

Social Media Content Types and Brand Attachment: A Comparative Study on Gen Z and Millennials Instagram Users

P W C P Ranaweera

Department of Marketing Management, University of Kelaniya, Sri Lanka
ranaweera-bm18355@stu.kln.ac.lk

S S J Patabendige

Department of Marketing Management, University of Kelaniya, Sri Lanka
sugeeth@kln.ac.lk

This comparative study explores the nuances of brand attachment dynamics within the distinct cohorts of Millennials and Generation Z, acknowledging the pivotal role of Instagram as a platform for brand interaction. Guided by the Uses and Gratifications theoretical framework, the study delves into the differential impact of various social media content types on the two generations. The study collected and analysed data from 384 respondents, employing categorical moderation techniques to identify variations in content preferences and their consequential effects on brand attachment within and between the Millennial and Generation Z cohorts. The study reveals exciting insights into the content-driven mechanisms that foster brand attachment among these generational segments. Among Millennials, affective, personal integrative, social integrative, and tension release content types are underscored, with a noteworthy trend towards cognitive content. In contrast, Generation Z emphasises the importance of affective, personal integrative, social integrative, and tension-release content while showcasing a lack of statistical significance for cognitive content. The study suggests that emotional resonance, authentic personal narratives, and community-building initiatives are critical drivers for Millennials. Conversely, Generation Z requires a focus on emotional engagement, authenticity in personal content, and community-centric approaches while minimising reliance on purely informative content. By employing the Uses and Gratifications model as a guiding framework, this research provides a robust foundation for businesses to develop content strategies that resonate with the unique preferences of Millennials and Generation Z, ultimately fostering stronger brand attachments in the evolving online environment.

Keywords: *Brand Attachment, Generation Z, Millennials, Social Media Content Types*