the four constructs (Consumer Brand Perception, Personalization, Purchase Intention, and Visual Content) satisfies the accepted level for internal consistency and convergent validity. Cronbach's alpha maximum value was observed at higher than the acceptable value of 0.70, confirming internal reliability. [17](e.g. Personalization, $\alpha = 0.778$ and Purchase Intention, $\alpha = 0.75$). Additionally, estimates of composite reliability (rho_c) values ranged from 0.869 to 0.889, signifying a high degree of consistency among the items in each construct. Average variance extracted (AVE) values for the four constructs were well above the 0.50 criterion, where, on average, Consumer Brand Perception, 0.776, and Visual Content, 0.794, provided ample evidence that the constructs provided evidence for explaining enough variance in their own indicators. These findings verified that the measurement model was reliable and valid and was suitable for further analysis, and employed PLS-SEM methods.

Table 3: Outer Loadings

	Consumer Brand Perception	Personalization	Purchase intention	Visual Content
CPI2	0.872			
CPI3	0.890			
PER2		0.842		
PER3		0.866		
PER4		0.780		
PI			0.891	
PI2			0.898	
VI2				0.907
VI3				0.875

Source: Primary data.

Table 3, All constructs show strong indicator reliability, with all factor loadings exceeding the recommended 0.70 threshold. Consumer Brand Perception, Personalization, Purchase Intention, and Visual Content are each well-represented by their respective items. The highest loading is observed for VI2 (0.907), indicating excellent measurement. These results confirm the adequacy of the indicators in capturing their latent constructs.

**Fig. 2:** Output of the PLS Algorithm.**Table 4:** Fornell-Larcker Criterion

	Consumer Brand Perception	Personalization	Purchase intention	Visual Content
Consumer Brand Perception	0.881			
Personalization	0.97	0.83		
Purchase intention	0.686	0.81	0.895	
Visual Content	0.877	0.867	0.637	0.891

Source: Primary data.

From Table 4, the Fornell-Larcker criterion, we see evidence that confirms discriminant validity, as the square root of AVE for each construct (the diagonal value) was more than its correlations with the other constructs. For instance, Consumer Brand Perception (0.881) was more than its correlations with Personalization (0.970) and Visual Content (0.877). There are indeed fairly high correlations, especially for Personalization, with the other constructs, but essentially, the diagonal values were all greater than the off-diagonal values. Hence, we believe there is acceptable discriminant validity of the constructs in the model.

Table 5: Path Coefficients with T Statistics and P-Value

Hypothesis path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Results
Consumer Brand Perception -> Purchase intention	0.686	0.686	0.041	16.868	0.000	Supported

Personalization -> Consumer Brand Perception	0.847	0.845	0.031	27.093	0.000	Supported
Visual Content -> Consumer Brand Perception	0.142	0.144	0.033	4.357	0.000	Supported

Source: Primary data.

6.1. Structural model analysis and hypothesis testing

In Figures 2 and 3, the structural model was tested via PLS-SEM to assess relationships between Personalization, Visual Content, Consumer Brand Perception, and Purchase Intention. Based on the path coefficients in Figure 2, Table 5, Personalization has a strong and significantly positive influence on Consumer Brand Perception at a coefficient of 0.847. Similarly, Visual Content had a positive but weaker impact on Consumer Brand Perception, with a coefficient of 0.142. The construct, Consumer Brand Perception, influenced Purchase Intention; it was a significant contributor with a coefficient of 0.686.

The R^2 for Consumer Brand Perception was 0.946%, suggesting that Personalization and the Visual Content construction explain 94.6% of the variance of Consumer Brand Perception. The R^2 for Purchase Intention was 0.470, and since Consumer Brand Perception explained 47% of Purchase Intention, the model has sufficient explained variance for Customer Brand Perception and Purchase Intention. Based on our estimation, the values of 0.946% for Consumer Brand Perception and 0.470 for Purchase Intention demonstrate that the model has a high explanatory power. The model explained a substantial proportion of variance, with $R^2 = 0.946$ for consumer brand perception and $R^2 = 0.874$ for purchase intention, indicating strong predictive power. Thus, all hypothesized relationships were supported, and the model validates the importance of personalized and visually appealing advertisements in shaping brand perceptions and driving purchase intent among Gen Z consumers.

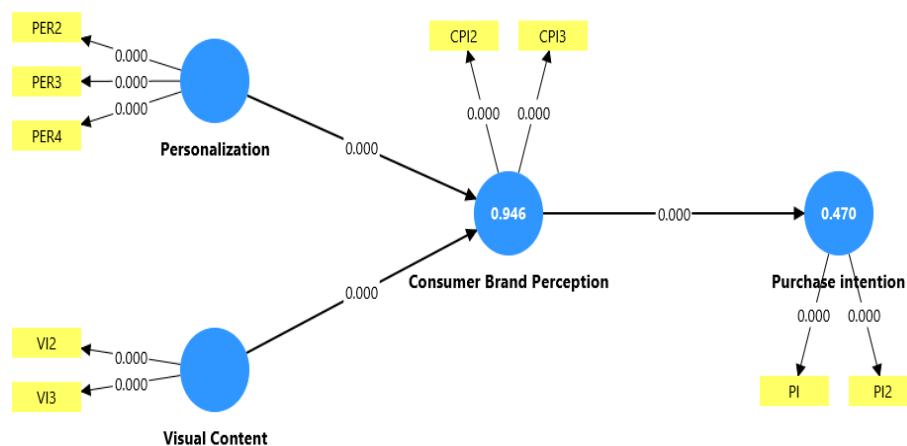


Fig. 3: Measurement Model.

6.2. Mediation analysis

The mediation analysis looks at Consumer Brand Perception as a mediator variable between Personalization and Visual Content (independent variables) and Purchase Intention (dependent variable). This model examines whether the effects of personalized and visually engaging social media ads on the purchase intentions of Gen Z consumers operate through their brand perception. This analysis evaluated the size and significance of each of these indirect paths, further demonstrating the importance of brand perception in the context of digital branded engagement marketing.

Table 6: Total Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Personalization -> Purchase intention	0.581	0.58	0.043	13.504	0.000
Visual Content -> Purchase intention	0.098	0.099	0.022	4.338	0.000

Source: Primary data.

Table 6: Total Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Consumer Brand Perception -> Purchase intention	0.686	0.686	0.041	16.868	0.000
Personalization -> Consumer Brand Perception	0.847	0.845	0.031	27.093	0.000
Personalization -> Purchase intention	0.581	0.58	0.043	13.504	0.000
Visual Content -> Consumer Brand Perception	0.142	0.144	0.033	4.357	0.000
Visual Content -> Purchase intention	0.098	0.099	0.022	4.338	0.000

Source: Primary data.

The mediation analysis demonstrates that Consumer Brand Perception significantly mediates the relationships between both Personalization and Visual Content and Purchase Intention among Gen Z consumers. As shown in Table 6, the indirect effect of Personalization on Purchase Intention is substantial ($\beta = 0.581$, $t = 13.504$, $p < 0.001$), indicating a strong mediated path. Likewise, the indirect effect of Visual

Content on Purchase Intention ($\beta = 0.098$, $t = 4.338$, $p < 0.001$) is also significant, although comparatively weaker. These findings confirm that when Gen Z consumers perceive a brand positively due to personalized or visually rich advertising, it greatly increases their intent to purchase. The direct effect of Consumer Brand Perception on Purchase Intention ($\beta = 0.686$, $t = 16.868$, $p < 0.001$) also confirms the important mediating role of brand perception in our model. Hence, personalization and visual content exert influence on purchase intention through brand perception.

7. Discussions and Findings

The research explored how personalization and visual content formats used in social media advertising influence Gen Z consumers' purchase intentions, with consumer brand perception as the mediating variable. These insights can be utilized to better understand how digital marketing strategies interact with consumer behavior for younger demographics that are more technology-literate and visually driven. The reliability and validity analyses confirmed that all constructs in the model were above the recommended cut-off for internal consistency and convergent validity. The indicator loadings for each of the variables all had strong loadings and average variance extracted values appropriate to suggest the intended constructs were well represented by their respective measurement items, and subsequently able to analyze the structural model.

In assessing the structural model, personalization in social media advertising that users engage with has a substantive and direct effect on consumer brand perception. Therefore, if the advertisements suitably captured user preferences, they ultimately improved Gen Z's perception of the authenticity and relevance of brands. Visual content produced a positive, albeit moderate, effect on brand perception, suggesting that dynamic and visually appealing content establishes an emotional connection to the brand and promotes understanding of the brand. Furthermore, consumer brand perception positively influenced purchase intention. Therefore, when converting marketing stimuli into behavioral outcome via consumer brand perception, perception did mediate the effects of personalization and visual content on purchase intention, confirming perception can be an important mechanism for implementing advertising strategies on buying behavior. The mediation analysis found that consumer brand perception could mediate some of the effects of orientation, positioning of personalization, and visual content on the purchase behavior of Generation Z. The analysis also reaffirmed the need for smart branding incorporating technology targeting, visual storytelling, and emotional engagement.

8. Suggestion

Leverage consumer data and AI to create less generic, more targeted, and relevant social media ads aligned with Gen Z's sense of personalization.

Utilize visually rich and engaging content types such as reels, short videos, and interactive graphics to align with Gen Z's visual consumption habits and encourage engagement.

Establish and grow positive brand perception through authenticity, transparency, and alignment with social/environmental issues.

Utilize emotional storytelling in advertising content to create meaningful relationships, enhance engagement and calibration, and develop brand trust and purchase intention.

Establish a filter-feedback loop that uses surveys, engagement metrics, and social listening devices to refine advertising strategy based on Gen Z's feedback and connections.

9. Practical and Policy Implications

The findings offer actionable insights for marketers targeting Gen Z. Personalization should move beyond generic targeting to include dynamic retargeting, AI-driven recommendation engines, and user-specific content algorithms. Visual strategies should leverage AR filters, short-form videos, interactive polls, and gamified content to maximize engagement. However, potential barriers must be acknowledged, including data privacy concerns, rising costs of AI tools, and consumer skepticism toward over-personalization. From a policy perspective, effective use of personalization and visual content can enhance brand equity, customer lifetime value, and market share growth, linking digital marketing practices to broader economic outcomes.

10. Limitations of The Study

This study is limited to Gen Z consumers in urban India, which may restrict the generalizability of its findings to other age groups, rural populations, or cultural contexts. Although demographic details such as gender, income, and education were collected, their potential moderating effects were not analyzed. Future research could address these gaps by incorporating cross-generational and cross-cultural comparisons, as well as examining demographic influences on Gen Z's responses to social media marketing. Despite these limitations, the study provides valuable insights into the digital behavior of Gen Z, offering a strong foundation for future research and practical marketing applications.

11. Conclusion

This study was conducted to investigate the influence of personalized and high-visual content in social media marketing advertising on Gen Z consumer purchase intention, and how the sense of consumer brand relationship influenced this relationship. Our results show that both individualized and high visual content have a positive and significant impact on purchase intention, although individualization had a greater impact. Brand perception serves as a key permissive link between the attractiveness of social media advertising and consumer buying behavior. Our results strongly indicate that brands must deliver content that is emotionally relevant, in an aesthetically pleasing fashion, in order to drive a meaningful and more positive brand image. From a marketer's perspective, this means leaning into advertisements that could be considered authentic, personalized, and visually appealing, which, in combination, could drive meaningful Gen Z engagement and ultimately good sales results. Our model highlights and validates the strategic importance of the brand.

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