



Exploring the role and extent of Brand Loyalty Among
Gen Z Consumers: an analysis of Red Bull's Instagram
Strategy

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Declaration

I am Akriti Saini, and I certify that the research project titled as Exploring the Role and Extent of Brand Loyalty Among Generation Z Consumers: An Analysis of Red Bull Instagram Strategy is my original work and has been done as part of the BABM programme at the University of Wales Trinity Saint David. This study aims to examine the role of Instagram-based marketing to increase brand loyalty, consumer engagement and purchasing behaviour of the Generation Z using Red Bull as an example.

The research was conducted in accordance with the academic and ethical principles. Every one of the respondents that took part in the survey was well-informed regarding the nature of the research, and the participation was voluntary. There was confidentiality and anonymity of responses during the research. Quantitative research study was used that included survey data of 30 respondents and was analysed using statistical techniques such as frequency analysis, correlation and regression.

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Abstract

This paper discusses how Instagram marketing can build brand loyalty among consumers in the Generation Z by taking Red Bull as an example. The study is dedicated to the perception of the effect of the social media activity, the content marketing, and the lifestyle-based sponsorships on the brand perception and loyalty in the competitive energy drinks market. The respondents that would be used in the survey would be the 30 active Instagram users who are aware of the Red Bull brand that Gen Z would use.

Based on the findings, the Instagram actions by Red Bull positively affect the consumer engagement and brand loyalty. The interaction on social media and the use of lifestyle content were identified as the important determinants of creating emotional attachment and repeat purchase intention among Gen Z consumers. The research, however, indicates another critical fact as well that brand loyalty among Gen Z is rather malleable and depends on alternative options present in the market. On balance, the findings indicate that Instagram is not a promotional channel only, but a significant instrument of developing brand relationships on a long-term basis. The research offers practical information to marketers that want to enhance brand loyalty in the marketing of digital-native consumers in a market that is hyper-competitive.

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1 Chapter: Introduction

1.1 Chapter Overview

The chapter presents the research findings on brand loyalty as applied to Gen Z consumers, specifically using the Red Bull case energy drink as an example, with a particular emphasis on Instagram marketing strategy. It shows the background of the energy drink industry, the importance of Gen Z as digital consumers, the research problem, the aim, objectives, rationale, scope, and structure of the dissertation.

1.2 Background of the Study

According to Statista (2025), the non-alcoholic beverage market is a large industry in the modern consumerism market and is expected to reach almost two trillion U.S. dollars in revenue by 2029 (Statista, 2025). The same source also stated that energy drinks have become a vibrant sub-category in this field, and the global energy drinks market is estimated to reach up to 206 billion U.S. dollars in 2024 and is projected to grow until 2029 (Statista, 2025a).

Asbother sutors such as Byun (2010 and Gorse et al., (2010) argued, energy drinks like Red Bull have taken advantage of increasing consumer demand, especially among the younger populations, with the aid of innovative marketing strategies and brand positioning strategies. Red Bull, which was established in 1987 in Austria, has developed over time to be a lifestyle and media-focused brand as a prime example of innovations in the field of experiential marketing, sponsorship, and content-based brand interaction (Byun, 2010; Gorse et al., 2010).

The global branding of the company supports the values of adventure, sports, and extreme experiences, a feature that fits the values of Generation Z to be excited, express themselves, and are digital (Song, 2024). Generation Z, the people born around 1997 and 2012, constitute a digitally native generation, which consumes the brands via the social media platforms, including Instagram, Tik Tok, and YouTube (Francis & Hoefel, 2018). In comparison to Millennials, Gen Z reveals a less loyal attitude towards brands and retailers, which indicates a more fluid and selective approach to consumer culture (Statista, 2024). It is essential to understand the extent to which Red Bull will develop loyalty among this group in an energy drink market that is very competitive, given that digital interactions are the primary determinants of relationships with the brand in the long term (King, 2025).

1.3 Problem Statement

In the previous research by E.Kunz et al.,(2016) argued that although Red Bull has been successful in the international market, the brand has problems in developing long-term loyalty among Generation Z consumers (E.Kunz et al., 2016). Further studies Statista (2024) show that in 2022-2024 surveys of the share of consumers who thought they were loyal to some retailers/brands, Gen Z expressed lower loyalty than Millennials (Statista, 2024). This trend has given an indication of a possible vulnerability of any brand that has a keen interest in youth-oriented marketing. The growth of digital media has revolutionised the way of engaging with the brand, through social media content, influencer endorsements, and experience campaigns. Social media content, influencers, and experience campaigns are becoming vital in building brand loyalty (Nkegbe & Abor, 2023). The Instagram account of Red Bull (30.3 million followers and 10,997 posts) shows a high degree of engagement but needs analysis in determining the role content strategies can play in such behavioural and attitudinal loyalty in Gen Z (Instagram.com, 2025; King, 2025). Besides that, the fact that the energy drink market is rapidly growing, and global revenues exceeded 208 billion U.S. dollars in 2024 (Statista, 2025a), also highlights that brands should distinguish themselves and develop long-lasting emotional resonance. Thus, the research fills the knowledge gap related to the impact of digital marketing on the loyalty of Gen Z towards Red Bull.

1.4 Aim of the Study

To explore how Red Bull's branding and marketing strategies influence brand loyalty among Generation Z consumers.

1.5 Research Objectives

- To examine the key marketing strategies Red Bull uses to engage Gen Z consumers.
- To evaluate the role of social media, content marketing, and sponsorships in building brand loyalty for Red Bull among Gen Z.
- To assess the attitudes and perceptions of Gen Z consumers toward Red Bull and how these impact their brand loyalty.

1.6 Research Questions

- What strategies does Red Bull use to attract and retain Gen Z consumers?

Answers will come from asking Gen Z interviewees what Red Bull strategies they notice and find appealing.

- How do Red Bull's social media and content marketing efforts affect brand loyalty among Gen Z?

Answers will come from interviewing Gen Z about how Red Bull's social media content influences their engagement and loyalty.

- What factors influence Gen Z consumers' loyalty towards the Red Bull brand?

1.7 Research Rationale

The global nature of the business, culturally immersive branding and innovative digital marketing ecosystem make Red Bull a strong case study (Byun, 2010; Brown, 2013). The emphasis on lifestyle and experience marketing aspects of the brand is an excellent opportunity to learn more about how companies can remain engaged with the digital-native generations (Francis & Hoefel, 2018; Hazari & Sethna, 2023). The study of Red Bull marketing strategies will have an academic impact on the sphere of brand management, consumer behaviour, and digital marketing and would provide practical recommendations to all marketers aiming to increase the engagement and loyalty rate among younger customers. Although existing knowledge on brand loyalty and influencer marketing is quite substantial, the empirical study of the Red Bull social media policies and their impact on the loyalty of the Gen Z generation is scanty. This paper fills this gap by integrating brand-centric digital marketing and consumer behaviour.

1.8 Significance of the Study

Theoretically, the study would add to the body of literature on branding and consumer behaviour since it would explain the processes by which the digital marketing strategy can generate loyalty among Generation Z. In practical terms, the study would be of value to marketers who want to increase the interaction and retention of younger consumers. Moreover, the study highlights ethical and responsible marketing in the energy beverage industry, which is of benefit to policy and corporate decision-making.

1.9 Outline of the Dissertation

Chapter 1 provides the background of the study, rationale, objectives and research questions. Chapter 2 provides the literature review on brand loyalty, Generation Z, and the marketing strategies of Red Bull. The research methodology is given in Chapter 3. Chapter 4 presents the findings, while Chapter 5 offers the analysis and discussion of those findings. Chapter 6 provides the conclusion along with theoretical, practical, and policy recommendations.

1.10 Chapter Summary

In Chapter 1, the author creates the necessity of analysing the Instagram strategies of Red Bull and its application in developing brand loyalty with Generation Z. It determines research gaps in existing literature, research objectives and aims, and determines where the analysis should be. This basis preconditions the preparation of the dissertation in terms of the detailed literature review in Chapter 2.

2 Chapter 2: Literature Review

2.1 Chapter Overview

In this literature review, the researcher examines how the marketing strategies of Red Bull impact the brand loyalty of the consumers of the Generation Z (Gen Z) generation.

2.2 The Red Bull Social Media Overview.

Red Bull has been relying on digital and social media to build brand loyalty among young consumers. One of the channels is Instagram, where posts are 10,997, and the accounts are followed by 30,3 million and 2,100 people (Instagram.com, 2025). Over the period of March 2024 to March 2025, Red Bull has acquired six million followers (+30% YoY), reached an audience of approximately 2.1 billion, an engagement rate of about 7.95% and average likes and comments on each post of 4,692 and 40, respectively (King, 2025). In addition to Instagram, AI-personalized content on the active Red Bull profiles on Tik Tok, YouTube, and interactive platforms serves and provides immersive behavioral and emotional loyalty to Gen Z by engaging them all through entertainment, aspiration, and identity, which guarantees the brand remains relevant and advocated in a highly connected online space (Song, 2024; Hazari & Sethna, 2023).

2.3 Conceptualizing Brand Loyalty

Brand loyalty is both behavioural and attitudinal, which means that it contains repeat purchase behaviour and emotional attachment to a brand, as presented in Figure 1 (Suhartanto, 2011; Rasyidah, 2024). The behavioural loyalty is evident in the form of regular purchases, whereas the attitudinal loyalty originates from satisfaction and confidence (Bandyopadhyay & Martell, 2007). Red Bull does this through incorporating immersive storytelling, sponsorship of extreme sports, and custom-crafted digital content (Gorse et al., 2010). The loyalty depends on the brand equity and trust because the perceived value and the connection in the long term are driven by the perceived value and emotional commitment (Elrizal & Astuti, 2024; Latif et al., 2014). Though the levels of loyalty among Gen Z are lower (Statista, 2024), the experiential and community-based marketing of Red Bull reinforces the relationships with consumers.

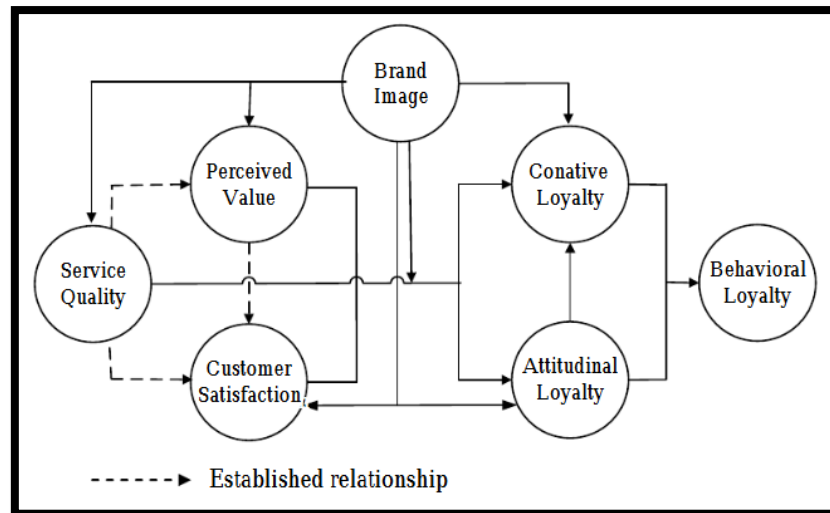


Figure 1. Brand Loyalty Model

Source: (Suhartanto, 2011)

2.4 Generational Loyalty Trends

Brand loyalty changes with different generations. Gen Z has lower levels of loyalty than Millennials, who have been recorded to have a higher level of attachment to brands or retailers (Statista, 2024). However, Gen Z balances the lack of loyalty with increased digitisation, which is indicative of a change in the traditional loyalty measurements to the online interaction patterns. The subcategory of non-alcoholic drinks, which includes energy drinks, has shown incredible growth, especially among the younger generation (Ayuni, 2019). The revenues of the global energy drinks were about USD 206 billion in 2024 and are projected to increase continuously to more than USD 248 billion in 2029 (Statista, 2025; Statista, 2025a). Red Bull serves as the example of the market leader by reaching 92% brand recognition among the consumers of energy drinks in the U.S. and 88% recognition among the Gen Z, although their intrinsic loyalty is lower (Statista, 2025b) (see Figure 2). Thus, the Red Bull consumers put more emphasis on success, aspiration and adventure, which proves that emotional congruence with the lifestyle values is a crucial factor to maintain loyalty across the generations.

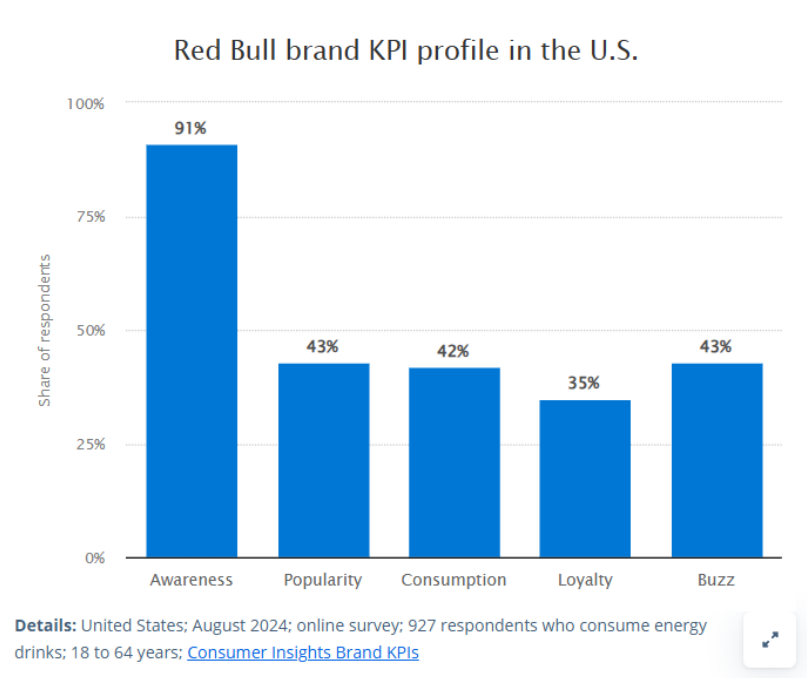


Figure 2. Red Bull brand profile.

Source: (Statista, 2025b)

2.5 Digital Consumers Generation Z

As digital natives, Generation Z is a generation of people born in the mid-1990s through the early 2010s that relies on smartphones, social media, and interactive platforms as the primary sources of information, social connection, and entertainment (Francis & Hoefel, 2018; Yahya & Mammadzada, 2024).

2.5.1 Motivations for Loyalty

Innovation, social belonging, entertainment, and alignment with personal values are some of the motives under Gen Z loyalty (Nieżurawska-Zajac et al., 2023). Red Bull leverages on these drivers by providing content on extreme sports, adventure and life experiences (Byun, 2010; Gorse et al., 2010). Red Bull satisfies the expectations of Gen Z to have aspirational but real-life experiences by marketing itself as something that facilitates unique experiences as opposed to an energy drink.

2.5.2 Consumer Behaviour Patterns.

Bhinde et al. (2023) and Song (2024) mentioned that behavioural patterns of consumers indicate that they prefer the short and heavily visual content on Instagram, TikTok, and

YouTube Influencer marketing is another concept to which Gen Z reacts, influencing the impressions of the quality, reliability, and appeal of brands (De Veirman et al., 2017; Hazari & Sethna, 2023). It is not only the consumption, Gen Z often engages in content creation and challenges, or brand-related discussions, which helps establish loyalty, supported by the interactive media.

2.5.3 Energy Drinks Implication.

Putra et al. (2025) and Flanders et al. (2025) highlighted that in the case of the energy drinks, Red Bull changes its positioning to be a lifestyle enhancer. Through the use of storytelling, user-generated content, and sponsorship of events, the brand builds emotional connection, which gives the feeling of community and identity. Algorithms that analyse data through AI make the content visible, timely, and relevant to the preferences of specific people, which increases the perceived value of interaction (Sarikaya, 2025). Taken together, these online measures reveal the ability of Red Bull to transform the short-lived online engagement into long-term commitment by Gen Z.

2.6 Branding and Lifestyle Marketing Strategies of Red Bull.

Red Bull has grown from being more of a traditional energy drink brand to a widely known media and lifestyle brand globally (Brown, 2013). Its brand identity focuses on adventure, power, and success, and supports it with extreme sports sponsorship, events, and media creation through Red Bull Media House (Kunz et al., 2016). This approach centres on lifestyle marketing, which connects the brand with aspirational experiences that are beyond product consumption. The idea of entrepreneurship in the form of sponsorship allows Red Bull to organise proprietary events like the Red Bull Air Race and cliff diving competitions that encourage community involvement and brand relevancy (Gorse et al., 2010).

2.7 Social Media and Influencer Marketing in Shaping Gen Z Loyalty

2.7.1 Social Media Dynamics

The social media practice of Red Bull focuses on immersive and real-time content on social media platforms, such as Instagram and TikTok. The brand has published approximately 25,173 pieces of content between March 2024 and March 2025, with an average of 33,485 views per content (King, 2025). AI implementation and customised algorithms guarantee relevance of content, intelligent to the interests of users and their behaviours in order to ensure full engagement (Sarikaya, 2025). Red Bull will be providing the many Gen Zs with the

entertainment, social bonding, and self-identifying that the rich media requires (Ruggiero, 2000).

2.7.2 Influencer and Brand Ambassador Strategies.

Influencer collaboration affects the intentions to buy and the trust of Gen Z. According to Pinto & Paramita (2021) and Casaló et al. (2020), authenticity and loyalty increase when influenced by influencers. The marketing process of lifestyle supports that of influencers, as influencers provide social testimony, whereas lifestyle branding instils aspiration (Hazari & Sethna, 2023). The athlete partnerships help Red Bull in strengthening credibility and brand alignment.

2.7.3 Marketing Content Effectiveness.

Gen Z loyalty is encouraged by content marketing due to the personalised narratives and the use of multimedia (Putra et al., 2025). Red Bull incorporates entertainment, aspiration, and authenticity through events, sports, and lifestyle content (Song, 2024). Positive resonance is improved by ethical celebrity endorsements (Zhou et al., 2020), making digital interaction transform into long-term emotional appeal and brand advocacy.

2.8 Generational Z Perception and Loyalty Drivers to the Energy Drink Industry.

2.8.1 Brand Image and Trust

The brand image of Red Bull is associated with the values of Gen Z because it is adventurous and success-oriented, which helps build trust and satisfaction (Rasyidah, 2024). The consumers do not just regard the brand as a functional drink but also appreciate the lifestyle and identity it reflects (Statista, 2025b).

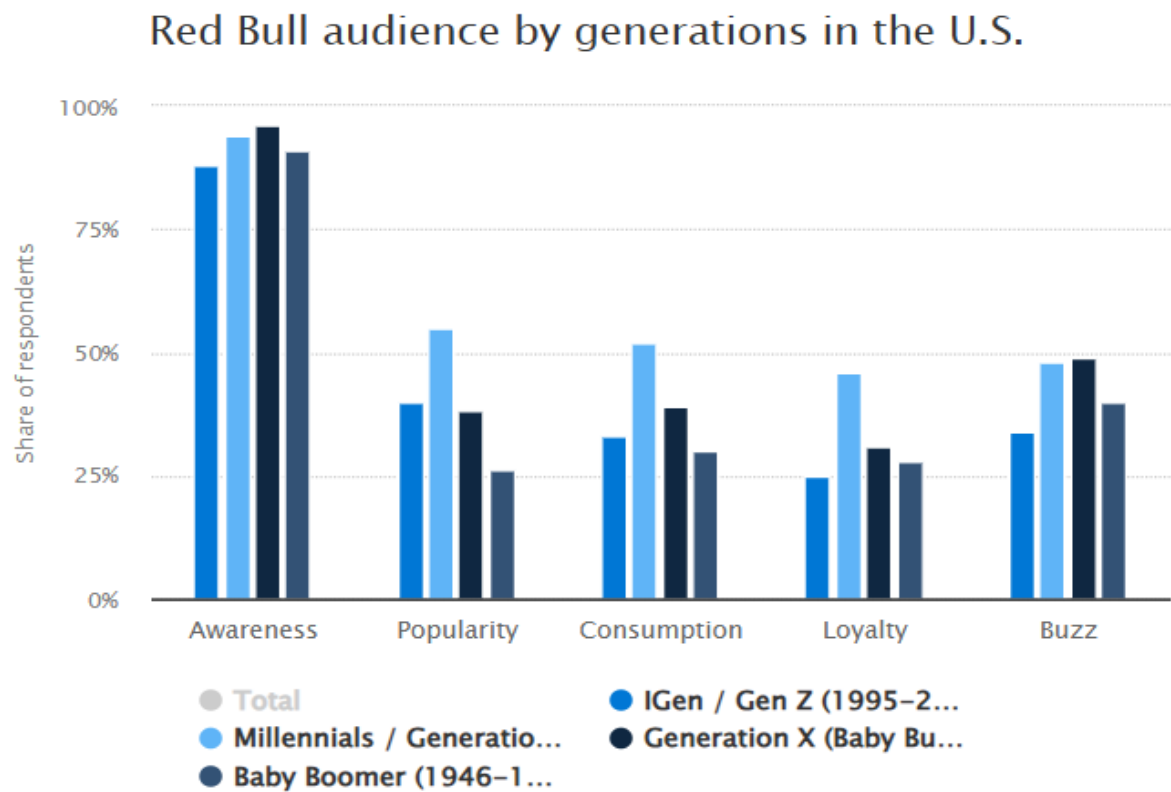
2.8.2 Purchase Intention as Mediator

Purchase intention is a key mediator of brand perception and long-term loyalty. Research indicates that Gen Z customers tend to be more loyal to the brand if their first impressions are reinforced by relatable information, aspirational communications, and social approval (Pinto & Paramita, 2021).

2.8.3 Engagement Behaviour

Multimedia and interactive content promote such engagement behaviours as likes, comments and shares, which strengthen loyalty. The content strategy is effective in converting engagement into long-term brand relations of Red Bull (Song, 2024). Although Statista (2025b) states that the level of brand awareness among Gen Z is high (88%) for Red Bull, it is relatively

low compared to other generations. However, the digital and lifestyle approaches adopted by Red Bull balance generational differences in terms of loyalty by capitalising on content to retain behavioural and emotional devotion (see the Figure 3 and 4)



Details: United States; August 2024; online survey; 927 respondents who consume energy drinks; 18 to 64 years; [Consumer Insights Brand KPIs](#)

Figure 3. All-gen Red Bull

Source: (Statista, 2025b)

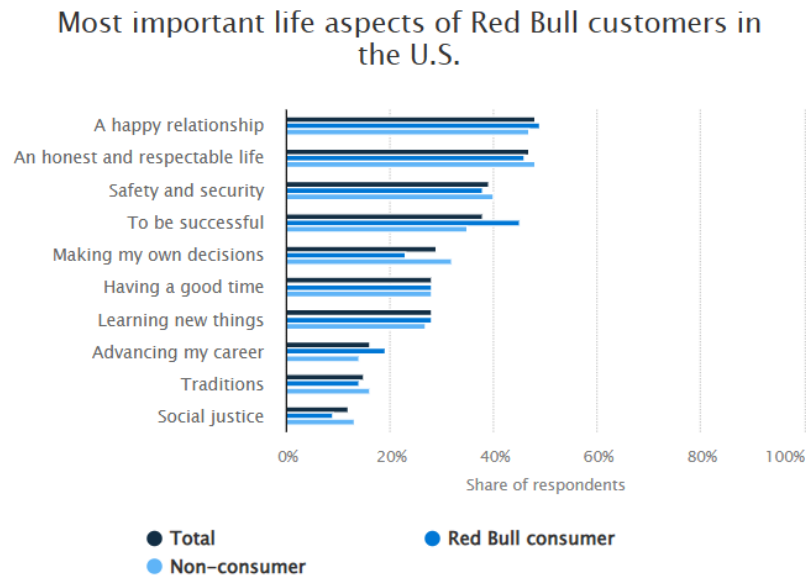


Figure 4. Red Bull consumers compared to non-drinkers of the Austrian energy drink

Source (Statista, 2025b)

2.9 Theoretical Framework

2.9.1 Aaker's Brand Equity Model

The Brand Equity Model developed by Aaker places loyalty as one of the essential dimensions of brand equity, along with awareness, perceived quality, and brand associations (Aaker, 2009). The Instagram approach adopted by Red Bull supports the perceived quality with the content of elite athletes, the associations with energy and adventure and fosters loyalty by exposure to appealing stories repeatedly.

2.9.2 Keller's Brand Resonance Model

The model of Brand Resonance by Keller postulates that the highest brand relationships are emotional and psychological relationships (resonance) (Latif et al., 2014). Red Bull uses Instagram to develop community-based engagement that allows the brand to be identified, advocated, and create brand experiences. The combination of storytelling, event marketing and user-generated content should reinforce the next step in the hierarchy of brand salience to active engagement by Keller that can prove the ability to foster a deeper loyalty than recognition in Gen Z, key to its sustained interaction.

2.9.3 Theory of Planned Behaviour

The Theory of Planned Behaviour by Ajzen (1991) gives some insight into how loyalty is formed by interconnecting attitudes, subjective norms, and perceived behavioural control with actual behaviour. A study conducted by Kahawandala & Peter (2020) using the Theory of Planned Behaviour (TPB) suggested a conceptual model that incorporates other constructs that apply to Gen Z in making their purchasing decisions (See Figure 5). The content of Red Bull and the endorsement of influencers can positively influence the attitudes and social norms of Gen Z, boosting the purchase intention and repeat consumption.

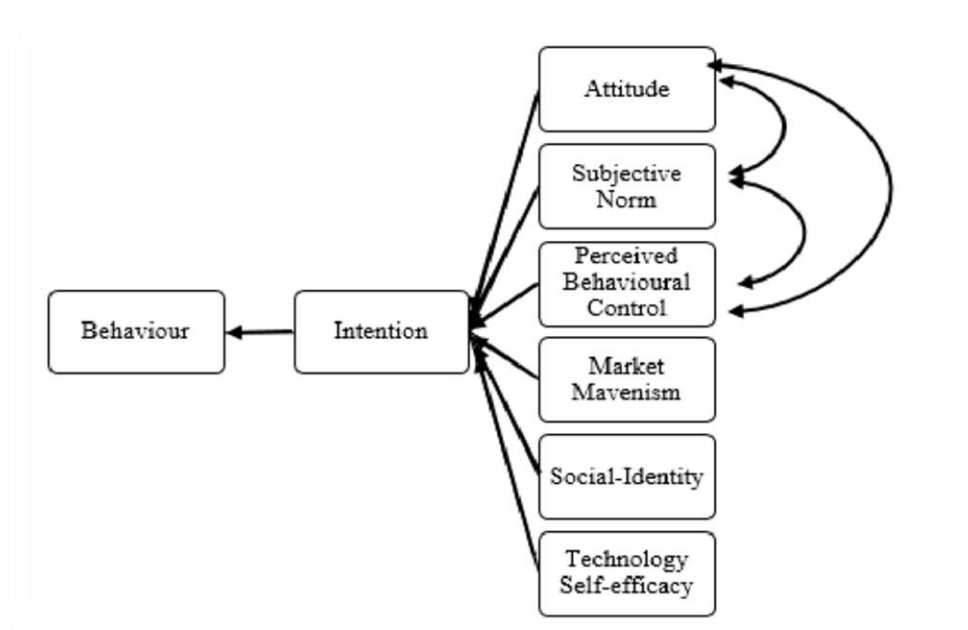


Figure 5. Consumer Behaviour of Gen Z

Source: (Kahawandala & Peter, 2020)

2.9.4 The Uses and Gratifications Theory.

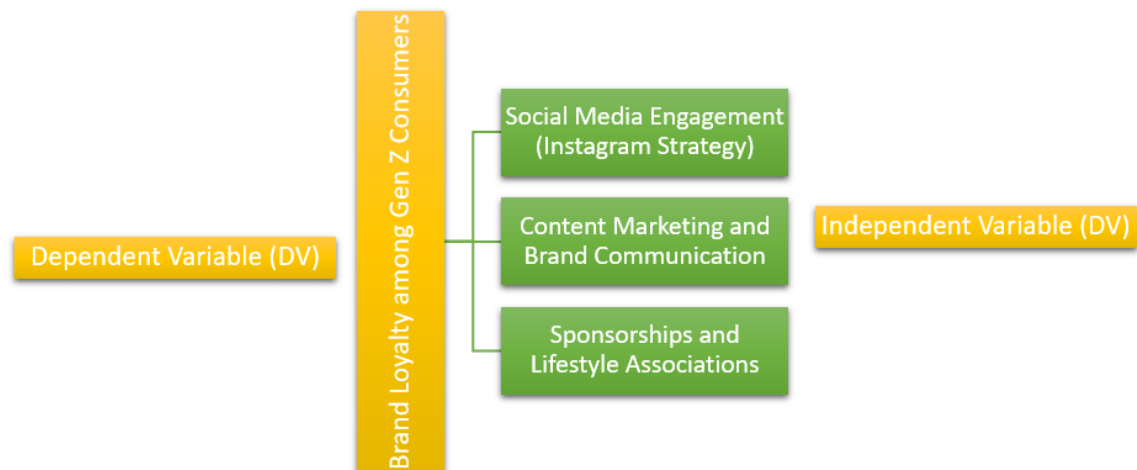
Uses and Gratification Theory is a theory of active media participation. The needs that Gen Z would turn to include entertainment, identity, and socialisation (Ruggiero, 2000). The high-energy posts with the visuals of Red Bull are capable of fulfilling these requirements and increasing the levels of interaction, loyalty, and community formation on social media.

2.10 Research Gaps

Although extensive research exists on social media and brand loyalty, my review of the literature indicates a lack of empirical evidence specifically examining Red Bull's impact on

Gen Z. The majority of research works concentrate on general influencer marketing or energy drink markets without considering digital marketing, lifestyle brands, and emotional appeal as a single package (Putra et al., 2025; Pinto & Paramita, 2021). The digital marketing, influencer strategies, and emotional branding have a gap in integration.

2.11 Conceptual framework



2.12 Chapter Summary

The chapter analysed the branding, social media, and influencer approach of Red Bull and put it in the framework of Gen Z behavioural trends and theories.

3 Chapter Three: Methodology

3.1 Chapter Overview

This chapter 0analyse how Instagram marketing strategy as adopted by Red Bull has influenced brand loyalty among the consumers in the Generation Z. It supports the principle of research, methodology, design, sample size, data gathering process, and methodologies of analysis employed in the study. Validity, reliability, and ethical rigor have been observed by ensuring the methodology is consistent with the research aim, objectives, and questions.

3.2 Research Philosophy: Positivism

Research philosophy outlines the way of creating knowledge in research (Saunders et al., 2009). The given study follows a positivist philosophy, according to which it is assumed that there is an objective reality, which is measurable by using quantitative data. Positivism is suitable because it allows testing the relationship between the marketing strategies adopted by Red Bull and Gen Z brand loyalty of Red Bull as a statistical hypothesis (Ali, 2024).

3.3 Research Approach: Deductive.

A research approach defines the correspondence between theory and data (Kumar & Ujire, 2024). This paper takes the deductive approach in which the variables (measurable) are developed based on the already existing theories of brand loyalty and digital marketing. The method is appropriate to statistically test the association between Instagram strategies and the Red Bull brand loyalty among the Gen Z consumers.

3.4 Research Design: Survey

Research design is the general approach which encompasses the combination of various elements of a study in a way that makes sense (Saunders et al., 2009). The research designs are the exploratory, descriptive, explanatory, and the case study designs. A descriptive research design used in this study is a survey. The survey design is suitable because it can be used to collect standardised data on a specified population to study attitudes, perceptions, and behavioural inclinations. The descriptive design facilitates the research to measure the reactions of the Gen Z consumers to the strategies of Red Bull on Instagram and determine their effects on brand commitment.

3.5 Eligibility Criteria of Primary Data Collection.

Eligibility criteria will make sure that data gathered is relevant and reliable. The inclusion and exclusion criteria were also used so that the respondents were what the research concerned.

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Gen Z consumers (born 1997–2012)	Non–Gen Z respondents
Active Instagram users	Non-social media users
Familiar with Red Bull	No awareness of Red Bull
Voluntary consent provided	Incomplete questionnaires

These were the criteria that helped to keep only relevant people in the dataset and enhance the data quality and research validity (Taherdoost, 2016).

3.6 Primary Data Collection

The structured questionnaire that was created via Google Forms was used to collect primary data. The questionnaire was administered through the social media and email. The answers were downloaded in Microsoft Excel where they were coded and then analysed using SPSS.

The questionnaire was divided into two major parts:

1. Demographic (age, gender, use of social media)
2. Variable Statements of social media utilization, content marketing, sponsorships and brand loyalty.

The closed ended questions were applied with a Likert scale of five points between strongly disagree and strongly agree. Likert scales are suitable in the measurement of attitudes and perceptions in a consistent way and can be easily quantified and compared statistically (Saris & Gallhofer, 2014; Nardi, 2018).

3.6.1 Data Collection Platform

Google Forms was chosen because it is an accessible tool at low cost, is easily distributed and automatically organises the responses. The platform has the capability of anonymity and safe data processing, which is ethical. Direct information on Gen Z perceptions was obtained with the help of primary data that was gathered in this platform, enhancing the empirical support of the research.

3.6.2 Sampling Technique: Random Sampling

Simple random sampling was used in the study because every participant of the target population had a chance of being selected (West, 2016). Random sampling lessens biases of the researcher and maximises generalisability. About 50 responses were first of all gathered.

Following the data cleaning that eliminated incomplete and half-filled questionnaires; 30 valid responses were left to be analyzed. This helped to make sure that the responses analysed were

3.6.3 Sampling Strategy

To obtain unbiased primary data, random sampling was necessary. The approach guaranteed variety in the sample of Gen Z and increased the validity of the results. This was very essential to hold methodological rigor.

3.6.4 Sample Size

Though 50 responses made, 30 were kept as some were completed or inconsistently. This procedure enhanced the accuracy and reliability of the data, as it is one of the best research practices (Taherdoost, 2016).

3.7 Data Analysis

The analysis of data was performed with the help of SPSS and Microsoft Excel. Coding was done by using Excel where the Likert-scale responses were given numerical values. The coded data was then imported to SPSS and analysed. Demographic data and pattern of responses were summarised through descriptive statistics (frequencies, percentages, means). Correlation and regression analysis that are part of inferential statistics were used to analyse the association between Instagram strategies and brand loyalty. SPSS is an effective program used in managing and analysing quantitative data with high level of reliability (Sweet and Grace-Martin, 1999).

3.8 Ethical Considerations

The informed consent and ethical approval were secured prior to data collection. The response was voluntary and the respondent was given the freedom of dropping out. Strict anonymity and confidentiality were ensured and no personal identifiers were gathered.

According to the university guidelines, the data was stored safely in a password-protected USB device. Research ethics focus on the ethical behavior that will protect the participants, protect the integrity of the data, and uphold the academic integrity (Saunders et al., 2009).

3.9 Reliability, Validity, and Trustworthiness.

The standardised questions and Likert scales were used to ensure reliability. The validity was also improved based on grounding questionnaire items on existing literature. Pilot testing was used to determine the ambiguities and enhance consistency (Da Costa & Schneider, 2016).

3.10 Limitations

The small sample size and self-reported data are the weaknesses of the study. Generalisability may also be constrained by time and limited availability of respondents.

3.11 Chapter Summary

This chapter described the research methodology, which supported the philosophical position, method, design, sampling, data collection and methods of analysis. The methodology used is in line with the objectives of the research and offers a strong basis in the analysis of findings, which are confined in Chapter 4.

4 Chapter Four: Finding and Data Analysis

4.1 Chapter Overview

This chapter introduces the demographic description of participants and the discussion of marketing strategies designed by Red Bull, such as social media interactions, content marketing, and sponsorships, in developing brand loyalty among Generation Z consumers. The effectiveness of Red Bull Instagram presence and lifestyle branding is assessed with the help of descriptive, correlational and regression analysis.

4.2 Demographic data

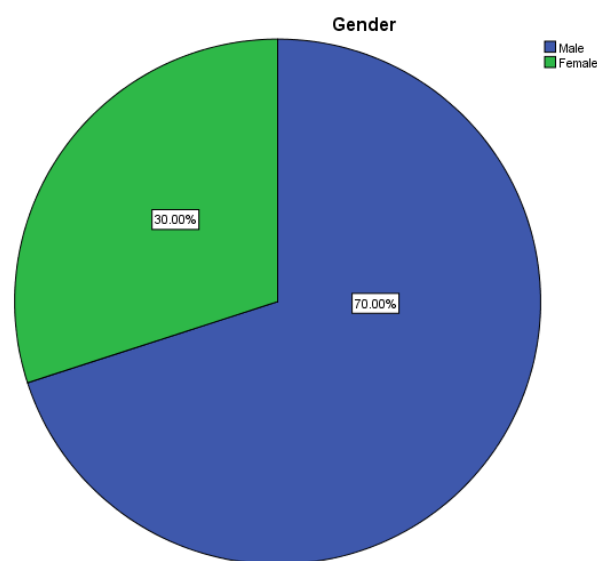


Figure 6. Gender

The majority of respondents are male (70%), with females representing 30%. This indicates a male-dominated sample, which may reflect the target audience of Red Bull's marketing strategies or the composition of participants in this study

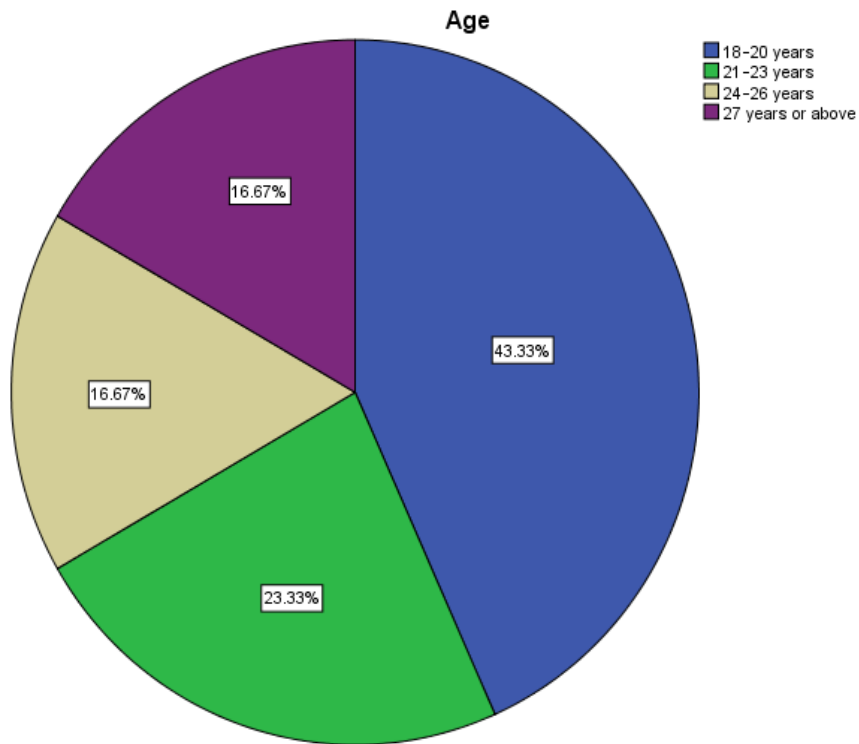


Figure 7. Age

Most participants are aged 18–20 years (43.3%), followed by 21–23 years (23.3%), with smaller proportions aged 24–26 years and 27+ years (16.7% each). The sample primarily represents younger Generation Z consumers.

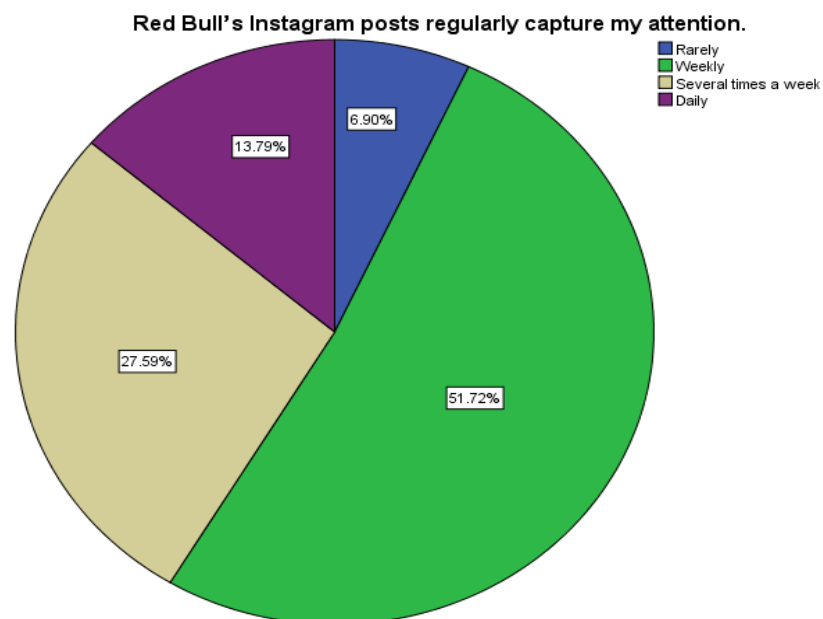


Figure 8. Red Bull's Instagram Posts Regularly Capture My Attention

Half of the respondents (51.7%) engage weekly with Red Bull's posts, while 27.6% engage

several times a week, 13.8% daily, and 6.9% rarely. This shows a generally high level of attention toward Red Bull's Instagram content

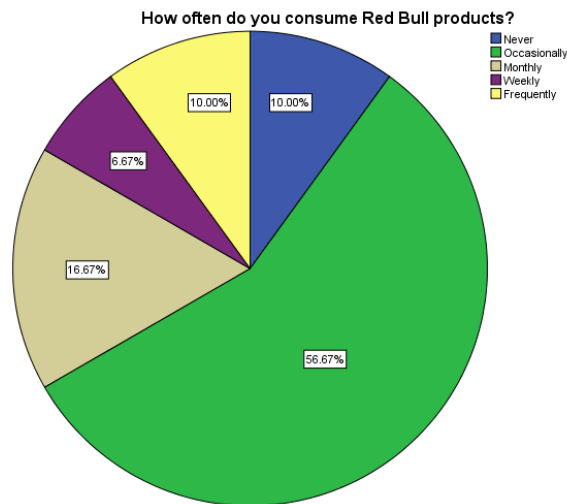


Figure 9. How often do you consume Red Bull products

Most respondents consume Red Bull occasionally (56.7%), followed by monthly (16.7%), frequently (10%), weekly (6.7%), and never (10%). Consumption patterns indicate moderate engagement with the brand.

4.3 Frequency Data

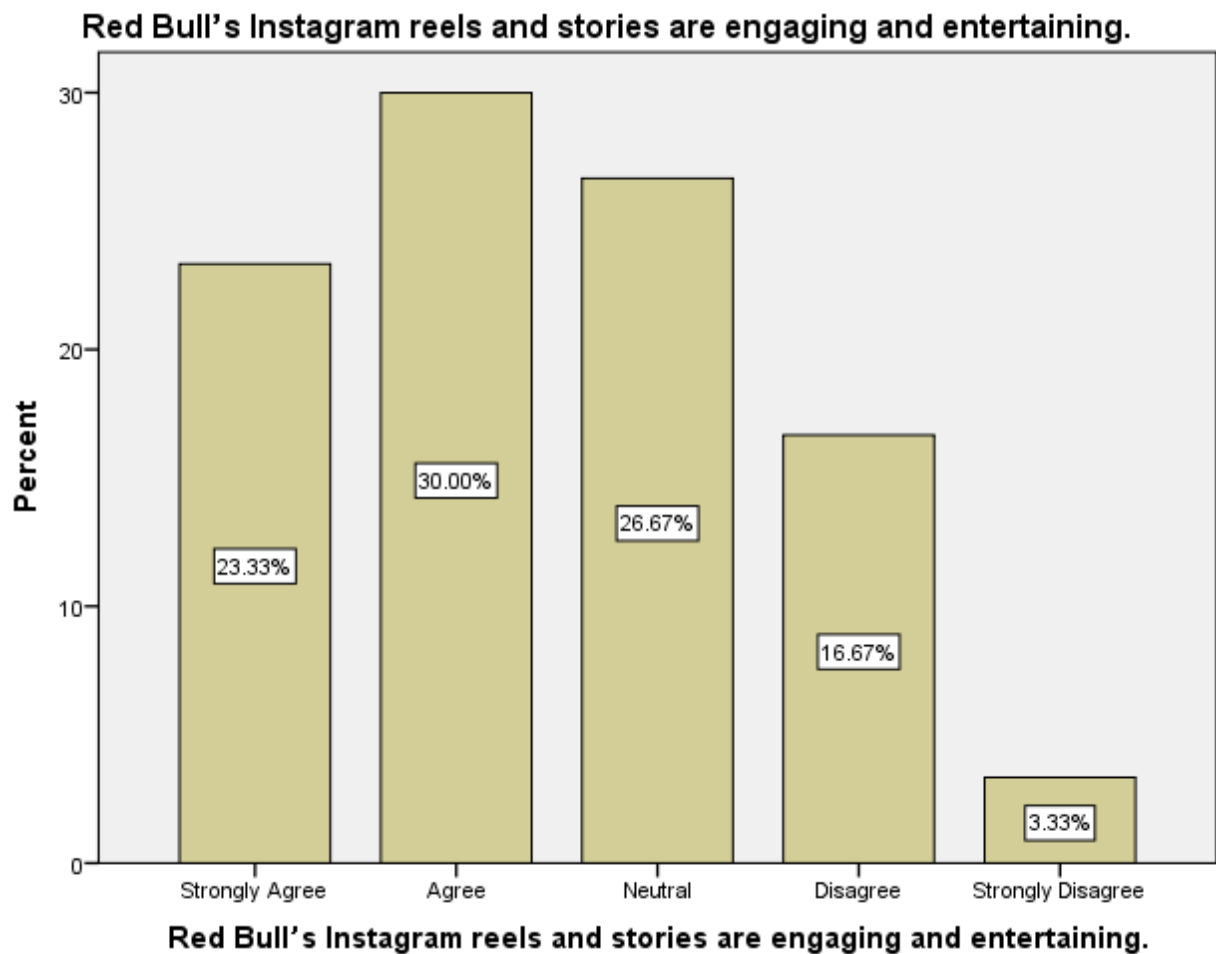


Figure 10. Red Bull's Instagram reels and stories are engaging and entertaining

Responses are mixed, with 53.3% agreeing or strongly agreeing, 26.7% neutral, and 20% disagreeing or strongly disagreeing, showing that content is moderately engaging for participants.

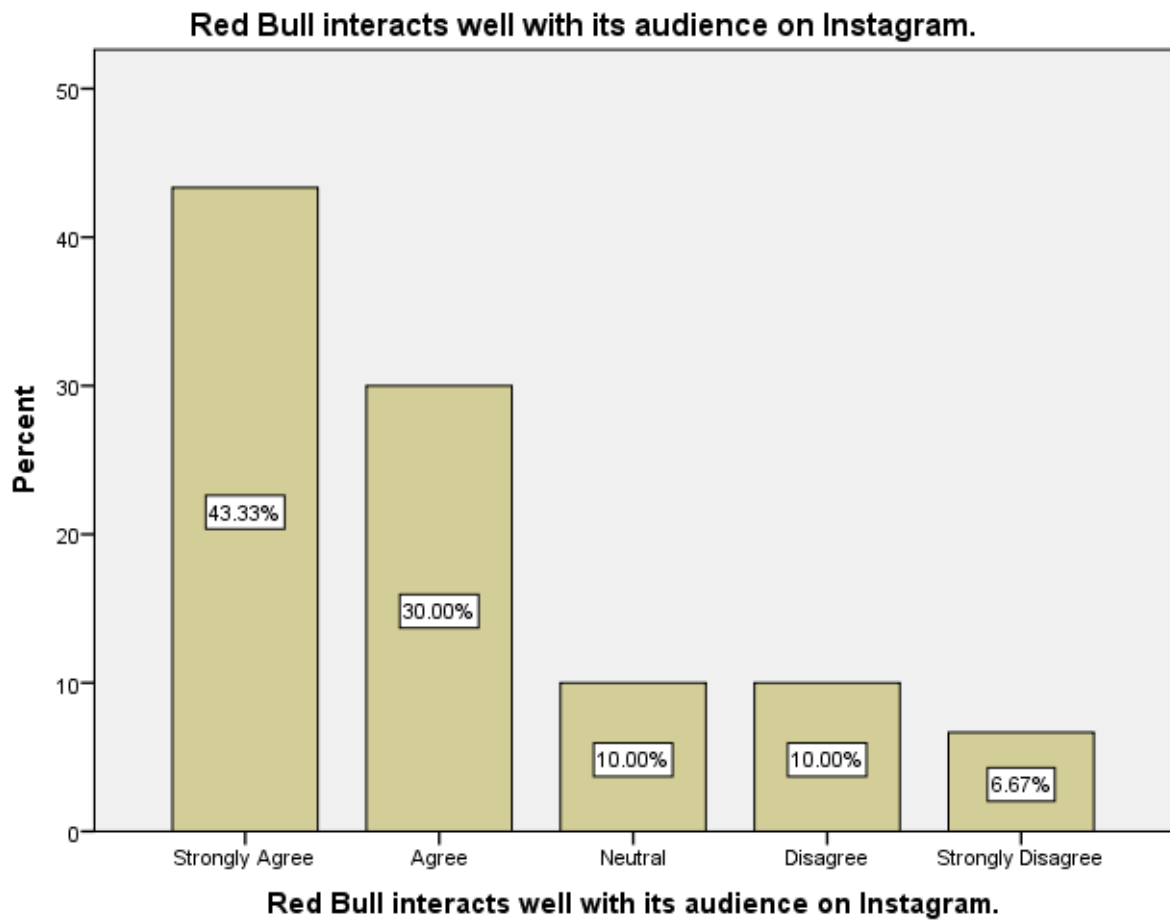


Figure 11. Red Bull interacts well with its audience on Instagram

Majority of respondents (73.3%) agree or strongly agree that Red Bull engages effectively on Instagram, indicating strong social media interaction.

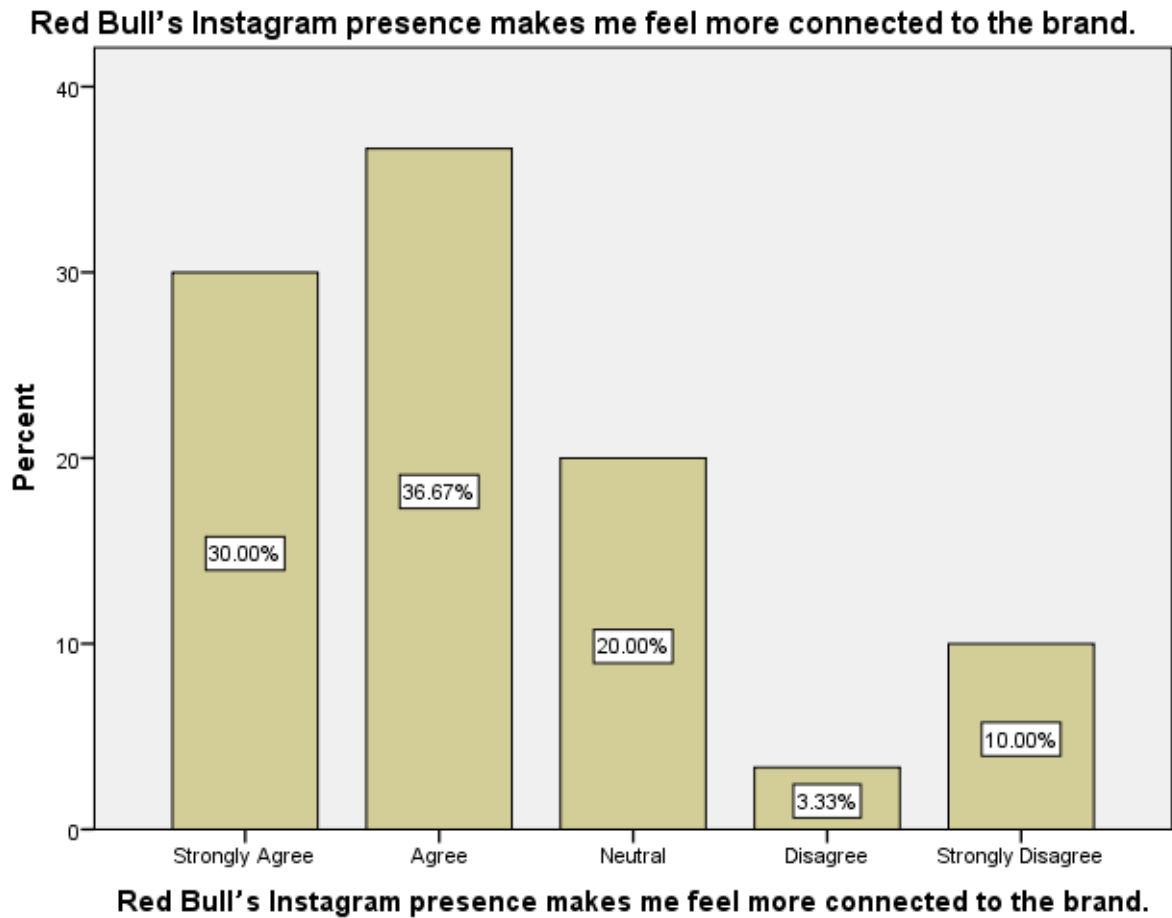


Figure 12. Red Bull's Instagram presence makes me feel connected to the brand

66.7% of participants agree or strongly agree that Instagram content fosters brand connection, while 13.3% disagree, showing overall positive engagement.

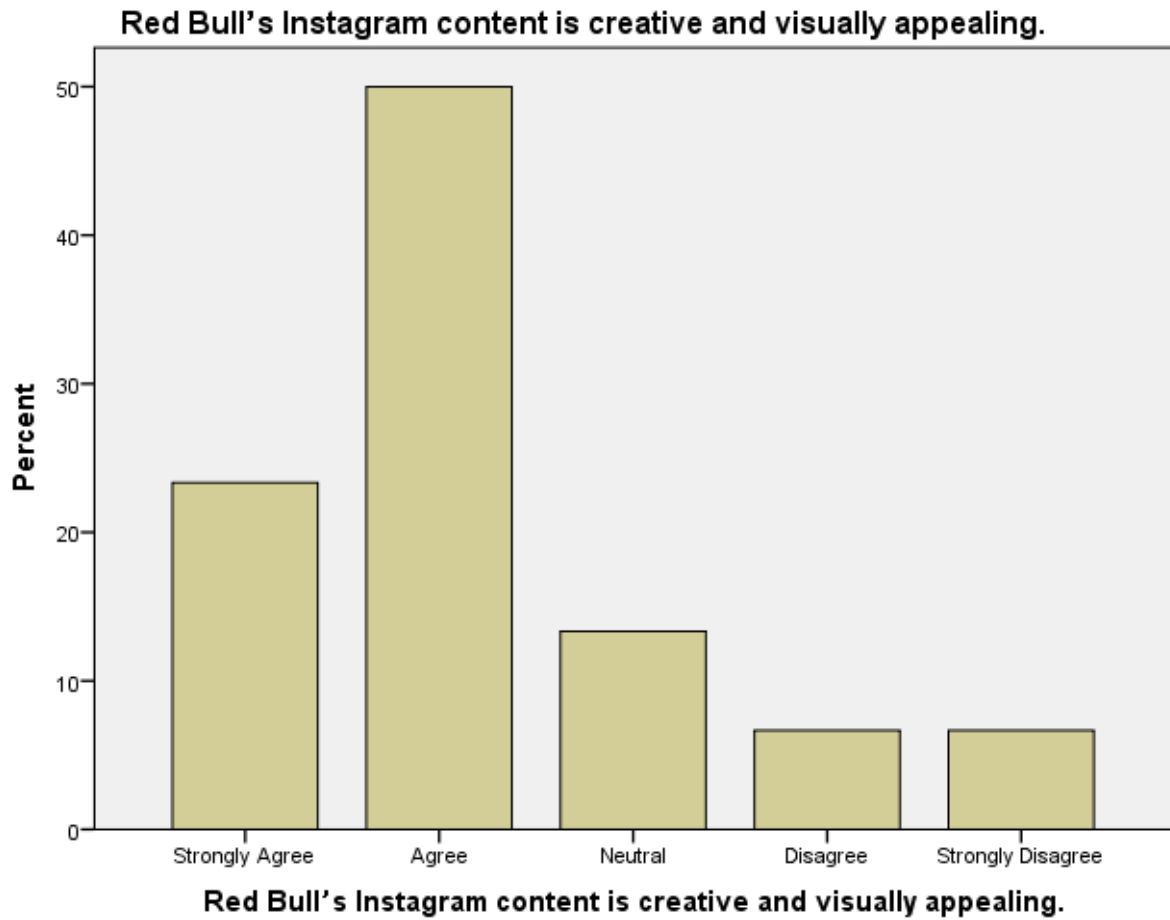


Figure 13. Red Bull's Instagram content is creative and visually appealing

73.3% of respondents perceive content as creative and visually appealing, demonstrating the brand's effective visual marketing strategies.

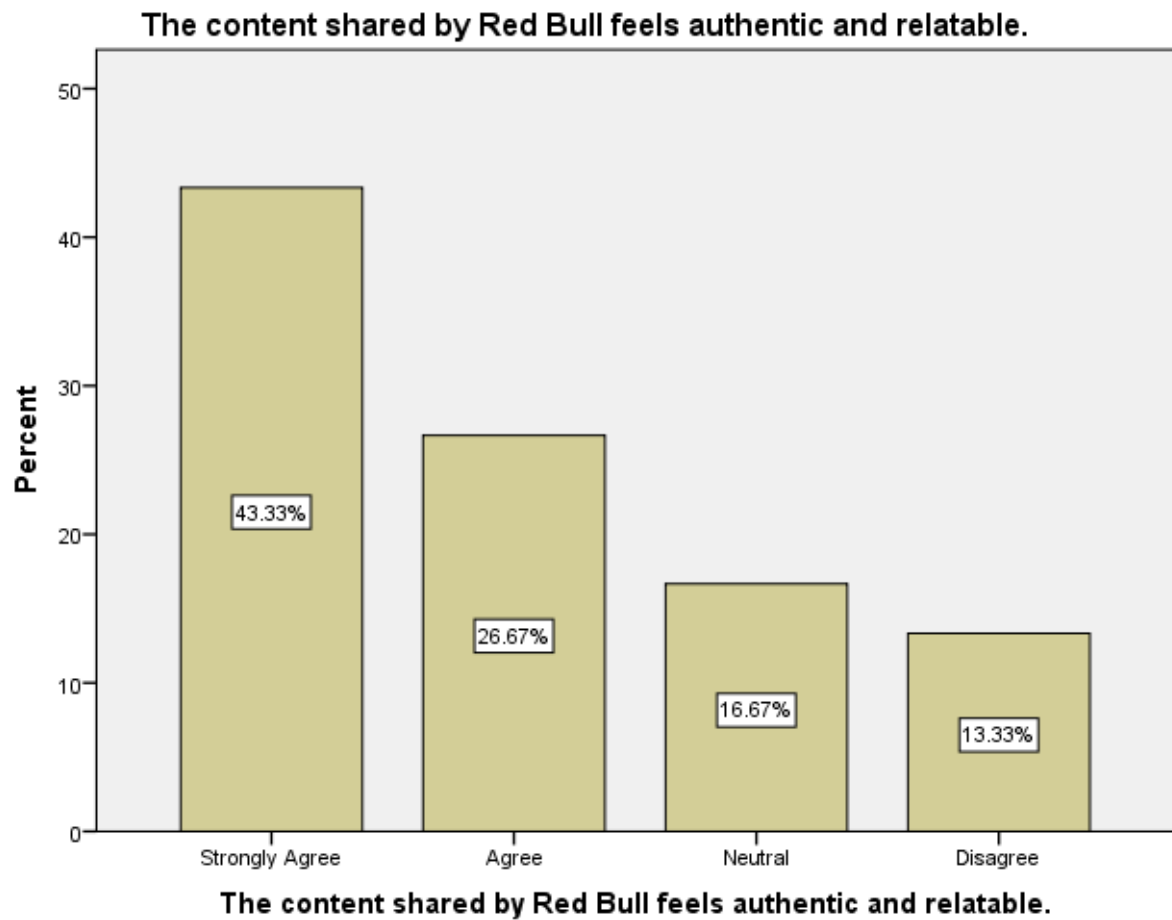


Figure 14. The content shared by Red Bull feels Authentic and Relatable.

70% of participants agree or strongly agree, suggesting that Red Bull's content resonates and builds trust with its audience.

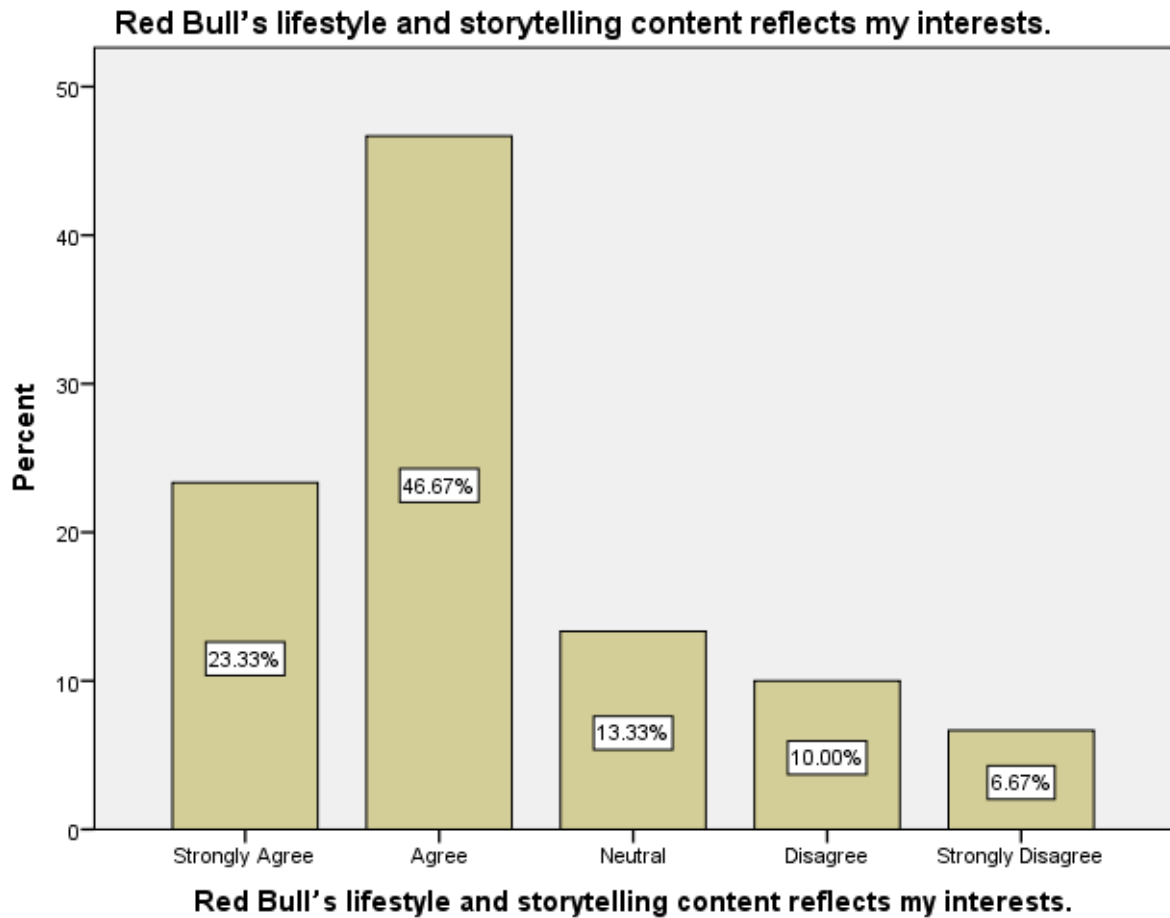


Figure 15. Red Bull's lifestyle and storytelling content reflects my interests.

70% of respondents find lifestyle content reflective of their interests, supporting the brand's alignment with Gen Z values.

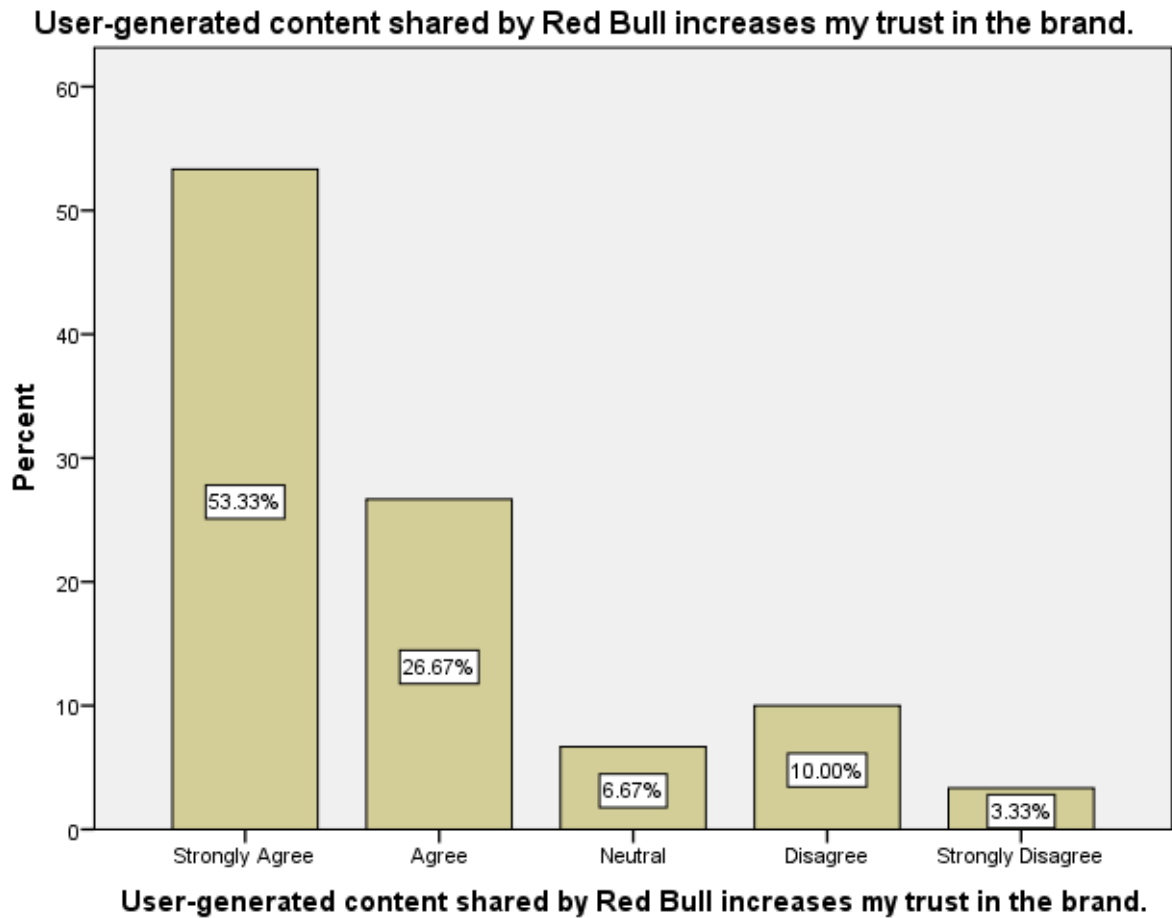


Figure 16. User-generated content shared by Red Bull increases my trust in the brand.
80% agree or strongly agree, highlighting the importance of user-generated content in fostering trust.

Red Bull's Instagram content positively influences my perception of the brand.

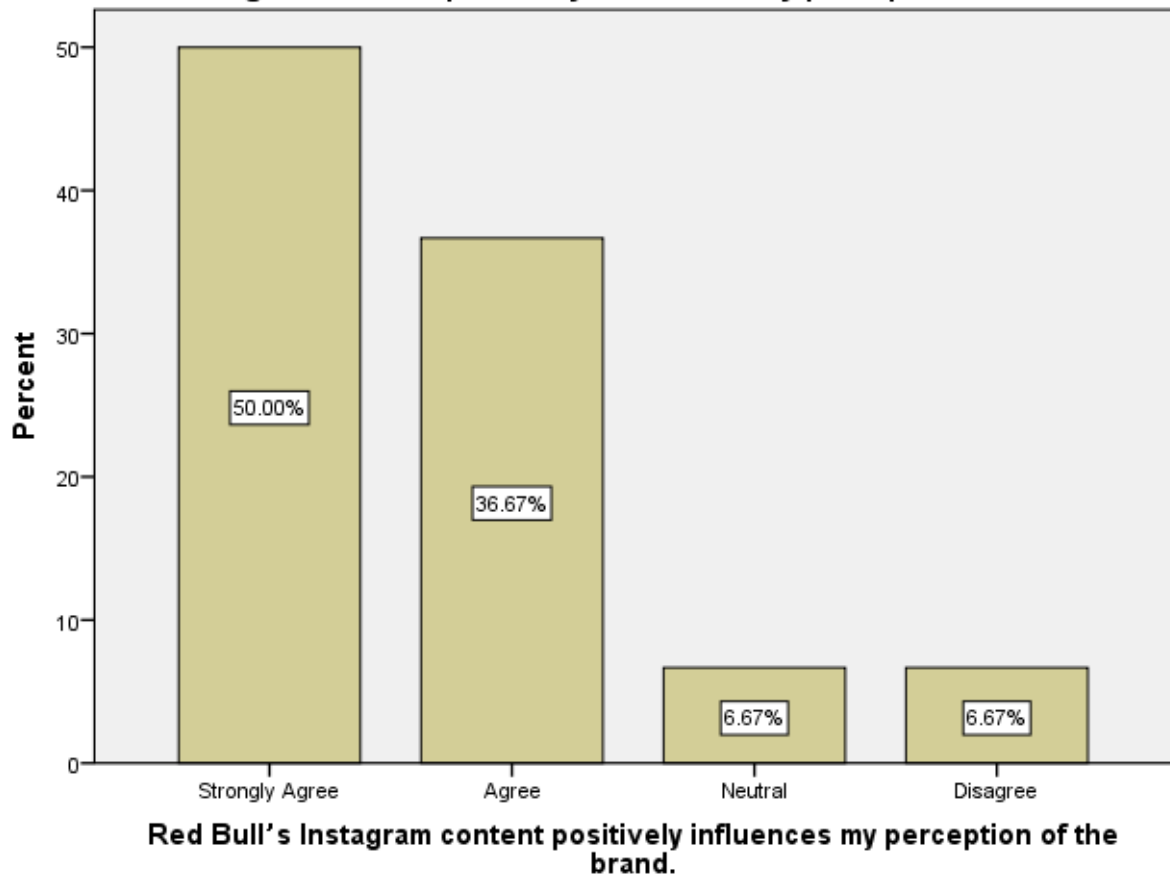


Figure 17. Red Bull's Instagram content positively influences my perception of the brand.

86.7% of participants perceive Instagram content positively, indicating effective brand positioning.

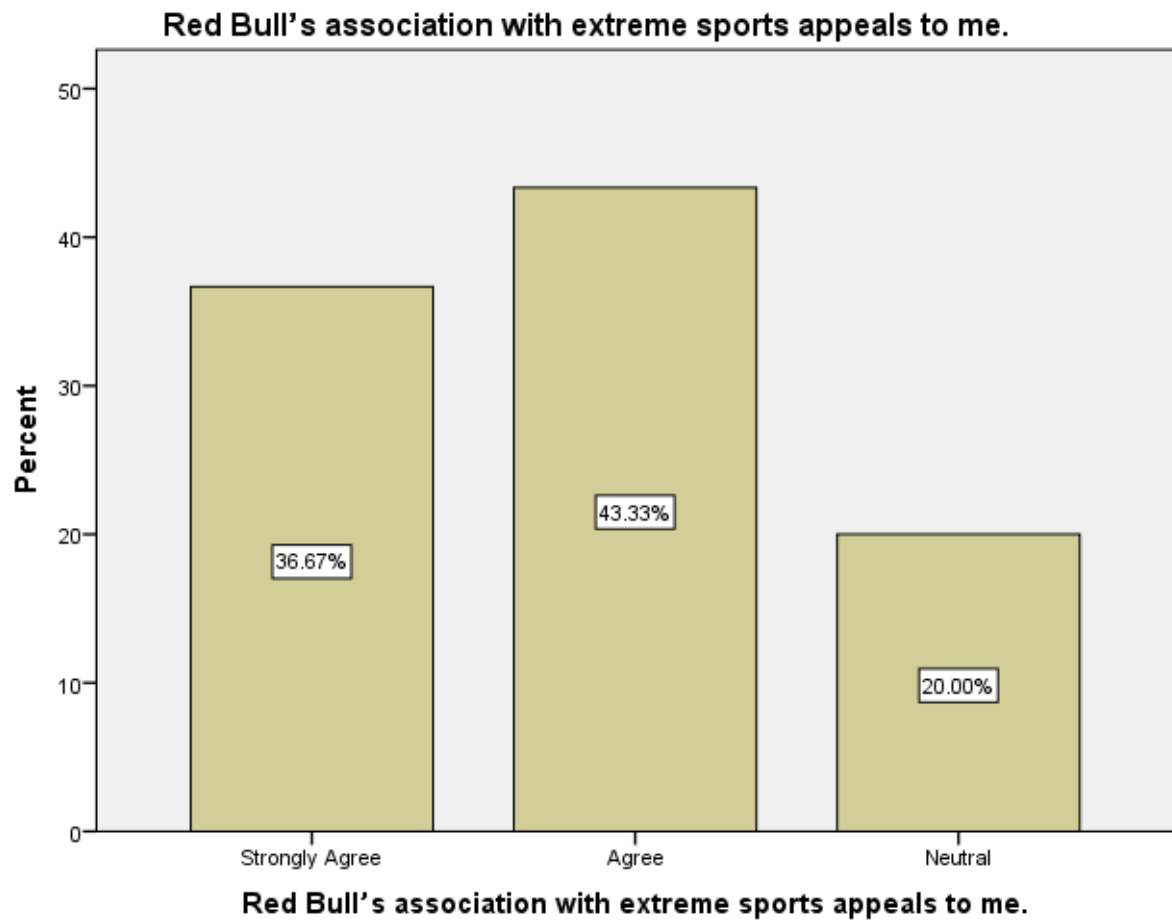


Figure 18. Red Bull's association with extreme sports appeals to me.

80% agree or strongly agree, showing the brand's lifestyle alignment resonates with consumers.

Sponsorship of music, gaming, or influencers increases my interest in Red Bull.

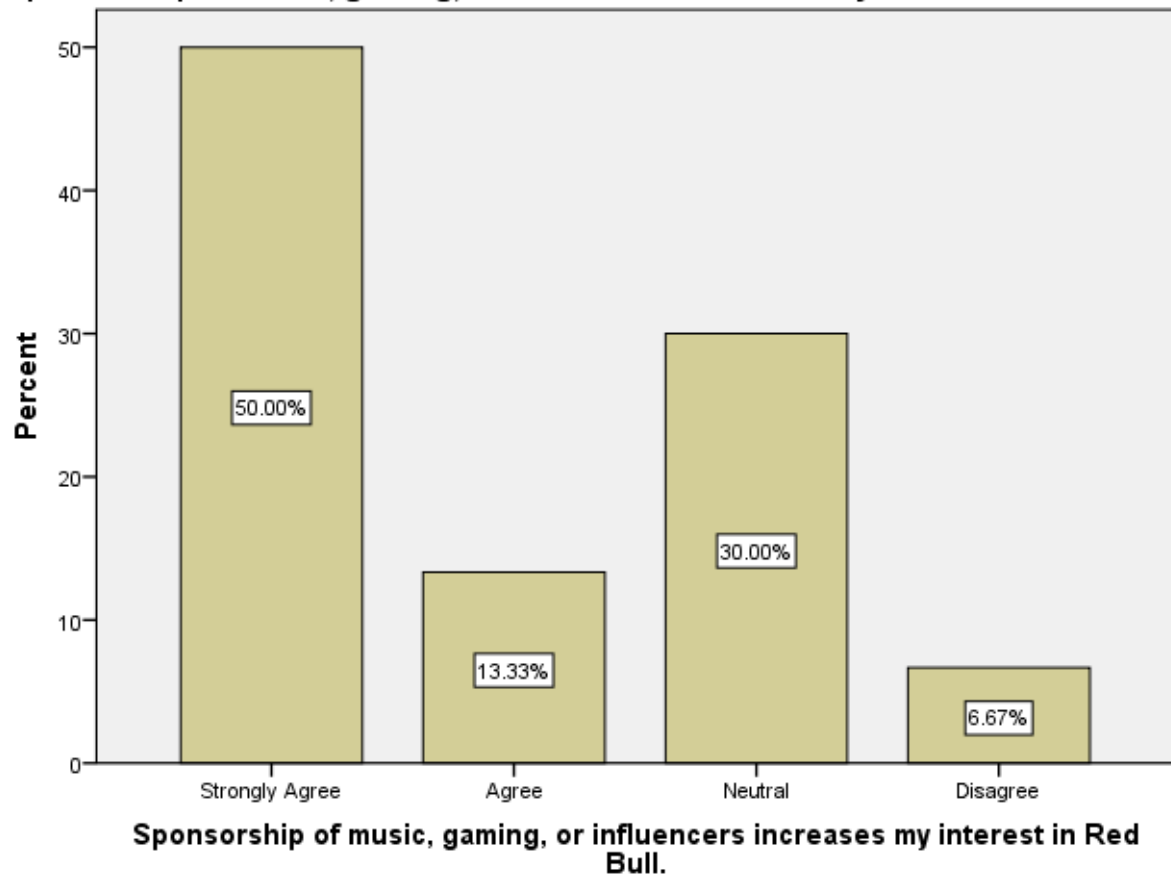


Figure 19. Sponsorship of music, gaming, or influencers increases my interest in Red Bull.
63.3% agree or strongly agree, indicating sponsorships successfully enhance consumer interest.

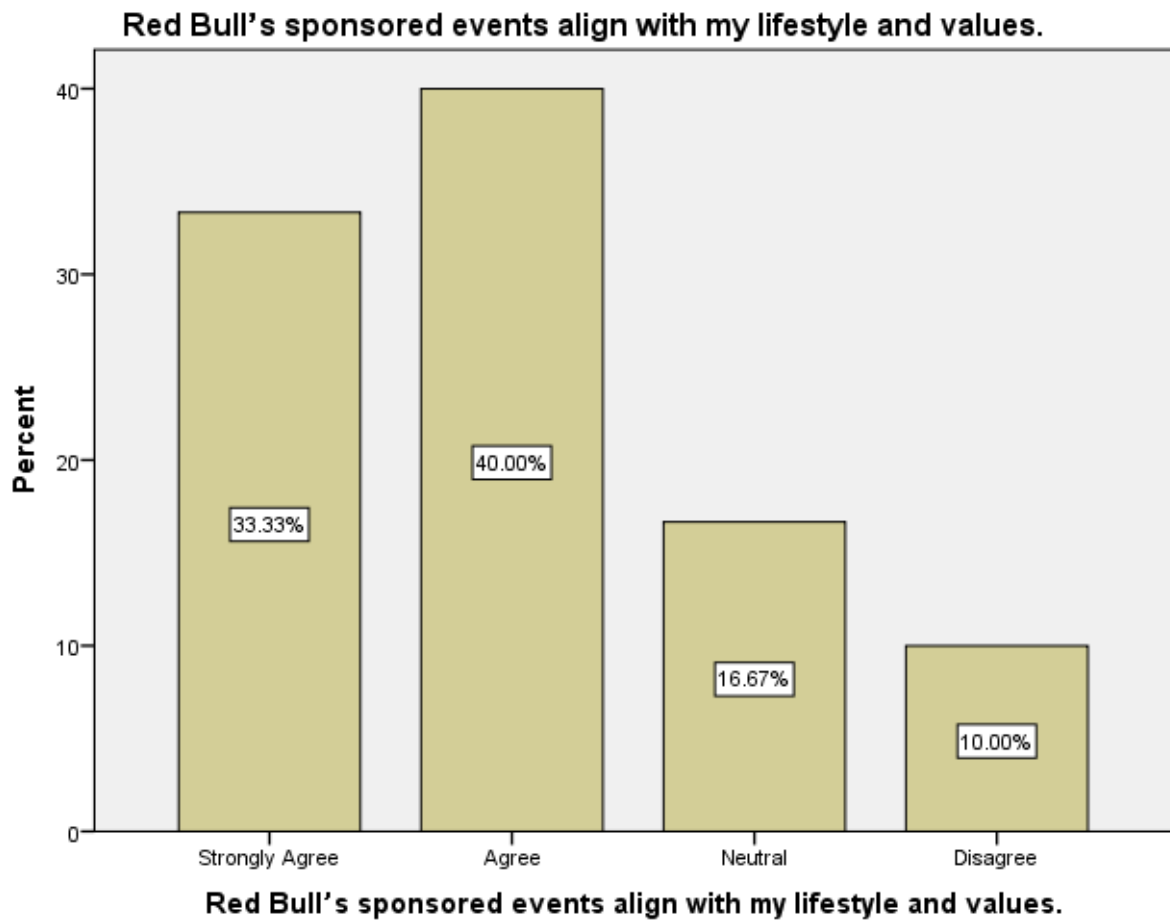


Figure 20. Red Bull's sponsored events align with my lifestyle and values.

73.3% of respondents agree or strongly agree, demonstrating alignment between events and consumer values.

Influencers associated with Red Bull positively affect my opinion of the brand.

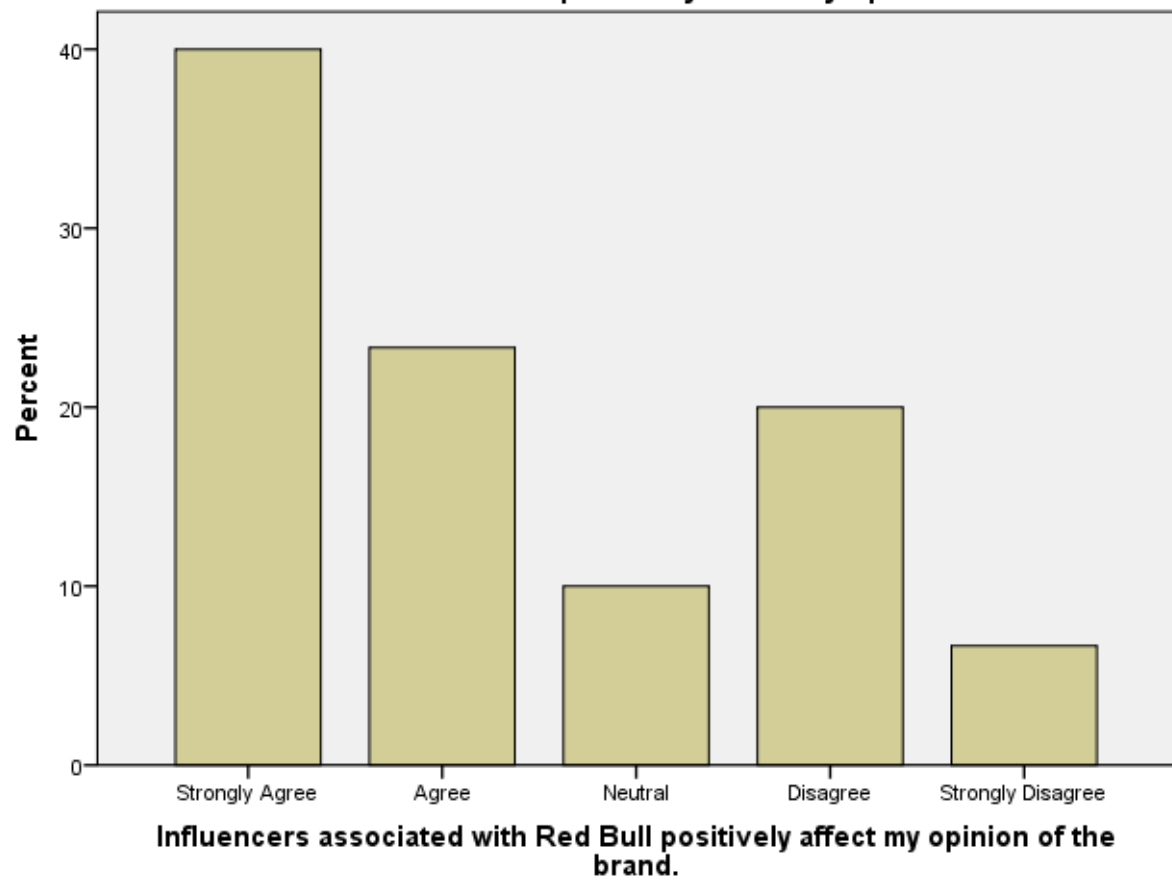


Figure 21. Influencers associated with Red Bull positively affect my opinion of the brand.
63.3% agree or strongly agree, showing influencer partnerships influence brand perception.

Red Bull's lifestyle image on Instagram makes the brand more attractive to me.

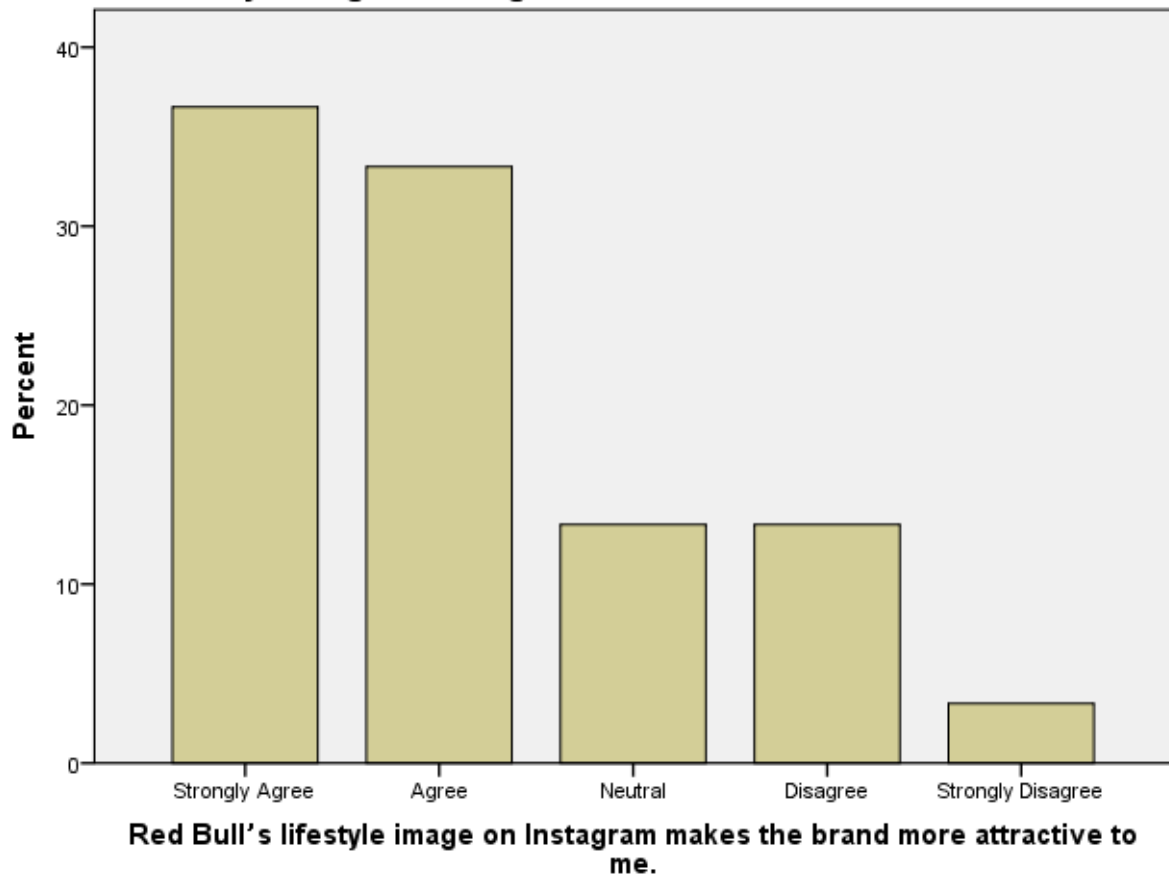


Figure 22. Red Bull's lifestyle image on Instagram makes the brand more attractive to me.
70% of respondents agree or strongly agree, reflecting effective lifestyle branding.

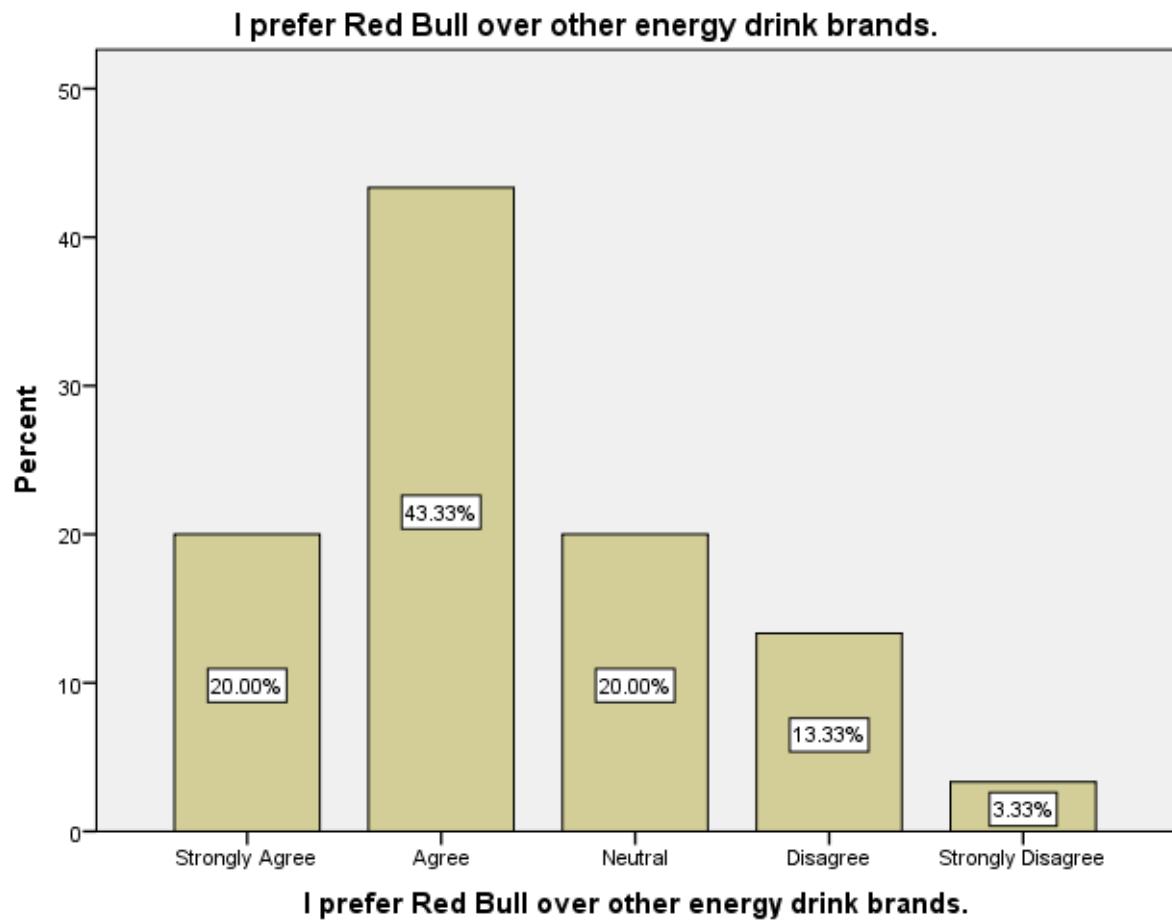


Figure 23. I prefer Red Bull over other energy drink brands.

63.3% prefer Red Bull, indicating moderate brand preference over competitors.

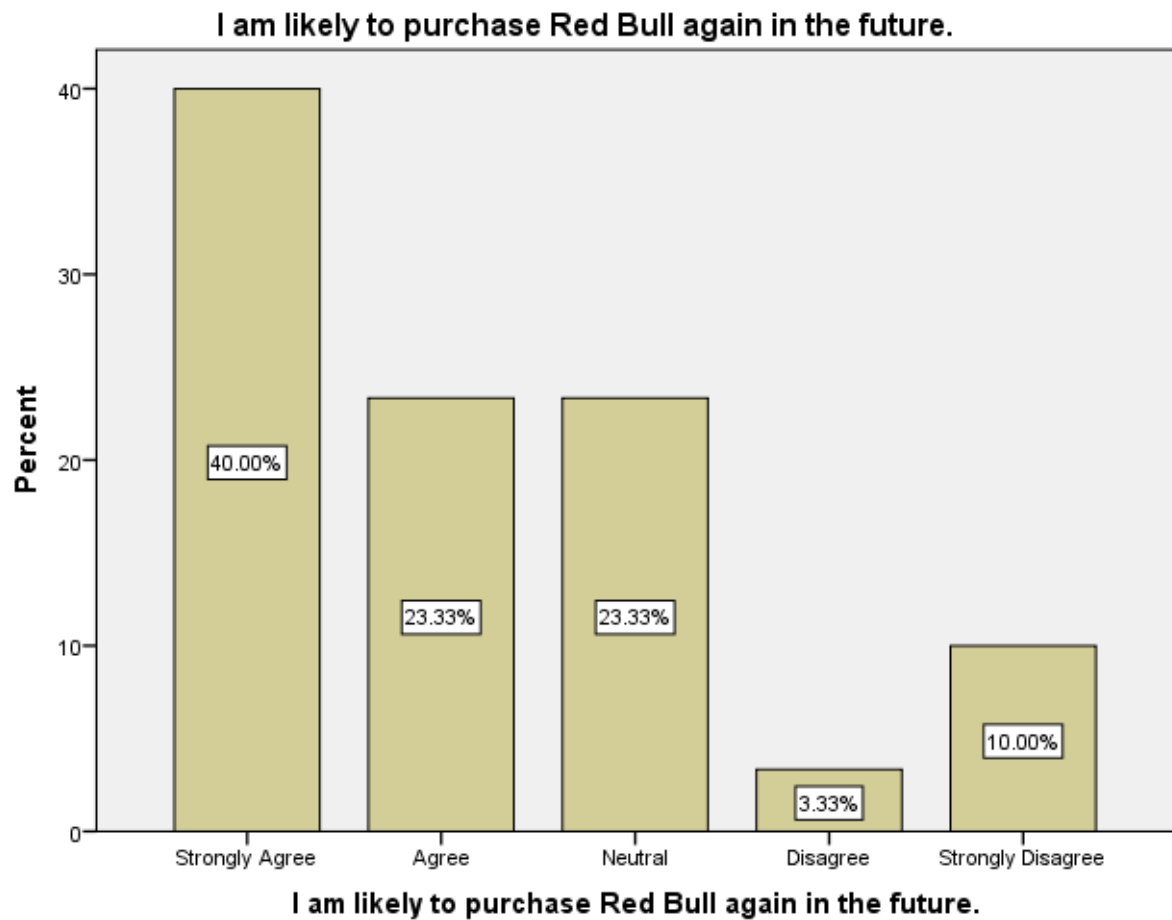


Figure 24. I am likely to purchase Red Bull again in the future.

63.3% agree or strongly agree, suggesting future repurchase intention is high.

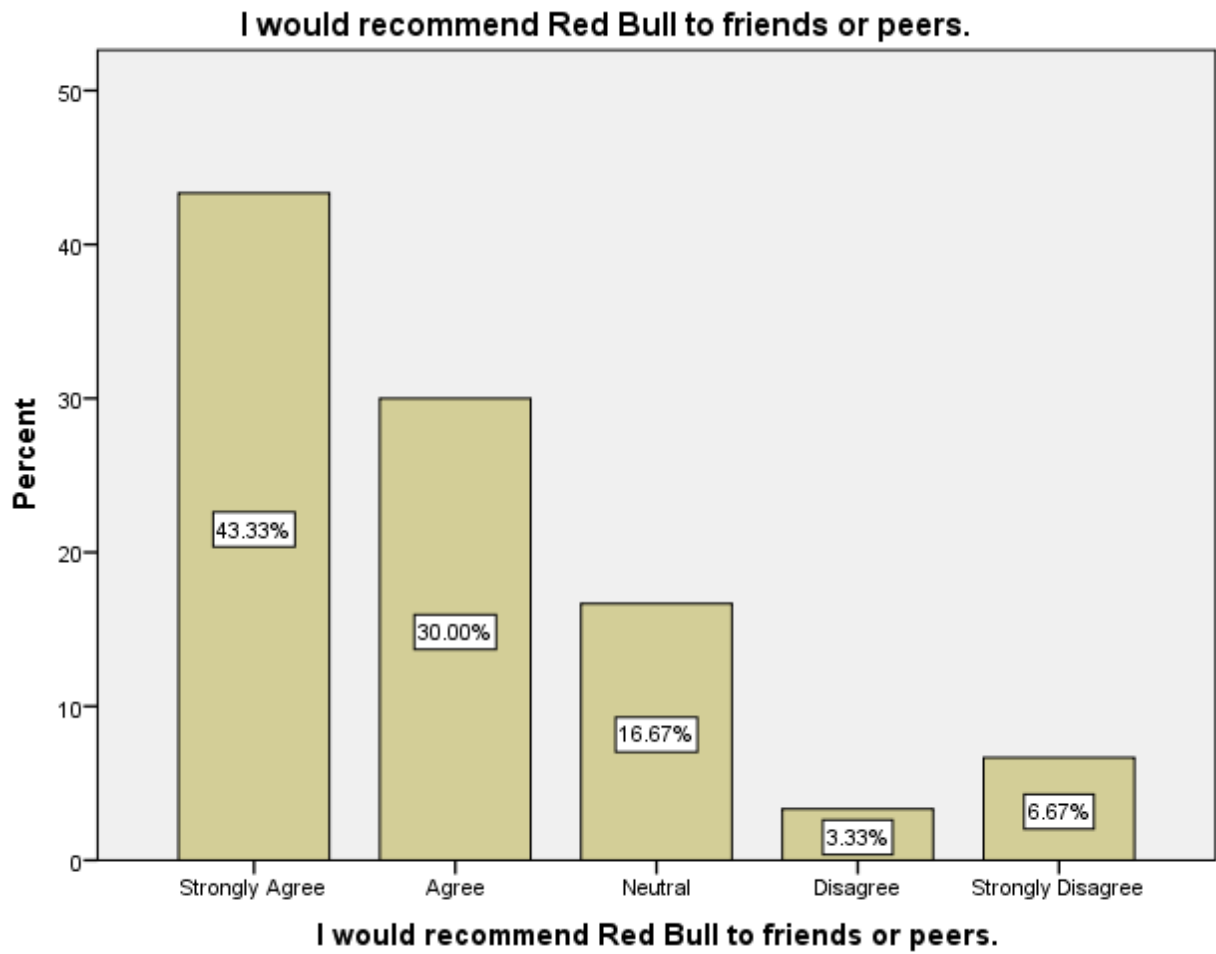


Figure 25. I would recommend Red Bull to friends or peers.

73.3% are likely to recommend the brand, indicating positive word-of-mouth potential.

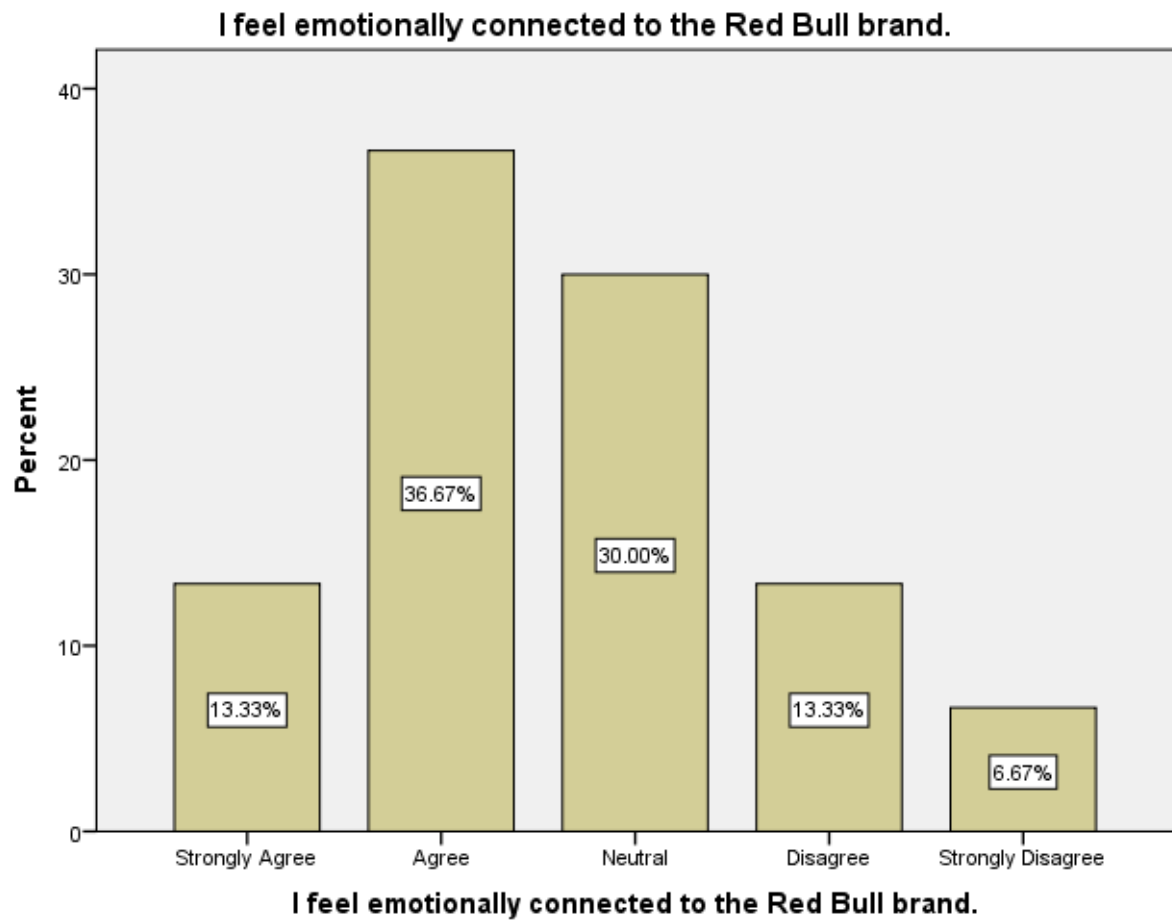


Figure 26. I feel emotionally connected to the Red Bull brand.

60% agree or strongly agree, showing moderate emotional attachment to the brand.

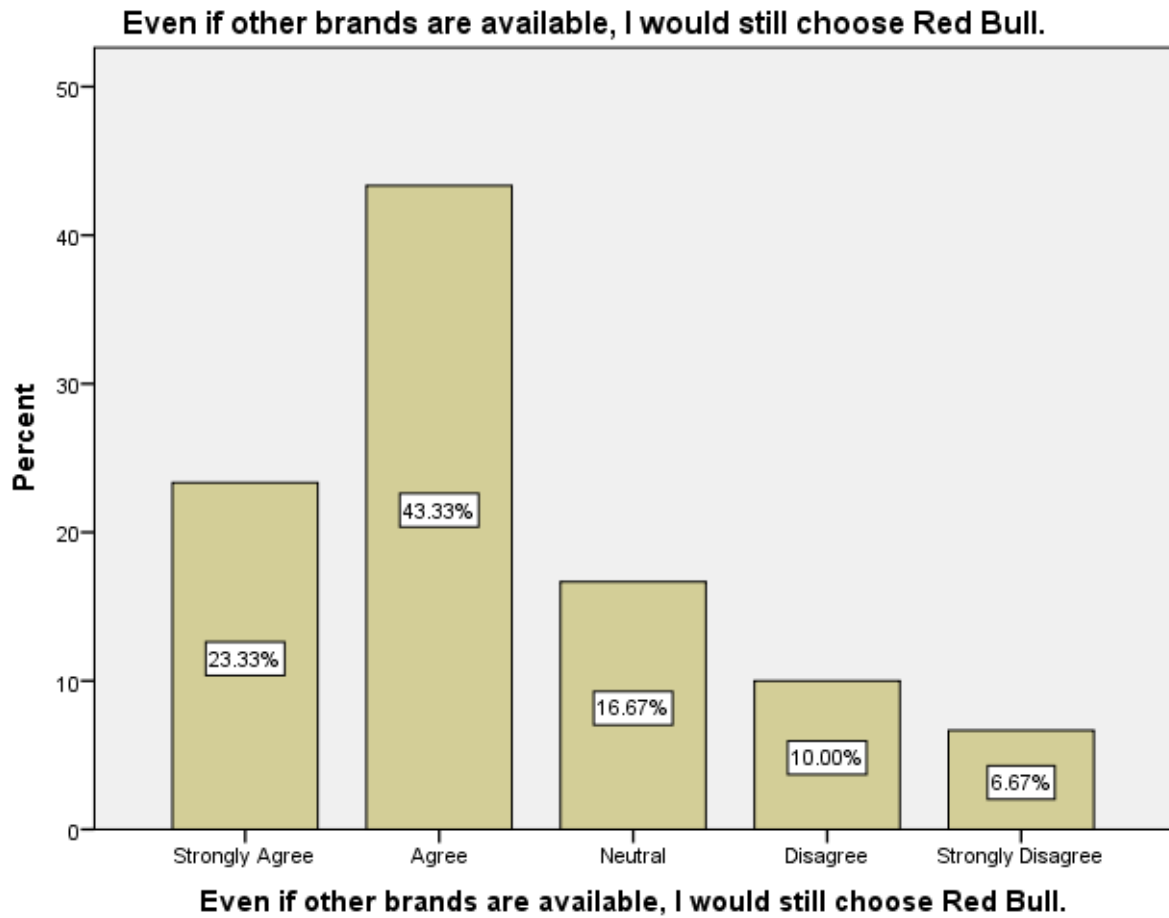


Figure 27. Even if other brands are available, I would still choose Red Bull.

66.7% would remain loyal despite alternatives, reflecting resilient brand loyalty.

4.4 Descriptive data

Table 2. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Red Bull's Instagram reels and stories are engaging and entertaining.	30	.00	4.00	1.4667	1.13664
Red Bull interacts well with its audience on Instagram.	30	.00	4.00	1.0667	1.25762

Red Bull's Instagram presence makes me feel more connected to the brand.	30	.00	4.00	1.2667	1.22990
Red Bull's Instagram content is creative and visually appealing.	30	.00	4.00	1.2333	1.10433
The content shared by Red Bull feels authentic and relatable.	30	.00	3.00	1.0000	1.08278
Red Bull's lifestyle and storytelling content reflects my interests.	30	.00	4.00	1.3000	1.14921
User-generated content shared by Red Bull increases my trust in the brand.	30	.00	4.00	.8333	1.14721
Red Bull's Instagram content positively influences my perception of the brand.	30	.00	3.00	.7000	.87691
Red Bull's association with extreme sports appeals to me.	30	.00	2.00	.8333	.74664
Sponsorship of music, gaming, or influencers increases my interest in Red Bull.	30	.00	3.00	.9333	1.04826
Red Bull's sponsored events align with my lifestyle and values.	30	.00	3.00	1.0333	.96431
Influencers associated with Red Bull	30	.00	4.00	1.3000	1.36836

positively affect my opinion of the brand.					
Red Bull's lifestyle image on Instagram makes the brand more attractive to me.	30	.00	4.00	1.1333	1.16658
I prefer Red Bull over other energy drink brands.	30	.00	4.00	1.3667	1.06620
I am likely to purchase Red Bull again in the future.	30	.00	4.00	1.2000	1.29721
I would recommend Red Bull to friends or peers.	30	.00	4.00	1.0000	1.17444
I feel emotionally connected to the Red Bull brand.	30	.00	4.00	1.3000	1.02217
Even if other brands are available, I would still choose Red Bull.	30	.00	4.00	1.2333	1.30472
I feel emotionally connected to the Red Bull brand.	30	.00	4.00	1.6333	1.09807
Even if other brands are available, I would still choose Red Bull.	30	.00	4.00	1.3333	1.15470
Valid N (listwise)	30				

The descriptive statistics reveal perception and interest in the branding and marketing strategies of Red Bull by the Gen Z consumers. The average scores of the variables show that the responses are mostly positive and it is indicative that the marketing of Red Bull resonates with its target. As an example, the respondents evaluated the level of engagement and

entertainingness of the Instagram reels and stories by Red Bull as average ($M = 1.467$, $SD = 1.137$), which is indicative of the idea that the content of social media draws attention as well. Likewise, engagement with people on Instagram ($M = 1.067$, $SD = 1.258$) and the availability of presence of the brand that brings a sense of belongingness ($M = 1.267$, $SD = 1.230$) suggest that Red Bull has social media-related strategies that contribute to a feeling of inclusion and a feeling of connection among the consumers.

Positive ratings were also given to content related variables. The influencing power of the brand following the values of Gen Z in its messaging is reflected in the fact that Instagram content is creative and appealing to the eye ($M = 1.233$, $SD = 1.104$), as well as reflecting the interests of users through lifestyle and stories ($M = 1.300$, $SD = 1.149$). The perceived genuineness is important in consumer trust development as reflected in authenticity and relatability of the content ($M = 1.000$, $SD = 1.083$) and user-generated content enhancing trust ($M = 0.833$, $SD = 1.147$). The effect of Red Bull being associated with extreme sports ($M = 0.833$, $SD = 0.747$) and sponsoring music, video gaming, or influencers ($M = 0.933$, $SD = 1.048$) also highlights the importance of lifestyle alignment as one of the strategies to appeal to this demographic.

The measures of purchase intentions and loyalty tell about positive brand outcomes as well. The respondents were willing to repurchase ($M = 1.200$, $SD = 1.297$), recommend the brand to their peers ($M = 1.000$, $SD = 1.174$), and remain loyal despite the presence of alternatives ($M = 1.233$ – 1.333 , $SD = 1.155$ – 1.305). The brand emotional attachment was moderate ($M = 1.300$ – 1.633 , $SD = 1.022$ – 1.098) which has shown the attachment beyond the functional positive fit. Generally, the descriptive statistics indicate that the social media activity, content creativity, lifestyle, and authenticity applied by Red Bull can successfully develop brand loyalty and positive perceptions among the Generation Z population, which implies that these measures are at the center of competitive advantage sustainability in the energy drinks market.

4.5 Correlations

Table 3. Correlations Between Marketing Strategies and Brand Loyalty

Variable	1	2	3	4
1. Social Media Engagement	—			
2. Content Marketing & Brand Communication	.430*	—		
3. Sponsorships & Lifestyle Associations	.354	.498**	—	
4. Brand Loyalty	.671**	.549**	.603**	—

Note. $p < .05$. $p < .01$. $N = 30$ for all variables.

The correlation test examines the links between marketing approaches of Red Bull, namely, social media activity, content marketing and brand communication, and sponsorship and lifestyle associations, and brand loyalty among younger consumers of Generation Z. The social media activity is strongly and positively correlated with brand loyalty ($r = 0.671$, $p < 0.01$), which makes higher levels of engagement on social media platforms strongly related to brand loyalty to Red Bull. There is also a good positive correlation between content marketing and brand communication and brand loyalty ($r = 0.549$, $p < 0.01$), which shows that successful brand messaging and contention strategy contribute to attachment and loyalty of consumers to the brand. Sponsorships and lifestyle associations also indicate a good positive relationship with brand loyalty ($r = 0.603$, $p < 0.01$) which shows that the more the brand is associated with sports, music, gaming, and lifestyle events, the more consumer loyalty is formed. There are moderate positive relationships in inter-variable correlations of the marketing strategies.

There is a moderate level of correlation between social media use and content marketing ($r = 0.430$, $p < 0.05$), as most of the time, active social media interaction is accompanied by effective content communication. Content marketing and sponsorships are more positively related ($r = 0.498$, $p < 0.01$), which means that those approaches support one another in the way of consumer perception. The relationship between the activities of the social media and sponsorships ($r = 0.354$, $p > 0.05$) is not statistically significant, which suggests a weaker connection. On the whole, these findings suggest that all three approaches to marketing play a significant role in the creation of brand loyalty among the representatives of Generation Z, but the social media engagement is the most effective one. The results show the significance of combined marketing activities when involving the content that is interesting to read, the message that is honest, and lifestyle-related sponsorships combine to increase emotional and behavioural loyalty of consumers to Red Bull.

4.6 Regression Results

Table 4. Model Summary for Regression Predicting Brand Loyalty

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.789	.623	.579	.501

Note. Predictors: Social Media Engagement, Content Marketing & Brand Communication, Sponsorships & Lifestyle Associations. Dependent Variable: Brand Loyalty.

Table 5. ANOVA for Regression Predicting Brand Loyalty

Model	Sum of Squares	df	Mean Square	F	p
Regression	10.745	3	3.582	14.294	.000
Residual	6.515	26	.251		
Total	17.260	29			

Note. Dependent Variable: Brand Loyalty. Predictors: Social Media Engagement, Content Marketing & Brand Communication, Sponsorships & Lifestyle Associations.

Table 6. Regression Coefficients for Predicting Brand Loyalty

Predictor	B	SE B	β	t	p
Constant	.005	.219		.024	.981
Social Media Engagement	.534	.153	.473	3.486	.002
Content Marketing & Brand Communication	.232	.198	.172	1.173	.252
Sponsorships & Lifestyle Associations	.362	.146	.350	2.478	.020

Note. Dependent Variable: Brand Loyalty.

The regression study is used to determine the effect of Social Media Engagement, Content Marketing and Brand Communication, and Sponsorships and Lifestyle Associations on brand loyalty amongst the Generation Z consumers. The model summary has depicted that predictors have a strong relationship with the brand loyalty and the R value (0.789) and the R² (0.623) value indicate that the three marketing strategies combined explain about 62.3 percent of the variance in brand loyalty. The adjusted R² of the 0.579 gives an assurance that the model is robust in consideration of the number of predictors.

The standard error of 0.501 indicates that there is an average amount of dispersion around the estimated values. The results of the ANOVA show that the overall regression model is significantly different between the results ($F = 14.294$, $p < 0.001$), thereby proving that the predictors are reliably relevant to explain the differences in brand loyalty. This means that the interaction between the social media, content marketing, and the sponsorship activities significantly impact the loyalty of the consumers to Red Bull. The coefficients table gives an insight about the contribution of each predictor in a relative manner. The most positive impact on brand loyalty is made by the Social Media Engagement ($B = 0.534$, $\beta = 0.473$, $p = 0.002$),

which means that the greater the engagement with the Red Bull social media, the higher the brand loyalty.

The positive impact on loyalty is also observed in case of Sponsorships and Lifestyle Associations ($B = 0.362$, $\beta = 0.350$, $p = 0.020$) which indicate that the consistency of sponsorships and lifestyle material with the interests of Gen Z can positively influence the loyalty. The positive, but non-significant effect of Content Marketing & Brand Communication is not significant ($B = 0.232$, $\beta = 0.172$, $p = 0.252$), which indicates that though content marketing has a positive impact on the loyalty, the effect is less important than that of social media engagement and strategies of sponsorship. The regression analysis, in general, shows that marketing efforts by Red Bull, especially social media interactions and sponsorships relating to lifestyle are critical in brand loyalty among Generation Z, with the impact of content marketing being smaller.

4.7 Chapter Summary

The results have shown that the social media actions and lifestyle-related sponsorships used by Red Bull have a strong impact on brand loyalty, whereas content marketing affects it less. The descriptive statistics reveal that there is a high level of engagement, positive attitudes and moderate emotional attachments towards Gen Z. On the whole, the chapter validates that integrated marketing techniques are effective in increasing consumer loyalty and brand attachment.

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