

An Examination of Millennials' Feelings Towards Social Media Advertising

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Abstract:

The increasing influence of the Internet has changed the world into a compact virtual space, thus eliminating the geographical obstacles of the globe. The dominance of the Internet has opened doors for social media advertising, marking a transformative shift in the marketing sector. Millennials have shifted from being passive receivers of information to becoming active sources by expressing their views across various social media platforms through tweets, posts, blogs, reviews, videos, and others. The millennials are moving away from conventional advertising methods and are immersing themselves in social media platforms to stay informed about the latest news. The study aimed to investigate the extent of social media advertising and how various social media platforms were utilized by businesses to shape millennials' preferences. The study utilized a descriptive and inferential research design, employing a close-ended questionnaire to gather primary data from users of social media. The study highlighted the participants' inclinations toward social media as they frequently engaged with blogs, utilized social media for product comparisons, consulted expert opinions prior to purchases, and were significantly influenced by the quantity of likes and dislikes in their decisions. The connections between various demographic elements and social media advertising were examined, which can assist marketers in shaping their advertising strategies for diverse target audiences.

Keywords: social media, platforms, focus, credibility, reputation, and informative.

Abstract:

Millennials demonstrate a highly optimistic and engaging outlook toward social media advertising, as they view it not merely as promotional content but as an opportunity for connection, inspiration, and discovery. They appreciate campaigns that highlight authenticity, creativity, and social responsibility, responding enthusiastically to brands that align with their values and lifestyles. Interactive formats such as stories, reels, and user-generated content foster a sense of participation, while cause-driven initiatives strengthen emotional bonds between consumers and companies. This positive receptiveness indicates that when advertising is designed with transparency, personalization, and entertainment, Millennials are not only willing to engage but also to advocate for brands, making social media a powerful and mutually beneficial space for both marketers and audiences.

Fundamental Types of Social Media

- **Social Networks:** These permit people to form their personal web pages and get connected with friends individually or in groups to share content and for communication.

- **Blogs:** Blogs serve as online diaries and are considered the most effective type of social media.
- **Wikis:** These are web-based encyclopaedias that allow individuals to create content or modify information independently or via databases.
- **Podcasts:** These offer audio and video content for subscriptions.
- **Forums:** These platforms facilitate online conversations about particular interests or subjects that are accessible to all participants.
- **Microblogging:** Social networking offers brief content that is shared online and via mobile networks.

The research examines millennials' preferences regarding social media advertising. Millennials have shifted from being passive receivers of information to becoming active information sources by expressing their views on various social media channels through tweets, posts, blogs, reviews, videos, and beyond. Millennials are steering clear of conventional advertisement channels and are immersing themselves in social media platforms to stay informed about the most recent information

Research Objectives:

- To identify the motives for consumers' social media usage.
- To ascertain the consumer preferences and acceptance towards social media advertising.
- To analyse the impact of social media advertising on millennials' preferences on the basis of different demographic factors.

Review of literature on millennials' social media advertising preferences

Motives for consumers' social media usage

Banish Praveen, et al (2021) Studies consistently frame social media use through Uses and Gratifications theory, highlighting motives such as information seeking, social interaction, entertainment, self-expression, and community belonging. A systematic literature review found that engagement is driven by hedonic gratifications (fun, relaxation), social gratifications (connection, identity), and utilitarian gratifications (information, problem-solving), with context-specific motives varying by platform and life stage.

Research on social media use motives also links psychological well-being and self-esteem to patterns of use, suggesting that affective needs and coping motives can increase intensity and, in problematic cases, compulsive use—an important backdrop for understanding why certain ad formats and messages resonate differently across user segments.

Consumer preferences and acceptance toward social media advertising

Broader syntheses of consumer social media behavior similarly emphasize trust-building through transparency and relevance, and the role of social proof and peer influence in acceptance, especially in interactive environments.

Emerging empirical work also shows that credibility, perceived authenticity, and sustainability cues can strengthen purchase intentions—underscoring the importance of value-congruent messaging for Millennial audiences.

Impact on millennials’ preferences by demographic factors

Evidence specific to Millennials suggests advertising outcomes hinge on content factors (informativeness, entertainment, credibility, interactivity) and the match with audience identity and lifestyle, with differential effects observed across demographic segments. Studies focused on Millennials’ buying behavior highlight the importance of engaging, informative, and credible content in driving preference formation and purchase decisions.

Comparative generational analyses report that Millennials and Gen Z differ in platform use, decision drivers, and responsiveness to social media influence, indicating demographic stratification (age cohort) mode rates ad impact and should inform targeting and creative strategy.

Complementary research on demographic dimensions (age, gender, income, education, marital status, occupation) shows these variables systematically affect social media marketing effectiveness, shaping communication patterns and conversion likelihood; this supports more granular segmentation of Millennial subgroups for optimized outcomes.

Results and Discussion:

Table1.UsageofSocialNetworkingSites

Social Networking Sites	%
Facebook	30.3
Twitter	6.0
LinkedIn	10.6
Instagram	26.5
YouTube	26.6
Total	100

TheTable. 1 reveals that the most preferred social networking site was Facebook (30.3%) followed by YouTube (26.6%), Instagram (26.5%), and the least preferred was Twitter (6%).

Table2.ReasonsforUsageofSocialNetworking Sites	
SocialNetworkingSites	%
Finding new friends	24.6
Finding old friends	4.6
Getting information on brands	22
Getting information on products/services	23.3
Catching up on the latest news/gossip	19.5
For playing games	8.3

Table2.ThefindingsfromTable4revealthatthemostprominentreasonsforusingsocialmediaby millennials are:to connect with friends (24.6%), followed by getting information on products/services (23.3%), and getting up dated information on brands (22%).This an important finding for the marketers to understand the changing role of social networking sites, which are now not only limited to connect with new and

old friends, but are also used forgetting information on products/services and brands.

Table 3. Number of Followers of Brands on Social Networking Site	
Follow Product brands	%
Yes	84.5
No	15.5
Total	100

The Table 3 reveals that 84.5% of the respondents followed brands on social networking sites and 15.5% of the respondents did not follow brand on social networking sites.

Table 4. Number of People who Bought a Product After Seeing it on Social Media	
Bought a Product	%
Yes	33
No	45
May be	22
Total	100

Table 4. It can be inferred from the Table 6 that 33% millennial actually bought products after seeing them on social media, 22% were not sure of their purchases, and large percentage of millennials (45%) did not buy products after seeing advertisements on social media websites.

Table 5. Reason to Purchase a Product

Social Networking Sites	%
Knowledge or perception of the brand	24.2
Paste x patience	21.9
Information from the Internet (e.g. user reviews, blogs, forums)	21.4
Reputation of a brand	24.7
Information from mass media (e.g. TV, radio, magazine)	2.8
Information from peers, friends, or family members	5.0

From **Table 5**, it can be inferred that brand reputation (24.7%), knowledge and awareness of the brand (24.2%), previous experience (21.9%), and information from the Internet (21.4%) are the prominent influential reasons to purchase a product.

Table 6. Demographic Analysis of the Respondents		
Demographic Variables	Subcategory	%
Gender	Male	43
	Female	57
Age Group	18-24	79.5
	25-30	16.5
	31-35	2.5
	35+	1.5
Educational Qualifications	Undergraduate	56
	Graduate	22.5
	Postgraduate	18
	Ph.D.	3.5
Occupation	Student	68
	Service	29
	Self Employed	3

As shown in the **Table 6**, the demographics of the respondents comprised of gender, education, age, and occupation. Out of the total respondents 43% were men and 57% were women.

Majority of the respondents were under graduates (56%), 22.5% of the respondents were graduates, 18% were post-graduates, and the remaining were Ph.Ds. Majority of the respondents were in the age group of 18-24 years (79.5%).

Conclusion:

The study provides valuable insights into millennials’ social media usage patterns and their influence on purchasing behavior. The findings reveal that Facebook is the most preferred social networking site among respondents, followed closely by YouTube and Instagram, while Twitter remains the least preferred platform. This indicates a stronger inclination toward platforms that offer interactive, visual, and content-rich experiences.

A large majority of respondents follow product brands on social networking sites, demonstrating millennials’ openness to engaging with brands online. Although only one-third of the respondents reported purchasing products after seeing them on social media, this still reflects the persuasive potential of social media marketing. The presence of a sizable group that remained uncertain about their purchase decisions suggests that social media may influence consumers indirectly by shaping awareness and perceptions rather than leading to immediate purchases. Furthermore, the study identifies brand reputation, brand knowledge, past experience, and online information such as reviews and blogs as the most influential factors affecting purchase decisions. Traditional mass media and interpersonal sources were found to have relatively limited influence compared to digital and experiential factors.

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