Perceived impact of marketing influencers on purchasing decisions Gen Xers vs. Millennials in digital era

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Abstract: Influencer marketing has become a powerful tool in a digitally driven world, particularly for millennials. This study compares the impact of influencer marketing on Gen Xers (ages 45–60) and millennials (ages 29–44), focusing on key factors such as authenticity, credibility, and content style. A survey of 300 respondents (150 from each group) reveals that platforms like YouTube, Instagram, Facebook, and TikTok significantly influence purchasing decisions, with transparency and authenticity critical for building trust. Millennials value influencers who openly disclose sponsorships and share personal stories, while relatability strengthens brand loyalty. The studyțs outcome supports the hypothesis that Gen Xers are more likely to make purchasing decisions based on the credibility of influencers and practical, straightforward content. The results also support the second hypothesis, millennials are more likely to make purchasing decisions based on creative, visually engaging content, while Gen Xers may respond better to more conventional strategies that acknowledge their skepticism and preference for less frequent influencer interaction. Millennials prefer dynamic, interactive content, such as short-form videos and live sessions, which drive engagement and purchasing decisions. At the same time, the results in the case of Gen Xers are different to some extent.

Keywords: marketing influencers, millennials, Gen X, purchase decision, social media platforms

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Introduction

In the constantly evolving digital society, penetration of influencer marketing has become a necessity for businesses aiming at their customers, particularly millennials. A new method of communicating with customers has emerged due to social media's growing popularity (Lin et al. 2019). The viewer will perceive influencer marketing as a natural aspect of their life rather than an advertisement when it is done well. Influencer marketing, which can also be referred to as purchasing a large number of followers on social media for the marketing of certain goods or services, has evolved from pure marketing because of the patronage that influencers obtain from their audience. As the daily life of a millennial centres on social media platforms such as Instagram, YouTube, and TikTok, among others, influencers have become relevant in shaping perceptions and trends. They can impact a consumer's choice since their advertisements are almost always disguised as genuine recommendations.

Millennials' onset of birth range from the early 1980s up to the mid-1990s, which is a demographic known to be influenced by peer evaluations and seeks to have their shopping journeys be more unique and personalized. Unlike older generations, millennials are not as responsive towards marketing techniques such as advertisements in print or on television. What they seek instead is empathetic and credible voices that match their beliefs and lifestyle. Influencers, because of their sharing nature, promote a more organic form of marketing which is appealing to this generation so much. According to research, millennials purchase a lot of things such as technology, travel, fashion, cosmetics, and many others based on the word of an influencer quite which is a clear indication of the marketer's approach for this generation. This thesis proposal aims to assess the different impacts created by influencer marketing on millennials and Generation X, with particular attention to the key elements of success for influencer campaigns. The study has examined the social and psychological issues that determine how millennials and Generation Xers, perceive influencer advertising with regard to credibility and trustworthiness.

It has also considered the influence of other types of influencers, including macro and micro influencers, on consumers' buying behaviour. By analyzing these interactions, this thesis will help to understand the lacquer of how influencer marketing enhances engagement and loyalty and increases consumption. Like any other tool, influencer marketing has its share of benefits and drawbacks to the brands that embrace it. When it comes to marketing campaigns, engaging with a target audience that includes influencers adds to the trust factor. However, this can have the downside of leading to consumer mistrust, especially in cases where the influencer promotions come off as too commercialized or exaggerated. How can companies avoid these flaws while concentrating on influencer promotions? This particular analysis. Additionally, this paper will explain the potential scenarios in which conviction strategies may not be effective, as well as define the possible intersection of limited paid text content.

Problem statement

This study seeks to investigate how different factors influence purchasing decisions in response to influencer marketing across two distinct generations—Gen Xers and Millennials. Specifically, it examines the role of credibility and content style, hypothesizing that Gen Xers are more likely to make purchasing decisions based on the credibility of influencers and practical, straightforward content, while Millennials are more influenced by the creative, visually engaging content. By understanding these generational differences, the study aims to provide insights for marketers looking to tailor their influencer strategies to better resonate with each demographic.

Hypothesis

H1. Generation X is more likely to make purchasing decisions based on the credibility of influencers and practical, straightforward content.
H2. Millennials are more likely to make purchasing decisions based on creative, credible, visually engaging content.

Literature review

Conceptualization of the term influencer

An influencer is an individual who, due to their status, expertise, credibility, or connection with their followers, can affect others' buying choices. Influencers are defined as "third-party endorsers who shape audience attitudes through blogs, tweets, and the use of other social media" (Freberg et al. 2011). Through sharing their own experiences, thoughts, and reviews, influencers—whether micro (having smaller, niche audiences) or macro (having a wider reach)—have an impact on their followers and help them make decisions. Furthermore, influencers are "mediators of attention" who purposefully uphold authenticity while endorsing branded material (Abidin 2016).

Murphy, known for establishing the influencer marketing industry, in 2019 first introduced the concept of sponsored blogging (Murphy 2019). Many businesses began to recognize the benefits of this new marketing approach after he opened up a whole new market and provided sponsored blog articles and chats. That cleared the path for the Associated Press to post the first sponsored tweet in 2013 during the Consumer Electronics Show (Coldford 2013).

Millennials

According to the Pew Research Centre, it was concluded that everyone born between 1981 and 1996 ought to be officially identified as millennials to maintain the analytical relevance of this generation. This classification pertains to individuals who will be between 29 and 44 years old in 2025 (Dimock 2019). Due to the ability to track and follow their friends and influencers on social media sites like Facebook and Instagram, millennials have a propensity to spend a lot of time on these sites. Additionally, they frequently use these forums to brag about their accomplishments (Pandey et al. 2020).

Millennials are thought to have grown up in a time of economic prosperity, and they are better protected than previous generations when it comes to consumer safety. They also frequently seek their parents' advice while making decisions (McGlynn 2005). Since they are maturing within a well-established society instead of trying to dismantle it, they represent the most exciting and perilous generation since the baby boomers instigated the social revolution (Stein 2013). Thanks to the extensive reach of the Internet, various social networks, and engaging technologies, millennials are increasingly participating in the creation and development of brands and products.

Influencer marketing

Influencer marketing is a brand-new, all-around marketing strategy that can help overcome sales obstacles between prospective clients and draw attention to people who can counsel decision-makers. A key component of the entire sales strategy, these individuals are referred to as influencers (Brown & Hayes 2008).

Surprisingly, there isn't a lot of strategic information about influencers at the moment (Campbell & Farrell 2020). Brown and Hayes (2008) defined influencer marketing as “increasing selectivity in targeting segments, increasing understanding of each sector, demanding more thought when deciding how and what to communicate, and massively reducing the waste and white noise level of badly thought-out blanket saturation onslaughts."

The influence of social media influencers

Social media influencers can effectively promote four essential aspects for online marketers: attitudes, opinions, actions, and purchasing choices. Forbes also emphasizes the importance of understanding the social learning theory, which illustrates how individuals can adopt new behaviours simply by observing others, to grasp the significant influence that these influencers possess. When brands and products are showcased in practical settings and contexts, influencers have a greater likelihood of encouraging their followers to imitate them and buy the associated items. Additionally, Forbes notes that a high level of engagement between followers and influencers contributes to building trust over time (Forbes 2016). Social media influencers can persuade their followers to purchase a brand or product they promote because they can build their credibility and personal brand, effectively presenting themselves as authorities in specific areas (Gould2018).

Currently, one of the main ways businesses communicate with their target audience is through social media. Instagram has always held significant economic potential, and its importance continues to increase. It ranks among the top platforms for online marketing expansion, boasting over one billion daily users (Bellavista et al. 2019). As social media platforms continue to evolve technologically, businesses must adapt to the ever-changing needs and preferences of their audience. Word-of-mouth (WOM) is a fundamental notion in social media that facilitates the dissemination of information from one user to another. Consequently, nearly all companies use their official accounts to promote their products on the internet, while also partnering with popular social media personalities or influencers. Research indicates that a majority of consumers tend to favour a product more when it is endorsed by a third party, like influencers or celebrities, rather than when it is promoted directly by the brand itself (Nadany Iova et al. 2020).

Millennials' consumer behaviour

Millennials have grown up in a digital age. Additionally, they have been controlling the market with their purchasing power. This study will make use of the US concept of Millennials (NadanyIova et al. 2020). There are four main cohorts, as can be seen above, based on US generation segmentation (Ordun2015). The generational classifications include Baby Boomers born between 1946 and 1964, Builders from 1920 to 1945, Generation X from 1965 to 1980, and Generation Y (or Millennials) spanning 1981 to 2000. Although technological advancements have significantly impacted their buying behaviours due to the vast information available on social media, millennials still tend to favor shopping at convenience stores (Nichols et al. 2014). They combine online research with in-person shopping to create a more comprehensive buying experience (Valentine & Powers, 2013).

Gen Xers' consumer behaviour

Although Gen Xers appreciate digital media, they still interact with traditional media, which includes print, radio, and television, because they grew up in this era. For instance, television commercials continue to have an impact. Gen Xers use sites like Facebook and YouTube for entertainment, news, and social connections. Even while they might not use social media as often as younger generations do, they still appreciate useful, educational, and unobtrusive information (Harris 2016). He further says that 'the realistic, value-conscious worldview of Gen Xers consumers is characterized by their quest for independence and authenticity. Although they have a very low opinion of traditional advertising, they might be devoted to companies that share their ideals and provide genuine benefits.

Brand engagement and brand attitude

The primary metric that shows how successfully the audience interacts with the content—whether they save the image, comment, or repost images or videos—is the engagement rate. In addition to lowering expenses, brand engagement can boost sales. Long-time brand loyalists are more inclined to make purchases from the company than new ones. A plan for customer involvement can also aid firms in expanding their product lines (Risitano et al. 2017). Every business faces danger since the Internet has made it easier to enter new markets and decreased barriers to entry. Instead of forming a new relationship with a brand they are unfamiliar with, a loyal customer of a particular firm is more inclined to continue doing business with that company. Consequently, in the cutthroat sector, brand involvement can be important (Hollebeek et al. 2017). Customers can promote the brand as well. The likelihood of a customer influencing another customer is higher than that of the brand. Positive word-of-mouth and peer sharing of product posts and promotions will result from brand interaction.

Purchase decision process

To have a better understanding of how influencers impact consumers in both offline and online transactions, the process is described using the five traditional and essential phases for making a purchase, which are shown below. In 1910, John Dewey initially proposed this paradigm. Functional psychology was pioneered by the American philosopher John Dewey (Gouinloc et al. 2019). His hypothesis of the buyer decision process, which is widely referred to as the purchase decision process, served as the basis for the consumer behaviour model. Need Recognition → Information Search → Evaluation of Alternatives → Purchase Decision → Post-Purchase Behaviour.

Need recognition

In the initial phase of need recognition, the consumer assesses their requirements to determine which type of product they wish to try to satisfy those needs (Park & Cho 2012). There are both physiological and psychological needs present. Physiological needs, which include essentials like food and water required for human survival, are often triggered by certain incentives. Conversely, psychological desires are shaped by social environments and personal interactions among individuals (Comegys et al. 2006). Nowadays, social media platforms can also spark these desires. Having a positive outlook on products that social media influencers advocate could increase the likelihood that someone will make a purchase (Wong et al. 2017). For consumers seeking inspiration on what things to purchase, influencers are a great resource. It is noteworthy that according to a Rakuten poll, 87% of consumers were motivated to buy something after seeing it from an influencer (Rakuten 2019).

Information search

Information search is the next step in the decision to buy, and it entails searching various sources for information about the intended product. It mostly entails the subsequent sub-steps:

a) The consumer begins by conducting research and choosing items that meet their needs while seeking out as much information and marketing as they can.
b) They then delve deeper into their search by actively engaging in product-related discussions, which gives them a better understanding of the product's specs as well as those of various brands and models (Comegys et al. 2006).

Evaluation of alternatives
The evaluation phase is crucial right after the consumer recognizes the products that can fulfil their wants and needs (Park & Cho 2012). At this stage, the buyer assesses similar items along with their characteristics, pricing, brand, and warranty, among other aspects, to reach a decision. Typically, consumers are more inclined to trust a product with a reputable origin (Kembau 2014). According to Nielsen's "Global Trust in Advertising," more than two-thirds of consumers value the views of experts and other online shoppers from various internet sources (The Nielsen Company 2015).

Purchase decision
At this moment, the customer is ready to make a genuine purchase after gathering all the necessary information. He has chosen the product he wants to buy and is set to move forward with the transaction. Comegys et al. (2006) emphasize the need to differentiate between purchasing intention and the actual purchase decision at this point. The authors highlight that various factors might alter the final purchase decision after the customer has established his intention to buy. These factors could involve a different perspective from another individual or even an impulsive action triggered by external influences.

Post-purchase behaviour
Customers hold specific expectations regarding how a product will satisfy their needs before making a purchase (Park & Cho 2012). The likelihood of individuals returning to buy more from a company in the future is influenced by their perceptions and emotions after the transaction is completed. This phenomenon is known as post-purchase behaviour. It encompasses a customer's emotions, thoughts, and actions following their purchase. In this phase, customers assess their satisfaction level with the product they acquired. It's common for customers to feel a sense of anxiety after making a purchase.

Increased skepticism about the purchase may arise if a competitor's product comes to the customer's attention. This situation occurs when consumers encounter an alternative product and regret their choice, either because of the competitor's lower price, superior reviews, or other elements that create doubt about their decision. This feeling is known as buyer's remorse. It is crucial for a company that the customer is satisfied to encourage repeat purchases of the same product and brand, fostering loyalty to it (Comegys et al. 2006).

Research methodology

A quantitative research methodology was used in this study to evaluate the impact of influencer marketing on millennials and Gen Xers' purchase decisions. Because they made it possible to quantify factors like influencer type, content format, and purchase behaviour. The respondents from the two groups Millennials and Gen Xers were approached.

Population and sampling

For population purposes, the students of Management, Psychology, and Media Studies enrolled in BS and MS programs at three known universities based in Karachi were chosen for the millennial group. The professional and working people were chosen as a second group of Gen Xers working in different organizations as a second population.

A survey of 150 respondents for each group was conducted for the study. This sample size guaranteed sufficient response variability and was sufficient for conducting meaningful statistical analysis. The sample consisted of millennials aged 28 to 44 and Gen Xers aged 45 to 60, with an emphasis on those who were engaged on social media sites like Instagram, YouTube, and TikTok, where influencer marketing is common.

The study employed a non-probability purposive sampling technique to choose participants. The study's concentration on millennials and Gen Xers who were exposed to influencer marketing made this strategy successful. The study selected participants who were frequent social media users and had engaged with influencer content to collect pertinent data where influencer marketing was frequently discussed, participants were chosen to make sure the sample matched the study's goals. The Cronbach Alpha has been calculated as .89 for the internal validity of the survey instrument.

Findings and analysis

Table 1. Differences by generation in influencer engage

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Trust in influencers' transparency	Millennials	7	15	28	35	15
	Gen Xers	25	37	15	16	7
Millennials' Perception of Relatable Influences	Millennials	2	8	4	51	35
	Gen Xers	49	13	11	18	8
Authenticity Over Followers	Millennials		12	26	37	19
	Gen Xers	29	40	7	14	10
Influencer Credibility Through Interaction	Millennials	2	13	26	40	19
	Gen Xers	49	13	18	11	9
Trustworthiness of Influencers Using Personal Stories	Millennials	2	5	7	59	27
	Gen Xers	32	28	5	21	15
TikTok influence	Millennials	8	9	7	41	19
	Gen Xers	27	25	12	22	15
Relatability of Micro-Macro Influencers	Millennials	8	10	18	41	23
	Gen Xers	33	27	10	19	11
Discovery of New Brands Through Macro-Influencers	Millennials	7	7	5	57	24
	Gen Xers	16	37	8	25	13

Loyalty to endorse brands	Millennials	2	5	8	55	30
	Gen Xers	19	31	17	18	16
Video content engagement	Millennials	4	4	5	54	33
	Gen Xers	15	33	7	37	8
Skepticism toward Advertising	Millennials	25	44	7	17	7
	Gen Xers	15	19	5	39	21

Millennials typically place greater faith in the transparency, relatability, and authenticity of influencers, showing a notable preference for personal stories and interactions with them. They are also more inclined to engage with video content and platforms like TikTok, favoring micro-influencers over larger ones. On the other hand, Gen Xers exhibit more skepticism regarding the credibility of influencers, displaying higher levels of distrust and lesser interaction with newer platforms such as TikTok. Additionally, they are more likely to be wary of advertising as a whole.

Table 2. Difference between millennial's and Gen Xers trust in influencers' transparency

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval	
	t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Millennial Transparency Trust	36.975	149	.000	3.360	3.18	3.54
Gen Xers Transparency Trust	24.381	149	.000	2.447	2.25	2.64

Table 2 shows that p-values are 0.000, and the mean Transparency Trust for both groups is significantly higher than 0. The mean of the Millennial group is higher (3.36) than that of the Gen Xers group (2.45).

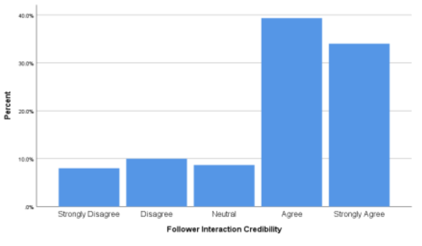
Table 3. Authenticity over followers

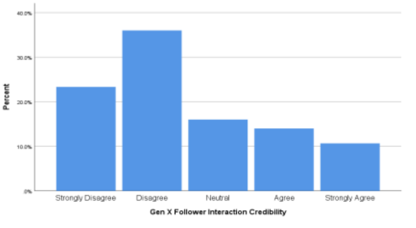
One-Sample Test					
	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval

					Lower	Upper
Authenticity Over Followers (Millennials)	39.445	149	.000	3.533	3.36	3.71
Authenticity Over Followers (Gen Xers)	22.063	149	.000	2.353	2.14	2.56

Both Overall and Gen Xers statistically concur that sincerity holds more value than follower count; however, millennials show a greater mean difference (3.533) compared to Gen Xers (2.353), indicating that millennials place higher importance on authenticity than on followers. The results in both cases are extremely significant (p-value = .000), suggesting that these differences are not due to random chance.

Figures 1 & 2. Agreement on influencer' credibility through interaction





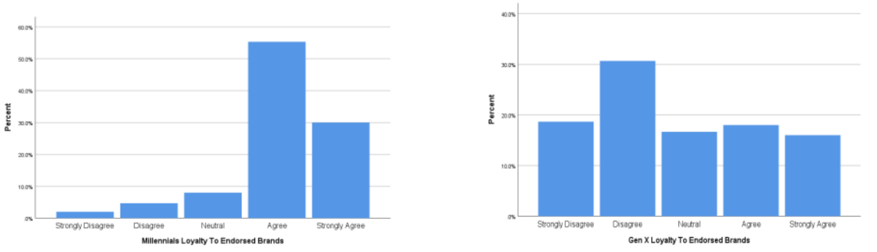
Figures 1 and 2 show the significant difference in the agreement on influencers' credibility through interaction. The majority 43% of the millennials believe that influencers' regular interaction with consumers enhances the credibility of influencers. On the other hand, the majority, 59% of Gen Xers think against it.

Table 4. Trustworthiness of influencers using personal stories

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval	
	t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Personal Stories Trust (Millennials)	58.574	149	.000	4.047	3.91	4.18
Personal Stories Trust (Gen Xers)	21.345	149	.000	2.580	2.34	2.82

As indicated in Table 4, millennials tend to have a greater trust in personal stories compared to Gen Xers, as shown by their significantly higher agreement (mean difference of 4.047) compared to Gen Xers (mean difference of 2.580). While Millennials exhibit a markedly higher level of trust than Gen Xers, both demographics show considerable and statistically significant support for the truthfulness of personal narratives.

Figures 3 & 4. Agreement on loyalty to endorse brands



Figures 3 and 4 show significant differences in the agreement on loyalty to endorse brands. The majority 85% of the millennials endorse loyalty to brands while the majority 60% of Gen Xers think against it.

Table 5. Relationship between video Content Engagement by Millennials Gen Xers

Correlations			
		Millennials	Gen Xers
Millennials' Video Content Engagemer	Pearson Correlation	1	-.017
	Sig. (2-tailed)		.835
	N	150	150
Gen Xers Video Co Engagement	Pearson Correlation	-.017	1
	Sig. (2-tailed)	.835	
	N	150	150

The Pearson correlation coefficient is -0.017, indicating a very weak, negative relationship between Gen Xers' Video Content Engagement and Millennials' Video Content Engagement. The p-value for this correlation is 0.835, which is well above the significance threshold of 0.05. Therefore, this indicates that there is no statistically significant relationship (Table 5).

Table 6. Skepticism Toward Advertising

Correlations		Millennials	Gen Xers
Millennials' Scepticism Toward Advertising	Pearson Correlation	1	.328**
	Sig. (2-tailed)		.000
	N	150	150
Gen Xers' Scepticism Toward Advertising	Pearson Correlation	.328**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6 shows a moderate positive correlation .32 between Millennials' skepticism toward advertising and that of Gen Xers. As Millennials' skepticism rises, Gen Xers's skepticism also appears to increase.

However, the correlation is not particularly robust (around 0.5, which denotes a moderate to strong association), but it remains statistically significant.

Discussion

The data reveals notable generational disparities between Millennials and Gen Xers, especially regarding trust, engagement with influencers, and commitment to brands. Let’s analyze the findings critically.

Millennials exhibit a significantly higher average Transparency Trust score (3.36) compared to Gen Xers (2.45), with this difference being statistically significant (Tables 1 & 2). This indicates that Millennials are more inclined to trust authentic and transparent communications, likely due to their immersion in digital media and the continuous stream of information that influences their views (Freberg et al. 2011; Djafarova & Rushworth 2017). Conversely, Gen Xers may adopt a more cautious or traditional stance towards online transparency. The elevated trust in transparency among Millennials may reflect their craving for authenticity, which is increasingly recognized as a crucial aspect of establishing online relationships (De Veirman et al. 2017).

The tendency to prioritize sincerity over follower count is another domain where Millennials demonstrate a stronger preference. The mean difference of 3.533 for Millennials versus 2.353 for Gen Xers illustrates that Millennials attach greater importance to authenticity and personal relationships rather than to the size of a social media audience (Table 3). This might stem from the fact that Millennials matured during the rise of influencer marketing, leading them to be more critical regarding the significance of genuine content over shallow metrics. While Gen Xers also appreciate sincerity, they may not regard it as highly, perhaps due to their more conventional media consumption habits and lesser focus on social media during their formative years (Marwick 2015; Smith 2019). Figure 1 illustrates a significant difference in how Millennials and Gen Xers perceive the impact of interaction on influencer credibility. A notable 43% of Millennials believe that regular interaction enhances credibility, whereas a considerably larger percentage (59%) of Gen Xers disagree (Figures 1 & 2). This suggests that Millennials are more likely to resonate with influencers who maintain regular communication with their audience (Lou & Yuan 2019). Millennials may be more accustomed to engaging, user-generated content and therefore link credibility to a more personalized style. In contrast, Gen Xers may still adhere to more traditional perspectives, favoring a more professional or distant approach to influencer-brand dynamics, which might explain their skepticism toward the value of interaction.

Millennials display a stronger tendency to trust personal narratives compared to Gen Xers, as evidenced by a significant agreement difference (mean difference of 4.047 for Millennials vs. 2.580 for Gen Xers (Table 4). Having grown up in a digital space where personal experiences are frequently shared online, Millennials might be more sensitive to the emotional and personal dimensions of storytelling. On the other hand, Gen Xers may still be influenced by traditional advertising methods or information distribution that do not emphasize personal narratives as heavily. This generational divide suggests that Millennials could form a deeper emotional connection to personal stories, particularly when conveyed by influencers.

The significant variation in brand loyalty between the two generations is also instructive. While 85% of Millennials affirm brand loyalty, only 60% of Gen Xers support this concept (Figures 3 & 4). Millennials are likely to perceive brand loyalty as a reflection of their values and identity, particularly when aligned with brands that champion transparency, authenticity, and social responsibility. In contrast, Gen Xers may approach brand loyalty with a more pragmatic mindset, emphasizing functionality and price over emotional ties or long-term devotion to a brand (Lynch 2017). This difference in viewpoint could stem from the contrasting relationships both generations have with advertising and consumer behavior—Millennials, being more familiar with digital platforms, might feel more empowered to connect with brands that resonate with them, whereas Gen Xers might still view brand loyalty through a more traditional lens.

The absence of a statistically significant correlation between the video content engagement of Gen Xers and Millennials (correlation coefficient of -0.017) indicates that their video engagement behaviors are quite different. While there is a moderate positive correlation (.32) in their skepticism toward advertising, this link is not especially strong or robust, suggesting that both generations are skeptical of advertising but may experience it in varying degrees (Tables 5 & 6). The lack of a significant correlation in video content engagement implies that different elements—such as platform choice, content type, or marketing tactics—are affecting how each generation engages with video content. The results are supported by the study (Cunningham 2017).

In summary, the study's results do not support either hypothesis, yet some shared values and preferences exist between the two groups when it comes to consumer marketing preferences.

Conclusion

In general, Millennials demonstrate a greater preference for authenticity, interaction, and personal stories compared to Gen Xers, who may still prioritize more traditional, professional, or functional connections with influencers and brands. These distinctions highlight how each generation's unique interactions with technology, media, and marketing have influenced their perspectives and actions. Recognizing these generational preferences is essential for marketers aiming to customize their strategies effectively, as what appeals to one generation may not resonate with the other. To summarize, the findings of the study do not entirely uphold the initial hypotheses, as significant differences between Millennials and Gen Xers were identified in various aspects. However, both groups share some common values and preferences concerning consumer marketing. While the research underscores clear generational differences—particularly in trust, brand loyalty, and influencer credibility—it also uncovers areas of commonality, such as the appreciation for sincerity and authenticity in marketing, along with a shared skepticism toward advertising. This indicates that, although their preferences are influenced by different experiences and media environments, there are core values that marketers can use to engage both generations. These shared values serve as a valuable foundation for developing more inclusive and successful marketing strategies that resonate across generational boundaries.

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